

Sleeping Time Keeps Decreasing, Male Housework Time is Increasing

From the 2010 NHK Japanese Time Use Survey

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Conducted every five years by NHK since 1960, the Japanese Time Use Survey aims to collect basic data for developing radio and television programs better suited to public needs by examining how much time people spend on various daily activities. The eleventh and latest survey was carried out in 2010.¹

The survey asks respondents to record their activities for each 15-minute period over two consecutive days according to 28 activity categories such as sleep, work, and watching television (see “minor classification” in Figure 1), as well as time spent at home. (The questionnaire, an example of which is shown in Figure 2, also queries respondents on such matters as occupation and regular days off.)

The 2010 survey was conducted in four two-day sessions held between Thursday, October 14, and Sunday, October 24. A total of 7,200 Japanese people aged 10 and older were selected from the Basic Resident Registers by stratified two-stage random sampling. Of these, 4,905 (68.1 percent) returned valid responses for at least one of the two days (Figure 3).

This report analyzes the results separately for weekdays, Saturday, and Sunday (the respective numbers of valid responses are shown in Figure 4). Figure 5 illustrates the number and component ratio of valid samples per respondent category (gender/age and occupation).

Our discussion of the survey findings proceeds according to the activity classification shown in Figure 1. Introducing major findings for each category of activities, we begin with “obligatory activities” (work, housework, etc.), followed by “free-time activities” (leisure activities, mass media use) and then “necessary activities” (sleep, meals, etc.). Based on the results presented in the foregoing sections, the report then goes on to discuss the current situation of time use and the ways it has changed over the years. (Regarding “free-time activities,” we will only briefly outline here mass media and Internet use in terms of “doers’ ratio” and time spent, and in a subsequent English report a more detailed analysis will be provided.)

Figure 1. 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 participation.

(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	Breakfast, lunch, supper, snacks
	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	Childcare; education; transporting children to and from school, etc.
		Miscellaneous	Sorting things out; going to banks and public offices; nursing care for family members other than children
	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
		Exercise and sports	Gymnastics, physical exercise, various types of sport and ball games
	Leisure activities	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 games; play; games
		Internet as hobbies, entertainment, cultural activities	Using the Internet as hobby, for entertainment or play (other than e-mail)
	Mass media use	TV	Including the viewing of BS, CS, CATV, 1-seg
		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, tapes	Listening to music on audio media other than radio, such as CD, digital audio player, tape, or record
	Videos, HDDs, DVDs	Watching videos, HDDs, DVDs (including recorded programs)	
	Rest	Rest	Resting, enjoying tea or between-meals snacks, doing nothing
	Other activities	Other activities	Other activities
No response		No response	Space left blank

Figure 2. Survey Card Example (Section)

		00:00	30	01:00	30	02:00	30	03:00
		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							

Figure 3. Outline of the Survey

Dates:	Session 1	October 14 (Thursday) and 15 (Friday), 2010
	Session 2	October 16 (Saturday) and 17 (Sunday)
	Session 3	October 18 (Monday) and 19 (Tuesday)
	Session 4	October 23 (Saturday) and 24 (Sunday)
Method:	Pre-code system using the drop-off/pick up method (diary-type in units of 15 minutes)	
Population:	Japanese people aged 10 and over	
Sample:	7,200 people (12 people x 150 spots x 4 sessions); selected from the Basic Resident Registers by stratified two-stage random sampling	
Valid responses* (response rate):	4,905 (68.1 percent)	
	* Return of valid responses for at least one of the two days.	

Figure 4. Number of Designated and Valid Samples

	Pre-selected sample	Valid responses (%)
Weekdays	7,200	4,840 (67.2)
Saturdays	3,600	2,405 (66.8)
Sundays	3,600	2,367 (65.8)

Figure 5. Number of Effective Samples/Component Ratio of Effective Samples

			Weekdays			Saturdays			Sundays		
			Number	Component Ratio	2005	Number	Component Ratio	2005	Number	Component Ratio	2005
Whole nation			4,840	100.0%	%	2,405	100.0%	%	2,367	100.0%	%
By gender and age group	Men	10-19	324	6.7	5.6	143	5.9	6.0	143	6.0	6.2
		20s	257	5.3	4.9	75	3.1	4.6	74	3.1	5.1
		30s	329	6.8	6.6	162	6.7	6.0	159	6.7	6.2
		40s	351	7.3	6.7	167	6.9	6.0	165	7.0	6.0
		50s	329	6.8	8.9	185	7.7	9.6	182	7.7	9.4
		60s	345	7.1	8.1	216	9.0	8.3	215	9.1	8.4
		70 and over	374	7.7	6.9	185	7.7	7.6	183	7.7	8.3
	Women	10-19	247	5.1	5.3	127	5.3	5.8	121	5.1	5.8
		20s	232	4.8	5.3	127	5.3	6.2	126	5.3	5.1
		30s	396	8.2	8.5	186	7.7	6.7	185	7.8	7.4
		40s	377	7.8	7.5	193	8.0	7.3	193	8.2	7.6
		50s	405	8.4	10.0	192	8.0	10.7	188	7.9	9.6
		60s	438	9.0	7.7	219	9.1	7.6	211	8.9	7.2
		70 and over	436	9.0	7.8	228	9.5	7.6	222	9.4	7.8
By occupation	Agriculture, forestry or fishery		118	2.4	3.0	49	2.0	3.1	48	2.0	3.2
	Self-employed		319	6.6	7.7	150	6.2	7.2	144	6.1	7.3
	Sales or services		590	12.2	11.8	277	11.5	11.2	273	11.5	10.6
	Work requiring craft skills or manual labor		570	11.8	12.7	303	12.6	12.0	297	12.5	12.1
	Clerical or technical work		787	16.3	14.8	350	14.6	14.7	348	14.7	14.6
	Business operators or managers		130	2.7	2.7	57	2.4	2.3	57	2.4	2.7
	Specialists, freelancers, etc.		204	4.2	3.5	108	4.5	3.8	109	4.6	3.5
	Housewives		631	13.0	14.0	336	14.0	14.3	328	13.9	14.1
	Jobless		792	16.4	15.8	437	18.2	16.1	431	18.2	16.2
	Pupils/Students		605	12.5	11.7	294	12.2	12.5	288	12.2	12.7

The impact of Japan's aging population is a factor that must be taken into consideration in examining the research results. According to the Ministry of Internal Affairs and Communications Statistics Bureau estimates for the Japanese population as of August 2010, people aged 60 and over made up 34.0 percent of the population aged 10 or over, an increase from the previous national census (29.8 percent) of 2005. In this time use survey, too, 34.3 percent of the entire sample, or one out of three people, were 60 years old or over, showing a steady increase compared with 2005 (30.8 percent). This means that the features of the survey results for people aged 60 and over were more strongly reflected in the results of the whole nation than in previous surveys.

The major indices used in this report are defined as follows.

Doers' ratio: the ratio of people engaged in a given activity for 15 minutes or more during a given day.

Average doers' ratio: the average of doers' ratios by time slot (e.g., 30 minutes, 1 hour), using the doers' ratio for every 15-minute period as basic unit.

Doers' average time: the average time spent by people who participated in a given activity for 15 minutes or more.

Overall average time: the average time devoted to a given activity among all respondents including those who did not participate in that activity.²

OBLIGATORY ACTIVITIES

*Compared with the 2005 survey, more time was spent on work
in the morning, less time in the evening,
and more men in their 20s and 30s and 70 and over did housework.*

First let us look at the category of responsible or obligatory activities required for the maintenance and improvement of family life and social order as presented in Figure 1. These are work, housework, schoolwork, commuting to work, commuting to school, and so forth.

Work

Before we look at the changes in proportion of people engaged in work and time spent on work, let us examine changes in workweek practices that may influence such changes. The time-use survey asks respondents to indicate not only their activities but also their workweek and what days they are off work.

Regarding the workweek, jobholders (includes those engaged in agriculture, forestry and fisheries, the self-employed, sales and services, skilled jobs, craft jobs, clerical and technical work, business operators or managers, specialists, freelancers, etc.) who had two days off every week (five-day workweek system) accounted for 32 percent in 1995, but since then the proportion has steadily increased and stood at 45 percent in the 2010 survey.

Regarding which day(s) of the week they are off work, the figures for jobholders (multiple responses permitted) stood at 4 to 6 percent for weekdays (Monday through Friday), 48 percent for Saturdays, and 65 percent for Sundays. Thirty-one percent did not have a regular day or days off in the week. Noting that the five-day workweek is gradually spreading, let us now look at the working hours of those engaged in work.

Eighty-eight percent of jobholders worked on weekdays, with 56 percent working also on Saturdays and 36 percent also on Sundays (Figure 6), with the percentage of those who worked on Saturdays decreasing compared to 2005. With regard to day of the week they have off (multiple responses), the proportion of people who had Saturday off has increased from 45 percent in 2005 to 48 percent in 2010, which presumably is related to the decrease in the doer's ratio for work on Saturdays.

