

## HOPE Report: Baby-Boomers Heading into Retirement 3: Spousal Relations

**An overwhelming majority of boomer men & women want to live happily as a couple after retirement****There are signs of rapprochement between boomer spouses, but some differences remain**

- **Around 30% of men want to cook & cooking classes are their top enrichment lesson choice**
- **Women's score for talking retirement over as a couple is around 15 points lower than men's**

Tokyo—August 9, 2007— Hakuhodo's Elder Business Development Division (<http://www.h-hope.net/english/>) constantly monitors elder *sei-katsu-sha*\* (people aged 50 and over) through a variety of surveys and research. With Japan's baby-boomers beginning to head into retirement from April this year, we analyzed results of a survey into spousal relations and use of mobile phones/PHS among 428 men and women aged 58–60 in the Greater Capital and Kansai regions. Results of this analysis appear below.

Our findings show that around as retirement approaches, the post-retirement hope of around 80% of both male and female baby-boomers is to live happily as a couple. This is followed by pursuing hobbies (72.4%) for men and having my spouse cooperate in the housekeeping (58.8%) for women. Given that around 30% of men say they want to cook and to participate in (non-cooking) household duties, the spouses seem to be working toward a compromise in this area.

The top 3 enrichment lessons that men took up/would like to take up on retirement were cooking lessons, languages and gardening; while computer, sports lessons and languages were top with women. Here, too, we see husbands drawing closer to their wives through cooking.

While boomer men may have started to be more considerate toward their spouses in this way, there still appear to be some inconsistencies in their actions. Around 40% of both men and women say that as retirement looms, they have started to think more about their spouse

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\* *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 its commitment to a comprehensive, 360-degree perspective on consumer's lives.

than before. However, when we asked whether they had discussed life after retirement with their spouses, 62.4% of men said yes, while just 48.6% of women said the same. Perhaps boomer wives are not feeling quite as cared for as their husbands imagine. The gap between intentions and actions is one issue that still needs to be addressed if couples are to live happily together in the years to come.

In this survey we also learned that close to 90% of baby-boomers use a mobile phone or PHS, and that more than 90% have used their phones for e-mailing, roughly the same score as for calls. It appears that a mobile phone/PHS is now a necessary part of life for the baby-boom generation. Receiving TV broadcasts and making video calls received high scores as functions that boomers would like to try in the future. Boomers were also interested in positioning services.

Detailed survey data is presented below.

