

Japanese Mothers' Awareness of Lifestyle: Key Research Findings 2011

➤ **Research Outline**

Yano Research Institute has conducted a study on the awareness of lifestyle of Japanese mothers who have 3- to 9-year-old kids after the Earthquake with following conditions.

1. Research period: May 2011
2. Research targets: 477 mothers who have 3- to 9-year-old kids
(229 mothers living in East Japan, 248 mothers living in West Japan)

Note:

East Japan (Hokkaido, Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima, Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo, Kanagawa, Niigata) West Japan is all other prefectures excluding the above.

3. Research methodologies: Online questionnaire survey

➤ **Key Findings**

- ◆ **More than 60% of the mothers responded that lifestyle and awareness have changed in some way or another after the Earthquake.**

477 mothers nationwide who have 3- to 9-year-old kids were asked if the Earthquake brought any changes on lifestyle and awareness. 37.5 percent responded "no large change in particular." More than 60 percent felt some changes in lifestyle and awareness.

Changes were seen specifically in "make a far trip less frequently," "buy less except for necessities" and "place more importance on safety of kids." These are the major answer items that they indicated a change in both East Japan and West Japan.

- ◆ **Daily spending is reduced, while importance is placed on child education.**

Mothers were asked if there were any changes in household expenditure and spending on kids after the Earthquake. The largest response was "no change" in both East Japan and West Japan. On the other hand, there was a large difference in "increase" or "decrease" between East Japan and West Japan. The major answer items that they want to increase spending for kids were "saving for future education," which was outstandingly high, "book (picture, reference)," "lesson, correspondence education." All of them are associated with child education.

➤ **Report format:**

Published report: "Children Marketing Almanac 2011" Issued in: June 17, 2011

Language: Japanese

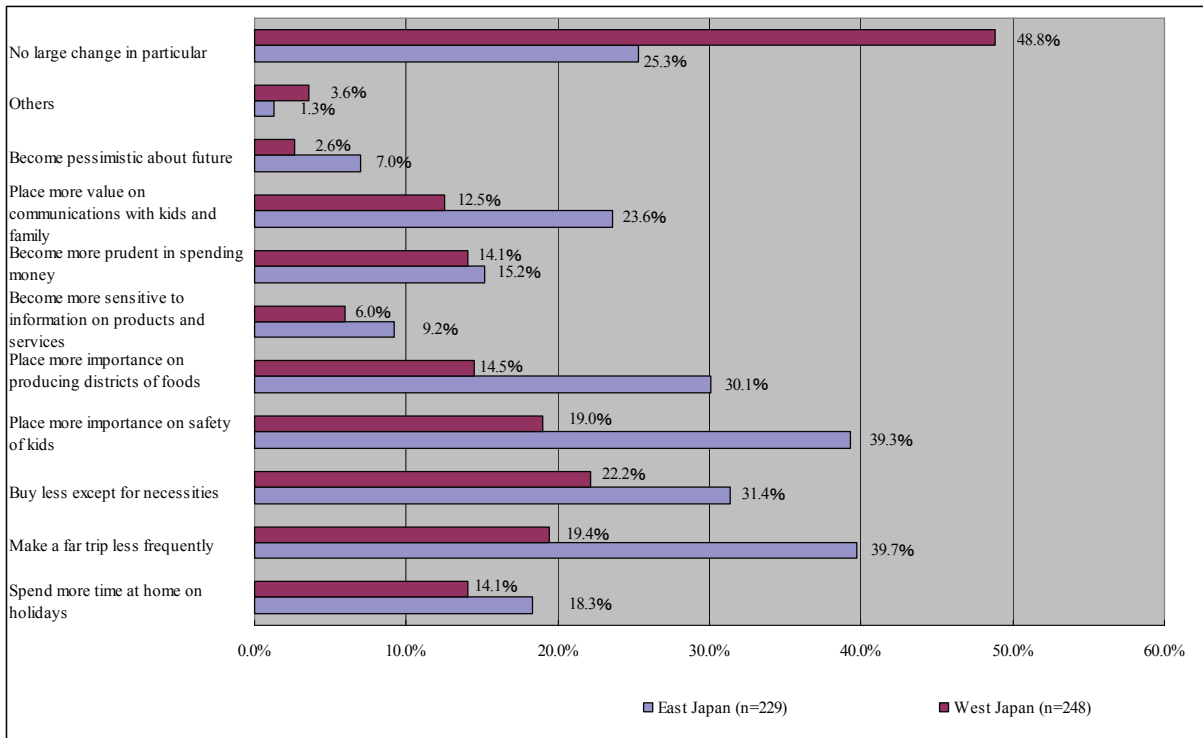
Format: 542 pages in A4 format

Price: 110,000 yen (5,500 yen of consumption tax will be additionally charged for sales in Japan.)

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[Changes in Lifestyle and Awareness after the Earthquake]



Estimated by Yano Research Institute Ltd.

