

HOPE Report:

HOPE Survey 2006 – Japanese Baby-Boomers Take Stock of 60 Years of Life

Assigning their lives scores, men give an average 66.6 points and women an average 72.7. Life has been good, overall

Looking back, more agree they were blessed with their family than think they achieved social standing or respect

For most, their 20s were their happiest times. For women, happiness comes again in their 50s, but for men, it is a steady downward slide

More than one in three do not want to be grouped together as a single generation

Tokyo—November 27, 2006—Hakuhodo's Elder Business Development Division (<http://www.h-hope.net/english/>) continuously studies elder *sei-katsu-sha** (people aged 50 and over) through a variety of surveys and research. This time, we took responses from HOPE Survey 2006, which questioned 2,036 elders aged 50–64 nationwide, and shone the spotlight on those from the baby-boom generation born 1947–1949 (458 respondents aged 56–58) as they take stock of their lives as they approach their 60th birthdays. Key findings of this study are presented below.

According to our data, close to 70% of the baby-boom generation see turning 60 as a turning point in their lives. Also, looking back over the years, men gave their lives an average score of 66.6 points, while women gave an average 72.7. Overall, around 60% of men and around 80% of women gave their lives high scores of at least 70 points.

When we asked them whether they agreed with various statements concerning their lives as they look back over the years, having a place at home (92.8%) came out on top, followed by having someone who needed them (89.5%) and being blessed with a good spouse/partner

* *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumer's lives.

(72.5%). Being blessed in one's family situation appears to be the most significant factor in determining happiness for the baby-boom generation. Following family, being blessed with good health (70.0%), having good relations with the neighbors (68.3%) and having someone to whom they can tell anything (59.6%) were also high. Notably, in each of these three, the figures for women are higher than those for men, hinting that baby-boom men may have some concerns about their health, and few relations with people outside their workplaces.

When we asked when they were happiest, most men and women said in their 20s (men 76.6%, women 81.7%). However, compared with men, whose happiness peaks and goes into steady decline after their 20s, women's happiness lives picks up again after they hit their 50s.

In generational awareness, responses focused on competition and music. Japanese baby-boomers see themselves as the generation that lived through Japan's high-growth period (50.0%), the Beatles generation (45.0%) and the generation that experienced cut-throat competition for university places (44.3%).

At the same time, the top three appellations they are happy to be known as are "the Beatles generation" (22.9%), "the folk song/new music generation" (19.0%) and "the generation that values freedom" (18.6%). However, for some 36.0% of respondents, there were no monikers given that they are happy to be known by.

Survey outline

Period: March 2006

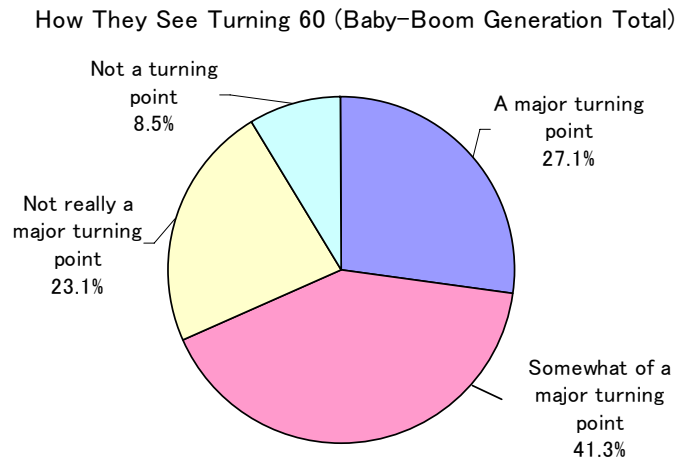
Territory: Japan-wide

Population: Elder generation males and females aged 50–64 (n = 2,036) (of which, 458 respondents aged 56–58 were targets for this report)

