Life organization of men

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Abstract

„Men do not shop, they work a lot and they do not spend enough time with their family...” – usually people say these kind of sentences about men. Are these statements right or not?

In this article our aim is to present the activities of Hungarian men’s every days by using the Hungarian Central Statistical Office’s Time Use Studies. One of the main objectives of this paper is to show the difference in Hungarian men’s time using compared to women. We pay attention on activities which are related to shopping, lifestyle and work as well. Another objective is to compare the results of the time use studies from 1986/1987, 1999/2000 and 2009/2010. It is important to see the differences between these three examinations thus it allows us to see the changes in the structure of activities which – perhaps partly – were the result of the worldwide economic crisis. We also examine the differences in the time use of men from different European countries.

Among the analysed activities we pay special attention on full-time work, household and housework, shopping, childcare, sleeping, personal hygiene, social and family activities, relations.

After we find the main issues of the changes in men’s life organization we present studies and articles which are connected and are parallels to these changes. These studies are about new phenomena in men’s life such as the loss of job, less entertainment outside of home, the greater presence in the housework and family care and the appreciation of emotional relationships (e.g. relationship with the family and children).

JEL Code M31

Key words: time use, life organization, structure of activities, shopping, social come-down, trends
About time use studies

Time Use surveys offer a unique presentation of the routine of everyday life. This survey is a collection of data which enables users to analyse the important factors and activities of everyday life. With these data we can also analyse behavioural trends and the changes in the structure of people’s activities. This database contains data which are categorized by different attributes, such as gender, age, the type of settlement, economic activity, education, social group, family life cycle, seasons and regions (Österberg – Baigorri).

Time Use study presents the result of a complex research. This research is the sum of social statistical and analytical procedures which aims to analyse the structure of people’s activity.

On an individual and community level the core questions of life organization are what, when, what kind of optimal time using, or how often should an activity has to be done to provide the sustainability in our life. Time use study makes it possible to examine these core questions.

The main idea of time use studies is to register activities and the time spent on these activities in a particular day among a particular part of the population, which represent the whole population.

Since 1963 the Hungarian Central Statistical Office performed six different time use examinations – the last one was in 2009/2010 (see on Table 1.). The examination took place in the private households, people were asked between their age of 10 and 84.

It is important that these examinations are not unified: the time-period of the examinations, the size of the sample and the applied and examined activities can be different. This is an important factor to pay attention on.

The experts of Eurostat – an institution which provides detailed statistics on the EU and candidate countries – formulated the objectives of time use examinations as the follows:

- to support the establishment of family policy, present data about the role of women in the housework and their role on the labour market, furthermore the time use spent on child care,
- to support the policy which aims to regulate work time, and to provide an insight about the work time of new forms of employment,
- to provide information about travelling destinations and methods, particularly about tourism,
- to provide information about cultural and leisure activities,
- to support the work with national accounts.

Six time use researches were done in Hungary since 1963. These researches were not the same, they had differences. To show these differences we present Table 1 which outlines these examinations and the important information about them.

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10 www.ksh.hu
Table 1. The time use examinations of Hungarian Central Statistical Office

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td>March</td>
<td>12 months</td>
<td>12 months</td>
<td>February –</td>
<td>12 months</td>
<td>12 months</td>
</tr>
<tr>
<td></td>
<td>every day</td>
<td>every day</td>
<td>every day</td>
<td>March -</td>
<td>every day</td>
<td>every day</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>April</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age of examined population</td>
<td>18-60 not student</td>
<td>15-69</td>
<td>15-79</td>
<td>18-79 not student</td>
<td>15-84</td>
<td>10-84</td>
</tr>
<tr>
<td>Number of registered diaries per capita</td>
<td>one (one day in the period)</td>
<td>four (one per season, different days of the week)</td>
<td>four (one per season, different days of the week)</td>
<td>one (one day in the period)</td>
<td>four (one per season, different days of the week)</td>
<td>one (one day in the period)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>two</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(one weekday and one day on a weekend)</td>
</tr>
<tr>
<td>Number of diaries</td>
<td>11 711</td>
<td>27 607</td>
<td>40 000</td>
<td>11 174</td>
<td>43 166</td>
<td>18 700*</td>
</tr>
<tr>
<td>Examined activities</td>
<td>25</td>
<td>99</td>
<td>480</td>
<td>480</td>
<td>508</td>
<td>548</td>
</tr>
<tr>
<td>The nature of the diary</td>
<td>15 minutes intervals</td>
<td>1 minute intervals</td>
<td>1 minute intervals</td>
<td>1 minute intervals</td>
<td>1 minute intervals</td>
<td>1 minute intervals</td>
</tr>
</tbody>
</table>

*planned number of diaries, Source: www.ksh.hu¹²

The examination in 2009/2010 started on 1st October in 2009 and completed on the 30th September in 2010. By this time 13 thousands of time use diaries were completed. People between 10 and 84 were asked. When choosing the days it was a key objective that the sample from a month should have represented the days of the week.

The researchers who were responsible for the examination counted with the possibility of not answering. That is why in the capitol and big towns there were 3 more addresses for one examination and 2 addresses in the smaller settlements.

