

Section 3

Consciousness of Baby Boomer Generation

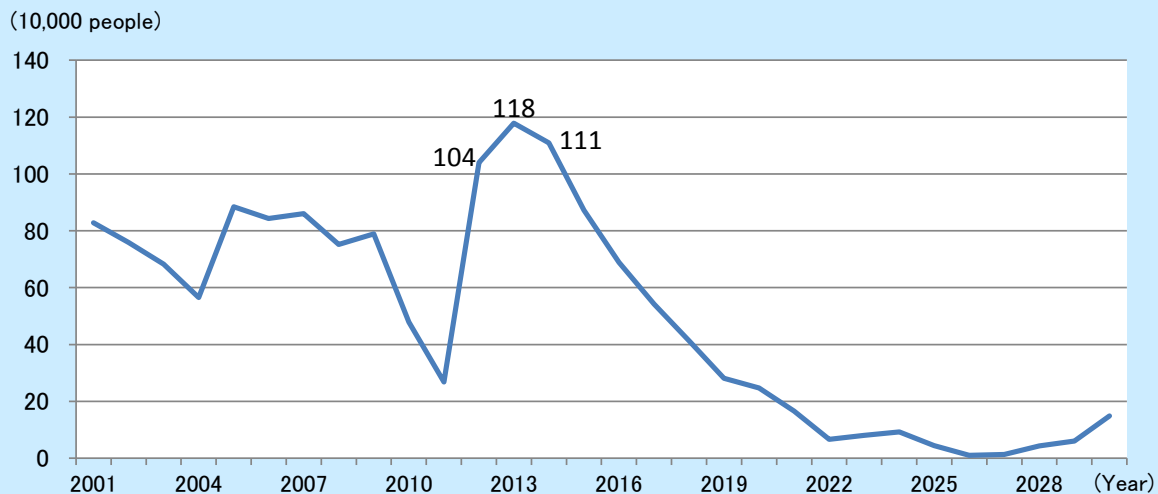
Since 2012, people born at the time great changes after the war such as popularization of higher education, shift to salaried employments, urbanization, and in the midst of consumption culture, the so-called “Baby Boomer Generation” started to reach 65 years old. By 2014, the population of the people aged 65 and over is to increase around one million every year.

If we define the elderly people as persons aged 65 and over, the Baby Boomer Generation accounts for a big portion of the elderly population. Making good use of their experiences at the front lines of various fields of the society, the Baby Boomers are expected to take the role to lead the ultra super aging society in the future and activities in employment, works, and social participation activities.

In this section, we will see the present situation and consciousness of the Baby Boomer Generation and consider how to handle the matter in future.

(Chart 1-3-1)

Chart 1-3-1 Increase of the population of the people aged 65 and over



Source: Created based on Ministry of Internal Affairs and Communications, “Population Estimates” till 2012, and from 2013, based on the estimated figure with Medium-Fertility and Medium-Mortality Assumption on National Institute of Population and Social Security Research “Future population estimates (estimated on January 2012)”

1 Economic Situation of Baby Boomer Generation

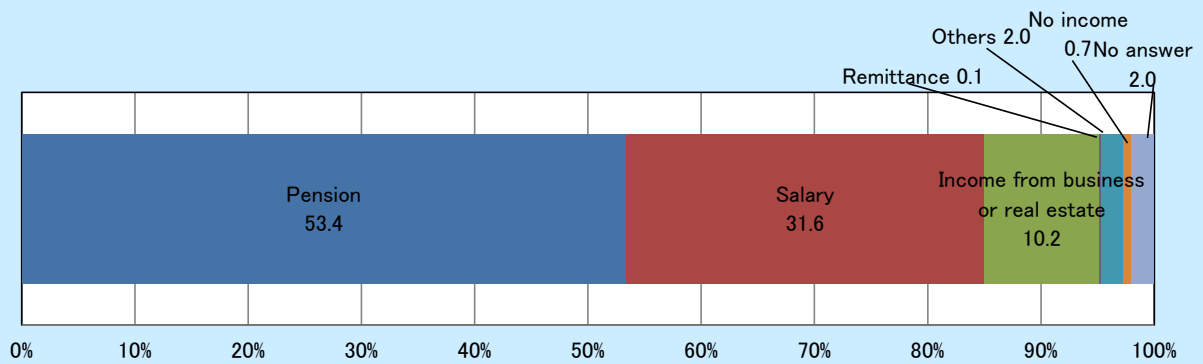
○ For the majority of the people, the main source of revenue is pension benefit.

Looking at the principal source of income, “Pension” is the highest being 53.4%, which is followed by “wages” at 31.6% and “Revenue from business and real estates,” at 10.2%. (Chart 1-3-2)

Looking at the annual income of the households, the households with “¥2.4 - ¥3.0 million” annual income was the highest at 17.3% followed by “¥3.0-¥3.4 million” at 14.0% and “¥3.6 - ¥4.8 million” at 14.0%. While the households with annual income of over ¥4.8 million account for 18.8%, the households with annual income less than ¥1.2 million (including no income)

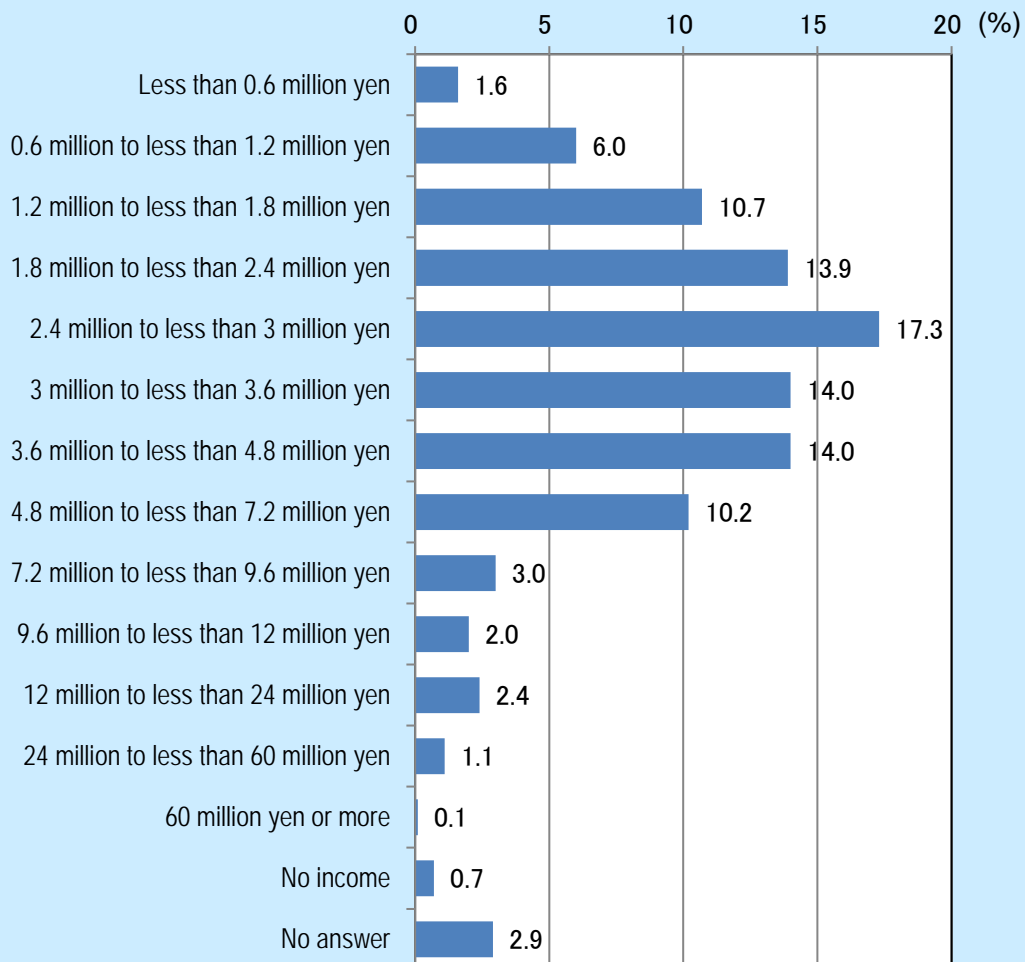
is 8.3% and it may be said that the income differentials are big. (Chart 1-3-3)

Chart 1-3-2 Principal source of income of Baby Boomer Generation households



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 (Note) The survey was carried out nationwide on males and females who were born between 1947 and 1949.

