

No More Decline in Sleeping Time, More Time Now Spent on Necessary Activities

From the 2015 NHK Japanese Time Use Survey¹

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Conducted every five years by NHK since 1960, the Japanese Time Use Survey aims to collect basic data for developing radio and television programs better suited to public needs by examining how much time people spend on various daily activities. The twelfth and latest survey was carried out in 2015. The survey using the pre-code system asks respondents to record their activities for each 15-minute period over two consecutive days according to 28 activity categories. The 2015 survey was conducted in seven two-day sessions between Tuesday, October 13 and Monday, October 26 among a total of 12,600 Japanese people aged 10 and older throughout the country.

The principal findings are as follows. As people continued to work long hours, both for starting work and for commuting to work, the trend of starting earlier in the day has continued. Influenced by the recent moves for withdrawing from the “relaxed education” system, students were spending more time attending classes and commuting to school earlier as well. Because activities were beginning earlier in the day, the number of people rising early continued to increase. In addition, more people were also going to bed earlier, and the decrease in sleeping time, which had been ongoing for many years, stopped. There was no change in the trend to less adult female and more adult male housework time, but we observed that the gender-based disparity in time spent on this activity was not shrinking rapidly. People also spend more time on meals and on personal chores, and together with sleep, time spent on “necessary activities” increased. Media use, especially television and newspapers, declined noticeably over the past five years for both doers’ ratio and time spent, a trend in evidence among all respondents, including the older generation. On the other hand, the doers’ ratio for media like videos, HDDs, and DVDs, as well as Internet (as a hobby or for entertainment and cultural activities), steadily increased. Putting all this together and looking at changes in time use distribution, we found that time use among Japanese is changing, as the increase in free-time activities has stopped and more time is being spent on necessary activities.

1. Outline of the Japanese Time Use Survey

(1) Overview of the Survey

Conducted every five years by NHK since 1960, the Japanese Time Use Survey aims to collect basic data for developing radio and television programs better suited to public needs by examining how much time people spend on various daily activities. The twelfth and latest survey was carried out in 2015.²

The survey asked respondents to record their activities for each 15-minute period over two consecutive days according to 28 activity categories such as sleep, work, and watching television (see “minor classification” in Figure 1) as well as time spent at home. (See Figure 2 for a survey card example; in addition to questions concerning daily activities, respondents were also asked about their occupation, number of days off per week, and so forth.)

² Two major changes were made in the survey method. In 1970, the face-to-face interview was replaced by the drop-off/pick up method, and in 1995, the after-code method (the activities freely written down on a questionnaire form divided into 15-minute periods are classified by a trained coder according to certain criteria and then codified) was changed to the pre-code system (the respondents classify their own activities as printed on the survey card, drawing lines in the time blocks provided in 15-minute intervals). Survey data after 1970 may be given along with the latest findings to detect long-term trends, but it is data from 1995 onward that allows direct comparison of figures. For the data of NHK’s previous time-use surveys, see NHK Broadcasting Culture Research Institute ed., *Nihonjin no seikatsu jikan* 2010 [Japanese Time Use, 2010] (NHK Shuppan, 2011). For a summary of the results of the 2010 time use survey see Toshiyuki Kobayashi, Emi Morofuji, and Yoko Watanabe, “Nihonjin no seikatsu jikan 2010” [Japanese Time Use in 2010], *Hoso kenkyu to chosa*, April 2011.

Figure 1. Classification of Activities

- (1) Necessary activities
Activities considered essential for the maintenance and/or improvement of life.
These are sleep, meals, personal chores and medical treatment/recuperation.
- (2) Obligatory activities
Activities required for the maintenance and improvement family life and social order.
These are paid work, schoolwork, housework, commuting to work, commuting to school and social participation.
- (3) Free-time activities
Activities freely chosen for own benefit; including mass media use; leisure (active); conversation/ personal association (chiefly meeting and talking with people); and rest for refreshing both mind and body.

Classification	Sub-classification	Minor classification	Some concrete examples
Necessary activities	Sleep	Sleep	Continuous sleep for more than 30 minutes; napping
	Meals	Meals	Breakfast, lunch, supper, snacks
	Personal chores	Personal chores	Washing; going to the toilet; bathing; changing clothes; make-up; haircut
	Medical treatment or recuperation	Medical treatment or recuperation	Activities related to diagnosis of illness and its treatment; hospitalization and recuperation
Obligatory activities	Work, work-related association	Work	Activities for gaining income, including preparation, clearing up, and commuting during work
		Work-related association	Work-related association with senior staff, colleagues, and junior staff; welcome and farewell parties, etc.
	Schoolwork	Classes and school activities	Learning activities at school; morning assemblies; tidying up and cleaning of school; school events; school clubs; other extracurricular activities, etc.
		Learning activities outside school	Learning activities at home and/or cram schools, homework
	Housework	Cooking, cleaning, laundry	Preparing meals and snacks; clearing after meals; cleaning the house and yard; laundry (including ironing)
		Shopping	Shopping for food; clothing; and other daily necessities
		Caring for children	Childcare; education; transporting children to and from school, etc.
		Miscellaneous	Sorting things out; going to banks and public offices; nursing care for family members other than children
	Commuting to work	Commuting to work	Movement between home and place of work (including fields)
	Commuting to school	Commuting to school	Movement between home and school
	Social obligations	Social obligations	PTA, local events; meetings; ceremonial occasions; volunteer activities
Free-time activities	Conversation/ Personal association	Conversation/ Personal association	Conversation and association with family members, friends, relatives and acquaintances in person or by telephone or the Internet
	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 games; play; games
		Internet as a hobby or for entertainment and cultural activities	Using the Internet as a hobby or for entertainment and cultural activities*
	Mass media use	TV	Including the viewing of BS, CS, CATV, 1-seg
		Radio	Including listening via Radiru Radiru, radiko
		Newspapers	Reading morning and/or evening editions of newspapers, trade journals, public relations magazines and leaflets
		Magazines, comic books, books	Reading of weekly or monthly magazines, comic (books), books and catalogs
		CDs, tapes	Listening to music on audio media other than radio, such as CD, digital audio player, tape, or record
		Videos, HDDs, DVDs	Watching videos, HDDs, DVDs (including recorded programs and streamed programs on the Internet)
	Rest	Rest	Resting, enjoying tea or between-meals snacks, doing nothing
Other activities	Other activities	Other activities	Activities other than those described above
	No response	No response	Space left blank

*Uses for work and study are classified under "work" and "schoolwork" respectively. E-mail is classified under "Conversation/personal association."

Figure 2. Survey card example

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

In order to collect time-series data, the survey card remains basically unchanged but the content is reviewed each time, to reflect the changing social landscape. No changes to activity categories were made in the 2015 survey, but changes were made in the explanatory materials such as the “classification chart for daily activities” and “examples for filling out the survey card” provided to respondents in order to show them how classification activities were grouped as a result of new media use patterns occasioned by the Internet. For example, the materials instructed that time spent reading electronic versions of newspapers, magazines, comics, and books be entered under the respective minor classifications for those media, that listening to Internet radio should be entered under “radio,” and that viewing television programs streamed over the Internet should be entered under “videos, HDDs, and DVDs.”

The 2015 survey was conducted in seven two-day sessions held between Tuesday, October 13 and Monday, October 26, for a total of 14 days. A total of 12,600 Japanese people aged 10 and older were selected by stratified two-stage random sampling. Of these, 7,882 (62.6 percent) returned valid responses for at least one day.

The survey this time covered all the days of the week and results were analyzed separately for each day, but this report is based on figures for weekdays (Monday to Friday), Saturdays, and Sundays. An overview of the survey, the number of valid responses per day, the component ratio of valid samples per respondent category, and the composition of the samples can be found at the end of this report.

(2) Structure of the Report and Factors to be Taken into Consideration

This report describes the principal findings for each category of the main classification shown in Figure 2. Section 2 reports on time spent on “obligatory activities” like work and

housework, Section 3 deals with “free-time activities” such as mass media use and leisure activities, Section 4 details time spent on “necessary activities” like sleep and meals, and Section 5 describes how much time is spent on various activities per day and changes in time allotments.

The impact of Japan’s aging population is a factor that must be taken into consideration in examining the research results. According to the Ministry of Internal Affairs and Communications Statistics Bureau estimates for the Japanese population as of October 1, 2015, people aged 60 and over made up 36.7 percent of the population aged 10 or over, an increase from the previous national census (33.8 percent) of 2010. In the NHK 2015 survey, too, those aged 60 and over made up 38.8 percent of the whole sample, an increase compared to 2010 (34.3 percent). This means that the features of the survey results for people aged 60 and over were more strongly reflected in the results of the whole nation than in the previous survey.

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

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

Average doers’ time: the average time spent by people who participated in a given activity for 15 minutes or more.

Overall average time: the average time devoted to a given activity among all respondents including those who did not participate in that activity.³

2. Obligatory Activities

Compared with the previous survey, working hours are still long and the work day is starting earlier; the gender gap in time spent on housework is narrowing only slowly.

First, out of the three categories of the main classification of activities presented in Figure 2, let us look at the category of obligatory activities required for the maintenance and improvement of family life and social order. These are work, housework, schoolwork, commuting to work, commuting to school, and so forth.

(1) Work

Data from the additional questions shows that as far as jobholders (those engaged continuously in an occupation in order to earn income) are concerned, 55 percent of all people in the whole country are jobholders, of whom 43 percent are salaried workers working at companies and so forth. The percentage of jobholders to the population of the whole nation

³ Doers’ ratio means the ratio of people engaged in a given activity, and doers’ average time means the average time spent by people who participated in a given activity. Overall average time multiplies the number of people doing a given activity by doers’ average time divided by all respondents to give an average. This overall average time may not correspond to actual experience when the doers’ ratio is low.

To obtain an overall picture of change in time spent throughout society, this report uses overall average time—defined as the average time devoted to a given activity among all respondents including those who did not participate in that activity—which covers changes in both the number of people engaged in and time spent on a given activity.

has been on a downward trend since 1995. Among those without an occupation the proportion of non-jobholders had been increasing, but in the 2015 survey it remained unchanged compared to the 2010 survey (17 percent). Regarding the workweek, jobholders who have two days off every week (five-day workweek system) accounted for 44 percent, while 24 percent did not have regular days off. Compared to the 2010 survey, the percentage of jobholders with one day off per week dropped from 14 percent to 11 percent.

Next, using data concerning the activities of daily life, we will examine the percentage of people actually working (doers' ratio per day) and time spent on work.

Figure 3. Doers' Ratio for Work (3 days; men and women jobholders; by age group)

【Doers' ratio】 (%)		Weekdays					Saturdays					Sundays				
		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Jobholders		90	90	89	88	88	63	60	61	56	55	36	37	36	36	37
Male Jobholder	20s	91	94	91	90	89	62	63	<i>64</i>	<i>61</i>	58	31	40	32	<i>41</i>	49
	30s	93	96	94	94	94	63	56	61	53	52	28	31	32	34	36
	40s	94	94	94	93	94	64	66	62	62	50	32	36	32	32	36
	50s	94	93	93	95	95	67	61	63	58	52	40	39	36	37	34
	60s	90	90	87	88	87	69	71	71	67	58	45	45	44	41	37
Female Jobholder	20s	89	90	87	86	85	47	57	<i>60</i>	<i>56</i>	—	28	29	37	<i>41</i>	34
	30s	87	83	86	84	83	52	53	<i>48</i>	40	53	23	25	<i>20</i>	31	25
	40s	89	87	86	86	85	60	48	44	47	43	31	32	31	21	24
	50s	88	88	88	84	88	68	60	63	51	55	50	42	36	34	35
	60s	87	81	79	81	82	72	<i>60</i>	—	<i>67</i>	65	57	—	—	<i>60</i>	55

Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

Figure 4. Time Spent on Work (3 days; men and women jobholders; by age group)

【Overall average time】 (hours/minutes)		Weekdays					Saturdays					Sundays				
		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Jobholders		7:22	7:34	7:31	7:24	7:28	4:33	4:35	4:38	4:17	4:01	2:22	2:23	2:16	2:34	2:35
Male Jobholder	20s	8:28	9:05	8:51	8:31	8:17	5:26	5:58	<i>5:19</i>	<i>6:12</i>	4:49	2:47	3:16	<i>2:30</i>	<i>4:21</i>	4:08
	30s	9:00	9:35	9:32	9:13	9:30	5:03	5:02	5:31	4:43	4:28	1:52	2:22	2:39	3:00	2:49
	40s	8:36	9:04	9:10	9:23	9:22	5:11	5:37	5:18	5:08	4:18	2:24	2:27	2:01	2:40	2:37
	50s	8:12	8:40	8:35	8:42	9:04	5:13	4:55	5:18	4:53	3:59	2:38	2:34	2:13	2:53	2:25
	60s	6:49	6:58	6:46	7:04	7:07	4:42	5:09	5:23	4:43	4:15	2:39	2:55	2:41	2:35	2:45
Female Jobholder	20s	7:17	7:31	7:17	7:27	7:21	3:30	4:05	<i>4:20</i>	<i>4:44</i>	—	1:59	2:12	<i>2:12</i>	<i>3:00</i>	2:43
	30s	5:59	6:08	6:34	6:31	6:14	2:59	3:16	<i>2:44</i>	2:37	3:42	1:14	1:22	<i>1:16</i>	2:04	1:44
	40s	6:09	5:37	6:02	6:16	6:33	3:48	3:09	2:45	2:57	2:37	1:54	1:51	1:47	1:15	1:16
	50s	6:09	6:24	6:21	6:10	6:30	4:33	3:55	4:31	3:25	3:45	3:04	2:02	2:18	1:55	2:17
	60s	5:27	4:57	4:54	5:03	5:09	4:17	<i>3:55</i>	—	<i>4:21</i>	3:48	3:25	—	—	<i>3:35</i>	3:24

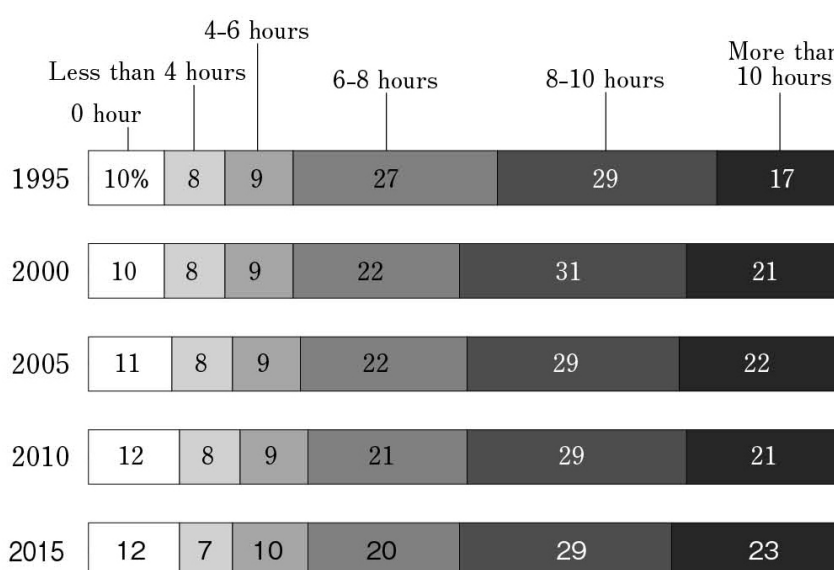
Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

Eighty-eight percent of jobholders worked on weekdays, 55 percent working on Saturdays and 37 percent on Sundays (Figure 3). Compared to 2010, there were no changes in workdays on weekdays, Saturdays or Sundays among jobholders as a whole, but the proportion of jobholders working on Saturdays has steadily declined since 1995. By gender and age group, the doers' ratio for Saturdays among male jobholders in their 40s decreased.

