

Changes and Trends in Media Use: From the Results of the 2005 Japanese Time Use Survey

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Conducted every five years by NHK since 1960, the Japanese Time Use Survey, of which the 2005 installment is the latest and 10th, seeks to collect basic data for developing programs better suited to public needs by examining how much time people spend on various daily activities. For the 2005 survey, respondents were asked to describe their activities over two consecutive days, recording what they did at home during each 15-minute period in terms of 28 activity categories (see Figure 1) including sleep, work, and watching television. (The survey card, an example of which is shown in Figure 2, also queries respondents on such matters as occupation and regular days off.) The activity categories were largely the same as in the two previous surveys conducted in 1995 and 2000, save for the following modifications:

- To better capture the state of Internet use, rapidly growing since the 2000 survey, leisure-time Internet activities were made a separate category (“Internet as hobby, entertainment, or cultural activity”) instead of being grouped under “hobbies, entertainment, cultural activities” as previously.
- To prevent the number of categories from being a burden on respondents, the categories of “magazines and comic books” and “books,” separate in the 2000 survey, were merged into a single “magazines, comic books, books” category.
- To account for the growing digitization of audio media, the category “CDs and tapes” was changed to “CDs, MDs, tapes.”

A total of 12,600 respondents above the age of 10 selected by stratified two-stage random sampling were each asked to take part in one of seven two-day sessions carried out from Tuesday, October 11, to Monday, October 24, 2005. Of these people, 7,718 (61.3 percent) returned valid responses for at least one of the two days (Figure 3).

While the survey collects and compiles data individually for all seven days of the week, this report analyzes the results in terms of daily averages calculated either over the entire week (Monday through Sunday) or separately over

Figure 1. Activity Categories

Major category groupings:

- (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	Subclassification	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, makeup, haircut
Obligatory activities	Medical treatment or recuperation	Medical treatment or recuperation	Activities related to diagnosis of illness and its treatment; hospitalization and recuperation
	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 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		

Obligatory activities	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
Free-time activities	Social obligations	Social obligations	PTA, local events, meetings, ceremonial occasions, volunteer activities
	Conversation/personal association	Conversation/personal association	Conversation and association with family members, friends, relatives, and acquaintances in person or by telephone or email
	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 or playing games, using PC
		Internet as hobby, entertainment, or cultural activity	Web browsing as hobby, entertainment, cultural activity, making home page or blogs
		TV	Includes 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 and monthly magazines, comic (books), books, and catalogs
Other activities		CDs, MDs, tapes	Listening to audio media other than radio, such as CD, MD, tapes and records
		Videos	Watching video tapes, video discs, and DVDs (time spent recording not included)
	Rest	Rest	Resting, enjoying tea or between-meals snacks, doing nothing
	Other activities	Other activities	Activities other than those described above
	No response	No response	Space left blank

Figure 2. 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 activities	09																	
Homework, preparation for classes, review of classes, study for cram school	10																	
Cooking, housecleaning, and laundry	11																	
Shopping	12																	
Childcare	13																	
Other household chores (such as tidying up, errands, caregiving, etc.)	14																	

Figure 3. Outline of the Survey

Dates:	Session 1	Tuesday and Wednesday	October 11 and 12, 2005
	Session 2	Thursday and Friday	October 13 and 14
	Session 3	Saturday and Sunday	October 15 and 16
	Session 4	Monday and Tuesday	October 17 and 18
	Session 5	Wednesday and Thursday	October 19 and 20
	Session 6	Friday and Saturday	October 21 and 22
	Session 7	Sunday and Monday	October 23 and 24

Subjects: 12,600 Japanese nationals aged 10 and over (12 subjects × 150 locations × 7 sessions)

Method: Pre-coded system, using the questionnaire distribution-collection method (diary-type in units of 15 minutes)

Number and percentage of valid responses (i.e., return of valid responses for at least one of the two days): 7,718 / 61.3 percent

Figure 4. Number of Designated and Effective Samples

	Pre-selected samples	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)
<hr style="border-top: 1px dashed black;"/>		
Weekdays	18,000	10,841 (60.2)
Week	25,200	15,121 (60.0)

weekdays (Monday through Friday), Saturday, and Sunday, respectively. (Figure 4 shows the number of valid samples obtained per day of the week. Figure 5 shows the number and makeup ratio of valid samples per respondent category [gender, age, and occupation]).

This report analyzes “Media Use Behavior,” one of the features of daily life activity covered by the survey. After first outlining the current situation of media use in daily life, we go on to examine in detail changes in each medium use over time as well as the characteristics of each of the media.

CURRENT TRENDS IN MEDIA USE

This section outlines the time Japanese spend using various media, both during leisure hours as well as throughout the day as a whole. For the purposes of this analysis, the term “media use” will be used to encompass the six categories of “television,” “radio,” “newspapers,” “magazines, comic books, books,” “videos,” and “CDs, MDs, tapes” classified in the survey under the general rubric of “media use.”¹

According to Figure 6, which lists hours spent by respondents nationwide using media on weekdays, Saturdays, and Sundays, Japanese spend an average of 4 hours and 27 minutes using media on weekdays. Of this time, the amount devoted exclusively to one of the media outnumbers that spent using media while also doing something else by about two to one. As to place of

¹ “Media use” here includes both exclusive use as well as use in conjunction with other activities. Time spent using more than one mass medium simultaneously (e.g., reading the newspaper while listening to a CD) is counted only once in the total, however, so that this total does not necessarily equal the sum of times spent on each individual medium. Also, given that television takes up over 70 percent of time spent using media, the data for media use actually strongly reflect those for television.

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

	Weekdays				Saturday		Sunday			
	No.	Component ratio 2005	2000	100%	No.	Component ratio 2005	2000	100%		
	10,841	100.0%	100%	100%	2,123	100.0%	100%	100%		
Total										
Male: 10s	608	5.6	7.1	128	6.0	6.9	6.8	6.8		
20s	526	4.9	5.5	98	4.6	6.2	6.2	6.2		
30s	711	6.6	6.5	127	6.0	6.3	6.2	6.3		
40s	731	6.7	6.7	127	6.0	7.9	6.0	8.0		
50s	969	8.9	9.3	204	9.6	8.7	9.4	8.8		
60s	883	8.1	7.9	176	8.3	6.8	8.4	6.6		
70 or older	749	6.9	4.8	161	7.6	4.8	8.3	5.0		

Female: 10s	576	5.3	6.6	124	5.8	6.3	5.8	6.2		
20s	576	5.3	7.2	131	6.2	7.2	5.1	7.2		
30s	924	8.5	7.1	142	6.7	8.0	7.4	8.1		
40s	817	7.5	7.1	154	7.3	8.2	7.6	8.2		
50s	1,086	10.0	9.6	227	10.7	8.8	9.6	8.9		
60s	834	7.7	7.0	162	7.6	6.9	7.2	6.9		
70 or older	851	7.8	7.4	162	7.6	7.1	7.8	6.9		

By occupation	Agriculture, forestry, and fishery	322	3.0	2.1	65	3.1	2.7	3.2	2.7	
	Self-employed	839	7.7	7.1	153	7.2	7.5	7.3	7.7	
	Sales and services	1,284	11.8	11.0	237	11.2	10.5	10.6	10.5	
	Work requiring craft skills or manual labor	1,373	12.7	14.5	255	12.0	14.0	12.1	13.9	
	Clerical and technical work	1,601	14.8	15.7	313	14.7	15.9	14.6	15.9	
	Business operators or managers	291	2.7	3.3	49	2.3	2.7	2.7	2.8	
	Specialists, freelancers, etc	382	3.5	3.7	80	3.8	3.5	3.5	3.6	
	Housewives	1,515	14.0	13.2	303	14.3	13.8	14.1	13.7	
	Jobless	1,716	15.8	14.1	341	16.1	13.9	16.2	13.9	
	Pupils/students	1,272	11.7	14.1	265	12.5	14.3	12.7	14.2	

