

Television as the Most “Relaxing” Medium: From the Time Use Survey on Television and Moods

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“Television and Moods” was the first survey to investigate relationships between daily activities and moods using the time-use study approach.¹ This essay discusses the findings of the October 2008 survey, which focused especially on television-time moods as characterized by conditions including time of day, gender, and age group. By comparing these results with data on other media, we present an appraisal of television in Japanese daily life today. Discussion of moods during principal activities other than media use rounds out the analysis.

SURVEY OUTLINE

The survey took place on October 19 and 20 (Sunday and Monday), 2008. For the survey 1,800 men and women aged 20 and older were selected through stratified two-stage random sampling from the Kanto region of Japan (Tokyo, Gunma, Tochigi, Ibaraki, Saitama, Chiba, and Kanagawa). Because the number of valid responses from men and women in their 20s was projected to be low, 276 supplementary samples from the age group were sought to enable sufficient analysis. A total of 1,065 valid responses (excluding supplementary samples) were obtained, resulting in a valid response rate of 59.2 percent (see Figure 1 for details).

The survey was conducted by distributing self-administered precoded questionnaires in which possible activities and moods (Figure 2) were shown on a log indicating 15-minute intervals. Respondents were asked to draw a line through the boxes corresponding to their situation for each time slot; they were generally required to fill in activities for all time slots, although they

¹ For an earlier recent study of daily activities and moods, see Nakano Sachiko and Morofuji Emi, “Heijitsu demo yobi de kotonaru seikatsu jikan to kibun” [How Time Use and Feelings Vary by the Day of the Week Even on Weekdays], *Hoso kenkyu to chosa* 58:12 (December 2008), pp. 44–50. The study, the findings of which also inform the current analysis, utilizes data from the 2005 Japanese Time Use Survey and 2006 Survey on Day-of-the-Week Awareness.

Figure 1. Sample Composition and Number

		Monday		Sunday	
		Number	Percentage	Number	Percentage
All		1,035	100%	1,049	100%
Gender	Men	511	49.4	519	49.5
	Women	524	50.6	530	50.5
Gender and age group					
Male 20s		126 (58)	(5.6)	126 (58)	(5.5)
Male 30s		101	9.8	99	9.4
Male 40s		87	8.4	91	8.7
Male 50s		84	8.1	85	8.1
Male 60s		93	9.0	93	8.9
Male 70 and older		88	8.5	93	8.9
Female 20s		126 (61)	(5.9)	124 (59)	(5.6)
Female 30s		110	10.6	108	10.3
Female 40s		97	9.4	99	9.4
Female 50s		80	7.7	81	7.7
Female 60s		103	10.0	107	10.2
Female 70 and older		73	7.1	76	7.2
Occupation					
Agriculture, forestry, and fishery		24	2.3	24	2.3
Self-employed		83	8.0	87	8.3
Sales and services		119	11.5	120	11.4
Manual and skilled labor		132	12.8	134	12.8
Clerical and technical		217	21.0	214	20.4
Business operation and management		39	3.8	39	3.7
Specialist, freelance, and other		55	5.3	55	5.2
Housewife		180	17.4	182	17.3
Jobless		157	15.2	165	15.7
Student		23	2.2	23	2.2
Employed					
Employed		669	64.6	673	64.2
Employed men		400	38.6	404	38.5
Employed women		269	26.0	269	25.6

Notes: Numbers for “male 20s” and “female 20s” include supplementary samples; number of standard samples indicated for reference in parentheses. Makeup percentage is calculated based on standard samples only. “Employed” are respondents in the “agriculture, forestry, and fishery” to “specialist, freelance, and other” categories. Due to their small number, respondents in the “agriculture, forestry, and fishery,” “business operation and management,” “specialist, freelance, and other,” and “student” categories were excluded from by-occupation analyses.

Figure 2. Activities and Moods

Daily activities		
Classification	Subclassification	Abbreviation
	Time at home	At home
	Sleep (minimum 30 minutes)	Sleep
	Washing, bathing, dressing, and other personal chores; medical treatment	Personal chores
	Meals	Meals
	Travel to work, school, etc. (both ways)	Transit
	Work, work-related association, classes and school activities, homework, cram school	Work or school
	Housework (cooking, cleaning, and laundry; caring for family; shopping; tidying and organizing)	Housework
	Social obligations (PTA, local events, ceremonial occasions, volunteer activities, etc.)	Social obligations
	Conversation and personal association	Conversation with friends
Conversation with family		Conversation with family
Hobbies, self-improvement, entertainment, and pleasure; sports; outings and walks		Leisure activities
Television	Use of the Internet for hobbies, self-improvement, entertainment, or pleasure	Leisure-time Internet
	NHK General TV	NHK General
	NHK Educational TV	NHK Educational
	NHK satellite channels	NHK satellite
	Commercial television channels	Commercial TV
Radio	“One seg” digital television broadcasting (NHK and commercial)	One seg
	NHK radio channels	NHK radio
	Commercial radio channels	Commercial radio
	Newspapers	Newspapers
	Magazines, comic books, and books	Magazines, comic books, and books
	CDs, MDs, and tapes	CDs, MDs, and tapes
	Videos and DVDs	Videos and DVDs
Moods	Rest	Rest
	Other (specify)	Other/unspecified
	Busy, pressed for time	Busy
Relaxed, at leisure	Relaxed	
Happy, having fun, having a good time	Happy	
Excited, thrilled	Excited	
Focused, engrossed	Focused	
Bored, uninterested	Bored	

Figure 3. Daily Mood Participation Rate and Time (All Respondents)

	Monday		Sunday	
	Participation rate	Average time	Participation rate	Average time
Relaxed, at leisure	84%	3 hrs. 46 mins.	87%	4 hrs. 55 mins.
Busy, pressed for time	73	4 hrs. 28 mins.	57	2 hrs. 24 mins.
Happy, having fun	41	1 hr. 10 mins.	58	2 hrs. 10 mins.
Focused, engrossed	38	1 hr. 46 mins.	42	1 hr. 20 mins.
Bored, uninterested	14	25 mins.	13	24 mins.
Excited, thrilled	9	10 mins.	12	15 mins.

could leave moods blank if the description did not fit given categories. The six mood categories—busy, relaxed, happy (having fun), excited, focused, and bored—were chosen from moods identified in preliminary tests to be strongly associated with television viewing. (For details on these moods, see chart at bottom of Figure 2.)

Although the survey distinguished between NHK and commercial television and radio channels, the present analysis subsumes all relevant responses under “television” and “radio.” In addition, the analysis employs three indices as follows.

1. Daily participation rate (doers’ ratio): The ratio of people who engaged in a given activity or felt a given mood for 15 minutes or more in a day.
2. Average participation rate by 30-minute time slot: Participation rates in a given activity or mood calculated for every 15-minute time slot and averaged over 30-minute intervals beginning at every hour and half hour.
3. Average time: The average time devoted to a given activity or mood in the entire sample (including those who did not participate).²

MOODS OVER THE DAY

We begin with an overview of what groups of respondents reported each of the six mood categories taken up in the survey, and for how long over the course of the day.

“Relaxed” and “Busy” Experienced by Majority of Respondents

For each mood category, Figure 3 shows, first, the percentage of respondents who experienced that mood on a single day (i.e., daily participation rate),

² The average time is calculated from the total sample number and time of participation. When the participation rate is low, the average time may not correspond to actual societal experience.

and, second, number of reported minutes (average time). On Monday, 84 percent of respondents said they felt “relaxed” and 73 percent “busy,” indicating that these two moods were experienced by the majority at some point during the day. On Sunday, “busy” rates decreased and amount of “relaxed” time increased.

The next most prevailing mood, “happy,” was felt by more than half (58%) of respondents on Sunday. Following this, “focused” was cited by roughly 40 percent on both Monday and Sunday; time duration, however, was longer on Monday. About 10 percent each on both days answered that they felt “bored” and “excited”—low compared with the other four moods.

“Focused” Longer for Men, “Happy” Longer for Women

Figure 4 presents cumulative graphs of time spent per day in specific moods (in average time) by each gender and age group. Total time is provided in the far right column. Comparing the data by day of week, we see that men in their 30s to 50s reported an extremely long time feeling “busy” on Monday; this time dropped off on Sunday, accompanied by a marked rise in “relaxed” time. By contrast, results for the two moods among women in the same age groups ranged less widely between days. On Sunday, these women had the longest “busy” times of all brackets.

