

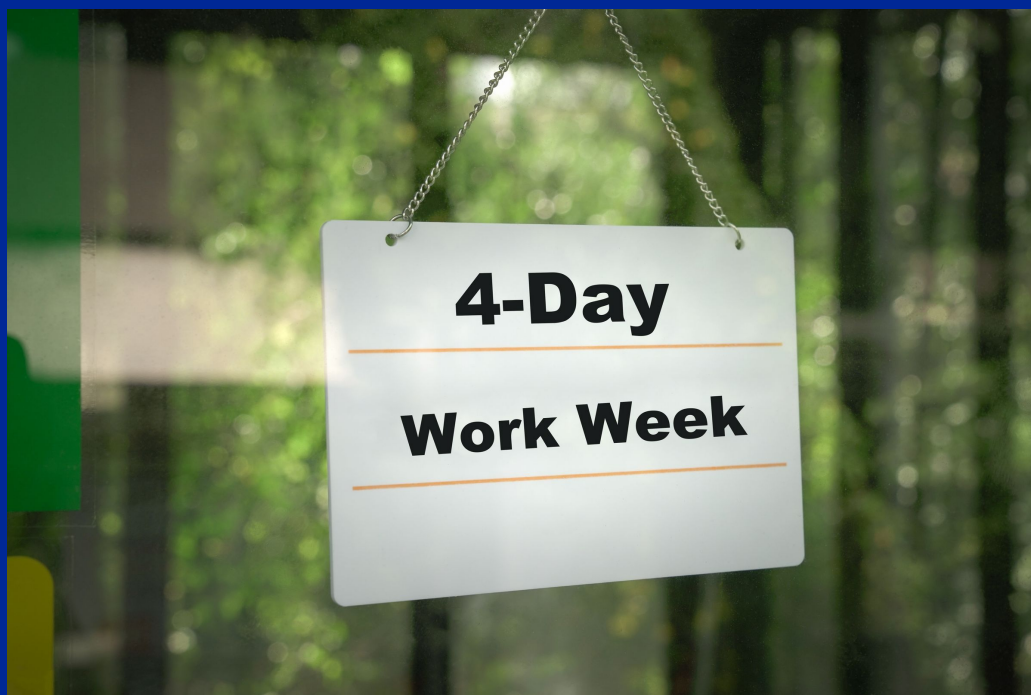


Japan - Survey on Time Off

June 2023

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Introduction



In recent times, different markets in Europe have conducted trials over a four-day working week. Sweden was one of the first markets, and the trial in the UK, organised by [4 Day Week Global](#), took place between June and December 2022. In Europe, the results have been positive. However, no legal change or enforcement is expected. In this context, Rakuten Insight Japan wanted to investigate, by asking 1,000 consumers from their own proprietary panel, how Japanese workers use their days off from work for personal growth, refreshment, and rest

A few key findings emerged:

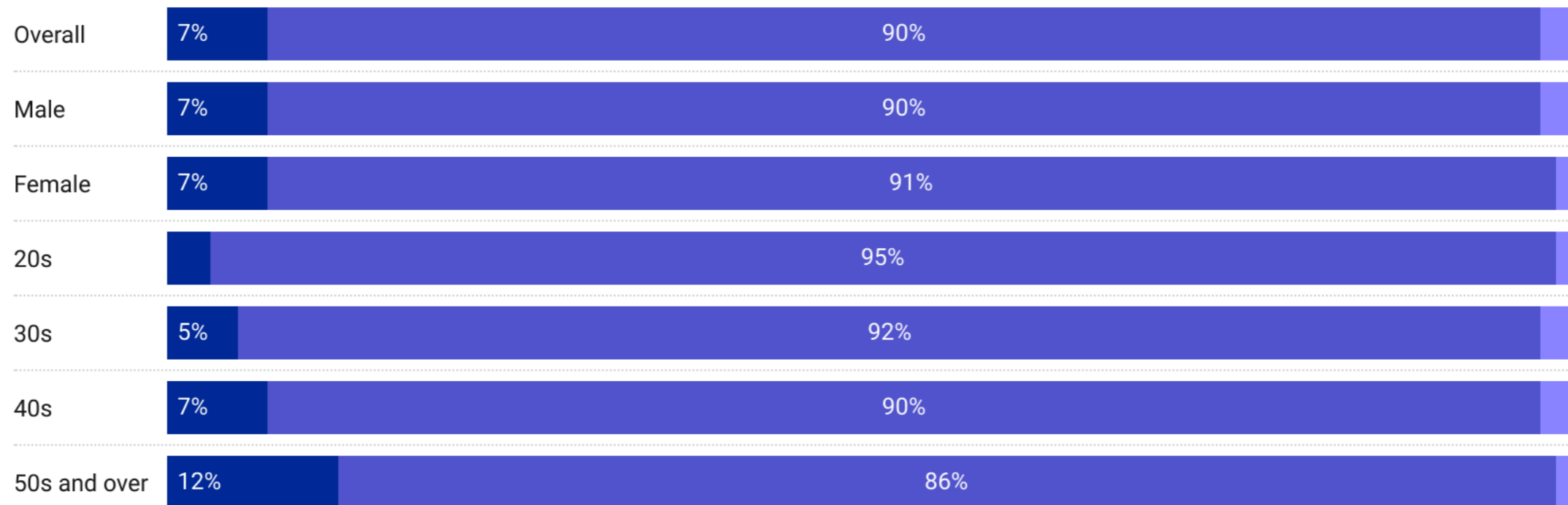
- Firstly, 67% want the number of holidays to increase with 3 days day being the ideal number of days off per week.
- Secondly, hobbies are a focus for how to spend the extra day off.
- Finally, days off are still perceived to be difficult to obtain, especially for the older age groups. However, there are signs that times are changing with the more progressive younger age groups.

In summary, there is every indication that if Europe were to push ahead with a 4-day working week, then the average Japanese salaryman would hope that Japan would follow suit.

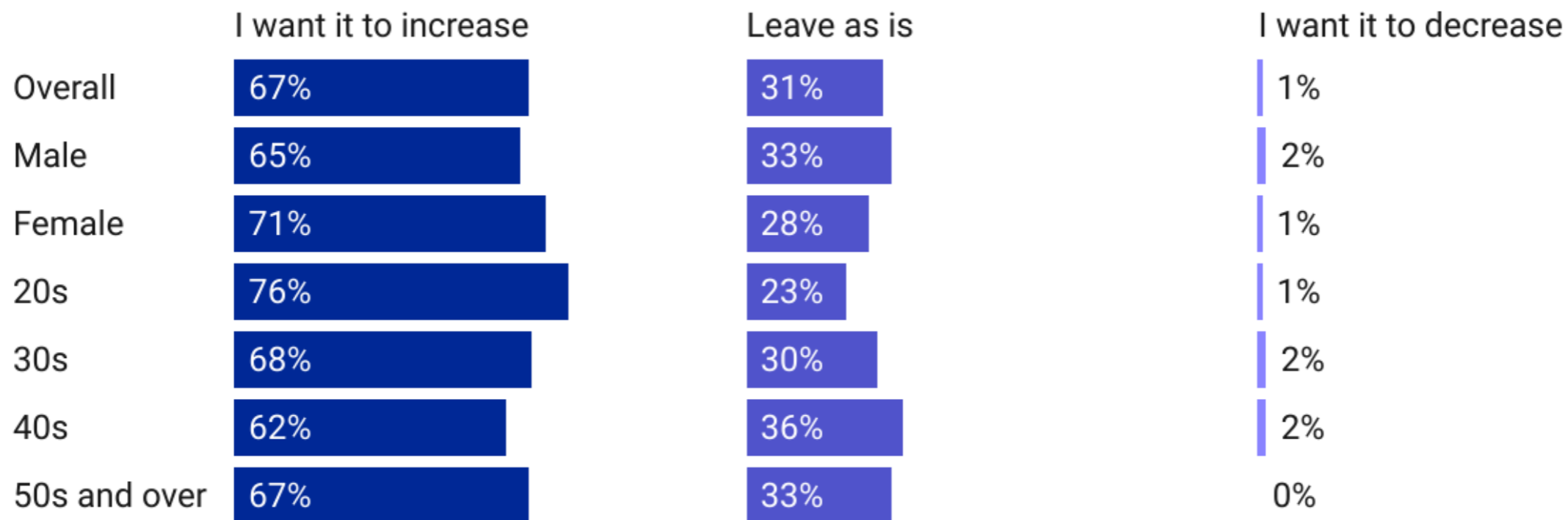
Number of days off per week at current workplace