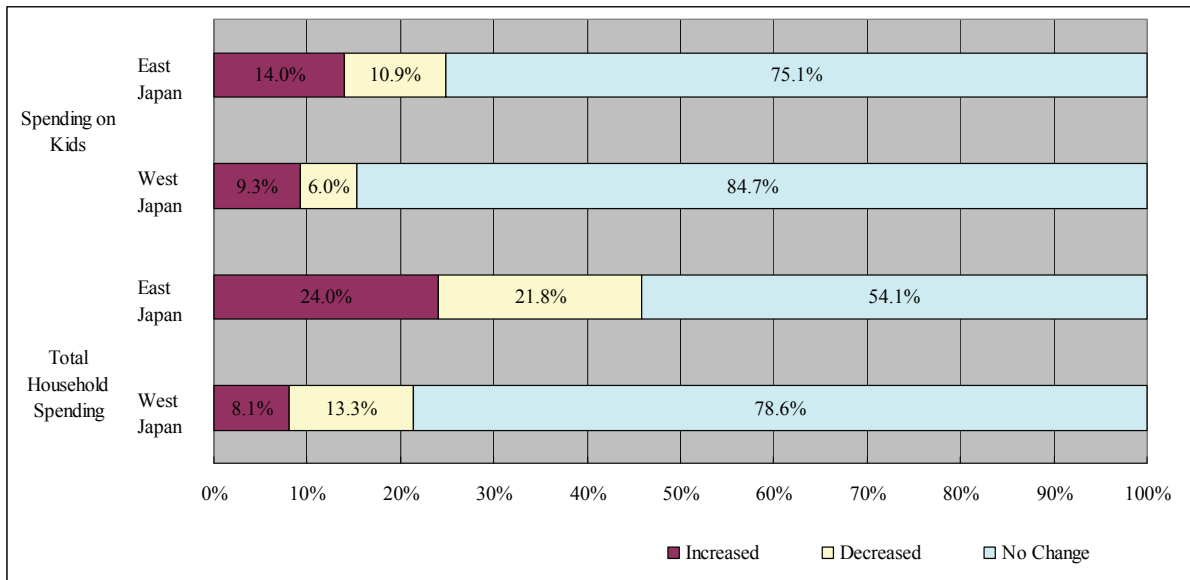
Note:

Survey Targets: Tallies were made with the responses from 477 mothers who have 3- to 9-year-old kids (229 mothers living in East Japan, 248 mothers living in West Japan)

Survey Period: May 2011

Survey Method: Online questionnaire survey, multiple answers

[Changes in Expenditure after the Earthquake]



Estimated by Yano Research Institute Ltd.

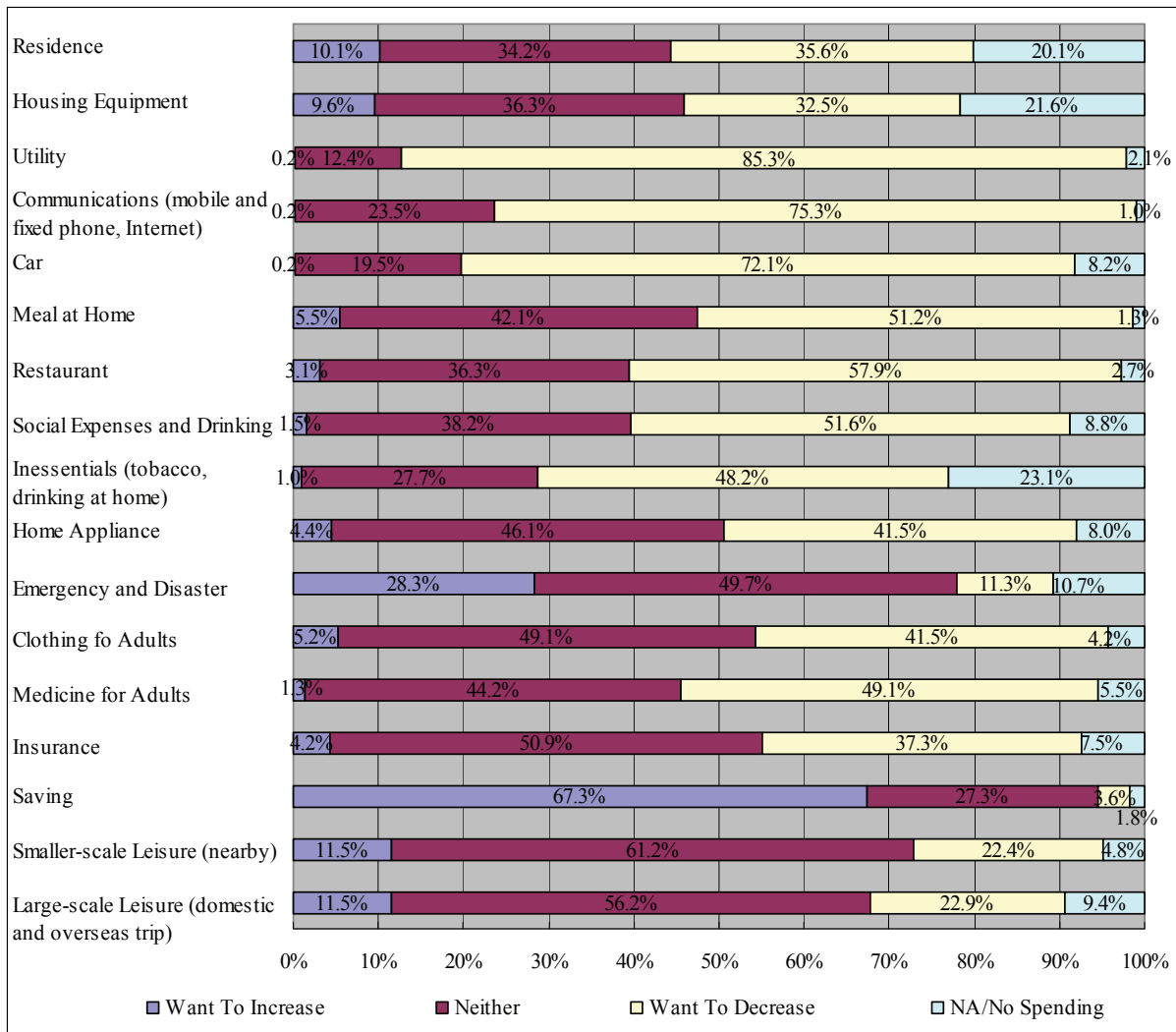
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[Intention on Future Household Expenditure]