Annex: Survey data

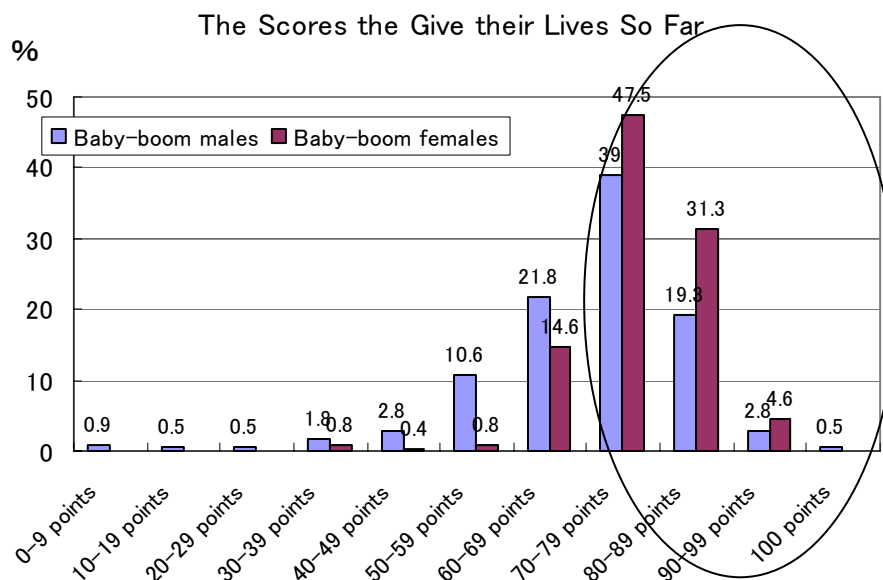
- **For close to 70% of baby-boomers, 60 is a turning point in their lives**

As they near 60, we asked baby-boom men and women how see this age, finding that a total of close to 70% (68.4%) see it as a turning point: 27.1% as a major turning point and 41.3% as somewhat of a major turning point. It seems that as they approach the national age of retirement (at 60) many, understandably, have a strong sense that they are at an age requiring lifestyle change and revision.



When looking back over the years, men give their lives an average score of 66.6 points, while women give theirs an average 72.7. Life has been good, more or less

When we asked them to give their lives a score out of 100, around 60% of baby-boom men (61.6%) and around 80% of women (83.4%) gave their lives scores of at least 70 points. The average scores, 66.6 points for baby-boom men and 72.7 points for baby-boom women, reflect a positive feeling amongst both that life has been good overall. Women, in particular, seem to be satisfied with their lives, with more than 35% giving their lives scores of at least 80 points.