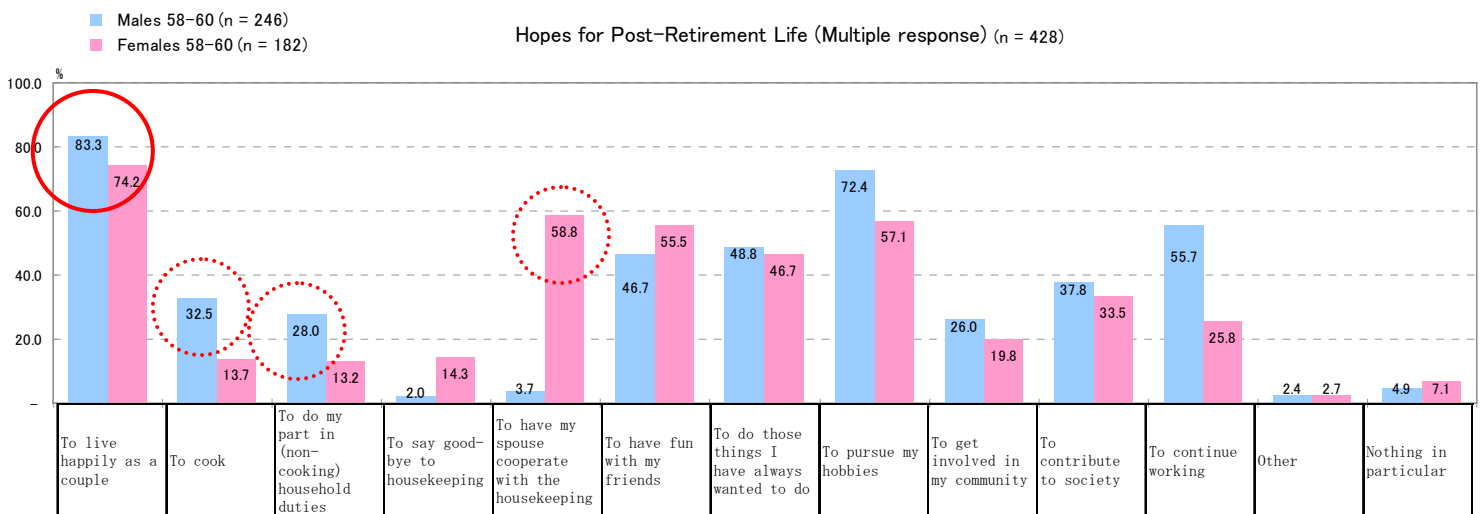
### **Survey outline**

|              |   |
|--------------|---|
| Period:      | March 2007  |
| Territory:   | Area within 40 km of Tokyo; Osaka/Kyoto/Kobe                  |
| Respondents: | Baby-boomers (aged 57–61): 298 males and 286 females; n = 584 |
| Method:      | Internet survey   |

## Appendix: Survey data

- The top hoped-for post-retirement life at around 80% for both men and women was living happily as a couple. The number 2 response for women was having their spouse cooperate in the housekeeping. Pursuing their hobbies ranked second with men, but 30% of men also professed a desire to cook and to get involved in non-cooking household duties. A sign, perhaps, of a rapprochement between the sexes?

As retirement looms, we asked boomers their hopes for their post-retirement lives. The top response for both men and women was to live happily as a couple. The No. 2 response for women was to have their spouse cooperate in the housekeeping (58.8%); while pursuing my hobbies (72.4%) was No. 2 for men. Nevertheless, considering that around 30% of men would like to cook and to do their bit in non-cooking household duties, it would appear that we have the first signs that boomer husbands and wives might finally be reaching a compromise.



- The top choice of enrichment lessons that boomer men took up/would like to take up after retirement is cooking, with computer lessons the top choice for women

The top three lessons that boomer men took up/would like to take up after retirement were cooking (19.9%), languages and gardening (both 19.5%). For women, they were computer (22.5%), sports lessons (21.4%) and languages (20.9%). Notably, the depth of

men's interest in cooking is evident again here. Also, as interest in languages, gardening and sports lessons was high among both men and women, these look set to become the impetus for conversations and joint participation in these share interests.

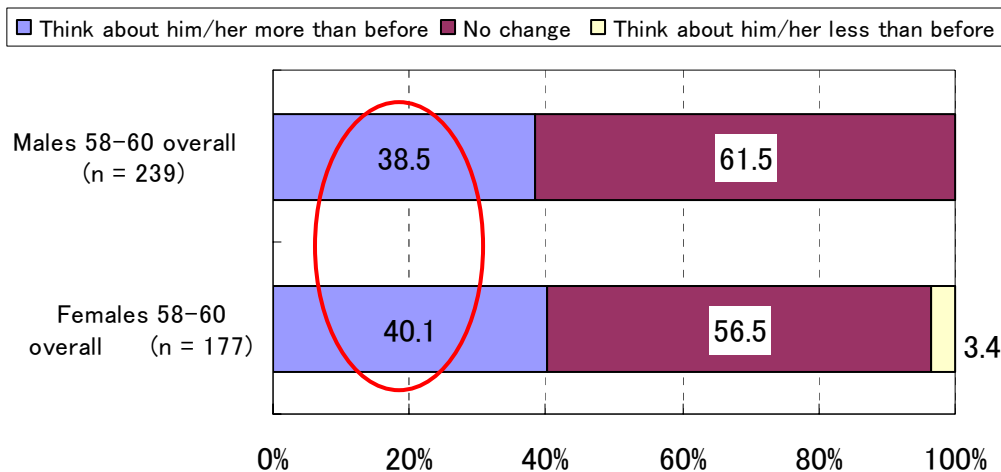
| Males 58-60 (n = 246) |                     | %    |
|-----------------------|---------------------|------|
| 1                     | Cooking classes     | 19.9 |
| 2                     | Languages           | 19.5 |
| 2                     | Gardening           | 19.5 |
| 4                     | Computer            | 18.7 |
| 5                     | Music lessons       | 18.3 |
| 6                     | Sports lessons      | 17.9 |
| 7                     | Going to the gym    | 14.6 |
| 8                     | Investment seminars | 13.8 |
| 9                     | Photography         | 12.2 |
| 9                     | Art                 | 12.2 |
| 9                     | Pottery             | 12.2 |

| Females 58-60 (n = 182) |                        | %    |
|-------------------------|------------------------|------|
| 1                       | Computer               | 22.5 |
| 2                       | Sports lessons         | 21.4 |
| 3                       | Languages              | 20.9 |
| 4                       | Gardening              | 19.8 |
| 5                       | Calligraphy/Penmanship | 17.6 |
| 6                       | Going to the gym       | 15.4 |
| 7                       | Pottery                | 12.1 |
| 8                       | Music lessons          | 11.5 |
| 8                       | Knitting/Handcrafts    | 11.5 |
| 10                      | Painting               | 11.0 |