Chart 1-3-3 Income of the Baby Boomer Generation households



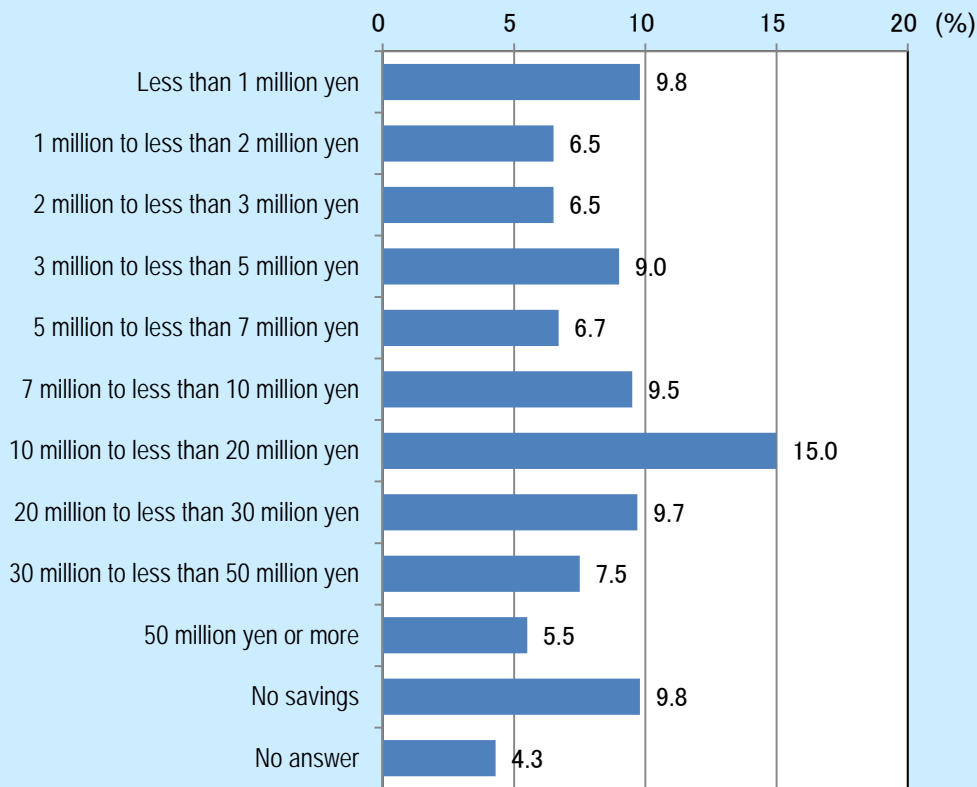
Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who were born between 1947 and 1949.

○ **Purpose of Saving is Changing to Prepare for Disease and Long-Term Care**

Checking the amount of savings held by households, the highest numbered was “¥10 million to ¥20 million” being at 15.0% followed by “Less than ¥1 million” at 9.8%, “¥20 million to ¥30 million” at 9.7% and “¥7 million to ¥10 million” at 9.5%. While 22.7% of households have a saving over ¥20 million, households with saving of less than ¥1 million (including households with zero saving) account for 19.6%. (Chart 1-3-4)

Looking at the purpose of the saving, the purpose raised most in the past was “to maintain usual lifestyle” with 42.3% which was followed by “in preparation for diseases and long-term cares, for emergency,” with 17.5%, “for children (cost for education, marriage fund, funds for housing, etc.)” with 12.8%. Now, as for the purpose of saving in the future, the highest number of people responded “to prepare for emergency case such as diseases or when long-term care becomes necessary”, with 53.9%. This was followed by “to maintain normal lifestyle,” 15.6% and “For more affluent life or to spend a life with stylish hobby,” 7.6%. (Chart 1-3-5)

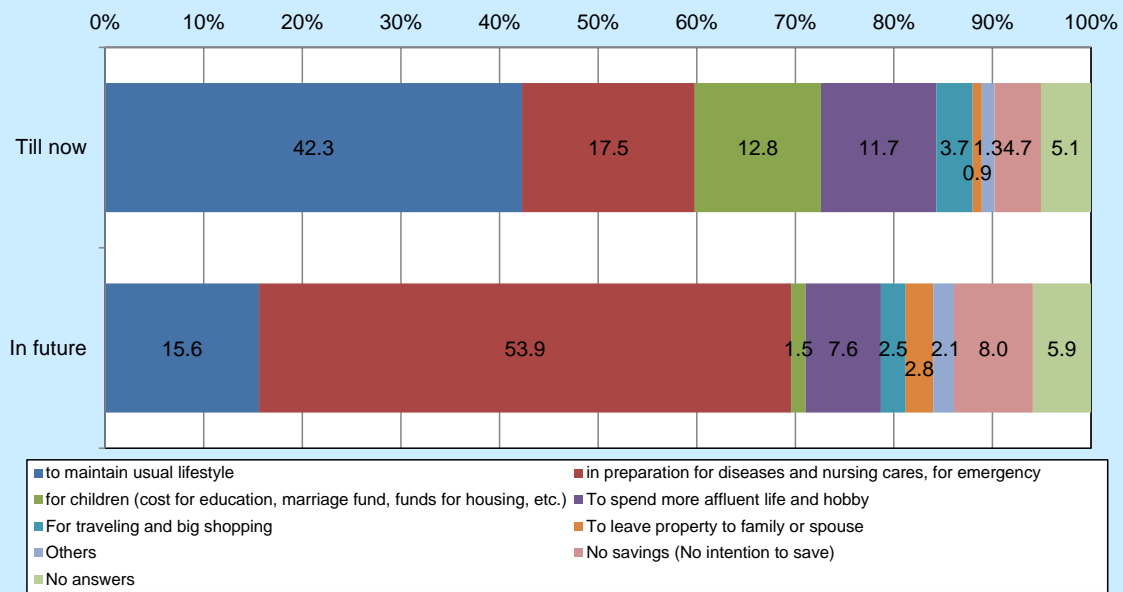
Chart 1-3-4 Amount of savings of Baby Boomer Generation



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
The survey was carried out nationwide on males and females who were born between 1947 and 1949.

Chart 1-3-5

Change in the purpose of the saving of Baby Boomer Generation



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who were born between 1947 and 1949.

2 Employment of Baby Boomer Generation

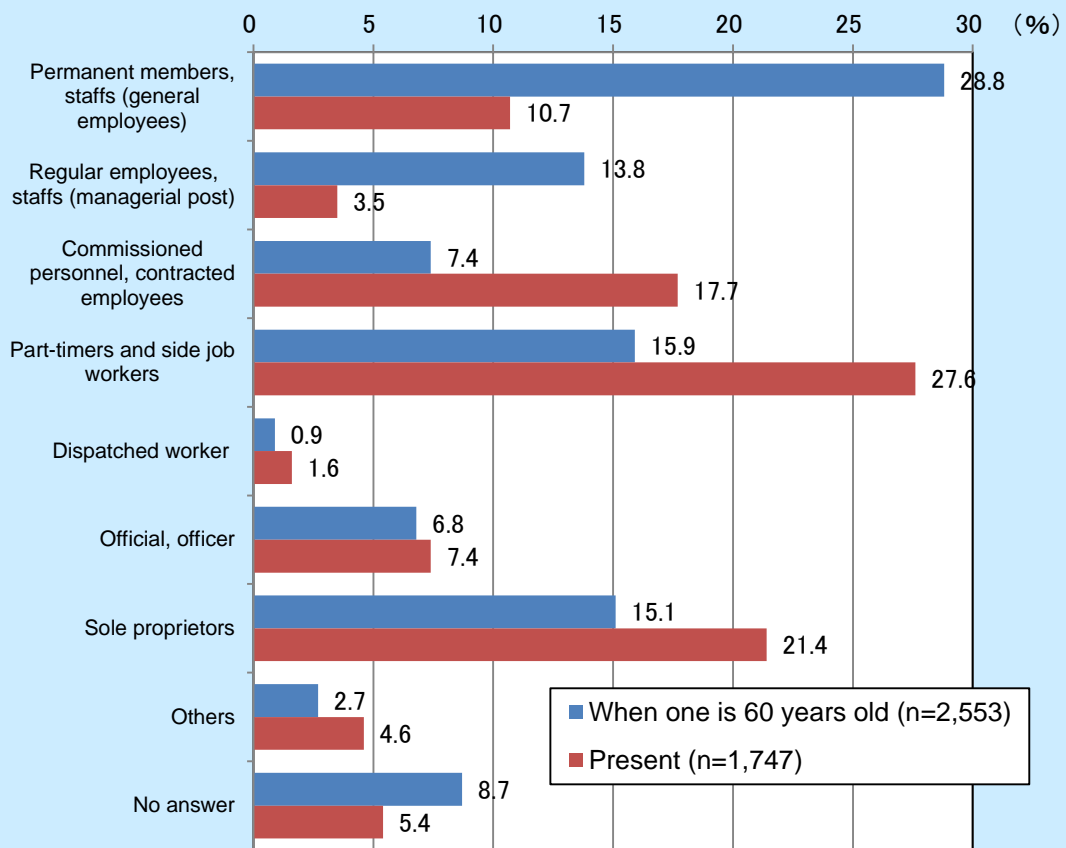
○ After 60 years old, the number of people working as part-timers, or as side jobs is increasing

