

HOPE Report: The Post-60 Life Plans of Baby-Boomers

Health and finances the biggest post-retirement concerns.

Men worry about money,
women memory loss and declining personal appearance.

Asset management seen as the way to build savings.

Boomers look forward to hot spring trips, surfing the Net,
getting in touch with nature.

Ideal lifestyles of both men and women include proactive social participation.

Tokyo—March 9, 2007—Hakuhodo's Elder Business Development Division constantly monitors the lifestyles of Japan's elders—or people aged 50+—through an array of studies and other research. Below we present findings from a focus survey on baby-boom generation respondents (458 people currently aged 56–58) that took part in our recent Hope Survey poll of 2,036 elders aged 50–64 nationwide. The topic was the life plans they have for their looming post-retirement life.

Our research shows that health and finances are significant post-retirement concerns for both men and women. For men, living expenses/pensions (56.9%) was a particular concern to men, while for women memory loss (42.9%) and diminishing personal appearance (32.1%) were.

We also learned that for building up savings, more baby-boomers look to asset management (44.1%) than to returning to work after the official retirement age of 60 (24.5%).

When respondents were asked to name the things they look forward to doing after they turn 60, domestic hot spring trips, surfing the Internet and domestic trips to get in touch with nature were popular choices with both men and women. But there were some gender differences: aside from travel and entertainment, which were high for both sexes, women also look forward to gardening (35.8%) and e-mailing (34.6%), while men are interested in going for drives (39.0%) and investing (28.9%).

We also probed boomers on the work–private time–community work balance they envisage for themselves in their post-60 lives. On average, men imagine a work: 34.8%, community work: 16.3%, private time: 48.9% balance; while for women it is work: 24.6%, community work: 17.1%, and private time: 58.4%. With a work and community work total of 51.1% for men and 41.7% for women, it appears that both sexes look forward to actively participating in society after retirement.

Detailed survey data are outline in the following pages.