Figure 6. Doers' Ratio for and Time Spent on Work

(men and women jobholders; by occupation)

【Doers' ratio】 (%)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Jobholders	90	90	89	88	63	60	61	56	36	37	36	36
Men	92	94	92	92	66	64	64	60	35	39	37	36
Women	88	86	86	84	59	55	56	51	37	34	34	36
Agriculture, forestry or fishery	90	88	87	93	—	—	—	—	—	—	—	—
Self-employed	90	89	90	86	80	79	86	74	48	49	51	50
Sales or service	83	82	83	81	67	73	70	63	52	56	49	51
Work requiring craft skills or manual labor	93	93	91	91	65	61	62	61	25	23	26	26
Clerical or technical work	94	95	92	92	45	41	40	33	18	22	19	18
Business operators or managers	95	95	97	96	—	—	—	35	—	—	—	21
Specialists, freelancers, etc.	87	85	85	84	66	60	55	69	43	44	32	51

【Overall average time】 (hours/minutes)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Jobholders	7:22	7:34	7:31	7:24	4:33	4:35	4:38	4:17	2:22	2:23	2:16	2:34
Men	8:11	8:37	8:30	8:27	5:06	5:17	5:19	4:56	2:27	2:41	2:27	2:52
Women	6:15	6:12	6:16	6:08	3:50	3:38	3:44	3:29	2:16	1:59	2:00	2:13
Agriculture, forestry or fishery	5:56	5:26	6:03	5:39	—	—	—	—	—	—	—	—
Self-employed	6:58	6:57	7:06	6:23	5:59	6:07	6:59	5:24	3:06	3:00	3:17	3:09
Sales or service	6:33	6:25	6:43	6:27	5:03	5:46	5:37	4:51	3:52	4:21	3:34	3:57
Work requiring craft skills or manual labor	7:45	8:13	7:58	8:02	5:00	5:01	4:54	5:05	1:45	1:30	1:43	2:00
Clerical or technical work	8:02	8:22	8:15	8:03	3:00	2:53	2:49	2:27	1:01	1:17	1:04	1:10
Business operators or managers	8:32	8:23	8:45	9:29	—	—	—	2:43	—	—	—	1:08
Specialists, freelancers, etc.	6:31	6:41	6:47	7:08	4:30	4:07	3:37	4:50	2:32	2:15	1:56	3:55

Notes: Saturday and Sunday figures for "agriculture, forestry or fishery" are omitted because the sample was less than 50 people. As for "business operators or managers," Saturday and Sunday figures are given just for reference because of the small sample and large margin of error; those in 2005, too, are omitted along with the corresponding figures in 1995 and 2000 because of the small sample (less than 50)

The overall average hours among all jobholders, including those who were not working on that day, was 7 hours 24 minutes on weekdays, 4 hours 17 minutes on Saturdays, and 2 hours 34 minutes on Sundays. While there was a slight decrease for Saturday in comparison with 2005, there was no major change for each day of the week.

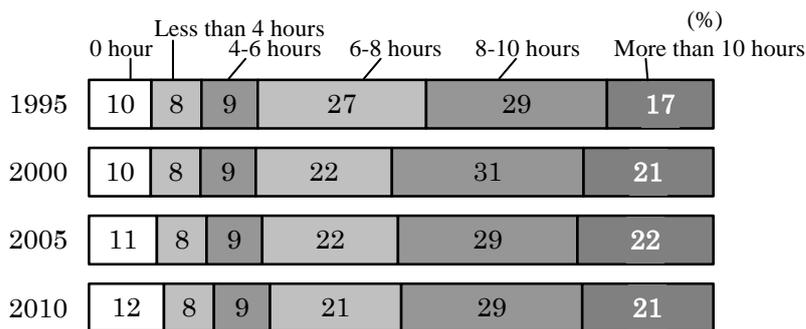
The longest working hours on weekdays, by occupation were for business operators and managers (9 hours 29 minutes). People in this category generally worked longer hours, but the time has further increased compared with 2005 and has risen over 9 hours for the first time since 1995 (Figure 6).

Looking at working hours by gender and age group, we see that those working longest on weekdays were male jobholders in their 30s and 40s, at more than 9 hours. When we examine in detail the time series for this age range when people are at the height of their working lives, we find some notable changes. For weekdays, the figure for men in their 30s was on the decrease (9 hours 35 minutes in 2000→9 hours 13 minutes), while that for men in their 40s was on the increase (9 hours 4 minutes in 2000

→9 hours 23 minutes). So while working hours were previously longest for men in their 30s, now they were for the first time longest for men in their 40s.

How many hours did the most people work in a day? Figure 7 shows the time series distribution for weekday work hours for jobholders. For the 2010 survey, 21 percent worked 6 to 8 hours, 29 percent 8 to 10 hours, and 21 percent 10 or more hours. The proportion who worked 10 or more hours was on the increase from 1995 to 2005, but in the present survey seemed to have ceased rising.

Figure 7. Distribution of Time Spent on Work (weekdays; jobholders)

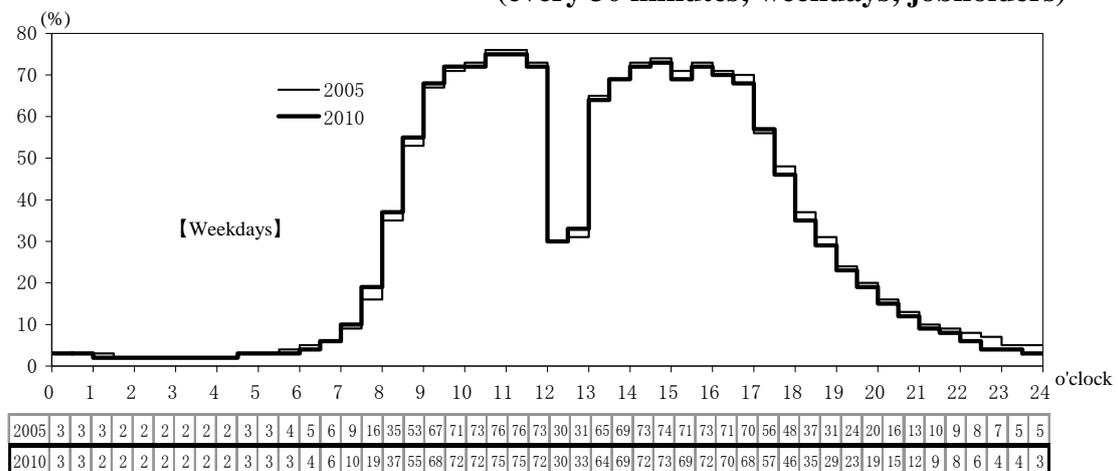


Note: "4-6 hours" indicates "4 hours 15 minutes up to 6 hours," not including "4 hours."

Now let us look at the average doers' ratio for work by time slot (30-minute increments) on weekdays (see Figure 8). The proportion of people who began work from 8:00 a.m. was beginning to increase and 70 percent were working from 9:00 a.m. to 5:00 p.m. (except for lunchtime). At 5:00 p.m. the proportion of people who were working has begun to decrease, and from 9:00 p.m. onward has fallen to 10 percent and under.

Figure 8. Average Doers' Ratio for Work by Time Slot

(every 30 minutes; weekdays; jobholders)



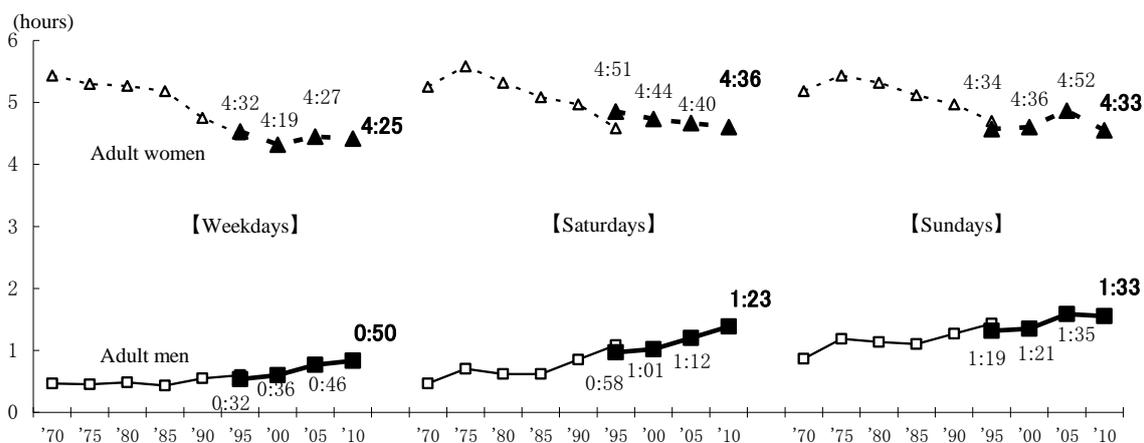
These basic patterns have not changed much from 1995 through 2010, but comparing 2005 to 2010, we can see that the proportion of people working in the 7:30-8:00 a.m. time slot has increased, that of those working in the 8:30 p.m. to midnight period has decreased, indicating a “night to morning” shift in working trends.

With regard to age group by gender, the percentage of men in their 20s and 30s working on nights on weekdays has decreased. There is also a trend toward increase of men in their 20s and 30s to be at home in the evenings, indicating a trend toward finishing work early and going home.

Housework

Regarding housework, let us look first at long-term data for time-use going back to 1970 (see Figure 9). Although the number of hours adult women spent doing housework from 1995 onward has decreased at a slower pace or held stable, in the long term, we can see that there is a generally decreasing trend for each day of the week.

Figure 9. Changes in Time Spent on Housework
(3 days; overall average time by gender; adults)



Notes: The time use survey changed its survey method in 1995. The old method was used for 1970-95 (smaller, white marks) and the new method for 1995-2010 (bigger, black marks). Both results are shown here to present long-term trends of change since 1970, but a direct comparison of figures themselves cannot be made. (The same applies below.)

The time spent on housework by men has been on the increase since 1985 for weekdays and Saturdays. The increase on Sundays leveled off in the 2010 survey, but in the long term the amount of time is on an increasing trend.

“Decrease for women” and “increase for men” in hours of housework is a long-term trend, but the gap in amount of time devoted to housework between men and women is still great.

