

## HOPE Report Baby-Boomer Research 2: Preliminary Report on Boomers' Entertainment Spending

Boomer women have the lead in entertainment spending

Total annual spend in 8 categories for men is ¥178,000 vs. ¥194,000 for women

Women enjoy out-of-home entertainment and also spend copiously on incidental meals

Wives look first to their friends for fun, while husbands look to their wives

April 26, 2005 — Hakuhodo's Elder Business Development Division constantly monitors elders, or people aged 50+, through a variety of surveys and other research. In order to examine entertainment spending among Japan's baby boom generation we surveyed Hakuhodo's Baby-Boomer & 50s Hi-panel of respondents. Below is a report of the preliminary findings of this survey.

The survey, conducted by Internet in early to mid-January 2005, targeted 584 male and female baby-boomers (born 1946-51) living in the Tokyo metropolitan and Kansai areas.

Results showed that in entertainment spending, women have the lead, spending an average ¥193,791 per year over eight categories compared with ¥178,074 for men, or close to ¥16,000 more. The power of the baby-boom woman, who is also at the forefront of the current *Kanryu* (Korean-style) boom, is seen in these figures also.

For both men and women the top entertainments enjoyed were movies, books & comics, and music, in that order. Entertainments spend most on were music, theme parks, and stage & theater for both men and women.

Even when they spent the same amount, men tended to spend most on buying and renting CDs and DVDs which they enjoy at home, compared with women who spend on concerts, movies, and other out-of-home entertainments. Notably, women indulged themselves with more lavish meals than normal and paid closer attention to fashion when enjoying out-of-home entertainments. This is highly likely to lead to incidental spending. In addition, one major difference was that most men wanted to enjoy entertainment with their spouse, compared with women who were more likely to choose their friends.

## Key findings

- In entertainments enjoyed in the previous year, women have the lead in music, movies, theater, and art. In amount spent on entertainment in the last year, women's outlay is nearly ¥16,000 higher than men's.
- Favorite musical genres were classical, popular and jazz, in that order, for both men and women. More men had bought CDs, etc. and men spent more on them than women. Meanwhile, women spent more than double the amount on concerts they did on purchasing CDs.
- Movies: More women watch at the cinema, while more men buy and rent videos and/or DVDs.
- Men like musicals and theater, women theater, musicals, and kabuki.
- Women have high incidental spending on indulgent meals and more fashionable clothing.
- Men and women's preferred partners for entertainment differed: men prefer their wives, and women their friends.

Additional information: Survey data

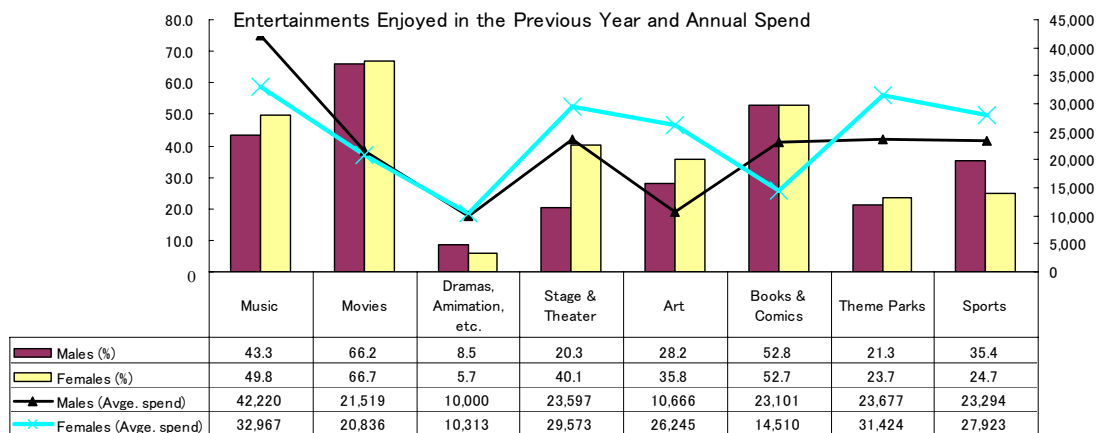
Survey overview

Period: Early to mid-January 2005  
 Territory: Area within 40 km radius of Tokyo; Osaka/Kyoto/Kobe  
 Respondents: 305 male and 279 female baby-boomers (born 1946—1951) n = 584  
 Method: Internet survey of pre-interviewed respondents (Baby-Boomer & 50s Hi-panel)