The overall average hours among all jobholders, including those who were not working on that day, was 7 hours 28 minutes on weekdays, 4 hours 1 minute on Saturdays, and 2 hours 35 minutes on Sundays (Figure 4). By gender and age group, men in their 30s to 50s worked over 9 hours on weekdays, with the longest hours, 9 hours 30 minutes, worked by men in their 30s. Looking at changes in work hours since 1995, we find that men in their 30s to 50s worked longer in 2000, this figure remaining unchanged in later surveys, but that this time, work hours for men in their 50s exceeded 9 hours.

How many hours did the highest proportion of people work in a day? Figure 5 shows the time series distribution for weekday work hours for jobholders. In the 2000 survey, more than 20 percent worked over 10 hours, and between 1995 and 2000, the work hours of overall jobholders increased from 7 hours 22 minutes to 7 hours 34 minutes. In the 2015 survey, over half of all jobholders worked more than 8 hours and 23 percent worked more than 10 hours. In particular, one in three (33 percent) male jobholders worked over 10 hours, showing that there has been no change in long work hours.

Figure 5. Distribution of Time Spent on Work (weekdays; jobholders)

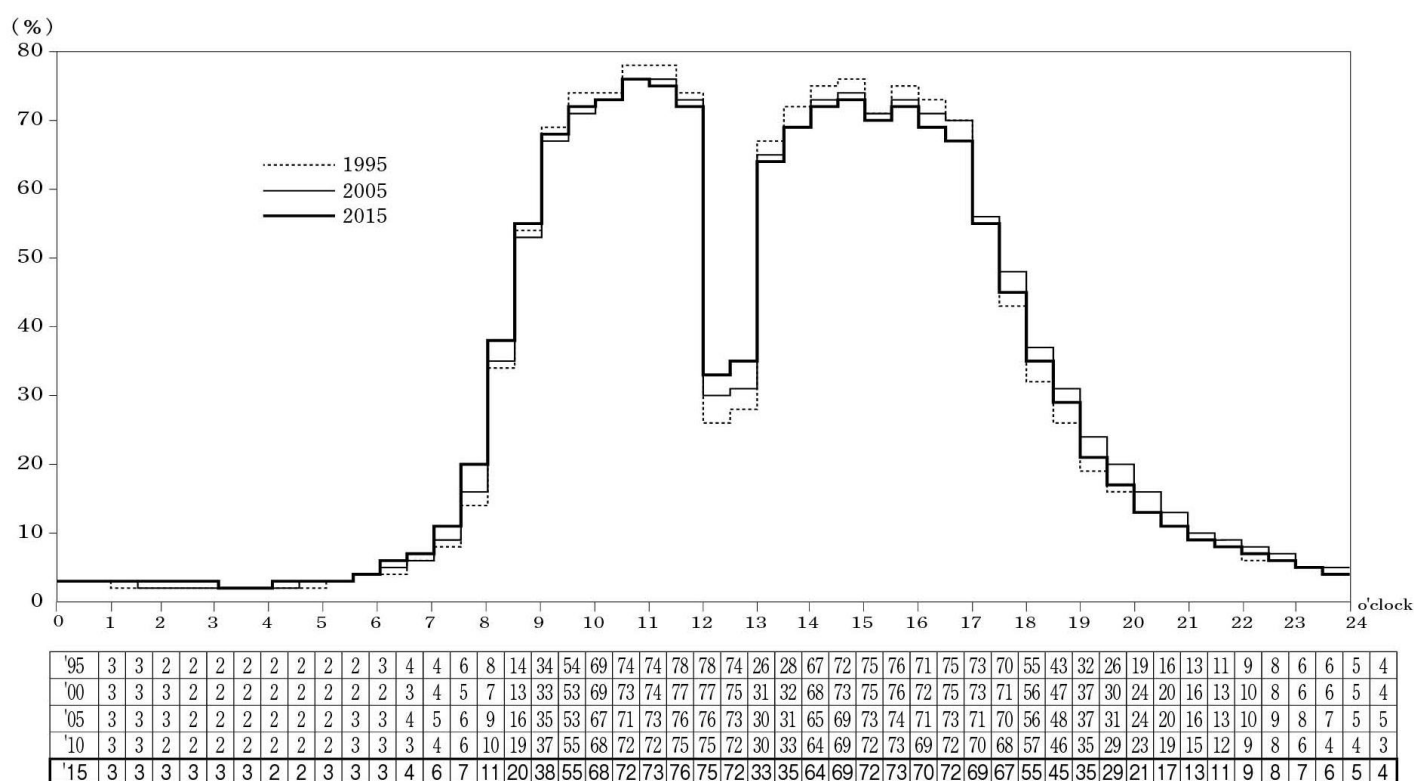


Note: "4-6 hours" indicates "4 hours 15 minutes up to 6 hours," not including "4 hours."

Next, let us look at the average doers' ratio for work by time slot (30-minute increments) on weekdays. The proportion of people who began work from 8:00 a.m. was beginning to increase, and around 70 percent were working from 9:00 a.m. to 5:00 p.m. (except for lunchtime) (Figure 6). At 5:00 p.m. the proportion of people who were working has begun to decrease, and from 9:00 p.m. onward the proportion has fallen to 10 percent and under. Looking at changes since the 1995 survey, we see that in 2005 the proportion of those

working between 5:00 and 8:00 a.m. increased and that there was a further increase in the proportion of those working between 7:30 a.m. and 8:30 a.m. in 2010. In the present survey, there is an increase in the proportion of those working between 5:30 a.m. and 6:30 a.m., indicating that the trend toward working earlier is continuing. The proportion of those working is on a rising trend in the 12 noon to 1 p.m. time slot, while the proportion of those working between 1:00 p.m. and 5:00 p.m. is dropping. Compared to an increase between 1995 and 2000 in the proportion of those working between 5:30 p.m. and 9:30 p.m., this proportion has been on the decline since 2005. These figures indicate that the proportion of people working during core time has been dropping and as the workday continues to spread out over longer hours, there has been a shift to working earlier in the day over the past ten years.

Figure 6. Average Doers' Ratio for Work by Time Slot
(every 30 minutes; weekdays; jobholders)



(2) Schoolwork

Ninety-three percent of “students” (includes elementary and secondary school, undergraduate and graduate university, and vocational, technical, and other special types of school students) attended classes and school events and took part in extracurricular school activities on weekdays; 40 percent did so on Saturdays and 22 percent on Sundays (Figure 7). Sixty-nine percent of students pursued learning activities on weekdays outside school, including at home, at *juku* (remedial study schools) or otherwise; 49 percent pursued extra-school study on Saturdays and 55 percent on Sundays. The doers’ ratio for classes and school activities on Saturdays had decreased sharply in 2005, reflecting the adoption of the five-day school week in public elementary and secondary schools in 2002, but increased in 2010, and has remained unchanged in this survey.

Figure 7. Doers' Ratio for Schoolwork (3 days; students)

【Doers' ratio】 (%)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Schoolwork	97	95	96	95	95	75	82	69	69	68	70	63	66	64	63
Classes and school activities	94	93	93	92	93	52	67	32	41	40	15	15	16	25	22
Learning activities outside school	73	67	65	69	69	54	54	56	49	49	65	57	58	51	55

Figure 8. Time Spent on Schoolwork (3 days; students)

【Overall average time】 (hours/minutes)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Schoolwork	7:53	7:39	7:53	8:14	8:18	4:13	4:57	3:36	3:38	3:58	2:55	2:48	2:48	2:52	3:26
Classes and school activities	6:04	6:00	6:28	6:34	6:45	2:32	3:21	1:49	2:17	2:27	0:46	0:48	1:03	1:19	1:29
Learning activities outside school	1:49	1:38	1:25	1:40	1:34	1:42	1:37	1:47	1:21	1:31	2:09	2:00	1:45	1:33	1:56

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

The overall average time for students attending classes and school activities and engaged in learning activities outside school is given in Figure 8, showing that schoolwork (the total of both) occupies 8 hours 18 minutes on weekdays, 3 hours 58 minutes on Saturdays, and 3 hours 26 minutes on Sundays. As for changes in overall average time since 1995, time spent by students on learning activities in and outside school was in the 7-hour range up until 2005 but has increased to over 8 hours since 2010. Notably, time spent attending classes and school events increased in 2005 and has been on an upward trend since then, reflecting a return to more time spent on schooling after the ending of government education policy that had shortened school hours and reduced curriculum content starting in the 1990s in an effort to give students more leeway.

(3) Commuting to Work and School

For employed people, the average doers' time spent commuting to work and back on weekdays was 1 hour 19 minutes, unchanged from 2010 (1 hour 17 minutes). By gender, the average for employed men was longer, at 1 hour 27 minutes, compared to that for employed women at 1 hour 8 minutes. Figures for cities by size show that commuting time for the greater Tokyo area⁴ (1 hour 42 minutes) was longest among all cities.

⁴ The greater Tokyo area and the greater Osaka area are defined as the area within a 50-km radius of, in the case of Tokyo, the former metropolitan government offices in Chiyoda Ward, and in the case of Osaka, Osaka City Hall, and over 50 percent of whose population of the administrative districts and surrounding areas works in tertiary industry.

Figure 9. Doers' Ratio for Morning Commute to Work in 15-Minute Intervals
(weekdays; employed persons)

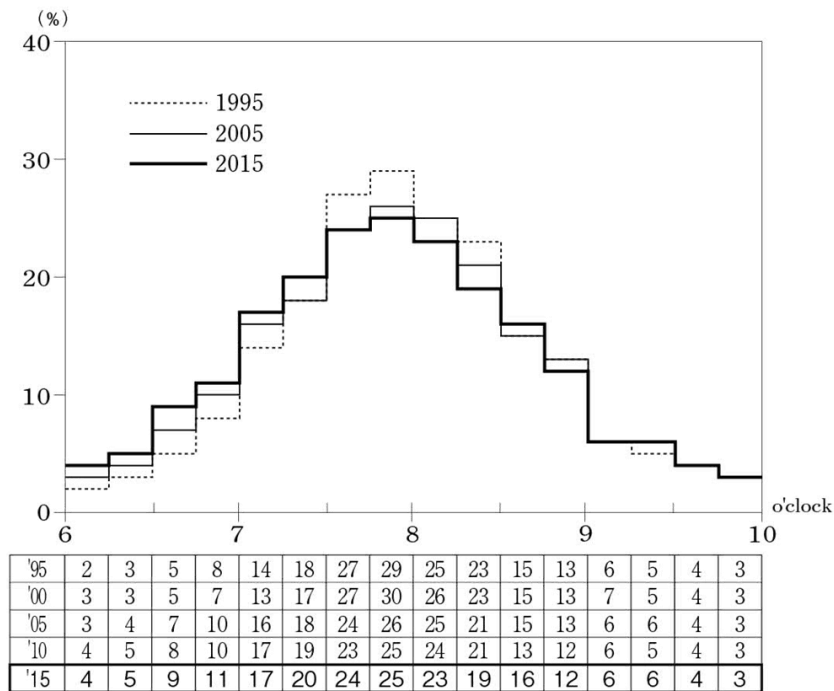
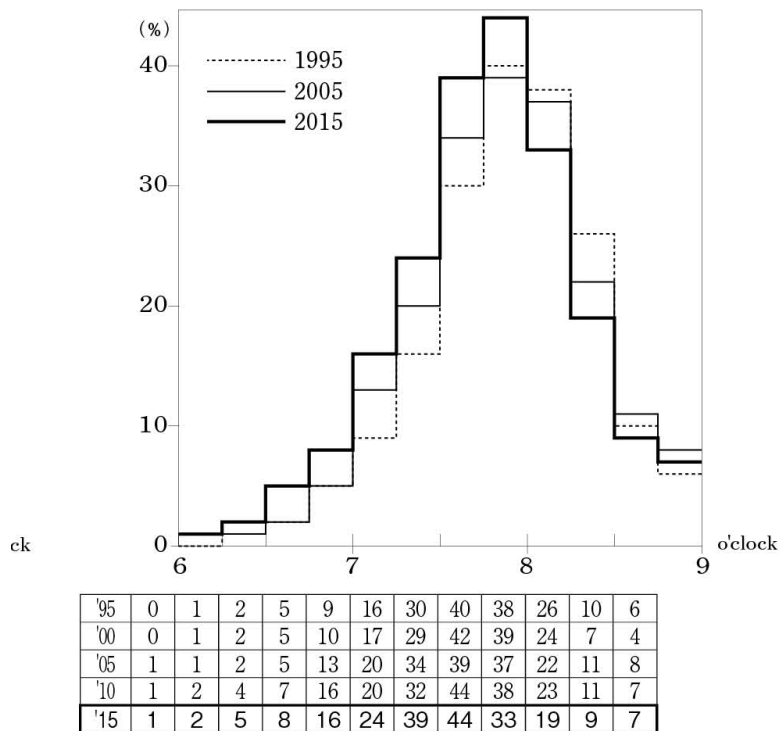


Figure 10. Doers' Ratio for Morning Commute to School in 15-Minute Intervals
(weekdays; students)



The average doers' time spent commuting to school and back for students on weekdays was 1 hour 19 minutes, unchanged from 2010 (1 hour 16 minutes). For type of school, commuting time was longer for high school students, at 1 hour 33 minutes. For city by size,

average school commuting time was longest for the greater Tokyo area at 1 hour 27 minutes.

Figure 9 shows the doers' ratios for employed persons commuting to work in the morning on weekdays for 15-minute intervals. The peak period is the 7:45 to 8:00 a.m. time slot. Since 1995, the doers' ratios for the time slots between 6 and 7:30 a.m. has been on an upward trend, indicating that commuting time is shifting to earlier in the morning.

