

National Survey
on
Lifestyle Preferences

Fiscal Year 1995

"Perceptions of an Affluent Society"

Social Policy Bureau
The Economic Planning Agency
Government of Japan

▣ Foreword

Over a period of 50 years, Japan has become one of the world's major economic powers, and the standard of living of the Japanese people has risen substantially. However, whilst Japan has undoubtedly achieved economic success, there persists a feeling that this success has not been reflected in Japanese lifestyles. Nineteen ninety-five was also the year of the Hanshin Earthquake and the Sarin attack on the Tokyo underground, events which have served to heighten concern about stability and safety in Japanese society. It is therefore only natural that many Japanese have come to value stability and safety more highly in the affluence they seek, and indeed to think afresh about the very nature of human happiness.

The National Survey of Lifestyle Preferences for Fiscal Year 1995 has "Perceptions of an Affluent Society" as its theme. It surveys the degree of satisfaction felt by Japanese people towards their working, family and social lifestyles, as well as their sources of happiness. It also seeks to analyse their ideal image of the family, their views on society, and to identify what it is that makes Japanese people feel happy.

This report summarizes both the survey results and analysis. We hope that it will prove a valuable resource for a wide variety of people.

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Michisato Sakamoto
Director General of the Social Policy Bureau
Economic Planning Agency

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Part One: About the National Survey on Lifestyle Preferences

1. Survey Objectives

Over a period of 50 years, Japan has become one of the world's major economic powers, and the standard of living of the Japanese people has risen substantially. However, whilst Japan has undoubtedly achieved economic success, there persists a feeling that this success has not been reflected in Japanese lifestyles.

In order to serve as a basic resource document for analysing various issues relating to our national lifestyle and their relationship to developments in the Japanese economy, this fiscal year's National Survey on Lifestyle Preferences surveyed Japanese people's perceptions of their working, domestic and social lifestyles.

2. Survey Categories

1. Degree of Lifestyle Satisfaction
2. Attitudes towards Work
3. Attitudes towards Family
4. Attitudes towards Society and Life
5. Consumer Attitudes

3. Survey Target

1. Parent population: All Japanese men and women resident in Japan between the ages of 20 and 59.
2. Sample size: 4,400 individuals
3. Selection method: Layered 2-stage random selection process
4. Survey period

8th - 21st June, 1995

5. Method of Survey

Questionnaires hand delivered and collected by appointed survey personnel.

6. Surveying organization

Shin Joho Center Corporation

7. Response Statistics

1. Valid responses (%) 3,392 persons (77.1%)
2. Invalid responses (%) 1,008 persons (22.9%)

Part Two: Overview of Survey Results

▣ Chapter One: Degree of Lifestyle Satisfaction and the Sources of "Happiness"

This chapter will investigate attitudes of the Japanese people towards their current lifestyles, with respect to both their level of satisfaction and their sources of "happiness", as well as perceptions of their future lives. Additionally, it will

analyse the relationship between their current levels of satisfaction and future perceptions of their own lives.

1. How Satisfied are Japanese with Their General Lifestyle?

Japanese are Increasingly Satisfied with Their General Lifestyles

Survey respondents were asked to indicate their degree of general lifestyle satisfaction by choosing one of five answers (Question 1).

Approximately 60% of Japanese are satisfied with their current lifestyle ([Figure 1-1](#)), with 59.4% of respondents indicating satisfaction with their general lifestyle ("Satisfied" + "Somewhat satisfied"). Only 15.7% of respondents indicated dissatisfaction ("Dissatisfied" + "Somewhat dissatisfied"), while 22.5% chose the answer "Not sure".

Compared with previous survey results since FY1978, this figure is second only to FY1984 when 64.2% of respondents indicated satisfaction with their lifestyles. However, the age range of males and females questioned for the current survey was 20-59, compared to 15-74 for the FY1993 and earlier surveys. Thus, although a direct comparison is not possible, given that the degree of lifestyle satisfaction is normally high for individuals in the 10-19 and over-59 age ranges, it is likely that this FY1995's figure does indeed indicate a high degree of general lifestyle satisfaction.

Women are more Satisfied with their Lifestyles than Men

Comparing the survey results for men and women, we find that six percent more women (62.2%) than men (56.2%) indicated satisfaction with their general lifestyles. Thus, women have a higher degree of lifestyle satisfaction than men ([Figure 1-1](#)). If we further break down the survey results by age range, we see that the degree of lifestyle satisfaction is higher for women than men in each 10-year age range ([Figure 1-2](#)). However, as we move up the age scale the degrees of lifestyle satisfaction for men and women exhibit opposing trends, with older women feeling relatively less satisfied with their lifestyles and older men feeling relatively more satisfied. The overall pattern though, of women being more satisfied with their lifestyles than men, has remained unchanged since FY1978.

What then are the causes of this male/female disparity in lifestyle satisfaction?

If we begin by comparing the degree of lifestyle satisfaction for men and women in employment (full time employees only; excluding part-time employees [defined similarly below]), there is almost no difference in the results for all men and for men in employment. The situation for women is very different. On the one hand, the degree of lifestyle satisfaction registered by women in employment is lower than that for all women in all age groups, and, except for the 20-29 age group, is

close to the level registered by men. On the other hand, the degree of lifestyle satisfaction registered by housewives (including those working part-time [defined similarly below]) is higher than that for all women in all age groups, and the higher level of lifestyle satisfaction registered by all women is largely due to the high degree of lifestyle satisfaction registered by housewives.

Lifestyle Satisfaction Increases with Household Income

Breaking down the survey results by respondent's income, we see that, for individuals earning ¥2,000,000 or more per year, the degree of lifestyle satisfaction increases with income ([Figure 1-3](#)). The opposite trend emerges for individuals earning less than ¥2,000,000 per year, but in order to understand the relationship between income and lifestyle satisfaction for this group, which includes housewives, it is more appropriate to consider total household income. Breaking down the survey results by total income of the respondent's household we indeed find that the degree of lifestyle satisfaction registered increases with household income.

Houseowners Register a High Degree of Lifestyle Satisfaction

Breaking down the survey results by housing status, the highest degree of lifestyle satisfaction is registered by tenants in work-related housing, followed by houseowners (apartment housing units) and houseowners (independent housing units). This greater degree of lifestyle satisfaction amongst tenants in work-related housing is unexpected ([Figure 1-4](#)).

Tenants in work-related housing tend however to be employees of relatively large corporations, a fact which probably leads to a greater degree of lifestyle satisfaction. Indeed, if we look at the degree of lifestyle satisfaction for respondents employed in companies of 500 or more employees, we find that houseowners are more satisfied than tenants in work-related housing.

2. Sources of "Happiness"

Personal Health and Family Lifestyle are Important.

Respondents were asked to grade the importance for their personal happiness of seventeen potentially relevant factors by choosing one of four responses for each ranging from "Important" to "Unimportant" (Question 2).

Factors considered important by respondents ("Important" + "Quite important") were: "Being certain of my own health" (98.6%); "A happy family environment" (98.5%); "The wholesome growing-up of my children" (97.4%); and "Harmonious marital relations" (97.1%) ([Figure 1-5](#)). In other words, the majority of Japanese view basic factors such as health and family lifestyle as important determinants of "happiness". On the other hand, factors seen as least important by respondents

("Unimportant" + "Relatively unimportant") were: "Having things I can absolutely trust and believe in" (50.3%); "Enough money to afford the occasional luxury" (43.8%); and "Having a home of more or less satisfactory size" (29.2%).

An Individual's Sources of "Happiness" are Affected by His/Her Particular Lifestyle

In the previous section it was noted that women are more satisfied with their general lifestyles than men. Let us now consider what differences exist between Japanese men and women with regard to their sources of "happiness".

A breakdown of the survey results for sources of "happiness" into male and female respondents reveals very little difference in the overall pattern across the sexes ([Figure 1-6](#)).

Looking more closely at the proportion of men and women that thought each factor was important we find that the majority of factors were considered more important by women than by men. The four factors which men viewed as more important than women, namely "Gaining a sense of satisfaction from my work", "Having the time and money to enjoy my hobbies", "Having my skills and efforts properly acknowledged in the workplace", and "Contributing to society", are closely related with a working lifestyle.

Let us now break down the survey results for women into those for women in employment and housewives and look again at the proportion of respondents considering each factor to be important. First, the four factors which men viewed as more important than women were also seen as more important by women in employment than by women overall. The factors viewed as more important by housewives than by women in employment included, "Having no anxieties or worries", "Having a home of a more or less satisfactory size", "A reasonable level of income compared to those around me", and "Harmonious marital relations". On the other hand, women in employment attached more importance to work-related factors. Factors viewed as much more important by employed women rather than housewives related in particular to income and consumer lifestyles. In order of importance, these were, "Enough money to afford the occasional luxury", "Having the time and money to enjoy my hobbies", "Having my skills and efforts properly acknowledged in the workplace", and "Contributing to society".

Thus, men and women in employment (the majority of respondents) attached more importance to their working lifestyles whilst housewives viewed as more important factors relating to family lifestyle and the size of their home. This leads us to conclude that the sources of individual "happiness" are influenced by an individual's particular lifestyle.

Respondents Dissatisfied with their Lifestyle Attached more Importance to Income and Consumption than Respondents Expressing Satisfaction

How did the sources of "happiness" differ for respondents expressing satisfaction with their general lifestyle compared to those expressing dissatisfaction?

Comparing the factors that each considered "Important", satisfied respondents attached more importance than dissatisfied respondents to, "The wholesome growing-up of my children", "Being certain of my own health", "A happy family environment", and "Harmonious marital relations". Satisfied respondents thus emphasized factors related to individual health and family lifestyle (Figure 1-7). More dissatisfied respondents than satisfied respondents found the remaining factors "Important". The gap was particularly large for the following factors; "A reasonable level of income compared to those around me"; "Enough money to afford the occasional luxury"; and "Having the time and money to enjoy my hobbies". Thus, dissatisfied respondents attached more importance to factors relating to income and consumer lifestyle than did satisfied respondents.

3. Aspects of Childhood upon which Individuals Wish They had Expended more Effort

Regarding their Childhood, many Respondents Answered, "I wish I had studied harder"

Question 3 (two answers allowed) asked respondents about aspects of their childhood upon which they wish they had expended more effort. The most popular responses for all respondents were (in order of popularity): "I wish I had studied harder" (62.7%); "I wish I had made more friends" (29.9%); and "I wish I had been less constrained in my life by what people around me thought" (21.3%) (Figure 1-8).

When the results were broken down by respondents' final level of education, the ranking for each group replicated that for all respondents (Figure 1-9). Looking at the results by educational record in more detail, we find that the proportion of respondents selecting either "I wish I had studied harder" or "I wish I had made more friends" declines for respondents with higher educational records. In contrast, fewer respondents with higher educational records selected the following aspects: "I wish I had spent more time enjoying myself"; "I wish I had been slightly more rebellious and learnt more from making mistakes"; "I wish I had been less constrained in my life by what people around me thought"; and "There is nothing which I wish I had done differently or better." Attitudes towards study-related responses are particularly clear when respondents are divided by final educational record.

These results do not alter significantly when we further break down respondents by age group as well as final educational record. Thus, respondents' retrospective wishes for their childhood are most strongly influenced by the individual's final level of education.

If we break down the results by age group for university graduates only, the proportion of respondents selecting, "I wish I had studied harder", is lowest for the 20-29 age group. Also, the younger the age group, the higher the proportion selecting "I wish I had spent more time enjoying myself" and "I wish I had been less constrained in my life by what people around me thought" ([Figure 1-10](#)). These results are indicative of the intense competition associated with entrance examinations in recent years.