	By gender and age group	Employed persons	1,284	11.8	11.0	237	11.2	10.5	10.6	10.5
		Jobholders	1,373	12.7	14.5	255	12.0	14.0	12.1	13.9

Figure 6. Time Spent on Media Use (national daily average)

	Total average hrs., min.	Exclusive Non-exclusive		At home (hrs., min.)	Outside the home (hrs., min.)
		(hrs., min.)	(hrs., min.)		
Weekdays	4 : 27	2 : 52	1 : 35	4 : 00	0 : 27
Saturday	5 : 09	3 : 34	1 : 36	4 : 42	0 : 28
Sunday	5 : 23	3 : 49	1 : 33	4 : 56	0 : 26
Average for week	4 : 41	3 : 06	1 : 35	4 : 14	0 : 27

use, an overwhelming 90 percent of weekday media use takes place in the home.

Turning to weekends, Figure 6 indicates that people spend more time using media from weekdays to Saturdays to Sundays, in that order. While time spent using media outside of the home or concurrently with other activities stays largely the same on weekends as on weekdays, time spent using media at home and exclusively both increase, reflecting the greater number of people who are away from work or school on Saturdays and Sundays. In short, media use grows on weekends because people spend more time on those days using media exclusively and at home.

Keeping in mind the above differences between weekdays and weekends, we proceed now to considering data averaged out over all seven days of the week. As shown in Figure 7, media use is greatest among men and women in or over their 60s, housewives, and the unemployed, or in other words among those who frequently watch television. Indeed, the unemployed and those 70 and over spend nearly half the time they are awake exposed to some form of media (mostly television). At the other end of the scale, students, those below 20, and males in their 20s and 30s spend the least time on media, but even here the figure—more than three hours a day—is still impressive.

Figure 8 shows the proportion of free time respondents usually spend with media.² (To focus on free-time use of media, the analysis here only considers time devoted exclusively to one particular medium, although in reality people

² For the purposes of this analysis, “free time” is defined to be the sum of times spent on exclusive media use, leisure activities (exercise and sports; outings and walks; hobbies, entertainment, cultural activities; the Internet as hobby, entertainment, or cultural activity), conversation/personal association, and rest. Thus the numbers obtained here differ from the data for “free-time activities” discussed on page 23 of an earlier report on the survey (Yoshida Rie, Nakano Sachiko, and Watanabe Yoko, “Nihonjin no seikatsu jikan 2005” [Japanese Time Use in 2005], *Hoso kenkyu to chosa* [NHK Monthly Report on Broadcast Research] April 2006), which employs a set formula to eliminate overlap between hours spent doing more than one activity simultaneously.

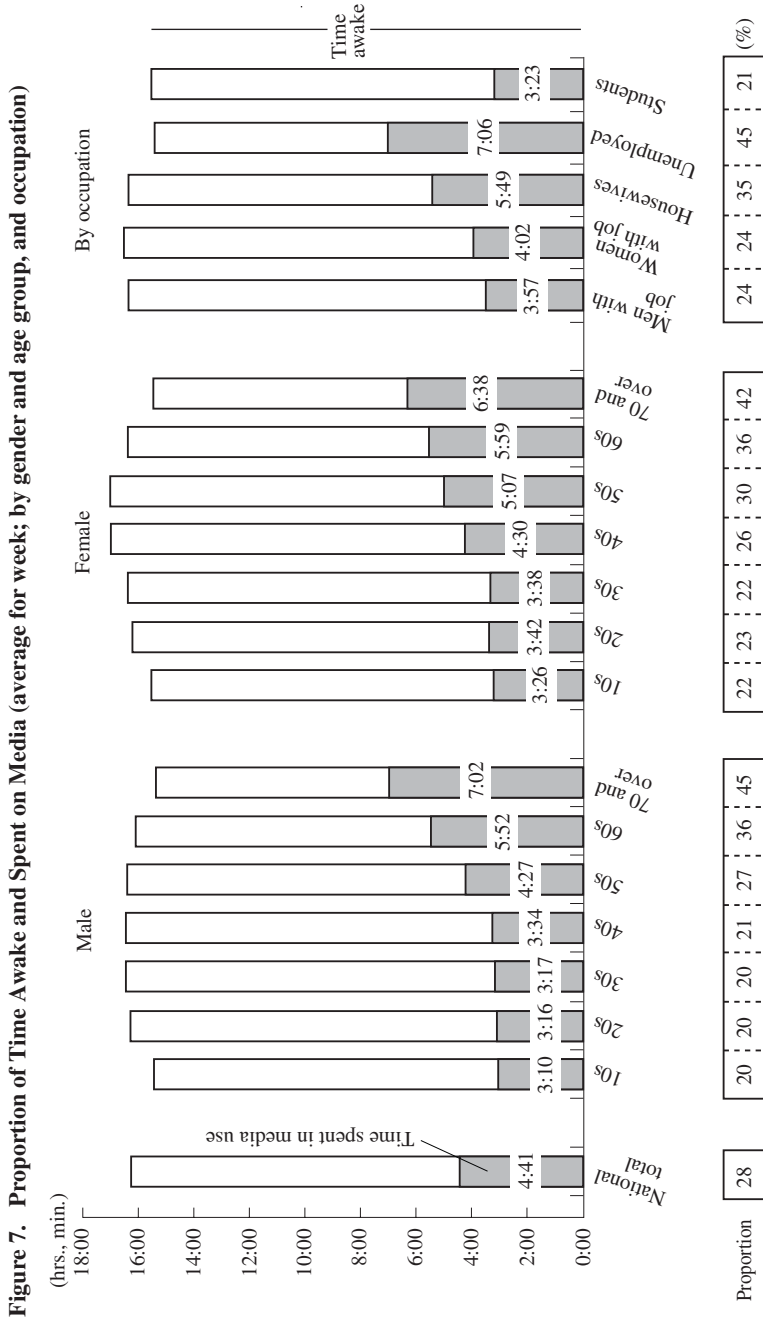
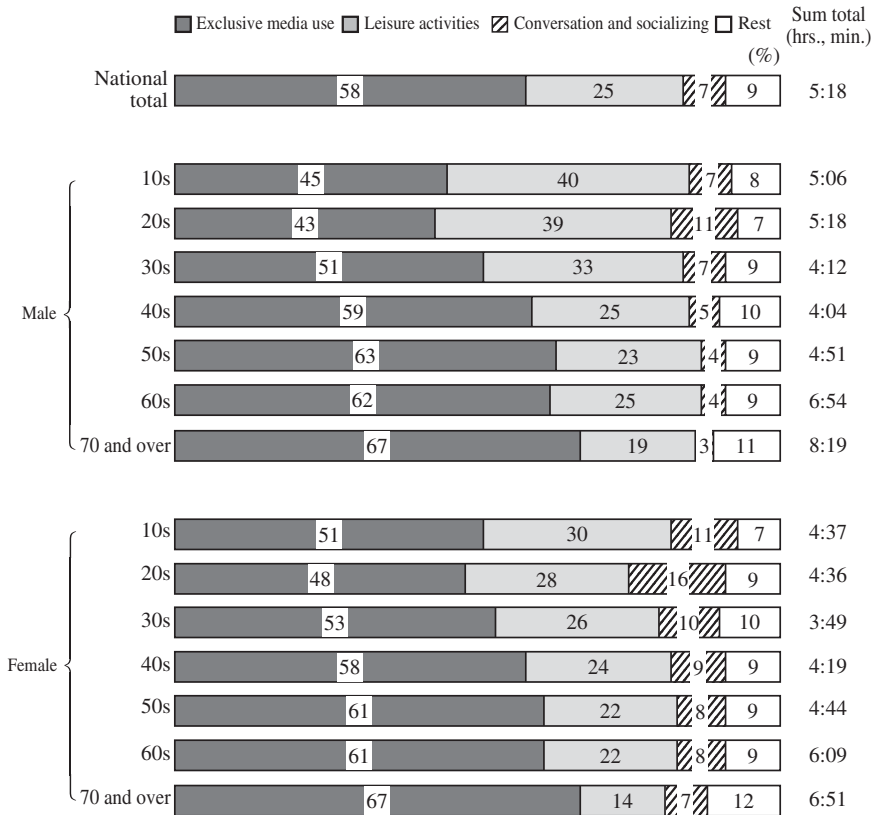