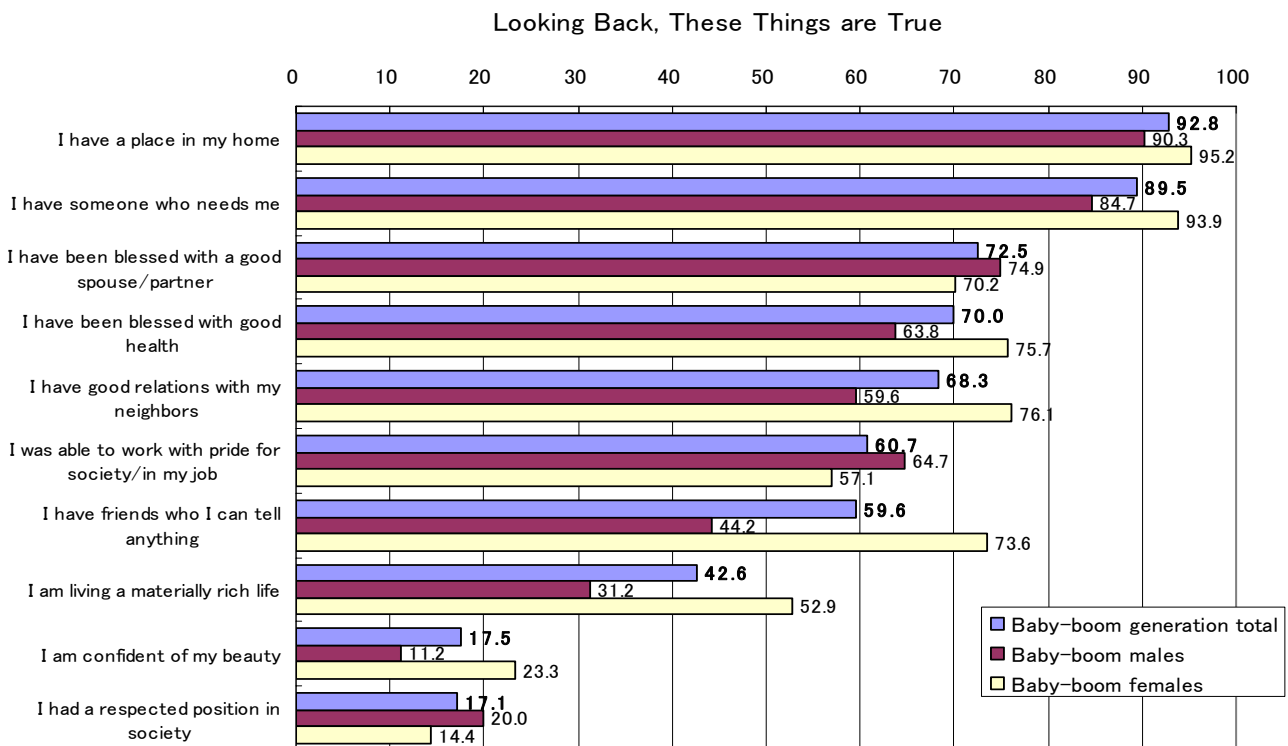


- Looking back, most agreed they were blessed in their family lives. Conversely, fewer agreed they had been blessed in work and the social sphere such as in having proudly worked for society/in their careers and having attained a position of respect. A full home life seems to be behind the happiness enjoyed so far**

From the previous finding we know that many people are happy with their lives, but what is behind this? We asked respondents whether looking back, they agree with various statements. The top response was having a place in one's home (92.8%), followed by having someone who needs them (89.5%) and being blessed with a good spouse/partner (72.5%). It would appear that biggest deciding factor in happiness in life is the fullness of family life.

Next highest responses were health (70.0%), good relations with the neighbors (68.3%) and having a friend to whom they can confide anything (59.6%). In these three items, women's responses are higher than men's, suggesting that women have paid more attention to their health and been more proactive in building human relationships, while men may have some health concerns and few friendships outside the workplace.