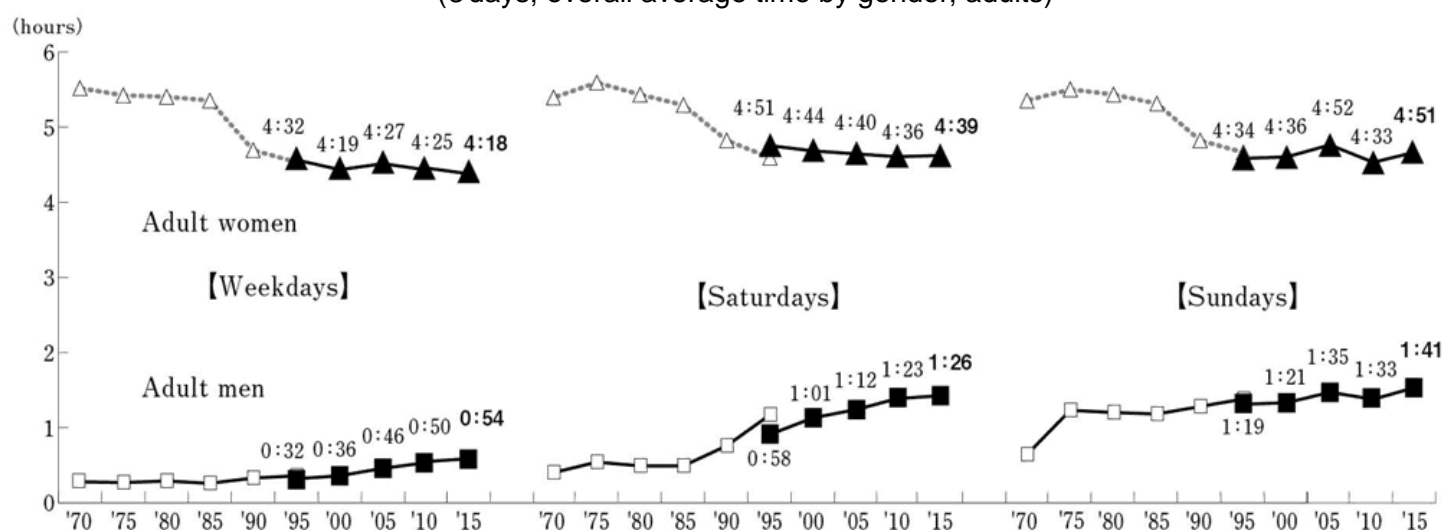
Similarly, the doers' ratios for students commuting to school in the morning on weekdays peaks in the time slot between 7:45 and 8:00 a.m. (Figure 10). For students commuting to school, too, there is a movement toward earlier hours; surveys since 1995 show an increase in the 6:00 to 8:00 a.m. time slots and a decrease in the 8:00 to 8:30 a.m. time slots.

(4) Housework

Time spent on housework (overall average time) on weekdays, Saturdays, and Sundays has shown little change since 2010. But looking at long-term data for time use after 1970, we see that time spent on housework by adult women on weekdays has been on the decline and is also shorter on Saturdays and Sundays than before 1990 (Figure 11). Meanwhile, the time spent on housework by men has been on the increase on weekdays, Saturdays, and Sundays. "Decrease for women" and "increase for men" in hours of housework is a long-term trend, but the gap in amount of time devoted to housework between men and women is still great.

In terms of doers' ratio, the housework doers' ratio for women for each day of the week was 90 percent. That for men was 42 percent for weekdays, 53 percent for Saturdays and 58 percent for Sundays, lower than for women in each case (Figure 12). For adult men by age group, the doers' ratio was under 50 percent on weekdays among men in their 60s and under, but on Saturdays and Sundays, the doers' ratio rose above half except for men in their 20s. On Sundays, the doers' ratio among men in their 40s was 67 percent, meaning that two out of three men in this age group did housework on that day.

Figure 11. Changes in Time Spent on Housework
(3 days; overall average time by gender; adults)



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

Figure 12. Doers' Ratio for Housework

(3 days; adult men and women; housewives; employed women; by gender and age group)

【Doers' ratio】 (%)		Weekdays					Saturdays					Sundays				
		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Adult men		30	32	36	41	42	40	42	44	51	53	49	50	55	56	58
Adult women		91	89	90	90	90	92	91	91	91	90	90	91	92	91	90
Housewives		99	99	100	99	98	99	98	99	99	99	98	98	98	97	98
Women with jobs		88	85	87	88	87	90	89	88	90	88	89	90	91	90	88
Men	20s	26	29	23	32	29	33	33	35	25	44	41	42	40	39	47
	30s	32	30	32	40	44	49	42	46	56	56	57	56	66	59	64
	40s	24	32	28	33	37	40	43	46	52	56	51	56	56	59	67
	50s	24	19	27	26	36	37	39	44	44	53	51	51	56	58	56
	60s	36	38	50	50	46	42	51	43	51	52	49	50	53	52	60
	70 and over	47	51	52	59	53	43	46	50	62	52	41	40	55	58	53
Women	20s	67	60	62	61	57	72	69	64	62	54	71	72	71	65	60
	30s	96	91	88	87	90	96	93	95	93	90	98	95	94	94	89
	40s	98	99	97	97	92	98	99	96	98	95	98	98	95	98	95
	50s	97	96	98	98	96	97	99	96	97	96	94	96	97	97	94
	60s	98	98	98	98	97	97	96	97	95	97	95	96	97	93	95
	70 and over	89	87	89	89	88	87	87	93	88	87	80	84	91	88	91

Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

Looking at overall average time, we see that adult women were engaged in housework for over 4 hours on weekdays, Saturdays, and Sundays (Figure 13). Those who spent the longest time on housework were women in their 30s, most notably devoting over 6 hours to housework on Sundays. Compared to 2010, the overall average time spent on housework by housewives has decreased. Adult men performed 54 minutes of housework on weekdays and over 1 hour on Saturdays and Sundays. Compared to 2010, men in their 40s and 50s are spending more time on housework on weekdays, and men in their 60s are spending more time on housework on Sundays.

Figures 13. Time Spent on Housework

(3 days; adult men and women; housewives; employed women; by gender and age group)

【Overall average time】 (hours/minutes)		Weekdays					Saturdays					Sundays				
		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Adult men		0:32	0:36	0:46	0:50	0:54	0:58	1:01	1:12	1:23	1:26	1:19	1:21	1:35	1:33	1:41
Adult women		4:32	4:19	4:27	4:25	4:18	4:51	4:44	4:40	4:36	4:39	4:34	4:36	4:52	4:33	4:51
Housewives		7:24	7:12	7:02	7:02	6:35	7:00	6:36	6:30	6:30	6:16	6:06	5:52	5:52	5:54	6:17
Women with jobs		3:18	3:08	3:18	3:26	3:23	4:02	4:05	3:52	4:00	4:14	4:10	4:24	4:46	4:19	4:28
Men	20s	0:22	0:26	0:22	0:29	0:28	0:42	0:36	1:00	0:38	1:02	0:58	1:03	1:13	0:55	0:59
	30s	0:32	0:24	0:36	0:45	0:44	1:19	1:07	1:16	1:54	1:50	1:55	1:28	2:23	2:15	2:12
	40s	0:22	0:30	0:25	0:28	0:39	0:55	1:05	1:26	1:22	1:48	1:24	1:48	1:54	1:51	2:02
	50s	0:24	0:17	0:35	0:23	0:34	0:54	1:01	1:08	1:15	1:22	1:12	1:16	1:31	1:33	1:47
	60s	0:49	0:56	1:13	1:12	1:09	0:58	1:15	1:08	1:14	1:18	1:19	1:18	1:19	1:17	1:47
	70 and over	1:07	1:09	1:17	1:31	1:26	1:02	1:00	1:13	1:33	1:13	0:54	1:00	1:21	1:16	1:13
Women	20s	2:50	2:25	2:37	2:22	1:59	3:11	2:30	2:38	2:09	2:19	2:54	2:38	3:19	2:27	3:00
	30s	6:31	5:37	5:15	5:23	5:29	6:37	6:07	6:03	5:30	5:49	6:31	6:18	6:02	5:33	6:40
	40s	4:52	5:06	5:03	4:51	4:31	5:23	5:32	5:18	5:46	5:37	5:16	5:28	5:19	5:38	5:43
	50s	4:32	4:21	4:31	4:32	4:19	4:56	5:08	4:52	5:06	4:36	4:29	4:55	5:31	4:58	4:47
	60s	4:30	4:52	4:52	4:49	4:57	4:43	5:13	5:00	4:42	5:10	4:27	4:42	4:45	4:40	5:01
	70 and over	3:20	3:37	3:42	3:46	3:42	3:27	3:33	3:55	3:42	3:40	3:02	3:09	3:37	3:29	3:48

Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

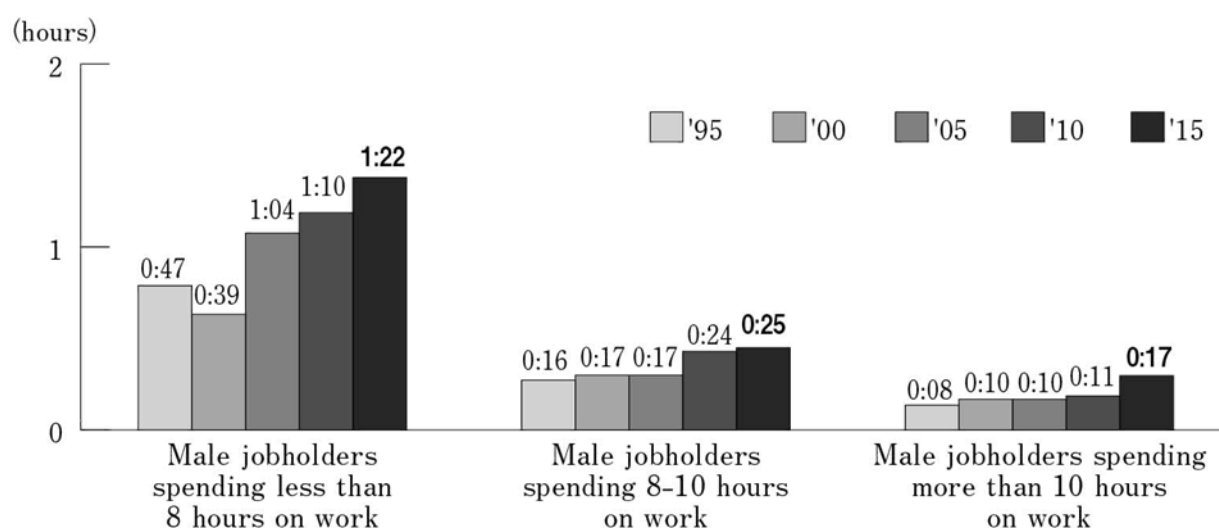
Figure 14. Doers' Ratio by Content of Housework (3 days; adults; by gender)

【Doers' ratio】		Cooking, cleaning, laundry					Shopping					Caring for children					Miscellaneous				
(%)		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Adult men	Weekdays	12	13	16	19	21	12	13	16	19	20	6	6	6	7	8	12	13	15	15	16
	Saturdays	13	16	17	23	27	22	22	26	30	29	8	8	8	10	9	17	17	19	22	20
	Sundays	16	18	21	23	28	27	29	33	34	35	10	9	10	10	9	21	20	21	21	22
Adult women	Weekdays	87	84	86	86	85	54	54	51	49	51	24	20	23	24	19	53	51	51	50	45
	Saturdays	87	85	84	85	83	57	58	56	55	54	21	23	20	22	18	51	53	52	48	47
	Sundays	86	85	86	85	84	52	55	56	54	55	20	20	20	19	21	52	52	54	48	46

Now let us look at doers' ratios for housework by activity classification (Figure 14). The doers' ratio for adult men was high for "cooking, cleaning, laundry" and "shopping," tasks performed by about 30 percent of men on Saturdays and Sundays. The doers' ratio for "cooking, cleaning, laundry," especially, has increased since 2010 for weekdays as well as Saturdays and Sundays. The doers' ratio for men in their 30s "caring for children" rose to 21 percent in 2010 (compared to 14 percent in 2005) and was again at a similarly high level (21 percent) in this survey.

But among adult women, there are few differences in doers' ratios according to the type of housework they do on weekdays and on Saturdays and Sundays. The doers' ratio was highest for "cooking, cleaning, laundry," exceeding 80 percent for every day of the week and overall average time was more than 2 hours. Compared to 2010, the doers' ratio for "caring for children" and "miscellaneous" has declined on weekdays.

Figure 15. Changes in Time Spent on Housework
(weekdays; by amount of time male jobholders spend on work; overall average time)



Although adult men are spending more time on housework now, given the long hours they work, one cannot expect that time spent on housework (overall average time) will greatly increase. Whereas male jobholders working less than 8 hours a day perform housework for 1 hour 22 minutes, male jobholders working 10 hours or more spend only 17 minutes on housework (Figure 15). Compared to 1995, time spent on housework by the former group rose markedly from 47 minutes, while in the latter group the increase was a mere 8 minutes. Those who increased the time they spent actually doing housework were jobholders working less than 8 hours a day. Unless the practice of working long hours changes in the future, time spent by men on housework is not likely to increase substantially.

3. Free-time Activities

Less time is spent on TV and newspapers, and more on Internet and videos.

Here we move on to free-time activities, which are highly dependent on individual choice. Free-time activities include leisure activities (hobbies, entertainment, cultural activities, exercise and sports, etc.), mass media use (TV, newspapers, etc.), conversation and personal association, and rest. Let us look first at mass media use.

(1) Television

For the whole nation, the ratio of those watching television for 15 minutes or more a day (television doers' ratio) was 85 percent on weekdays as well as Saturdays and Sundays (Figure 16). The only other activities with a doers' ratio exceeding 80 percent are the necessary activities of sleeping and eating to be discussed in the section below. In other words, television is a medium that is a major part of people's daily lives. In terms of time use, in fact, it holds a special place in free-time activities, with figures indicating much longer hours than for leisure activities or other forms of media use: the overall average on weekdays was 3 hours 18 minutes, on Saturdays 3 hours 47 minutes, and on Sundays 3 hours 57 minutes (Figure 17).

Figure 16. Doers' Ratio for Mass Media (3 days; for whole nation)

【Doers' ratio】 (%)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Television	92	91	90	89	85	92	91	91	88	85	92	92	90	89	85
Videos, HDDs, DVDs	7	7	8	11	15	10	9	10	15	18	11	10	11	15	17
Radio	17	15	15	13	12	15	14	13	11	10	13	12	12	9	10
CDs, tapes	11	11	9	8	7	12	11	11	7	7	12	11	10	7	6
Newspapers	52	49	44	41	33	50	49	47	43	35	48	47	43	39	33
Magazines, comic books, and books	—	—	18	18	16	—	—	19	18	15	—	—	21	18	16

Note: Regarding “magazines, comic books, and books,” because of a change in the classification of activities since 2005, comparison with the data from 2000 and earlier cannot be made.