4. Individuals' Views on Their Future Lives

Over Half the Japanese Population have a Positive View of their Future Life

Question 4 asked respondents about their view of their future lives. Of all respondents, 54.9% had a positive view of their future life ("I have a positive view of my future life" + "I have a relatively positive view of my future life"), whilst 11.4% held a negative view ("I have a somewhat negative view of my future life" + "I have a negative view of my future life") ([Figure 1-11](#)). "Not sure" was chosen by 33.6% of respondents.

Comparing the results for men and women, more women (56.7%) than men (52.8%) had a positive view of their future life. Meanwhile a breakdown by age group shows that respondents from younger age groups had more positive views on their future lives.

Respondents with Higher Incomes have a more Positive View of their Future Lives

A breakdown of the survey results by respondent's income and the total income of the respondent's household reveals that the higher the income, the more positive his/her outlook on his/her future life ([Figure 1-12](#)).

When the results are broken down by housing status, tenants in work-related housing have the most positive view of their future lives, followed by homeowners (apartment housing) and homeowners (independent housing), a pattern similar to that for general lifestyle satisfaction ([Figure 1-13](#)). For respondents working in corporations of 500 or more employees, tenants in private housing have the most positive view of their future lives, followed by tenants in work-related housing and homeowners, in other words a different pattern to that for general lifestyle satisfaction. However, tenants in private housing are generally employed in large companies, and many are also young. Thus this result is understandable since the younger individuals are, the more positive their outlook on their future life.

The Majority of Individuals Satisfied with their Current Lifestyle also have a Positive Outlook on their Future Life

If we look at the relationship between an individual's current lifestyle satisfaction and a positive outlook on his/her future life, we find that 72.5% of respondents

expressing satisfaction with their current lifestyle also have a positive outlook on their future life. In other words, Japanese satisfied with their current lifestyles are also optimistic about their future life.

Let us now take a number of individual characteristics (such as sex, income, whether an individual is married or single, and whether he/she has children) and look at their relationship with both an individual's degree of lifestyle satisfaction and his/her future outlook on life. A Sequential Probit Model (See Attachment following Chapter 5) was used to analyse the overall effect of these individual characteristics on each. This analysis showed that the various individual characteristics had similar effects on both an individual's lifestyle satisfaction and his/her future outlook on life except for the presence of children which produced opposite effects ([Table 1-14](#)).

Individuals with Children are more Dissatisfied with their Current Lifestyle, but have a more Positive Outlook on their Future Life

If we compare the results for respondents whose youngest child is an infant under 6, a junior or junior high school student (age 6-15), a high school or university student (age 16-22), and an adult of 23 or over, we find that the presence of children under the age of 16 increases individuals' dissatisfaction with their current lifestyle. Meanwhile, individuals with an infant under 6 or children aged 16-22 have a more positive outlook on their future life. Comparing the results for male and female respondents we find that men with children under 16 are more dissatisfied with their current lifestyle whilst for women there is no significant relationship between the presence of children and lifestyle satisfaction. Regarding individuals' outlook on their future lives only one significant result emerged from the survey, namely that women with infants under the age of 6 had a more positive outlook on their future life.

A simple graph plotting the presence of children for any individual against his/her degree of lifestyle satisfaction and his/her future outlook on life shows that younger people without children are both more satisfied with their current lifestyle and have a brighter outlook on their future life. Such a graph seems to undermine survey results suggesting that the presence of children brightens individuals' outlook on their future lives. However, if we look only at the results for married individuals over 29 and consider how the presence of children and the age of any children affects those individuals' degree of lifestyle satisfaction and outlook on future life, we find that individuals with children of any age are less satisfied with their current lifestyle than individuals without children. In contrast, individuals with children generally have a more positive outlook on their future life ([Figure 1-15](#)).

All in all therefore, the presence of children tends on the one hand to constitute a burden on individuals' current lifestyle and increase dissatisfaction with it, and on the other to give individuals a more positive outlook on their future life.

Married Individuals Living with the Husband's Mother are more Dissatisfied with their Current Lifestyles

Using the results of the Sequential Probit Model analysis, let us look at how living with parents affects an individual's degree of lifestyle satisfaction and his/her future outlook on life.

Regarding lifestyle satisfaction, individuals living with their father have a higher degree of lifestyle satisfaction. In contrast, individuals living with their spouse's mother are more dissatisfied with their current lifestyles ([Table 1-14](#)). Comparing the results for males and females we find that men living with their own father are more satisfied, and that those living with their own mother are more dissatisfied. For women, living with their spouse's mother increases lifestyle dissatisfaction.

On the subject of living with parents, the FY1994 White Paper on the National Lifestyle (Part I, Chapter 3, Section 2) analysed the merits and demerits of living with parents. One of the merits was that living with parents brought with it the provision of housing. The implication of this for the current survey is that individuals living with their father have secured housing which in turn increases their degree of current lifestyle satisfaction.

Chapter Two: Attitudes of Working Individuals to Work

The traditional Japanese employment system is undergoing change, and so apparently are the attitudes of working individuals to work and their company. This chapter will consider various characteristics of working individuals such as age, income and also working conditions, and analyse their effect on attitudes to work.

1. The Causes of Satisfaction with Work

Sixty Percent of Japanese are Satisfied with their Current Position

When survey respondents were asked if they were satisfied with their current position (Question 10), 62.1% expressed satisfaction ("Satisfied" + "Partly satisfied"), whilst 34.7% expressed dissatisfaction ("Somewhat unsatisfied" + "Extremely unsatisfied"). Thus, over 60% of respondents expressed satisfaction with their current position.

When these results for working respondents were broken down by age, income, working hours and other criteria, generally speaking satisfaction was greater the higher the respondent's age, income and educational record and the larger his/her company. Meanwhile, satisfaction decreased with longer working hours ([Figure 2-1](#)).

Respondents with Low Incomes Working for Large Companies Registered Lower Work Satisfaction

Figure 2-1 looks at the relationship between work satisfaction and certain characteristics of working individuals. However, it is not a one-to-one relationship between these characteristics and work satisfaction that is charted. For example, since wages rise in line with age in the traditional Japanese employment system, even if it is income growth that brings greater satisfaction, it may appear that age is the cause. Thus, in order to understand the effect of a particular characteristic on an individual's work satisfaction it is necessary somehow to exclude the influence of other characteristics.

To this end, a Probit Model (see Attachment following Chapter Five) was used to investigate the relationship, for working individuals, between their degree of work satisfaction and certain individual characteristics on the one hand, and their working conditions on the other. This method revealed that only income and company size had a significant effect on work satisfaction ([Table 2-2\(1\)](#)). Although the finding that higher incomes give greater work satisfaction is almost self-evident, the finding that larger companies lead to a lower degree of work satisfaction is unexpected. Generally speaking, larger companies offer greater income and employment stability, as well as more fringe benefits such as work-related housing. Although one would therefore expect to find that the larger an individual's company, the greater the degree of work satisfaction, the opposite effect is in fact identified.

If we break down the results further and investigate the relationship between company size and work satisfaction for different levels of income, we find for the higher income group (¥8,000,000 per annum and over) and the lower income group (under ¥4,000,000 per annum) that larger companies are associated with lower levels of work satisfaction ([Figure 2-3](#)). In contrast, for the medium income group (¥4,000,000 to ¥7,999,999 per annum), large companies are associated with higher levels of work satisfaction.

Looking just at large companies, we find that employees earning under ¥4,000,000 per annum register a low degree of work satisfaction. However, since many employees on low incomes at large companies are women, we suspect that women employed in large companies may have a low degree of work satisfaction. If we look at the degree of work satisfaction registered by women employed in large companies by income level in order to check this, we find that women earning ¥4,000,000 or more in large companies are also satisfied with their current position ([Figure 2-4](#)). Thus, irrespective of sex, we conclude that income and a corresponding position lead to greater work satisfaction.

2. The Meaning of Work and Reasons for Working

Over 50% of Individuals See Work as a Means to Know many other People

Question 8 asked respondents about their feelings on the meaning of work and the reasons for working. Overall, the most popular response was "Working helps one to know many other people" (50.3%), followed by "Human beings only mature through working" (39.8%) and "Working is important for an ordered and wholesome life" (34.2%). On the other hand, only 25.2% of respondents felt that "Working is no more than a means to earn income". Thus, there was a general tendency to see the meaning of work and the reasons for working in terms other than income.

How then do certain characteristics and the working conditions of working individuals affect their feelings about the meaning of work and the reasons for working? A Probit Model was employed to answer this question ([Table 2-2\(2\)](#)).

Educational Record, Age and Number of Junior colleagues Create a Positive Perception of Work

Few respondents with a high educational record saw "Working is no more than a means to earn income". Such respondents generally felt that "We work not only to support our own lives, but also for the sake of society", "Human beings only mature through working" and "Working is one of the joys of life". In other words, respondents with a high educational record tended to have a positive perception of work.

Age and number of junior colleagues produced a similar effect. Many older individuals felt that "We work not only to support our own lives, but also for the sake of society" and that "Working is one of the joys of life". Also, few individuals with a large number of junior colleagues saw work as "a means to earn income", and many such people thought of work in terms of "contributing to society" and as a means to "maturing as a human being".

Company Size Creates a Negative Perception of Work

Company size has the opposite effect to that of educational record, age and number of junior colleagues. Many individuals working in large companies feel that "Working is no more than a means to earn income", whilst fewer responded that "We work not only to support our own lives, but also for the sake of society" and "Working is one of the joys of life". As we also saw in the relationship between company size and degree of work satisfaction, this is because individuals working in large companies with relatively low incomes tend to have a negative perception of work.

3. Attitudes towards Work

Respondents Stressed the Importance of Ability and Work Content

In order to establish respondents' attitudes towards work, in Question 9 they were asked to say how they felt about a number of different attitudes, with the following results ([Figure 2-5](#)).

Many working individuals indicated a strong desire to contribute to their company, with 78.7% of respondents agreeing ("Yes" + "Probably") with the statement, "I try to do my best for my company".

There was a strong emphasis on ability in relation to work, with 88.7% of respondents stating, "I want to acquire skills and knowledge that will help me in my job" and 76.5% noting that "Companies should pay more attention to differences in individual ability in deciding salaries and promotions".

Also, although fully 60.8% of respondents agreed that, "If one's current work does not match one's expectations or abilities, then it is better to change jobs", 73.5% indicated that "It is desirable to work in the same company until retirement because it facilitates planning one's life". Thus, the majority of individuals felt that the so-called lifetime employment system is desirable.

The results also showed that the majority of respondents saw job content as more important than social status or promotion, with respondents agreeing that "A lower position in society is quite acceptable if one enjoys one's job" (66.7%) and that "I want to continue with work I enjoy rather than seek promotion" (80.6%).

How do certain characteristics of working individuals affect their attitudes to work as outlined above? Application of a Probit Model produced the following findings.

Individuals in the 20-29 and 30-39 Age Groups Working for Large Companies are Less Inclined to "Do their Best for the Company"

First, we investigated the effect of certain individual characteristics and working conditions on respondents who agreed that "I try to do my best for my company" ([Table 2-6\(1\)](#)).

The results showed that the desire "to do one's best for the company" was relatively weak amongst the 20-29 and 30-39 age groups. Also, it was found that the larger the company where an individual worked, the weaker the desire to contribute to the company.

When the relationship between company size and the desire to contribute to the company was analysed for various levels of income ([Figure 2-7](#)), it emerged that for individuals earning under ¥6,000,000 per annum, the larger the company, the weaker the desire to contribute to it. This was not necessarily the case for individuals earning ¥6,000,000 or more per annum. This echoes our finding in Section 1 above that individuals on lower incomes experienced less work satisfaction the larger the company.