As to other moods, “focused” took up a notable amount of time on both days among men across all age groups. Time associated with “happy” was relatively long (about 3 hours) on Sunday among women in their 20s to 40s. Whereas overall relatively few respondents claimed to feel “bored,” numbers were marked among younger groups especially on Monday: roughly 30 percent of men and women in their 20s and men in their 30s, with men in their 20s and 30s experiencing this mood for as much as 50 minutes.

Elderly respondents in their 60s or older tended toward short sum hours for the six moods, meaning that they left more time slots blank. These groups spent a fairly large proportion of their time feeling “relaxed.”

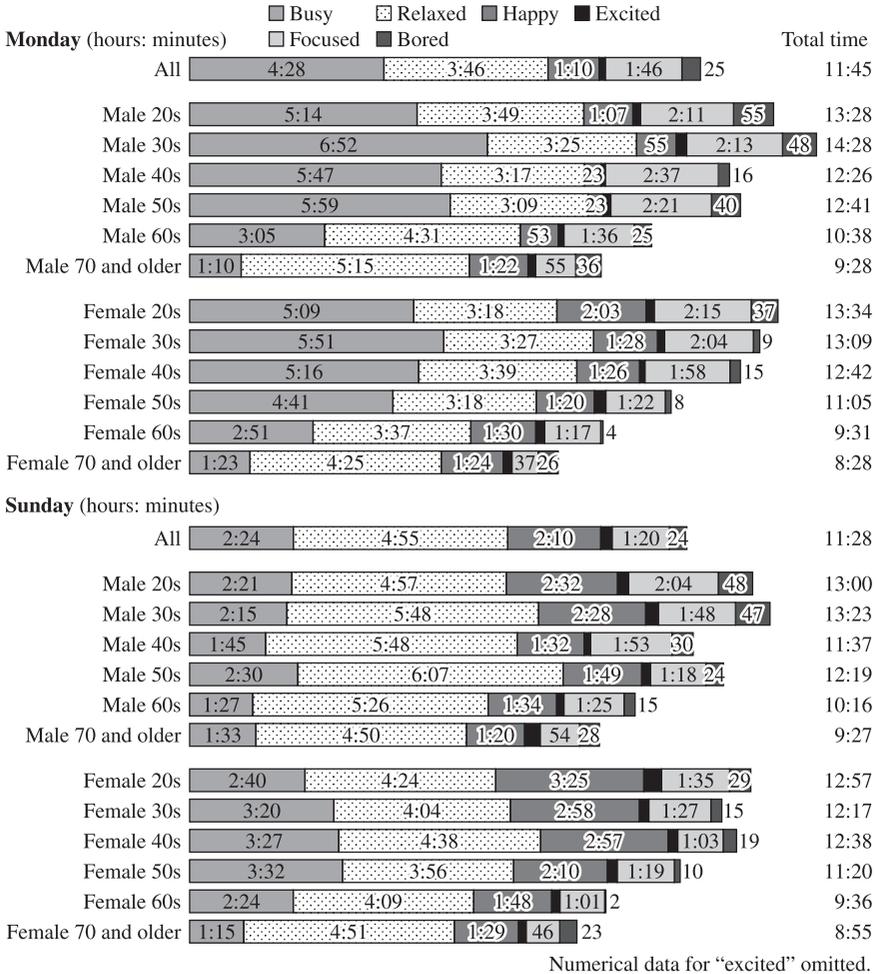
MEDIA USE AND MOODS

This section focuses in turn on television, radio, and other media. Data on general use characteristics provide background for an examination of the relationships between individual media and moods.

Television

Television is viewed daily by the great majority of the population: according to use statistics (Figure 5), 86 percent of respondents viewed it on Monday

Figure 4. Time Spent on Moods per Day (by Gender and Age Group)

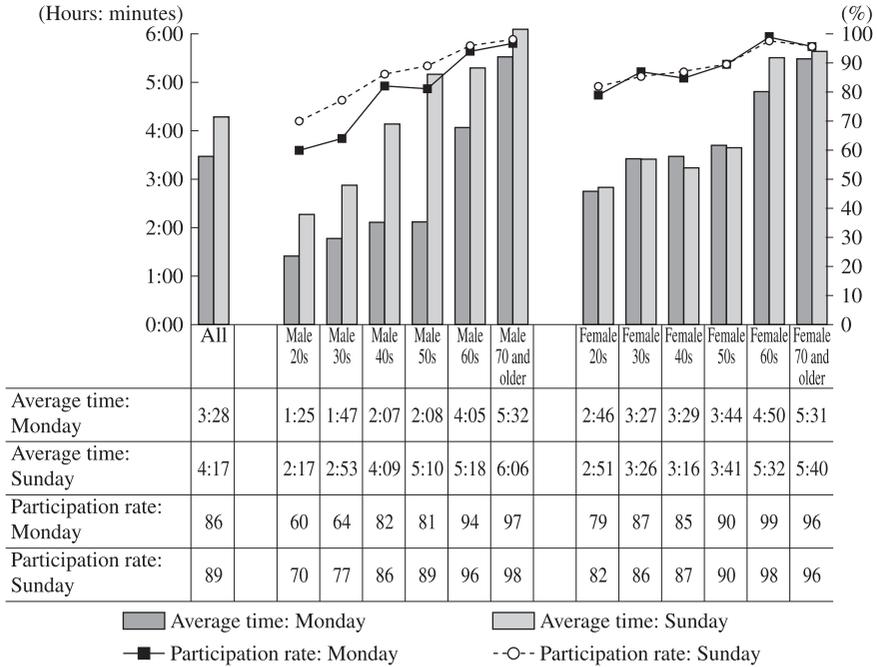


and 89 percent on Sunday. Average viewing time was 3 hours 28 minutes on Monday and 4 hours 17 minutes on Sunday, meaning that both rates and times were greater on Sunday than on Monday.

Fewer Men in Their 20s Watch Television, for Shorter Time

Television viewing behavior diverges greatly by age group. Among men and women in their 20s and men in their 30s, participation rates and reported viewing times on both Monday and Sunday fell below the sample average; in

Figure 5. Television Participation Rate and Time (by Gender and Age Group)



particular, only about 60 percent of men in their 20s and 30s watched television at all on Monday. At the other end of the scale, men and women in their 60s and older recorded high participation rates and viewing times on both days, indicating television use to be disproportionately greater among the older segment of the population.

Nonexclusive Viewing High among Women in Their 30s and 40s

The survey also distinguished between time devoted exclusively to watching television versus that spent viewing in conjunction with some other activity. On Monday, respondents watched television exclusively for 1 hour 52 minutes and nonexclusively for 1 hour 37 minutes; exclusive viewing, in other words, accounted for slightly more than 50 percent of total television time. On Sunday, exclusive viewing rose to 2 hours 29 minutes as opposed to 1 hour 48 minutes of nonexclusive viewing, thus coming out to a little less than 60 percent of the total.

Compared by gender and age group, exclusive viewing was high among men 70 and older, reaching slightly more than 70 percent of their total television time on both days. Nonexclusive viewing, by contrast, was more

Figure 6. Activities Combined with Television (by Gender and Age Group, in Minutes)

		Participation rate (%)	Average time	Male							Female					
				20s	30s	40s	50s	60s	70 and older	20s	30s	40s	50s	60s	70 and older	
				Monday	Meals	60	36	14	19	26	26	54	48	27	32	32
Conversation with family	24	27	11		18	8	13	36	30	28	46	37	43	21	33	
Housework	27	26	1		1	2	3	8	4	16	58	62	52	48	40	
Sunday	Meals	59	40	19	28	40	37	58	56	27	34	33	39	56	44	
	Conversation with family	30	38	14	28	35	51	34	33	31	46	49	47	37	36	
	Housework	28	24	2	5	4	19	6	8	14	55	33	33	52	34	