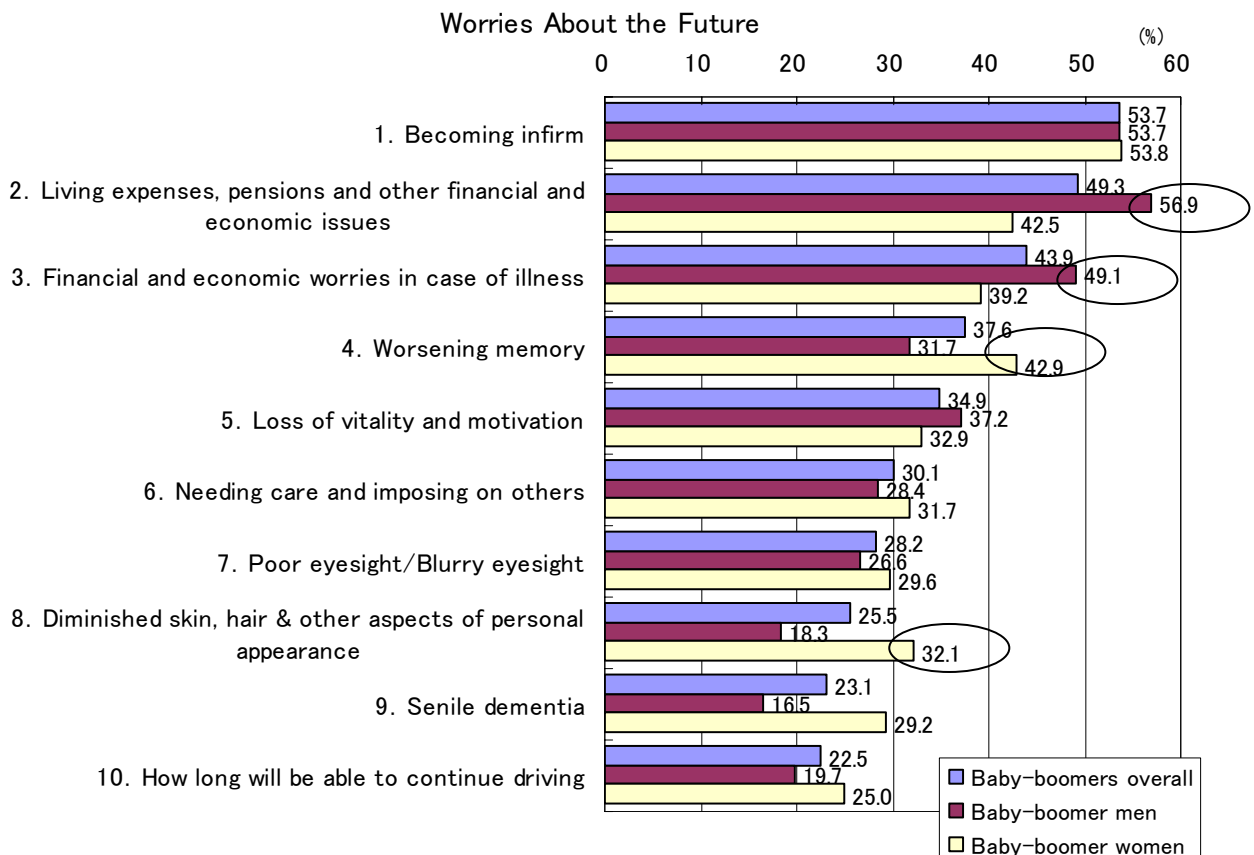
Survey outline

Period:	March 2006
Area:	Japan
Respondents:	2,036 elders (aged 50–64) (of which 458 baby-boomer responses were analyzed)
Method:	Internet survey

Appendix: Survey data

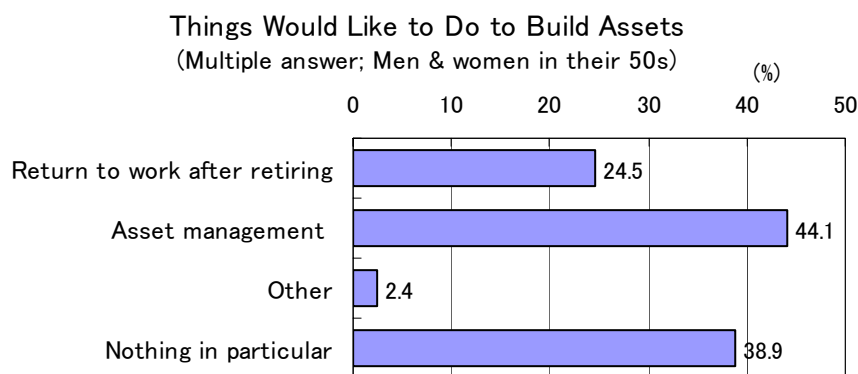
- **Health and finances are the major post-retirement concerns of baby-boomers. The big worries are money for men and memory loss and diminishing personal appearance for women**

For both men and women, health and finances scored high as future life concerns. Men were particularly worried about living expenses, pensions and other financial and economic issues (56.9%) and financial and economic worries in case they become ill (49.1%). Compared with men, women were more concerned about memory loss (42.9%) and diminishing skin, hair and other aspects of personal appearance (32.1%). Such concerns may be bound up with desire to continue working after retirement and receive stimulation from on-going social contact.