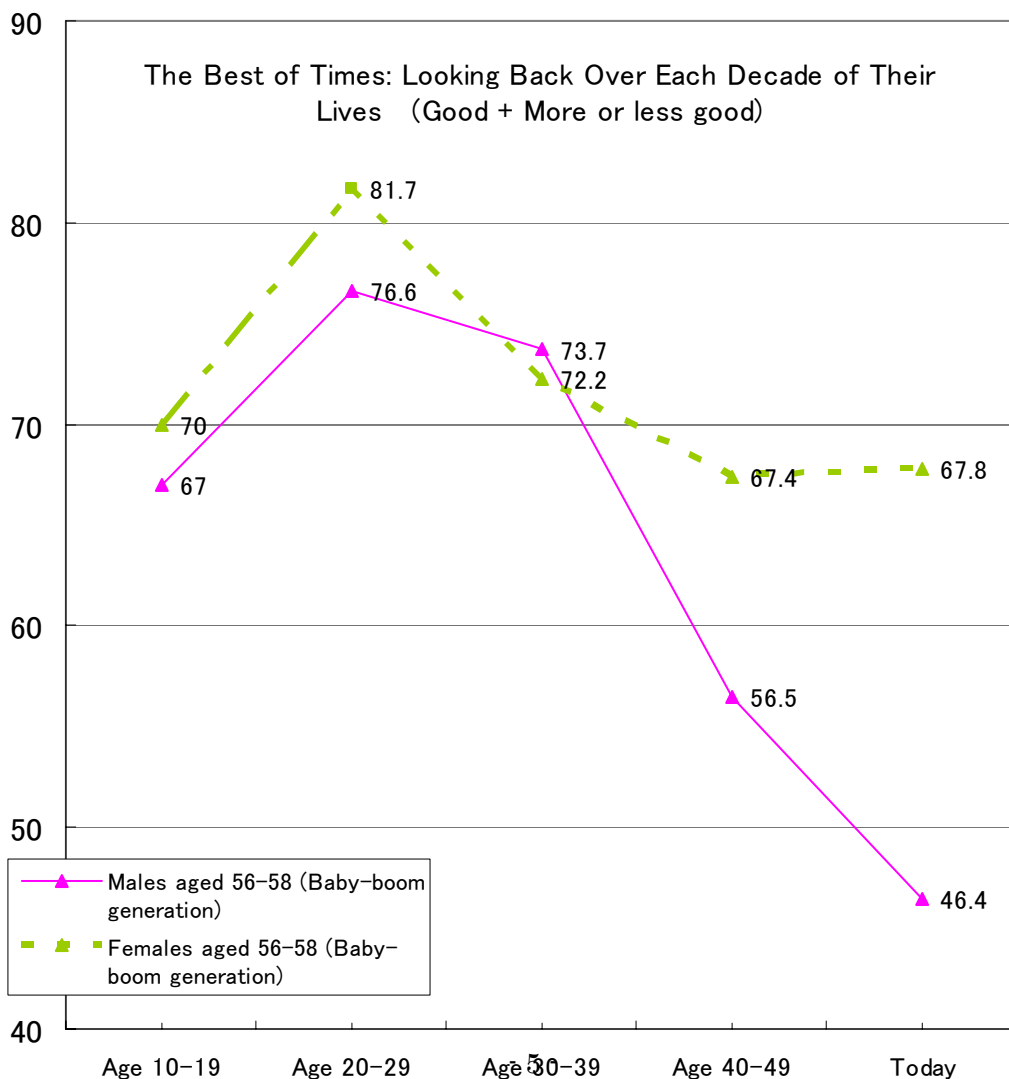
In addition, while 52.9% of women agree that they are financially well off, just 31.2% of men do. This difference in perceptions probably stems from the fact that in most cases women hold the family purse-strings.



- **For both baby-boom men and women, happiness peaked in their 20s. After that, it is a continuous downward slide for men, but there is a resurgence of happiness for women in their 50s**

Looking back over their lives in decade-long periods, their 20s were the happiest period for baby-boom men and women (76.6% of men and 81.7% of women). Having got through the fierce competition unique to this generation for university places, the group was at that point glorying in a youth culture symbolized by the Beatles, folk songs and jeans.