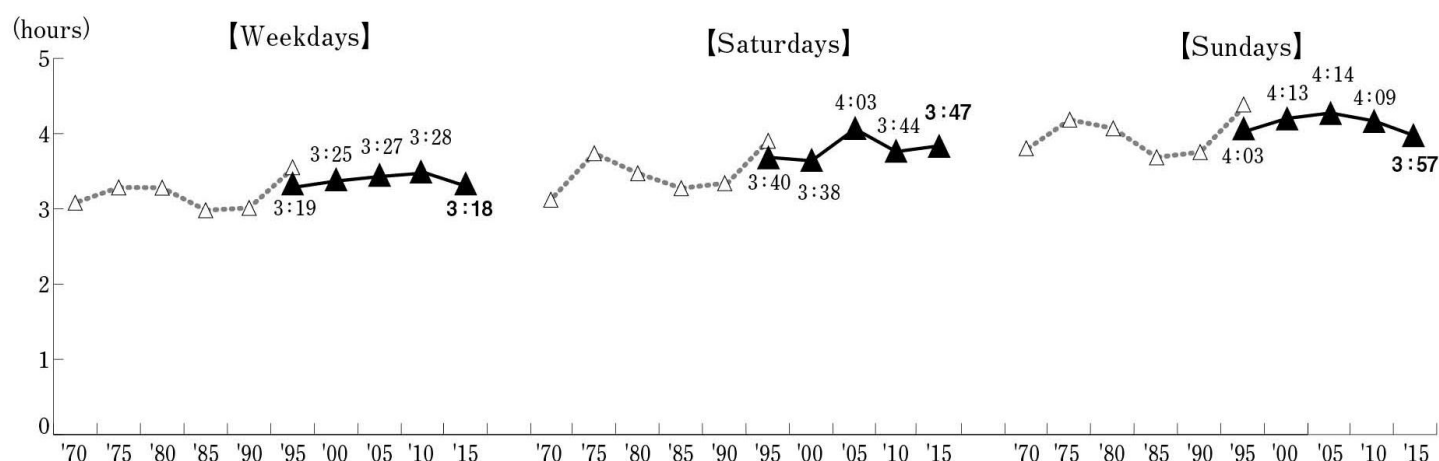
Figure 17. Time Spent on Mass Media (3 days; for whole nation)

【Overall average time】 (hours/minutes)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Television	3:19	3:25	3:27	3:28	3:18	3:40	3:38	4:03	3:44	3:47	4:03	4:13	4:14	4:09	3:57
Videos, HDDs, DVDs	0:06	0:06	0:08	0:13	0:17	0:09	0:09	0:10	0:20	0:25	0:10	0:10	0:12	0:20	0:23
Radio	0:26	0:21	0:23	0:20	0:20	0:24	0:21	0:18	0:19	0:16	0:17	0:18	0:18	0:15	0:15
CDs, tapes	0:10	0:10	0:09	0:07	0:07	0:13	0:11	0:12	0:08	0:08	0:13	0:10	0:12	0:10	0:07
Newspapers	0:24	0:23	0:21	0:19	0:16	0:23	0:23	0:25	0:21	0:18	0:21	0:21	0:21	0:19	0:17
Magazines, comic books, and books	—	—	0:13	0:13	0:12	—	—	0:16	0:14	0:14	—	—	0:17	0:15	0:14

Note: Regarding “magazines, comic books, and books,” because of a change in the classification of activities since 2005, comparison with the data from 2000 and earlier cannot be made.

Looking at changes since 1995, we see that up to 2005 the doers’ ratio for television exceeded 90 percent on weekdays, Saturdays, and Sundays alike, but that, compared to 2010, it has decreased in 2015. For time spent, average time on weekdays from 2000 to 2010 was in the 3 hour 20 minute range but has decreased this time. Similarly, there was a decrease in time spent watching television on Sundays (Figure 18).

Figure 18. Time-Series Changes in Time Spent Watching Television (3 days; for whole nation; overall average time)



Note: The time use survey changed its survey method in 1995. The old method was used for 1970-95 (smaller, white marks) and the new method for 1995-2015 (bigger, black marks). Both results are shown here to present long-term trends of change since 1970, but a direct comparison of figures themselves cannot be made.

Figure 19. Time Spent Watching Television (3 days; by gender and age group)

[Overall average time] (hours/minutes)		Weekdays					Saturdays					Sundays				
		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Men	10s	2:12	2:02	2:06	1:50	1:33	2:55	2:50	3:27	2:34	2:00	3:34	3:28	2:52	2:42	2:07
	20s	2:19	2:13	2:11	1:54	1:37	2:33	2:43	<i>2:46</i>	<i>2:43</i>	1:59	3:48	3:13	2:45	<i>2:55</i>	1:54
	30s	2:29	2:27	2:15	2:03	1:49	3:18	3:08	2:56	2:57	2:26	4:07	3:58	3:33	3:22	2:54
	40s	2:43	2:43	2:23	2:30	2:07	3:34	3:32	3:46	3:02	3:01	4:07	4:41	3:59	3:55	3:14
	50s	3:01	2:42	2:56	3:02	2:30	3:46	3:46	4:07	4:16	4:04	4:44	4:48	5:07	4:57	4:30
	60s	4:23	4:09	4:18	4:29	3:59	4:38	4:34	4:33	4:36	4:47	5:00	5:24	5:06	5:25	5:26
	70 and over	5:10	5:34	5:22	5:39	5:16	5:20	4:56	5:52	5:21	5:44	5:59	5:17	6:27	6:12	6:17
Women	10s	2:11	2:27	2:12	2:01	1:38	2:54	2:49	2:46	2:43	2:22	3:06	3:36	3:05	2:31	2:08
	20s	2:57	3:01	2:40	2:33	2:11	2:56	2:37	2:48	2:33	1:59	3:22	3:22	2:45	2:51	2:24
	30s	3:16	3:05	2:45	2:43	2:37	3:00	3:09	3:15	2:51	2:36	3:14	3:09	3:16	3:00	2:29
	40s	3:25	3:34	3:28	3:26	3:00	3:38	3:34	3:53	3:14	3:28	3:43	3:40	3:35	3:21	2:56
	50s	4:06	4:08	3:53	4:00	3:38	4:08	3:58	4:09	3:57	4:04	3:51	4:16	3:55	4:25	4:12
	60s	4:47	4:42	4:37	4:39	4:21	4:44	4:17	4:58	4:28	4:21	4:32	4:39	4:55	4:58	4:23
	70 and over	5:08	5:04	5:29	5:29	5:29	5:10	5:07	5:45	4:46	5:22	5:13	5:40	5:47	4:59	5:48

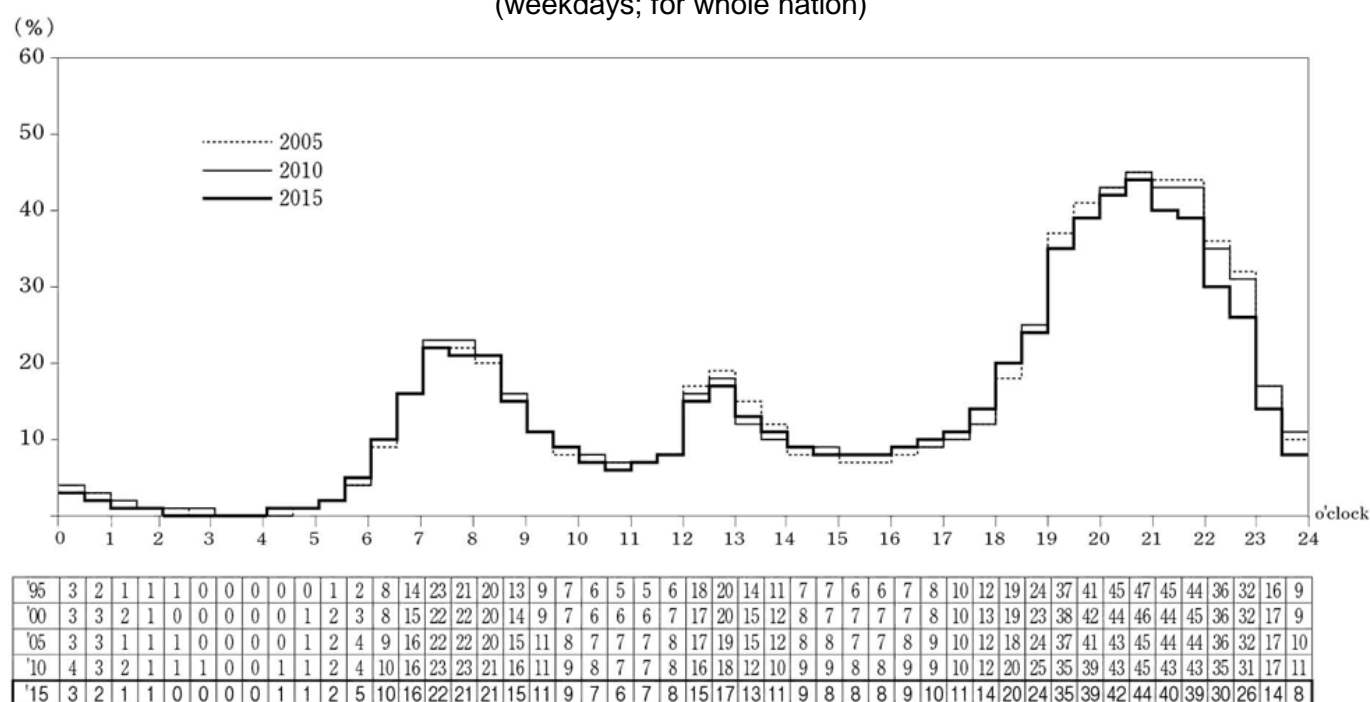
Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

By gender and age group, overall average time is longer among men and women 70 and over, who watch television more than 5 hours on all days of the week (Figure 19). Men and women in their 30s and under, however, spend less than 3 hours watching television on all days of the week. Notably, on weekdays, men in their 30s and under and girls aged 10–19 spend less than 2 hours watching television. Looking at changes in weekday television viewing over the past 10 years, we see that between 2005 and 2010 the doers' ratio for boys aged 10–19 dropped, but that between 2010 and 2015 the doers' ratio declined among boys and girls aged 10–19 and over a broader demographic including the middle-aged and older generations of men and women in their 40s and 50s, and men in their 60s and over.

Since 1995, the older generation has spent long hours watching television, and given the increased ratio of older people in the population, time spent watching television continued at a high level for the whole nation. But in this survey, middle-aged and older people also spend less time watching television, bringing down the time spent on this activity for the whole nation.

Figure 20, which tracks the average doers' ratio for watching television in 30-minute increments, gives us a picture of how people watch television over the course of a day. Television watching peaks three times during the day—in the morning, at noon, and in the evening—and television is watched most between the hours of 8:00 and 9:30 p.m.: the doers' ratio exceeds 40 percent in this time slot. The time slots for which changes in the doers' ratios have been observed in the past five years are 5:30 to 6:00 a.m., where there was an increase, a decrease in the 7:30 to 8:00 a.m. slot, and a large decrease in the rather late viewing hours of 9:00 p.m. to 12:00 midnight.

Figure 20. Average Doers' Ratio for Television in 30-Minute Intervals
(weekdays; for whole nation)



Due to differences in terms of arriving home and bedtime, there were some age- and gender-based differences in peak evening viewing times. On weekdays, viewing peaks among boys and girls aged 10–19 and men and women in their 60s and over between 8:00 and 9:00 p.m., among men and women in their 50s between 8:30 and 9:30 p.m., and between 9:00 and 10:00 p.m. among men and women in their 20s to 40s.

Additionally, out of weekday television viewing time for the whole nation (3 hours 18 minutes), people report spending 1 hour 14 minutes doing something else while watching television and they focus exclusively on watching television for 2 hours 3 minutes. This means that slightly less than 40 percent of television viewing time is time spent doing some other activity at the same time. The longest time spent doing other activities while watching television is 34 minutes for meals, followed by 20 minutes for housework, and 11 minutes for personal chores.

Overall average time spent watching television away from home on weekdays is 12 minutes; much more time (3 hours 6 minutes) is spent watching television at home. There have been no changes in trends of time spent watching television while doing something else and watching television away from home since the 1995 survey.

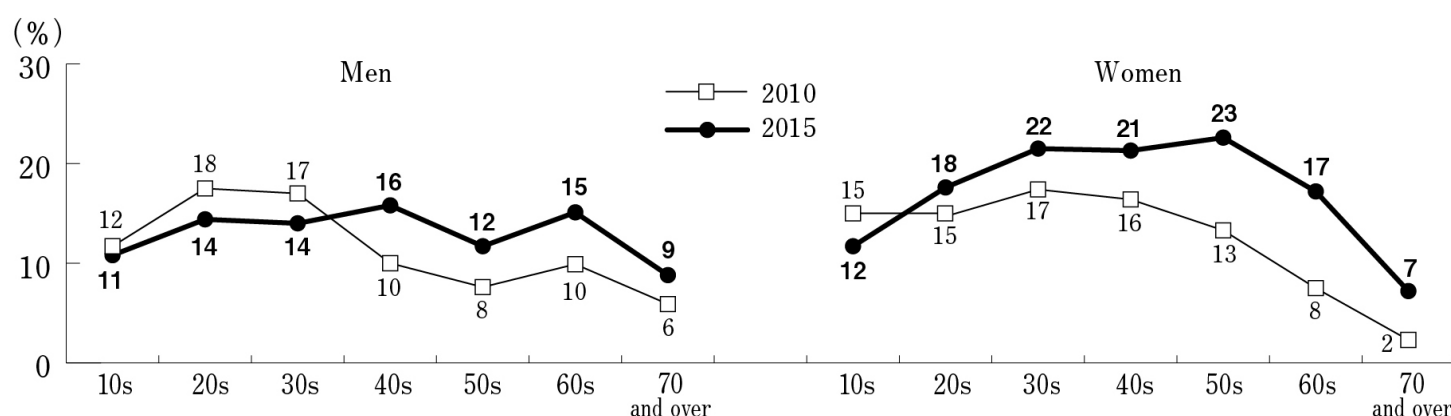
(2) Videos, HDDs, DVDs

The doers' ratio for videos, HDDs, and DVDs (including viewing of previously recorded TV programs and of programs streamed on the Internet) is 15 percent on weekdays, 18 percent on Saturdays, and 17 percent on Sundays. The average doers' time spent watching videos, HDDs or DVDs is 1 hour 54 minutes on weekdays, 2 hours 20 minutes on Saturdays, and 2 hours 15 minutes on Sundays, with more time spent on this activity on Saturdays and Sundays. Regarding changes in doers' ratios and overall average time since 1995, both have been

increasing since 2005 (Figures 16, 17).

By gender and age group (Figure 21), the doers' ratio for weekdays for women in their 30s to 50s is over 20 percent, higher than the overall figure; on Saturdays and Sundays, the doers' ratio is also over 20 percent for men in their 50s and under and for girls aged 10–19. Compared to 2010, the doers' ratio has been rising among middle-aged and older people: among men in their 40s to 60s and women in their 40s and over on weekdays, among men in their 50s (from 12 percent to 24 percent) on Saturdays, and among women in their 60s (from 7 percent to 15 percent) on Sundays.

Figure 21. Changes in Doers' Ratio on One Day for Videos, HDDs, and DVDs
(weekdays; by gender and age group)



(3) Radio

The doers' ratio for radio listeners (includes listening to Internet radio like Rajiru-Rajiru and Radiko) is around 10 percent for all days of the week, continuing a decrease since 1995 (Figure 16). A look at the long term shows that the radio audience peaked in 1980 for the whole nation and has been declining ever since (Figure 22). Long-term changes by age group show that the listener group is aging. Looking at the age-based doers' ratio at 10-year intervals beginning in 1975 (Figure 23), we see that radio listeners aged 16 to 19 were quite numerous in 1975 but that the numbers had dropped in 1985, whereas people up to their 40s frequently listened to the radio. In 1995, the doers' ratio was highest among those in their 50s and with each succeeding decade the doers' ratio was highest among the older generations—the doers' ratio in 2005 was highest among those in their 60s, and in 2015 was highest among those aged 70 and over.