There are three different kinds of indicators. Each has different functions in the examinations and during the presentation of the results as well:

- Indicator A: the average time spent per capita (in minutes). This indicator does not depend on the amount of people who actually did the particular activity. In this case the sum time of all of the activities is 1440 minutes – 24 hours.
- Indicator B: the participation rate of the particular activities among the observed population.
- Indicator C: the average time spent among those who actually perform the activity.

In this article we mostly present time use data from Hungary. When we present data from other countries we indicate them in the article.

The nature of the changes in men’s life organization

In this part of the study we will exhibit studies and researches which are connected and parallel to the topic and to the presented results.

We do this because we think that men shoppers’ group – which is a less known customer segment – are also affected by the changed marketing circumstances.

Brosdahl and Carpenter (2011) recognized that male shoppers are an important and distinctive market segment. According to lots of writers the male shopper segment is a single, homogeneous market segment. Brosdahl and Carpenter recognized that this segment should be identified as the sum of smaller and more homogeneous sub-segments. They used Generational Cohort Theory (GCT) as a framework to examine the shopping attitudes of men from the USA. They analysed four generational cohorts identified by Strauss and Howe (1991):

1. *Silent Generation*: The term “Silent Generation” refers to the conformist and civic behaviour of the people of this generation. Now, they are usually between their age of 65 and 85. As a child this generation experienced the effects of the Great Depression. These people have strong middle-age values. In their younger ages they desired to get marry early, have children and work as hard as they could. They retired among financially more stable circumstances than the generation before or after them.

2. *Baby Boomers*: This term refers to the rise of the birth rate when young males returned home after the Second World War and the Korean War. This rise was 79 million of babies that is why it is called Baby Boom. The increase of the population helped lead to the increase in the demand for consumer products, homes, automobiles, services etc. They were more interested in the promotion of self instead of the promotion of community. The presence of this segment on the market is really high, but it is a problem which should be solved, that retirement of the boomers will cause great concern to retailers as spending on many consumer products will decline.

3. *The 13th Generation*: They were born between 1961 and 1981. With increases in the divorce rate and an increasing number of women working, so this generation was the first to experience kids who came home to an empty house after school. Perhaps because of this, people in 13th Generation possess the personal characteristics of independence, self-reliance, and being mistrustful of institutions. The members of this segment were the first real users of internet.

4. *The Millenials*: They were born between 1982 and 2000. Three out of four Millennial consumers come from families with working mothers and have already demonstrated more liberal spending patterns than any previous generation. They are the most optimistic group of the US history. Learning and education is very important for them. If we compare this segment with the previous ones we can say that they are more likely to have completed high school. Martin (2005) said “(they) are the blunt, techno-savvy, contradictory children of Baby Boomers who believe education is a key to success, technology is as transparent as the air, diversity is a given, and social responsibility is a business imperative” (p. 39).

The main aim of Brosdahl and Carpenter’s analyses is to compare the shopping orientations of male shoppers among four generational cohorts in the US. Data were collected using an online survey among a panel of US male consumers aged 18 years and older. Lots of different shopping orientations were captured in the survey included: shopping enjoyment, price consciousness, brand consciousness, shopping confidence, recreational shopping tendency, market mavenism, antipathy frugality, brand loyalty, confused by overchoice, store loyalty, time and convenience consciousness. All of these orientations were measured using five-point Likert-type scales (1 strongly disagree, 2 disagree, 3 neither agree nor disagree, 4 agree, 5 strongly agree).

In the sample there were 560 male consumers from the USA, including 140 males from each of the four aforementioned cohort segments.
The most important results in the point of view of this article is that although each of the four generations of US males has a neutral stance to shopping enjoyment, Millennials are likely to enjoy shopping significantly more than their counterparts in the other cohorts.

According to the findings of Brosdahl and Carpenter (2011) the GCT method can be used to support the market segmentation for male shoppers. The aforementioned researchers also conclude that this method can help researchers to understand the shopping related behaviour of men. Specifically, the findings suggest that male shoppers in the Millennial generation exhibit significantly higher levels of shopping enjoyment, recreational shopping tendency and market mavenism than males in the other generational cohorts.

Bauer Media’s research (2010) is called 4D Men. It was designed to highlight the new aspects of men’s motivations, needs and pressures. The study searched for insights by using a complex research design. It included focus groups, online blogs, video diaries and a brand tracking study. 1500 men between their age of 15 and 40 participated in the research.

According to this research nowadays men try to live a more health conscious life. There is also a gender crisis which means that men do not feel themselves safe in their position; they feel stressed about their identity, their masculinity and their gender roles. They are pressed by the side of women, the family and by their job as well; they have to behave as others would like to.

This is a new type of consumer called 4D men. This type of men is emotionally more opened than before. In the research there are some attributes which can help to identify the 4D men:

- “He is mostly in his 30s without a wife and child – he is looking for the essence of being a man.”
- “He eats an apple before a hamburger.”
- “He has lots of passions, such as going to opera or having an Aston Martin.”
- “He is under a huge pressure; he has lots of tasks to do.”