Now let us look in detail at the results concerning housework for the 2010 survey. The doers’ ratio for women for each day of the week was over 90 percent. That for men

was 41 percent for weekdays, 51 percent for Saturdays, and 56 percent for Sundays, all far lower than for women, but increased for weekdays and Saturdays in comparison with 2005 (see Figure 10)

Figure 10. Doers' Ratio for and Time Spent on Housework
(adults; by gender and age group)

【Doers' ratio】 (%)		Weekdays				Saturdays				Sundays			
		'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Adult men		30	32	36	41	40	42	44	51	49	50	55	56
Adult women		91	89	90	90	92	91	91	91	90	91	92	91
Housewives		99	99	100	99	99	98	99	99	98	98	98	97
Women with jobs		88	85	87	88	90	89	88	90	89	90	91	90
Men	20s	26	29	23	32	33	33	35	25	41	42	40	39
	30s	32	30	32	40	49	42	46	56	57	56	66	59
	40s	24	32	28	33	40	43	46	52	51	56	56	59
	50s	24	19	27	26	37	39	44	44	51	51	56	58
	60s	36	38	50	50	42	51	43	51	49	50	53	52
	70 or over	47	51	52	59	43	46	50	62	41	40	55	58
Women	20s	67	60	62	61	72	69	64	62	71	72	71	65
	30s	96	91	88	87	96	93	95	93	98	95	94	94
	40s	98	99	97	97	98	99	96	98	98	98	95	98
	50s	97	96	98	98	97	99	96	97	94	96	97	97
	60s	98	98	98	98	97	96	97	95	95	96	97	93
	70 and over	89	87	89	89	87	87	93	88	80	84	91	88

【Overall average time】 (hours/minutes)		Weekdays				Saturdays				Sundays			
		'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Adult men		0:32	0:36	0:46	0:50	0:58	1:01	1:12	1:23	1:19	1:21	1:35	1:33
Adult women		4:32	4:19	4:27	4:25	4:51	4:44	4:40	4:36	4:34	4:36	4:52	4:33
Housewives		7:24	7:12	7:02	7:02	7:00	6:36	6:30	6:30	6:06	5:52	5:52	5:54
Women with jobs		3:18	3:08	3:18	3:26	4:02	4:05	3:52	4:00	4:10	4:24	4:46	4:19
Men	20s	0:22	0:26	0:22	0:29	0:42	0:36	1:00	0:38	0:58	1:03	1:13	0:55
	30s	0:32	0:24	0:36	0:45	1:19	1:07	1:16	1:54	1:55	1:28	2:23	2:15
	40s	0:22	0:30	0:25	0:28	0:55	1:05	1:26	1:22	1:24	1:48	1:54	1:51
	50s	0:24	0:17	0:35	0:23	0:54	1:01	1:08	1:15	1:12	1:16	1:31	1:33
	60s	0:49	0:56	1:13	1:12	0:58	1:15	1:08	1:14	1:19	1:18	1:19	1:17
	70 or over	1:07	1:09	1:17	1:31	1:02	1:00	1:13	1:33	0:54	1:00	1:21	1:16
Women	20s	2:50	2:25	2:37	2:22	3:11	2:30	2:38	2:09	2:54	2:38	3:19	2:27
	30s	6:31	5:37	5:15	5:23	6:37	6:07	6:03	5:30	6:31	6:18	6:02	5:33
	40s	4:52	5:06	5:03	4:51	5:23	5:32	5:18	5:46	5:16	5:28	5:19	5:38
	50s	4:32	4:21	4:31	4:32	4:56	5:08	4:52	5:06	4:29	4:55	5:31	4:58
	60s	4:30	4:52	4:52	4:49	4:43	5:13	5:00	4:42	4:27	4:42	4:45	4:40
	70 and over	3:20	3:37	3:42	3:46	3:27	3:33	3:55	3:42	3:02	3:09	3:37	3:29

Note: Saturday and Sunday figures for men in their 20s are given just for reference because of small samples and great margin of error. (The same applies below.)

By gender and age group, the figures for weekdays for men in their 20s and 30s and for men on weekdays and Saturdays for men 70 and over have increased in comparison with 2005. Regarding the rise in the doers' ratio for men on weekdays, when we look at the results by time slot, we can see that the time spent on housework by men 70 and over increased mainly in the morning and daytime. The figures for men in their 20s and 30s, who were mostly engaged in work during the day, meanwhile, increased from 7:00 p.m. onwards.

Regarding men in their 20s and 30s, while, as mentioned earlier under "Work," the doers' ratio for work at night was on the decrease, the ratio for being at home in the evening was on the rise. The increase of men who leave work early, go home, and help with housework, therefore, highlights the trend among men of this generation.

Looking at overall average time, adult women were engaged in housework for around 4 hours 30 minutes each day of the week. Housewives are the ones who spent the longest on housework, for an average of over 7 hours. The longest hours of housework for jobholder women were on Saturdays and Sundays rather than on weekdays.

Adult men performed an average of 50 minutes of housework on weekdays, 1 hour 23 minutes on Saturdays, and 1 hour 33 minutes on Sundays, spending more time on weekends than on weekdays. The increase among men in their 30s on Saturdays in comparison with 2005 is striking.

As indicated in the activity classification shown in Figure 1, responses regarding housework were divided into four categories: (1) cooking, cleaning, laundry, (2) shopping, (3) caring for children, and (4) miscellaneous (sorting things out, going to banks and public offices, taking care of sick or elderly family members). Below let us look at the breakdown of household activities.

For both doers' ratio and overall average time, adult men do more "shopping" on Saturday and Sunday and adult women do more cooking, cleaning, laundry on every day of the week, than for other types of housework (Figure 11). "Cooking, cleaning, laundry" shows more than 80 percent of the doers' ratio and overall average time of more than 2 hours for adult women on every day of the week, as compared to around 20 percent of the doers' ratio and overall average time of less than 20 minutes for the adult men.

Figure 11. Doers' Ratio and Time Spent by Content of Housework (adults; by gender)

[Doers' ratio] (%)		Cooking, cleaning, laundry				Shopping				Caring for children				Miscellaneous			
		'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Adult men	Weekdays	12	13	16	19	12	13	16	19	6	6	6	7	12	13	15	15
	Saturdays	13	16	17	23	22	22	26	30	8	8	8	10	17	17	19	22
	Sundays	16	18	21	23	27	29	33	34	10	9	10	10	21	20	21	21
Adult women	Weekdays	87	84	86	86	54	54	51	49	24	20	23	24	53	51	51	50
	Saturdays	87	85	84	85	57	58	56	55	21	23	20	22	51	53	52	48
	Sundays	86	85	86	85	52	55	56	54	20	20	20	19	52	52	54	48

[Overall average time] (hours/minutes)		Cooking, cleaning, laundry				Shopping				Caring for children				Miscellaneous			
		'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Adult men	Weekdays	0:08	0:09	0:11	0:14	0:08	0:09	0:12	0:14	0:06	0:05	0:06	0:07	0:12	0:14	0:18	0:16
	Saturdays	0:10	0:12	0:12	0:17	0:20	0:18	0:26	0:30	0:10	0:10	0:13	0:13	0:20	0:21	0:22	0:25
	Sundays	0:12	0:14	0:18	0:19	0:28	0:29	0:35	0:34	0:15	0:14	0:20	0:18	0:25	0:25	0:25	0:25
Adult women	Weekdays	2:31	2:21	2:24	2:20	0:33	0:35	0:35	0:34	0:52	0:41	0:49	0:51	0:53	0:54	0:53	0:55
	Saturdays	2:38	2:28	2:19	2:21	0:44	0:48	0:51	0:47	0:48	0:46	0:44	0:47	0:56	0:56	0:59	0:54
	Sundays	2:26	2:20	2:27	2:12	0:43	0:49	0:52	0:51	0:41	0:41	0:44	0:46	0:57	0:58	1:02	0:56

Note: "Miscellaneous" includes sorting things out, going to banks and public offices, taking care of sick or elderly family members.

Looking at the figures from 1995 onward, while those for adult men were far lower than those for adult women, both the doers' ratio and overall average time for adult men show an increasing trend for "cooking, cleaning, and laundry" as well as "shopping" on any day of the week; particularly the doers' rate for "cooking, cleaning, and laundry" for Saturdays increased markedly between 2005 and 2010.

Looking at the doers' ratio for the men in their 20s and 30s and the men 70 and older among whom the doers' ratio for housework has increased, we can see that the figures have increased for "cooking, cleaning, laundry" and "shopping" for men in their 20s on weekdays and for men in their 30s on Saturdays. The figures have also increased for "caring for children" for men in their 30s on weekdays. More men 70 and over did both "cooking, cleaning, laundry" on weekdays and other "miscellaneous" household tasks on Saturdays.

One characteristic of this survey is that, while there remained a major gap in the doers' ratio and overall average time between women and men, in the 2010 survey, there was a conspicuous increase for men in the basic housework category of "cooking, cleaning, laundry."

Schoolwork

Ninety-two percent of "students" (includes elementary and secondary school, undergraduate and graduate university, and vocational, technical, and other special types of school students) attended classes and school events and took part in extracurricular school activities on weekdays; 41 percent did so on Saturdays and 25 percent on Sundays (Figure 12).

Figure 12. Doers' Ratio for and Time Spent on School Work

(students; at and outside school)

【Doers' ratio】 (%)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Schoolwork	97	95	96	95	75	82	69	69	70	63	66	64
Classes and school activities	94	93	93	92	52	67	32	41	15	15	16	25
Learning activities outside school	73	67	65	69	54	54	56	49	65	57	58	51

【Overall average time】 (hours/minutes)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Schoolwork	7:53	7:39	7:53	8:14	4:13	4:57	3:36	3:38	2:55	2:48	2:48	2:52
Classes and school activities	6:04	6:00	6:28	6:34	2:32	3:21	1:49	2:17	0:46	0:48	1:03	1:19
Learning activities outside school	1:49	1:38	1:25	1:40	1:42	1:37	1:47	1:21	2:09	2:00	1:45	1:33

Note: "Students" includes elementary and secondary school, undergraduate and graduate university, vocational, technical, and other special types of school students.

Sixty-nine percent of students pursued learning activities on weekdays outside school, including at home, at *juku* (remedial study schools) or otherwise; 49 percent pursued extra-school study on Saturdays and 51 percent on Sundays.