Regarding the form of employment, we compared when the employed was 60 years old and the present situation. At the time of 60 years old, “permanent members, staffs (general employees)” was the highest numbered being 28.8%, followed by “part-timers and side job workers” with 15.9%, and “sole proprietors” with 15.1%, and “regular employees, staffs (managerial post)” with 13.8%. On the other side, the present form of employments indicate that “part-timers and side job workers” with 27.6% is the highest numbered, followed by “sole proprietors” with 21.4% and “commissioned personnel, contracted employee” with 17.7%.

After 60 years, with the coming of the retirement age, the form of employment seems to be moving from regular member to non-regular form such as commissioned personnel, contracted employees, part-timers or side workers. (Chart 1-3-6)

Chart 1-3-6

Change in the form of employment of Baby Boomer Generation



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who answered “I was/am working at 60 years old/presently.” among those who were born between 1947 and 1949.

○ **The reasons for continuing employment revealed that “Maintenance of Health” and “We Need Something to Live For” are increasing**

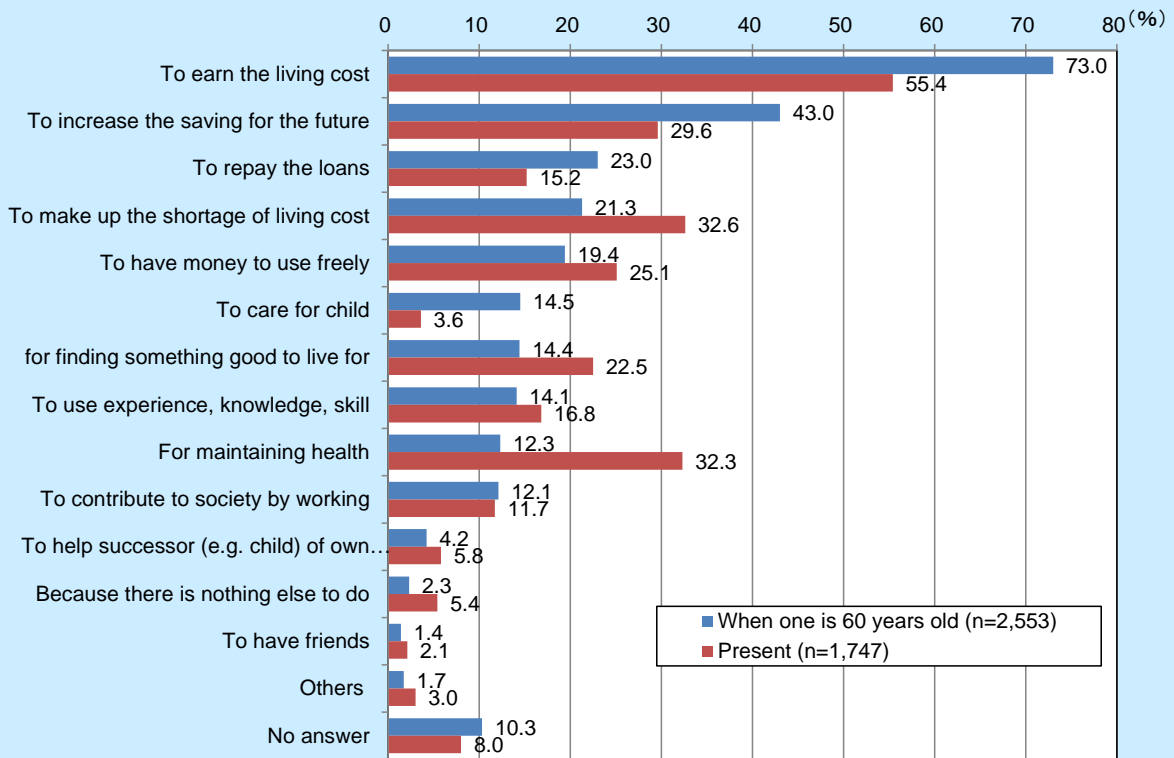
Concerning the reasons for working, we compared the situation at the age of 60 years old and at present. At the time of 60 years old, “To earn the living cost” was the highest with 73.0% followed by “To increase the saving for the future,” 43.0%, “to repay the loans,” 23.0%, “To make up the shortage of living cost” 21.3%.

On the other side, the reasons for working at present was “To earn the living cost” with 55.4%, followed by “To make up shortage of living cost,” with 32.6%, “For maintaining health,” with 32.3% and “To increase the saving for the future,” with 29.6%.

In both timings, the proportion of “to earn living cost” is high. But, compared at the time of 60 years old, presently the economic reasons decreased and non-economic reasons, that is “for keeping health” and “for finding something good to live for” are increasing with 22.5%. (Chart 1-3-7)

Chart 1-3-7

Change in the reasons for working of Baby Boomer Generation (multiple answers)



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who answered “I was/am working at 60 years old/presently.” among those who were born between 1947 and 1949.

○ **I wish to work so long as I am able to work**

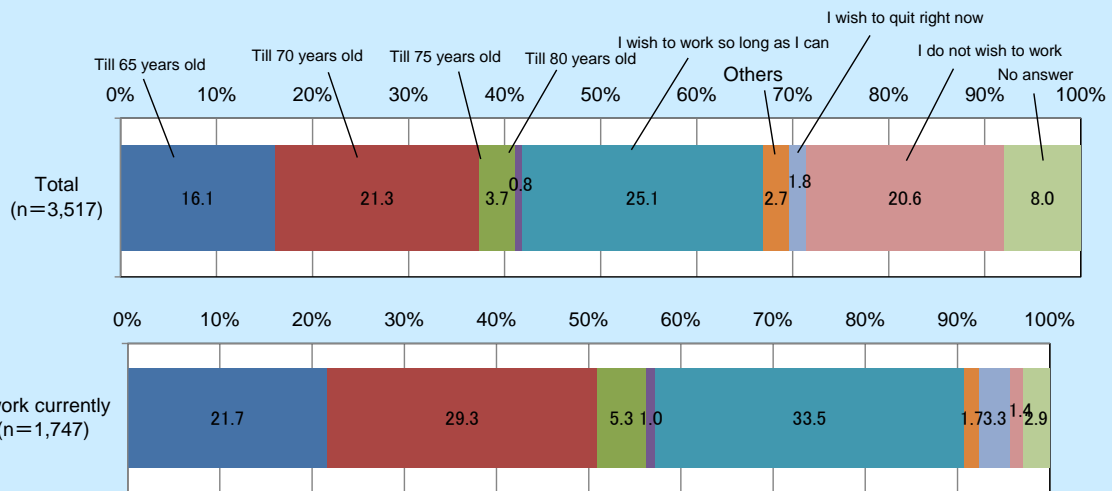
“Until what age do you want to work?” Asked the age at which you want to work, the highest number of reply was “I wish to work so long as I Can,” registering 25.1%

If we limit this question only to people presently working, the reply “I wish to work so long as I can” registered 33.6% and “until 70 years old”,29.3% and “until 75 years old,” 5.3%. The proportion of people wishing to work even after 65 years old is high being 69.1%. (Chart 1-3-8)

As shown here, the baby boomer generation has high will to work. Accordingly, it is necessary to establish an environment where people wishing to work can play an active role.

