

## Questionnaire Survey on the Meals of Senior Citizens: Key Findings 2012

### ◆ Research Outline

Yano Research Institute has conducted a questionnaire survey on the meals of senior citizens as described below.

1. Research period: April to May 2012
2. Research targets: 60-years or older men and women living in their own homes in Japan: 1,159 samples (Male: 924, female: 235)
3. Research methodologies: Internet online survey

#### <What is the questionnaire survey on the meals of senior citizens?>

In order to cope with the hyper aging society, Japanese government has introduced a “new program focused on preventive care” in April 2006 for the nursing-care insurance system which is positioned as the core part of the government welfare policy for the aged. As the meal is playing an important role in preventing the weakening of living functions of aged people, a questionnaire survey has been conducted on 60 years and older males and females about their meals. In this research, 60-year and older males and females are referred to as “seniors”.

### ◆ Key Findings

- **Senior prefers well balanced meals, including fruits, vegetables and fishes.**

Responses on “daily concerns on meals (multiple answers)” indicate that seniors are highly conscious of their dietary life, with 67.0 percent of respondents answered, “Eat fruits and vegetables”, followed by 61.9 percent “well balanced meals”, and 56.5 percent “eat fishes”. There are segments of population who are conscious of their everyday meals although they are healthy regardless of their ages. This trend, however, appears to be strengthened among the seniors.

- **Seniors have a tendency to cook and eat at home.**

Responses on the question on cooking methods and pattern of each meal (multiple answers) indicate the preferences of seniors for eating at home the meals cooked by family members or by themselves for every meal from breakfast to supper. There are not so many seniors who go out for eating or purchase cooked foods for eating at home. Also not many of them are using catering services such as home delivery meals or meals prepared for specific diseases.

- **What is needed is to review the meals in consideration of nutrient factors and nutritional values**

While majority of seniors are feeling that they do not have any difficulty on everyday meals, some of them are having difficulties in reviewing and adjusting their meals by considering nutritional values and nutrient factors, such as salt and calorie contents adjustment, balancing of nutrient factors, a menu getting staled. Also, there are seniors who are getting tired of cooking their meals, or having difficulties in going out for shopping.

Solutions of these dietary issues are important for enhancing the health-maintenance of the seniors. There are issues, however, such as additional financial cost for relying on the outside service providers. For the seniors living alone, opportunities are limited for advises and supports on cooking by family members.

◆ **Report format:**

Published report: “Seniors’ Foods and Eating Habits 2012”

Issued in: May 2012

Language: Japanese

Format: 202 pages in A4 format

Price: 200,000 yen (10,000 yen of consumption tax shall be charged for the sales in Japan.)

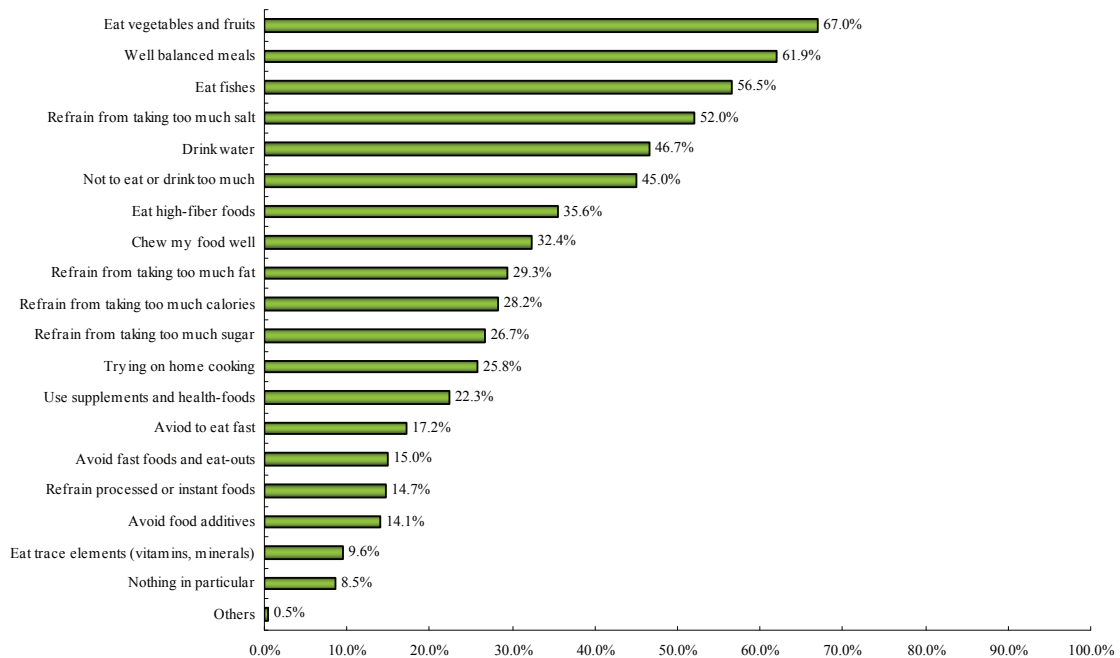
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Fig 1: Concerns on Daily Meals (Multiple Answers)