 More than 20 minutes

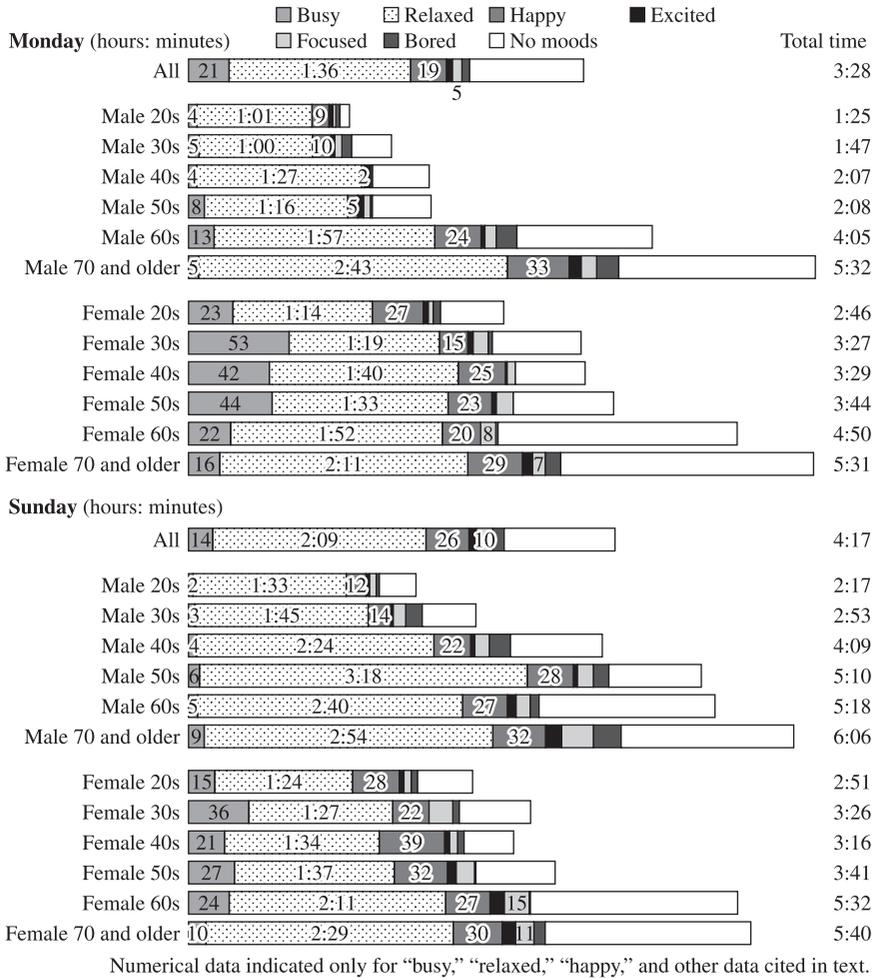
prevalent among women—more than 60 percent of total time on Monday among those in their 30s and 40s, and on Sunday among those in their 30s. Activities frequently combined with television (Figure 6) included meals (Monday 36 minutes, Sunday 40 minutes), conversation with family (Monday 27 minutes, Sunday 38 minutes), and housework (Monday 26 minutes, Sunday 24 minutes). Women in their 30s and older particularly tended to double television with these three activities on both days; indeed, women in their 30s spent nearly an hour watching television and doing housework at the same time.

Half of Television Viewing Is “Relaxed”

With the above in mind, we proceed to analyze moods experienced while watching television. Figure 7 charts the length of time assigned by television viewers of different genders and age groups to each of the six precoded categories, plus “no moods.” Total viewing time for each respondent group is listed at the far right. The whole-sample graph indicates, first, that “relaxed” accounted for the longest time out of the six categories: 1 hour 36 minutes on Monday and 2 hours 9 minutes on Sunday, or about 50 percent of total viewing time. Respondents relaxed in front of the television for more than 1 hour 30 minutes even on Monday, giving proof of both the pervasiveness of television in daily life as well as its strong association with relaxation. Time not linked to any of the six moods was fairly long as well.

Other common responses included “busy” (Monday 21 minutes, Sunday 14 minutes) and “happy” (Monday 19 minutes, Sunday 26 minutes). “Busy” viewing was longer on Monday, and viewing while “relaxed,” “happy,” or “focused” (Monday 5 minutes, Sunday 10 minutes) longer on Sunday.

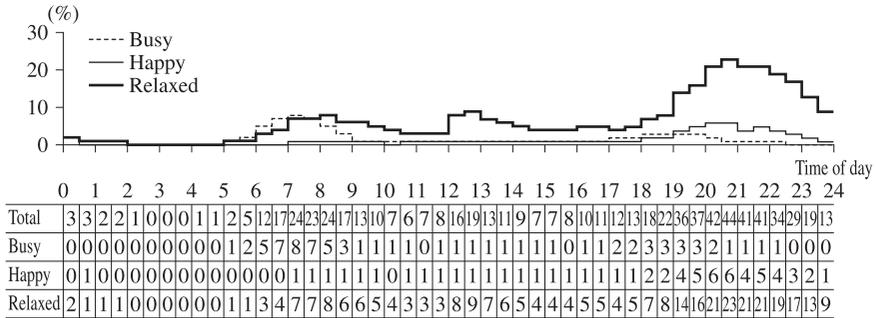
Figure 7. Moods during Television Viewing (by Gender and Age Group)



Men in Their 20s Highly “Relaxed”

Going on to examine the graphs by gender and age group, we see that although “relaxed” viewing was prevalent in every bracket, beyond this, mood tendencies varied. Because men 70 and older watched television for a long time, they also did a considerable amount of “relaxed” viewing, at 2 hours 43 minutes on Monday and 2 hours 54 minutes on Sunday. In terms of proportion of viewing time, however, levels were higher among men in their 20s to 50s. In particular, men in their 20s, although they watched little televi-

Figure 8. Principal Television-time Moods: Average Participation Rate by 30-minute Time Slot (All Respondents, Monday)



sion on either day, claimed to be “relaxed” for about 70 percent of the time that they did so. Men in their 50s watched little television on Monday, but on Sunday spent a long time—more than 3 hours—engaging in “relaxed” viewing.

Meanwhile, women in their 30s to 50s reported much “busy” viewing, indicating they tended to watch television under rushed circumstances. On Monday, especially, women in their 30s, 40s, and 50s respectively reported 53 minutes, 42 minutes, and 44 minutes of time linked to this mood. Women in their 40s and 50s also did a great amount of “happy” viewing, both in terms of real and proportionate values.

“Busy” in the Morning, “Relaxed” at Night

When in the day do people relax in front of the television? According to Figure 8, television participation rates over the day peaked once each in the morning, afternoon, and night, with rates of “relaxed” viewing also largely conforming to the same pattern. As total viewing increased into the evening, so also did both “relaxed” and “happy” viewing, eventually reaching highs during the 8 P.M. hour. In addition, “relaxed” viewing spiked briefly at around 8 A.M. on Monday and during the 8 A.M. hour on Sunday, as well as during the noon hour on both days.

By day of week, on Monday rates of “busy” viewing peaked at more than 5 percent between 6 and 8:30 A.M. The mood peaked slightly again at 3 percent during the 6 and 7 P.M. hours. “Relaxed” viewing rose from 7 P.M. to climb to more than 20 percent during the 8 and 9 P.M. hours.

Rates of “relaxed” and “happy” viewing were higher on Sunday. “Relaxed” viewing consistently maintained levels of around 10 percent from 8 A.M. to 7 P.M., while “happy” viewing marked between 2 and 3 percent from noon to 3

Figure 9. Morning Television Viewing: Average Participation Rate by 30-minute Time Slot (by Gender and Age Group, Monday)

(%)

Time of day	All	Male 20s	Male 30s	Male 40s	Male 50s	Male 60s	Male 70 and older	Female 20s	Female 30s	Female 40s	Female 50s	Female 60s	Female 70 and older
6:00–6:30	12	2	9	5	16	13	14	6	13	18	13	19	10
6:30–7:00	17	4	13	10	19	17	17	6	25	24	17	23	23
7:00–7:30	24	6	13	9	13	26	41	13	27	25	27	33	45
7:30–8:00	23	6	5	8	10	26	39	16	27	24	31	36	45
8:00–8:30	24	3	4	8	8	24	41	18	29	25	31	40	46
8:30–9:00	17	6	3	8	4	14	34	11	23	20	18	26	29

Bold indicates highest and second highest values for each group (here and below)

 20–29%
 30–39%
 40% and greater

Figure 10. Morning “Busy” Television Viewing: Average Participation Rate by 30-minute Time Slot (by Gender and Age Group, Monday)

(%)

Time of day	All	Male 20s	Male 30s	Male 40s	Male 50s	Male 60s	Male 70 and older	Female 20s	Female 30s	Female 40s	Female 50s	Female 60s	Female 70 and older
6:00–6:30	5	2	5	1	2	3	1	3	8	16	11	3	0
6:30–7:00	7	1	6	3	5	4	1	2	17	18	11	5	3
7:00–7:30	8	2	2	5	8	3	1	9	19	16	14	5	6
7:30–8:00	7	2	0	3	6	2	1	8	17	13	15	6	6
8:00–8:30	5	0	0	2	3	1	3	8	19	10	8	6	3
8:30–9:00	3	0	0	0	1	0	0	3	11	7	5	6	3

 10–19%

P.M. before peaking at 8 to 9 percent during the 8 and 9 P.M. hours. From 10 P.M. television viewing suddenly dropped, perhaps because people began preparing for work and other such activity from the next day; rates of “relaxed” and “happy” viewing were accordingly lower after 11 P.M. on Sunday compared with Monday.