- **In entertainments enjoyed in the previous year, women have the lead in music, movies, theater, and art. In the amount spent on entertainment in the last year, women’s outlay is nearly ¥16,000 higher than men’s.**

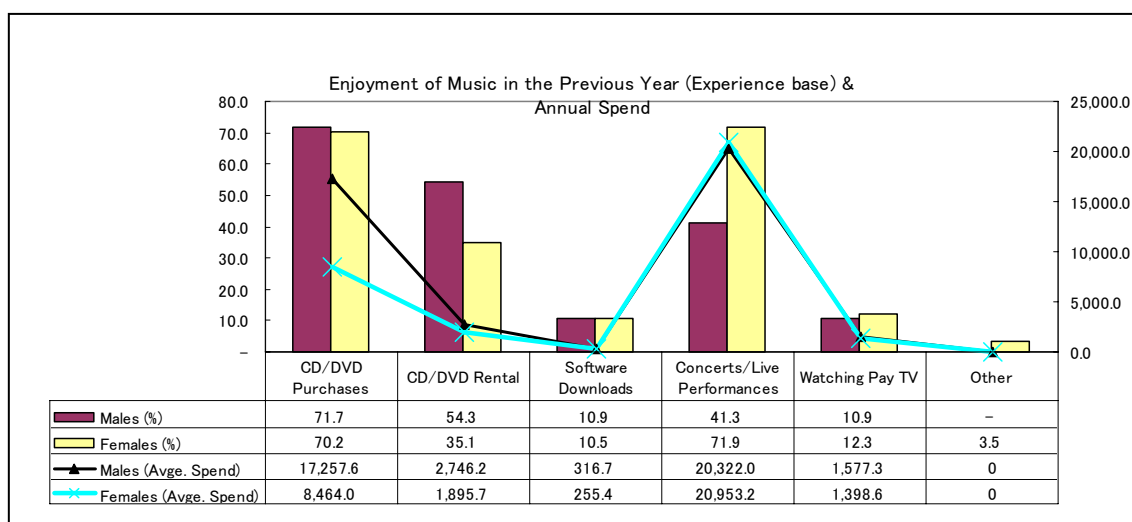
The top entertainments enjoyed in the last year were movies, books & comics, and music in that order for both men and women. When comparing men and women, with the exceptions of sports and drama & animation, women have more experience than men. In stage & theater in particular, women’s experience was around twice that of men’s.

Across eight categories, men spent an average ¥178,074 in the last 12 months, while women spent an average ¥193,791, or ¥15,717 more. By category, music is top for both men and women. Men spent more than women on music and books & comics, while women spent more on stage & theater, art, theme parks, and sports. Women and men spent roughly the same on movies and drama & animation.



- **Favorite music genres were classical, popular and jazz in that order for both men and women. More men had bought CDs, etc. and men spent more on them than women. Meanwhile, women spent more than double the amount on concerts they did on purchasing CDs.**