1 day off
 2 days off
 3 days off and more



Regarding the number of days off...



Ideal number of days off per week



2 days 3 days 4 days or more

Overall



Male



Female



20s



30s



40s



50s and over



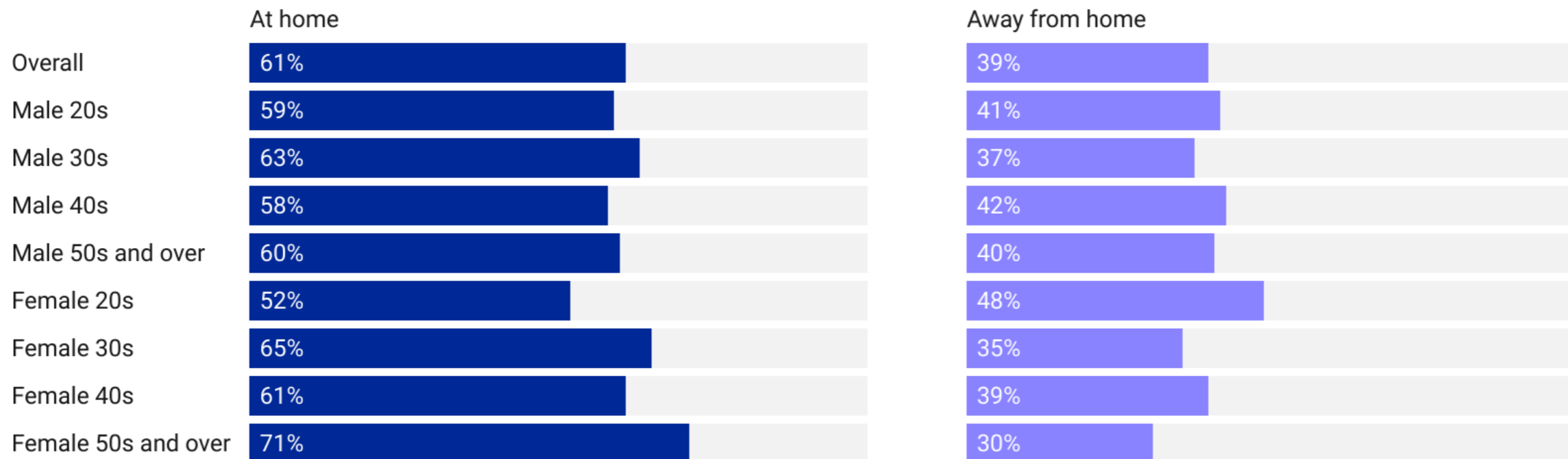
Base: 673

Base: People who want the number of days off to increase

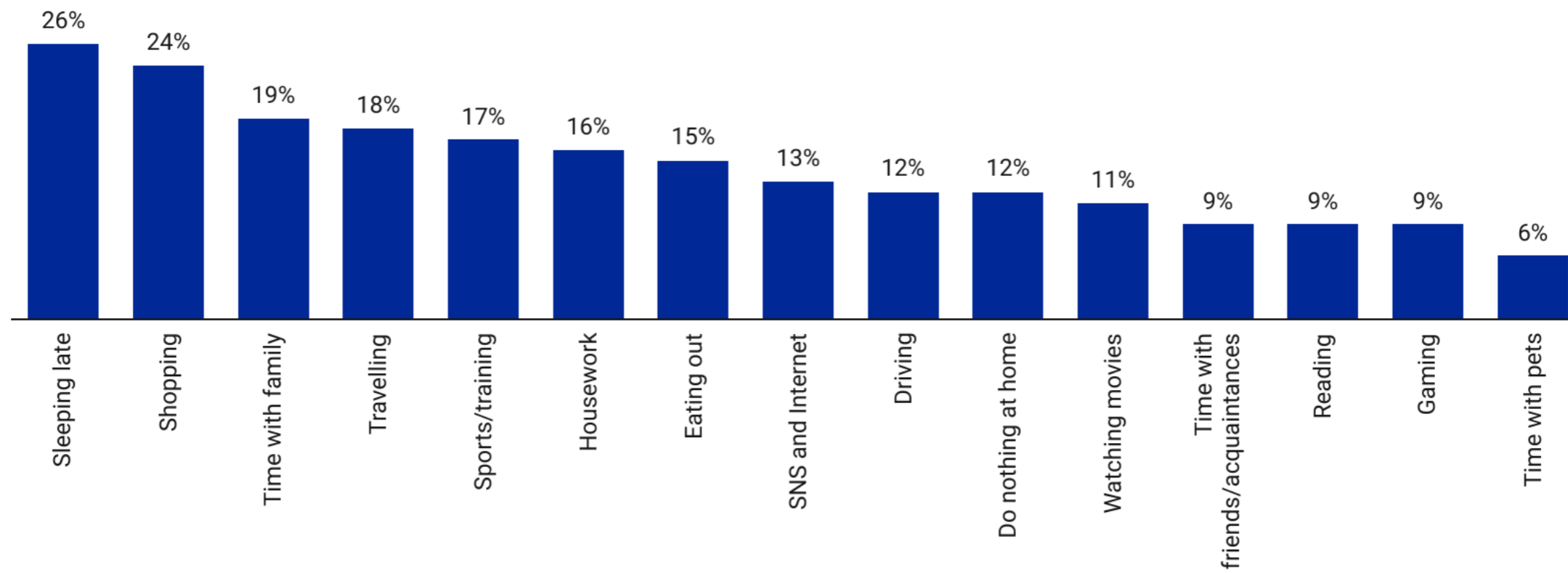
How do you spend your days off?