Figure 22. Time-Series Changes in Doers' Ratio for Radio
(weekdays; for whole nation)

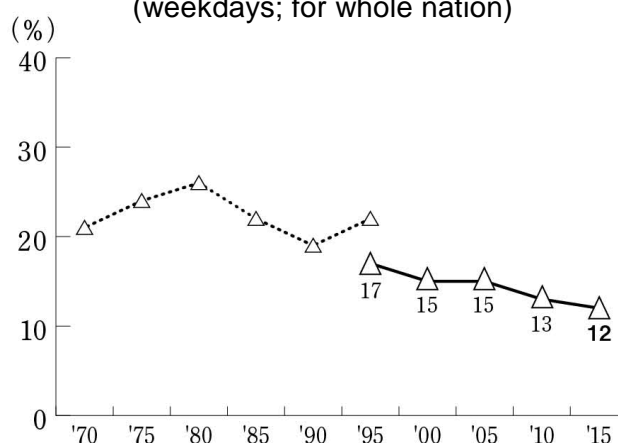
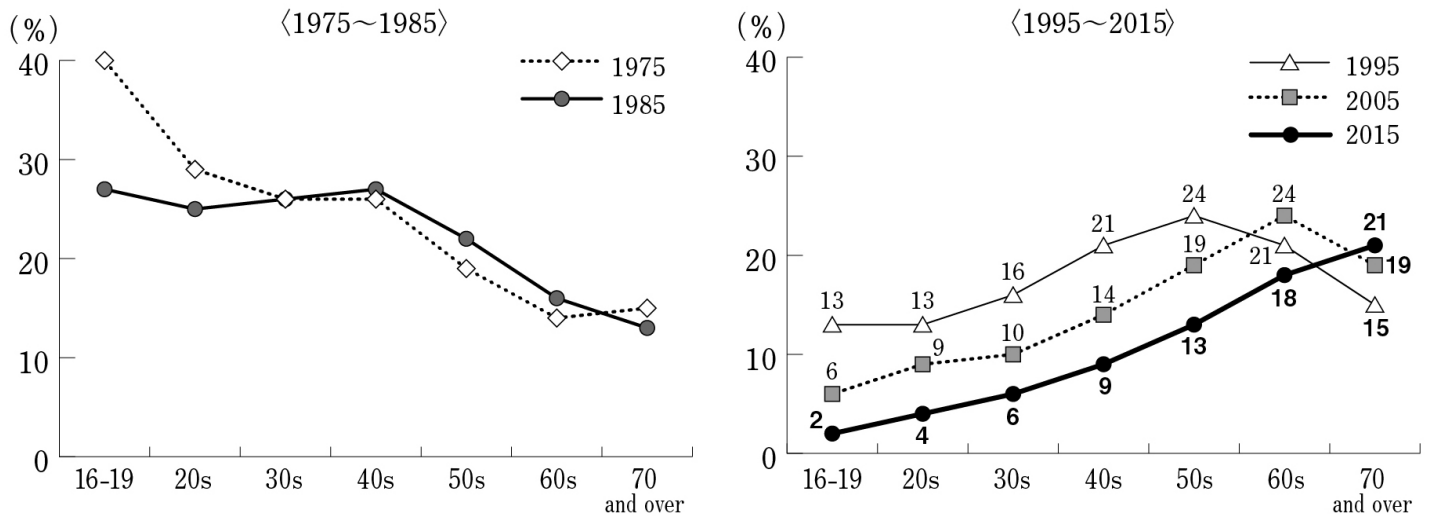


Figure 23. Changes between 1975–1985 and 1995–2015 in Doers' Ratio for Radio
(weekdays; by age group)

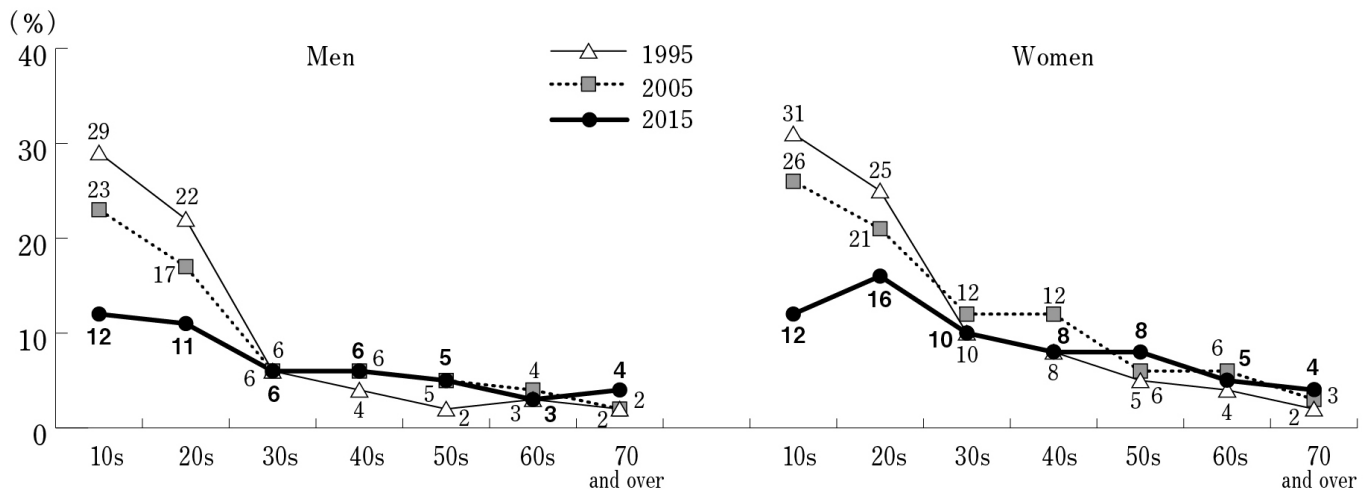


Note: The time use survey changed its survey method in 1995. The old method was used for 1970-95 and the new method for 1995-2015. Because no direct comparison of figures themselves can be made, two graphs are used.

The average doers' time for radio is 2 hours 44 minutes on weekdays, 2 hours 30 minutes on Saturdays, and 2 hours 37 minutes on Sundays. Among various media, the doers' ratio for radio is not very high, but this medium is distinguished by the fact that listeners spend quite a long time listening. Also, compared to other media, doers spend about 70 percent listening to the radio while doing something else, and about one-third of the time they listen to the radio in a setting away from home. By occupation, many persons engaged in agriculture, forestry or fishery, and the self-employed listen to the radio while doing something else.

(4) CDs and Tapes

Figure 24. Changes in Doers' Ratio for CDs and Tapes
(weekdays; by gender and age group)



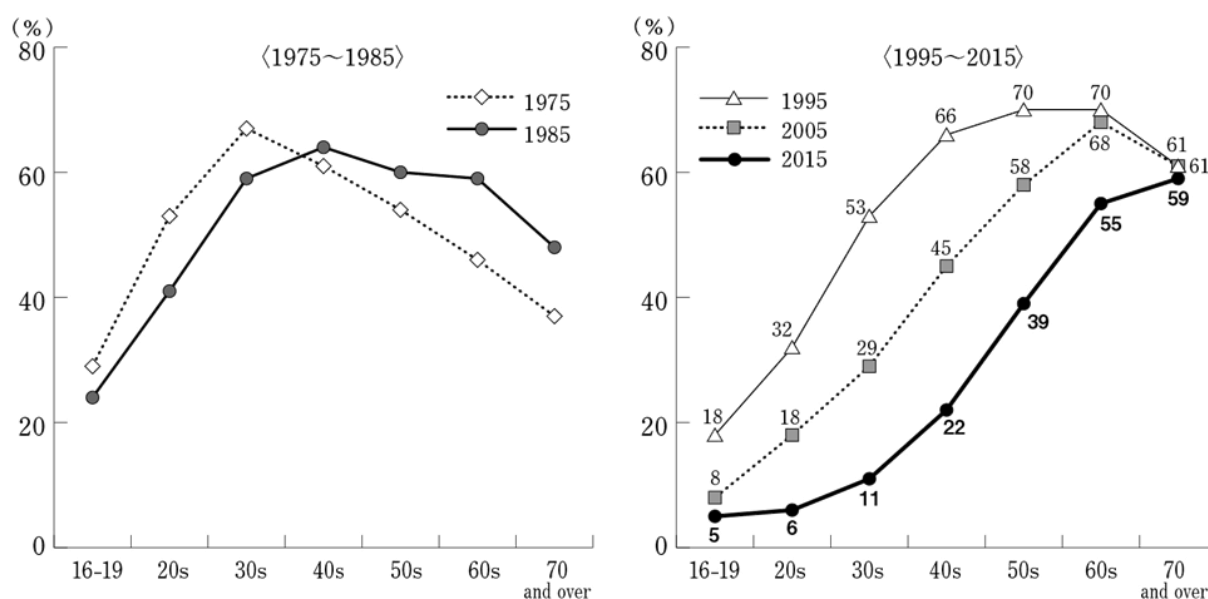
The doers' ratio for listening to CDs, tapes and other audio media (including digital audio players) is 7 percent on weekdays, 7 percent on Saturdays, and 6 percent on Sundays (Figure 16). The average doers' time is 1 hour 36 minutes on weekdays, 1 hour 54 minutes on Saturdays, and 1 hour 58 minutes on Sundays; time spent listening to audio media is somewhat longer on Saturdays and Sundays. By gender and age group, the younger generation of boys and girls aged 10–19 and men and women in their 20s are frequent listeners of CDs and tapes, with the doers' ratio exceeding 10 percent on weekdays (Figure 24). But whereas since 1995 there have been no major changes in the doers' ratio among men and women in their 30s and over, far fewer boys and girls aged 10–19 and men and women in their 20s spend much time listening to CDs and tapes.

(5) Newspapers

The doers' ratio for newspapers (including digital versions) is 33 percent on weekdays, 35 percent on Saturdays, and 33 percent on Sundays. The average doers' time is 48 minutes on weekdays, and 50 minutes each on Saturdays and Sundays. The doers' ratio has been steadily dropping since 1995, but the decline this time was very large (Figure 16).

By age group, in 2015 the doers' ratio is in the 50 percent range among those in their 60s and over. By contrast, the doers' ratio among those in their 20s and under is around 5 percent, so there is a very large age-based difference (Figure 25). As we have seen in the case of radio, a look at the long term in 10-year intervals shows that in 1975 the doers' ratio was highest among those in their 30s but declined among those in their 20s and 30s in 1985 and increased among those in their 50s and over. In 1995, the doers' ratio was rather high among those in their 40s to 60s. But in 2005 it had dropped among those in their 50s and under and between 2005 and 2015, the doers' ratio declined among those in their 20s to 60s, showing that there has been a substantial decline in newspaper use since 2000.

**Figure 25. Changes between 1975–1985 and 1995–2015
in Doers' Ratio for Newspapers
(weekdays; by age group)**



Note: The time use survey changed its survey method in 1995. The old method was used for 1970-95 and the new method for 1995-2015. Because no direct comparison of figures themselves can be made, two graphs are used.

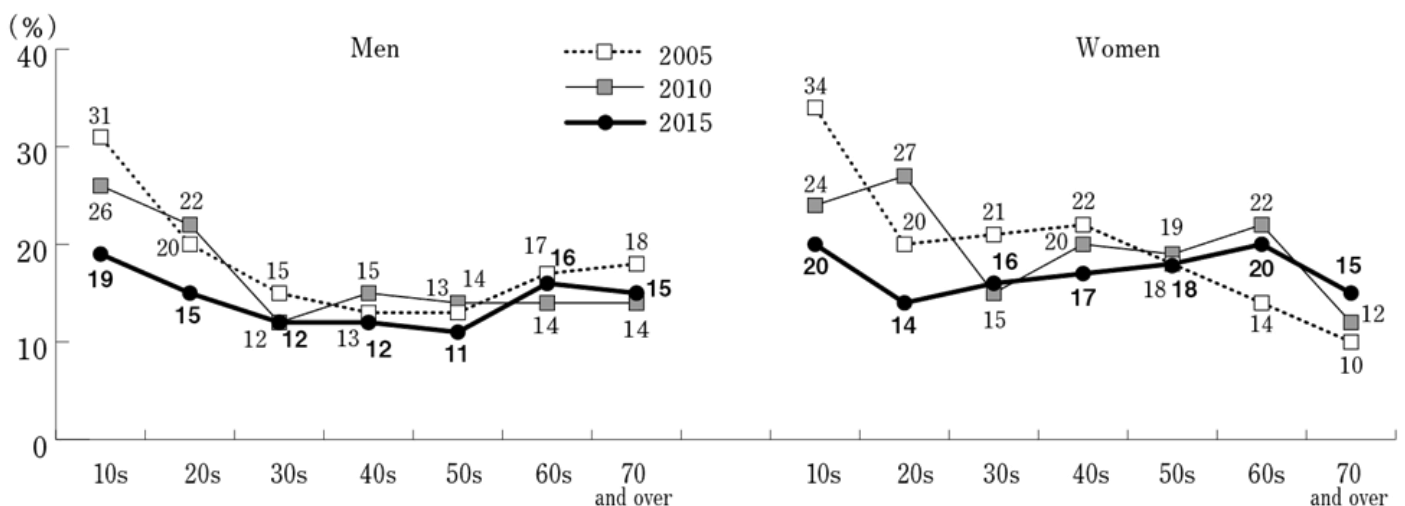
(6) Magazines, Comic Books, Books

Up to and including the 2000 survey, time spent reading magazines and comic books had been measured separately from time spent on books, but from the 2005 survey onward, the print media, excluding newspapers, were combined under the category of magazines, comic books, and books. Therefore, no direct comparison is possible between time spent reading magazines /comic books and books, and the newer category of magazines, comic books, and books.

The doers' ratio for magazines, comic books, and books (including digital versions) is 16 percent on weekdays, 15 percent on Saturdays, and 16 percent on Sundays (Figure 16). The average doers' time is 1 hour 16 minutes on weekdays, 1 hour 29 minutes on Saturdays, and 1 hour 26 minutes on Sundays, so somewhat more time is spent on print media on Saturdays and Sundays compared to weekdays.

By gender and age group, in 2015 the doers' ratio ranged from 11 percent to 20 percent, so there are no large differences among any groups (Figure 26). Compared to 2005, the doers' ratio has decreased among boys aged 10–19 and women aged up to and including their 40s, and increased among women in their 60s and over.

Figure 26. Changes in Doers' Ratio for Magazines, Comic Books, and Books
(weekdays; by gender and age group)



Next we move on to leisure activities, the other major component of free-time activities. Leisure activities include hobbies, entertainment, and cultural activities; Internet as a hobby or for entertainment and cultural activities; outings and walks; and exercise and sports.

(7) Hobbies, Entertainment, and Cultural Activities

This category includes hobbies in general; private lessons or study with the goal of obtaining skills or qualifications; movie- and theater-going; horseracing, pachinko, and other forms of gambling; board games such as *go* or *shogi*; video games; children's play; watching sports; and karaoke and so forth. Until and including the 2000 survey, Internet use other than for work was included in this category, but in 2005 a separate category was introduced for Internet as a hobby or for entertainment and cultural activities. This means that comparison with surveys before 2005 must be made with care; in this report, comparisons will be

confined to surveys from 2005 onward.

The doers' ratio for hobbies, entertainment, and cultural activities is 15 percent on weekdays, 17 percent on Saturdays, and 21 percent on Sundays (Figure 27). The average doers' time is 2 hours 29 minutes on weekdays, 3 hours 18 minutes on Saturdays, and 3 hours 29 minutes on Sundays. Both the doers' ratio and average time are higher on Saturdays and Sundays than on weekdays.