Among elderly people, there are individual differences in health conditions, physical strength, and so on. Therefore, the way of working such as form of employment and working time etc. will become widely variable. It is, therefore, important to establish an environment that will respond to the actual needs and secure the opportunity for working. Also, in addition to working in the business enterprise, starting of community businesses may contribute to increase the employment base. Therefore, it would be important to extend supporting to starting up projects.

Chart 1-3-8 Ages Baby Boomer Generation wish to work



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who were born between 1947 and 1949.
 (Note) “Total” includes gender undetermined persons (No answer).

3 Participation to Social Activities by Baby Boomer Generation

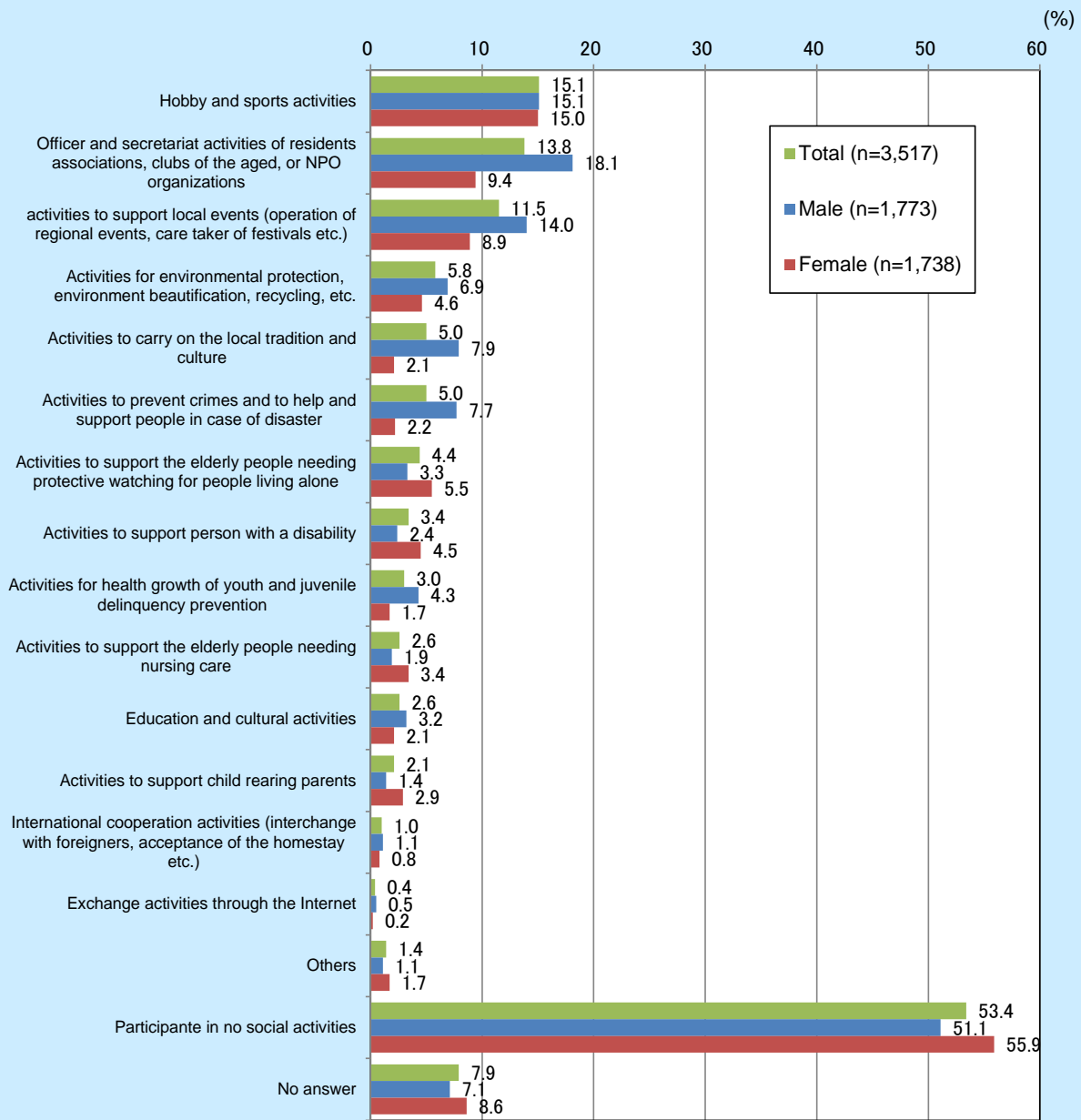
○ Ratio of people participating to social activities is 38.7%

Looking at the participation status to social activities (regional activities, volunteer activities), the ratio of people participating in such social activities is 38.7% (41.8% for males and 35.5% for females).

Looking at the type of activities, “hobby and sport activities” is the highest with 15.1% (15.1% for males and 15.0% for females) followed by “Officer and secretariat activities of residents associations, clubs of the aged, or NPO organizations) with 13.8% (18.1% for males and 9.4% for females), “activities to support local events (operation of regional events, care taker of festivals, etc.) with 11.5% (14.0% for males and 8.9% for females). (Chart 1-3-9)

Chart 1-3-9

Participation status of Baby Boomer Generation to social activities (multiple answers)



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who were born between 1947 and 1949.
 (Note) “Total” includes gender undetermined persons (No answer).

○ **I am not participating “because I am too busy in my work and the time is too limited.”**

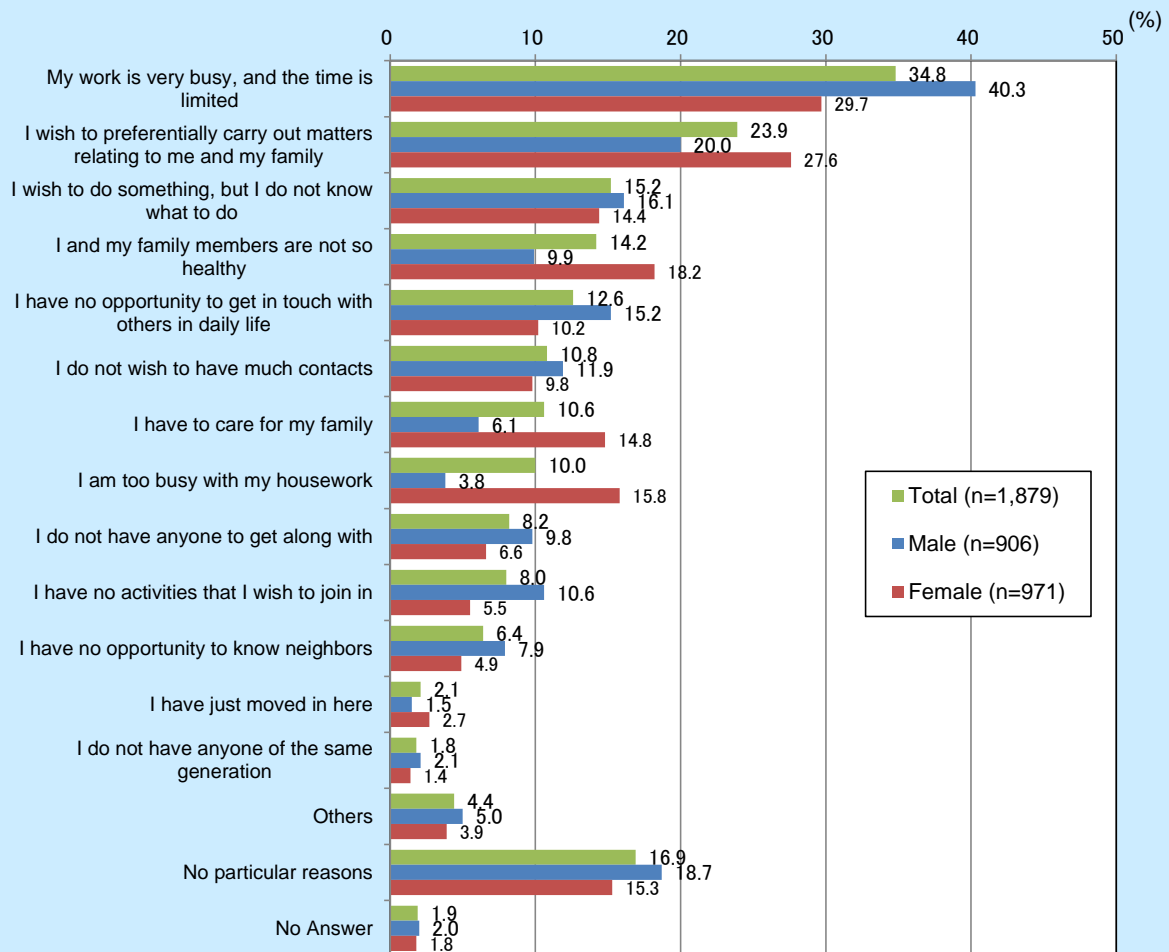
Looking at the reasons why not participating in the social activities, the highest number of people, both males and females, replied “My work is very busy, and the time is limited,” with 34.8% (40.3% for males and 29.7% for females). This was followed by “I wish to preferentially carry out matters relating to me and to my family members,” 23.9% (20.0% for males and 27.6% for females), “I would like to do something, but I do not know what to do” 15.2% (16.1% for males and 14.4% for females). Other reasons include, in the case of males, “I have no opportunity to get in touch in daily life,” or “I do not want to have too much contacts” and, in the case of females, “I and my family members are not so healthy,” or “I am too busy with my housework” are the answers given by many people. (Chart 1-3-10)