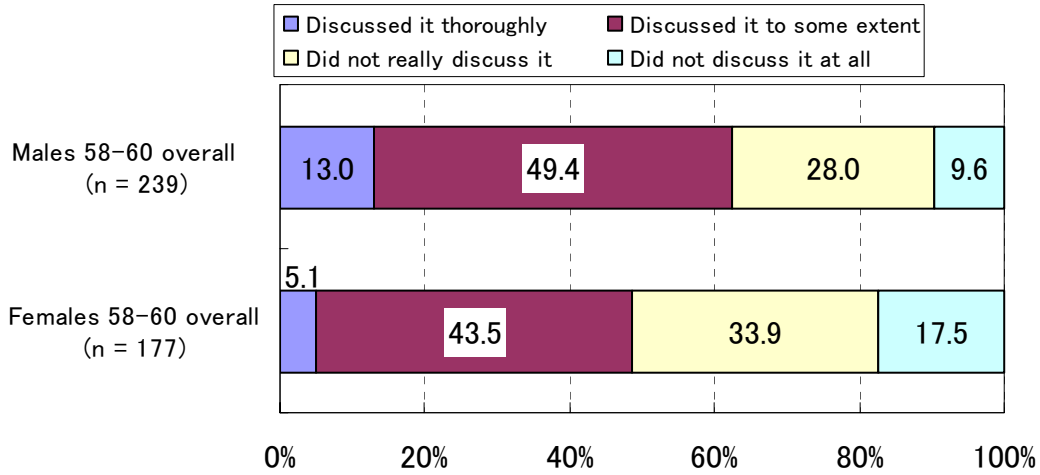
- **As retirement looms, around 40% of both men and women say they think more about their spouses than before. However, while around 60% of men say they discussed post-retirement life with their wives, only around 50% of women say the same. There appears to be a disconnect in the actions of boomer husbands and wives that is not in alliance with the spirit of compromise**

On the cusp of retirement, around 40% of boomer men and women say they think more about their spouses than before. Yet while 62.4% of men report having talked with their spouses about post-retirement life, only 48.6% of women say the same. Although both may hope to draw closer to each other, there appear to be some gaps in the carrying out of this intention.

#### Consideration for Spouse as Retirement Approaches

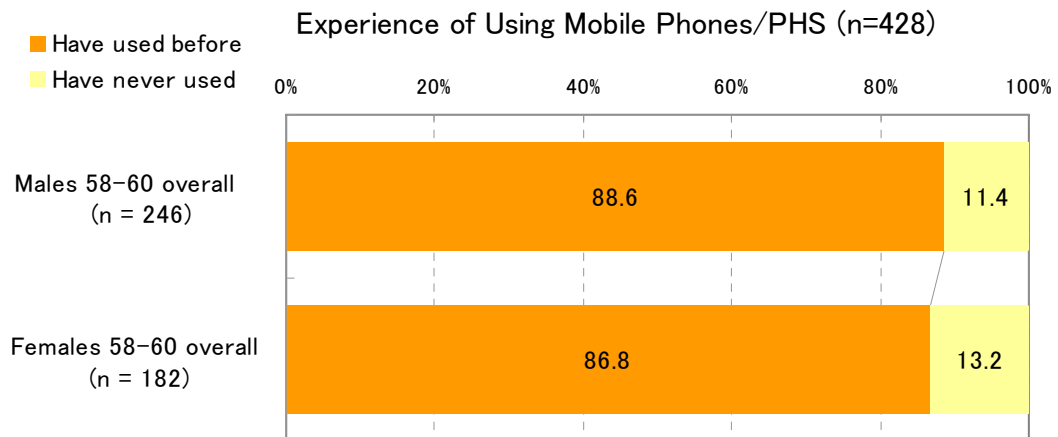


Discussed Post-Retirement Life with Spouse  
As Retirement Approaches



- **Close to 90% of boomer women and men have used a mobile phone or PHS. In the future they would be interested in receiving TV broadcasts and trying video phone and positioning services**

We discovered that close to 90% of all boomers have used a mobile phone or PHS, with women, in particular, using a variety of mobile phone functions in addition to making calls. Also, around 80% of male and female boomers appear to use their mobile phone to take photographs. Additionally, receiving TV broadcasts, video phone calls and positioning services all received decent scores of around 30% among functions our respondents would like to try in the future.