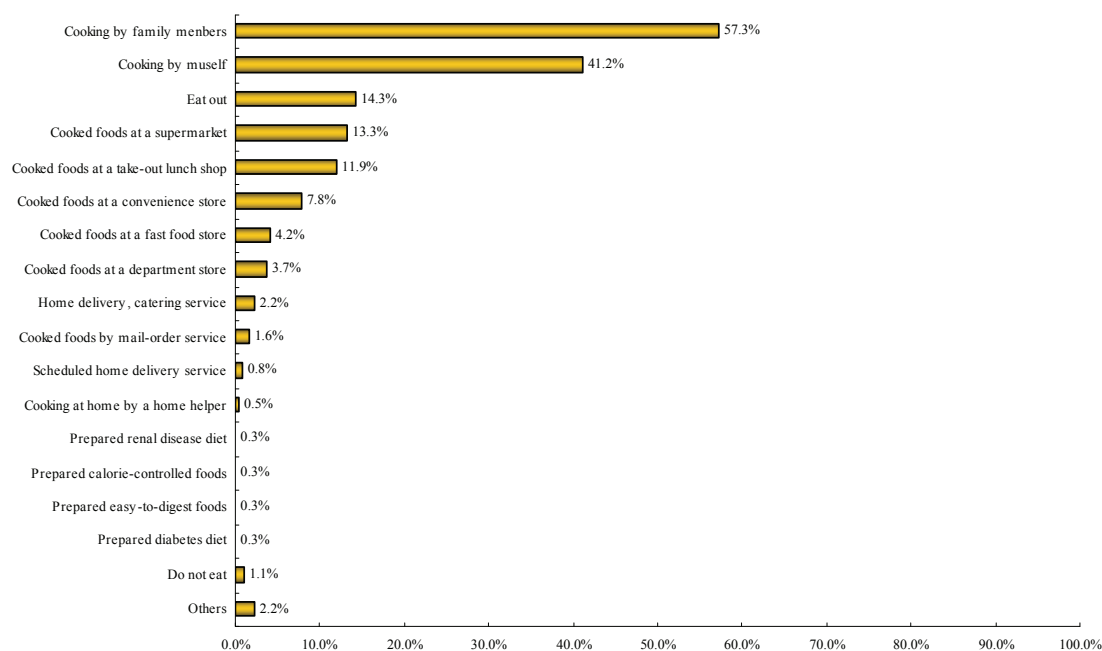


(Prepared by Yano Research Institute)

Note 1: Research period: April to May 2012, Research targets (samples): 60 year or older males and females living in their own homes in Japan (1,159 samples), Research methodology: Online Internet survey, with multiple answers.

Fig 2: Cooking Method and Pattern of Each Meal (Multiple Answers)