Those attending classes and taking part in school activities have increased on Saturdays and Sundays in the 2010 survey compared to 2005. The doers' ratio on Saturdays had decreased sharply between 2000 and 2005, reflecting the adoption of the five-day school week in public elementary and secondary schools in 2002. Subsequently, however, some modifications were made in its implementation. In Tokyo, for example, many schools had long held supplementary or make-up classes on Saturdays, and in January 2010, the Tokyo Metropolitan government issued a notification indicating approval of the holding of classes on Saturdays at public elementary and junior high schools. These and other such moves are reflected in the results of the 2010 survey, indicating a swing back to the higher doers' ratio.

The overall average time for students attending classes and school activities and engaged in learning activities outside school is given in Figure 12, showing that, compared with 2005, schoolwork (the total of both) as a whole has increased on weekdays. Schoolwork on weekdays, which had occupied 7 to less than 8 hours from 1995 to 2005, has increased to more than 8 hours for the first time in the 2010 survey. Overall average time for Saturdays, however, was shorter than for 1995 and 2000. From now on, as reversion to the six-day school week system progresses further, the figures for schoolwork on Saturdays are expected to begin to increase once more. It will be interesting to see whether the average time for schoolwork on weekdays will maintain the same level.

In closing, we may note the overall average time on weekdays by type of school. For elementary school students the average time was 7 hours 59 minutes, for junior high school students 9 hours 27 minutes, and for high school students 9 hours 2 minutes;

junior high school students thus spent the longest average hours in school-related activities. The figures for university students and those for elementary and secondary school students on Saturdays and Sundays have been omitted here, for the samples for these categories were small.

Commuting to Work and School

In 2010, for employed people, doers' average time spent commuting to work and back on weekdays was 1 hour 17 minutes, not much changed from 1995 (Figure 13). By gender, the average for employed men was longer, at 1 hour 25 minutes, compared to that for employed women at 1 hour 5 minutes. Figures for cities by size show that commuting time for the greater Tokyo (1 hour 37 minutes) and Osaka (1 hour 28 minutes) areas was longer than for other cities.

Figure 13. Time Spent on Round-trip Commute to Work
(weekdays; doers' average time)

(hours/minutes)		1995	2000	2005	2010
Employed persons		1:16	1:17	1:18	1:17
Men		1:25	1:21	1:27	1:25
Women		1:03	1:11	1:07	1:05
By size of city	Greater Tokyo area	-	1:39	1:42	1:37
	Greater Osaka area	-	1:28	1:25	1:28
	City of over 300,000 people	-	1:11	1:12	1:09
	City of over 100,000 people	-	1:05	1:05	1:05
	City/town/village of over 50,000 people	-	-	-	1:10
	City/town/village of below 50,000 people	-	-	-	1:03

Note: Regarding the size of city, since the definitions have changed, only times that can be compared with past surveys are listed here. "Greater Tokyo area" and "Greater Osaka area" indicate the cities, towns, and villages, as well as areas surrounded by them, that are not only within the range of 50 kilometers, respectively, from the old Tokyo Metropolitan Government office building in Chiyoda ward and from the Osaka City Government office building, but also that have 50 or more percent of their working population engaged in the tertiary industry. (Same applies to Figure 14.)

Doers' average time spent commuting to school and back for students on weekdays was 1 hour 16 minutes, not much changed from 1995 (Figure 14). For type of school, commuting time was longest for high school students, at 1 hour 29 minutes, a figure at the same level as commuting time for employed men. For city by size, school commuting time was longest for the greater Tokyo area and municipalities (cities, towns, villages) with a population of less than 50,000.

Figure 14. Time Spent on Round-trip Commute to School
(weekdays; doers' average time)

(hours/minutes)		1995	2000	2005	2010
Students		1:12	1:07	1:12	1:16
Elementary students		0:51	0:46	0:53	0:51
Junior high students		0:57	0:51	0:50	0:54
Senior high students		1:25	1:23	1:27	1:29
By size of city	Greater Tokyo area	-	1:13	1:19	1:25
	Greater Osaka area	-	1:11	1:24	1:05
	City of over 300,000 people	-	0:55	1:07	1:00
	City of over 100,000 people	-	1:02	0:58	1:10
	City/town/village of over 50,000 people	-	-	-	1:04
	City/town/village of below 50,000 people	-	-	-	1:27

Figure 15 shows the doers' ratios for employed persons commuting to work in the morning on weekdays for 15-minute intervals. The thin line shows the curve for 1995 and the bold line that for 2010. The peak period is, as it was in 1995, between the 7:45 and 8:00 a.m. time slots, but the doers' ratio at the peak has decreased by comparison with 1995. There is, meanwhile, an increase in the doers' ratio for the 5:30 to 7:15 a.m. time slots, reflecting the shift to earlier morning commuting times and the wider distribution of peak commuting times. Although lines for only 1995 and 2010 are included in this graph for simplicity's sake, the successive surveys show a continuing shift toward earlier hours.

Figure 15. Doers' Ratio for Morning Commute to Work by Time Slot
(every 15 minutes; weekdays; employed persons)

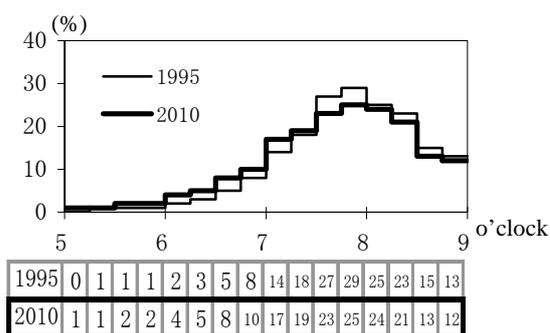


Figure 16. Doers' Ratio for Morning Commute to School by Time Slot
(every 15 minutes; weekdays; students)

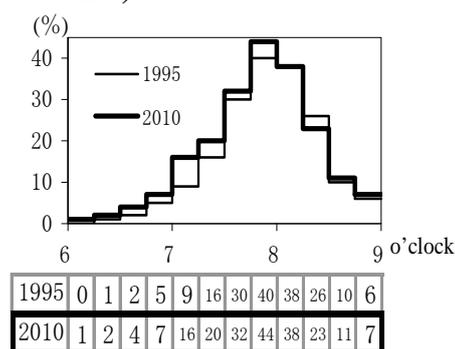


Figure 16 charts the doers' ratios for students commuting to school in the morning on weekdays, by time slot. As in the case of employed persons, commuting times for students peak in the 7:45 to 8:00 a.m. time slots. For students commuting to school, too, there is a movement toward earlier hours, the 2010 survey showing an increase in the 6:00 to 7:30 a.m. time slots by comparison with 1995. But this did not work to bring down the peak time.

LEISURE ACTIVITIES AND MASS MEDIA USE

In the 2010 survey, people of middle and more advanced age showed increased leisure-time activity.

Here we move on to free-time activities, which are highly dependent on individual choice. Free-time activities include leisure activities (hobbies, entertainment, cultural activities; exercise and sports, etc.), mass media use (TV, newspapers, etc.), personal conversation and association, and rest. Of these, the report touches only briefly on the subjects of mass media use and the Internet as hobby, entertainment, or cultural activity, and will take these up in more detail in a subsequent report.

Hobbies, Entertainment, and Cultural Activities

This category includes: hobbies in general; personal lessons or study with the goal of obtaining skills or qualifications; appreciation of movies, theater, music, art; gambling, such as horseracing and pachinko; board games such as *go* or *shogi*; play in general (outside the realm of children's sport); video games, and so on. It should be noted that until 2000, use of the Internet for purposes other than work was part of this category, but from the 2005 survey, a separate category was established as "Internet as hobby, entertainment, or cultural activity." Caution should be exercised in comparing time-series result for this item with that for 2000 and before, so in this report, our comparison regarding this item is with the results of the 2005 survey only.

The doers' ratio for the whole nation was 17 percent on weekdays, 22 percent on Saturdays, and 24 percent on Sundays (Figure 17). The doers' average time was 2 hours 31 minutes on weekdays, 3 hours 15 minutes on Saturdays, and 3 hours 29 minutes on Sundays, indicating a higher doers' ratio and longer time on weekends than on weekdays.

Figure 17. Doers' Ratio for and Time Spent on Leisure Activities (for whole nation)

【Doers' ratio】 (%)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Hobbies, entertainment,	-	-	17	17	-	-	21	22	-	-	23	24
Outings and walks	13	12	14	14	21	22	19	22	28	26	24	26
Exercise and sports	7	7	8	8	8	8	9	10	10	9	10	9
Conversation / personal association	27	24	20	19	30	28	22	22	30	29	22	22

【Overall average time】 (hours/minutes)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Hobbies, entertainment,	-	-	0:25	0:25	-	-	0:41	0:43	-	-	0:48	0:49
Outings and walks	0:15	0:14	0:17	0:17	0:41	0:38	0:32	0:39	1:01	0:54	0:47	0:59
Exercise and sports	0:07	0:08	0:08	0:09	0:13	0:11	0:14	0:16	0:17	0:15	0:20	0:14
Conversation / personal association	0:25	0:22	0:20	0:19	0:39	0:37	0:30	0:32	0:45	0:43	0:34	0:30

By gender and age group (Figure 18), this category, which includes by definition “all kinds of children’s play,” naturally shows high figures over 30 percent for young people aged 10-19 on each day of the week. For men in their 30s and 40s, the doers’ ratio was less than 10 percent for weekdays, but was higher on Saturdays and Sundays; it was over 20 percent on Sundays. Moreover, for both men and women aged 60 and over, the doers’ ratio for all days of the week is about 20 percent and shows little difference by day of the week.

The results show little difference in the past five years in either doers’ ratio or overall average time for the whole nation (Figure 17).