Younger Working Individuals Stress the Importance of Ability, whilst High Income Earners are more Conservative

We then investigated the relationship between certain individual characteristics and the importance attached to ability in work ([Table 2-6\(2\)](#)).

The younger the age group, the more individuals agreed that "I want to acquire skills and knowledge that will help me in my job". Also, the younger the age group, the more individuals felt that "If one's current work does not match one's expectations or abilities, then it is better to change jobs" and the fewer individuals felt that "It is desirable to work in the same company until retirement because it facilitates planning one's life". Thus a desire to change jobs in order to fully exploit one's abilities was in evidence.

Higher incomes had the opposite effect to youth. Respondents with high incomes answered that "It is desirable to work in the same company until retirement because it facilitates planning one's life". Also, few high income earners chose statements such as "If one's current work does not match one's expectations or abilities, then it is better to change jobs" and "Companies should pay more attention to differences in individual ability in deciding salaries and promotions". Thus, for respondents with higher incomes, there is a conservative tendency at odds with an emphasis on ability.

When we look at the proportion of respondents for each income level agreeing ("Yes" + "Probably") with the statement that "Companies should pay more attention to differences in individual ability in deciding salaries and promotions", we find that this proportion drops as income level rises. In other words, high income group individuals are content with existing salary and promotion structures, and are unenthusiastic about any greater emphasis on ability ([Figure 2-8](#)).

A comparison of results for male and female respondents produced the following finding. Namely, although it is difficult to draw any firm conclusions because of the small sample group size, women in the high income group (with an income of ¥8,000,000 or more per annum) did agree that ability should be reflected in salaries and promotions.

Individuals with Higher Educational Records Desire Social Status and Promotion

Finally, with most respondents stressing the importance of work content, we investigated the particular characteristics of working individuals who expressed some desire for promotion ([Table 2-6\(3\)](#)). Fewer respondents with a high educational record thought that "A lower position in society is quite acceptable if one enjoys one's job. Also, a large proportion of female respondents felt that "I want to continue with work I enjoy rather than seek promotion".

4. Reasons for Changing Job

Many Individuals Changed Jobs for Negative Reasons

In response to Question 11, "Have you ever changed jobs?", 41.2% of respondents stated that "I have changed jobs before".

Respondents who had changed jobs were then asked about their principle motivation for having done so. Predominant reasons were unavoidable causes and negative reasons such as "The job did not suit me", "Marriage or family circumstances", and "Redundancy, company bankruptcy, or the relocation of my office". Very few respondents gave positive reasons such as "I wanted to make use of my knowledge and skills" and "I went into business independently" ([Figure 2-9](#)). Looking at the results separately for male and female respondents, we find that one in four women who had changed jobs had done so because of marriage or family circumstances.

Chapter Three: Attitudes Towards Family Lifestyles

More women than men now graduate from junior college and university, and female participation in the workforce is increasing. A growing number of women are working in fields traditionally seen as the preserve of men.

As women have come to participate more in society, so the traditional acceptance of distinct roles for men and women, where "A husband works, and a wife looks after the family" has gradually weakened. However, male and female attitudes have not changed equally, and a marked difference of opinion between husbands and wives is becoming evident.

This chapter will analyse attitudes and behaviour relating to family lifestyles.

1. What Type of Family do People Desire?

Only a Minority of Individuals Now Desire a "Husband-as-Master"-Type Family, where "A Wife Devotedly Supports her Husband"

Fewer people now see the ideal family as one where "The wife devotedly supports her husband".

According to the 1983 survey by the Japan Institute of Life Insurance, 32.4% of men and 33.1% of women thought a family where "The mother devotedly supports the father" was the ideal family image amongst married couples ([Figure 3-1\(1\)](#)).

If we compare those findings with the results of this FY1995 National Survey on Lifestyle Preferences, we find a sharp decline in the popularity of such an image of the ideal family, even though differences in wording invalidate a direct

comparison. In answering the Question 12, "Which type of family do you find most desirable?", respondents were asked to choose between several types of family including the "husband-as-master"-type ("A wife devotedly supports her husband"), the "independent"-type ("Husband and wife independently pursue their own work and hobbies"), and the "my home"-type ("A husband looks after various family matters, whilst the wife makes every effort to create a warm family environment"). Only 10.3% of men and 7.9% of women chose the "husband-as-master"-type ([Figure 3-1\(2\)](#)). Also, more respondents selected the "separate role"-type ("A husband works, whilst a wife looks after the family") than the "my-home"-type, and the number of respondents choosing the "independent"-type increased. These changes are probably due to the spread of higher education and wider acceptance of the principle of sexual equality, as well as the gradual increase in the income earning potential of women.

Differences of Opinion between Husbands and Wives with High Educational Records

Since there is a strong tendency for men and women with similar educational records to marry (see Ministry of Health and Welfare, "The Socio-Economic Survey of Vital Statistics" (1991)), it is likely that differences in opinion between men and women with similar educational records will also manifest themselves as differences in opinion between husbands and wives.

When we compare the family type desired by individuals with different educational records, we find that the popularity of the "husband-as-master"-type declines for both men and women with higher levels of education ([Figure 3-2](#)). Although the popularity of the "separate role"-type family ("A husband works, whilst a wife looks after the family") declines for groups of male respondents up to the junior college level, it rises again for groups educated to university level and beyond. The "independent"-type family ("Husband and wife independently pursue their own work and hobbies") was more or less equally popular across all educational groups of male respondents. The popularity of the "my home"-type family ("A husband looks after various family matters, whilst the wife makes every effort to create a warm family environment") amongst male respondents increases for groups educated up to junior college level, and decreases again for those educated to university level and beyond.

For female respondents, the popularity of the "separate role"-type family decreases for higher educational groups, whilst that of the "independent"-type family increases. Also, the popularity of the "my home"-type family amongst female respondents followed a similar pattern to that amongst men, rising for groups educated up to junior college level, and declining again for those educated to university level or beyond.

Thus, the greatest differences in the popularity of various family types across the sexes exist with regard to "separate role"- and "independent"-type families. In

particular, for respondents educated to university level and beyond, there is a gap of 14.4% between the proportion of men desiring a "separate role"-type family (22.0%) and the equivalent proportion of women (7.6%).

The above results point to a marked difference in opinion between husbands and wives educated to university level and beyond, with husbands desiring a "separate role"-type family and wives desiring an "independent"-type family.

The Husband's Income Level is a Cause of Differences in Opinion between Husbands and Wives

Although the "husband-as-master" mentality is weaker amongst individuals with high educational records, the popularity of the "separate role"-type family increases for men educated to university level and beyond. In order to understand why this is so, let us look at the relationship between a respondent's earning potential and the type of family he/she desires.

The popularity of a "separate role"-type family increases sharply amongst male respondents earning ¥8,000,000 or more per annum ([Figure 3-3](#)). For women however, the popularity of the "my home"-type family ("A husband looks after various family matters, whilst the wife makes every effort to create a warm family environment") decreases with rising income, whilst that of the "independent"-type family increases.

In other words, as incomes rise men want to provide financially for their family without their wives' help, whilst women exhibit a strong desire for an independent lifestyle.

2. The Relationship between Husbands' Income and Wives' Labour Participation Rate

The Douglas-Arisawa Law

As we have already seen, the popularity of the "separate role"-type family amongst men increases as incomes rise. This accords with the empirical law of Douglas-Arisawa* which states: "The household head works in order to financially support his household, but if the household head has a low income, other members of the family must work in order to secure income." Let us now investigate this law in more detail.

The Labour Participation Rate of Wives Decreases as their Husbands' Incomes Increase

First let us see whether the above empirical law holds for the general case. When we look separately at the full time (employees only) and part time labour participation rates of wives, we find that as husbands' incomes rise, so the labour participation rate of their wives falls sharply ([Figure 3-4](#)). On the other hand, the

part time labour participation rate of wives rises for husbands incomes up to ¥6,000,000 and declines gradually above this level.

Thus, although there are varying degrees of both full and part time work, overall we can conclude that the empirical law holds.

Wives have Different Motivations for Full and Part Time Work

We now consider in more detail the different degrees of full and part time work.

First, let us look at the labour participation rates of wives for different educational records of husbands. As husbands' incomes increase, the full time labour participation rate of wives decreases, but this trend is not evident for higher educational records ([Figure 3-5](#)). On the other hand, whilst the part time labour participation rate of wives does not decrease as husbands' incomes rise, it does decline for wives with husbands educated to university level or beyond ([Figure 3-6](#)).

Next, let us look at the full time labour participation rate of wives by their age group. As husbands' incomes rise, the rate declines for all groups except the 50-59 age group ([Figure 3-7](#)). Meanwhile, the part time labour participation rate declines gently as husbands' incomes rise ([Figure 3-8](#)).

When we look at the full time labour participation rate of wives by age of the youngest child, the rate is highest for couples with no children, and otherwise falls for younger children. However, for all ages of youngest child, the full time labour participation rate of wives drops as husbands' incomes rise ([Figure 3-9](#)). The part time labour participation rate is higher in the case of children six years of age or older ([Figure 3-10](#)). This is because, once children begin junior school wives have sufficient free time to engage in part time work. Curves generally slope downward as husbands' incomes rise, but far more gently than those for the full time labour participation rate.

Thus, husbands' incomes affect the full time labour participation rate of wives far more than the part time rate, and the Douglas-Arisawa Law is seen to hold strongly for the former. The pattern remains unchanged when husband's educational level, the wife's age and the age of the youngest child are taken into consideration. Also, the income of wives working full time is normally greater than those working part time, and probably crucial to the household budget, which suggests that, unless her husband's income is particularly high, the wife will tend to continue working.

3. The Female Perspective on Work

Do Women See Work as One of the Joys of Life?

We have seen that the number of wives in employment declines as husbands' incomes rise. However, when survey respondents were asked about the meaning of work and the reasons for working (Question 8), 16.0% of men and 17.5% of women felt that "Working is one of the joys of life." Thus, there was no divergence of opinion between men and women on this point.

Male and Female Perceptions of Work

Overall there was no difference between the attitudes of men and women towards work. We now break down attitudes towards work by income level.

The proportion of men agreeing that "Working is one of the joys of life" increases for incomes over ¥8,000,000. On the other hand, many women earning ¥2,000,000 - ¥5,999,999 derived a reasonable amount of enjoyment from work, while the proportion declined for incomes above this level. Thus, the effect of income on work enjoyment was less clear for women than men ([Figure 3-11](#)).

This is probably because whilst men have a strong sense of supporting their family's finances and many feel it is natural for them to work, women choose either to stay at home or go to work, and so the many women who do go to work do not necessarily see it as a means to earn money.

Women See Working as "One of the Joys of Life"

A breakdown by educational record and profession of respondents who felt "Working is one of the joys of life" revealed that far more women than men educated to university level or higher, employed as specialists or in the service industry, or who had worked for 30 years or more, chose this answer ([Figure 3-12](#)). Many women with a working history of 30 years or more probably felt this way because they were the pioneers of a working lifestyle for women.

4. Attitudes to Marriage and Divorce

Many Women Approve of a Single Lifestyle

The number of Japanese marrying late or remaining single is on the increase. Responses to the question "How do you feel about an unmarried lifestyle?" (Question 14) revealed a difference in opinion between men and women, with 55.1% of women versus 40.9% of men indicating approval.

Both Men and Women Feel that "Human Happiness is not to be Found only in Marriage"

When respondents approving of an unmarried lifestyle were asked to say why (Question 14 -SQ1), over 80% of men and women replied that "Human happiness

is not to be found only in marriage". Few men and women offered "It gives people the freedom to spend money and time as they wish" as their reason.

However, when responses are broken down by sex and marital status some differences in opinion do emerge. "Human happiness is not to be found only in marriage" as a reason for approving was least popular amongst single men (77.3%), and most popular amongst married women (90.7%) ([Figure 3-13](#)). In other words, far more single men than married women believe that marriage is a source of human happiness.

