



# News

博報堂 広報室

**HAKUHODO**

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## Hakuhodo Institute of Life and Living ASEAN holds ASEAN *SEI-KATSU-SHA* FORUM in Bangkok

Presents “New Perspectives on Gender Equality at Home: Who Rules the House?”

Tokyo—December 14, 2017—Hakuhodo Institute of Life and Living ASEAN (“HILL ASEAN”), a think tank established in Thailand in March 2014 by Japan’s second largest advertising company, Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), today announced findings from its latest research into ASEAN *sei-katsu-sha* in Bangkok.

Titled “New Perspectives on Gender Equality at Home: Who Rules the House?,” the presentation covered the division of household chores and childrearing between husbands and wives in ASEAN and the processes ASEAN couples go through when deciding purchases. It also highlighted the implications these findings have for marketing. HILL ASEAN announces findings from its research into ASEAN *sei-katsu-sha*, Hakuhodo’s term for the holistic person, once a year. This was the fourth such presentation.

As a topic, gender equality gets a lot of attention in global society. HILL ASEAN studied gender from the perspective of *sei-katsu-sha*, looking at equality between spouses.

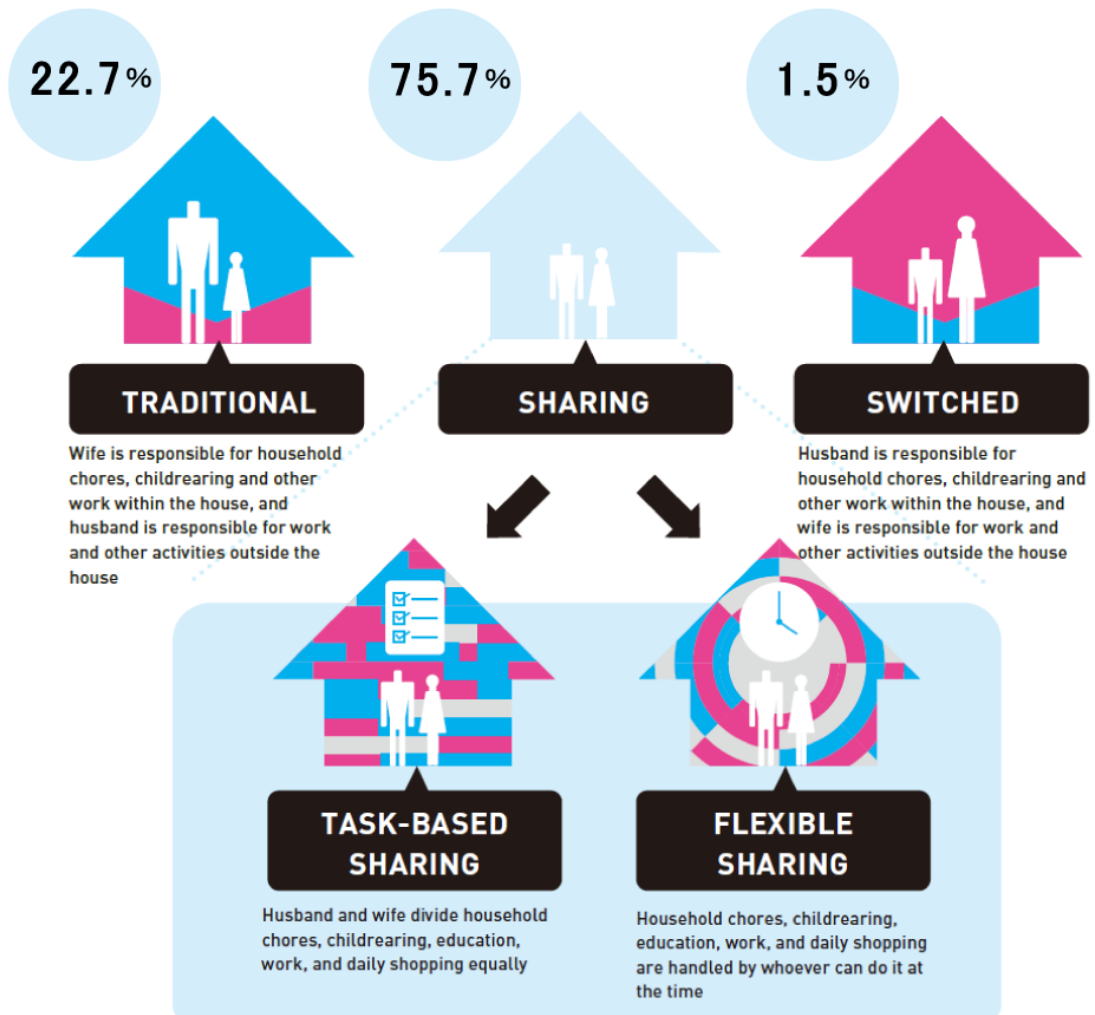
HILL ASEAN’s research shows that Traditional households, where the husband works outside and the wife takes care of the home and children, are now in the minority, at just 22.7%, and families where household chores and childrearing duties are shared are the majority, at 75.7%. These Sharing households can be further subdivided into Task-based Sharing households, where household chores and childrearing roles are shared equally, and Flexible Sharing households, where these tasks are handled flexibly by whoever can do it at the time. Switched households, where the wife works outside and the husband takes care of household chores and childrearing account for 1.5%.