Most “Busy” Viewing between 6:30 and 8 A.M.

To more closely examine gender and age differences in moods during television, we next look at the relationships between morning television viewing and busyness. Figures 9 and 10 show Monday morning average participation rates by 30-minute time slot in total and “busy” television viewing, respectively. Among overall respondents, morning viewing peaked between 7 and 8:30 A.M., during which time more than 20 percent watched television. Rates were particularly pronounced among men in their 60s and older and women in their 30s and older; peak times for these groups were the same as for the

Figure 11. Evening Television Viewing: Average Participation Rate by 30-minute Time Slot (by Gender and Age Group, Monday)

(%)

Time of day	All	Male 20s	Male 30s	Male 40s	Male 50s	Male 60s	Male 70 and older	Female 20s	Female 30s	Female 40s	Female 50s	Female 60s	Female 70 and older
18:00-18:30	18	2	4	11	8	29	33	11	19	16	20	27	40
18:30-19:00	22	6	5	12	10	34	39	16	23	18	28	36	39
19:00-19:30	36	11	12	17	16	52	68	25	34	30	44	64	47
19:30-20:00	37	11	18	22	21	51	67	29	35	34	47	58	47
20:00-20:30	42	16	21	26	19	63	63	36	41	33	47	67	64
20:30-21:00	44	17	23	33	28	60	65	36	41	37	50	67	62
21:00-21:30	41	22	25	33	35	56	36	35	43	46	45	55	47
21:30-22:00	41	22	32	36	35	56	31	36	43	45	43	53	38
22:00-22:30	34	23	32	39	33	40	13	37	32	39	40	40	27
22:30-23:00	29	21	28	39	33	29	8	36	29	40	26	31	21
23:00-23:30	19	17	24	27	23	15	2	25	22	26	20	17	1
23:30-24:00	13	13	17	15	13	9	2	23	15	15	13	7	1

 30-39%
 40% and greater

sample as a whole.

“Busy” viewing among overall respondents stood highest at 7 to 8 percent from 6:30 to 8 A.M., slightly earlier than the peak for total television viewing. By gender and age group, women in their 30s to 50s were among the most rushed, with more than 10 percent of them reporting “busy” viewing during the 7 A.M. hour. “Busy” rates among viewers in their 60s and older, by contrast, reached only as high as 3 to 4 percent for men and 6 percent for women, indicating these groups were relatively more at ease.

Among women in their 30s, rates of “busy” viewing and total viewing both reached highs at around the 7 A.M. hour. Among women in their 40s and 50s, meanwhile, “busy” viewing peaked slightly earlier than total viewing: at between 6 and 7:30 A.M. (versus between 7 and 8 A.M. for total viewing) for women in their 40s, and between 7 and 8 A.M. (as opposed to around 8 A.M. for total viewing) for women in their 50s. These differences seem due to factors such as having/not having children and age of the youngest child. Answers to supplementary survey questions indicate that the majority of female respondents in their 30s either had no children (38%) or children under school age (42%), whereas the greatest proportion of women in their 40s (63%) had children in school and the greatest proportion of women in their 50s (59%) had completed childrearing. In short, most women in their 30s still have very young children (if any) who rise relatively late, while women in their 40s must begin their morning early to pack lunches and take care of other housework before their children leave for school.

Figure 12. Evening “Relaxed” Television Viewing: Average Participation Rate by 30-minute Time Slot (by Gender and Age Group, Monday)

(%)

Time of day	All	Male 20s	Male 30s	Male 40s	Male 50s	Male 60s	Male 70 and older	Female 20s	Female 30s	Female 40s	Female 50s	Female 60s	Female 70 and older
18:00–18:30	7	2	2	5	5	14	19	3	3	8	3	6	14
18:30–19:00	8	4	2	4	8	18	21	3	5	8	6	10	11
19:00–19:30	14	8	7	13	11	24	33	7	11	13	14	15	13
19:30–20:00	16	9	9	16	14	25	33	8	14	13	19	19	16
20:00–20:30	21	14	13	18	13	36	28	18	16	19	21	35	25
20:30–21:00	23	15	15	25	17	34	30	17	16	23	23	33	27
21:00–21:30	21	17	18	27	23	30	14	19	21	26	24	22	17
21:30–22:00	21	15	19	29	21	29	13	20	23	26	21	20	14
22:00–22:30	19	17	19	32	23	21	4	23	23	24	21	16	12
22:30–23:00	17	15	16	31	23	15	2	21	20	28	16	13	11
23:00–23:30	13	10	16	22	18	8	1	18	17	18	11	6	1
23:30–24:00	9	9	10	12	12	5	1	17	11	10	8	4	1

 20–29%
 30–39%

Monday “Relaxed” Viewing Increases Later into the Night

A parallel analysis of evening television and relaxation among respondent groups is enabled through data on Monday evening average participation rates by 30-minute time slot in total (Figure 11) and “relaxed” viewing (Figure 12). Evening television participation rates among overall respondents peaked at between 40 and 49 percent from 8 to 10 P.M. Peak times varied greatly among men of different age groups, however, ranging from the 7 P.M. hour among those 70 and older to the 9 and 10 P.M. hours among those in their 50s and younger.

Whole-sample results for “relaxed” viewing peaked at more than 20 percent between 8 and 10 P.M., the same time as total viewing. During this interval, about 50 percent of television viewers were “relaxed” (“relaxed” viewing participation rate, 21 to 23%; total viewing participation rate, 41 to 42%). This proportion rose as the evening progressed, eventually reaching close to 70 percent during the 11 P.M. hour.

Women’s “Relaxed” Viewing after Housework

In contrast to men, whose peaks of “relaxed” and total viewing roughly coincided, more women did their “relaxed” viewing somewhat later. Rates of “relaxed” viewing peaked from 9:30 to 10:30 P.M. among women in their 30s, from 9 to 11 P.M. among women in their 40s, and from 8:30 to 9:30 P.M. among women in their 50s; these hours largely correspond to the peak for

exclusive television viewing, suggesting that women start to relax at the point in their day when they have finished dinner and housework and can focus on watching television.

“Relaxed” viewing generally accounted for a greater proportion of the total among men than women. Setting aside respondents in their 60s and older (among whom this proportion was low), “relaxed” viewing consistently made up more than 50 percent of the total in every male age group after 7 P.M., whereas female groups failed to exceed the 50 percent mark until 9 P.M. This difference probably reflects the different ways men and women spend their evening home hours. Men’s schedules typically revolve around work, and after they come home at night and start watching television they are free to relax, eat dinner, and perhaps spend some time with family. Women in their 30s to 50s, by contrast, perform an average of 4 to 5 hours of housework in addition to their outside work. The television stays on in most living rooms from about 7 to 10:30 P.M., so that many women spend a great part of their evening from 7 P.M. onward in front of it as they variously eat, spend time with family, and clean up after dinner. It is not until late at night that they can leisurely watch television to the exclusion of other activities.

On Sunday, whole-sample evening participation rates in total and “relaxed” viewing peaked at slightly more than 50 percent during the 8 P.M. hour, or earlier than on Monday. Within individual respondent groups, too, total viewing peaked earlier than on Monday among men in their 40s and 50s and women in their 40s. “Relaxed” viewing peaked slightly earlier than on Monday during the 7 P.M. hour among men in their 40s, the 8 P.M. hour among men in their 50s, and the 9 P.M. hour among women in their 30s and 40s. According to other data from the survey, on Sunday women in their 30s and 40s began housework relatively early; their “busy” viewing rates were lower and peaked earlier than on Monday. Their “relaxed” viewing thus probably overlapped more closely with their total viewing because they were more at leisure, both actually and psychologically.