If we limit to the people not doing the works at present, 26.9% wanted to take care of themselves and the family members in preference,” 21.9% replied “I and my family members are not so healthy condition” and 16.1% replied “I wish to do something, but I do not know what to do.”

(Chart 1-3-11)

Chart 1-3-10

Reasons Baby Boomer Generation do not participate in social activities (multiple answers)

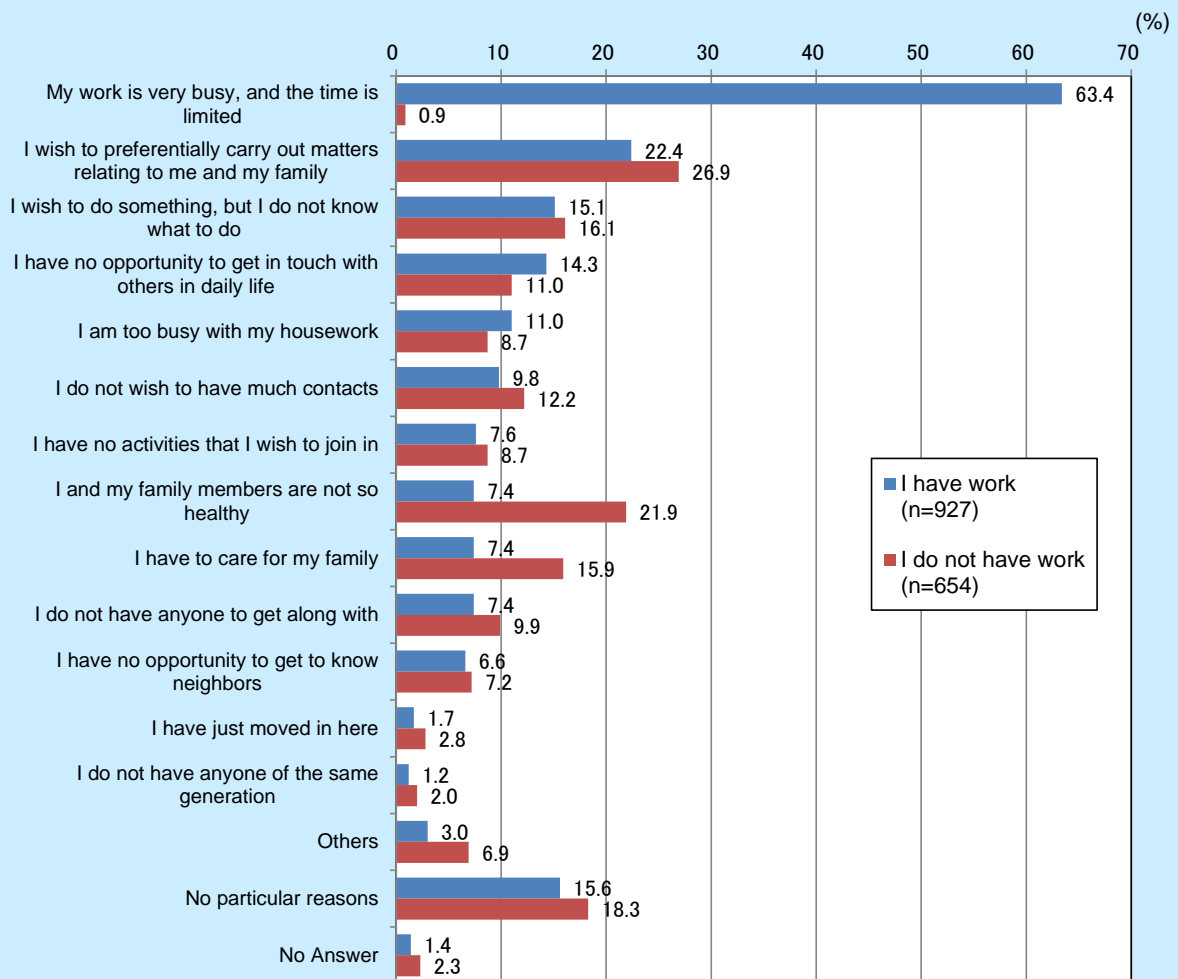


Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
The survey was carried out nationwide on males and females who answered “I do not participate in social activities.” among those who were born between 1947 and 1949.

(Note) “Total” includes gender undetermined persons (No answer).

Chart 1-3-11

Reasons Baby Boomer Generation do not participate in social activities (by current working situation / multiple answers)



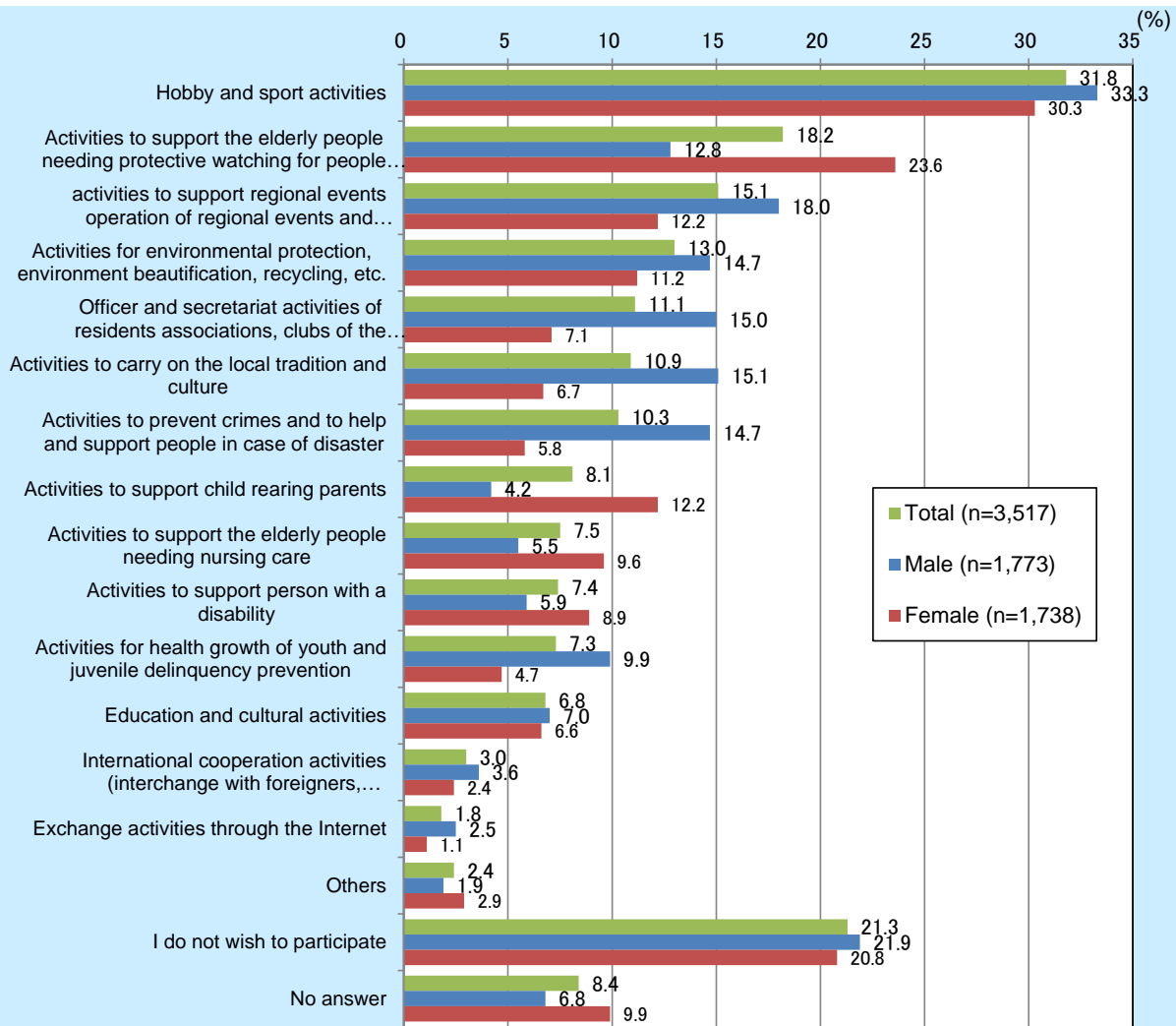
Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who answered “I do not participate in social activities.” among those who were born between 1947 and 1949.