Estimated by Yano Research Institute Ltd.

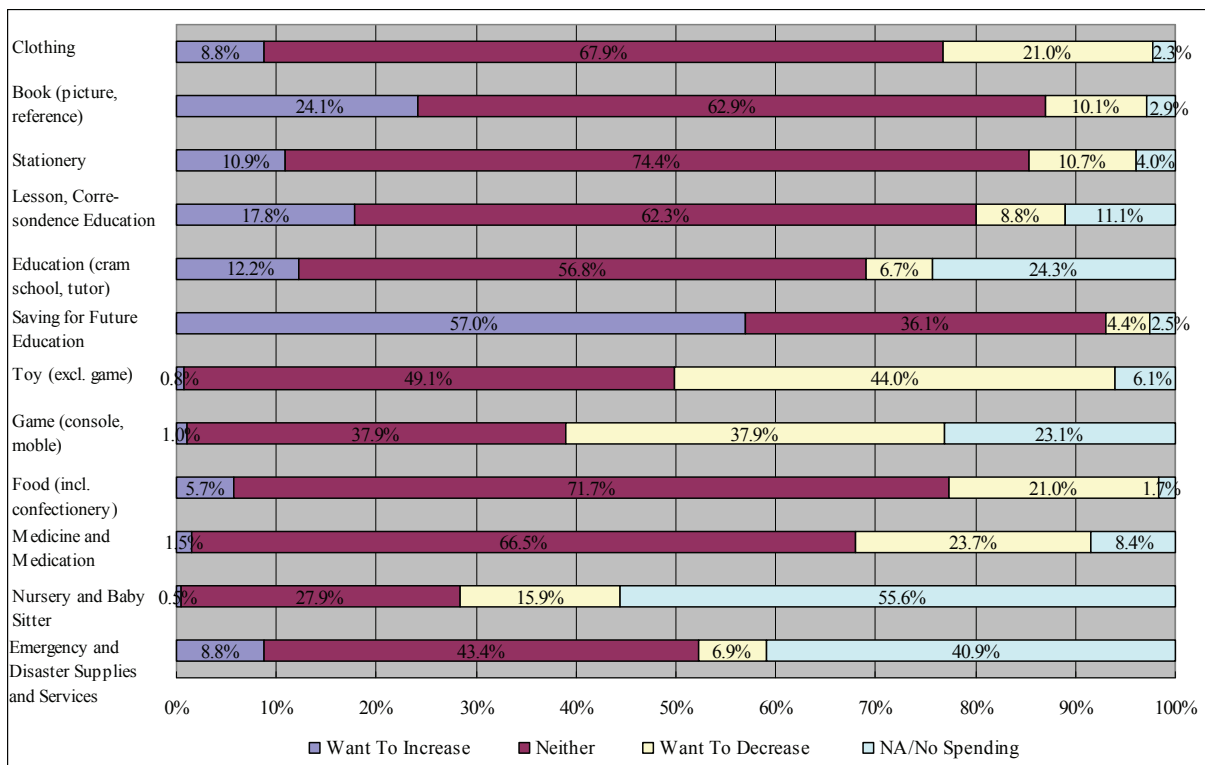
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[Intention on Future Expenditure for Kids]



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