

- | | |
|-----------|----------------------------------|
| No. 40 | Your Market in Japan: Bathroom |
| March '85 | Equipment |
| No. 51 | Access to Japan's Import Market: |
| Feb. '85 | Hand Tools |

(These and others are available through the JETRO office in Toronto.)

Initial Observations of the Second DIY Mission Members

By the end of these briefings and their itinerary, the major differences in lifestyle between Canada and Japan had become very evident to mission members.

- In Canada, the tendency is to use the home more as an entertainment and leisure centre. In Japan, homes are more functional in design with smaller kitchens and bathrooms (the major locations for Canadian renovation time and energy). In Japan the bedroom and family room usually occupies a single area. Entertaining of friends and business acquaintances generally occurs outside the home.
- The Japanese people have considerably less leisure time than the average Canadian. Working hours are longer and often include Saturday mornings. In addition, commuting time to work can easily average 4 hours/day. The hours remaining are usually devoted to the family. Nevertheless, the increasing amount of leisure time available to the average Japanese since the early 1960s has contributed to a greater interest in DIY projects.
- In Japan DIY is undertaken as an expression of creativity, as a hobby, and is considered within the concept of healthy, happier living. But as in Canada, there is a sense of accomplishment in "doing-it-yourself". Major renovations, such as putting in kitchen cabinets, windows and doors, or adding a room, given the time involved, are rare. Such projects are usually contracted to a specialist. As well, DIY stores generally do not handle such "basic" building materials as roofing, doors, windows, lumber etc.