According to GfK NOP research (2010) men are more confident about the recovery after the crisis than women. 19% of men stated that the impact of the crisis will affect them after the crisis ends. 28% of women think the same, so the proportion of uncertain people is higher in the women group.

This research examines the different attitudes of men and women about the consumer behaviour after the crisis. These attitudes are the following:

- 28% of men think that recovery will be fast after the crisis; 21% of women think the same.
- 57% of men think that they are going to be able to keep the volume of eating outside of their home; 47% of women think the same.
- 59% of men think that after the crisis they are going to spend the same amount of money on holidays than before the crisis. 45% of women think the same.
- 51% of men stated that they will buy new furniture after the crisis. The women’s proportion was 38%.
- 50% of men plan to buy expensive electronic product. 41% of women plan the same activity in the future.
- 63% of men plan to buy organic food or to be an ethical shopper. 57% of women stated the same.

These results show that men are more optimistic about the situation after the crisis than women.

During the crisis lots of brand had serious problems with the sales; they did not have enough client. Some of these brands were saved by the shopping of men. That is a consequence that these brands were saved partly because of the higher confidence of men’s. Costa ascertained some product categories which did not decrease in terms of consumption in the United Kingdom:

- food,
- holiday, travelling,
furnishings,
electronic products.

**Comparable analysis – time use studies in Europe**

In our study one of our objectives is to provide a complete picture of the differences in the time using of men. Because of this purpose we examine a few European countries’ time use studies as well. We do this on the basis of a Eurostat study from 2005 (Eurostat 2005).

There are problems with the harmonisation of different time use studies in the EU. These problems are usually the followings:

- the examinations are not in the same time period,
- involved people are not from the same age groups,
- the activity categories of the time use examinations are different,
- the size of the samples are different.

Table 2. shows the main activity categories and those what these main categories include. This is required because – as we described before – European countries have different smaller categories, so making categories is necessary.

**Table 2. The main activity categories**

<table>
<thead>
<tr>
<th>Category</th>
<th>Includes</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Gainful work, study</em></td>
<td>Main and second jobs and related activities, breaks and travel during working hours, and job seeking. Study at school and during free time is combined with gainful work.</td>
</tr>
<tr>
<td><em>Domestic work</em></td>
<td>Housework, child and adult care, gardening and pet care, construction and repairs, shopping and services, and household management.</td>
</tr>
<tr>
<td><em>Travel</em></td>
<td>Commuting and trips connected with all kinds of activities, except travel during working hours.</td>
</tr>
<tr>
<td><em>Sleep</em></td>
<td>Sleep during night or daytime, waiting for sleep, naps, as well as passive lying in bed because of sickness.</td>
</tr>
<tr>
<td><em>Meals and personal care</em></td>
<td>Meals, snacks and drinks, dressing, personal hygiene, making up, shaving, sexual activities and personal healthcare.</td>
</tr>
<tr>
<td><em>Free time</em></td>
<td>All other kinds of activities are included here, e.g. volunteer work and meetings, helping other households, socialising and entertainment, sports and outdoor activities, hobbies and games, reading, watching television, resting or doing nothing, as well as unspecified time use.</td>
</tr>
</tbody>
</table>

*Source: Eurostat 200513*

On Figure 1. we illustrated the proportions of time spent on different activities on an average day among men from four European countries. These countries are: Finland, Germany, Hungary and the United Kingdom. The purpose of illustrating this figure is to find the differences between the men’s structure of life from these countries. It is important to note that we do not make further conclusions about the result, because it is just a little piece of the European time use studies.

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13 Eurostat (2005): Comparable time use statistics National tables from 10 European countries
Hungarian men deal with sleeping and domestic work more than men in the other examined countries. Finnish men have the most of free time. German men spend the most of their time on meals and personal care. Men from the United Kingdom spend the most on travel, gainful work and study.

Hungarian and British men have the less free time. On meals and personal care Finnish males spend fewer minutes per day. The participation time in sleeping is the less among Germans. Hungarians spend the least amount of time on travelling. In case of the domestic work Finnish, German and British men spend less than Hungarians. German males deal with gainful work and studying less than men from the other examined countries.

**Figure 1. Men’s structure of activities (between 20 and 74)**

<table>
<thead>
<tr>
<th></th>
<th>Hungary</th>
<th>Finland</th>
<th>Germany</th>
<th>United Kingdom</th>
</tr>
</thead>
<tbody>
<tr>
<td>free time</td>
<td>22,9%</td>
<td>25,6%</td>
<td>24,5%</td>
<td>22,9%</td>
</tr>
<tr>
<td>meals, personal care</td>
<td>10,5%</td>
<td>8,4%</td>
<td>10,6%</td>
<td>8,6%</td>
</tr>
<tr>
<td>sleep</td>
<td>35,5%</td>
<td>34,9%</td>
<td>34,1%</td>
<td>34,6%</td>
</tr>
<tr>
<td>travel</td>
<td>4,4%</td>
<td>5,0%</td>
<td>6,0%</td>
<td>6,3%</td>
</tr>
<tr>
<td>domestic work</td>
<td>11,0%</td>
<td>9,4%</td>
<td>9,8%</td>
<td>9,6%</td>
</tr>
<tr>
<td>gainful work, study</td>
<td>15,7%</td>
<td>16,7%</td>
<td>14,9%</td>
<td>17,9%</td>
</tr>
</tbody>
</table>

*Source: Eurostat 2005*

On the basis of a time use study of Eurostat (2005) we compared the average time using proportions of men from nine European countries with the Hungarian men’s time using data. These countries were Belgium, Germany, Estonia, France, Slovenia, Finland, Sweden, United Kingdom and Norway. On Appendix 1. the result are shown. The line shows the difference between the average of the nine examined European countries and Hungary.