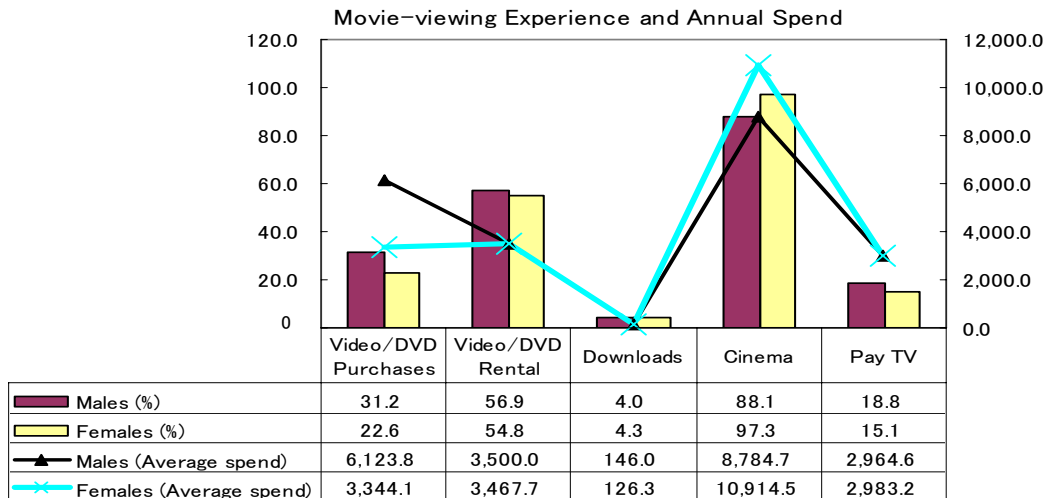
Women and men both selected classical, popular and jazz music as favorite music genres, in that order. With around 10% of men and just 6.5% of women enjoying *enka* (Japanese ballads), it seems that *enka* is already out of fashion with people in their 50s. In ways of enjoying music, in the last 12 months men had mainly bought and rented CDs and DVDs. Around 40% of men had been to a concert in the last year compared to more than 70% of women. Men's overall spending on music was higher than women's, and particularly so in purchasing CDs and DVDs, where they spend an average ¥17,258,



close to double what women spent.

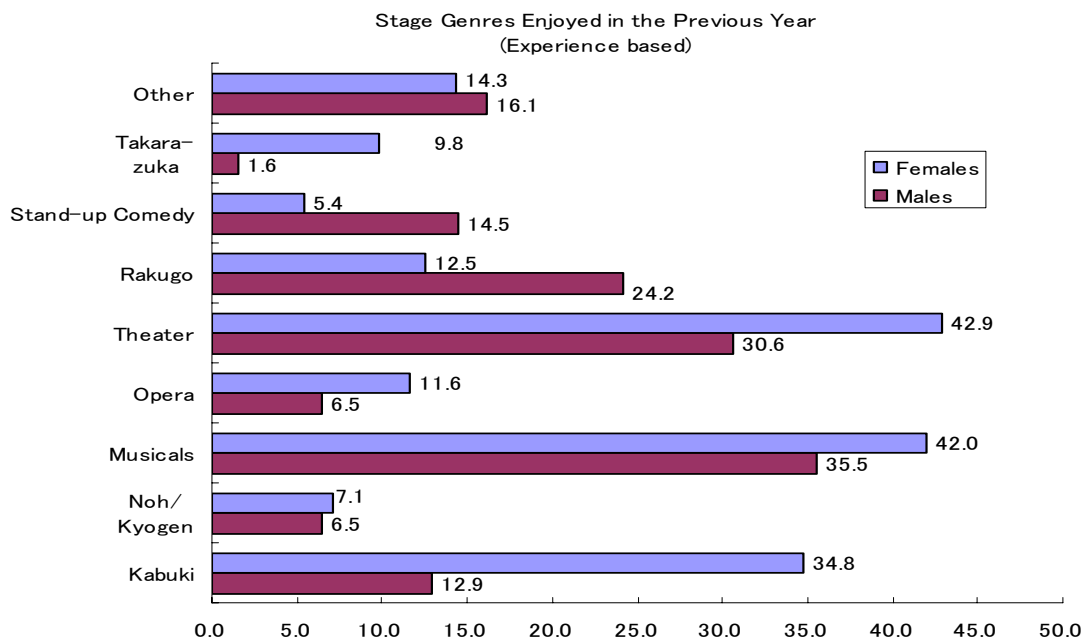
- **Women go to the cinema more than men, whereas men are more likely to purchase and rent videos and/or DVDs, and watch pay TV.**

In ways of enjoying movies, women, more than men, go to the cinema. Conversely, men's average annual spend on purchasing videos and/or DVDs was ¥6,124, nearly twice women's (¥3,344). Here too, we see that women tend to go out for entertainment, while men tend to stay at home.