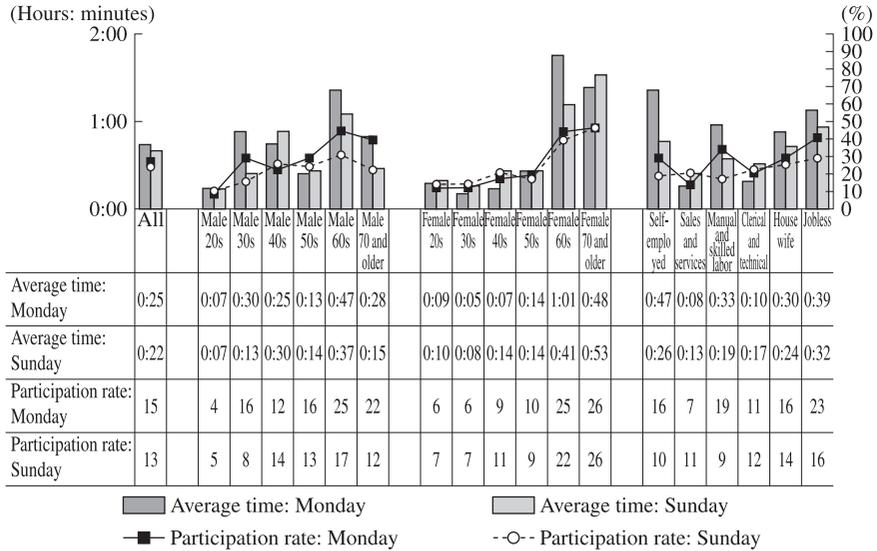
Radio

Use statistics (Figure 13) show that 15 percent and 13 percent of respondents listened to the radio on Monday and Sunday, respectively. There was little difference between days for average listening time—25 minutes on Monday and 22 minutes on Sunday.

Frequent Listeners in Older Age Brackets

Radio participation rates varied considerably by age group. Rates were low on both Monday and Sunday among men and women in their 20s and women in

Figure 13. Radio Participation Rate and Time (by Gender, Age Group, and Occupation)



their 30s, but relatively high among men and women in their 60s and women 70 and older. By occupation, on Monday respondents in the “sales and services” and “clerical and technical” sectors showed low usage both in terms of participation rates and reported times, in contrast to the high participation rates among the jobless. Little occupational difference was observed on Sunday.

Nonexclusive Listening by Self-employed and Manual/Skilled Workers

About two-thirds of all listening on both Monday and Sunday was done in conjunction with other activities. Overall, respondents reported 17 minutes of nonexclusive versus 8 minutes of exclusive listening on Monday, and 14 minutes of nonexclusive versus 8 minutes of exclusive listening on Sunday.

By gender and age group, nonexclusive listening was especially prevalent on Monday among men in their 30s to 50s and women in their 30s—all of whom listened to the radio while doing something else slightly more than 80 percent of the time—and even more so among women in their 40s, who did all their listening in this fashion. On Sunday, the ratios of nonexclusive to total listening stood at 100 percent among men in their 30s, about 80 percent among men in their 40s and women in their 50s, and slightly more than 70 percent among women in their 60s. Levels were contrastingly low among men

and women 70 and older, who listened nonexclusively only for about 40 percent of the time on Monday and slightly more than 30 percent of the time on Sunday.

Occupation-wise, the employed (excluding those in sales and services) showed high rates of nonexclusive listening, and the jobless high rates (more than 50%) of exclusive listening. Nonexclusivity was especially pronounced—more than 80 percent of listening time on both Monday and Sunday—among the self-employed as well as manual and skilled workers.

Commonly Combined with Work or Housework

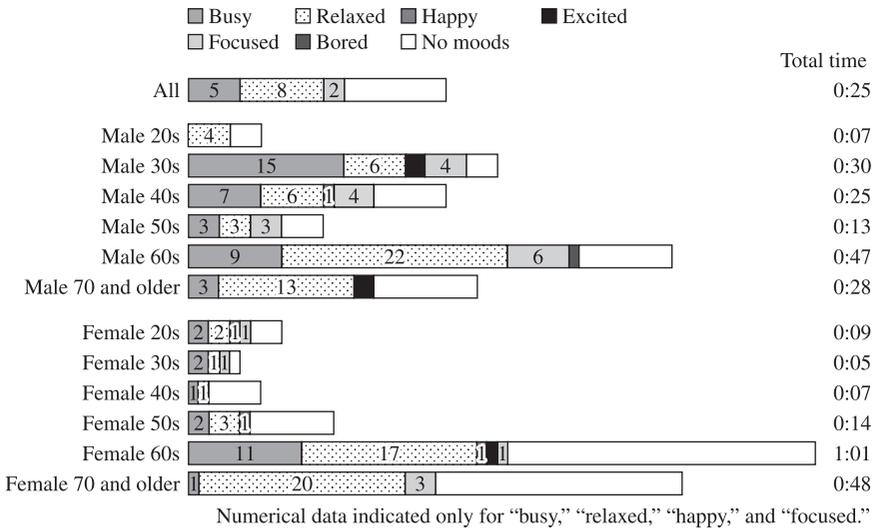
Chief among activities combined with radio were work (6 minutes), transit (3 minutes), and housework (3 minutes) on Monday, and housework (4 minutes) and work (3 minutes) on Sunday. By gender and age group, more than 10 minutes of worktime listening was done on Monday by men in their 30s, 40s, and 60s and women in their 60s as well as on Sunday by men in their 60s. Listening during housework was frequent among women in their 60s, who did more than 10 minutes of this form of listening on both days. By occupation, the self-employed recorded particularly high levels of worktime listening, at more than 30 minutes on Monday.

Roughly 30 Percent “Relaxed”

The most frequent mood reported by radio listeners was “relaxed” (Monday 8 minutes, Sunday 7 minutes; see Figure 14), which accounted for nearly 30 percent of listening time, or lower than the 50 percent observed in the case of television. Second came “busy” (Monday 5 minutes, Sunday 3 minutes). “Focused” was reported for 2 minutes on Monday and 1 minute on Sunday; “happy” and “excited” were also cited for 1 minute each on Sunday. Because much of radio listening is nonexclusive, moods linked to it appear to be influenced by activities (such as work or housework) that people happen to be performing at the same time.

By gender and age group, men and women in their 60s and women 70 and older reported rather long “relaxed” listening on Monday, at around 20 minutes. Men in their 30s mostly listened during work and consequently reported 15 minutes of “busy” listening, longer than what they spent being “relaxed.”

Finally in terms of time of day, participation rates in “relaxed” listening, although observable throughout a great part of both Monday and Sunday, tended to be higher (3%) in the evenings as well as on Sunday morning. “Busy” listening was relatively high in the morning on both days (Monday 3%, Sunday 2%).

Figure 14. Moods during Radio Listening (by Gender and Age Group, Monday, in Minutes)

Other Media

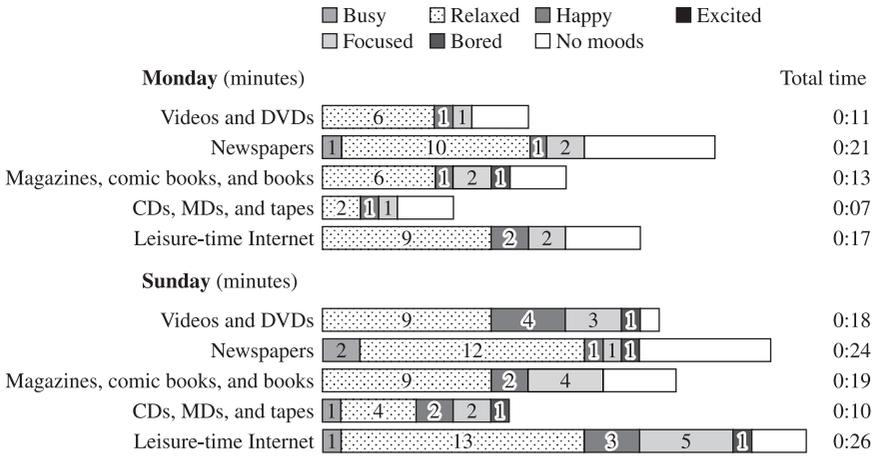
In addition to television and radio, the survey queried respondents regarding their use of “videos and DVDs,” “newspapers,” “magazines, comic books, and books,” “CDs, MDs, and tapes,” and “leisure-time Internet.”³ The following describes the chief findings, comparing them as necessary to the data on television viewing outlined above.