We can see that Hungarian men spend less time than the average on the following activities:

- free time,
- travelling,
- gainful work, study.

According to the Eurostat (2005) time use study Hungarian men spend more time than men from the other nine examined countries on the followings:

- meals, personal care,
- sleeping,
- domestic work.
Another source of data about time allocation of men and women is the study of OECD called Society at a Glance 2011. It has lots of different point of views and activities examining. In our review we pay attention on unpaid work, housework, childcare, cleaning etc.

Unpaid work means the production of different goods and services by the members of the family. These goods or services are not sold on the market. Some of these activities are for the consumption within the family (cooking, cleaning). This can also be for those who are not the members of the household, such as visiting friends or relatives. The difference between leisure and unpaid work is that for unpaid work the individual can pay for someone else to perform the activity. Thus a third person could be paid to do the activity; in that case it is considered to be work.

According to this approach cooking, cleaning, childcare, laundry, walking the dog and gardening are all examples of unpaid work. If we think about other kind of activities, such as to watch a movie, to play tennis, or to read a book, we can state that no one can be paid for these kind of activities among normal circumstances. That is why we can say that these activities are considered to be leisure activities. On the other hand, some unpaid work can be enjoyable as well (e.g. playing with children, walking the dog or cooking).

In OECD’s study called Society at a Glance 2011 the data of 29 countries can be found. Based on it we present that people do 3.4 hours of unpaid work every day. It means the 14% of the day (Appendix 2.). There is variation in unpaid work between countries; the time spent on this activity varies from one-tenth to one-fifth of time. Mexicans spend the most of their time on this activity, and people from Japan, Korea and China do the least on unpaid work. The proportion of spent time on paid work or study is the highest in case of Japanese, Chinese and Korean people. In OECD countries people spend 46% of their time on personal care. It includes sleeping and eating. The average for leisure activities is 20%. This is the highest in Norway, Finland and Germany. For religious activities and other unspecified time use people spend less than 1% of their time.

Appendix 3. shows the gaps between men and women in time spent on unpaid work. It is easy to see that women do more unpaid work than men. In average (OECD average) women do 148 minute more of this activity than men. The difference is the biggest in India, Mexico and Turkey: women spend 4-5 hours more on unpaid work than men. The smallest gap can be found in Denmark, Sweden and Norway: in these countries men spend around one hour less on this activity than women.

Other data show that most of the unpaid work is routine housework, such as cooking, cleaning, gardening and home maintenance. In the examined 29 countries people spend on average 128 minutes per day on housework.

The second activity within housework on average is care for household members: people spend 26 minutes on it. Moreover they spend 23 minutes on shopping, 20 minutes on travel related to unpaid work, 7 minutes on care for non-household members and 4 minutes on volunteering.

On Appendix 4. we examined the gender differences in time spend on primary childcare. In case of primary childcare mothers spend most of their time on physical childcare and supervision. It is 60% of their time spend on childcare and on average it is 62 minutes. They spend 28 minutes on educational and recreational care and 14 minutes on transporting the child.

In fathers activities connected to childcare physical care and supervision of child and educational and recreational care are more or less with the same proportion. They spend on these activities 20 and 18 minutes on average. Men spend average 6 minutes on transporting the child.

Mother’s childcare time is dominated by physical childcare and supervision, accounting for 60% of their childcare activities. Fathers, on the other hand, spend proportionally more time in educational and recreational activities than mothers, i.e. 41% of their total childcare time compared with 27% of

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mothers’ total childcare time. Still, mothers spend more than twice as much time in childcare than do fathers, a pattern which holds for all countries and the different subgroups. On average in the 22 countries for which data are available, childcare takes up 42 minutes per day for fathers whereas it occupies 1 hour and 40 minutes of mothers’ time. Women spend 104 minutes on childcare, men’s average time is 44 minutes.