< Functions Already Using >

| Males 58-60 (n = 218) %                 |      |
|---|------|
| 1 Calls                                 | 97.7 |
| 2 E-mail                                | 92.2 |
| 3 Taking photographs                    | 72.5 |
| 4 E-mail with photo attachments         | 36.2 |
| 4 Information content services like i-m | 36.2 |
| 6 Memory cards                          | 29.8 |
| 7 Video recording functions             | 24.8 |
| 8 Games                                 | 18.8 |
| 9 PDA/Schedule management               | 16.5 |
| 10 Infrared information functions       | 16.1 |

| Females 58-60 (n = 158) %               |      |
|---|------|
| 1 E-mail                                | 96.8 |
| 2 Calls                                 | 95.6 |
| 3 Taking photographs                    | 84.8 |
| 4 E-mail with photo attachments         | 57.0 |
| 5 Video recording functions             | 38.6 |
| 6 Information content services like i-m | 36.7 |
| 7 Memory cards                          | 25.3 |
| 8 E-mail with video attachments         | 24.7 |
| 9 Ring tones                            | 22.2 |
| 10 PDA/Schedule management              | 21.5 |

< Functions Which Would Like To Try In The Future >

| Males 58-60 (n = 223) %                    |      |
|--|------|
| 1 Calls                                    | 90.1 |
| 2 E-mail                                   | 83.9 |
| 3 Taking photographs                       | 61.4 |
| 4 E-mail with photo attachments            | 35.0 |
| 5 Receiving TV broadcasts                  | 31.8 |
| 6 Information content services like i-mode | 30.9 |
| 7 Memory cards                             | 30.5 |
| 8 Video recording functions                | 24.7 |
| 9 Positioning services (GPS function)      | 23.3 |
| 9 Mobile Suica                             | 23.3 |

| Females 58-60 (n = 164) %                                  |      |
|--|------|
| 1 Calls  | 95.1 |
| 2 E-mail   | 92.7 |
| 3 Taking photographs                                       | 82.9 |
| 4 E-mail with photo attachments                            | 59.8 |
| 5 Video recording functions                                | 38.4 |
| 6 Video calls  | 33.5 |
| 7 E-mail confirmation (map) of other party's location      | 31.1 |
| 8 Positioning services (GPS function)                      | 30.5 |
| 8 Positioning services that guides you to your destination | 30.5 |
| 10 Receiving TV broadcasts                                 | 28.0 |

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**Analytical perspective**

At Hakuodo's Elder Business Development Division, we refer to the late 1960s—when the Japanese baby-boom generation gave birth to youth culture—as the first baby-boomer wave. It was a time of long-haired men, the miniskirt and jeans. The late 1980s—when boomers, then known as the New Families and the Sneakered Middle-Aged, took lead of Japan's consumer market—became the baby-boomers' second wave. It was the age of the station wagon. Now, in 2007, the baby-boom generation is beginning to head en masse into retirement, possibly giving rise to a third baby-boomer wave. Given that the first two boomer waves were social phenomena that affected private lives, and that retirement is in principle a private life issue, the potential for a new wave is clear.

Japan's baby-boom generation has made a habit of setting new phenomena in motion and ushering in new cultures and consumer spending patterns for the next generation. The

retirement of the baby-boomers could also potentially result in new social phenomena affecting the next age. Our research paints a picture of perceptions and lifestyles far removed from the traditional image of older people past retirement age. For this reason, we strive to pick up as many indicators of emerging social phenomena as we can. This analysis has raised several hints of a third baby-boomer wave. We will keep a close watch to see whether these ultimately lead to a major trend.

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

Pioneered by Hakuhodo'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 fastest 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](http://www.hakuhold.jp)) is the second largest advertising company in Japan, and the ninth largest core agency in the world according to *Advertising Age's* agency report 2007. 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.