Moods “Relaxed” but More Varied

Figure 15 gives the amount of time reported for each mood by users of different media. Use of newspapers and the Internet (as measured in average time) was about equal, at 21 minutes on Monday and 24 minutes on Sunday for the former and 17 minutes on Monday and 26 minutes on Sunday for the latter. These were followed by “magazines, comic books, and books” and “videos and DVDs” at each slightly more than 10 minutes on Monday and nearly 20 minutes on Sunday. Use of the Internet, “magazines, comic books, and books,” and “videos and DVDs” was longer on Sunday than on Monday.

³ This item (hereafter, “Internet”) only considers use of the Internet for hobbies, entertainment, and other free-time purposes, not work or school.

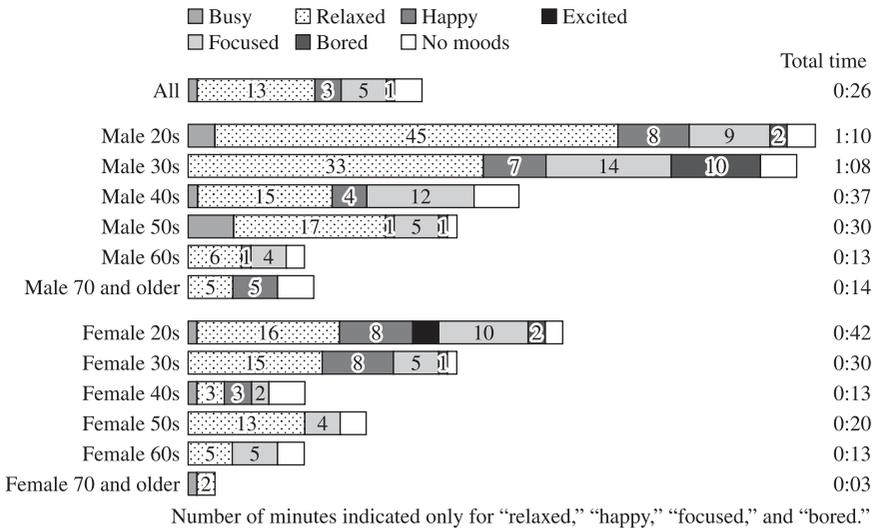
Figure 15. Moods during Other Media Use (All Respondents)



Among moods, “relaxed” figured prominently in most media, taking up about 50 percent—roughly the same as with television—of use time. The exception was CDs, MDs, and tapes, which exhibited lower ratios of “relaxed” use and a more varied range of “happy,” “focused,” and other moods. This characteristic is highly typical of sound media, which, like radio earlier, tend to be combined with other activities. Indeed, more than 70 percent of total use of CDs, MDs, and tapes is nonexclusive.

What, then, of videos and DVDs, which like television are forms of visual media? Much of Monday video and DVD viewing was “relaxed,” while on Sunday, when use time increased, moods also included 4 minutes of “happy” and 3 minutes of “focused.” Compared with television, videos and DVDs were also characterized by a higher proportionate time of “focused” use and a complete absence of “busy” use. This finding, combined with the greater variety of moods associated with videos and DVDs on Sunday, suggests that people turn to these media when they have the leisure to view them with more conscious involvement than they usually do in the case of television.

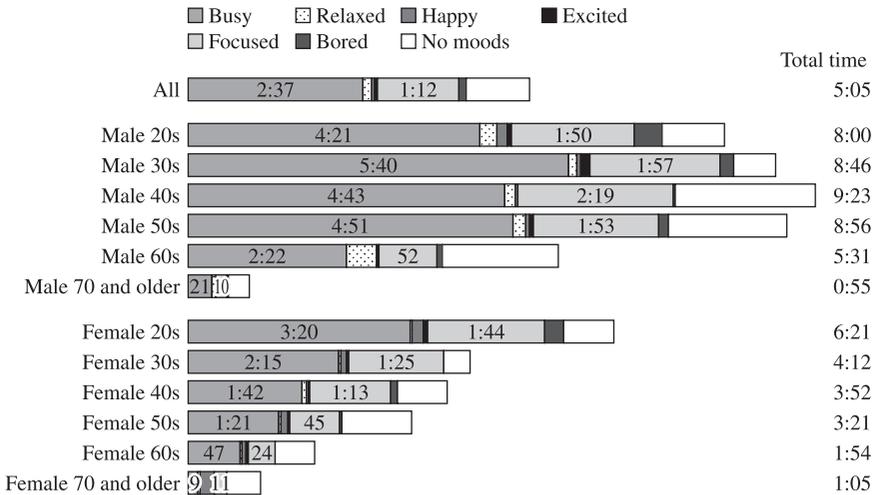
As to print media, “relaxed” was strongly tied to newspaper reading on both Monday and Sunday; “no moods” was also common, perhaps because of the habitual nature of the activity. “Focused” reading of magazines, comic books, and books was high on Sunday. Men in their 20s, in particular, spent an impressive 34 minutes on these media, focusing for 11 minutes out of this time.

Figure 16. Moods during Leisure-time Internet Use (by Gender and Age Group, Sunday, in Minutes)*“Relaxed” Internet Use Characteristic of Younger Men*

For the final category—the Internet—we look more closely at the data by gender and age group on Sunday, when use time increased (see Figure 16). On this day, men in their 20s and 30s used the Internet for more than an hour. “Relaxed” use took up a high portion of the time among both groups, especially men in their 20s, two-thirds of whose use time was linked to this mood. The prevalence of such free and easy “relaxed” modes of use seems to be one reason for the long time spent by young men on the Internet. As discussed previously, these same young men tend to watch little television, and it may be that they turn to the Internet for the relaxation that they would otherwise have obtained from television.

“Relaxed” was not the only mood represented. Considerable “happy” and “focused” use was reported by respondent groups, including those besides men in their 20s and 30s. In the whole-sample results as well, the proportion of time given over to “focused” use was greater than it had been in the case of television. “Bored,” moreover, accounted for as much as 10 minutes of Internet time among men in their 30s. Together, the findings suggest the wide range of functions—much more varied than those of television—fulfilled by the Internet as it serves at times as a source of enjoyment and absorption, and still other times as a distraction against boredom.

Figure 17. Moods during Work or School (by Gender and Age Group, Monday, in Hours and Minutes)



Numerical data indicated only for “busy” and “focused.”

BASIC ACTIVITIES AND MOODS

Here we analyze moods experienced by respondents during major daily activities other than media use, such as work (school) and leisure activities. The discussion focuses on both activities that are highly obligatory or compulsory (hereafter called “obligatory activities”) and those that are more discretionary (hereafter, “free-time activities”).

Obligatory Activities: Work and Housework

Men in Their 40s Work 9.5 Hours a Day

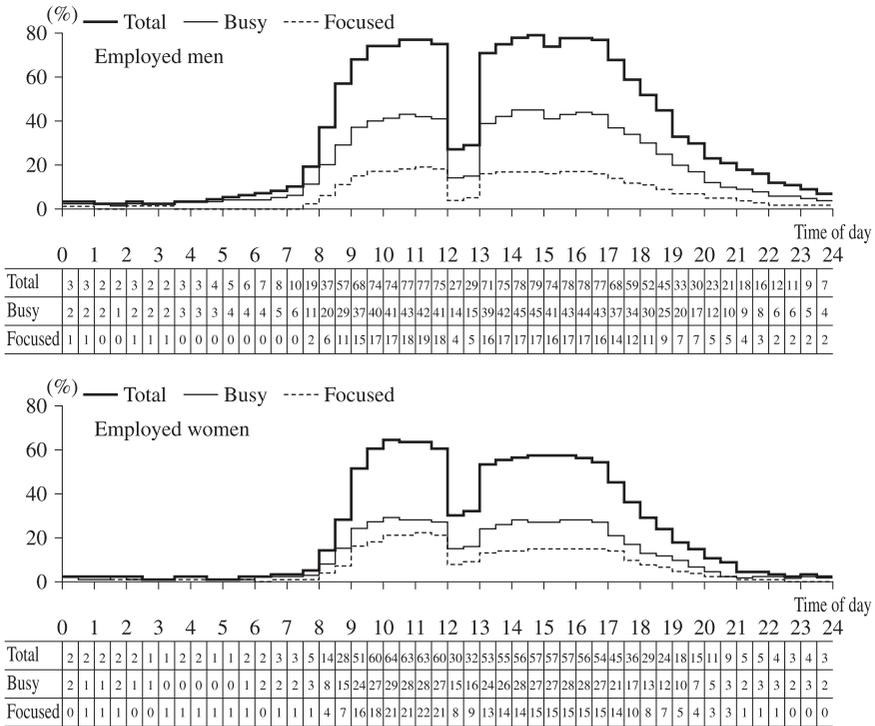
Figure 17 charts Monday work- or school-time moods by gender and age group. Men worked much longer than women. Men in their 20s to 50s worked for more than 8 hours; men in their 40s worked for as much as roughly 9.5 hours.