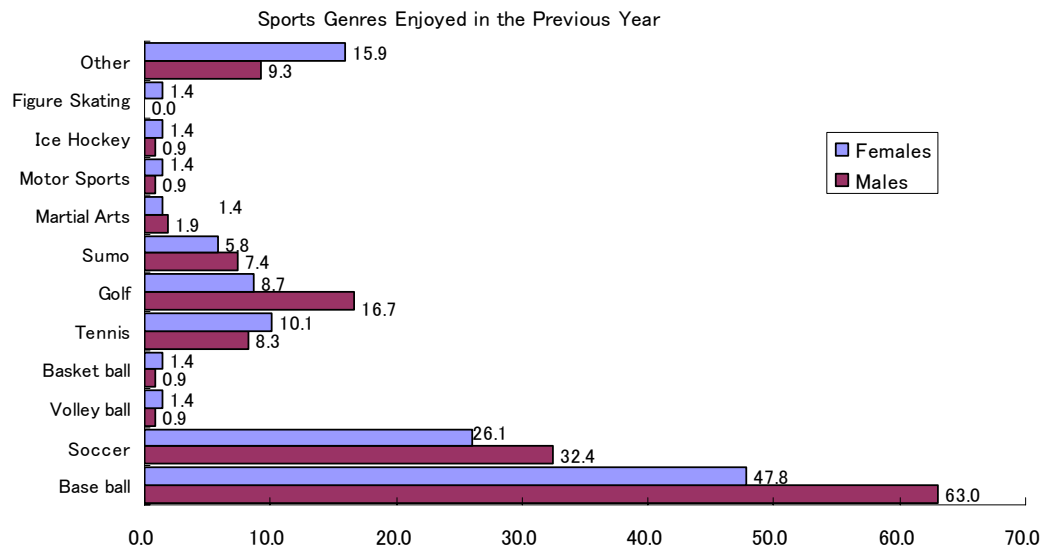
- **In stage and theater, men enjoy musicals, theater, and *rakugo* comic story-telling. Women enjoy going to see theater, musicals, and kabuki.**

There were some gender differences in theater/stage genres enjoyed in the previous year, with musicals, theater, and *rakugo* comic monologue taking the top three spots for men, whereas theater, musicals, and kabuki were the top three for women. There was a huge difference in kabuki, in particular, with close to 35% of women having enjoyed it in the past year compared with less than 13% of men. Kabuki is clearly very popular with women.



- **Baseball far and away the most popular sport with elder men**

Among respondents who watch sports, the top sport is baseball, followed by soccer and golf. However, soccer's popularity was about half of baseball's, and golf's was half of that again, evidence of the overwhelming popularity of baseball.

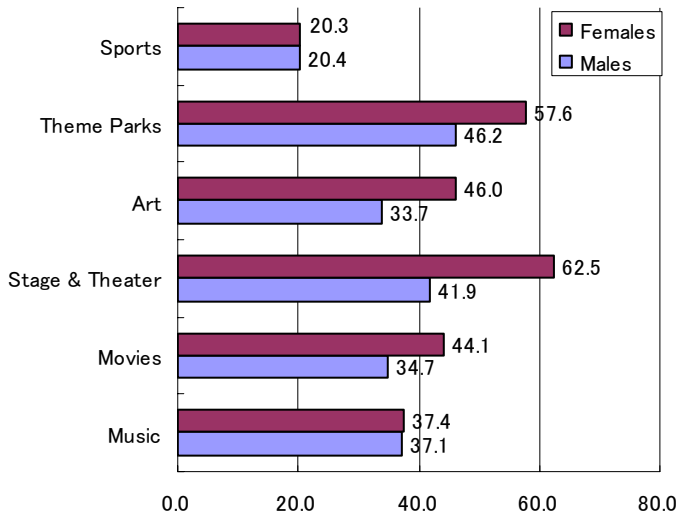


- **Women's incidental entertainment spending on extravagant meals and fashionable clothing is high. They spend noticeably more when enjoying stage & theater.**