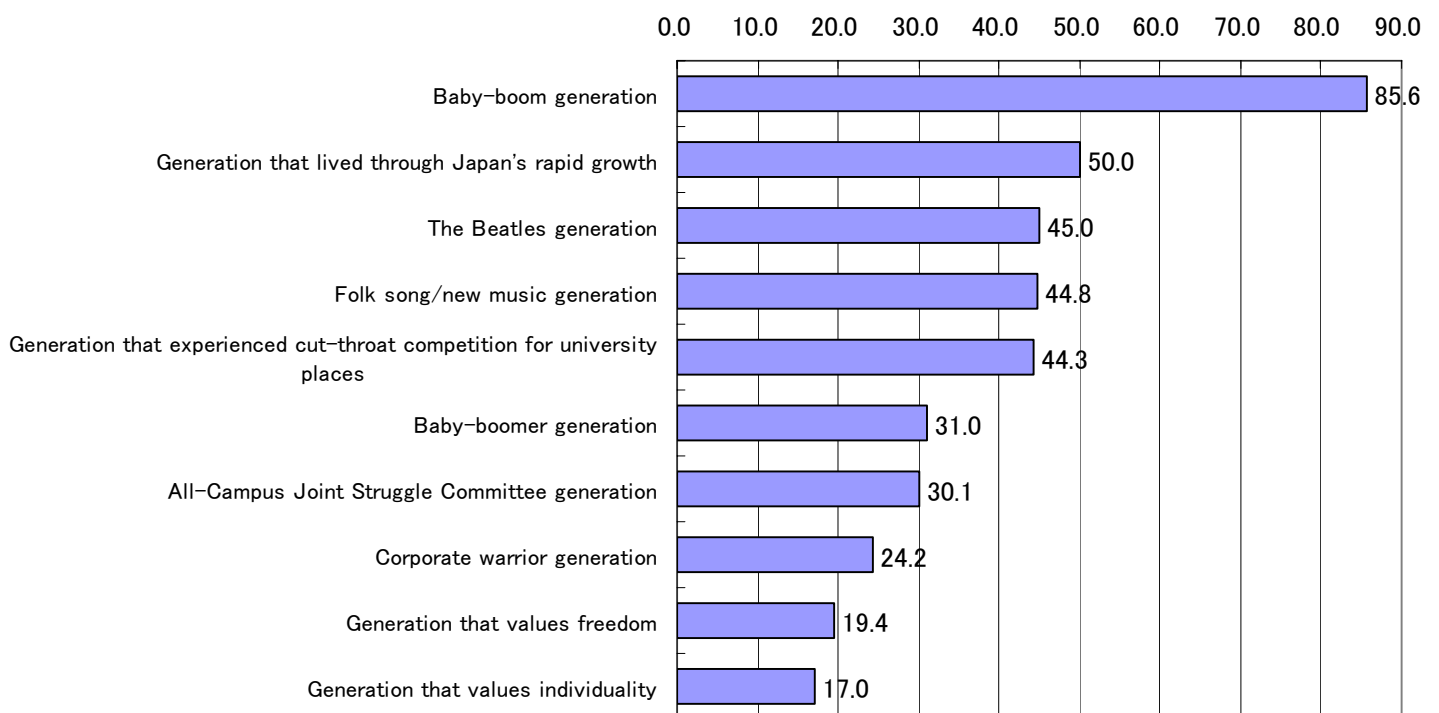
After that, it is a one-way decline for men, just 46.4% of who say they are happy now (in their 50s). Meanwhile there is an upturn of happiness for women after 50, with 67.8% now saying they are happy. Perhaps having finished child rearing and paying off their mortgages, women now find they have the time and money to pursue their interests once again.



- **The top name they choose for their generation is “baby-boom generation,” followed by “the generation that lived through Japan’s rapid growth,” “The Beatles generation” and “generation that experienced cut-throat competition for university places”**