Figure 8. Allotment of Free Time (average for week; by gender and age group)



also spend a considerable amount of time using media concurrently with other activities, as discussed above.) Nationwide, respondents spent 58 percent of their free time using media, with the ratio reaching especially high at over two-thirds for both men and women 70 and above. Media use outranks other leisure activities in all age groups, even among young respondents in or below their 20s, who tend to spend relatively less time than the national average on media and more time on hobbies (in the case of males) or conversation and socializing (in the case of females). Taken overall, media may be said to claim a significant place in the daily lives of Japanese, minor differences in degree by gender and age group notwithstanding.

Use of Individual Media

Figure 9 compares separate media in terms of nationwide daily average

Figure 9. Doers' Ratios and Times Spent for Individual Media (national total; average for week)

	Doers' ratio (%)	Average time spent by users (hrs., min.)	Overall average time (hrs., min.)	Exclusive	Non-exclusive	Non-exclusivity ratio*
				(hrs., min.)	(hrs., min.)	
Television	90	4:02	3:39	2:21	1:18	0.36
Radio	14	2:30	0:22	0:06	0:15	0.68
Newspapers	44	0:48	0:21	0:11	0:10	0.48
Magazines, comic books, books	19	1:13	0:14	0:10	0:04	0.29
CDs, MDs, tapes	10	1:41	0:10	0:03	0:06	0.60
Videos	9	1:43	0:09	0:07	0:02	0.22
Free-time Internet use	13	1:49	0:14	0:11	0:03	0.21

*Non-exclusivity ratio = Time of non-exclusive use ÷ Overall average time

“doers’ ratios” (defined as the percentage of total respondents who engaged in that activity for more than 15 minutes during a given day) and time spent on each. To summarize the key points,

- Television overwhelmingly outstrips other media both in terms of doers’ ratios and average time spent.
- The next most frequently used medium is newspapers. Doers’ ratios for the other categories never exceed 20 percent, indicating these media to be neither in regular nor widespread use across the population as a whole.
- Owing to their nature, audio media (radio and CDs, MDs, tapes) tend to be used more in conjunction with other activities compared to visual (television and videos) or print (newspapers and magazines, comic books, books) media.
- Among visual media, television tends to be used less exclusively than videos, while among print media, the same may be said for newspapers versus magazines, comic books, books. In short, the more that choice and taste enter into the use of a medium, the more that medium tends to be used exclusively.
- In terms of nationwide statistics, the two categories of “CDs, MDs, tapes” and “videos” are largely comparable both in terms of doers’ ratios and average time spent.³

³ As will be discussed in greater detail below, “videos” and “CDs, MDs, tapes” do not lend themselves well to analysis in terms of nationwide daily averages, the former because it tends to be used not every day but more sporadically about once or twice a week, and the latter because of the considerable generation gap between frequent users and non-users.

While the survey does not, strictly speaking, include the new category “Internet as hobby, entertainment, or cultural activity” under the rubric of “media use,” the relevant statistics are nevertheless appended here for reference since it, like enjoyment of media, may also be considered a kind of free-time activity.⁴ Seen nationwide, use of the Internet approaches radio in terms of doers’ ratios and videos in terms of rates of non-exclusivity and average time spent.

Figure 10 gives doers’ ratios for each mass medium, plus free-time Internet use, classified according to gender and age group. Television by far outranks other media in all segments of the population regardless of gender or age. At the same time, there are small differences between age groups, as may be seen by the relative drop in television use for males in their 20s compared to those immediately younger or older, for example, or by the general tendency for ratios to rise as respondents get older.

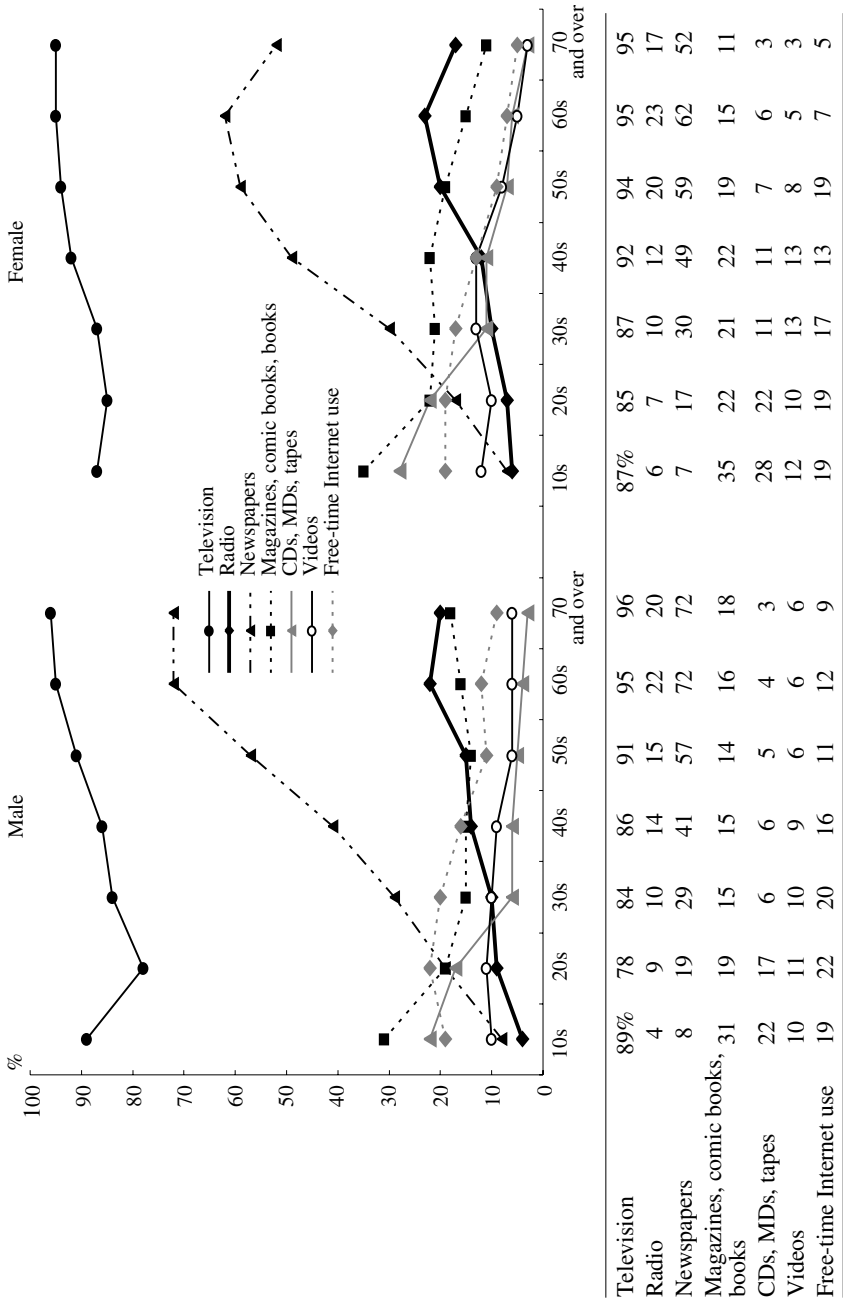
This tendency toward greater use by the older population is even more pronounced in the case of newspapers. Use of newspapers greatly exceeds that of all other media but television among both males and females in or above their 40s, reaching as high as over 70 percent for males in and over their 60s. Among respondents in their 20s and 30s, by contrast, the proportion of people who read newspapers hovers just at around 20 to 30 percent. These data agree with the results of the 2005 Japanese and Television Survey also conducted by NHK, which revealed that compared to people in or over their 60s, those in their 20s and 30s were less likely to read newspapers “every day” and more likely to do so between “three or four times a week” to “once or twice a month.”⁵ Thus while newspapers are a daily medium for older people, that is not necessarily the case for others in their 20s or 30s.