Figure 2. The differences of men and women activities in and around the house

Panel A. Percentage of men and women aged 15-64 performing the task

<table>
<thead>
<tr>
<th>Task</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking &amp; food clean-up</td>
<td>44</td>
<td>82</td>
</tr>
<tr>
<td>Cleaning</td>
<td>22</td>
<td>62</td>
</tr>
<tr>
<td>Gardening &amp; pet care</td>
<td>17</td>
<td>21</td>
</tr>
<tr>
<td>Construction &amp; repair</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>Shopping</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Volunteering</td>
<td>16</td>
<td>30</td>
</tr>
<tr>
<td>Total childcare</td>
<td>12</td>
<td>26</td>
</tr>
<tr>
<td>Physical childcare</td>
<td>9</td>
<td>16</td>
</tr>
<tr>
<td>Teaching, playing with children</td>
<td>12</td>
<td>83</td>
</tr>
</tbody>
</table>

Panel B. Minutes per day devoted to the activity by men and women

<table>
<thead>
<tr>
<th>Task</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking &amp; food clean-up</td>
<td>21</td>
<td>14</td>
</tr>
<tr>
<td>Cleaning</td>
<td>10</td>
<td>43</td>
</tr>
<tr>
<td>Gardening &amp; pet care</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Construction &amp; repair</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Shopping</td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td>Volunteering</td>
<td>4</td>
<td>28</td>
</tr>
<tr>
<td>Total childcare</td>
<td>12</td>
<td>35</td>
</tr>
<tr>
<td>Physical childcare</td>
<td>7</td>
<td>24</td>
</tr>
<tr>
<td>Teaching, playing with children</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: OECD 2011

On Figure 2, the gender differences can be seen about the following activities:
- cooking and food clean-up, cleaning,
- gardening and pet care, construction and repair,
- shopping, volunteering,
- total childcare, physical childcare,
- teaching, playing with children.

Tasks that have traditionally been thought of “women’s work” (e.g. cooking and cleaning) continue to be primarily performed by women. Typical male tasks are construction and repair work.
It is clear that a bigger proportion of women do cooking and food clean-up, cleaning, gardening and pet care, shopping, physical childcare and teaching, playing with children. Higher proportions of men do construction and repair. Women and men do volunteering with the same proportion.

If we analyse the average time devoted to these activities we can see that the relations are the same between the genders, except one activity: in case of gardening and pet care more women do that, but in average they spend less time on it than men.

**The structure of men’s activities in Hungary, 2009/2010**

In our study we try to provide a clear picture about Hungarian men’s activities and the changes in it. On Figure 3. it is easy to see the difference in the time spent for the activities. After sleeping men spend most of their time to do their work – average 13.7% of their day. TV/video watching and using internet is the third activity group in this structure. Eating is the fourth and personal hygiene is the fifth.

If we compare it with women’s structure of everyday activities we can see that for them household care is the second activity after sleeping. On the third place they have TV/video watching and internet using – it has the same ranking in men’s order of preference. Job is the fourth for women, and eating is the fifth.

Men spend more time for employment and eating than women, but women spend more time for household care.

**Figure 3. The structure of men’s and women’s activities in Hungary, 2009/2010**
An examination about the time management of a society always provides useful information about the lifestyle of that period’s population. Furthermore, if we make a connection between the time data and other additional information then we can define the processes which define the frames of time using. Thus, it is really important to examine men’s structure of activities in the every days.

In Hungary according to the 2009/2010 time use study 35.2% of men had full-time job, in the women’s case, it was 25.7% (Appendix 5.). One of five women has a second job (21.8%) and one of four men has the same.

In total 53.4% of men do earning and productive activities. Women’s rate is lower: 43.5% of them do this activity.

Women do more in housework and family care (Appendix 6.). We examined time spent on food management, washing-up the dishes, cleaning, tidying up, care of clothes and help to an adult family member. In food management 80% of women and 40% of men participate. 70% of women do the dish washing; this rate is 20% in case of men. 55% of women do the cleaning, tidying up, and 18% of men do this activity. 32% of women and 2.5% of men participate in care of clothes. We also examined the time spent on helping an adult family member. Women participate in this activity with a higher rate than men: 2.7% - 1.1%.

Men are more active around the house (Appendix 7.). They participate with a higher rate in activities around the house (e.g. cleaning the garden, court and pavement) and construction, repairs as well. Men’s rate in activities around the house is 27%, women’s rate is lower: 14.6%. Men’s participation in construction and repairs is 8%, women’s participation is 4% in this activity.

Appendix 8. shows the participation rate of men and women in shopping and in use of services. In total, women participate in these activities with a higher rate than men: 43% of women participate in shopping, 29% of men do the same. 1.5% of women and 1.1% of men use services.

Summarizing the examinations about time spent on child care it can be told that women participate in these kind of activities with a higher rate than men: 23% of women and 16% of men do child care.

Source: Hungarian Central Statistical Office 2012

The structure of men’s activities – compared to women’s, 2009/2010


16 Harcsa, 2000
15.4% of women and 7% of men participate in physical care of the child. In storytelling the gap is smaller: 14.6% of women and 11.6% of men participate in this activity. 6.3% of women learn with the child, 3% of men do this activity. Men’s participation rate (1,3%) in the transport of children is lower than women’s rate (2,8%).

In case of the examination of personal care we compare men and women by using indicator C which means that we compare the average time spent on personal care a day among those who actually perform the activity. We do this because indicator B – which we used before – does not show characteristic differences between men and women.

If we analyse the average time spent on sleeping, personal hygiene and clothing we can see that women and men behave similarly. Women spend a bit more time on sleeping than men: women’s average sleeping time is 519 minutes; men’s time is 513 minutes in average. Men spend average 76 minutes on personal hygiene and clothing; women spend on this activity a bit less – 72 minutes.