Young People Want Psychological Comfort and Economic Stability from Marriage

When respondents disapproving of a single lifestyle were asked to say why (Question 14 - SQ2), both men and women felt that "Marriage offers psychological comfort and economic stability". Fewer younger respondents gave reasons such as "Marriage is a natural state of human beings" and relatively more chose "Marriage offers psychological comfort and economic stability".

Children Help Hold Marriages Together

Men and women held different opinions about divorce (Question 15). The proportion of women who felt that "A marriage in trouble should be dissolved as soon as possible" was 41%, roughly 10% more than the equivalent figure for men. In contrast, fewer women than men felt that "It reflects a weakening of family bonds and is undesirable". Almost the same proportion of men (26.8%) and women (26.7%) felt that "It is often children who suffer most from divorce". However, these figures are lower than those achieved for the same question in the FY1994 National Survey on Lifestyle Preferences, when the proportions were 34.0% (men) and 31.0% (women).

When we compare the results for respondents with and without children, we find that for both men and women, more respondents with children felt that "It is often children who suffer most from divorce" ([Figure 3-14](#)). Also, less respondents with children than without children felt that "A marriage in trouble should be dissolved as soon as possible". Thus, the presence of children does appear to hold marriages together.

5. The Education and Upbringing of Children

Graduates of Vocational Schools Emphasise Specialist Skills

Roughly 70% of Japanese believe that social advancement depends on educational record (Question 5). As a result, although parents would prefer not to send their children to supplementary schools (Question 16), 50% of the parents do enrol their children in some form extra-curricular learning activity (Question 16-3) to help them achieve such a strong educational record (Question 19). Respondents with a

high educational record themselves favoured the same for their children ([Figure 3-15](#)). Also, for both male and female children, parents who graduated from vocational schools, where they themselves learnt specialist skills, also want their children to learn such specialist skills.

Young People Worry about Children Being Taught to Behave Properly

Question 17 asked respondents, "Do you think there has been an increase in the number of children or juveniles lacking in basic social morals or etiquette?" A large proportion of all age groups felt that this was so ("Yes" + "To some extent"), and it was also clear that many young people also felt that children were not being taught how to behave properly ([Figure 3-16](#)). When respondents were asked why they thought it had become difficult to teach children good behaviour (Question 18), the most popular reason was "The emphasis of education has shifted towards intellectual training", followed by "Lifestyles have become more affluent" ([Figure 3-17](#)).

It seems likely that respondents' educational record may affect the choice of "The emphasis of education has shifted towards intellectual training", the most popular reason given. A breakdown of the results by educational record shows that the higher this level the greater the popularity of the "shift to intellectual training" reason ([Figure 3-18](#)). This feeling amongst individuals with a higher level of education may be because they stress the importance of educational record (Figure 4-5 showed that more highly educated individuals tended to see Japan as a society where "Social advancement depends upon educational record") and feel a great burden to prepare their children for a society largely focussed upon educational record.

Parents Views on the Behaviour of Modern Children

When we compare which aspects of children's behaviour respondents thought should be taught within the family and which they felt were lacking in modern children and juveniles (Question 18-2), most felt that a sense of responsibility, good manners, tolerance and generosity of spirit, and perseverance fell within the family domain. The majority felt that the same four behavioural aspects were those most lacking in children and juveniles, although the ranking was different ([Figure 3-19](#)). Thus Japanese apparently feel that children and juveniles most lack those behavioural facets which they also believe it is the family's responsibility to instil.

6. Do Individuals Intend to Rely on Their Children in Old Age?

Japanese Feel that it is the Responsibility of Children to Look After Their Parents in Old Age

Roughly half of both male and female respondents felt that it was the duty of children to look after aging parents (Question 20). A breakdown by age group of

respondent shows that women aged 20-29 endorsed this view most strongly (58.7%) (Figure 3-20). That so many individuals believed it was a duty of children to look after aged parents implies the existence of strong family bonds.

Most Japanese do not Intend to Rely on Their Children in Old Age

This idea of duty notwithstanding, most respondents stated that they intended not to rely on their children in old age. When we break down the results by level of household income, we find that individuals in higher income households are less inclined to such reliance (Figure 3-21). Comparing the results for homeowners and non-homeowners reveals that homeowners are less inclined to rely on their children in old age (Figure 3-22). The FY1995 White Paper on the National Lifestyle noted that old people tended to rely on their pension, and indeed it seems that individuals intend to rely not on their children but on money and financial assets.

Next, when respondents were asked to indicate their priorities in apportioning their inheritance, few chose "Whether [my children] will look after me in my old age" and most intended to "distribute it evenly [amongst their children]". However, the proportion of respondents intending to "distribute [their inheritance] evenly [amongst their children]" declined for older age groups, with more giving preference to "Being the eldest son or daughter" (Figure 3-23).

* See Economic Planning Agency, Keiki Dotai to Shugyo Kozo [Economic Change and the Employment Structure], (Economic Planning Agency, Economic Research Institute Series No.2, 1959), p.45.

Chapter Four: Individual Lifestyles and Attitudes Towards Society

Nineteen ninety-five was the year of the Hanshin Earthquake, the Sarin attack on the Tokyo underground and other events which raised the concerns of Japanese about the stability of their society and the maintenance of social order. In this chapter, we shall investigate how people's attitudes to society, their individual lifestyles and their ways of thinking have changed recently in Japan.

1. Perceptions of Japanese Society Today

Individuals' Perceptions of Their Own Lifestyles are Less Negative than those they Hold of Society as a Whole

The most popular views on the current state of Japanese society included "Everyone is too busy to relax" (79.2%) and "It is buffeted by changes" (68.9%). Respondents clearly felt that Japanese society is in a state of flux (Figure 4-1). Many respondents also felt that "It is a stale society" (67.9%) and that "There are

many uncertainties" (57.9%). Generally speaking, people held negative views of society.

However, when we look at how such people with their negative views of society feel about their own future lives, we find that 51.3% of those who saw Japan as a "stale society" and 50.2% of those who felt "There are many uncertainties" held a positive view of their future lives ([Figure 4-2](#)). In other words, people who have a negative view of current society do not necessarily feel worried about their own future lives. One reason for this may be that many people's views on society are shaped by the mass media, which tend to focus on scandals, accidents and other gloomy aspects of society.

Thus, although the majority of survey respondents held negative views on society as a whole, we can see why Japanese people have a much brighter view of their own future lives than of the current state of their society.

Views on People as Individuals are Shaped by a Person's Own Lifestyle Circumstances

Many respondents expressed negative views on individual morals and ethics, including "There are many irresponsible people" (79.4%), "Everyone acts selfishly" (79.2%), "Social justice and a sense of morality are declining" (75.3%), and "People are cold towards others" (68.8%) ([Figure 4-1](#)).

On the other hand, respondents were split roughly equally between negative and positive views regarding the diligence and freedom of individuals, with responses including "Individual freedom is not respected" (49.6%), "Individual freedom is respected" (49.8%), "Serious effort is not rewarded" (49.6%) and "Serious effort is rewarded" (50.1%).

When we look at the degree of lifestyle satisfaction of these individuals, we find that those who felt "Individual freedom is respected" and "Serious effort is rewarded" had a high degree of lifestyle satisfaction. Meanwhile, many respondents who felt "Individual freedom was not respected" and "Serious effort is not rewarded" were dissatisfied with their current lifestyle ([Figure 4-3](#)).

Breaking down the results by annual income reveals that for respondents in households with an annual household income of ¥4,000,000 or over, the number who feel "Individual freedom is respected" and "Serious effort is rewarded" increases proportionally with income ([Figure 4-4](#)). Since household income also includes any income from parents or spouse, we looked additionally at the findings based on the respondent's income only. The proportion of respondents expressing the view that "Individual freedom is respected" was higher for all income levels when respondents were grouped by individual income rather than household income. This is probably because, for the same level of income, people earning that

amount by themselves have a larger portion exclusively for their own use, which increases the room for discretion and is perceived as an aspect of personal freedom.

Thus, individuals' views of others in society are affected by their own degree of lifestyle satisfaction and their own personal circumstances, such as income level.

People's Views on whether Effort is Rewarded were Little Affected by Educational Record

Regarding education, whilst 72.1% of respondents felt that "Social advancement depends on one's educational record", as noted earlier, opinions were divided as to whether "Serious effort is rewarded" or "Serious effort is not rewarded" ([Figure 4-1](#)).

Looking at opinions on this point for respondents with different final levels of education, more people with higher final levels of education believed that in Japan "Social advancement depends on one's educational record", but educational record did not markedly affect people's views on whether "Serious effort is rewarded" ([Figure 4-5](#)).

Many Women in Their 20s and 30s Believe that there is Sexual Discrimination in Japanese Society

On the subject of sexual discrimination, 64.7% of respondents thought that "There is discrimination between the sexes" ([Figure 4-1](#)). Separating the responses for men and women, more women than men in all age ranges believed that there is discrimination between the sexes, with a particularly high proportion of women in their 20s and 30s feeling this way ([Figure 4-6](#)).

2. Individual Lifestyles and Ways of Thinking

Realistic Lifestyles Prevail amongst Japanese People

Question 6 sought to investigate how realistic or otherwise people were in their individual lifestyles. The most popular answers were "I think it is better to live my life as I am rather than overexerting myself for appearance's sake" (94.1%), "I believe it is important to try things out rather than ponder the ins and outs" (86.9%), "I think it is better to pursue realistic targets rather than ideals" (80.5%). All in all, far more people pursue realistic lifestyles rather than ideals or appearances, with the proportion doing so far higher for women than men ([Figure 4-7](#)).

A Strong Sense of Morality

Findings on whether respondents had a conscientious way of thinking or not were inconclusive, with roughly half (48.0%) choosing "I think it is better to get on and

enjoy life rather than be too conscientious". That said, relatively fewer respondents chose "I tend to think more about myself than others" (37.9%) and "I don't like doing things which either exhaust me or require perseverance" (37.4%) ([Figure 4-7](#)).

A conscientious way of thinking was evident in respondents' attitudes toward personal relationships, the most popular responses on this issue being "I would never betray a person's trust whatever the consequences for others" (94.8%), "I believe that obligations must be fulfilled" (90.6%) and "I believe people should always stand by what is right" (86.8%). All in all, respondents displayed a strong sense of morality and of the importance of fulfilling obligations.

Educational Record Affects Individuals' Lifestyles and Human Relations

When we compare individuals' lifestyles for different educational records, we find that the higher the educational record, the less popular responses such as "I think it is better to pursue realistic targets rather than ideals", "I think it is better to get on and enjoy life rather than be too conscientious". Thus, the majority of respondents with higher educational records held conscientious attitudes ([Figure 4-8](#)). Also, the higher their educational record, the fewer people chose "I think it is foolish to trust other people too much".

3. Activities and Sources of Information Regarded as Indispensable to Individuals' Normal Lifestyles

Women Feel Strongly that Verbal Communication with other Family Members is Indispensable

Question 7 asked respondents what they thought to be indispensable in their normal lifestyle. For all age groups more women than men chose "Talking with my family" ([Figure 4-9](#)), a view strongly held by women in their 20s. Also, the reason why a relatively high proportion of women in the 30-44 age range and men in the 35-44 age range gave this response may well be that many are raising children during that period of their lives.

Individuals in their 20s and 30s Rely on Television as a Source of Information, and Those in their 40s and 50s on Newspapers

The proportion of respondents relying on television rather than newspapers as a source of information was higher for those in their 20s and 30s, whilst more in their 40s and early 50s relied on newspapers rather than television ([Figure 4-9](#)). Comparing the responses of men and women, with the exception of women in the 40-44 age range, women leaned more towards television, whilst more men than women in their 40s and 50s favoured newspapers. In particular, over 90% of men in their 50s emphasised the importance of newspapers to them.