Outings and Walks

This category includes outdoor leisure activities both close to home and at some distance, such as visits to tourist spots and amusement parks, attendance at festivals, hiking, fishing, going on drives, visits to shopping centers, taking walks, and so forth.

For the whole nation, 14 percent engaged in outings and walks on weekdays, 22 percent on Saturdays, and 26 percent on Sundays. These figures increase from weekdays to Saturdays and to Sundays, and indicate that 1 out of 4 people is out on Sunday. (Figure 17)

Figure 18. Doers' Ratio for Hobbies, Entertainment, and Cultural Activities (3 days; by gender and age group)

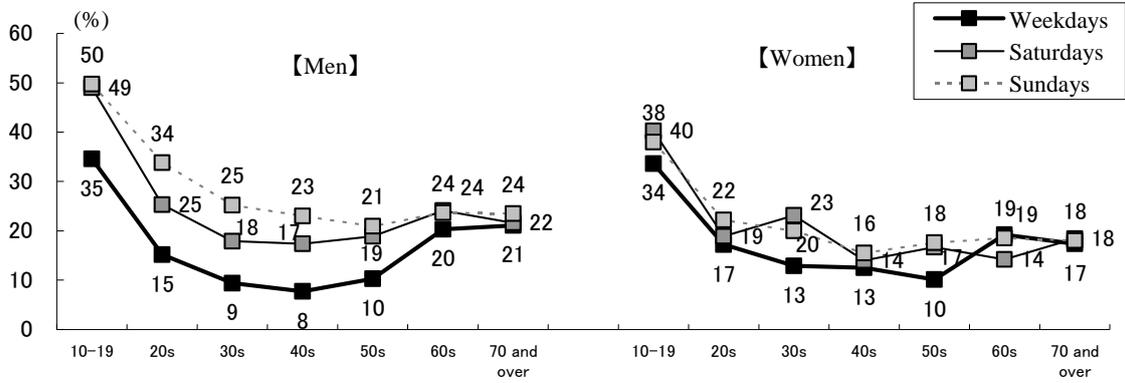


Figure 19. Doers' Ratio for Outings and Walks (3 days; by gender and age group)

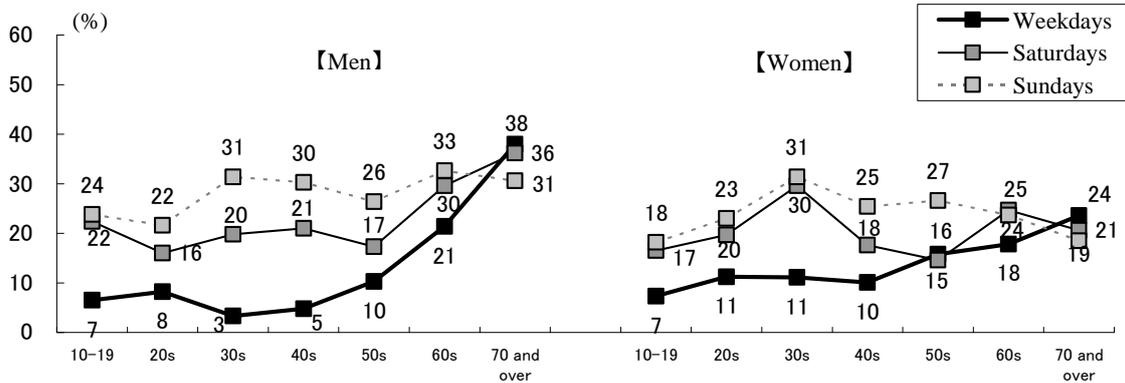
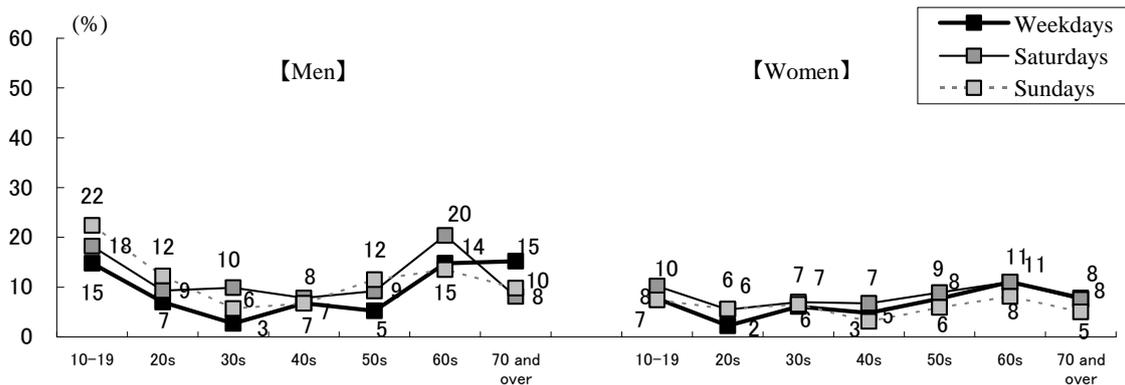


Figure 20. Doers' Ratio for Exercise and Sports (3 days; by gender and age group)



Viewed by gender and age group (see Figure 19), the doers' ratio for weekdays was high for men 60 and over and women 70 and over, at more than 20 percent. The figures for men 70 and over, in particular, show that nearly 40 percent went out for pleasure or walking. For men aged 10 to 40s and for girls aged 10-19, the proportion was less than 10 percent. For Sundays, the doers' ratio is over 20 percent for almost all age groups and the differences by age group are smaller.

Looking at changes since 1995, there is an increase in the doers' ratio on Saturdays for 2010 compared to 2005 for the whole nation, but this can be attributed to the influence of the fact that it was rainy at the time of the 2005 survey in many areas (those who responded that it was "rainy" or "partly rainy" totaled 75 percent in 2005 and 5 percent in 2010), which discouraged people from going out on outings or walks,³ so the 2010 figures simply show a return to the 2000 level. By gender and age group, however, the doers' ratios for both men and women 70 and over on weekdays have risen (for men 70 and over from 29 to 38 percent; for women 70 and over 17 to 24 percent), bringing those to the highest level since 1995.

Sports

Competitive sports such as tennis, baseball, soccer (football), golf, and gymnastics come under this category as well as elementary and secondary school athletics including practice on the bars and jump roping, and university club activity athletics.

Eight percent of the whole nation were engaged in sports on weekdays, 10 percent on Saturdays, and 9 percent on Sundays, for about 10 percent overall (see Figure 17). Average time use for persons engaged in sports is 1 hour 44 minutes on weekdays, 2 hours 38 minutes of Saturdays and 2 hours 40 minutes on Sundays, with more hours on Saturdays and Sundays than on weekdays. By gender and age group, on weekdays the doers' ratio for boys aged 10-19 and men 60 years and over is comparatively higher than for other groups at 15 percent (Figure 20). Looking at disparities between men and women, we can see that the doers' ratio and time use is higher for men for each day of the week than for women (Figure 21).

Figure 21. Doers' Ratio and Overall Average Time

(exercise and sports; 3 days; by gender)

	Men		Women	
	Ratio	Overall average time	Ratio	Overall average time
Weekdays	10%	11 minutes	7%	7 minutes
Saturdays	12%	21 minutes	8%	11 minutes
Sundays	12%	21 minutes	6%	7 minutes

Looking at sports in time-series sequence for the whole nation, we can see a slight increase on weekdays and Saturdays (Figure 17). Compared to 2005, the 2010 results showed increases in the doers' ratio for men 70 and over on weekdays (10 percent→15 percent), men in their 60s (11 percent→20 percent) and women in their 50s (4 percent→9 percent), indicating a trend of increase in the proportion of middle-aged and older people engaging in sports. The 2010 White Paper on Leisure indicates that, under “pleasure or purpose sought in free time,” most people, both men and women 60 and over cited “improvement of health and fitness” (49 percent for the whole nation; 67 percent for men 60 and over and 70 percent for women 60 and over), giving us a picture of the way middle aged and older people pursue enjoyment of sports as a free-time activity aimed at maintaining good health.

Conversation/Personal Association

Conversation/personal association includes association with friends, family, and acquaintances, chatting, talking on the telephone and conversing by email. In the tabulation, such activities were only counted when they were engaged in separately. No attempt was made to count in activities engaged in simultaneously, such as talking while eating meals. In other words, it must be kept in mind that the figures for conversation and personal association shown here are those engaged in as discrete parts of daily life. For the whole nation, 19 percent engaged in conversation/personal association on weekdays, and 22 percent on Saturdays and Sundays (Figure 17). The average time for doers was 1 hour 43 minutes for weekdays, 2 hours 28 minutes for Saturdays and 2 hours 22 minutes for Sundays. Looking at gender differences, we find that, in contrast to sports, both the doers' ratio and time use were greater for women than for men (Figure 22).

**Figure 22. Doers' Ratio and Overall Average Time
(conversation/personal association; 3 days; by gender)**

	Men		Women	
	Ratio	Overall average time	Ratio	Overall average time
Weekdays	11%	12 minutes	25%	26 minutes
Saturdays	16%	26 minutes	27%	38 minutes
Sundays	17%	28 minutes	25%	33 minutes

In this category of activity, there was no change in the doers' ratio or overall average time for any days of the week for the whole nation compared to 2005 (Figure 17). The figures for 1995 through 2005 showed a steady decrease, but the decrease did not continue in the 2010 survey but leveled off from 2005.

Mass Media Use and Internet as Hobby, Entertainment, or Cultural Activity

Finally, as the last category of free-time activities, let us look briefly at the results for the whole nation for mass media use, including TV, radio, and so on, and Internet use as hobby, entertainment, or cultural activity (Figure 23).