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Household types based on the division of roles between husband and wife



The research also found that the degree of satisfaction with the division of roles differed between the four household types: (1) Traditional: Husband works outside and wife takes care of household chores and childrearing, (2) Task-based Sharing: Husband and wife share housework and childrearing equally, (3) Flexible Sharing: Household chores, childrearing, etc. are handled by whoever can do it at the time, and (4) Switched: Wife works outside and husband takes care of household chores and childrearing. The research revealed that couples in Task-based Sharing households are particularly satisfied with their arrangements, and that there are differences in the decision-making processes between household types.

For details on the presentation, please visit the HILL ASEAN website at <http://www.hillasean.com/>.



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Hakuhodo Institute of Life and Living ASEAN observes ASEAN *sei-katsu-sha* from unique viewpoints and makes proposals from insights gained from its fresh perspectives.

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Reference:

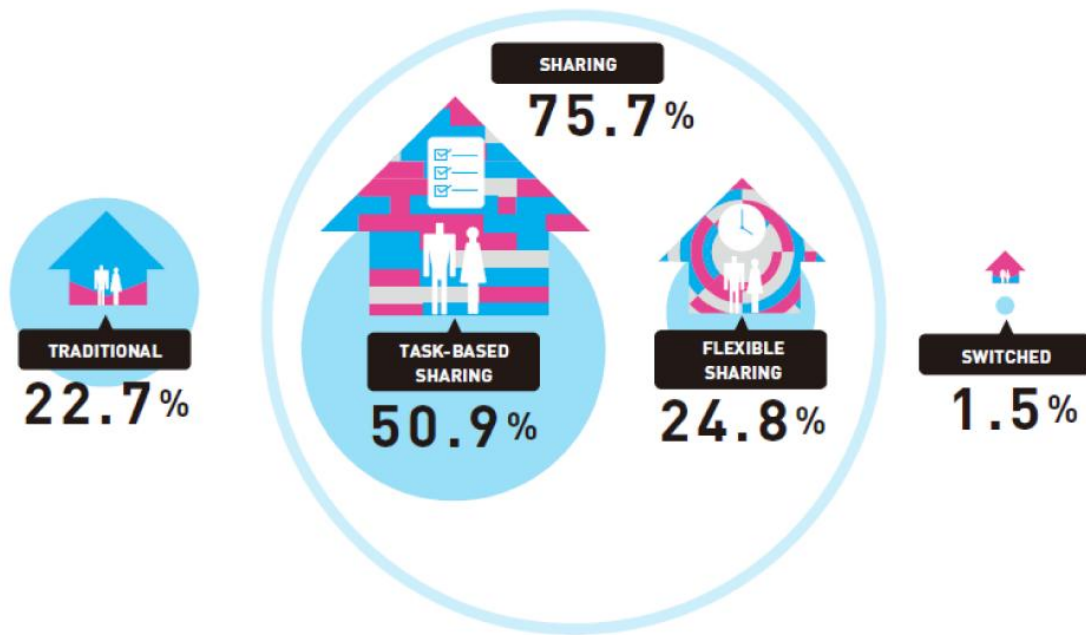
## Sharing roles: The new norm for ASEAN couples

The sharing of household chores and childrearing is already the norm; three quarters of ASEAN households share household tasks and childrearing equally.