For women, working hours were longest among those in their 20s, much longer than among older age groups. This result is primarily due to differing participation rates (78% among women in their 20s versus 50 to 60% among those in their 30s to 50s).

Men “Busy” during Work

“Busy” was prominently cited in connection to work. Among overall respon-

Figure 18. “Busy” and “Focused” Work: Average Participation Rate by 30-minute Time Slot (Employed Men and Women, Monday)



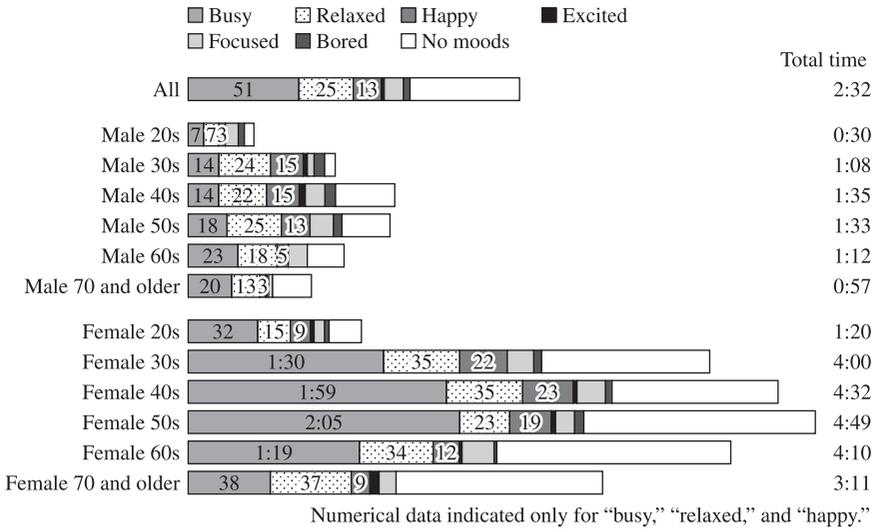
dents, the category covered more than 50 percent of working time, followed by “focused,” which accounted for about 25 percent. By gender and age group, men in their 30s claimed to be “busy” for more than 60 percent of their working hours, suggesting the time pressure felt by men in their working prime.

Although men reported more minutes of “focused” work than women, when considered in terms of proportion of working time, levels were actually higher among women. In particular, women in their 30s and 40s were “focused” for more than 30 percent of the time that they worked.

Women “Focused” during Work

A more detailed exposition of worktime moods is provided in Figure 18, which shows average participation rates by 30-minute time slot for total work, “busy” work, and “focused” work among employed men and women.

Figure 19. Moods during Housework (by Gender and Age Group, Sunday, in Hours and Minutes)



“Employed” as used here encompasses all forms of employment, including part-time.

Roughly described, both the male and female graphs for total work dip down low in the middle (i.e., lunchtime), forming a high plateau on either side. The plateaus on the male graph are larger than those on the female graph. Among women, the morning high plateau is slightly larger than the afternoon one, perhaps because some women work part-time only in the morning.

The high plateaus on the “busy” graphs for both men and women cover roughly half the area of the corresponding plateaus on the total work graphs. Naturally, this means that men’s “busy” plateaus are larger than the women’s. Yet the “focused” graphs differ little in size between genders, leading to the conclusion that employed women focus during more of their work than employed men.

Women Spend Longer Hours on Housework

Proceeding to housework, we refer to Sunday data by gender and age group as presented in Figure 19. Women spent overwhelmingly longer hours than men on housework. Although not shown on the graph, male housework time was even shorter on Monday, at fewer than 20 minutes among those in their 20s to 50s. By contrast, women in their 30s to 60s performed 4 to 5 hours of housework on both Monday and Sunday, with little difference between days. The

results reflect the considerable time responsibility placed on women by housework, a responsibility that remains largely unaffected by the day of week.

Housework Associated with “Busy” and “No Moods”

We next look at moods during housework, comparing them as necessary to the findings on work. As with work, “busy” was prevalent among overall respondents; yet it covered only 30 percent of housework time, down from the more than 50 percent observed in the case of work. Instead, “no moods”—a category that had figured little in the results for work—took up about 30 percent. “Relaxed,” another category almost entirely unassociated with work, was cited for 25 minutes. Thus it may be said that work and housework, although both obligatory activities, are linked to quite different moods.

Relatively Long “Relaxed” and “Happy” Housework Time among Men

One notable point about the mood data by gender and age group is the high levels of “relaxed” and “happy” responses among men. Men in their 30s, in particular, reported being “relaxed” for more than 30 percent and “happy” for more than 20 percent of the total time that they spent on housework.

Women, meanwhile, most often answered that they felt “busy” or “no moods.” Ratios of “no moods” largely rose along with age, reaching nearly 50 percent of housework time among women 70 and older.

In short, the picture on Sundays is of men performing housework in an easy and relaxed manner, even enjoying it from time to time, while women feel rushed by their chores but nevertheless go about taking care of what they have to do.

Mood Differences and Nature of Chores

The NHK Japanese Time Use Survey, which is conducted regularly every five years, documents a slight but undeniable increase since 1985 in both weekday and weekend time spent by men on housework.⁴ While this implies some progress toward equalization of household responsibilities between genders, a closer look reveals differences in the kinds of chores that men and women perform.

The Time Use Survey divides housework into the four classifications of “cooking, cleaning, and laundry,” “shopping,” “caring for children,” and “miscellaneous” (e.g., simple house repair, nursing of sick family members). According to 2005 data, on Sunday women 20 and older spent an average

⁴ For details, see NHK Broadcasting Culture Research Institute, ed., *Nihonjin no seikatsu jikan 2005* [Japanese Time Use in 2005] (Nippon Hoso Shuppan Kyokai [NHK Shuppan], 2006).

time of 4 hours 52 minutes on housework, including 2 hours 27 minutes on cooking, cleaning, and laundry, 52 minutes on shopping, 44 minutes on caring for children, and 1 hour 2 minutes on miscellaneous chores.⁵ Men 20 and older, meanwhile, spent 1 hour 35 minutes divided between 18 minutes of cooking, cleaning, and laundry, 35 minutes of shopping, 20 minutes of caring for children, and 25 minutes of miscellaneous chores. Thus, women devoted a great amount of time to cooking, cleaning, and laundry, while men mostly did other tasks such as shopping.

Cooking, cleaning, and laundry are all essential to healthy living and often entail a certain sense of duty, especially if one has family to take care of. Shopping is important, too, of course, in that it involves acquiring food and other supplies necessary to daily life. But unlike cooking, cleaning, and laundry, which basically take place in the confines of the home, it affords one a chance to go out for a breath of fresh air and a change of pace. These differences in the nature of chores probably contribute to the disparate moods experienced by men and women during housework.

Free-time Activities: Conversation and Leisure Activities

The discussion here will focus on the three principal free-time activities of conversation with friends, conversation with family, and leisure activities.

More Time for Free-time Activities on Sundays

Compared by day of week, all three activities marked longer times on Sunday than on Monday, especially leisure activities, minutes for which more than doubled (see Figure 20). By gender, women conversed longer than men with friends on both Monday and Sunday. The time did not differ greatly between the two days among women, but increased on Sunday for men. Women conversed longer than men with family on both days as well.