Fig 2-1: Lunch

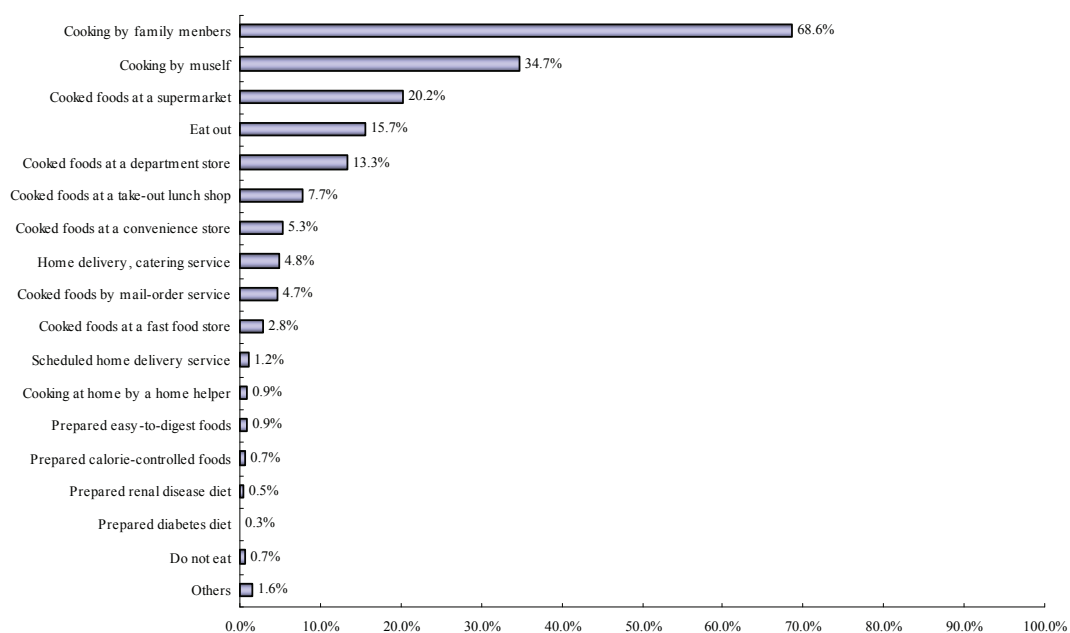


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Note 2: Research period: April to May 2012, Research targets (samples): 60 year or older males and females living in their own homes in Japan (1,159 samples), Research methodology: Online Internet survey, with multiple answers.

Fig 2: Cooking Method and Pattern of Each Meal (Multiple Answers)

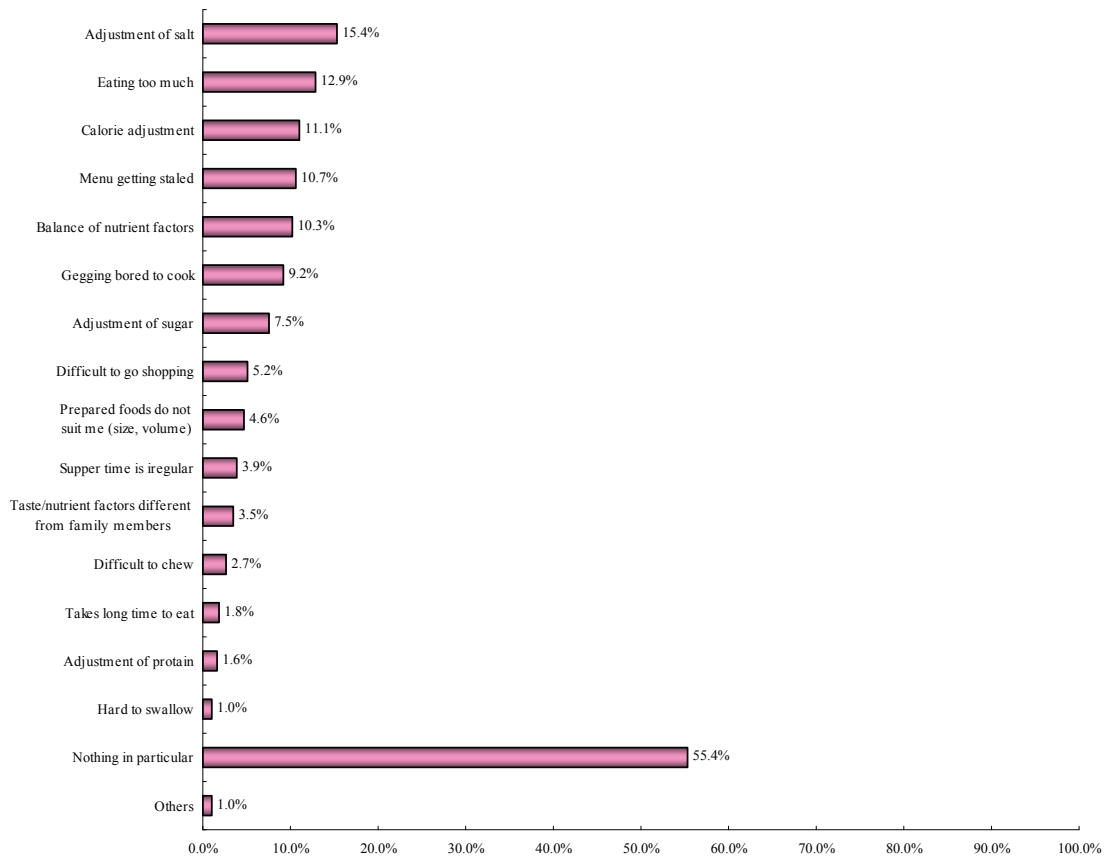
Fig 2-2: Supper



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Note 3: Research period: April to May 2012, Research targets (samples): 60 year or older males and females living in their own homes in Japan (1,159 samples), Research methodology: Online Internet survey, with multiple answers.

Fig 3: What is needed in Everyday Meals (Multiple Answers)



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Note 4: Research period: April to May 2012, Research targets (samples): 60 year or older males and females living in their own homes in Japan (1,159 samples), Research methodology: Online Internet survey, with multiple answers.