Chapter Five: Recent Consumer Attitudes

It is often observed that, since the bursting of the bubble economy, consumers seem to have retreated from ostentatious consumption into more practical purchasing patterns. In this chapter we shall analyse recent consumer attitudes from the perspective of purchasing criteria for consumer products.

1. Purchasing Criteria Vary for Different Products

Question 23 asked respondents to indicate their three most important criteria in purchasing a car, a television, a stereo system, an electric washing machine, a man's suit, a woman's blouse, and female cosmetics. The findings are presented below ([Figures 5-1\(1\) - \(6\)](#)).

For all products many consumers chose "Good functions and quality" as their most important criteria, whilst "Low cost" was often ranked second or third.

Looking at purchasing criteria by product, we find that for fashion goods such as men's suits and women's blouses "Good design" ranked higher than "Good functions and quality". For consumer durables such as cars, televisions and washing machines, respondents emphasised "Ease of use and operation". Also, "Good design" was an important purchase criteria for cars.

2. Younger Generations are Extremely Price Conscious

Overall, "Low cost" was a more important criteria for consumer durables than for items such as men's suits or women's blouses. For televisions we investigated the proportion of respondents by generation and income level who ranked "Low cost" as their most important purchase criteria ([Figure 5-2](#)). There were no notable differences across generations for the high income group (income of ¥10,000,000 or more per year), but for other income levels, younger generations tended to attach greater importance to price.

3. Brand Consciousness is Stronger in Men and Younger Age Groups

Products such as men's suits, women's blouses and female cosmetics are not often purchased by the opposite sex. However, regarding the purchase of such products by the opposite sex, only 7.48% of female respondents put "Don't know" first for men's suits. The equivalent figures for men purchasing women's blouses and female cosmetics were 35.3% and 47.3% respectively.

Finally we looked at the proportion of people by generation and sex who ranked "Well-known brand" as their most important criteria in purchasing products with a strong fashion dimension. (Respondents choosing "Don't know" are excluded on

the basis that few will buy the product.) Brand consciousness was shown to be stronger in men for all the products considered, and also to be stronger in younger generations for men's suits and women's blouses ([Figure 5-3](#)).

■ Attachment: About the Probit Model

The Probit Model is a discrete variable model (or a qualitative response model) often used when the variables to be explained take discrete values (or categories) such as "Working is [is not] one of the joys of life". When the Ordinary Least Squares (OLS) method is used with a dummy variable taking the value "1" or "0" two problems arise, namely (i) an error occurs in the standard deviation, and (ii) forecast values may take a value other than "1" or "0" and the truncations or roundings necessary to overcome this vary depending on the range of data.

In order to avoid these problems a Probit Model is used to estimate the distribution function of the standard normal distribution.

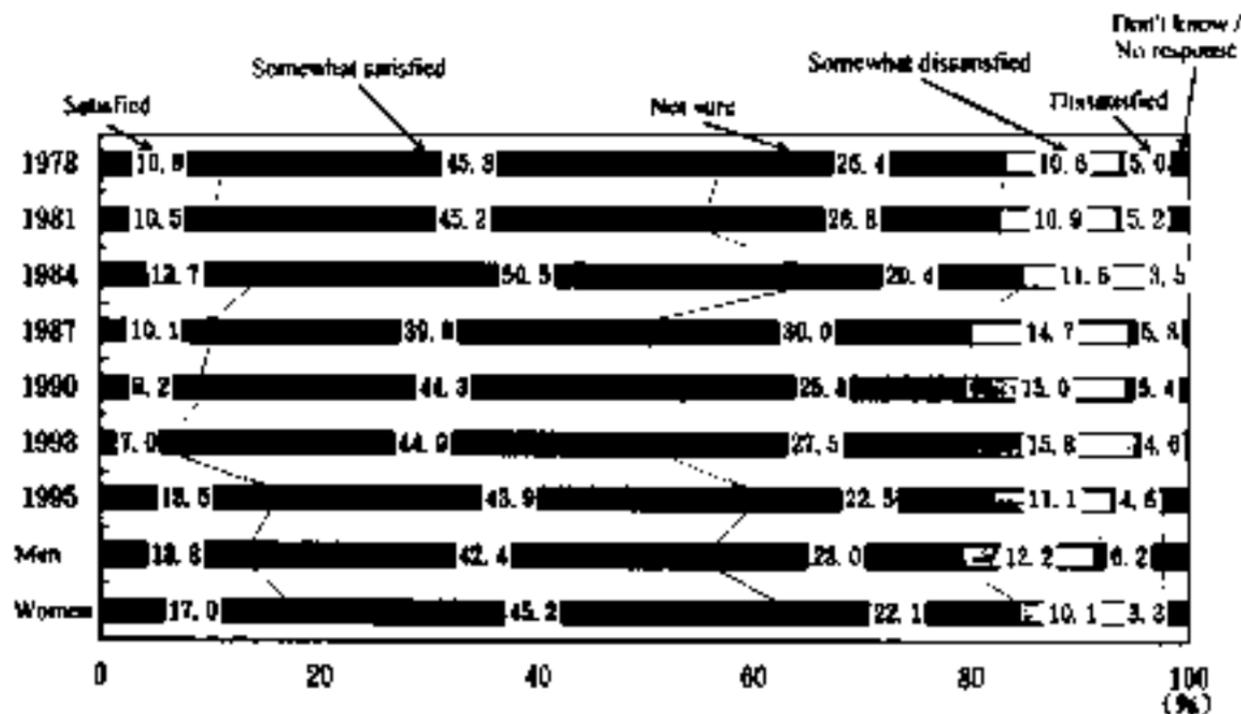
In addition to two-choice models, the analysis in this report uses multiple choice models, and in particular sequencing models (or Probit Models) with various ranks of response, such as "Satisfied - Partly satisfied - Somewhat unsatisfied - Extremely unsatisfied".

[See G.S. Maddala, Introduction to Econometrics, (McGraw-Hill, 1992).]

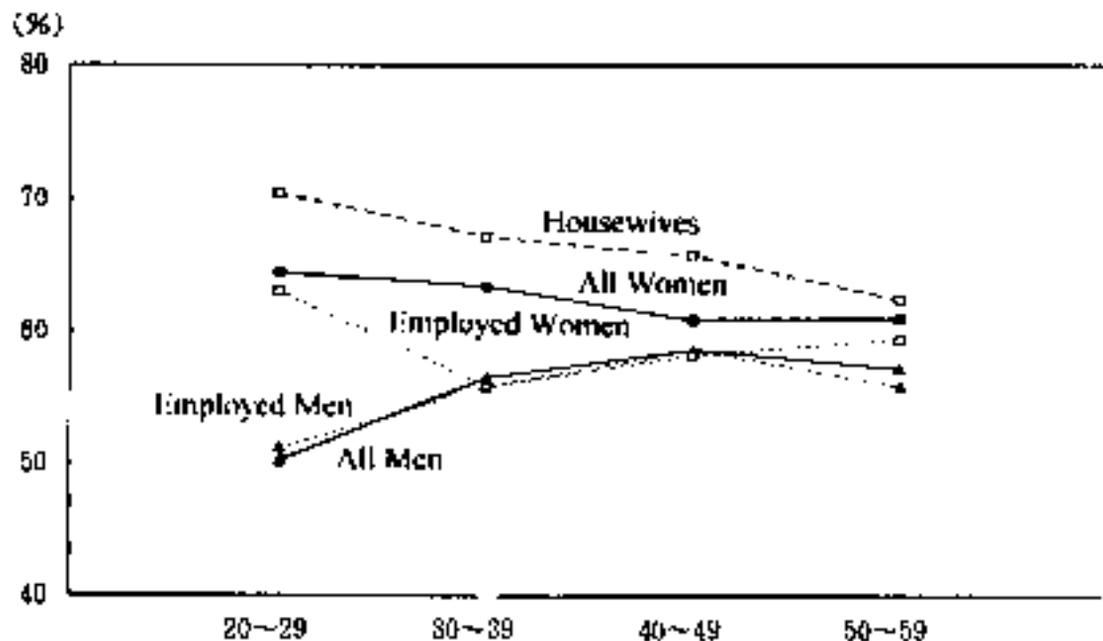
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(Figure 1-1) Japanese are Increasingly Satisfied with their General Lifestyles

<Are you satisfied or dissatisfied with your general lifestyle?>

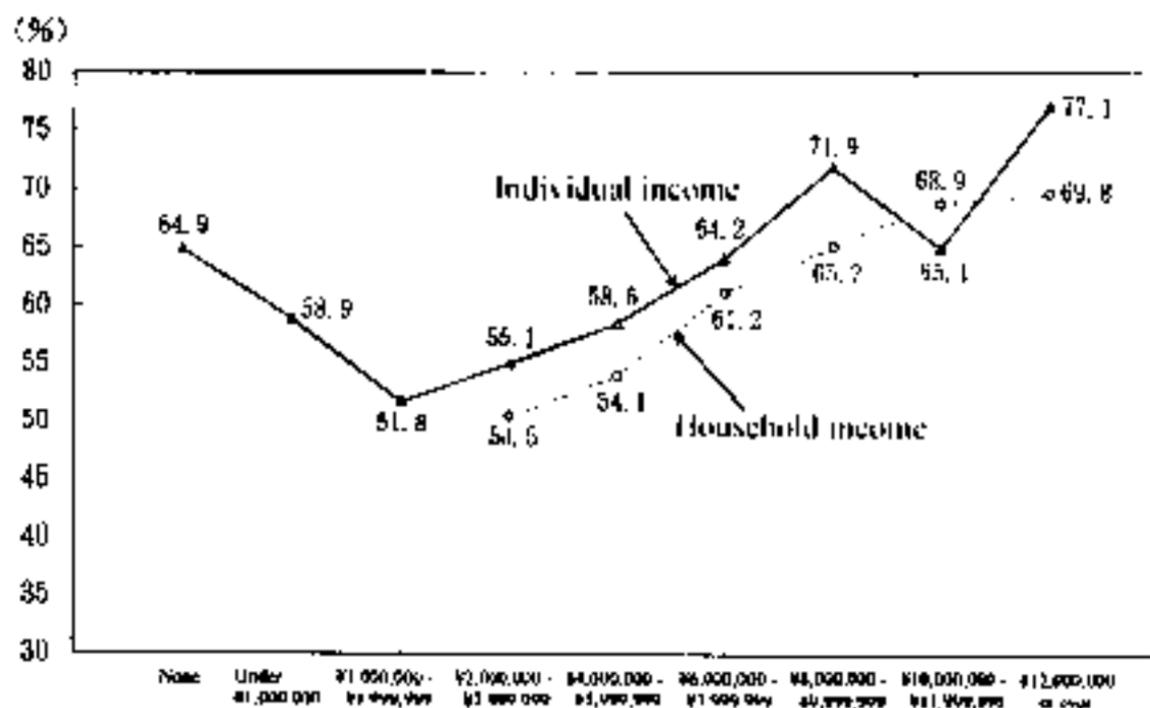


(Figure 1-2) Women are more Satisfied with their Lifestyles than Men for All Age Ranges