Radio, too, tends to be utilized more by older people, although not so much so as newspapers. In short, the three principal media of television, newspapers, and radio—long acknowledged and beloved as the “media of the masses” in the truest sense of the term—today actually belong mostly to older generations.

⁴ Data here only consider use of the Internet for hobbies or leisure, and not as a part of work, study, or household chores. Time spent reading and writing e-mail or bulletin board messages is classified under “conversation/personal association” and thus is also excluded.

⁵ To give specific figures, only 69 percent of respondents in their 20s and 30s said they read newspapers “every day,” compared to 89 percent for those in or over their 60s. Meanwhile, the proportion of people who read newspapers “three or four times a week,” “once or twice a week,” or “once or twice a month” added up to 17 percent for those in their 20s and 30s but to only 3 percent for those in or over their 60s. See Shiraishi Nobuko, Hara Miwako, and Terui Daisuke, “Nihonjin to terebi 2005” [The Japanese and Television 2005], *Hoso kenkyu to chosa* August 2005.

Figure 10. Doers' Ratios for Individual Media and the Internet (average for week; by gender and age group)



In contrast to the above media are CDs, MDs, tapes, etc., which tend to be most utilized by younger people through their 20s. The Internet, too, is used for leisure-time activities more by those under 50 than above it, and thus has an audience clearly different from that of the older-age media. The next section will examine how, when, and why such shifts in media use took place.

CHANGES IN MEDIA USE OVER TIME

Data accumulated over past surveys allow us to trace long-term changes in people's daily activities from as far back as 1960, when the survey first started. Analyzing the same data by respondent group, moreover, makes it possible for us to determine the reasons behind these changes. The following looks at shifts in use of media among different segments of the population, detailing the functions and roles fulfilled by each medium over the years while also paying attention to the spread of relatively new media such as videos, CDs, MDs, and tapes that appeared from the 1980s onward. The discussion will omit television, however, as that data have already been treated elsewhere.⁶

Radio

People listen to the radio more frequently on weekdays than on weekends, as shown by nationwide doers' ratios, which stand at 15 percent, 13 percent, and 12 percent for weekdays, Saturdays, and Sundays, respectively. Roughly 30 percent of radio listening is done while working, and listenership is particularly high among the self-employed as well as agriculture, forestry, and fishery workers (21 percent on weekdays for both groups), altogether indicating that one well-established way of using the radio is to do so while engaged in work or household chores. The advantage of radio as a mass medium that allows listeners to take in music or useful information while also leaving them free to perform other tasks thus would seem to have changed little over the years.

Looking at long-term shifts in nationwide doers' ratios from the 1970s onward (Figure 11), we find that radio listening peaked in the 1980s and then declined, regaining a little ground in 1995 but coming back down again in 2000 and 2005. Among respondents who did listen to the radio, however, the

⁶ See, for example, Mitsuya Keiko and Yoshida Rie, "Seikatsu jikan no jikeiretsu henka" [Changes in Time Use], *NHK hoso bunka chosa kenkyu nenpo* [NHK Annual Bulletin on Broadcasting Culture Research] 42 (1997); NHK Broadcasting Culture Research Institute, ed., *Nihonjin no seikatsu jikan 2000* [Japanese Time Use in 2000] (NHK Shuppan, 2002), part 2, chapter 3; and NHK Broadcasting Culture Research Institute, ed., *Terebi shicho no 50 nen* [Fifty Years of Watching Television] (NHK Shuppan, 2003), part 2, chapter 2.

Figure 11. Radio: Doers' Ratios, Average Time Spent by Users, and Overall Average Time Spent, 1970–2005 (national total; weekdays)

	Doers' ratio (%)	Average time spent by users (hrs., min.)	Overall average time (hrs., min.)
1970	21	2:18	0:28
1975	24	2:26	0:35
1980	26	2:31	0:39
1985	22	2:29	0:32
1990	19	2:18	0:26
1995	22	2:31	0:33
(data for chronological comparison)			
1995	17	2:29	0:26
2000	15	2:22	0:21
2005	15	2:31	0:23

NOTE: Data collection methods for the Japanese Time Use Survey were revised in 1995. The data from 1970 to 1995 above the double horizontal lines make use of the previous method, those from 1995 to 2005 below them the current method. (Data for 1995 were obtained using both methods in order to allow comparison to results from earlier years.) Although presented together to give a general picture of long-term trends, data above and below the lines thus actually cannot be directly compared with one another. The same qualifications apply for Figures 12 to 23, and the graphs treat together only the data that use the same method and that can be directly compared.

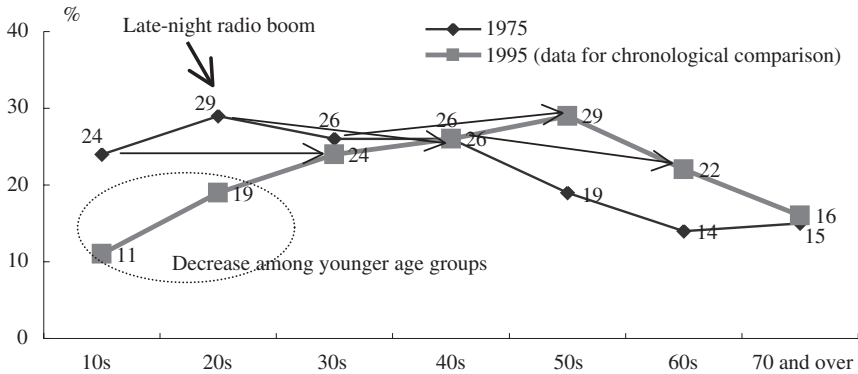
average time spent on it remained largely unchanged, always ranging somewhere between 2 hours and 15 minutes to 2 hours and 30 minutes.