Three quarters of households in ASEAN are Sharing type.

Husbands and wives sharing responsibility for all tasks, including household chores and childrearing, has become the new norm in the region.

Household roles and responsibilities are no longer divided based on conventional ideas about gender.



### Three reasons shared households are the majority

1. Husband and wife both work: In over 80% of all ASEAN households both spouses work.

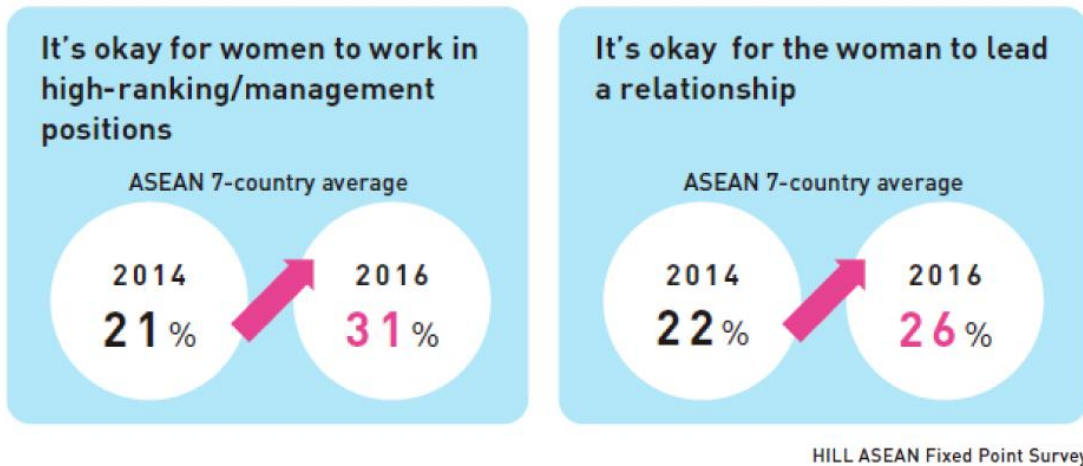
	Only husband earns	Both husband and wife earn TOTAL	Both husband and wife earn and husband earns more	Husband and wife earn a similar amount	Both husband and wife earn and wife earns more	Only wife earns
5-Country average (%)	14	84	52	24	9	1
Thailand	7	91	53	28	11	1
Singapore	18	80	49	20	12	2
Malaysia	18	80	49	21	10	1
Vietnam	2	97	55	37	6	0
Indonesia	25	74	54	14	6	1

HILL ASEAN Gender Equality Perceptions Survey



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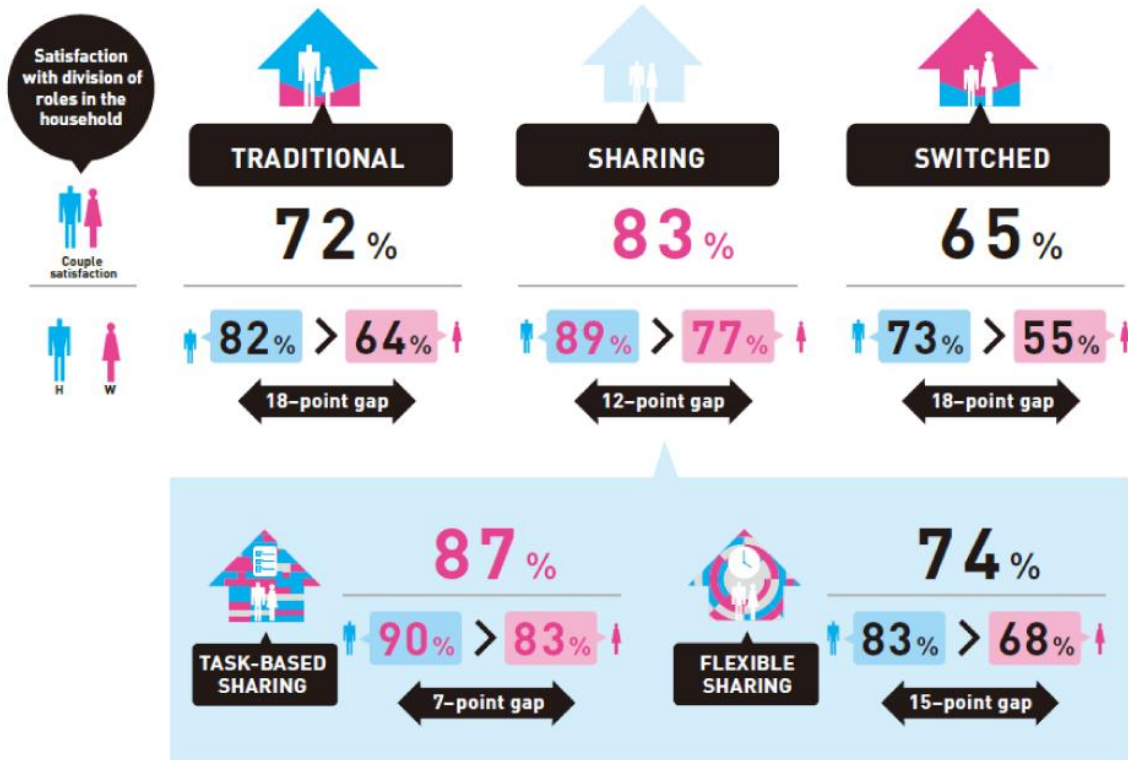
2. Female empowerment: Perceptions toward work and relationships have changed