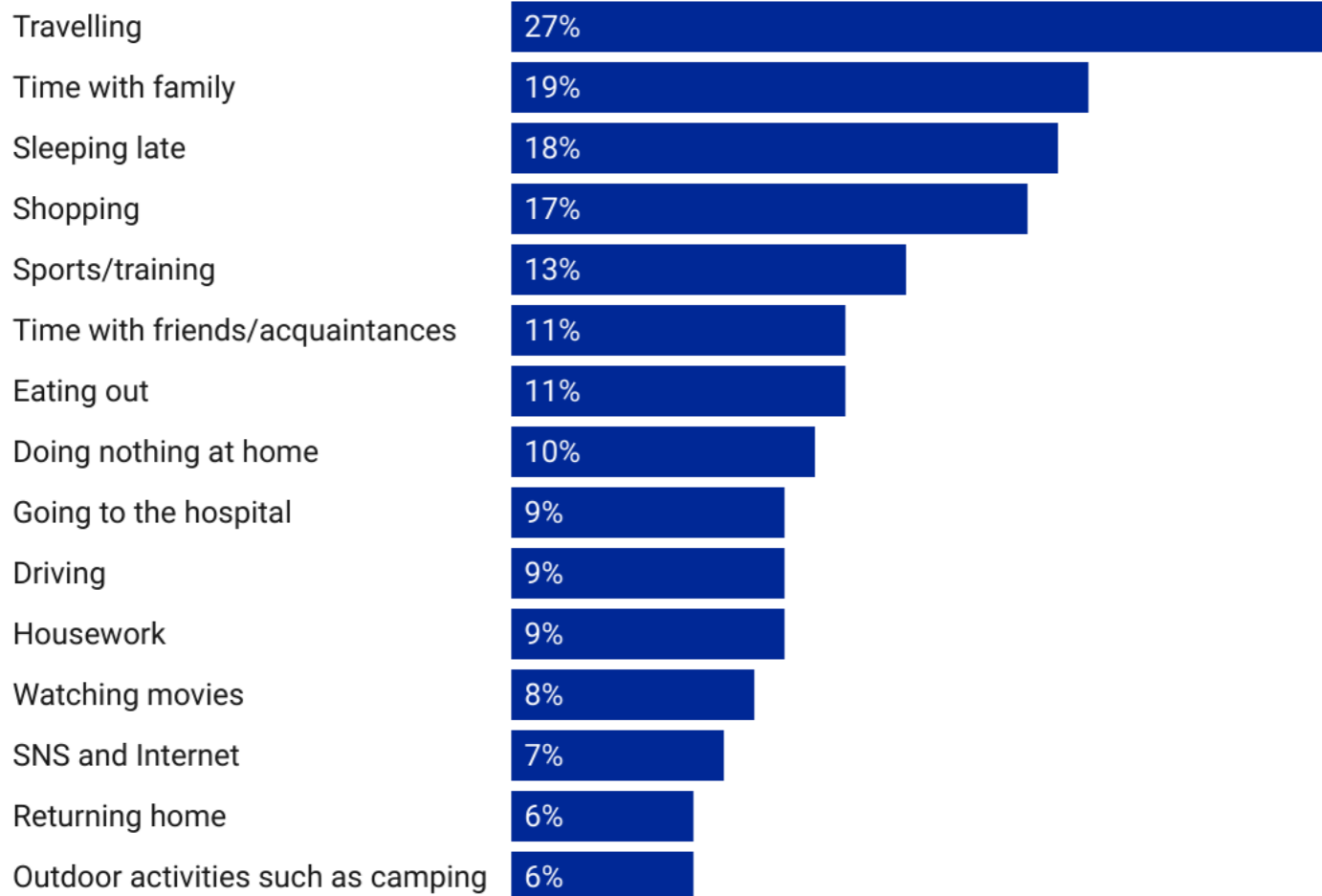
■ At home ■ Away from home



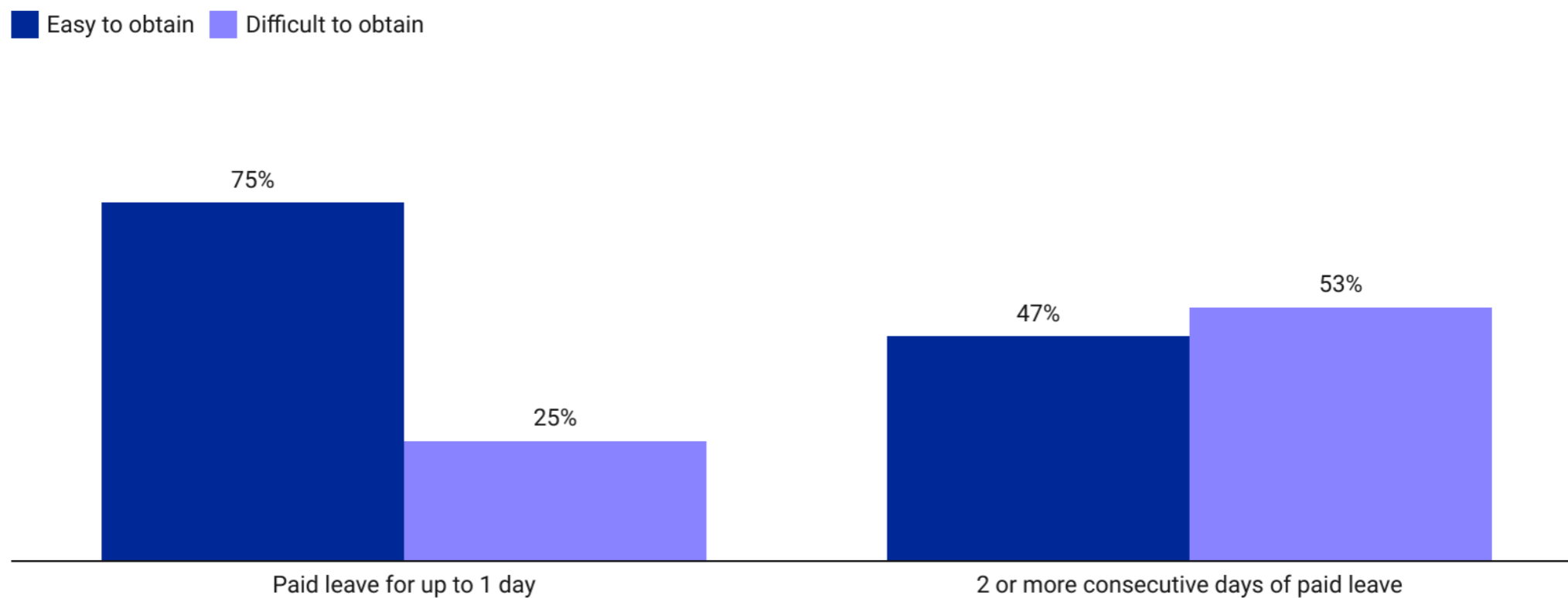
Things to do on days off



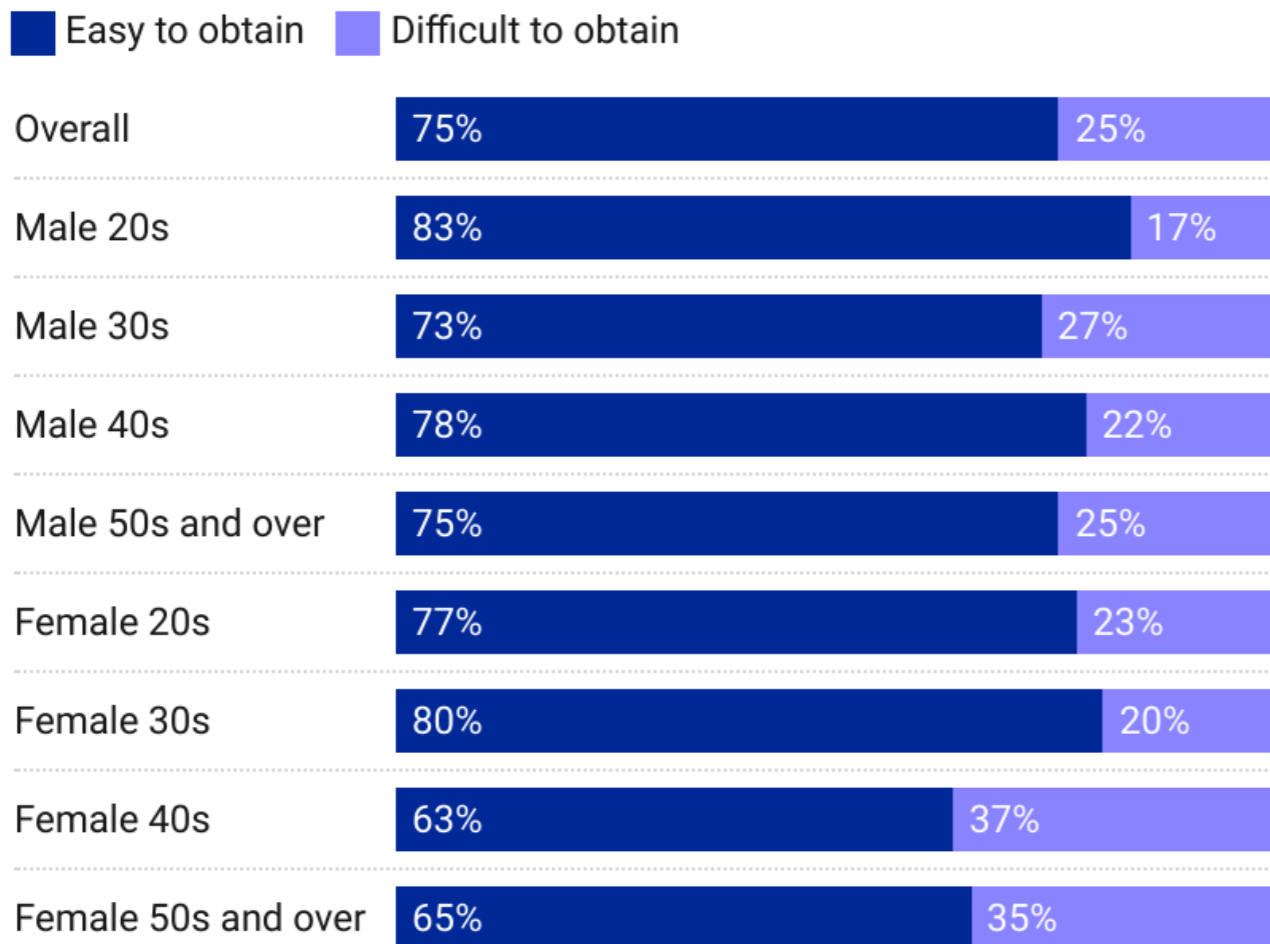