○ **The Social Activities People Wish to Participate is “Hobby and Sporting Activities”**

Looking at the social activities in which people want to participate was “Hobby and sport activities” in the case of males, with 33.3%. This was followed by “activities to support regional events operation of regional events and support of festivals, with the percentage of 18.0% and “Activities to transmit the local tradition and culture” with 15.1%. In the case of females, “Hobby and sport activities” was the highest with 30.3%, followed by Activities to support the elderly people needing protective watching for people living alone with 23.6% and “activities to support regional events operation of regional events and support of festivals, with the percentage of 12.2% and “Activities to support child rearing parents” with 12.2%. Baby Boomer Generation can be said to have will to participate in various social activities in the regions. (Chart 1-3-12)

Chart 1-3-12

Social activities Baby Boomer Generation wish to participate in future (multiple answers)



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who were born between 1947 and 1949.
 (Note) “Total” includes gender undetermined persons (No answer).

○ **The Starting of Social Activities was “As I was able to Participate with Friends or Local Residents”**

Looking at the events which made one participate in the social activities, the people presently participating in social activities replied “I was able to participate with friends and regional residents (invited by friends and regional residents)” is the highest numbered reply with 36.6%, followed by “I had activities that I would like to join in” with 24.5% and “I was able to find time to participate” with 18.7%. (Chart 1-3-13)

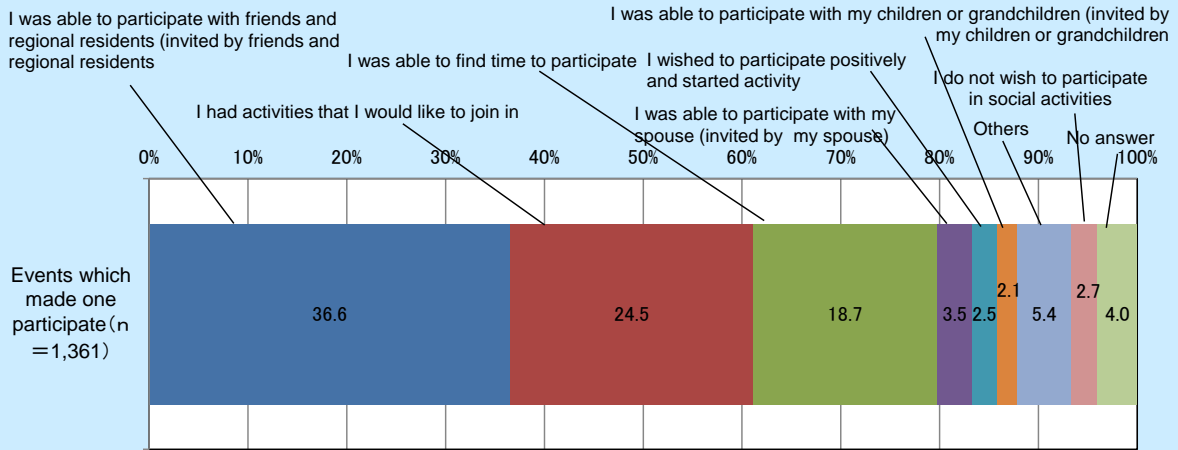
Persons who are not participating in social activities at present thinks the following points could be the factor to induce them: “I was able to find time to participate,” 18.6%, and “I had activities that I would like to join in.” 17.3%. (Chart 1-3-14)

From these facts, if there is supporting system that would enable you to find activities you would like to try, people’s participation to social activities will be further promoted.

While the Baby Boomer Generation possesses the will to participate in various social activities in the region, at the present moment many of them are still not participating. Accordingly, in the future when they retired or when they find more time to spare as the result of shortened working hours, they would be able to participate to the social activities of the region. We feel it

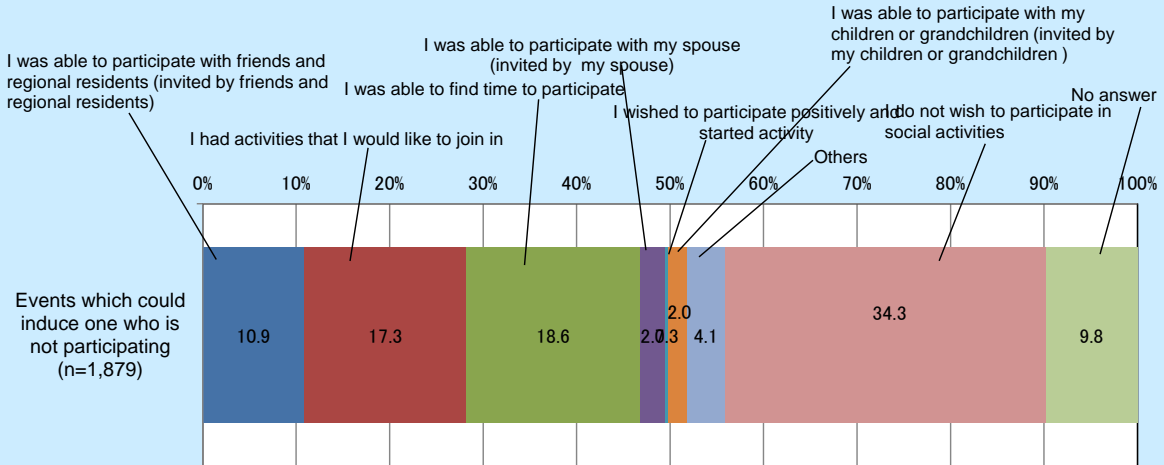
useful to provide information on the regional activities so that people can find the activities they would like to do or to provide opportunities for meetings with people. Also, people willing to participate in social activities, it would be important to utilize such information positively.

Chart 1-3-13 Starting of participation in social activities of Baby Boomer Generation



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who answered “I participate in social activities.” among those who were born between 1947 and 1949.

Chart 1-3-14 Starting of participation in social activities of Baby Boomer Generation (Events which could induce one who are not participating in social activities presently)



Source: Cabinet Office “Opinion poll on Baby Boomer Generation” (2012)
 The survey was carried out nationwide on males and females who answered “I do not participate in social activities.” among those who were born between 1947 and 1949.