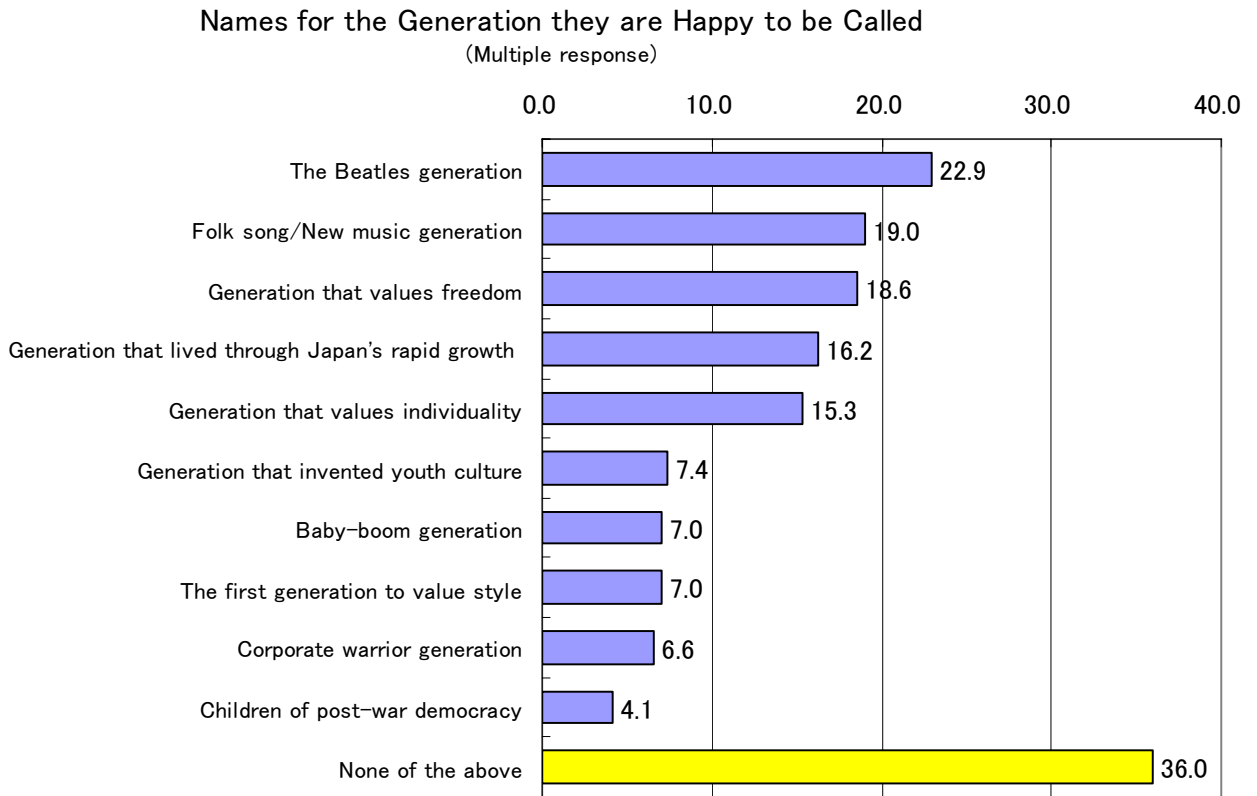
When we asked baby-boomers to choose appellations that suit their generation, the top choice was baby-boom generation (85.6%), with music-focused names like the Beatles generation (45.0%), the folk song/new music generation (44.8%) following in 3rd and 4th place. Also notable were the generation that lived through Japan’s rapid growth (50.0%), the generation that experienced cut-throat competition for university places (44.3%), the All-Campus Joint Struggle Committee generation (30.1%) and the corporate warrior generation (24.2%). The baby-boom generation seems to be proud of having competed and struggled all their lives.

Names that Represent the Generation
(Multiple response)



- **They are happy to be known as “The Beatles generation” and “the folk song/new music generation.” But with more than a third claiming a liking for none of the generation appellations, there seems to be some resistance to being grouped together as a generation**

Responses to the names they are happy to be called as a generation also put music-related names at the top of the chart. Responses to the generation that values freedom (18.6%) and generation that values individuality (15.3%) were also notable. Most striking of all is the 36.0% that claimed an attachment to none of the generation names. Perhaps this is indicative of some resistance to having been grouped together and labeled all their lives as a massive generation constantly in the media spotlight.



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Reference:

Elders: The New 50+ Generation.

Pioneered by Hakuhold's Elder Business Development Division, the term "elder" provides a new way of referring to Japanese people aged 50 or over, one that better reflects the new realities of this group. Against the backdrop of the world's most rapidly aging society, Japan's 50+ community is a growing and increasingly influential part of society—especially from marketing perspectives.

The three major groups that comprise Japan's elder population are:

- Younger Elders aged 50-64
- Older Elders aged 65-74
- Aged Elders aged 75 and above.

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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. (www.hakuhold.jp) is the second largest advertising company in Japan, and the tenth largest core agency in the world according to *Advertising Age's* agency report 2006. Today, innovation and creativity are still at the heart of its operations. Hakuhold shares with its clients an unmatched depth of knowledge about the relationship between people and brands – knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhold pioneered in advertising. Through its global network, Hakuhold provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhold has 64 offices in 16 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuhold's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhold introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuhold is one of three advertising agencies under the umbrella of Hakuhold DY Holdings Inc. (TSE: 2433) (<http://www.hakuholdody-holdings.co.jp/english/index.html>) a holding company which was established in 2003 through the management integration of Hakuhold Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. Hakuhold DY Holdings Inc. was listed on the first section of Tokyo Stock Exchange in 2005.