Figure 27. Doers' Ratio for Leisure Activities and Conversation/Personal Association
(3 days; for whole nation)

【Doers' ratio】 (%)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Hobbies, entertainment, and cultural activities	—	—	17	17	15	—	—	21	22	17	—	—	23	24	21
Internet as a hobby or for entertainment and cultural activities	—	—	13	20	23	—	—	14	21	26	—	—	15	21	26
Outings and walks	13	12	14	14	13	21	22	19	22	20	28	26	24	26	25
Exercise and sports	7	7	8	8	9	8	8	9	10	9	10	9	10	9	10
Conversation/personal association	27	24	20	19	15	30	28	22	22	19	30	29	22	22	18

Note: Regarding “Hobbies, entertainment, and cultural activities,” because of a change in the classification of activities since 2005, comparison with the data from 2000 and earlier cannot be made. “Internet as a hobby or for entertainment and cultural activities” was added to the classification of activities in 2005.

Figure 28. Time Spent on Leisure Activities and Conversation/Personal Association
(3 days; for whole nation)

【Overall average time】 (hours/minutes)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Hobbies, entertainment, and cultural activities	—	—	0:25	0:25	0:23	—	—	0:41	0:43	0:34	—	—	0:48	0:49	0:44
Internet as a hobby or for entertainment and cultural activities	—	—	0:13	0:23	0:28	—	—	0:18	0:29	0:38	—	—	0:20	0:31	0:43
Outings and walks	0:15	0:14	0:17	0:17	0:16	0:41	0:38	0:32	0:39	0:38	1:01	0:54	0:47	0:59	0:49
Exercise and sports	0:07	0:08	0:08	0:09	0:10	0:13	0:11	0:14	0:16	0:14	0:17	0:15	0:20	0:14	0:16
Conversation/personal association	0:25	0:22	0:20	0:19	0:14	0:39	0:37	0:30	0:32	0:27	0:45	0:43	0:34	0:30	0:28

Note: Regarding “Hobbies, entertainment, and cultural activities,” because of a change in the classification of activities since 2005, comparison with the data from 2000 and earlier cannot be made. “Internet as a hobby or for entertainment and cultural activities” was added to the classification of activities in 2005.

By gender and age group, in 2015 the doers' ratio on weekdays is higher for boys aged 10–19 and men in their 70s and over and for girls aged 10–19 and women in their 60s and over than overall (Figure 29). On Sundays the doers' ratio increases for men in their 30s to 50s whose doers' ratio on weekdays is under 10 (Figure 30).

Figure 29. Doers' Ratio for Leisure Activities(Hobbies, Entertainment, and Cultural Activities; Outings and Walks; Exercise and Sports)
(weekdays; by gender and age group)

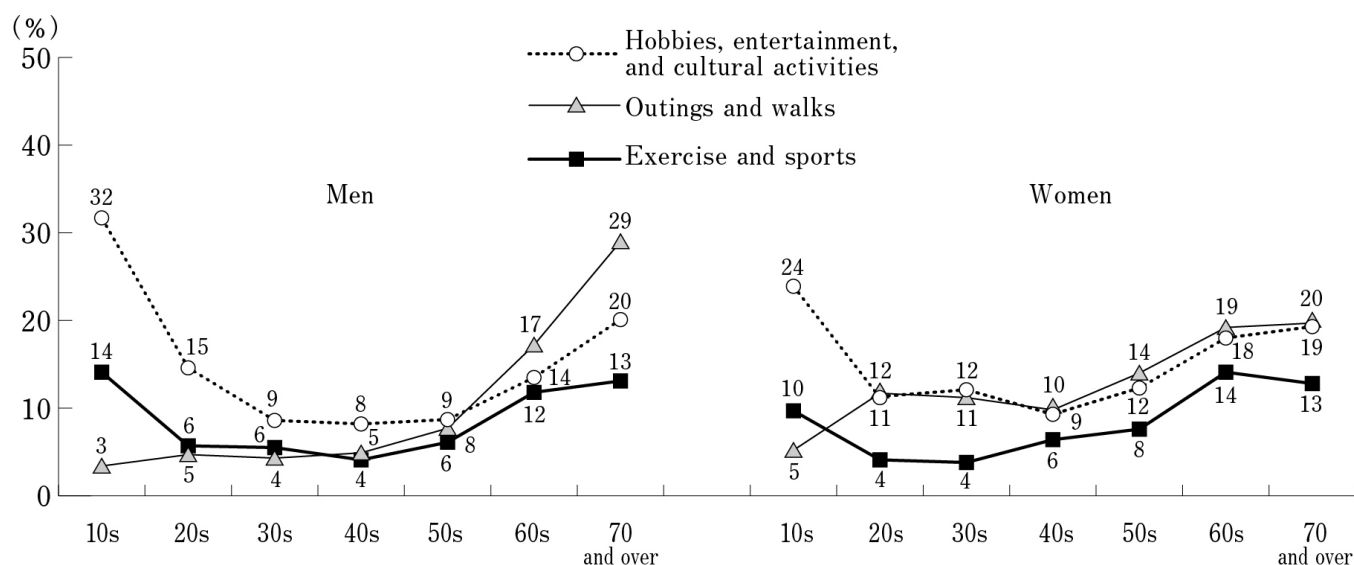
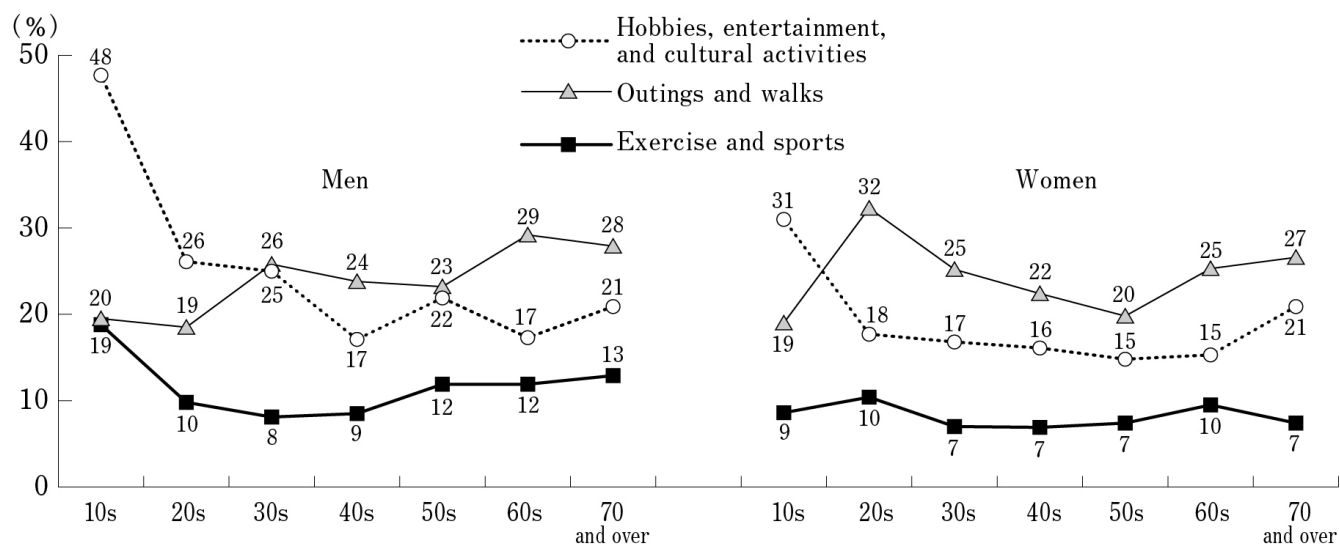


Figure 30. Doers' Ratio for Leisure Activities(Hobbies, Entertainment, and Cultural Activities; Outings and Walks; Exercise and Sports)
(Sundays; by gender and age group)



Note: Figures for men and women in their 20s are given just for reference because of small samples (under 100 respondents) and great margin of error.

(8) Internet as a hobby or for entertainment and cultural activities

Beginning with the 2005 survey, Internet use as a free-time activity included in hobbies, entertainment, and cultural activities was established as the separate category of Internet as a hobby or for entertainment and cultural activities. In this context, Internet use is used as a hobby or for entertainment. Internet use for work, schoolwork or housework was entered

under the categories of “work,” “schoolwork,” and “housework” and was not included in “Internet as a hobby or for entertainment and cultural activities.” Reading or writing email or corresponding with family, friends or acquaintances by email comes under “conversation/personal association” rather than “Internet.” Specific activities included in this category include reading or creating homepages or blogs unrelated to work, schoolwork or housework, reading or posting to bulletin boards or SNS, watching online videos, purchasing goods by online auction or playing online games and so forth.

The doers’ ratio for the whole nation for Internet as a hobby or for entertainment and cultural activities is 23 percent for weekdays and 26 percent for Saturdays and Sundays (Figure 27). The average doers’ time is 2 hours 2 minutes on weekdays, 2 hours 30 minutes on Saturdays, and 2 hours 47 minutes on Sundays. More time is spent on this activity on Saturdays and Sundays than on weekdays.

By gender and age group, the doers’ ratio on weekdays exceeds 30 percent among men in their 30s and under and among women in their 40s and under. On Saturdays and Sundays, the doers’ ratio rises to over 40 percent among boys and girls aged 10 to 19 and men in their 20s and 30s (Figure 31). Overall average time by gender and age group is long among men in their 20s, exceeding 1 hour even on weekdays. Boys and girls aged 10–19 and men in their 30s and 40s devote over 1 hour to this activity on Saturdays or Sundays.

Figure 31. Doers' Ratio for and Time Spent on the Internet
(3 days; by gender and age group)

		Weekdays						Saturdays						Sundays					
		Doers' ratio (%)			Overall average time (hours, minutes)			Doers' ratio (%)			Overall average time (hours, minutes)			Doers' ratio (%)			Overall average time (hours, minutes)		
		'05	'10	'15	'05	'10	'15	'05	'10	'15	'05	'10	'15	'05	'10	'15	'05	'10	'15
Men	10s	18	23	36	0:18	0:27	0:51	20	34	41	0:29	1:05	1:18	20	29	45	0:27	0:55	1:35
	20s	22	32	39	0:29	1:08	1:16	20	31	41	0:44	1:03	1:42	28	35	47	0:51	1:28	2:04
	30s	18	33	32	0:20	0:49	0:50	21	25	40	0:45	0:40	1:19	29	30	40	0:49	0:47	1:35
	40s	15	22	28	0:13	0:24	0:34	20	33	31	0:27	0:53	0:47	20	29	42	0:33	0:49	1:22
	50s	9	12	22	0:08	0:10	0:23	14	21	26	0:13	0:26	0:34	16	23	21	0:19	0:39	0:30
	60s	12	16	19	0:11	0:14	0:23	11	19	22	0:14	0:26	0:34	12	19	16	0:17	0:24	0:23
	70 and over	10	12	12	0:13	0:15	0:17	9	11	8	0:10	0:14	0:10	6	14	12	0:07	0:17	0:14
Women	10s	17	24	31	0:16	0:25	0:36	25	27	46	0:32	0:32	1:20	22	30	41	0:18	0:44	1:12
	20s	20	33	33	0:16	0:41	0:45	18	35	39	0:23	1:00	0:48	16	37	32	0:24	0:54	0:54
	30s	17	29	31	0:14	0:23	0:29	17	28	34	0:17	0:30	0:35	20	28	30	0:20	0:30	0:28
	40s	13	23	33	0:11	0:18	0:31	15	21	32	0:20	0:23	0:37	12	20	30	0:15	0:24	0:37
	50s	8	16	20	0:07	0:14	0:19	9	16	22	0:04	0:17	0:29	11	15	28	0:10	0:16	0:31
	60s	8	12	13	0:07	0:09	0:12	6	10	15	0:10	0:08	0:12	4	10	12	0:03	0:05	0:10
	70 and over	6	6	6	0:07	0:08	0:06	3	4	7	0:03	0:03	0:09	4	7	6	0:05	0:06	0:08

Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

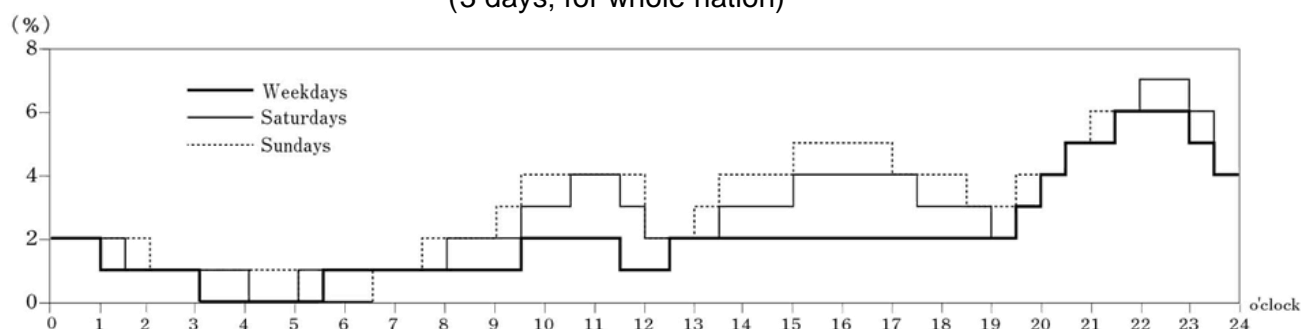
Tracking changes since 2005, we see that in 2010 the doers' ratio and overall average time on weekdays both increased, compared to 2005, among men and women in a wide range of age groups—among men in their 20s to 40s and women in their 50s and under. An additional finding this time is that overall average time on weekdays has also increased among boys and girls aged 10–19, men and women in their 40s, and men in their 50s and 60s, the age groups close to men and women in their 20s and 30s who have been heavy Internet users in previous surveys.

As for weekday Internet use (overall average time) broken down into time spent using the Internet while doing something else and time spent exclusively on the Internet, more time is spent focusing exclusively on the Internet (20 minutes) than on using the Internet while doing something else (8 minutes). The most common activity carried out concurrently with Internet use is watching television (5 minutes).

For weekday overall average time for Internet use at home and away from home, more time is spent using the Internet at home (25 minutes) compared to away from home (3 minutes). Time spent on Internet use has been steadily growing since 2005, with time spent on the Internet at home growing much more (in 2005, weekday Internet use at home was 11 minutes and 2 minutes away from home; in 2010, the respective figures were 19 minutes and 3 minutes).

Next, let us look at the average doers' ratio for Internet use in 30-minute increments, to see how the Internet is used during the day (Figure 32). During daytime hours on weekdays, the doers' ratio is low since respondents are working or otherwise occupied but starts to rise after 7:30 p.m., peaking at 6 percent between 9:30 and 11:00 p.m. On Saturdays and Sundays, the doers' ratio also peaks between 10:00 and 11:00 p.m. the Internet is also used in the daytime, with the doers' ratio standing at 4 to 5 percent between 10:30 and 11:30 a.m. and between 3:00 and 5:30 p.m. on Saturdays, and between 9:30 a.m. and noon, and 1:30 to 6:30 p.m. on Sundays. In addition, Internet use also takes place in various other time slots, such as the midnight to 1:00 a.m. on weekdays and Saturdays, and between midnight and 2:00 a.m. on Sundays, i.e., very late on Saturday evenings.