Appendix 11. shows men’s and women’s participation rate in social life. In total the participation rate of men and women is similar: 55% of men and 54,8% of women participate in some kind of social life activity. Talking is similarly important as a social activity for men and women as well – 43,7% of men and 43,3% of women talk to someone as a social activity. Activities, where people can meet and talk to each other are more common for women. Such as visiting a friend or family member: 10% of women do this activity, compared with men: 8,5%. Moreover, 10,4% of women participate in other family activities. The men’s rate is 8%.

On the other side, for men entertainment and challenges are more important than for women. Men are more likely to go to pub: 3,1% of men and 0,3% of women visit pubs. In social entertainment (e.g. dance, play cards) men participate with a higher rate: 4,8%.

Figure 4. The difference of men and women in activities (2009/2010)

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

We compared men and women from all of the activities’ point of view (Figure 4.). At this comparing examination we used indicator A, which means that we examined the average time spent per everyone who attended the time use examination – not just those who actually perform the activity.

We found that men spend more time for their work, for travelling by purpose, for their social life, for watching TV, video and using internet, and also for going for a trip, for a walk and do some sports. Women spend more time for household care, for shopping and using services and also for child care.

**Changes in men’s activities since 1986/1987**

After the examination of time use of men and women it is another important part of the paper to see the changes in men’s life organization and in their time use.

In order to see how the Hungarian men changed in more than twenty years we compare the result of the last Hungarian time use examination with the two examinations before that. This time period is interesting, because in these years in Hungary there was the end of the communist regime and lots of economic changes took place in the world; also in Hungary. That is why it is important to find the main points of changes in the life organization of men.

Figure 5. shows the changes in the employment and main job. The rate of employment and the rate of men who has main job decreased; employment decreased from 77,1% to 53,4% and main job decreased from 47,0% to 35,2%.

**Figure 5. Changes in the participation rate of men – employment, main job**

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Appendix 12. shows the changes in the participation rate of men in housework and family care. In recent years men deal with household and family care more than before. In the case of food management men participate in this activity with a higher rate, it has changed from 28,7% to 41,4%. They also do the dishes in a greater proportion, and their participation in the care of clothes has increased as well. There is one activity among the examined ones which has decreased: men do the cleaning and tidying up in a smaller proportion than ten years before, but greater than in 1986/1987: the rate is now less than 20%.

On Appendix 13. the changes of men’s participation in “around the house activities” is shown. This proportion increased in case of around house activities, such as cleaning the garden, court and
pavement (from 22.6% to 27%). In 2009/2010 less men did constructions or repair activities at home than in 1986/1987 – this rate of participation in this activity decreased from 15.1% to 7.8%.

Shopping is important to analyse, because this is a relevant indicator to see how men changed in their lifestyle generally. If we look at Appendix 14., we can see that in 2009/2010 the proportion of shopper men is higher (28.7%) than in 1986/1987 (25.3%).

Men’s average time spent on shopping per day has increased during these 23 years: in 1986/1987 it was 37 minutes per day, and in 2009/2010 it is 44 minutes per day (Appendix 15.).

Men’s participation in physical care has decreased first, but then it increased. Storytelling to the child and playing with him/her became more important for men; the proportion of men who participate in these activities increased from 7.9% to 11.6%. The situation of learning with the child together has not changed; the proportion is around 3%. Men do not transport the children that much than before; the participation rate of this activity among men decreased from 3.2% to 1.3%.

We examined also the average time what men spent on sleeping; from 1986 to 2009 it has increased from 507 minutes to 513 minutes (Appendix 17.).

To examine social life it is important to see how men’s social behaviour changed: what proportion of men deal with social activities and the average time they spend on it. Nowadays less men deal with social life than in the late 1980s. The proportion of men participating social life decreased from 58.3% to 55.0%.

The average time what men spent on eating in the last 20 years has increased. In 1986/1987 it was 84 minutes per day, in 1999/2000 it was 88 minutes per day, and in 2009/2010 it was 105 minutes per day (Appendix 18.).

We also examined men’s participation in activities connected to studying – studying in school and free time studying. Appendix 19. shows the results: the proportion of men participating in any kind of studying is increasing: in 1986/1987 it was 7.3%, but in 2009/2010 it reached 13%.

Nowadays – in 2009/2010 – less men travel by purpose than 23 years before. Now the participation rate of men is 82%, in 1986/1987 it was 86% (Appendix 20.).

The proportion of men who participate in social life activities decreased in the last 23 years. It was 58.3% in 1986/1987 and now it is 55% (Appendix 22.).

The average time spent on social life has changed. First, from 1986/1987 to 1999/2000 it increased, but then it decreased. In total it decreased from 100 minutes to 91 minutes – it is almost a 10% decreasing (Appendix 23.).

Connected to social life we also examined entertainment and communication. First, we present the proportion of men in reading. Appendix 24. shows that this proportion radically decreased in the last two decades; in 1986/1987 55% of men stated that they read a newspaper, a book or on internet. In 1999/2000 38% of men stated the same, and in 2009/2010 the proportion of newspaper or book reader men was 25.7%. The data of 2009/2010 did not contain internet reading, because at this examination that was a separate category.