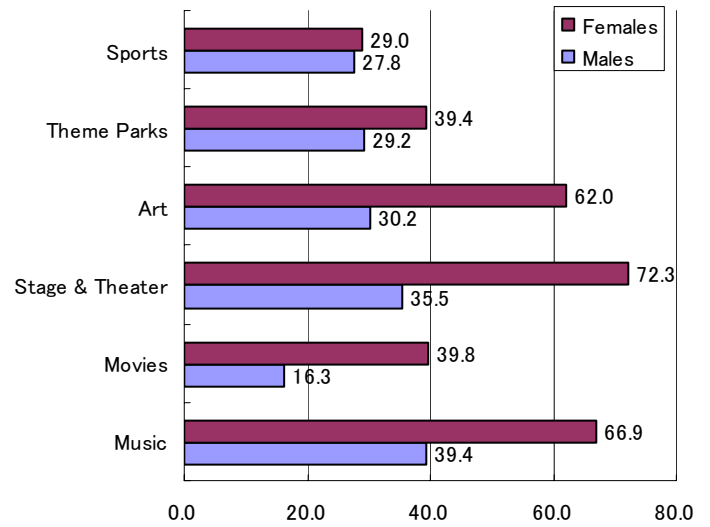
When we asked whether respondents spent additional amounts on meals and clothing incidental to their enjoyment of entertainments we discovered a huge gap between the genders, with women spending freely on incidentals. As we have seen above, in the same entertainment category, women tend to enjoy it out of the home. In line with this, they spend more than normal on meals, fashion and other items to enjoy during their trips out.

Women's incidental spending is notably higher in stage & theater, where 62.5% enjoy lavish meals, and 72.3% pay particular attention to fashion. The female-to-male gap in stage & theater is considerably higher than those of other entertainments.

Enjoy Incidental Lavish Meals



Pay Attention to Fashion



- **Men and women have different preferred partners for entertainment: men prefer their wives, and women their friends**

When we asked respondents who they preferred enjoying various entertainments with, for most entertainments men chose their wives and women their friends. Husbands were second for women, but compared with men, women’s preference for their spouse was 20 percentage points lower than men’s. Conversely, men’s preference for their friends was less than half that of women’s.

While men preferred having fun with their spouses and alone, women chose a variety of people like friends, spouse and daughter, depending on the entertainment. They enjoy the company of various people.

**Person/s Entertainments are Enjoyed With**

**Males**

	Friend/s	Wife	The whole family	Son/s	Daughter/s	Sibling/s	Alone
Music	③20.5	①66.7	18.2	6.1	9.1	0.8	②47.0
Movies	15.3	①68.3	③26.2	8.9	10.4	0.5	②47.5
Stage & Theater	③21.0	①74.2	12.9	0	6.5	1.6	②29.0
Art	③20.9	①66.3	10.5	3.5	5.8	0	②57.0
Sports	②38.9	①45.4	14.8	16.7	3.7	0.9	②38.9

Females

	Friend/s	Husband	The whole family	Son/s	Daughter/s	Sibling/s	Alone
Music	①70.5	②48.9	5.0	7.9	25.9	8.6	③30.9
Movies	①64.0	②57.5	10.2	9.1	31.7	4.3	③39.8
Stage & Theater	①66.1	②31.3	1.8	2.7	③29.5	9.8	15.2
Art	①75.0	②41.0	3.0	1.0	16.0	2.0	③40.0
Sports	②42.0	①49.3	14.5	③17.4	14.5	5.8	8.7

Contact:

Corporate Public Relations Div.  
Elder Business Development Div.

U. Hirasawa, M. Fujimoto  
S. Sakamoto

Tel: +81-3-5446-6161  
Tel: +81-3-5446-4355