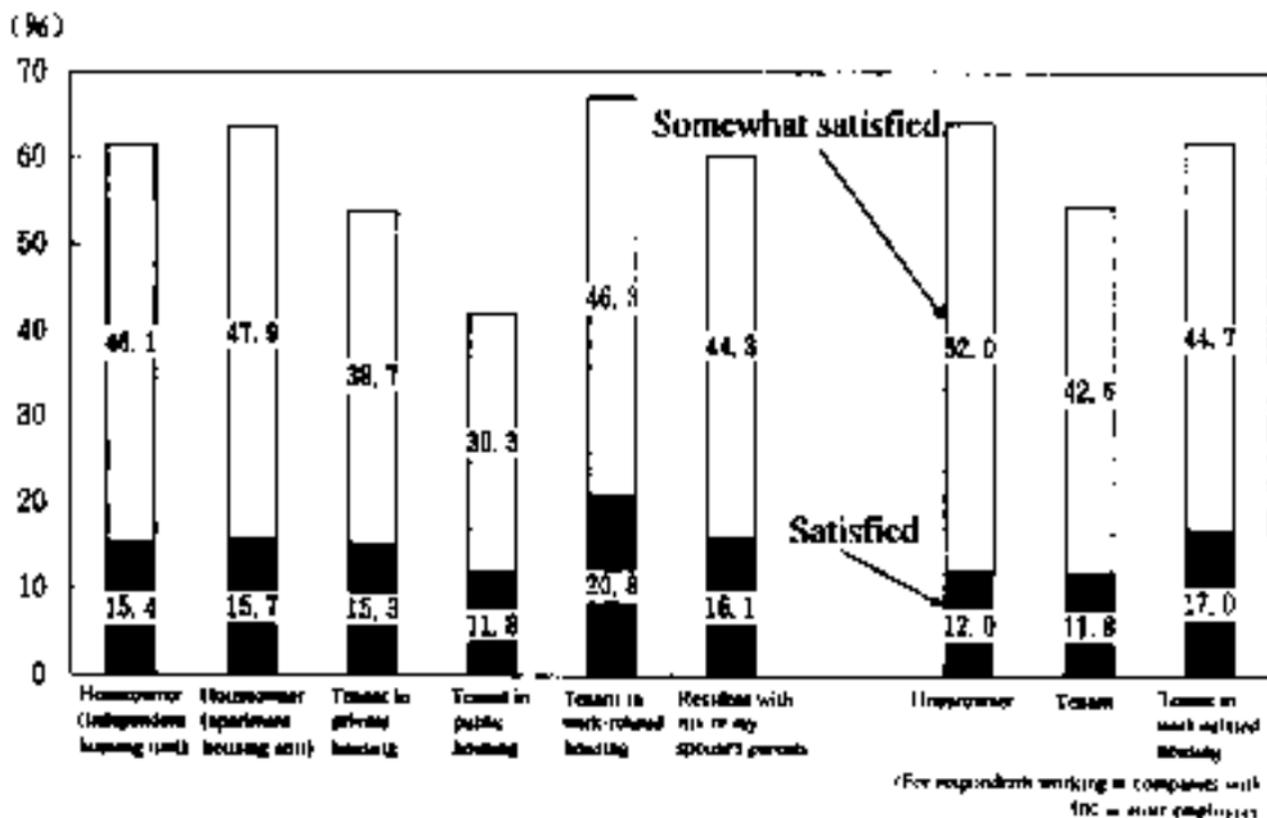
- Notes: 1. This figure shows the percentage of respondents in the various groups who were satisfied ("Satisfied" + "Somewhat satisfied") with their general lifestyle.
 2. "Housewives" includes housewives with part-time employment; "Employed women" refers only to women in full-time employment

(Figure 1-3) Lifestyle Satisfaction Increases with Household Income



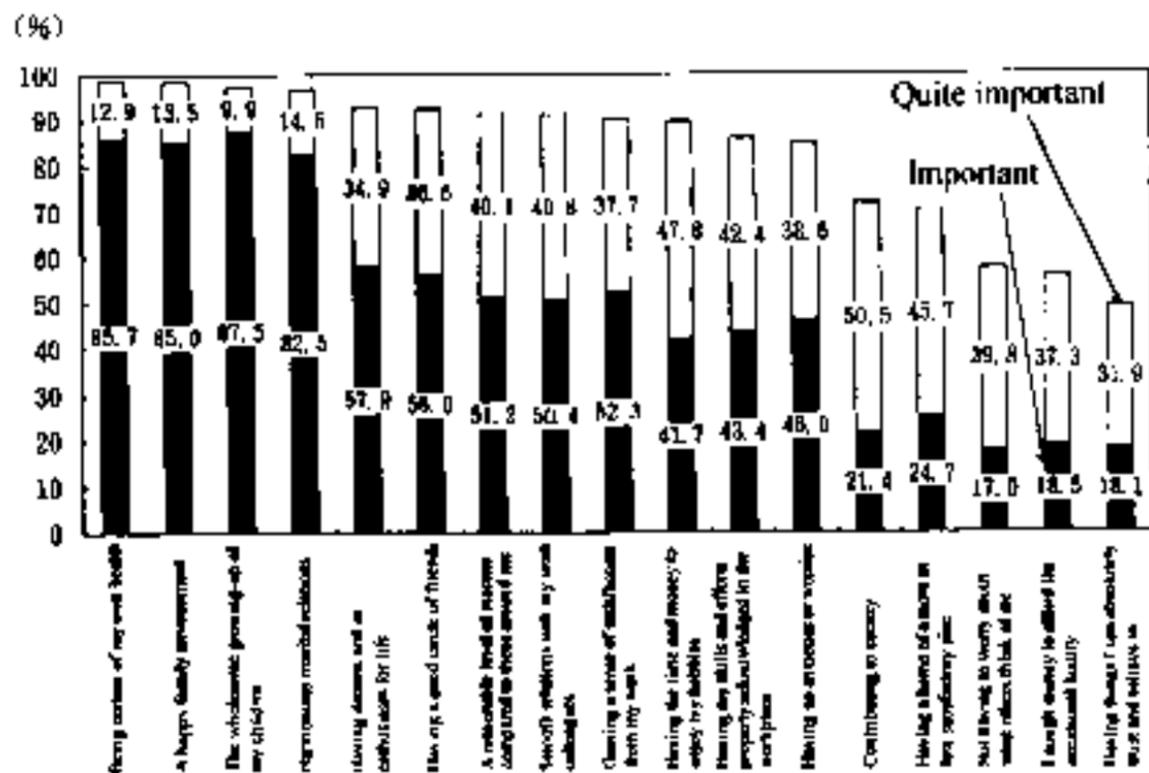
- Notes: 1. This figure shows the percentage of respondents in the various groups who were satisfied ("Satisfied" + "Somewhat satisfied") with their general lifestyle.
 2. Results for household incomes under ¥2,000,000 are excluded due to the small sample size.

(Figure 1-4) Homeowners Register a High Degree of Lifestyle Satisfaction

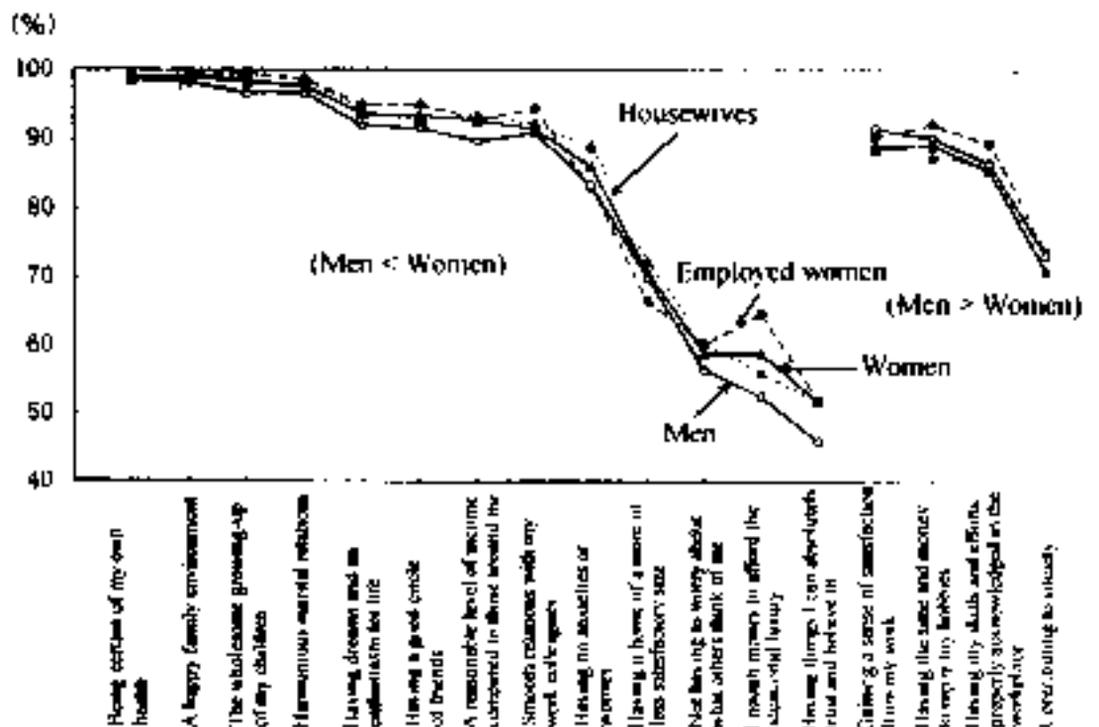


(Figure 1-5) **Personal Health and Family Lifestyle are Important Sources of "Happiness"**

<How important are each of the following factors for your personal happiness?>

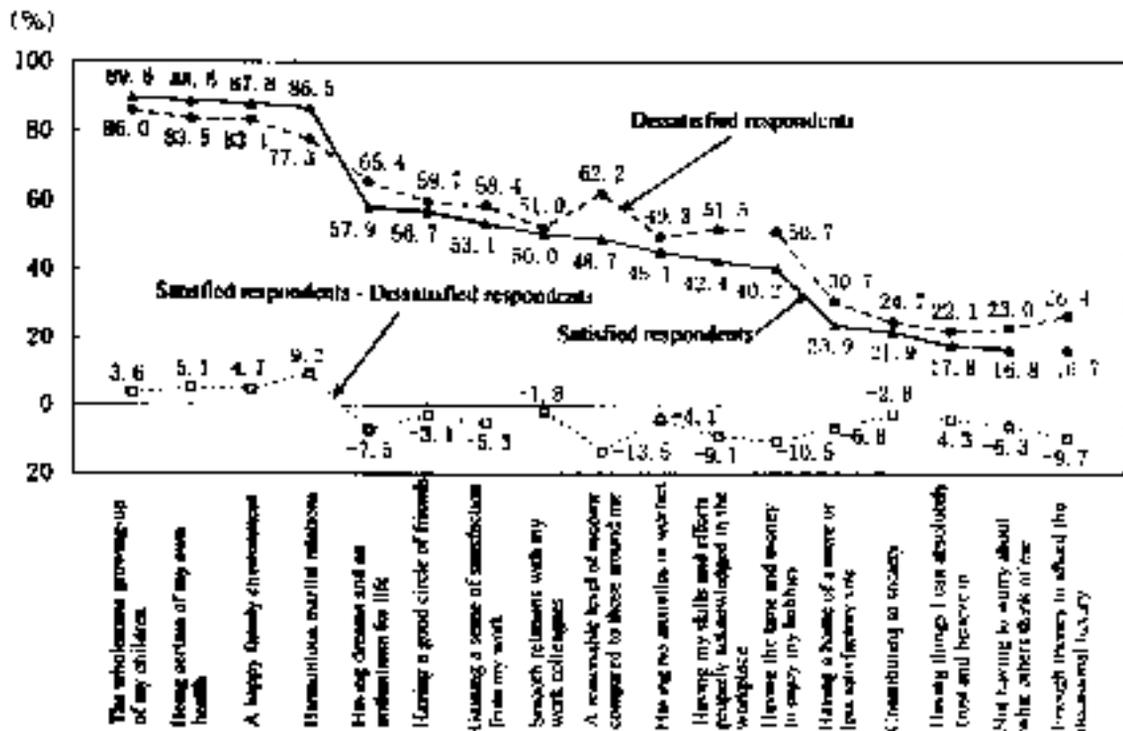


(Figure 1-6) Sources of "Happiness" are Affected by an Individual's Particular Lifestyle



- Notes: 1. The figure shows the proportions of different types of respondent who identified each factor as an important ("Important" + "Quite important") source of "Happiness".
2. "Housewives" includes housewives with part-time employment; "Employed women" refers only to women in full-time employment.