We took a look at the television watching habits as well (Appendix 25.); we examined the proportion of men participating television, video watching or using internet. In this case we do not distinguish these activities, because we examine this as a group of telecommunication activities.

In 1986/1987 74.4% of men participating in watching television or video, this rate was 87% in 1999/2000. In 2009/2010 88% of men stated that they participate in watching TV, video and using internet.

If we examine sports and outdoor activities (Appendix 26.), we can see that the proportion of men participated in the activity increased. In total, it means that in 1986/1987 the rate of participation was 16%, and in 2009/2010 it exceeded 20%.
Analysing it separately it is clear that going for a walk and going for a trip did not change dramatically, but the proportion of men who did some sports or physical activities increased (from 5.1% to 10.9%).

Table 3. demonstrates the summary of the examined activities. It demonstrates the activities in two groups:

1. in the first group there are activities which have less role in men’s everyday life than before,
2. in the second group there are activities which became more important for men, thus they do these activities more than they did 20 years before.

There are fewer men in work, and fewer men are employed than during the time period of the time use examination in 1986/1987. They do less construction and repairs around their house. They are not that active in their social life: a lower proportion of men participate in this activity, and the time spent on it has decreased as well. The proportion of men who used to read decreased dramatically: in 23 years it fell from 55% to 25.7%.

On the other hand, it is usual that more men participate in the housework and family care, especially in food management, washing-up the dishes and the care of clothes. The proportion of men who shop is increasing; the average time of their shopping is increasing as well. There is no radical change in case of the child care, but a higher rate of participation can be seen in story telling for the child and playing with him/her. During the time use examination in 2009/2010 more men stated that they study in school, at a university or at home. Men use the mass media with a greater proportion, and they do more sports as well – the participation rate of men’s in sport activities has doubled in the examined time period.

Travelling habits have not changed too much: the proportion of travelling men and the time spent on it is roughly the same.

Men spend more time for personal care than before: they sleep a bit more than 23 years before and they spend more time to eat their meals as well.


<table>
<thead>
<tr>
<th>Activity</th>
<th>Proportion of Men Decreased</th>
<th>Proportion of Men Increased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main job</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction, repairs (around the house)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social life</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reading</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household and family-care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storytelling to the child, playing with child</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sleeping time*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating time*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mass media (TV, video, internet)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*increasing in the average time spent among those who actually perform the activity, Source: own editing on the basis of Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Summary, conclusions

The segment of male shoppers is becoming more and more relevant segment on the consumer markets. On one hand it is because of the changes of the market, but on the other hand it is the result of the changing of this segment (roles, activities, requirements of this segment etc.).

In this article we provided an extensive presentation of the everyday activities. We found that women attend the traditionally women activities (housework, shopping, child care etc.) with a
higher rate than men. In contrast, men attend traditionally men activities (construction, around the house activities) with a higher rate.

In the studies we presented we could also see that there is a new phenomenon which is about the changing of gender roles. We could see these changes also in our researches about time use studies: men spend more time to do housework than they did before. They do more shopping, studying, communicating and doing sports. It indicates that men have more roles in their lives than they had before: they have to be the head of the family, they have to earn a living, but also they have to help in the case of “at home activities”. Men are more conscious than they were before: they do more sports and they also do more shopping, which means they care about their lives and their family’s life.

Studies showed that men are in gender crisis about their roles as men. They feel stressed about their identity and masculinity as well. Because of these circumstances they are now more opened emotionally. On the other hand, men are more confident about the recovery after the economic crisis.

The segment shows a higher level of shopping enjoyment, especially the younger members of it. Typically men-products appear. Men who do shopping, they do it for a longer time on average. Men are becoming a more and more important market segment.

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Appendix

Appendix 1. Differences in men’s life organization – comparing Hungary and nine European countries average

<table>
<thead>
<tr>
<th>Activity</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gainful work, study</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Domestic work</td>
<td>0.9%</td>
</tr>
<tr>
<td>Travel</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Sleep</td>
<td>1.2%</td>
</tr>
<tr>
<td>Meals, personal care</td>
<td>1.0%</td>
</tr>
<tr>
<td>Free time</td>
<td>-1.1%</td>
</tr>
</tbody>
</table>