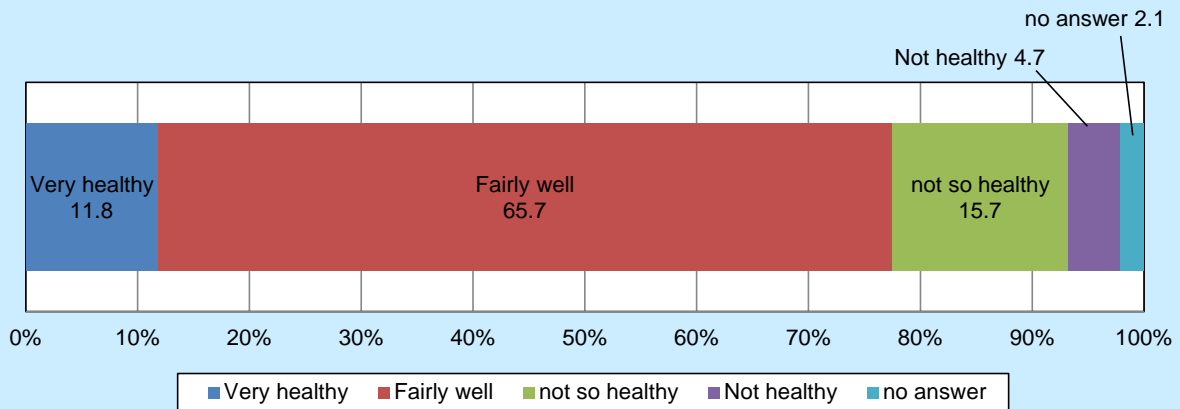
4 Health and Care of Baby Boomer Generation

○ **77.5% expressed they are healthy**

Looking at the health condition, we found 11.8% declared “very healthy” and 65.7% told “Fairly well.” Adding both of them “Healthy (Total)” is 77.5%.

On the other side, 15.7% responded “not so healthy” and 4.7% “Not healthy”. Thus, the total of both “Not healthy (total)” was 20.4%. (Chart 1-3-15)

Chart 1-3-15 Health condition of Baby Boomer Generation



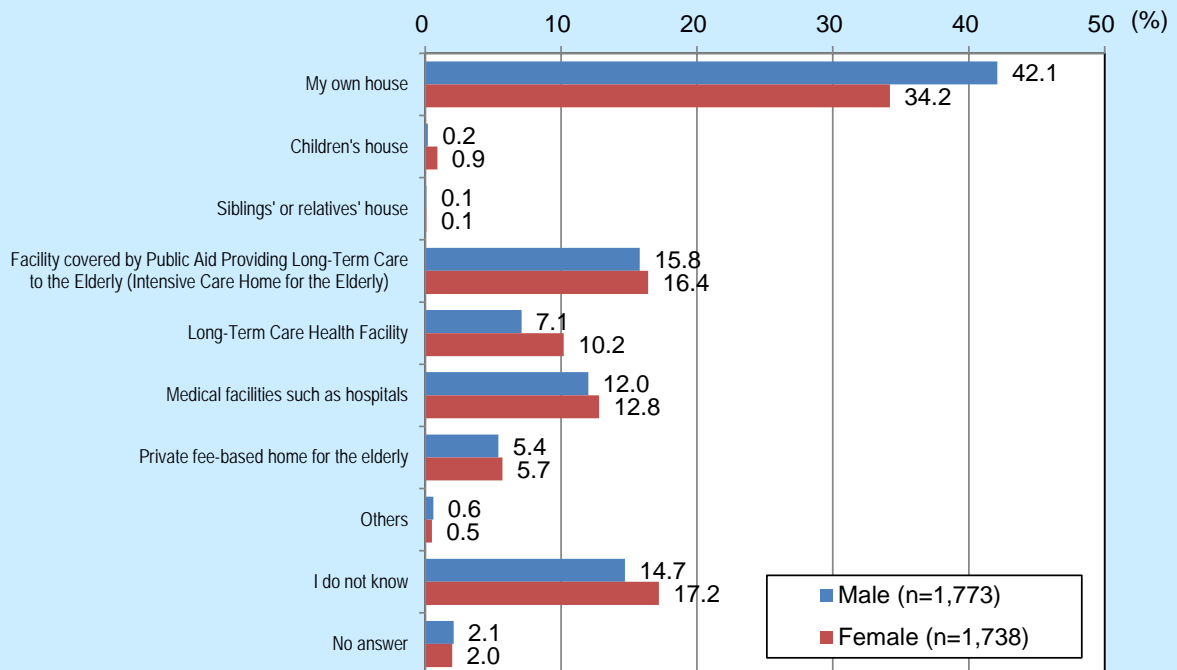
Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
The survey was carried out nationwide on males and females who were born between 1947 and 1949.

○ **Males Wish to Get Long-term Care at Home than Females**

When you become necessary to get long-term care, where do you want to get such care? To this question, many of both males and females indicated “at our own home”, But, its ratio is 42.1% for males and 32.2% for females, meaning males has higher ratio. Excepting your own home, another choice will be “Facility Covered by Public Aid (“Intensive Care Home for the Elderly,” 15.8% for males, 16.4% for females), “Medical Organizations such as hospital”, (12.0% for males and 12.8% for females), “Long-Term Care Health Facility” (7.1% for males and 10.2% for females), in all these cases, the ratio is higher in the case of females than males.

(Chart 1-3-16)

Chart 1-3-16 Living place where Baby Boomer Generation wish to get long-term care



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
The survey was carried out nationwide on males and females who were born between 1947 and 1949.

○ **The highest number of people desire the long-term care be performed by his/her spouse**

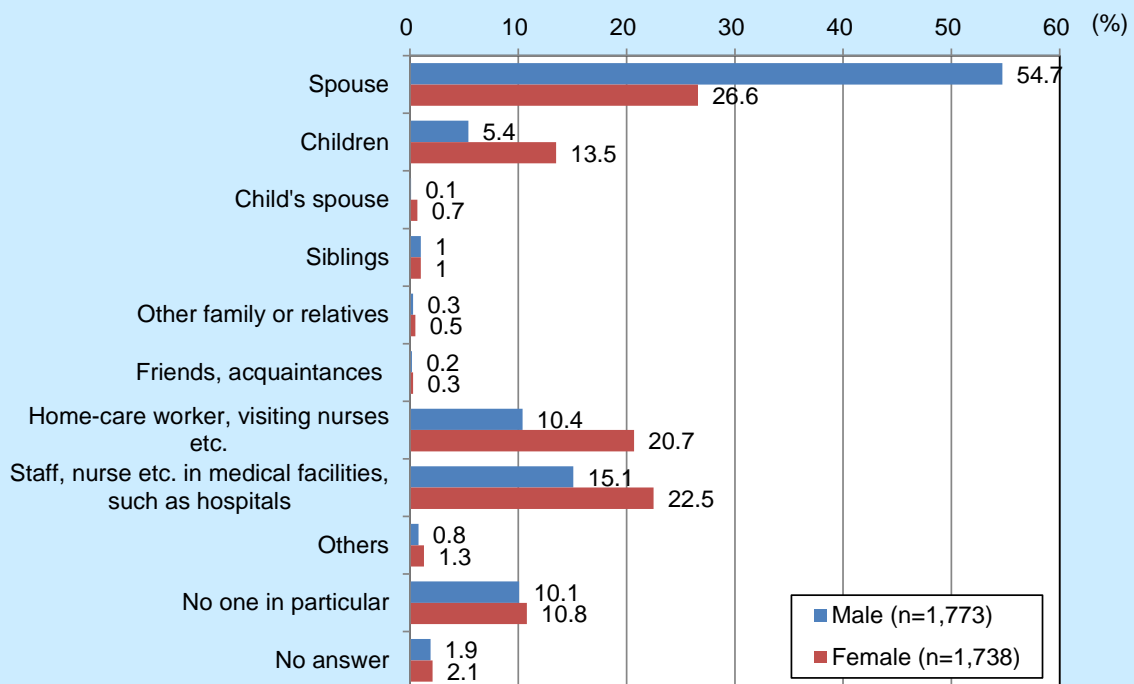
When one becomes necessary to have cares, to whom do you want to give you such care? To this question, “Spouse” is the highest numbered reply. In the case of males 54.7% are hoping his spouse to take care of him and in the case of females, 26.6% is hoping her husband to take care of her. Besides spouses, “Nurses and staffs of hospitals and medical facilities” (15.1% of males and 22.5% of females), “Home helper and visit nursing.” (10.4% for males and 20.7% for females)

In all these cases figures of the females are higher than males. The ratio wishing “children” to take care are small, 5.4% for males and 13.5% for females. (Chart1-3-17)

When long-term care becomes necessary, higher proportion of people are wishing to get long-term care at home or request one’s spouse for taking care of nursing. However, the burden of care-giver is quite big. The center figure of the care-giver is relatives living together but when households with only married couple are increasing, it would be necessary to extend support to reduce the burden of the care-giver and to refine the system so that the long-term care can be obtained in the region where people used to live.