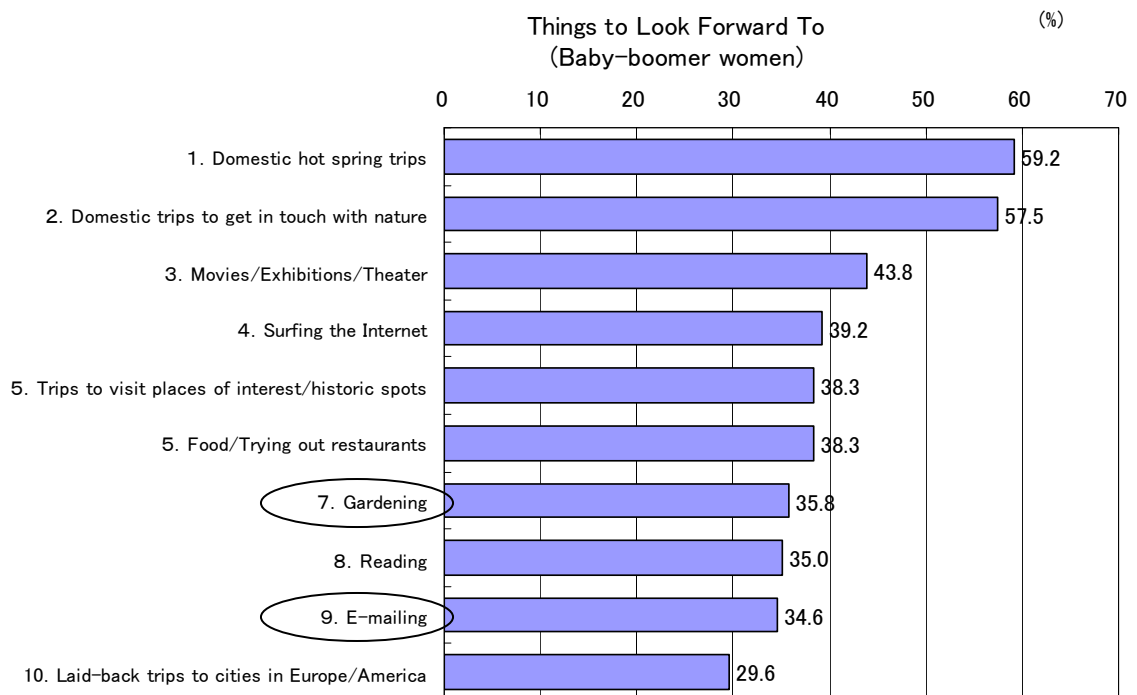
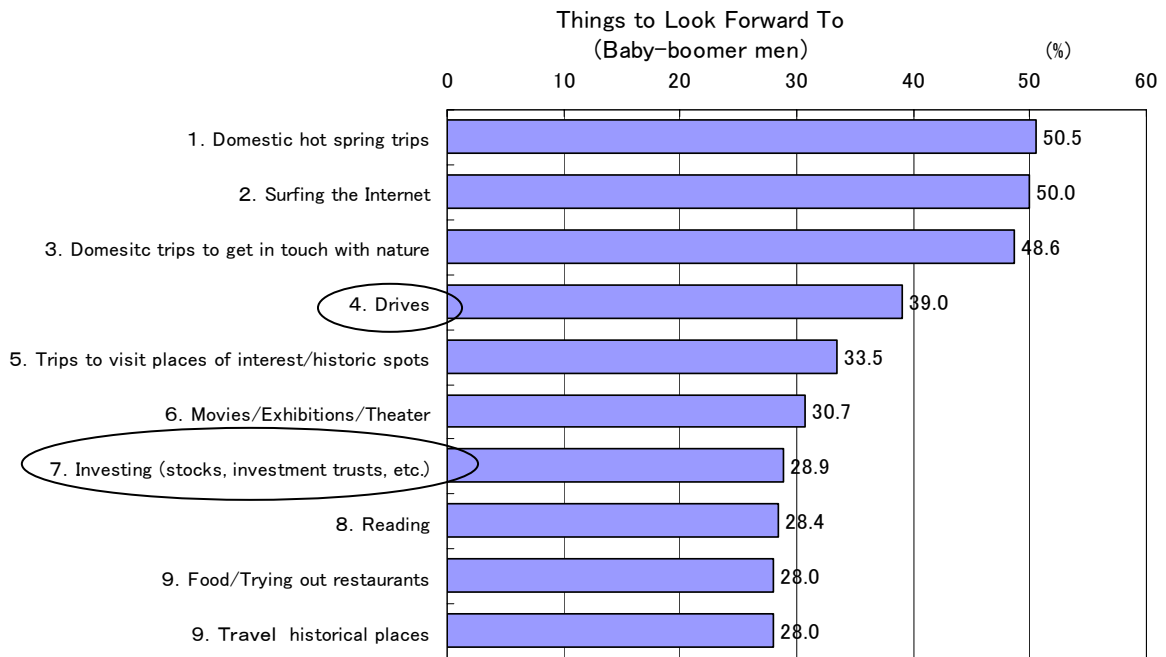
- **Asset management is more popular as a means of building savings than returning to work after reaching the official retirement age**