Figure 12 compares doers' ratios by age group from 1975 to 1995.⁷ In 1975, as many as 29 percent of respondents in their 20s listened to the radio on weekdays, while listenership was even higher at 40 percent for those in their late teens (16 to 19). In other words, in 1975 radio was markedly popular among those in their late teens to 20s. This period corresponded to the heyday of live late-night radio shows targeted at the young, for whom such programs formed a signature part of their culture. A look at doers' ratios at each time of day for respondents in their late teens (Figure 13) does indeed reveal that listenership among this group spiked at six to seven in the evening and again from nine to midnight. This radio boom was a phenomenon peculiar to the youth of this period.

Turning back to Figure 12 again for the 1995 data, we observe no comparable late-night radio boom taking place among the young people of this time. The most frequent radio listeners in this year were those in their 50s. The teen and 20-something participants in the 1970s radio boom, now 20 years older

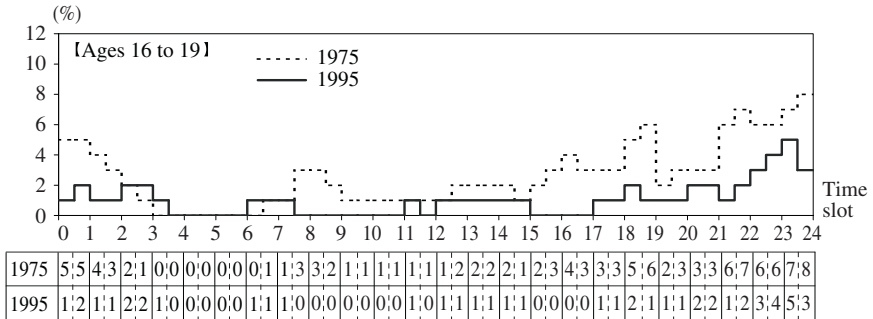
⁷ Because little difference was observed by gender in use of radio as well as of CDs, MDs, and tapes, discussion of these two media will present data only by age group.

Figure 12. Doers' Ratios for Radio Listening, 1975–1995 (weekdays; by age group)



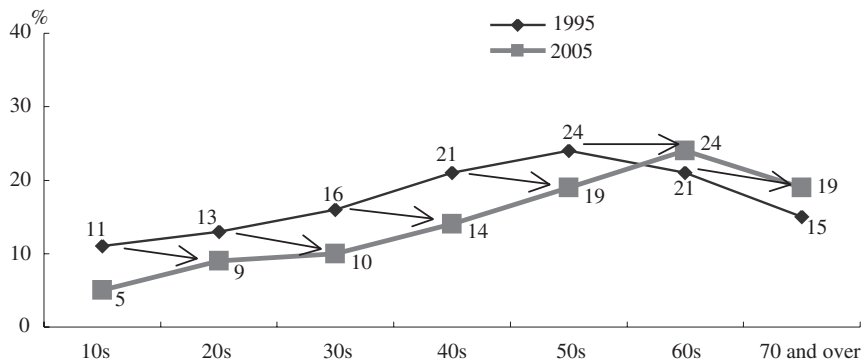
NOTE: Here as elsewhere, black arrows indicate shifts in use over time within the same generation (i.e., group born within the same span of years).

Figure 13. Average Doers' Ratios for Radio Listening by Time Slot, 1975 and 1995 (weekdays; every 30 minutes)



and in their 30s and 40s, also maintained relatively high ratios, occupying a central position among radio listeners. While not as avidly devoted to the radio as they were in 1975, they nevertheless remained fairly faithful to their habit of listening. The same cannot be said for younger generations, among whom radio listening declined dramatically in these two decades. This decrease appears to be the result largely of the rise of tapes, CDs, and other portable audio media that entered the market around this time (see the discussion on “CDs, MDs, Tapes” below). To summarize, the people who frequently listened to the radio in 1975 continued to do so two decades later, while the number of young listeners decreased, in all pushing the age of listeners upward.

Finally, as to 1995 through 2005 (Figure 14), each age group generally

Figure 14. Doers' Ratios for Radio Listening, 1995–2005 (weekdays; by age group)

maintained the same listening habits in 2005 that they had 10 years earlier in 1995, so that the peak of radio listeners slid over from those in their 50s to those now in their 60s. Once again, there were very few new young listeners, and consequently no slowdown in the trend toward older audiences. Such age shifts have increasingly prompted radio, in addition to fulfilling its most basic function of providing information useful to daily life or at times of emergency, to also take on the role of offering pleasure and solace to older generations, for example through programs such as *Rajio shin'yabin* [Radio Late Night] on NHK Radio 1 that is now enjoying quiet popularity among this segment of the population.

Newspapers

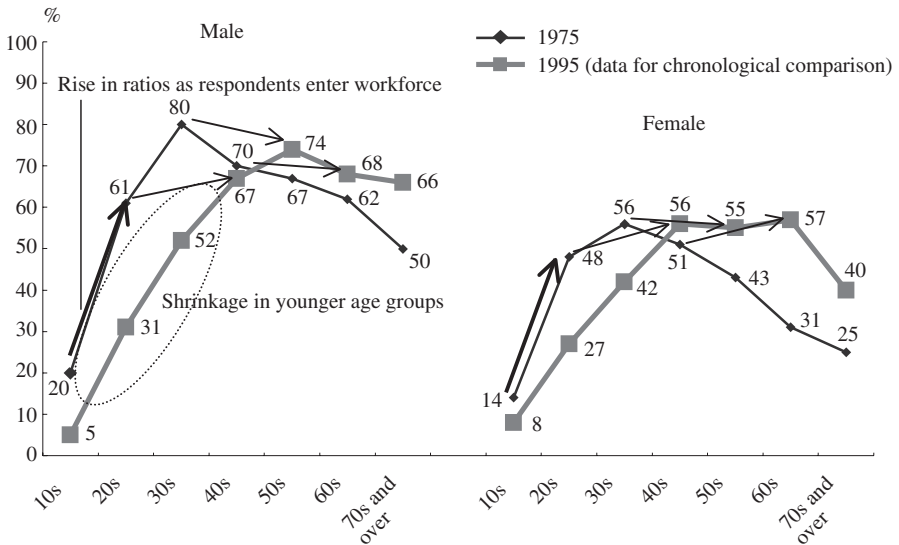
Doers' ratios for newspaper reading, although still second only to those for watching television, nevertheless declined in a wide range of age groups over the last 10 years. According to Figure 15, which traces long-term changes in nationwide doers' ratios from 1970 to 2005, readership first peaked in 1975 and then largely flattened out until 1995. The average time spent reading newspapers likewise stayed mostly unchanged up to 1995 at around 40-odd minutes a day. While the evidence would thus seem to indicate that newspapers maintained a steady readership until at least 1995, a closer examination of the data by gender and age group reveals that already by that year, signs were beginning to show of a widespread shift away from newspapers that did not manifest itself in the nationwide numbers until the next decade. The following examines these changes in more detail.

In 1975, newspapers were most frequently read by working men from their 30s to 50s, among whom the highest doers' ratio belonged at 80 percent to those in their 30s (Figure 16). Thus newspapers functioned mostly as a source

Figure 15. Newspapers: Doers' Ratios, Average Time Spent by Users, and Overall Average Time Spent, 1970–2005 (national total; weekdays)

	Doers' ratio (%)	Average time spent by users (hrs., min.)	Overall average time spent (hrs., min.)
1970	44	0:43	0:19
1975	50	0:40	0:20
1980	50	0:43	0:21
1985	47	0:42	0:20
1990	46	0:44	0:20
1995	47	0:44	0:21
(data for chronological comparison)			
1995	52	0:45	0:24
2000	49	0:46	0:23
2005	44	0:47	0:21

Figure 16. Doers' Ratios for Newspaper Reading, 1975–1995 (weekdays; by gender and age group)



of information for working professionals. For this reason, readership during this period was generally higher among men than women. Ratios meanwhile tended to be low for those below 20 and to rise as respondents got older and began to enter the workforce. This phenomenon appears in all survey years

and may be considered a change characteristic of this particular stage in life.