3. Technological advances blurr gender boundaries: Use of the internet and social media at work and in childrearing

**Satisfaction levels of the 4 household types**

Satisfaction levels vary by household type. Sharing households, particularly Task-based Sharing households, are the most satisfied overall and have the smallest gap in satisfaction scores between husband and wife.



HILL ASEAN Gender Equality Perceptions Survey



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## Survey outline

### **Quantitative surveys**

#### **HILL ASEAN Gender Equality Perceptions Survey**

- Internet survey
- Male and female *sei-katsu-sha* aged 20–49 in SEC categories A–C
- Singapore, Malaysia, Thailand, Indonesia, Vietnam
- 5,000 samples (1,000 samples in each country)
- Samples allocated in line with the demographic structure in each country
- Survey period: August 2017

#### **HILL ASEAN Fixed Point Survey**

- Home interview survey
- Male and female *sei-katsu-sha* aged 15–59 in SEC categories A–D
- Singapore, Kuala Lumpur (Malaysia), Bangkok, Nakorn Ratchasima (Thailand), Jakarta, Surabaya (Indonesia), Hanoi, Ho Chi Minh City (Vietnam), Yangon (Myanmar), Manila (Philippines)
- 8,100 samples (900 samples each in the main cities and 600 each in Nakorn Ratchasima, Surabaya and Hanoi)
- Samples allocated in line with the demographic structure in each country
- Survey period: December 2015–January 2016

### **Qualitative survey**

#### **HILL ASEAN Home-Visit Interview**

- Male and female *sei-katsu-sha* in SEC categories A–C
- Singapore, Kuala Lumpur (Malaysia), Bangkok (Thailand), Jakarta (Indonesia), Ho Chi Minh City (Vietnam)
- 6 couples (12 people) per country (60 people total)
- Survey period: September 2017

### **About Hakuodo Institute of Life and Living ASEAN**

Established as an in-house think tank studying ASEAN *sei-katsu-sha* in 2014, HILL ASEAN was incorporated in Thailand in March 2017. It supports clients' marketing activities in ASEAN through insights into and proposals for ASEAN *sei-katsu-sha*.

- Trade name: Hakuodo Institute of Life and Living ASEAN
- Company name: HILL ASIA Co., Ltd.



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- Institute Director: Goro Hokari
- Location Bangkok, Thailand
- Research & other activities:
  - ASEAN Fixed Point Survey, a fixed-point survey of ASEAN *sei-katsu-sha* (every second year)
  - Research and analysis from local perspectives in ASEAN countries
  - Forums in ASEAN countries

#### ■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world's 6th largest advertising agency according to *Advertising Age's* "Agency Report 2017."

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuhodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

*Sei-katsu-sha* insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: [www.hakuhodo-global.com](http://www.hakuhodo-global.com)



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