Things to do on paid holiday leaves



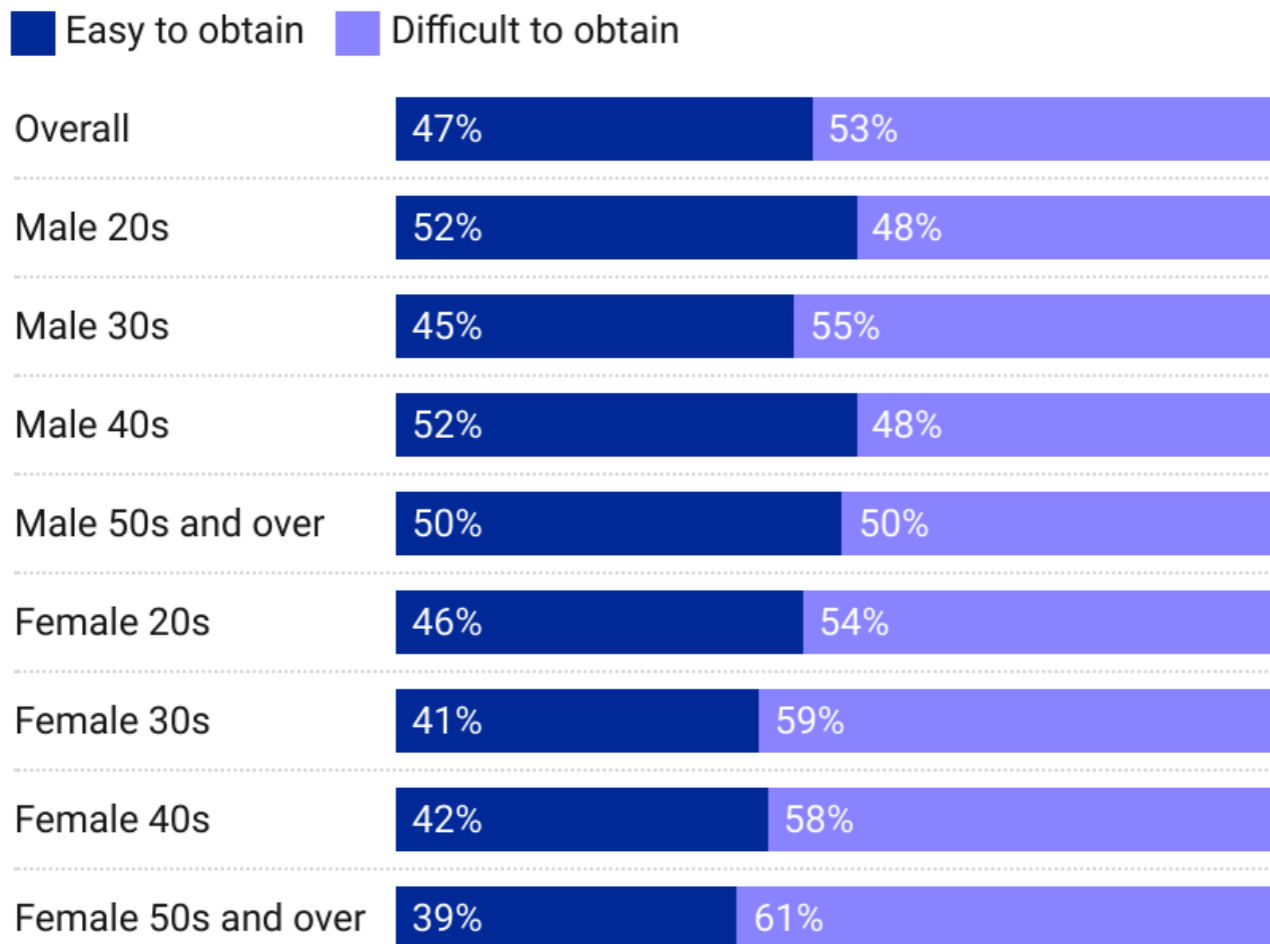
Ease to obtain days off



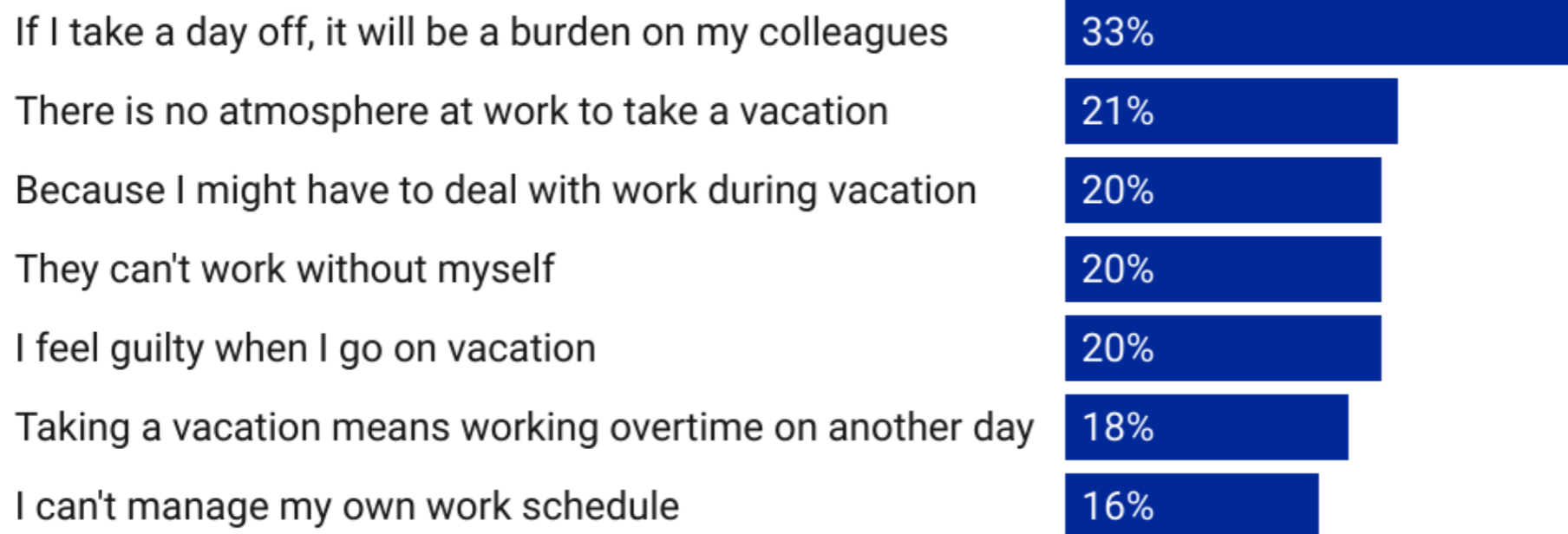
Ease to obtain up to 1 paid leave



Ease to obtain 2 or more consecutive days of paid leave



Top reasons why it is difficult to take 2 or more consecutive days of paid leave



Base: People who said it is difficult to take 2 or more consecutive days of paid leave

About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



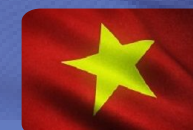
Taiwan
270,000



Thailand
750,000



United States
3,000,000



Vietnam
550,000

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