Figure 23. Doers' Ratios for and Time Spent on Mass Media and Internet Use
(for whole nation)

【Doers' ratio】 (%)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Television	92	91	90	89	92	91	91	88	92	92	90	89
Radio	17	15	15	13	15	14	13	11	13	12	12	9
Newspapers	52	49	44	41	50	49	47	43	48	47	43	39
Magazines, comic books, and books	-	-	18	18	-	-	19	18	-	-	21	18
Videos, HDDs, DVDs	7	7	8	11	10	9	10	15	11	10	11	15
CDs, tapes	11	11	9	8	12	11	11	7	12	11	10	7
Internet (hobby, etc.)	-	-	13	20	-	-	14	21	-	-	15	21

【Overall average time】 (hours/minutes)	Weekdays				Saturdays				Sundays			
	'95	'00	'05	'10	'95	'00	'05	'10	'95	'00	'05	'10
Television	3:19	3:25	3:27	3:28	3:40	3:38	4:03	3:44	4:03	4:13	4:14	4:09
Radio	0:26	0:21	0:23	0:20	0:24	0:21	0:18	0:19	0:17	0:18	0:18	0:15
Newspapers	0:24	0:23	0:21	0:19	0:23	0:23	0:25	0:21	0:21	0:21	0:21	0:19
Magazines, comic books, and books	-	-	0:13	0:13	-	-	0:16	0:14	-	-	0:17	0:15
Videos, HDDs, DVDs	0:06	0:06	0:08	0:13	0:09	0:09	0:10	0:20	0:10	0:10	0:12	0:20
CDs, tapes	0:10	0:10	0:09	0:07	0:13	0:11	0:12	0:08	0:13	0:10	0:12	0:10
Internet (hobby, etc.)	-	-	0:13	0:23	-	-	0:18	0:29	-	-	0:20	0:31

Notes: Regarding “magazines, comic books, and books,” because of a change in the classification of activities since 2005, comparison with the data from 2000 and earlier cannot be made. “Internet” refers to Internet used as a hobby or for entertainment and cultural activities as part of free-time activities. It does not include Internet use for work or housework.

Daily Routine Media: Television

The doers' ratio of television for the whole nation was about 90 percent, a level second only to the necessary activities of sleeping and eating to be discussed in the section below. In other words, television is a medium that is part of people's daily lives. In terms of time use, in fact, it holds a special place in free-time activities, with figures indicating longer hours than for leisure activities or other forms of media use: the overall average on weekdays was 3 hours 28 minutes, on Saturdays 3 hours 44 minutes, and on Sundays 4 hours 9 minutes.

The doers' rate for television compared to 2005, however, slightly decreased on weekdays and Saturdays, and in the 2010 survey the ratio was under 90 percent for all days of the week. While most people, regardless of gender or age, used television more than other media, the ratio was on the decrease for doers' in the younger age groups; for men and women in their 20s it was around 70-80 percent.

Doers' Ratio on the Decline: Radio and Newspapers

The doers' ratios for radio and newspapers were on the decline. The ratio of radio listeners was a little above or below 10 percent for all days of the week, decreasing in the last 10 years. The reason for the decrease in the doers' ratio is not only the aging of the listener age group. The ratio has decreased for the same generation over the past 10 years. The doers' ratio among women in their 20s and 30s in 2000 decreased considerably in 2010 among the same group of women, who were now in their 30s and 40s.

The doers' ratio for newspapers stood at around 40 percent for weekdays, Saturdays, and Sundays, down for all days of the week since 2005. The main readership of newspapers is 60 and over, and the doers' ratio for the younger and middle-age groups was on the decline compared to 2005, indicating the trend away from newspaper reading among these generations.⁴

Doers' Ratio on the Increase: Video, HDD, DVD, Internet

While radio listeners and newspaper readers were on the decline, the increase in doers' ratios for the last five years for weekdays, Saturdays, and Sundays can be seen for video (including HDD and DVD) and in use of the Internet for hobbies, entertainment, and cultural activity.

One reason for the major increase in video viewing in the last five years may be attributed to the shift in recording devices from video to mainly HDD.⁵ By gender and age group, the doers' ratio is on the increase for a broad range of age groups, that is, both men and women in their 60s and under. Even on weekdays it was nearly 20 percent for men in their 20s and 30s.

For free-time Internet use, both the doers' ratio and time-use have increased to over 20 percent. The doers' ratio has increased overall for both men and women and for all age groups. Men and women in their 20s were the biggest users of the Internet in their free time, at over 30 percent of the doers' ratio for each day of the week.

Disparities by gender, age and other attributes, although not discussed here in detail, are quite large in the field of media and the Internet. Along with conditions of use by time slot and simultaneous use, we will look at these disparities in more detail in a subsequent report.

NECESSARY ACTIVITIES

Hours of sleep have continued to decline.

Finally we look at the third major activity category—necessary activities. These activities are those considered essential for maintenance and/or improvement of life: sleep, meals, personal chores, medical treatment/recuperation. Other than for medical treatment/recuperation, the doers’ ratio is virtually 100 percent.

Sleep

Average amount of sleep for the whole nation is 7 hours 14 minutes on weekdays, 7 hours 37 minutes on Saturdays, and 7 hours 59 minutes on Sundays, indicating weekdays < Saturdays < Sundays.

By gender and age group, men and women in their 40s and 50s on weekdays slept less than all other age groups at between 6 and 7 hours, with women in their 40s getting the least amount of sleep (6 hours 28 minutes). Looking at the figures by day of the week, we see large disparities by day of the week for jobholders and students, with increasing hours on Saturdays over weekdays and Sundays over Saturdays, for a difference of about 1 hour between weekdays and Sundays. Unemployed people showed almost no differences by day of the week (Figure 24).

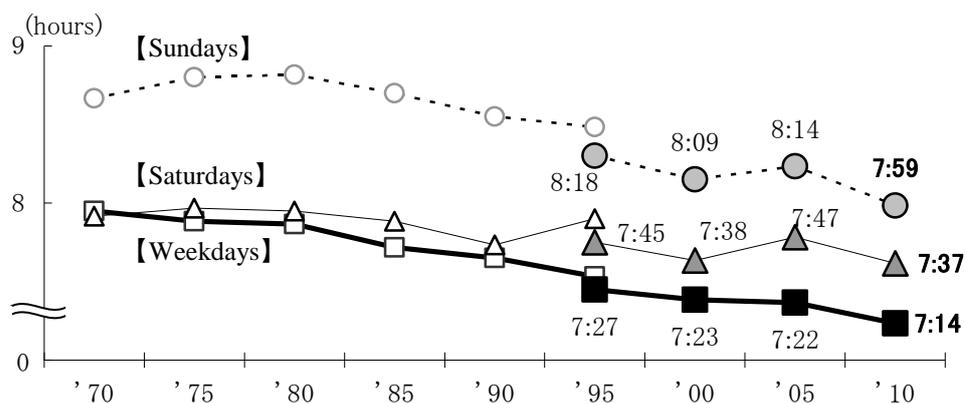
Figure 24. Time Spent on Sleep (by gender, age group, and occupation; overall average time for whole nation)

(hours/minutes)		Weekdays				Saturdays				Sundays			
		1995	2000	2005	2010	1995	2000	2005	2010	1995	2000	2005	2010
Whole nation		7:27	7:23	7:22	7:14	7:45	7:38	7:47	7:37	8:18	8:09	8:14	7:59
Men	10-19	7:53	7:51	7:53	7:36	8:29	8:13	8:59	8:36	9:14	9:10	9:01	8:36
	20s	7:21	7:20	7:17	7:18	7:52	8:02	7:26	7:48	8:27	8:14	8:36	7:59
	30s	7:12	6:57	7:04	7:11	7:51	7:45	7:17	7:37	8:31	8:21	8:16	8:04
	40s	7:19	7:11	7:06	6:43	7:40	7:25	7:28	7:21	8:12	8:07	8:13	7:56
	50s	7:22	7:16	7:09	6:58	7:44	7:35	7:36	7:15	8:13	8:06	7:56	7:48
	60s	7:54	7:48	7:41	7:26	8:03	7:37	7:59	7:32	8:21	8:02	8:06	7:57
	70 and over	8:32	8:40	8:18	8:07	8:26	8:20	8:20	8:16	8:46	8:43	8:36	8:28
Women	10-19	7:31	7:31	7:42	7:38	8:10	8:03	8:42	8:29	8:59	8:55	9:11	8:58
	20s	7:20	7:14	7:23	7:24	7:54	8:00	7:59	7:56	8:11	8:29	8:28	8:21
	30s	7:06	6:56	7:03	7:00	7:18	7:20	7:59	7:35	7:58	7:52	8:26	7:53
	40s	6:53	6:47	6:43	6:28	7:07	7:00	7:22	7:06	7:50	7:39	7:46	7:25
	50s	7:01	6:58	6:51	6:45	7:04	7:02	6:57	7:06	7:41	7:34	7:24	7:25
	60s	7:33	7:17	7:16	7:09	7:41	7:08	7:18	7:05	7:48	7:27	7:41	7:26
	70 and over	8:23	8:07	8:09	7:46	8:15	8:07	8:11	7:48	8:43	8:06	8:26	8:12
Jobholders		7:15	7:07	7:05	6:55	7:36	7:32	7:29	7:24	8:09	8:03	8:06	7:51
Housewives		7:18	7:16	7:13	7:08	7:22	7:11	7:30	7:15	7:53	7:41	7:52	7:35
Jobless		8:24	8:18	8:16	8:06	8:24	8:08	8:16	8:02	8:42	8:14	8:24	8:13
Students		7:39	7:42	7:44	7:40	8:17	8:04	8:47	8:30	9:00	8:59	8:58	8:48

A look at the changes from five years ago shows that the amount of sleep people get has decreased for all days of the week, with fewer than 8 hours even on Sundays for the whole nation. The trend toward decreasing hours of sleep can be observed in all age categories except, notably, for men in their 20s and 30s on weekdays and Saturdays.