(Figure 1-7) Respondents Dissatisfied with their Lifestyle Attached more Importance to Income and Consumption

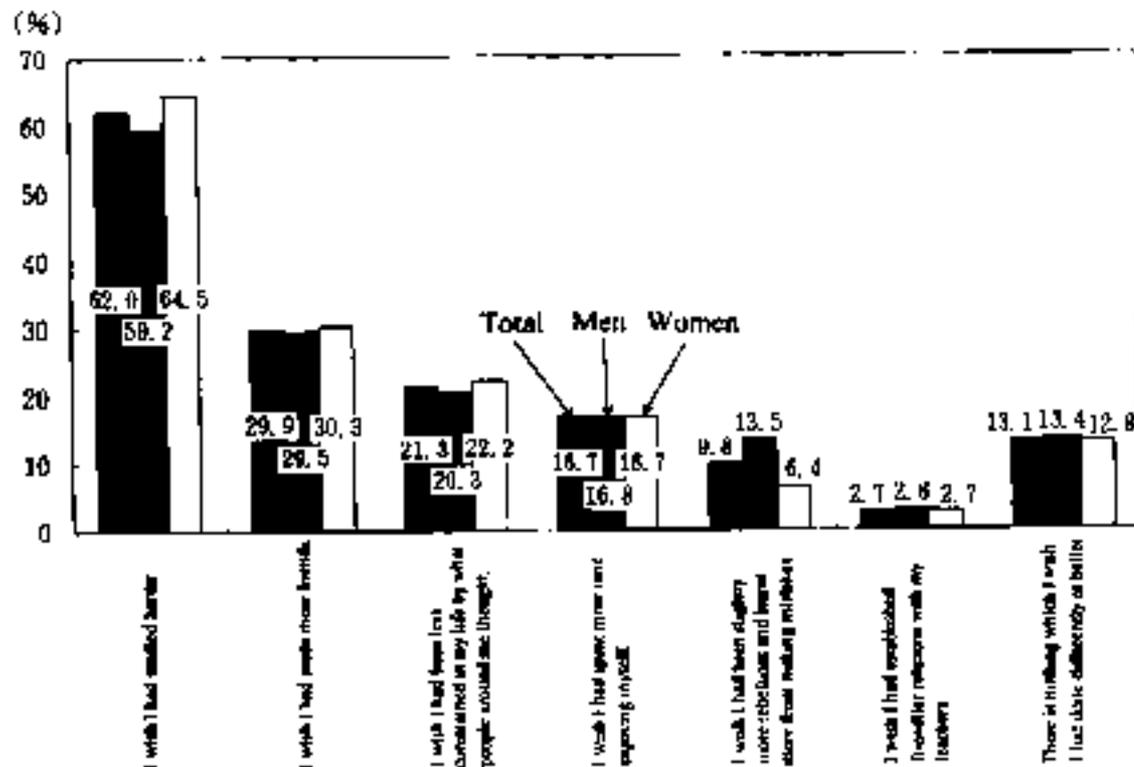


- Notes: 1. The figure shows proportions of respondents identifying each factor as an "Important" source of "Happiness".
2. Satisfied respondents are those who answered either "Satisfied" or "Somewhat satisfied". Dissatisfied respondents are those who answered either "Dissatisfied" or "Somewhat dissatisfied".

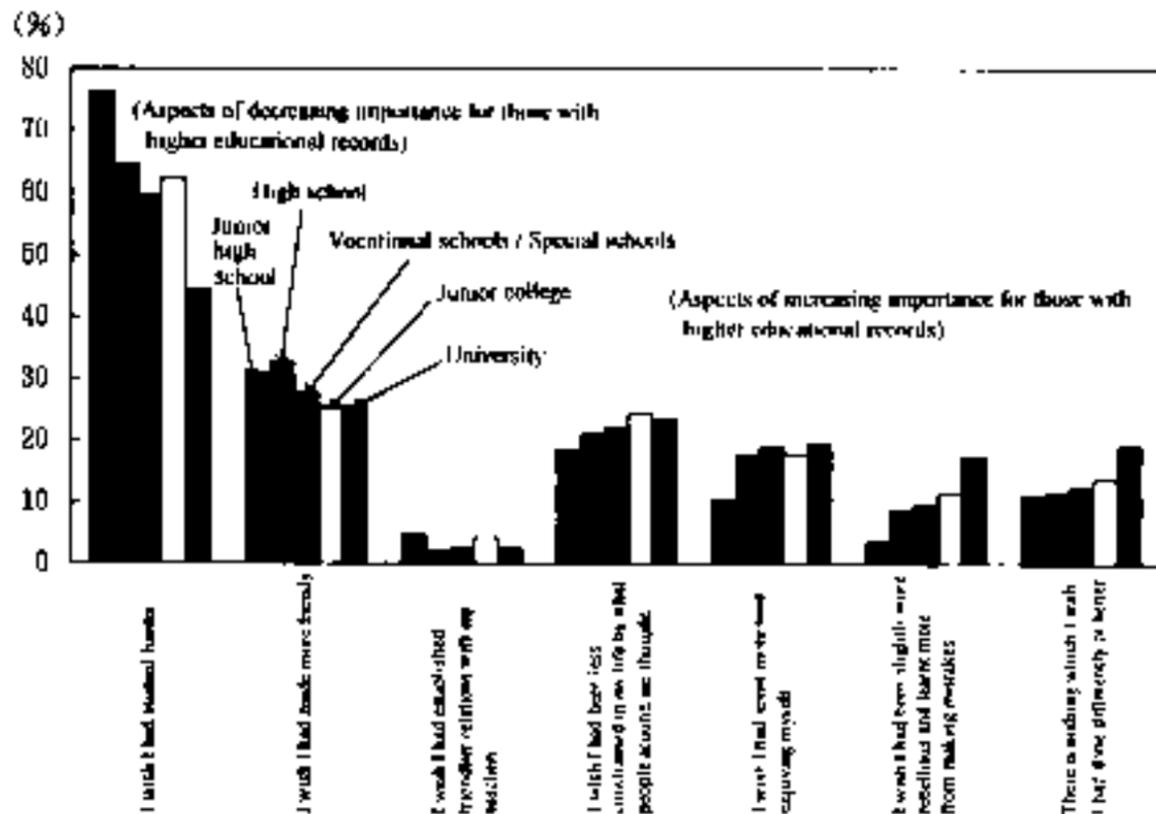
(Figure 1-8) Regarding their Childhood, many Respondents Answered, "I wish I had studied harder"

Looking back on your childhood, please choose up to two aspects from the following list upon which you wish you had expended more effort.

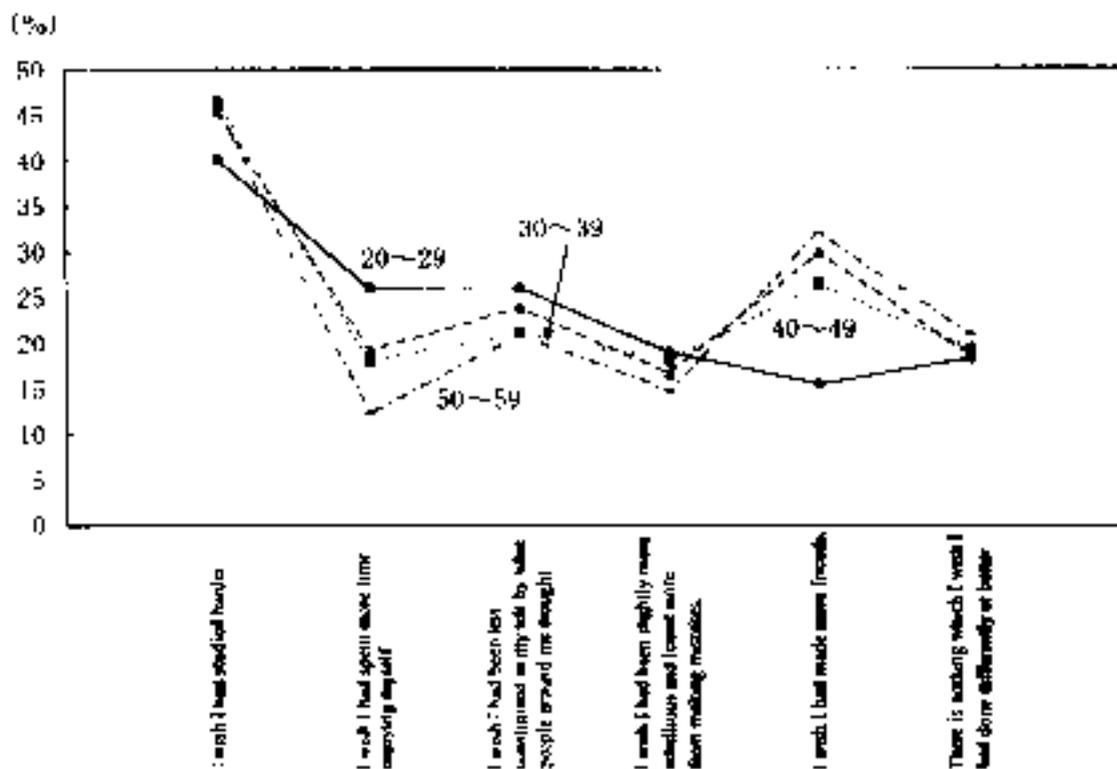
(Please circle a maximum of two items.)>



(Figure 1-9) Respondents with Higher Levels of Final Education Reflected More on their Childhood Study Habits



(Figure L-10) More Younger Respondents Wished They had Spent More Time Enjoying Themselves

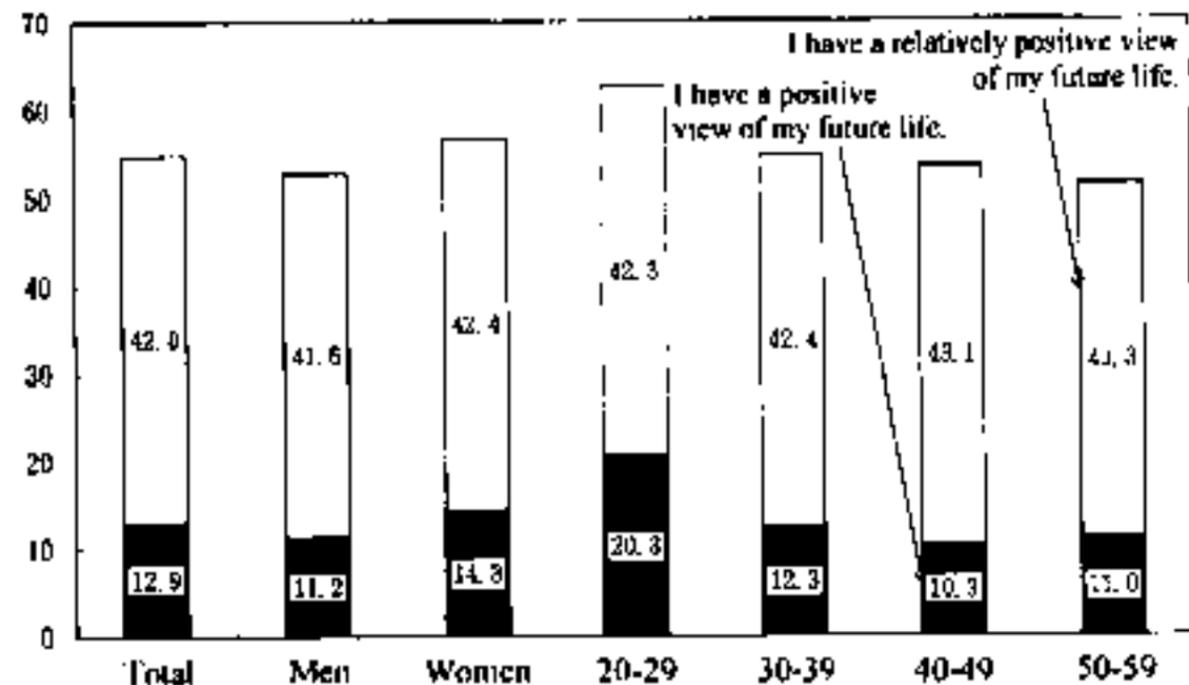


Note. The figure shows results for respondents with a university level education.