Chart 1-3-17

Caregivers which Baby Boomer Generation desire when long-term care is needed



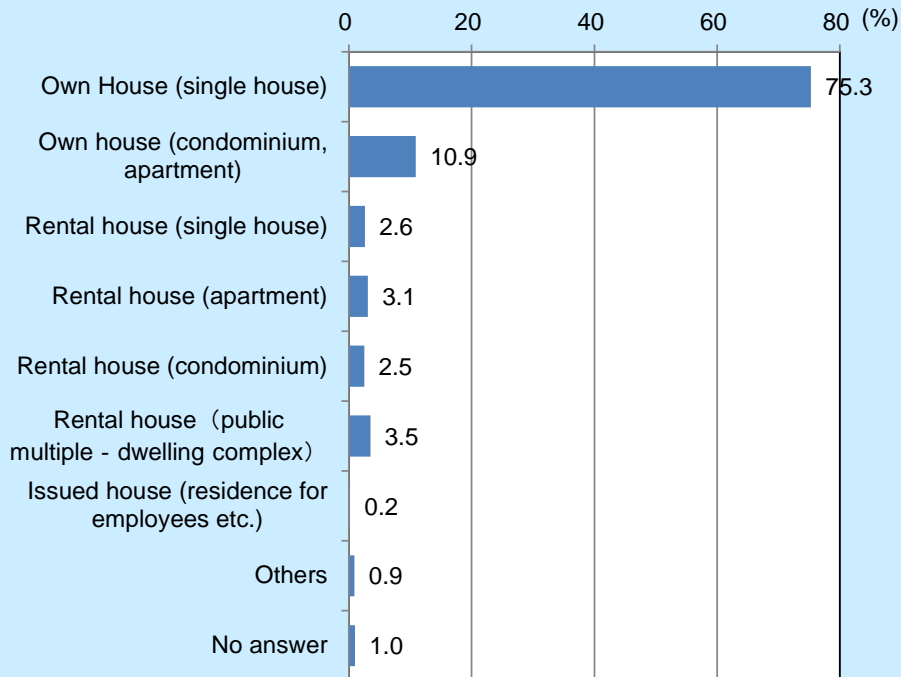
Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
The survey was carried out nationwide on males and females who were born between 1947 and 1949.

5 Housing of Baby Boomer Generation

○ **The Ratio of Having Own Houses of Baby Boomer Generation is 86.2%**

Looking at the form of residence they live at present, “Own House (single house)” is the highest numbered accounting for 75.3%, followed by “Own house (condominium, apartment)”, 10.9% and the ratio of having own house of the Baby Boomer Generation is high being 86.2%. (Chart 1-3-18)

Chart 1-3-18 The form of residence of Baby Boomer Generation



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
The survey was carried out nationwide on males and females who were born between 1947 and 1949.

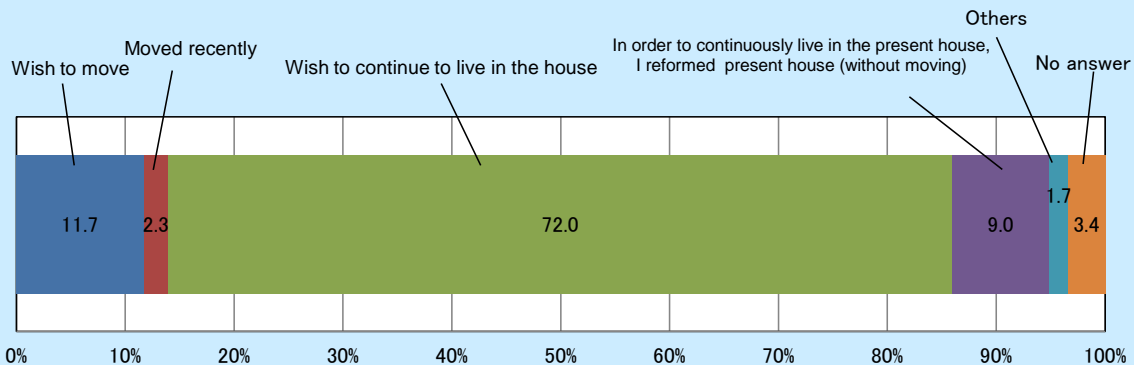
○ **81.0% of people wish to continuously live in the house living at present**

Checking whether people wish to move from the present residence to other places, we found those responded “Wish to move” accounted 11.7% and “moved recently” was 2.3%, totaling these two “Move (total)” was 14.0%.

On the other side, those replied “wish to continue to live in the house where we are” accounted 72%. And those explained “in order to continuously live in the present house, we reformed the present house (without moving)” were 9.0%. (Chart 1-3-19)

Ratio of having own house is high in the case of Baby Boomer Generation. Since the houses are the foundation of life, it would be important to make it barrier free so that their house can support the residents responding to the special characteristics of the elderly age.

Chart 1-3-19 Baby Boomer Generation’s wishes in living



Source: Cabinet Office “Public Opinion Survey on Baby Boomer Generation” (2012)
The survey was carried out nationwide on males and females who were born between 1947 and 1949.

Column 4: Supporting Center for Persons Aged 70 on Active Service

- In Fukuoka Prefecture, abandoning the notion that persons aged 65 and over are already elderly persons, and moved up toward the realization of society where you can work irrespective of your age based on individual's will and capacity, opened, in April 2012, as their comprehensive supporting base "Supporting Center for 70 year active employees."
- "70 years old active employees supporting center" is characterized in that it provides a wide range of options including re-employment, NPO and volunteer activities.
- The Center has 2 consultants and 2 coordinators. While making cooperation and liaison activities, they respond to the needs of consulting persons. The consultants makes counseling and give advices suitable for individual persons and establish the future route in consultation with his clients out of wide varieties of choices ranging from re-employment, deployment, business start-up, NPO, volunteering ,etc.
- "I would like to do something." Such vague idea of elderly person is accepted at one-stop window and while talking with the consultants, the desire of each people will be listened in detail. The vague idea of the elderly person is made into concrete form.
The earnest and careful response of the Center staff is the biggest "Sales Point" of the Center.
- The coordinator is coordinating the needs of the clients with the needs of the enterprise seeking the personnel. He will adjust the number of working days, working time as well as form of working and before introduction.
- The accumulation of such exchanges will lead to the creation of the reliability with coordinators. Recruiting of additional personnel or mouth communication introducing to the other companies the activities of the Center, they are newly expanding employment opportunities.
- The efforts of Fukuoka Prefecture received attention of the media in Japan and overseas, not only other prefectures, but also from Republic of Korea, observation missions continued. This scheme can be said advanced example nationwide and can become an advanced model in each country of the world which will have aged society in the future.

Column 5: Welcome back Papa! Party ~Helping regional Debut~

- As a chance for participation in social activities, a “Welcome back Papa Party” is held in Hachioji City, Tokyo.
- ‘Papa’ who spent most of his life time around his works. However, once he reaches his retirement age, he is going to spend much of the time within the region where he lives. But, many people do not know what kind of activities exist in the region and what can he do there. “Welcome back Papa Party” (commonly called ‘Otopa’) is an organization to help the males (females can participate too) around their retirement age make regional debut.
- It introduces groups engaged in volunteer activities or other citizens activities. Through such citizens’ activities, while making regional contribution, he would be able to find good friends. It aims at creating the starting point for finding energetic and vivid second life.
- The Party is planned and managed by the executive committee composed of Hachioji Council of Citizen Activities, Hachioji City, and interested general citizens. This year (2013), the 12th Committee meeting was held with participation of 34 groups and 235 people.
- Party’s program is composed of lectures, introduction of groups engaged in citizen activities and exchange party. In the introduction of groups engaged in citizen activities, the tour guides leads small groups of 5-6 persons to the exhibited booths. In the party site, there are several booths to introduce the activities of the participating groups and to exhibit the articles made in the activities, the participants are able to listen directly the explanations. For the members of the Groups, this is an opportunity to introduce their activities. For ‘Papa’ considering regional debut, this party can be the optimum event.