Figure 32. Average Doers' Ratio for the Internet in 30-Minute Intervals
(3 days; for whole nation)



Weekdays	2	2	1	1	1	1	0	0	0	0	0	1	1	1	1	1	1	1	2	2	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	3	4	5	5	6	6	6	5	4		
Saturdays	2	2	2	1	1	1	1	0	0	1	1	1	1	1	1	2	2	2	3	3	4	4	3	2	2	2	3	3	3	4	4	4	4	4	3	3	3	2	3	4	5	5	6	7	7	6	4
Sundays	2	2	2	2	1	1	1	1	1	0	0	0	1	1	2	2	2	3	4	4	4	4	4	2	2	3	4	4	4	5	5	5	5	4	4	4	3	3	4	4	5	6	6	6	6	5	4

(9) Outings and Walks

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

For the whole nation, 13 percent engage in outings and walks on weekdays, 20 percent on Saturdays, and 25 percent on Sundays. These figures increase from weekdays to Saturdays and Sundays (Figure 27). The average doers' time for outings and walks is 2 hours 4 minutes on weekdays, 3 hours 6 minutes on Saturdays, and 3 hours 22 minutes on Sundays.

Viewed by gender and age group (Figure 29), the doers' ratio on weekdays is high for men and women 70 and over, at more than 20 percent. For Sundays, the doers' ratio exceeds 20 percent for almost all age groups and the differences by age group are smaller (Figure 30).

Compared to 2010, there has been a decrease in the weekday doers' ratio for the whole nation. By gender and age group, the doers' ratio has dropped among boys aged 10–19 and men aged 70 and over (from 7 to 3 percent and 38 to 29 percent, respectively).

(10) Exercise and Sports

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

Nine percent of the whole nation are engaged in exercise and sports on weekdays, 9 percent on Saturdays, and 10 percent on Sundays, for about 10 percent overall (Figure 27). The average doers' time spent on sports is 1 hour 46 minutes on weekdays, 2 hours 34 minutes on Saturdays, and 2 hours 47 minutes on Sundays, with more hours on Saturdays and Sundays than on weekdays. By gender, on weekdays the doers' ratio is almost the same among men and women, but on Saturdays and Sundays, time spent on sports is longer among men than women (Saturdays: men 11 percent and women 7 percent; Sundays: men 12 percent and women 8 percent). By gender and age group, on weekdays the doers' ratio for boys and girls aged 10–19 and men and women 60 and over is over 10 percent (Figure 29). On Sundays, the doers' ratio even among men in their 50s is also over 10 percent (Figure 30).

There is no change for the doers' ratio for the whole nation on any of the days compared to 2010, but by gender and age group, the doers' ratio among women 70 and over has increased from 8 percent to 13 percent.

(11) Conversation/Personal Association

Another free-time activity is conversation/personal association. This includes association with friends, family, and acquaintances, chatting, talking on the telephone and conversing by email. In the tabulation, such activities were only counted when they were engaged in separately. No attempt was made to count in activities engaged in simultaneously, such as talking while eating meals. In other words, it must be kept in mind that the figures for conversation and personal association do not account for all of people's conversation and personal association activities.

For the whole nation, 15 percent engage in conversation/personal association on weekdays, 19 percent on Saturdays, and 18 percent on Sundays (Figure 27). The average doers' time is 1 hour 34 minutes on weekdays, 2 hours 22 minutes on Saturdays, and 2 hours

37 minutes on Sundays; more time is spent on this activity on Saturdays and Sundays than on weekdays. Looking at gender differences, we find that the doers' ratio is higher for women than men on all days of the week. Since 1995, we find that both doers' ratio and time spent has been on a declining trend for all days of the week.

4. Necessary Activities

The number of sleeping hours is no longer on the decline, but people are rising and going to bed earlier.

Finally we look at the third major category—necessary activities. These activities are those considered essential for maintenance and/or improvement of life: sleep, meals, personal chores, medical treatment/recuperation. Other than medical treatment/recuperation, virtually everyone carries out these activities every day.

(1) Sleep

Figure 33. Time Spent on Sleep (3 days; for whole nation; by gender and age group)

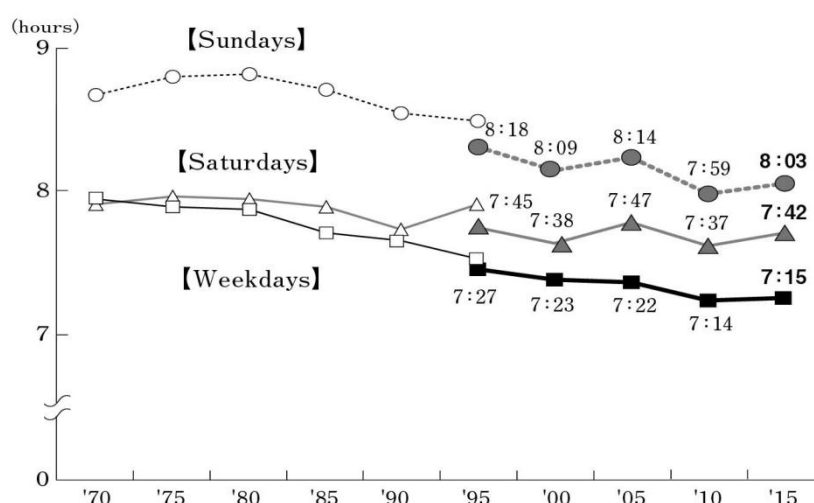
[Overall average time] (hours/minutes)		Weekdays					Saturdays					Sundays				
		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Whole nation		7:27	7:23	7:22	7:14	7:15	7:45	7:38	7:47	7:37	7:42	8:18	8:09	8:14	7:59	8:03
Men	10s	7:53	7:51	7:53	7:36	7:47	8:29	8:13	8:59	8:36	8:28	9:14	9:10	9:01	8:36	8:46
	20s	7:21	7:20	7:17	7:18	7:27	7:52	8:02	7:26	7:48	7:43	8:27	8:14	8:36	7:59	8:25
	30s	7:12	6:57	7:04	7:11	6:59	7:51	7:45	7:17	7:37	7:46	8:31	8:21	8:16	8:04	8:21
	40s	7:19	7:11	7:06	6:43	6:50	7:40	7:25	7:28	7:21	7:27	8:12	8:07	8:13	7:56	8:00
	50s	7:22	7:16	7:09	6:58	6:51	7:44	7:35	7:36	7:15	7:25	8:13	8:06	7:56	7:48	8:00
	60s	7:54	7:48	7:41	7:26	7:20	8:03	7:37	7:59	7:32	7:35	8:21	8:02	8:06	7:57	7:56
	70 and over	8:32	8:40	8:18	8:07	8:11	8:26	8:20	8:20	8:16	8:12	8:46	8:43	8:36	8:28	8:07
Women	10s	7:31	7:31	7:42	7:38	7:33	8:10	8:03	8:42	8:29	8:41	8:59	8:55	9:11	8:58	9:02
	20s	7:20	7:14	7:23	7:24	7:18	7:54	8:00	7:59	7:56	8:06	8:11	8:29	8:28	8:21	8:27
	30s	7:06	6:56	7:03	7:00	7:05	7:18	7:20	7:59	7:35	7:46	7:58	7:52	8:26	7:53	7:55
	40s	6:53	6:47	6:43	6:28	6:41	7:07	7:00	7:22	7:06	7:08	7:50	7:39	7:46	7:25	7:50
	50s	7:01	6:58	6:51	6:45	6:31	7:04	7:02	6:57	7:06	6:57	7:41	7:34	7:24	7:25	7:22
	60s	7:33	7:17	7:16	7:09	7:05	7:41	7:08	7:18	7:05	7:15	7:48	7:27	7:41	7:26	7:26
	70 and over	8:23	8:07	8:09	7:46	7:50	8:15	8:07	8:11	7:48	8:04	8:43	8:06	8:26	8:12	7:58

Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

The average amount of sleep for the whole nation is 7 hours 15 minutes on weekdays, 7 hours 42 minutes on Saturdays, and 8 hours 3 minutes on Sundays, indicating that hours of sleep get progressively longer from weekdays to Saturdays to Sundays (Figure 33). By gender, men sleep longer than women on weekdays (7 hours 21 minutes for men and 7 hours 10 minutes for women). By gender and age group, men in their 30s to 50s and women in their 40s and 50s sleep less than all other age groups, with women in their 50s getting the least amount of

sleep. Looking at differences by day of the week, we see large disparities between weekdays and Saturdays/Sundays among men and women aged from 10 to their 50s, and relatively less difference for men and women in their 60s and over. A look at the changes from five years ago shows that the amount of sleep that people throughout the nation get has not changed substantially, but by gender and age group, on weekdays women in their 40s are sleeping longer whereas women in their 50s are getting less sleep and have the shortest sleeping hours of all age groups. On Sundays, time spent on sleep among men aged 70 and over has been decreasing and is the shortest since 1995.

Figure 34. Time-Series Changes in the Time Spent on Sleep
(3 days; overall average time for whole nation)



Note: The Time Use Survey changed its survey method in 1995. The old method was used for 1970-95 (smaller, white marks) and the new method for 1995-2015 (bigger, black marks). Both results are shown here to present long-term trends of change since 1970, but a direct comparison of figures themselves cannot be made.

Figure 34 shows a consistent long-term downward trend for time spent asleep since 1970 on weekdays although today the amount of sleeping time is no longer decreasing. For Saturdays, along with the spread of the five-day workweek since the 1990s and the adoption of a five-day school week in 2002, sleep time increased between 1990 and 1995 and between 2000 and 2005 and shows a slight increase this time as well. For Sundays, time spent on sleep declined substantially between 2005 and 2010 but has remained unchanged since 2010.

Next, looking at changes in doers' ratios by time slot in 15-minute increments (Figure 35), we see that compared to 2010, the percentages of people still asleep in the 5:00–7:15 a.m. slot on weekdays and between 7:00–7:30 a.m. on Sundays have decreased. The “early rising” trend which began in 2005 for weekdays and in 2000 for Sundays has been continuing.

The doers' ratio in 15-minute increments for evening shows that the percentage of people asleep after 10:00 p.m. on Sundays is larger than on weekdays and Saturdays, meaning that many people are getting to sleep early. Compared to 2010, more people are asleep between 10:00 p.m. and midnight on weekdays, 10:00–10:30 p.m. on Saturdays, and between 10:00–10:30 p.m. and 11:00–11:30 p.m. on Sundays, showing that the number of people asleep at earlier hours is increasing. The trend to “early rising” is continuing and although people are spending less time on sleep on weekdays, they are also going to sleep earlier,

which has stopped the decline in hours spent sleeping. By gender and age group, the doers' ratio for weekday evenings between 10:00 p.m. and midnight has increased across a larger time period compared to 2010 among men in their 40s, girls aged 10–19 and women in their 30s and 40s, suggesting that younger, more active members of society are asleep earlier now.

Figure 35. Doers' Ratio for Sleep in 15-Minute Intervals (3 days; for whole nation)

(%)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
5:00 ~ 5:15	91	90	89	87	85	92	90	89	87	87	92	91	90	88	87
5:15 ~ 5:30	90	89	87	86	83	91	89	89	86	86	92	90	90	87	87
5:30 ~ 5:45	83	82	79	78	74	85	84	81	79	79	88	86	85	83	82
5:45 ~ 6:00	80	79	76	74	70	83	82	79	77	77	86	85	84	82	80
6:00 ~ 6:15	63	62	58	55	51	69	67	65	62	61	75	74	72	70	68
6:15 ~ 6:30	58	57	53	50	47	65	64	63	59	58	74	72	69	68	66
6:30 ~ 6:45	40	41	37	35	31	52	49	50	47	47	64	62	59	57	55
6:45 ~ 7:00	34	36	33	31	28	48	45	47	45	45	61	60	56	55	52
7:00 ~ 7:15	19	20	19	17	16	34	30	32	32	31	48	47	42	41	37
7:15 ~ 7:30	16	18	16	15	14	31	27	31	30	29	46	45	40	39	36

(%)	Weekdays					Saturdays					Sundays				
	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
22:00 ~ 22:15	23	23	24	24	27	22	22	24	24	27	28	27	29	28	31
22:15 ~ 22:30	24	24	25	25	28	23	23	25	25	28	29	28	30	28	31
22:30 ~ 22:45	33	32	33	32	35	30	31	32	32	34	39	36	39	37	38
22:45 ~ 23:00	34	33	34	33	37	32	32	33	33	35	40	37	40	38	39
23:00 ~ 23:15	52	51	52	50	54	47	48	51	50	51	58	55	59	55	59
23:15 ~ 23:30	54	53	54	51	55	50	50	52	52	53	60	57	61	56	60
23:30 ~ 23:45	67	64	65	62	66	61	60	62	62	64	71	68	71	67	69
23:45 ~ 24:00	69	67	68	65	68	64	63	64	64	66	74	70	73	70	72

(2) Meals

People's overall average time per day eating meals (total for meals) was 1 hour 36 minutes on weekdays and 1 hour 44 minutes on both Saturdays and Sundays; people spend more time on meals on Saturdays and Sundays than on weekdays. Time spent eating meals has increased on weekdays and Saturdays compared to the 2010 survey (Figure 36). By gender and age group, meal-eating time has increased among older people—men 70 and over (from 1 hour 51 minutes in 2010 to 1 hour 58 minutes in 2015), women in their 50s (from 1 hour 32 minutes in 2010 to 1 hour 37 minutes in 2015), and women 70 and over (from 1 hour 52 minutes in 2010 to 1 hour 57 minutes in 2015). Long-term changes since 1970 indicate that time spent on meals on weekdays, Saturdays, and Sundays has generally been increasing.

Figure 36. Time Spent on Meals (3 days; for whole nation)

【Overall average time】 (hours/minutes)	Weekdays		Saturdays		Sundays	
	'10	'15	'10	'15	'10	'15
Whole nation	1:32	1:36	1:41	1:44	1:42	1:44

The average doers' ratio for the hours meals were eaten on weekdays, in 30-minute time slots, showed peaks for morning, noon, and evening. In particular, the doers' ratio for lunch was a high 42 percent between noon and 12:30 p.m. There were also peaks in the morning, when 21 percent of people ate between 7:00 and 7:30 a.m., and in the evening, when 27 percent ate between 7:00 and 7:30 p.m. but compared to the midday meal peak times for eating were more spread out. More people are eating breakfast between 6:00 and 7:00 a.m. than in 2010, suggesting that as more people get up early, the number of people eating breakfast early is also increasing.

(3) Personal Chores

Overall average time spent on personal chores (washing, bathing, changing clothes, putting on make-up, etc.) for the whole nation is 1 hour 12 minutes on weekdays, Saturdays, and Sundays alike, with no differences according to day of the week (Figure 37). By gender, women spend more time (1 hour 20 minutes) on personal chores on weekdays than men do (1 hour 4 minutes).

There has been a steady increase in the amount of time spent on personal chores for all days of the week since 1995, but compared to 2010 more time is spent on weekdays among a broader range of ages. By gender and age group, men in their 20s, 50s, and 70 and over, and girls 10–19 and women in their 50s are spending more time on personal chores. This time, men in their 20s are spending more than 1 hour on personal chores, and time spent is increasing not only among older people but among the active segment of the population as well.