Figure 25 shows the consistent long-term downward trend for sleep since 1970 for weekdays and since 1980 for Sundays; in 2005 the decrease seemed to have stopped.⁶ In the 2010 survey, however, the downward trend resumed for weekdays and Sundays. For Saturday, along with the spread of the five-day workweek,⁷ amount of sleep increased in 1995 and 2005, but in the long term continued to gradually decrease. As a result, in the 2010 survey the average amount of sleep was at its lowest level since 1970, for weekdays, Saturdays, and Sundays.

**Figure 25. Time-Series Changes in the Time Spent on Sleep
(3 days; overall average time for whole nation)**



Looking at changes in doers' ratios by time slot as shown in Figure 26, we see that compared with 2005, the percentages of people still asleep in the 5:30-7:00 a.m. time slot for weekdays, and in the early morning before 6:00 a.m. and between 8:00 and 9:00 a.m. on Saturdays and Sundays time slots, have decreased, indicating a trend toward early rising. The "early rising" trend beginning in 2005, therefore, was continuing. For evening, the percentage of people asleep after 11:00 p.m. has decreased for weekdays and Sundays compared with 2005. The reason that the decrease in average hours of sleep stopped in 2005 was that more people were asleep during this time slot on Sundays, but in the 2010 survey there were fewer people asleep in this time slot on weekdays and Sundays than there were not only in 2005 but in 1995 as well, suggesting the increase in those who went to bed later at night.⁸ In the 2010 survey, the reason that average amount of sleep decreased was because of the increase in both those who rose early in the morning and those who stayed up late at night.

Figure 26. Doers' Ratio for Sleep by Time Slot (every 30 minutes; for whole nation)

Time Slot	Weekdays				Saturdays				Sundays			
	1995	2000	2005	2010	1995	2000	2005	2010	1995	2000	2005	2010
5:00-5:30	91	89	88	87	91	90	89	86	92	91	90	88
5:30-6:00	82	81	78	76	84	83	80	78	87	86	85	82
6:00-6:30	60	60	56	53	67	66	64	61	75	73	70	69
6:30-7:00	37	38	35	33	50	47	48	46	62	61	57	56
7:00-7:30	18	19	17	16	33	29	31	31	47	46	41	40
7:30-8:00	10	11	10	9	22	20	24	22	36	34	32	31
8:00-8:30	6	7	6	6	16	14	17	14	25	23	22	19
8:30-9:00	5	5	5	4	12	11	13	10	18	18	17	14

Time Slot	Weekdays				Saturdays				Sundays			
	1995	2000	2005	2010	1995	2000	2005	2010	1995	2000	2005	2010
22:00-22:30	24	24	25	25	23	23	25	25	29	27	30	28
22:30-23:00	34	33	33	32	31	31	33	33	39	37	40	37
23:00-23:30	53	52	53	51	49	49	51	51	59	56	60	56
23:30-24:00	68	65	67	64	62	61	63	63	72	69	72	68

The increase in early rising on weekdays mainly among jobholders since 2005 (see Figure 27) responds to the earlier hours at which they began work (increase in doers' ratio for work in the 7:30-8:00 a.m. slot from 16 to 19 percent). Also notable in doers' ratios for people who were asleep on weekdays in the 11:00-12:00 p.m. slots (see Figure 28) was the decrease for middle-aged and older women (in their 30s to 50s and 70 and over). For the whole nation, the doers' ratios for Internet, video, and television use have increased at this hour of the night.

Figure 27. Doers' Ratio for Sleep by Time Slot (every 30 minutes; weekdays; jobholders)

Time Slot	2005	2010
5:00-5:30	87	84
5:30-6:00	76	72
6:00-6:30	53	48
6:30-7:00	33	29
7:00-7:30	17	15
7:30-8:00	11	9

Figure 28. Doers' Ratio for Sleep by Time Slot (every 30 minutes; weekdays; by gender and age)

Time Slot	20s		30s		40s		50s		60s		70 and over	
	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010
23:00-23:30	20	27	31	35	42	39	60	54	70	71	82	82
23:30-24:00	32	37	48	47	58	55	73	67	83	78	88	88

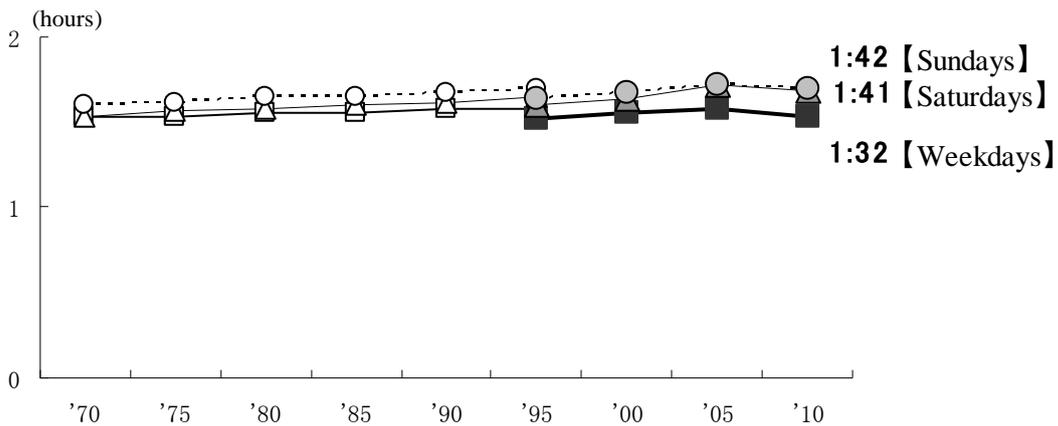
Time Slot	20s		30s		40s		50s		60s		70 and over	
	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010
23:00-23:30	30	28	42	36	42	30	48	42	64	60	83	76
23:30-24:00	46	41	57	52	57	48	67	59	79	77	89	87

Among women in their 30s to 50s and 70 and over, items for which their doers' ratios have increased by 3 percent or more during the 11:00-12:00 p.m. time slot were mainly related to their use of television and other media: television, personal chores, and video use for women in their 30s, television for women in their 40s, television, Internet use, and personal chores for women in their 50s, and television for women 70 and over. These figures show how women were increasingly going to bed later, taking advantage of free time in the evenings to enjoy watching television and use other media.

Meals

People's overall average time per day eating meals (total for three meals) was 1 hour 32 minutes on weekdays, 1 hour 41 minutes on Saturdays, and 1 hour 42 minutes on Sundays. These total times for eating meals had been very slightly rising over the long term on all days of the week, but in the 2010 survey showed no increase for any day of the week (Figure 29).

Figure 29. Time-Series Changes in Time Spent on Meals (3 days; for whole nation)



The main features of meal-eating time are that older people spend more time than younger people and women more than men. In the 2010 survey, overall average meal time for young men aged 10-19 was around 1 hour 20 minutes on all days of the week, and for both men and women 70 and over was in the 1 hour 50-minute range. Women, too, characteristically took more time to eat meals than men (Figure 30).

Figure 30. Time Spent on Meals (by gender)

(hours/minutes)	Weekdays	Saturdays	Sundays
Men	1:29	1:37	1:40
Women	1:35	1:44	1:45

This trend has not changed in the long-term, and one factor in the gradual rise in meal eating time is the increase in the proportion of the older generations in the population as the aging of society progresses. The 2010 survey, however, showed a slight decrease on weekdays in each age group except for men in their 20s, and the decrease was especially marked for men in their 40s and for women in their 60s on Saturdays and Sundays. With these results, which offset the influence of the aging society, meal-eating time for the whole nation has not continued to increase.

The doers' ratio for the hours meals were eaten on weekdays showed peaks between 7:00-7:30 a.m. (20 percent) for the morning meal, 12:00-12:30 noon (42 percent) for the midday meal, and 7:00-7:30 p.m. (26 percent) for the evening meal. These hours were little changed from the 1995 survey, but the doers' ratio for the peak time-range has slightly decreased.

Personal Chores

Time spent on personal chores (washing, bathing, changing clothes, putting on make-up, etc.) was 1 hour 8 minutes on weekdays, and 1 hour 10 minutes on Saturdays and Sundays. Women took longer than men for all age groups, and women in their 20s took the longest time (1 hour 24 minutes on weekdays, 1 hour 33 minutes on Saturdays and 1 hour 24 minutes on Sundays).

There has been a steady increase in amount of time spent on personal chores for all days of the week since 1995. By gender and age group, other than a decrease among girls aged 10-19 on weekdays, this time use has been gradually rising in the long term for both men and women of most age groups. Even the rate for men in their 30s, which had shown little change until then, has increased slightly in the 2010 survey (57 minutes → 1 hour 1 minute). The increased time was in the evening. As noted above, the survey showed a trend for time spent at home in the evenings to be increasing for men in their 30s, suggesting that they had more time in the evenings to take leisurely baths and spend on other personal chores.

ALLOTMENT OF TIME IN THE DAY

Decrease in obligatory activities and increased free-time activities.

Above we have introduced the survey results for time use by specific kind of activity. Here, let us look at the status and trends for allocation in a 24-hour day of the major categories of activities—necessary, obligatory, free-time, and other.

When people engage in more than one activity at the same time, such as watching TV while eating a meal, the activities are prioritized in the following order: necessary > obligatory > free-time > other. In the process, we thus adjust the total time length of the activities in the four categories to 24 hours. (Since activities in the above-mentioned smaller categories, when engaged in simultaneously, are included separately in the calculations, sometimes the figure is more than 24 hours.)

On weekdays, people spent an average of 10 hours 3 minutes on necessary activities, 8 hours 36 minutes on obligatory activities, and 4 hours 48 minutes on free-time activities. On Saturdays and Sundays when more people are off work, time spent on obligatory activities was shorter and time spent on necessary and free-time activities was longer (Figure 31).