Source: Eurostat 2005
Appendix 2. Time spent on unpaid work in OECD countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Unpaid work (↗)</th>
<th>Paid work or study</th>
<th>Personal care</th>
<th>Leisure</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea (3)</td>
<td>9</td>
<td>24</td>
<td>45</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>China (2,3)</td>
<td>11</td>
<td>24</td>
<td>48</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Japan (3)</td>
<td>11</td>
<td>26</td>
<td>44</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>South Africa (3)</td>
<td>12</td>
<td>18</td>
<td>48</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Norway</td>
<td>13</td>
<td>18</td>
<td>43</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>13</td>
<td>20</td>
<td>48</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>France (3)</td>
<td>14</td>
<td>17</td>
<td>51</td>
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<td></td>
</tr>
<tr>
<td>Canada (3)</td>
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<td>19</td>
<td>42</td>
<td>21</td>
<td></td>
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<tr>
<td>Spain</td>
<td>14</td>
<td>19</td>
<td>46</td>
<td>21</td>
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<tr>
<td>Belgium</td>
<td>14</td>
<td>16</td>
<td>48</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Hungary (2,5)</td>
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<td>19</td>
<td>47</td>
<td>19</td>
<td></td>
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<tr>
<td>Finland</td>
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<td>44</td>
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<td>Austria</td>
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<td>20</td>
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<tr>
<td>United States</td>
<td>14</td>
<td>20</td>
<td>44</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>OECD</td>
<td>14</td>
<td>19</td>
<td>46</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>15</td>
<td>18</td>
<td>44</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Ireland (3,4)</td>
<td>15</td>
<td>16</td>
<td>45</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Sweden (2)</td>
<td>15</td>
<td>19</td>
<td>43</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>15</td>
<td>18</td>
<td>43</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Denmark (3)</td>
<td>15</td>
<td>16</td>
<td>46</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>15</td>
<td>16</td>
<td>46</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>New Zealand</td>
<td>16</td>
<td>19</td>
<td>48</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Poland</td>
<td>16</td>
<td>17</td>
<td>45</td>
<td>21</td>
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</tr>
<tr>
<td>Slovenia</td>
<td>16</td>
<td>18</td>
<td>44</td>
<td>22</td>
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<tr>
<td>Estonia</td>
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<td>20</td>
<td>44</td>
<td>20</td>
<td></td>
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<td>Portugal</td>
<td>16</td>
<td>20</td>
<td>47</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Australia (2)</td>
<td>17</td>
<td>17</td>
<td>46</td>
<td>20</td>
<td></td>
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<tr>
<td>Turkey</td>
<td>17</td>
<td>17</td>
<td>46</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Mexico (3,4)</td>
<td>18</td>
<td>17</td>
<td>43</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

Source: OECD 2011

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2. For a number of countries it was not possible to restrict the sample to the population aged 15-64. The age limits are Australia: 15+; China: 15-74; Hungary: 15-74; Sweden: 20-64. A different upper age limit is unlikely to affect time use significantly. A lower age limit will diminish the importance of unpaid work.

3. Surveys for Canada, China, Denmark, France, Ireland, Japan, Korea, Mexico and South Africa do not cover a complete calendar year and thus, to varying degrees, under-represent holidays. As people do more unpaid work on weekends, excluding holidays overestimates paid work and underestimates unpaid work and leisure.

4. Ireland and Mexico use a simplified time-use diary. Mexicans are also asked about their time use during the seven days prior to the interview. Hence, estimates for Ireland and Mexico are less precise.

5. For Hungary, only pre-prepared tables on time use are available and the categories are not always entirely comparable with the aggregations used for the other countries. The comparison of Hungary with other countries should thus be interpreted with caution.
Appendix 3. The gap between the men’s and women’s time spent on unpaid work – women do more unpaid work than men

Source: OECD 2011

Appendix 4. Time devoted to different types of primary childcare

Source: OECD 2011
Appendix 5. The participation rate of men and women – earning and productive activities

Source: Hungarian Central Statistical Office 2012

Appendix 6. The participation rate of men and women – housework and family care

Source: Hungarian Central Statistical Office 2012
Appendix 7. The participation rate of men and women – around the house activities

Source: Hungarian Central Statistical Office 2012

Appendix 8. The participation rate of men and women – shopping, services

Source: Hungarian Central Statistical Office 2012

Appendix 9. The participation rate of men and women – child care

Source: Hungarian Central Statistical Office 2012
Appendix 10. The average time (in minutes) spent on personal care a day among those who actually perform the activity – personal care

Source: Hungarian Central Statistical Office 2012

Appendix 11. The participation rate of men and women – social life

Source: Hungarian Central Statistical Office 2012
Appendix 12. Changes in the participation rate of men – housework and family care

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Appendix 13. Changes in the participation rate of men – around the house activities

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012
Appendix 14. Changes in the participation rate of men – shopping

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012


Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012
Appendix 16. Changes in the participation rate of men – child care

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Appendix 17. Changes in the average time (in minutes) what men spent on sleeping

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012
Appendix 18. Changes in the average time (in minutes) what men spent on eating

![Chart showing changes in average time spent on eating.]

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Appendix 19. Changes in the participation rate of men – study

![Chart showing changes in participation rate.]

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012
Appendix 20. Changes in the participation rate of men – travel by purpose

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Appendix 21. Changes in the average time (in minutes) what men spent on travel by purpose

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012
Appendix 22. Changes in the participation rate of men – social life

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Appendix 23. Changes in the average time (in minutes) what men spent on social life

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012
Appendix 24. Changes in the participation rate of men – reading

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012

Appendix 25. Changes in the participation rate of men – watching TV, video and using internet

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012
Appendix 26. Changes in the participation rate of men – sports and outdoor activities

Source: Harcsa-Sebők 2002 and Hungarian Central Statistical Office 2012