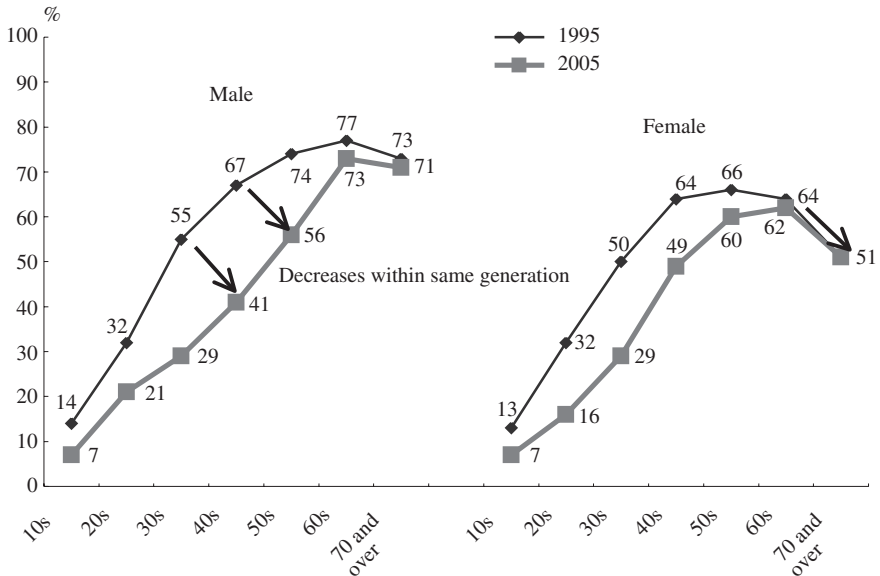
Again turning to Figure 16, 20 years later in 1995 readership was highest among men in or above their 40s. These people generally maintained the same doers' ratios in 1995 as they had in 1975 when they were 20 years younger. Readership among respondents below 40, meanwhile, declined compared to that among people who had been the same age 20 years earlier, indeed attaining not even 10 percent for young men and women under 20. The extent of the growth typically observed between those immediately below and over 20 was also much less. In other words, not only were the young failing to read newspapers before they went out into society, but many of them were not picking up the habit even after it. Thus the two decades after 1975 constituted the "first wave" in the social trend away from newspapers, at least as far as young people below 40 were concerned. As a result, the age of newspaper readers generally rose.

This downturn came at a time when the public perception of the value of newspapers was declining overall. According to the aforementioned Japanese and Television Survey series, between 1985 and 1990 the percentage of respondents who considered newspapers a useful source of "news" or "social commentary" decreased (from 31 percent in 1985 to 25 percent in 1995 for "news," and from 46 percent in 1985 to 37 percent in 1995 for "commentary") at the same time that the proportion of those who believed television useful for the same purposes increased (from 61 to 66 percent for "news," and from 43 to 52 percent for "commentary"), a trend especially marked among younger generations. As people thus began to acknowledge and depend upon television not only as a source of entertainment but also of news, so the status of newspapers dropped accordingly.⁸

Taking the above into account and turning now to the data for 1995 through 2005, we see an especially sharp decline in nationwide readership from 2000 to 2005 (Figure 15). In terms of gender and age group, women and older men both maintained the same ratios in 2005 that they had when 10 years younger, causing peak readership age to slide from the 50s even further into the 60s (Figure 17). Meanwhile, readership among people in their 30s and younger failed to grow, so that doers' ratios for 2005 fell in every segment of the population from the 20s all the way up to the 60s when compared to the data for the same age groups in 1995. While this decrease is comparable to that seen also in the case of radio, one significant difference is the steep drop in reader-

⁸ For further discussion, see Tomura Eiko, "Nihonjin to terebi 1990 (2)" [The Japanese and Television 1990, Part 2], *Hoso kenkyu to chosa*, September 1990.

Figure 17. Doers' Ratios for Newspaper Reading, 1995–2005 (weekdays; by gender and age group)



ship among men in their 40s and 50s compared to when they were 10 years younger in 1995 in their 30s and 40s. Such a marked decline among working adults would seem to signal that we are now in the midst of a “second wave” of the shift away from newspapers. Readership also fell among women 70 and over compared to 1995 when the same group were in their 60s.

From the 1990s onward, newspaper companies attempted to counter the first wave of readership loss by enhancing readability and relevance, for example by enlarging font size, increasing the number of colors and visuals, and customizing articles to better target separate segments of their audience.⁹ That such efforts failed to keep readership from declining across an even wider range of age groups over the past 10 years has undoubtedly much to do with the rise of the Internet as well as with attendant changes in information media. Most newspaper companies now maintain their own websites for posting not only the latest news but even editorials, seeking to secure their own survival by establishing themselves within the flood of information available on the Internet as providers of “reliable, comprehensive information.” The dilemma of this strategy, however, is that it prompts more people to get news

⁹ Shinbun Hodo Kenkyu Kai, *Ima shinbun o kangaeru* [Reflecting on the State of Newspapers Today] (Japan Newspaper Publishers and Editors Association, 1995), chapter 4.

Figure 18. Audio Media: Doers' Ratios, Average Time Spent by Users, and Overall Average Time Spent, 1990–2005 (national total; weekdays)

	Doers' ratio (%)	Average time spent by users (hrs., min.)	Overall average time spent (hrs., min.)
1990	10	1:23	0:08
1995	9	1:22	0:07
(data for chronological comparison)			
1995	11	1:26	0:10
2000	11	1:27	0:10
2005	9	1:34	0:09

free online instead of actually buying paper copies, thus hurting sales even further.¹⁰ The struggle by newspapers to carve a place for themselves in people's daily lives in the context of today's dramatically shifting media environment is still not over.

CDs, MDs, Tapes

The rest of this report will discuss several new media that came into general use from the 1980s onward, starting with CDs, MDs, tapes, and other related audio media.

Doers' ratios for these media, although markedly high among males and females up to and including their 20s, average nationwide at roughly 10 percent for both weekdays and weekends. As shown in Figure 18, use of audio media grew little across the population as a whole in the 15 years since these media (then referred to as "records and CDs") first became a separate survey item in 1990. To take this as evidence of lack of spread, however, would be jumping to conclusions. A look at doers' ratios from 1995 to 2005 (Figure 19) reveals use in both these years to be extremely high among young people in their 20s and younger. The rate of use—as at the time of the late-night radio boom—is high particularly among those between 16 and 19 years old, who registered ratios of 42 percent and 34 percent for 1995 and 2005, respectively. These frequent CD, MD, and tape users in their late teens to early 20s belong to the same age range as those who especially tended to answer that they "liked music very much" in the "People Today and Music" survey conducted by the NHK Broadcasting Culture Research Institute in 1981 (Figure 20). Thus CDs, MDs, and tapes tend overwhelmingly to be used by younger generations, for whom enjoying music is a regular part of life; or, seen from

¹⁰ Hongo Yoshinori, *Shinbun ga abunai* [Newspapers in Peril] (Bungei Shunju, 2000), chapter 3.