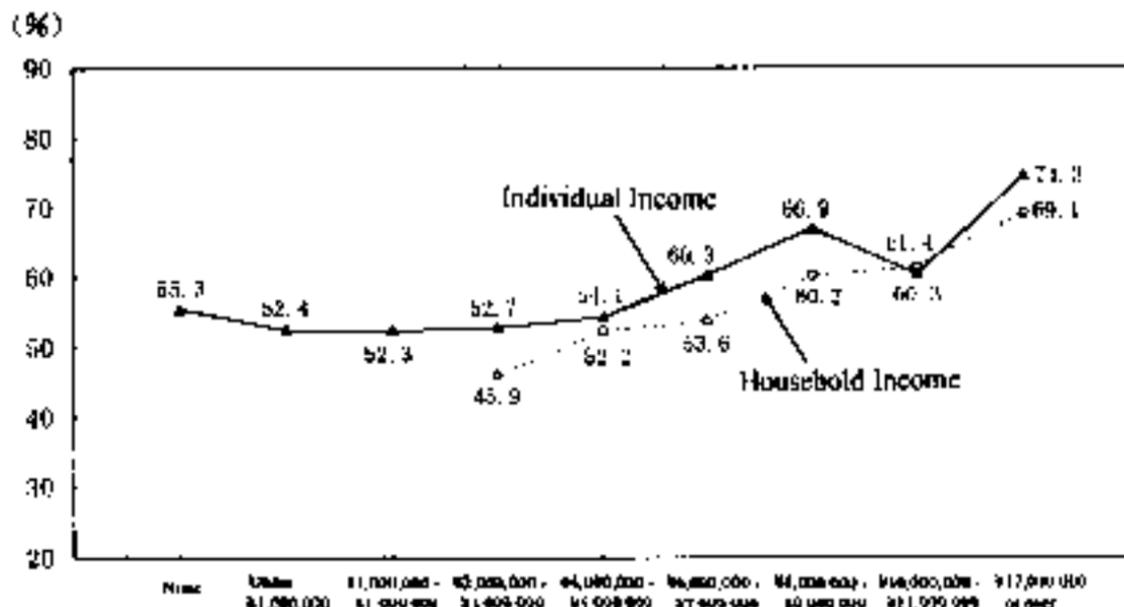
(Figure 1-11) **Over Half the Japanese Population have a Positive View of their Future Life**

<How do you view your future life? (Choose one answer.)>

(%)

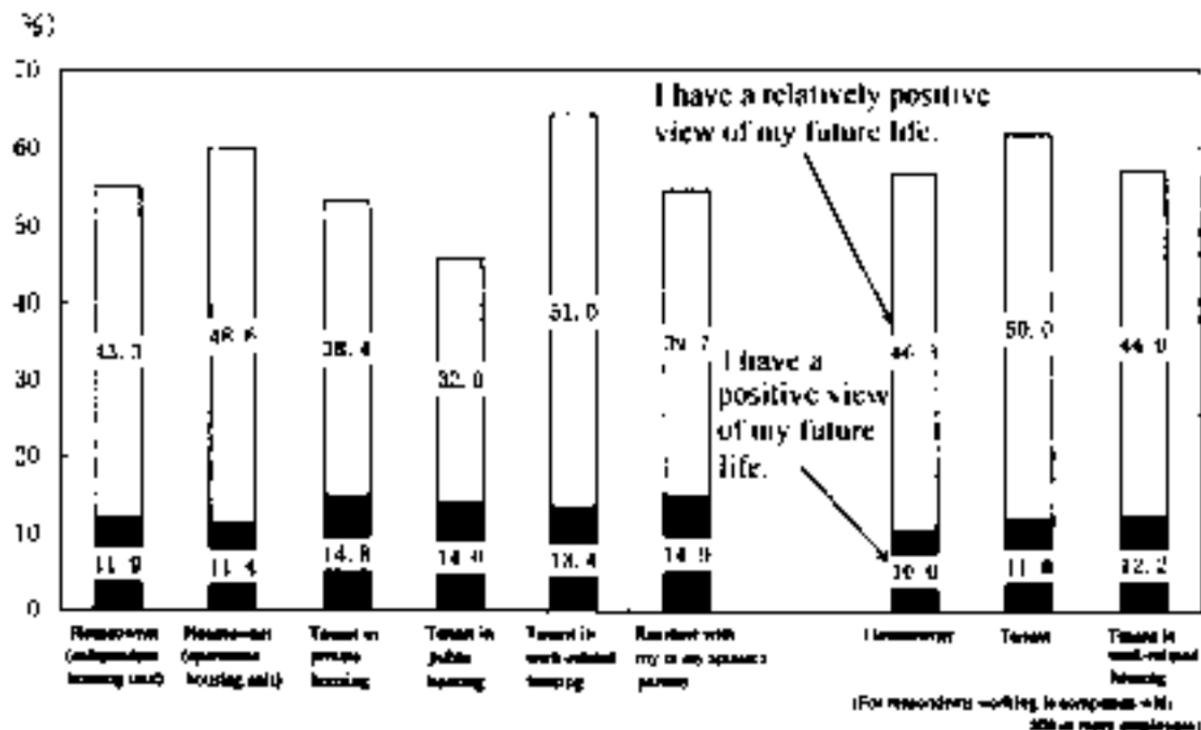


(Figure 1-12) Respondents with Higher Household Incomes have a more Positive View of their Future Lives



- Notes
1. This figure shows responses for various income groups for respondents with a positive view of their future lives ("I have a positive view of my future life" + "I have a relatively positive view of my future life").
 2. Results for household incomes under \$2,000,000 are excluded due to the small sample size.

(Figure 1-13) Tenants in Work-related Housing and Houseowners have a Positive Outlook on their Future Life



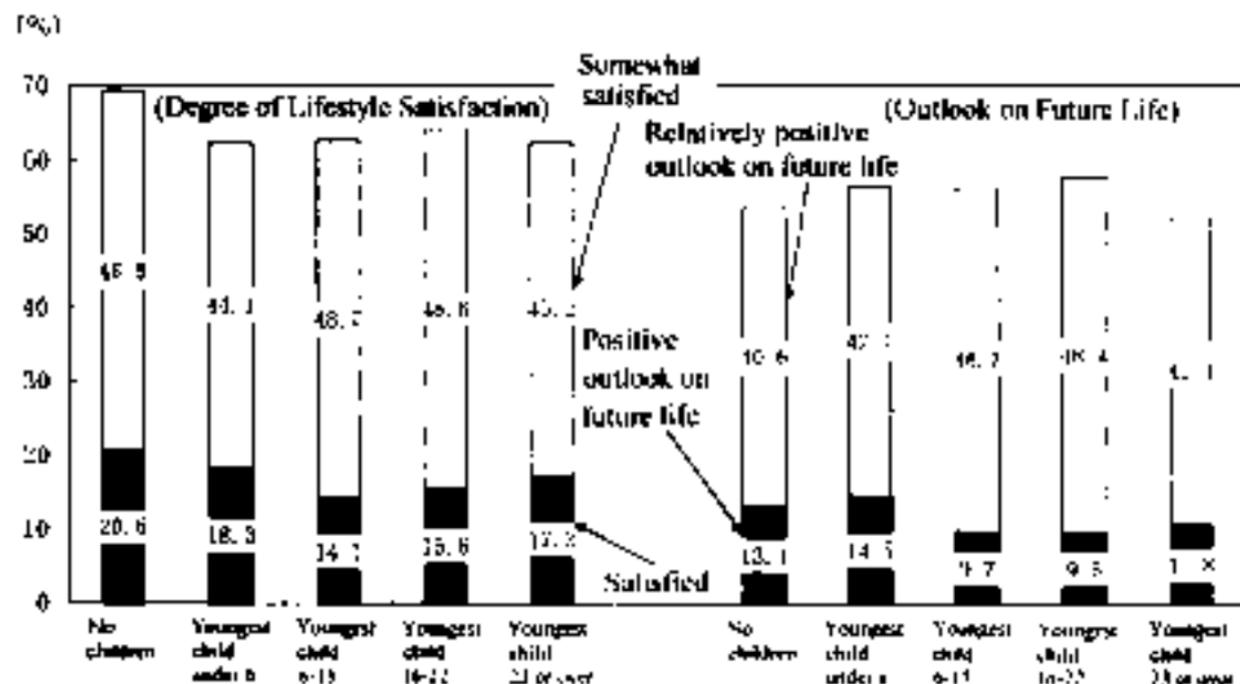
(Table I-14) Similar Patterns Exist for Degree of Lifestyle Satisfaction and Outlook on Future Life

◀The determinants of lifestyle satisfaction and outlook on future life.▶

(Category)	Total		Men		Women	
	Lifestyle satisfaction	Outlook on future life	Lifestyle satisfaction	Outlook on future life	Lifestyle satisfaction	Outlook on future life
Men						
Married	+++	+	+++	+	++	+
20-29 years old	0.21 (0.10)	0.16 (0.10)	0.24 (0.14)	0.20 (0.14)	0.21 (0.14)	0.17 (0.11)
30-39 years old	0.16 (0.09)	0.19 (0.10)	0.26 (0.12)	0.26 (0.12)	0.06 (0.11)	-0.01 (0.13)
40-49 years old	0.03 (0.07)	0.04 (0.07)	0.03 (0.10)	0.05 (0.10)	0.03 (0.11)	0.07 (0.10)
Single (ref)		+				
Living with father (own or spouse's)						
Living with father (own)	-		+			
Living with father (spouse's)						
Living with mother (own or spouse's)						
Living with mother (own)			-			
Living with mother (spouse's)						
With children		++				+
With children (under 6)	-		---			
With children (6-15)	--		-			
With children (16-22)		+				
With children (23 or over)			-			
High educational level	+++	++	++		+	+++
Managerial worker or specialist						
Technical worker	-					
Member of household with household	++					
Respondent's income	++	+++	+	+++	++	+
Income other than respondent's	+	++				++
(household income - respondent's income)						
Income from financial assets	+		++		+++	
Outstanding loans as a proportion of annual income					---	
Resident in large city			--			
Resident in medium-size city						
Resident in small city						

- Notes: 1. Using a Sequential Probit Model this table analyses the determinants of lifestyle satisfaction and outlooks on individuals' future lives.
2. +++ or -- indicate significance at the 1% level, ++ or -- significance at the 5% level, and + or - significance at the 10% level.
3. For age groups, coefficient values are given with the standard deviation in brackets

(Figure 1-15) Individuals with Children are more Dissatisfied with their Current Lifestyle, but have a more Positive Outlook on their Future Life



Note: The figure shows the results for married respondents aged 30 or over.