Figure 31. Allotment of Time for Activities by Day of the Week
(for whole nation; overall average time)

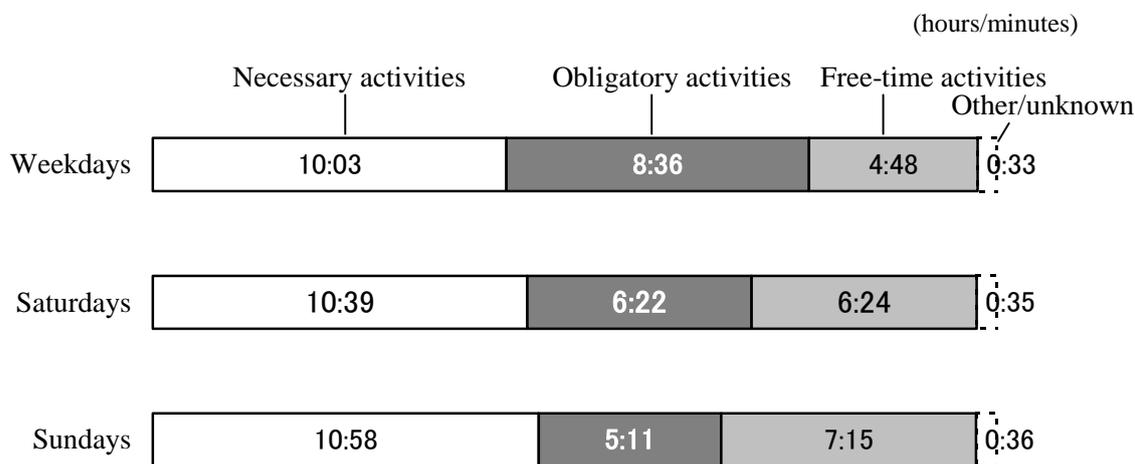
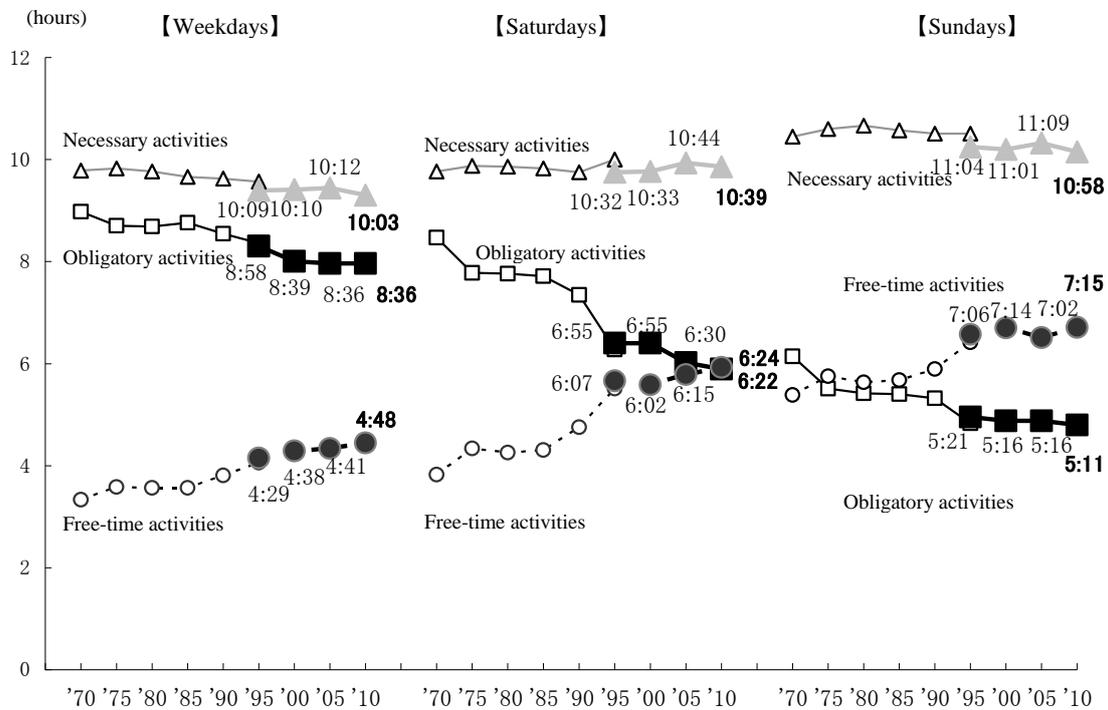


Figure 32 shows changes in time allotment in the long term. The main features of such changes to be noted over the past 40 years are the decrease in obligatory activities and the increase in free-time activities.

Figure 32. Time-Series Changes in the Allotment of Time for Activities by Day of the Week (3 days; for whole nation; overall average time)



Time for obligatory activities has been consistently on the decrease as the result of—depending on the times—business trends, changes in the industrial structure, the policy of reducing working hours, the aging of society, and other factors, and the time thus saved has been divided up between people’s free-time and necessary activities. Since 1970, we can see that the decrease in obligatory time use has been linked to increase in free-time activities. Between 1985 and 1990, moreover, there was a trend toward decrease in time not only for obligatory activities but also for necessary activities, and the increase in free-time activities for that period is clear. From 2000 to 2005, however, free-time activity on Sundays decreased and did not increase on weekdays or Saturdays, suggesting that the increase in free-time activities that had continued until then had come to a stop.⁹ The 2010 survey, however, while time for obligatory activities did not change, time for necessary activities decreased and free-time activities increased. Also, time for free-time activities rose above that for obligatory activities for the first time on Saturdays.

The 2010 survey coincided with a time of recovery from the major downturn in business following the “Lehman shock” of September 2008, as well as of continuing hard times for employment and deflation. The survey results show, nevertheless, that the level of time Japanese spent in free-time activities was at its highest during the period of the surveys. One major factor in the trend is that the proportion of older persons who are not obligated to work has increased, but we can also observe the increase among men

and women 70 and over going out on walks and outings on weekdays, indicating more active engagement with leisure activities than in the past. Since 2000, although the proportion of people who work long hours is still high, weekday working hours for men in their 30s who once bore the brunt of long working hours, have somewhat decreased and the time spent in household chores by men in this age bracket has increased. Amid the prolonged recession and with the advance of the aging society, these survey results show signs of changes in the generation at the height of their working careers as well as how older persons took the lead in the increased use of time for free-time activities. Also, although only briefly introduced here, major changes took place in people's mass media use. Presenting here only the general results of the survey, we leave more detailed analysis by grouping and activity to forthcoming reports.

¹ Two major changes were made in the survey method. In 1970 face-to-face interview was replaced by the drop-off/pick up method, and in 1995 the after-code system (the activities freely written down on a questionnaire form divided into 15-minute periods are classified by a trained coder according to certain criteria and then codified) was changed to the pre-code system (the respondents classify their own activities as printed on the questionnaire, drawing lines in the time blocks provided in 15-minute intervals). Survey data from 1970 onward may be given along with the latest findings to detect long-term trends, but it is data from 1995 that allows direct comparison of figures. For the data of NHK's previous time-use surveys, see NHK Broadcasting Culture Research Institute ed., *Nihonjin no seikatsu jikan 2005* [Japanese Time Use, 2005] (NHK Shuppan, 2006), among other sources. For a summary of the results of the 2005 time use survey see Rie Yoshida, Sachiko Nakano, and Yoko Watanabe, "Nihonjin no seikatsu jikan 2005" [Japanese Time Use in 2005], *Hoso kenkyu to chosa*, April 2006, pp.64-74.

² This overall average time may not correspond to actual experience when the doers' ratio is low.

³ See Yoshida et al. 2006.

⁴ On the aging of radio-listening audiences and the drift away from newspapers in the younger and middle-aged generations, see the following studies: *Nihonjin no seikatsu jikan 2005* (see note 1 above) and Akihiro Hirata, Emi Morofuji, and Hiroshi Aramaki, "Terebi shicho to media riyo no genzai (2): 'Nihonjin to terebi 2010' chosa kara" [Television Viewing and Media Use Today: From 'The Japanese and Television 2010' Survey (2)], *Hoso kenkyu to chosa*, October 2010, pp. 2-21. The English version of the latter study is, "Television Viewing and Media Use Today: From 'The Japanese and Television 2010' Survey," *NHK Broadcasting Studies*, No. 9 (2011), pp. 1-46

⁵ The "Survey on Digital Broadcasting 2010" asked respondents who usually record television programs what device they use most often for recording. Compared to 2009, use of "video" decreased steadily (39 percent→22 percent), while "HDD" increased (37 percent→53 percent). For details, see Hiroshi Kojima, Aki Yamada, and Hiroshi Nakaaki, "Shinto suru taimushifuto, hirogaru doga shicho: 'Dejitaru hoso chosa 2010' kara—Part I" [Permeation of Time Shift, Spread of Video Viewing: From the 2010 Survey on Digital Broadcasting (Part I)], *Hoso kenkyu to chosa*, March 2011, pp. 2-25.

⁶ See Yoshida et al. 2006 study mentioned in note 1 above.

⁷ The two-day weekend became widespread among jobholders in the 1990s; in the public elementary and junior high schools it was adopted for 1 weekend a month in 1992, 2 weekends a month in 1995, and in 1995 finally for all weekends.

⁸ As shown in NHK Broadcasting Culture Research Institute ed., *Nihonjin no seikatsu jikan 1995* [Japanese Time Use, 1995] (NHK Shuppan, 1996) and NHK Broadcasting Culture Research Institute ed., *Nihonjin no seikatsu jikan 2000* [Japanese Time Use, 2000] (NHK Shuppan, 2002), it became clear that amount of sleep was decreasing as a result of going to bed later. An article in the April 2001 issue of *Hoso kenkyu to chosa*, "Fukyo-ka de zoka shita yushokusha no shigoto jikan" [Jobholder Work Times Increasing with the Recession] points out how the trend toward going to bed late moved beyond midnight.

⁹ See Yoshida et al. 2006 study mentioned in note 1 above.