When we asked boomer specifically how they plan to build up savings, asset management (44.1%) came out well ahead of returning to work after the official retirement age (24.5%). With child-rearing and mortgage repayments a thing of the past for most, baby-boomers are now set to receive their retirement benefits. With a strong desire to make the most of this lump sum, it is not surprising they are highly interested in managing their money.



- **Among pastimes to look forward to after turning 60, going for drives and investing were characteristic of men, and gardening and e-mailing peculiar to women**

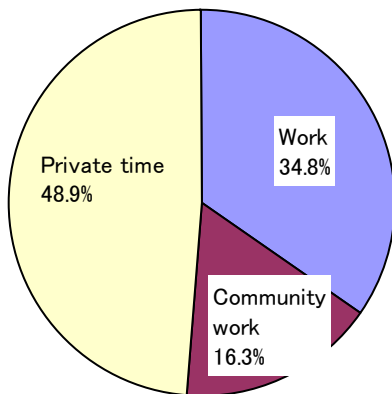
While there were pastimes like domestic trips to hot springs, surfing the Internet and domestic travel to get in touch with nature that received high scores with both men and women, there were some differences between the genders. For instance, aside from travel and entertainment, which both sexes were interested in, gardening (35.8%) and e-mailing (34.6%) were also popular choices for women, while men were interested in going for drives (39.0%) and investing (28.9%). Tomorrow's ideal couple will probably enjoy traveling and going to the cinema as a couple, while also creating time apart so that each can enjoy their own hobbies and interests.



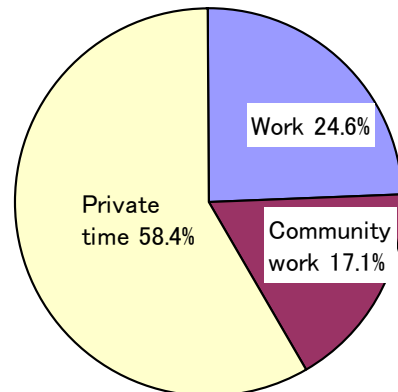
- **Life beyond 60 will involve active social participation (through work and community work). Men want to spend 51.1% of their time on such participation and women 41.7%**

We asked baby-boomers the work–private life–community work balance they envisage in their lives beyond 60, and created an average composite. Our results show that while both men and women definitely want to have their own private time (48.9% of total time for men, 58.4% for women), they also have a strong desire to participate in society through work (34.8% of total time for men, 24.6% for women) and community work (16.3% of total time for men, 17.1% for women). Thus, men look to spending 51.1% of their time participating in society through work and community work, while women look to spending 41.7% of theirs.

Life Balance (Baby-boomer men)



Life Balance (Baby-boomer women)



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Contact:

- Corporate Public Relations Division

Ushio Hirasawa: USHIO.HIRASAWA@hakuhodo.co.jp

Mariko Fujimoto: MARIKO.FUJIMOTO@hakuhodo.co.jp

Tel: +81-(0)3-5446-6161 Fax: +81-(0)3-5446-6166

- **Elders: The New 50+ Generation**

Pioneered by Hakuholdo'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.

■ About Hakuholdo Inc.

Founded in 1895, Hakuholdo Inc. (www.hakuholdo.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. Hakuholdo 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 Hakuholdo pioneered in advertising. Through its global network, Hakuholdo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuholdo has 64 offices in 16 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuholdo is one of three advertising agencies under the umbrella of Hakuholdo 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 Hakuholdo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. Hakuholdo DY Holdings Inc. was listed on the first section of Tokyo Stock Exchange in 2005.