Figure 19. Doers' Ratios for Audio Media Use, 1995–2005 (weekdays; by age group)

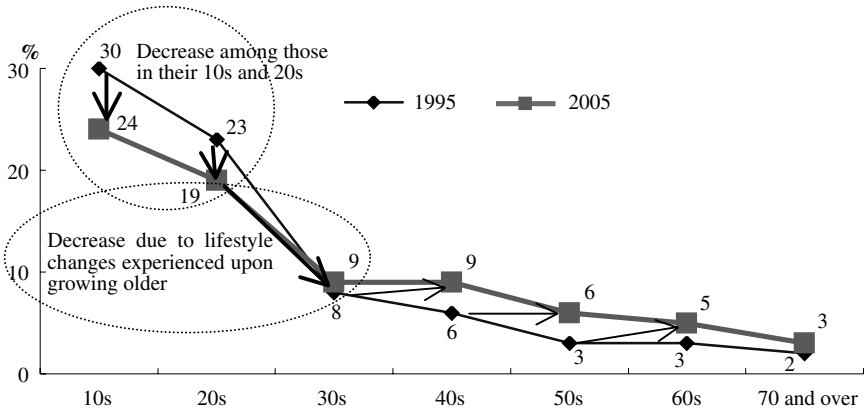
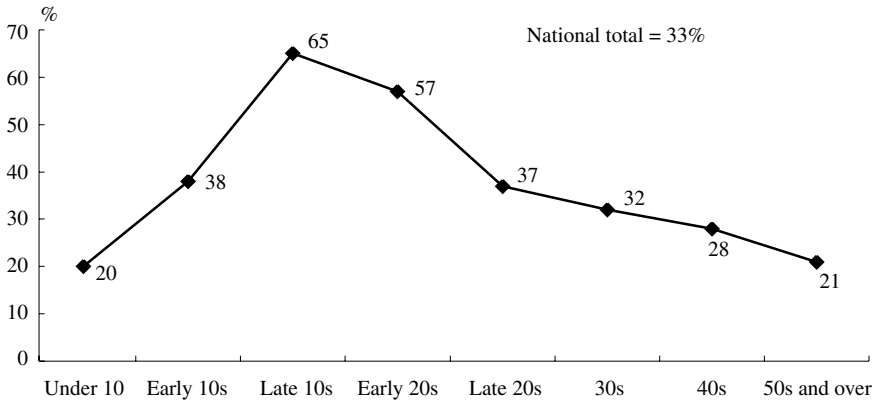


Figure 20. Rate of People Who Like Music Very Much (1981 “People Today and Music” survey)



the other way around, it may be said that it is in the nature of these media for use to concentrate only in a small part of the population no matter what the era. Indeed, less than 5 percent, or in other words hardly any, of the population in or above their 50s listened to audio media in 1995. Such characteristic imbalances between age groups is the main reason why increase in the use of CDs, MDs, and tapes is so low in terms of the nation as a whole.

A look at changes in audio media use over the past 10 years yields two major observations. First is that these media are gradually pushing into the upper end of the age scale as people who earlier started using them continue

to do so even as they get older. According to Figure 19, use of audio media among people in their 30s to 60s in 1995 maintained much the same levels 10 years later as they moved into their 40s and beyond. Consequently, in 2005 doers' ratios rose slightly in all groups in or above their 40s compared to figures for people who had been the same age 10 years ago. Thus use of audio media does seem to be slowly spreading, even if this growth is not yet manifest in the national average. There is a sharp drop in use by people in their 30s in 2005 (9 percent) compared to that by the same group 10 years ago in their 20s (23 percent), a phenomenon that is most likely a result of lifestyle changes typically brought on at this particular stage in life as people grow less absorbed in music and more concerned with careers, marriage, and other such matters.

The second point of note is the drop in doers' ratios among respondents in or below their 20s who form the bulk of users of audio media, down from 30 percent in 1995 to 24 percent in 2005 for those below 20, and from 23 percent in 1995 to 19 percent in 2005 for those in their 20s. As a result of this decrease among core listeners, the national total, too, slipped slightly from 11 percent in 1995 to 9 percent in 2005. These results correspond with other reports of sharply declining sales within the music industry as a whole, which *Joho media hakusho 2006* [Information Media White Paper 2006] published by the Dentsu Communication Institute attributes to falling interest in music among youth. More specifically, the paper cites such factors as drops in the number of megahits as well as the proliferation of cell phones and other competing media that together encroach on each other's share of young consumers' time and money.¹¹ The data from the present survey may very well reflect the same trends.

Videos (including Video Discs and DVDs)

The last section will deal with videos. Figure 21 presents relevant nationwide data for this medium, which first became a separate survey item in 1985 after coming into general use in the 1980s at roughly the same time as the audio media discussed above. Here we see evidence of a slow but steady increase in use both in terms of doers' ratios as well as of average time spent by users. One reason for this trend lies obviously in the spread of the necessary hardware. In 1985, 34 percent of the people polled for the Japanese and Television Survey said they had a videotape recorder, a number that grew to 91 percent in 2000. As of 2005, 45 percent of respondents had a DVD player and 11 per-

¹¹ "Tokushu 1: Joho media sangyo, ima soko ni aru kiki" [Feature 1: Clear and Present Danger in the Information Media Industry], *Joho media hakusho 2006* [Information Media White Paper 2006] (Dentsu Communication Institute, 2005).

Figure 21. Videos: Doers' Ratios, Average Time Spent by Users, and Overall Average Time Spent, 1985–2005 (national total; weekdays)

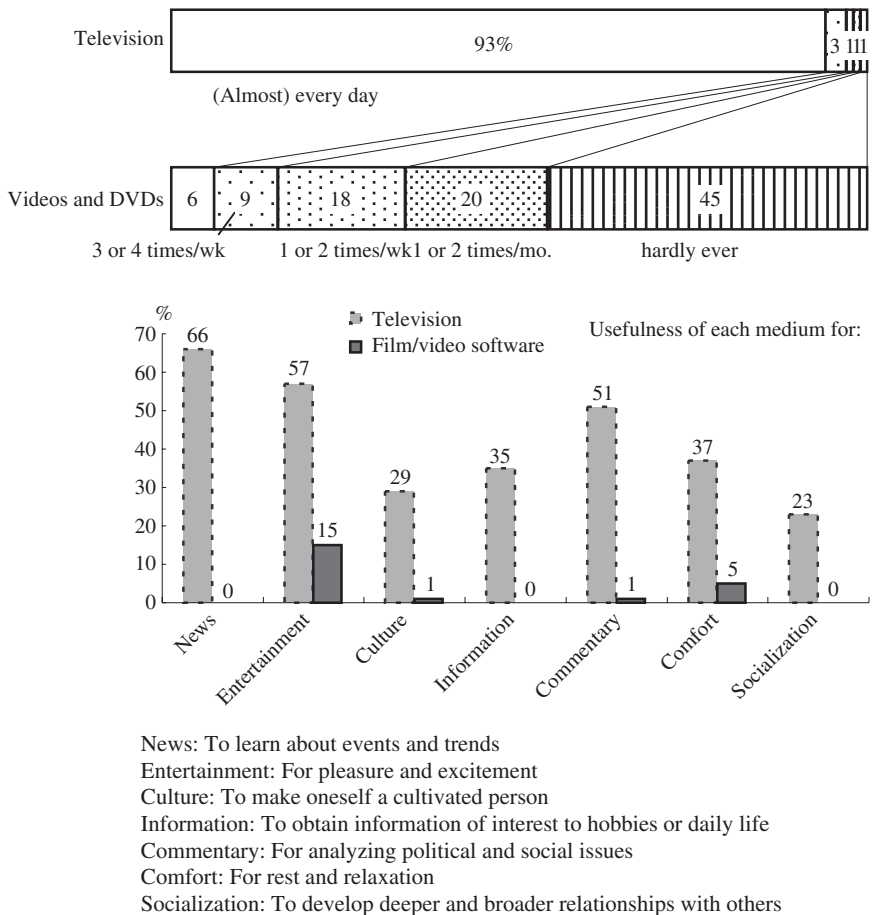
	Doers' ratio (%)	Average time spent by users (hrs., min.)	Overall average time spent (hrs., min.)
1985	3	1:06	0:01
1990	5	1:17	0:04
1995	5	1:16	0:03
(data for chronological comparison)			
1995	7	1:28	0:06
2000	7	1:26	0:06
2005	8	1:40	0:08