The percentage of people performing personal chores on weekdays, by time slot (average doers' ratio per 30-minute increment) showed two peaks, in the morning and in the evening, suggesting that many people perform personal chores after getting up and before going to sleep. But whereas slightly fewer than 20 percent of people perform personal chores in the concentrated time period between 6:00 and 7:30 a.m., about 10 percent do so between the hours of 8:00 and 11:00 p.m. Thus the time span over which more people are engaged in personal chores is longer in the evening compared to the morning. In line with the “early rising” trend, the doers' ratio between 5:00 and 6:30 a.m. has increased since 2010. Similarly, because people are going to sleep earlier, the doers' ratio between 9:00 and 10:30 p.m. also increased.

Figure 37. Time Spent on Personal Chores
(3 days; for whole nation; by gender and age group)

【Overall average time】 (hours/minutes)		Weekdays					Saturdays					Sundays				
		'95	'00	'05	'10	'15	'95	'00	'05	'10	'15	'95	'00	'05	'10	'15
Whole nation		1:03	1:05	1:07	1:08	1:12	1:03	1:06	1:07	1:10	1:12	1:04	1:05	1:08	1:10	1:12
Men	10s	0:52	0:53	0:55	0:56	0:58	0:51	0:52	1:00	0:54	1:01	0:50	0:51	0:57	0:54	1:00
	20s	0:56	0:57	0:53	0:58	1:04	0:56	0:56	<i>1:03</i>	<i>0:57</i>	0:59	0:58	0:56	0:57	<i>1:03</i>	1:02
	30s	0:57	0:57	0:57	1:01	1:03	0:55	0:58	0:59	1:01	1:00	1:03	0:56	1:02	1:07	1:01
	40s	0:56	0:55	0:58	1:00	1:03	0:58	0:56	0:56	1:04	1:03	0:57	0:55	1:05	0:59	1:08
	50s	0:57	0:55	1:01	0:59	1:05	1:00	0:56	1:03	1:05	1:06	0:55	0:57	1:02	1:06	1:07
	60s	1:00	1:00	1:00	1:03	1:04	1:01	0:59	0:59	1:06	1:03	1:00	1:03	0:59	1:01	1:06
	70 and over	1:02	1:01	1:02	1:04	1:09	1:00	1:03	1:05	1:03	1:06	1:04	1:00	1:04	1:00	1:11
Women	10s	1:08	1:07	1:10	1:04	1:15	1:09	1:13	1:12	1:15	1:14	1:11	1:08	1:10	1:17	1:21
	20s	1:20	1:19	1:25	1:24	1:29	1:19	1:27	1:26	1:33	1:22	1:21	1:25	1:29	1:24	1:31
	30s	1:08	1:13	1:19	1:20	1:25	1:08	1:11	1:12	1:19	1:20	1:08	1:14	1:18	1:21	1:18
	40s	1:05	1:09	1:12	1:16	1:20	1:04	1:09	1:16	1:15	1:23	1:06	1:10	1:11	1:17	1:18
	50s	1:08	1:10	1:10	1:13	1:21	1:08	1:11	1:12	1:09	1:23	1:07	1:07	1:13	1:17	1:18
	60s	1:08	1:11	1:11	1:14	1:15	1:08	1:10	1:10	1:16	1:11	1:08	1:09	1:13	1:14	1:11
	70 and over	1:08	1:16	1:16	1:19	1:18	1:04	1:16	1:02	1:16	1:25	1:09	1:17	1:09	1:14	1:13

Note: Italics denote figures given just for reference because of small sample size (under 100 respondents) and greater margin for error.

5. Allotment of Time in the Day

Increase in time for free-time activities has stopped.

Above we have introduced the survey results for time use by specific kind of activity. Here, let us look at the status and trends for allocation in a 24-hour day of the major categories of activities—necessary, obligatory, free-time, and other (for a definition of activities and the corresponding sub-classifications, see Figure 2).

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

For the whole nation, on weekdays people spent 10 hours 12 minutes on necessary activities, 8 hours 30 minutes on obligatory activities, and 4 hours 42 minutes on free-time activities (Figure 38). On Saturdays and Sundays, obligatory activities decreased and necessary and free-time activities increased.

Figure 38. Allotment of Time for Activities by Day of the Week
(3 days; for whole nation; overall average time)

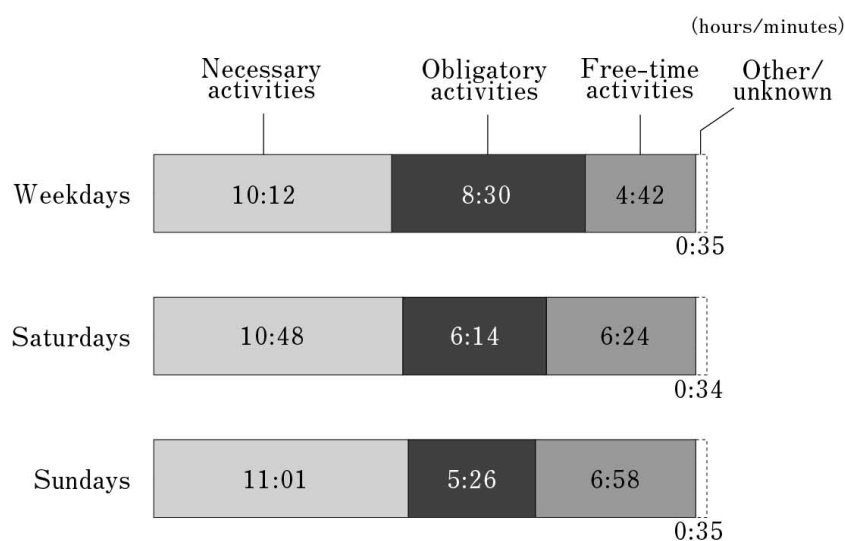
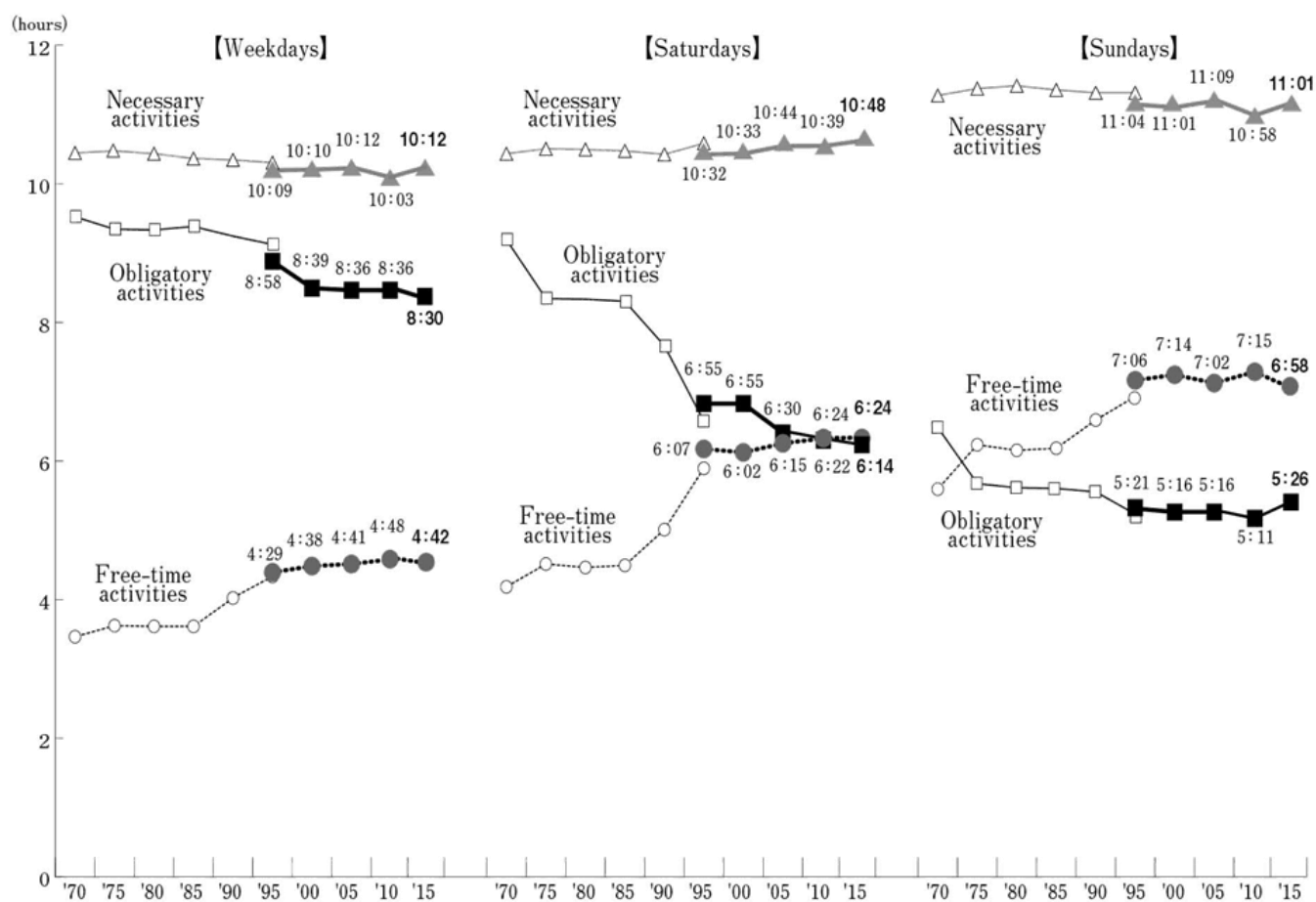


Figure 39. Time-Series Changes in the Allotment of Time for Activities by Day of the Week
(3 days; for whole nation; overall average time)



Note: The Time Use Survey changed its survey method in 1995. The old method was used for 1970-95 (smaller, white marks) and the new method for 1995-2015 (bigger, black marks). Both results are shown here to present long-term trends of change since 1970, but a direct comparison of figures themselves cannot be made.

Figure 39 illustrates the long-term changes in allotment of time in the day. Obligatory activities have been consistently on the decrease since 1970, with a corresponding increase in free-time activities, a trend that has applied to every day of the week. But in 2005, free-time activities remained unchanged for weekdays and Saturdays and even decreased slightly for Sundays, thus putting a stop to the increase in free-time activities. At the same time, necessary activities increased on Saturdays and Sundays. In 2010, though, the increase in free-time activities resumed.

This time, there are no changes in free-time activities on weekdays and Saturdays, but necessary activities such as meals and personal chores have increased. On Sundays, more time is spent on obligatory activities such as cooking, cleaning, and laundry, with a corresponding decrease in free-time activities.

This suggests that people are now spending more time on activities like meals and personal chores or on cooking, cleaning, and laundry instead of on free-time activities. Considering long-term changes up to now, similarly to the 2005 survey, the fact that this time necessary activities have increased and the increase in free-time activities has stopped may indicate that in terms of time allotment, the daily life of Japanese has reached a turning point and that the flow of daily activities has changed.

Presenting here only the general results of the survey, we leave more detailed analysis by activity, demographics and so forth to forthcoming reports.

Outline of the Survey

Dates:	Session 1 October 13 (Tuesday) and 14 (Wednesday), 2015 Session 2 October 15 (Thursday) and 16 (Friday) Session 3 October 17 (Saturday) and 18 (Sunday) Session 4 October 19 (Monday) and 20 (Tuesday) Session 5 October 21 (Wednesday) and 22 (Thursday) Session 6 October 23 (Friday) and 24 (Saturday) Session 7 October 25 (Sunday) and 26 (Monday)
Population:	Japanese people aged 10 and over
Sample:	12,600 people (excluding those judged to be foreign nationals; 12 people x 150 spots x 7 sessions) ; selected from the Basic Resident Registers by stratified two-stage random sampling
Method:	Pre-code system using the drop-off/pick up method (diary-type in units of 15 minutes)
Valid responses* (response rate): 7,882 (62.6 percent)	
* Return of valid responses for at least one of the two days.	

Number of Designated and Valid Samples

	Pre-selected sample	Valid responses (%)
Mondays	3,600	2,209 (61.4%)
Tuesdays	3,600	2,223 (61.8%)
Wednesdays	3,600	2,190 (60.8%)
Thursdays	3,600	2,208 (61.3%)
Fridays	3,600	2,226 (61.8%)
Saturdays	3,600	2,195 (61.0%)
Sundays	3,600	2,170 (60.3%)
Weekdays	18,000	11,056 (61.4%)
Week	25,200	15,421 (61.2%)

Number of Effective Samples/Component Ratio of Effective Samples

			Weekdays			Saturdays			Sundays		
			Number	Component Ratio	2010	Number	Component Ratio	2010	Number	Component Ratio	2010
Whole nation			11,056	100.0%	%	2,195	100.0%	%	2,170	100.0%	%
By gender and age group	Men	10-19	619	5.6	(6.7)	109	5.0	(5.9)	128	5.9	(6.0)
		20s	424	3.8	(5.3)	87	4.0	(3.1)	92	4.2	(3.1)
		30s	650	5.9	(6.8)	132	6.0	(6.7)	124	5.7	(6.7)
		40s	905	8.2	(7.3)	176	8.0	(6.9)	164	7.6	(7.0)
		50s	724	6.5	(6.8)	161	7.3	(7.7)	151	7.0	(7.7)
		60s	977	8.8	(7.1)	194	8.8	(9.0)	185	8.5	(9.1)
		70 and over	986	8.9	(7.7)	218	9.9	(7.7)	201	9.3	(7.7)
	Women	10-19	618	5.6	(5.1)	116	5.3	(5.3)	116	5.3	(5.1)
		20s	437	4.0	(4.8)	83	3.8	(5.3)	96	4.4	(5.3)
		30s	678	6.1	(8.2)	141	6.4	(7.7)	143	6.6	(7.8)
		40s	933	8.4	(7.8)	170	7.7	(8.0)	174	8.0	(8.2)
		50s	802	7.3	(8.4)	166	7.6	(8.0)	162	7.5	(7.9)
		60s	1,133	10.2	(9.0)	211	9.6	(9.1)	190	8.8	(8.9)
		70 and over	1,170	10.6	(9.0)	231	10.5	(9.5)	244	11.2	(9.4)
By occupation	Agriculture, forestry or fishery		338	3.1	(2.4)	58	2.6	(2.0)	48	2.2	(2.0)
	Self-employed		580	5.2	(6.6)	139	6.3	(6.2)	114	5.3	(6.1)
	Sales or services		1,270	11.5	(12.2)	265	12.1	(11.5)	266	12.3	(11.5)
	Work requiring craft skills or manual labor		1,387	12.5	(11.8)	275	12.5	(12.6)	264	12.2	(12.5)
	Clerical or technical work		1,787	16.2	(16.3)	328	14.9	(14.6)	323	14.9	(14.7)
	Business operators or managers		306	2.8	(2.7)	60	2.7	(2.4)	61	2.8	(2.4)
	Specialists, freelancers, etc		504	4.6	(4.2)	97	4.4	(4.5)	88	4.1	(4.6)
	Housewives		1,458	13.2	(13.0)	301	13.7	(14.0)	326	15.0	(13.9)
	Jobless		1,913	17.3	(16.4)	392	17.9	(18.2)	384	17.7	(18.2)
	Pupils/Students		1,372	12.4	(12.5)	254	11.6	(12.2)	277	12.8	(12.2)