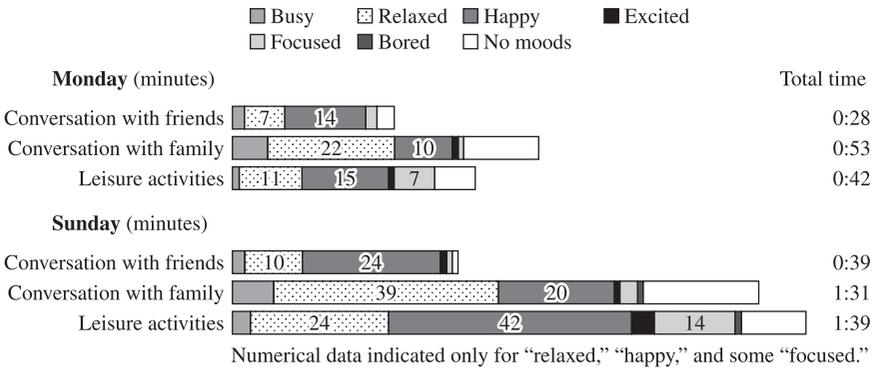
Conversation “Happy” with Friends, “Relaxed” with Family

Mood makeup of the three activities varied little by day of week. The following analysis accordingly treats Monday and Sunday together.

“Happy” was most cited while conversing with friends, and “relaxed” while conversing with family. Thus moods experienced during conversation depended on the nature of the participants, in what was a tendency largely

⁵ Time spent performing multiple chores was counted in every relevant classification (so that, for example, cooking a meal while also watching over children was credited both to “cooking, cleaning, and laundry” and “caring for children”) but only once in terms of housework as a whole. Thus the number of minutes given in the four classifications do not necessarily add up to the total for housework. The same applies to the data for men.

Figure 20. Moods during Conversation with Friends, Conversation with Family, and Leisure Activities (All Respondents)



shared across all respondent groups. Responses during leisure activities included, along with “happy,” a noteworthy amount of time spent feeling “focused.”

Leisure Activities Grow on Sundays among Men in Their 30s to 50s

For a more detailed investigation of leisure activities and moods, we turn to Figure 21, which indicates relevant data by gender and age group on Sunday, when time in this area greatly increases. Men spent more time on leisure activities than women. Although both genders, unsurprisingly, spent more time on Sunday than on Monday, men showed greater rates of increase. Growth was particularly pronounced among men in their 30s, 40s, and 50s (who on Monday spent 29 minutes, 15 minutes, and 9 minutes on leisure activities, respectively).

Men “Focused” on Hobbies and Recreation

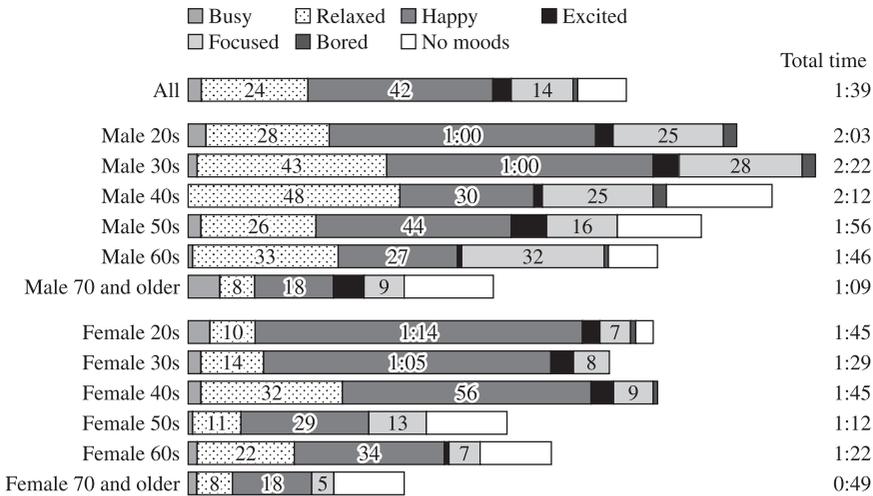
In terms of moods, “happy” ranked first in the whole sample results, followed by “relaxed” and then “focused.” Analysis of the three moods reveals some gender and age differences, however.

Men spent more of their leisure-activity time being “relaxed” than women, who tended to give more “happy” responses. Most notable of all was the prominently higher ratios of “focused” time among men—30 percent in the case of men in their 60s.

Why Greater Focus among Men?

It might be argued that men spend more of their leisure-activity time focusing

Figure 21. Moods during Leisure Activities (by Gender and Age Group, Sunday, in Hours and Minutes)



Numerical data indicated only for “relaxed,” “happy,” and “focused.”

than women because they engage in activities of a different kind, with different attitudes. Yet these factors alone, it seems, make for only a very crude explanation.

As discussed previously, women shoulder the responsibility for the bulk of Sunday housework, feeling “busy” for a major portion of the time that they do so. This consideration probably has no small bearing on the shorter leisure-activity time observed on Sundays among women. In addition, women seem more likely than men to have even this time interrupted by various tasks generated by requests from family members or their own concern toward family well-being. Thus even when enjoying some free time a woman typically must plan ahead for the next meal, and if she is at home, family members will often as not approach her with one need or another. In short, men perhaps focus more during hobbies and recreation because they have an environment that better affords them that luxury.

It may, of course, be equally plausible that men engross themselves in weekend hobbies and recreation all the more to compensate for their busy schedules at work on weekdays, or that their greater degree of concentration has something to do with gender differences in personality attributes and hobby interests. These considerations, however, do not negate the possible significance of the divergent roles fulfilled by men and women in the home.

Moods More Varied Than for Television

Finally, we turn back to Figures 7 and 20 to compare moods during conversation and leisure activities with those during what is perhaps the most representative of all free-time activities: television viewing. "Relaxed" viewing, it will be remembered, accounted for about 50 percent of all television time on both Monday and Sunday. Yet although both "happy" and "relaxed" were frequently cited in the results for conversation and leisure activities, neither claimed a dominant proportion of the total. Thus conversation and leisure activities may be said to encompass a greater variety of moods than television, although all these are free-time activities. Such differences between television and other activities of the same "free time" type further emphasize the strength of television's association with relaxation.

CONCLUSION

We conclude with a summary of observations that can be made at this point regarding the relationships between daily activities and moods.

Place of Television Viewing in Daily Life

The results of this first time-use survey on moods demonstrated that "busy" and "relaxed" far outstrip other mood categories in terms of both participation rates and reported times. "Busy" and "relaxed" were experienced by most people at some point in the day and could be said to correspond to the "on" (active) and "off" (rest) phases of daily rhythms. Other moods such as "happy" or "focused," meanwhile, seemed more strongly linked to specific activities or situations. Considered in this light, the long hours of relaxation associated with television show it to be particularly compatible with consumption during people's "off" times.

At times people might watch television because they are relaxing, while in others they may be induced to relax as a result of what they watch. Although the study did not address such causative relationships, it did reveal a contrast between moods linked to television viewing versus other more purpose-oriented free-time activities such as use of videos, print media, or the Internet. The results underscore the indispensable role played by television, which, quite unlike other media, serves as a constant "companion" in the daily lives of the great majority of the population.

Moods and Gender Differences in Time Use

The study also pointed to several differences in mood attributes between men

and women. For example, men spent more time being “focused,” and women tended to be “happy.” Men felt “busy” for more of their working hours than women, who instead reported greater percentages of “focused” time. Men were mostly “relaxed” while watching television, whereas the responses of women also evidenced much “busy” and “happy” viewing. Men were “focused,” but women “happy,” during leisure activities.

These differences could all very well be attributed simply to gender. Yet as suggested earlier in the discussion, they may also reflect differences between time use by men and women. Further study is required, but in the meantime a hypothesis may be sketched as follows.

There is one defining difference between the ways in which Japanese men and women typically structure their time: namely, men are constrained by the need to spend long hours at work, and women by the need to set aside a certain length of time for housework regardless of the day of week. Women, especially, tend to carry out several different activities in parallel with household chores. Because they are thus accustomed to always being rushed, they perhaps focus more than men during work and are more determined to enjoy what time they have to relax and watch television, chat with friends and family, or take part in leisure activities. Meanwhile, men may respond differently even to the same activities because the on and off phases of their schedules are more clearly demarcated, leading them to mostly alternate between the two moods of “busy” and “relaxed.” Their longer periods of focus perhaps result from having an environment in which they can concentrate on one thing at a time—work in the on phase, and leisure activities in the off phase.

The above shows that activities and moods hardly exist in a simple relationship in which one determines the other, always in the same way each time. The nature of their association is open to many interpretations, making it difficult to find any “correct” answers. Much more analysis from diverse approaches will be required before we can gain deeper insights into what those answers may be.

(Translated by Imoto Chikako)