cent an HDD (hard disk drive) recorder, indicating that nearly everyone in Japan now has access to videos or DVDs and that the next-generation video recorders, too, are well on their way to becoming established. Yet some may question why, if video and DVD players are so popular, use of videos should nevertheless fall below 10 percent. This phenomenon seems partly due to the fact that videos by nature tend to be viewed much less regularly than television, as indicated in Figure 22 (upper graph), which shows that nearly half the people who have players say they “hardly ever” use them, while those who use them do so only about “once or twice a week” or “once or twice a month.” Moreover, as discussed in “Use of Individual Media” above, videos tend to be used more exclusively than television (the proportion of exclusive use is 78 percent of total video viewing in 2005, compared to 64 percent in the case of television), and, as revealed by the poll on perceived functions of media described in Figure 22 (bottom graph), are utilized for entertainment more than for any other purpose. In short, viewing videos is a leisure activity that people reserve principally for occasions when they can set aside a relatively large amount of free time.¹²

Looking at the data by gender and age group (Figure 23), we find that use of videos in 1985, shortly after the medium first came out, was greatest among young males, particularly those in their 20s. Such a result is understandable given the general tendency of the young to be the first to embrace whatever new media emerge. Video use grew over the next 10 years, especially for women up to and including their 40s, among whom doers' ratios rose in 1995

¹² In “Intanetto riyo to terebi shicho no kongo” [The Future of Internet Use and Television], *Hoso kenkyu to chosa* July 2002, Mitsuya Keiko also observes that because videos and television do not overlap functionally, people who use videos still do not do so more than they watch television.

Figure 22. Television and Videos: Frequency of Use and Perceived Functions (2005 Japanese and Television Survey)



above and beyond the levels in 1985 when they were in their 30s or younger. Men, meanwhile, viewed videos in much the same fashion as they had when 10 years younger, with the exception of men in their 30s, who had been the most frequent users of videos in 1985 in their 20s but now used them much less, no doubt because they lost free time as a result of lifestyle changes typical among people of that age. In short, during this decade video use began to take root among the middle-age segments of the population, at the same time growing somewhat more popular among women than men.

From 1995 to 2005 (Figure 24), doers' ratios among women remained

Figure 23. Doers' Ratios for Video Viewing, 1985–1995 (weekdays; by gender and age group)

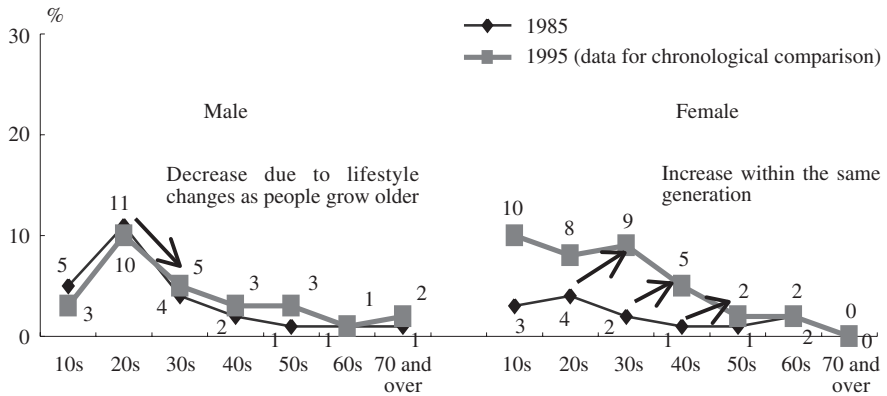
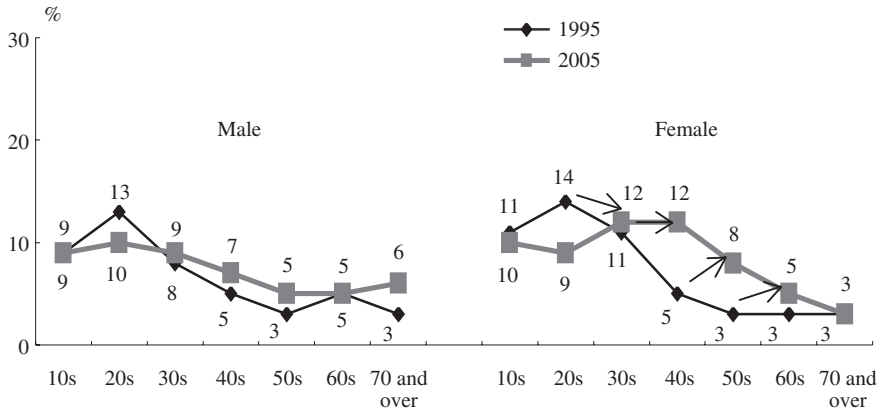


Figure 24. Doers' Ratios for Video Viewing, 1995–2005 (weekdays; by gender and age group)



largely stable while usage by younger incoming generations was also high, causing the number of users to increase overall. In contrast to 1995, during which year video use was highest among men and women in their 20s, the most frequent users now are women in their 30s and 40s. Although women thus would appear to view videos more often than men, allowance should also be made for the fact that the graph only treats data for weekdays, when women tend to have relatively more free time than men,¹³ whereas in reality

¹³ For example, on weekday afternoons only 2 percent of men in their 40s watch videos, compared to 6 percent for women in the same age group.

videos are used more frequently and for longer hours on weekends than during weekdays. Indeed, on Sundays the gap between usage among males versus females narrows (10 percent for males versus 11 percent for females), indicating that men do not watch videos much less than women do.

Taken up first by men in their 20s, videos have, 20 years later, spread to be used principally by both men and women in their 30s and 40s, in addition to gaining a steady following among older generations in and over their 50s. Use among the core viewers now in their 30s and 40s is likely to remain high for some time to come, inasmuch these people are part of the “video generation” who were first exposed to the medium early in their 10s and 20s and have been pioneering use of it ever since.

As mentioned in the section on “Newspapers” above, media trends both over the past 10 years as well as into the future cannot possibly be discussed without taking at least some account of the influence of the Internet. According to the 2005 survey, the first to make separate data available for leisure-time Internet use, 13 percent of respondents nationwide now use the Internet on weekdays. While the bulk of Internet users are still in or below their 30s, more than 10 percent of males in or over their 60s also make use of it, indicating the medium to be already well established among a wide section of the populace. Average time spent on the Internet, too, reaches over two hours on Saturdays and Sundays, showing that many people who use the Internet do so in substantial blocks of time. The Internet carries with it the potential to change people’s lifestyles in many ways by competing with already existing media and activities, whether in terms of function as in the case of newspapers, money as in the case of youth-oriented media such as CDs, MDs, and tapes (i.e., should one buy a music CD or pay for cell phone use), or, more straightforwardly, time. A closer examination of the Internet along with the media already taken up in the survey thus remains for future study.

(Translated by Imoto Chikako)