



Hakuhodo Institute of Life and Living

Japanese Families: 30 Years of Change (1988–2018)—Family and Spousal Values

Thirty years of husbands becoming more faithful, wives more hard-nosed

Percentage of husbands who replied "Affairs by a husband are completely unacceptable" climbs from 61.4% in 1988 to 84.3% in 2018
Percentage of wives who replied "A married couple should never divorce no matter what the circumstances" plunges from 59.7% in 1988 to 24.4% in 2018

Hakuhodo Institute of Life and Living has conducted its Family Survey of couples in households where the husband is a salaried employee every ten years since 1988 (1988, 1998, 2008, 2018). Aside from time-series analysis of 30 years of data, the survey enables a look at gaps between responses by spouses by asking husbands and wives the same questions.

Following earlier reports released on June 11 on Spousal Power Relationships and July 2 on Married Couples' Division of Housework and Childcare, this report covers Family and Spousal Values. The report provides key survey findings and shines a spotlight on changes in values regarding marriage, families, and ideal couple image.

The survey is part of Hakuhodo Institute of Life and Living's Japanese Families: 30 Years of Change (1988–2018) study. These and other research findings will be presented at events and in reports as Summer Seminar 2018 Japanese Families: 30 Years of Change (1988–2018).

Survey design: Survey area: 40 km radius of Tokyo
Targets: Households with spouses living together and the wife aged 20–59 630 households (630 husbands, 630 wives, total 1,260 samples)
Survey method: Home visit and self-administered questionnaire
Survey period: Feb. 7–Mar. 12, 2018 See Page 6 for 1988, 1998, 2008 survey designs

Key findings from Japanese Families: 30 Years of Change (1988–2018)

Moral views of married couples

Husbands the most faithful to / considerate of their wives in the last 30 years?

- A record-high percentage of husbands agreed with the statement: "Affairs by a husband are completely unacceptable" (61.4% in 1988 versus 84.3% in 2018). For the first time, more husbands agreed with the statement than wives (73.2% in 1988 versus 78.3% in 2018).
- A record-high percentage of husbands said "I wear my wedding ring at all times" (15.8% in 1988 versus 40.3% in 2018), and a record-low percentage of husbands answered "I have spent the night away from home without permission" (29.3% in 1998 versus 14.8% in 2018).

Views on marriage and having children

Tolerance of divorce climbs and the perception that "adulthood = marriage / having children" hits a record low

- Record-high percentages of husbands and wives agreed with the statement: "A married couple should never divorce no matter what the circumstances." The percentage of wives agreeing fell precipitously (wives: 59.7% in 1988 versus 24.4% in 2018).
- The perception that "people become adults once they marry" hit a record low among both husbands and wives (husbands: 47.7% in 1988 versus 27.8% in 2018).
- The perception that "people become adults once they have children" also hit record lows among both husbands and wives (husbands: 53.3% in 1988 versus 30.2% in 2018).

Views on family

Rising attention to family ties, but less preference for ancestral gravesites?

- Record-high percentages of husbands and wives agreed with the statement: "One should consciously do things to strengthen family ties" (husbands: 37.3% in 1988 versus 57.8% in 2018).
- Husbands (41.4%) and wives (28.6%) agreeing with "Families should be laid to rest in their ancestral gravesite" fell to record lows.

Views on men and women

Consciousness about gender equality is advancing, but actual equality proves difficult

- Record-high percentages of husbands and wives agreed with "Women should work outside the home even after having children," passing 50 percent for the first time (husbands: 31.6% in 1988 versus 52.7% in 2018).
- Although an increasing percentage of husbands (73.8%) and wives (82.1%) agreed with "It is acceptable to have a married couple where the woman works and the man runs the home," those agreeing with "Such an arrangement would be fine in our case" remained at just 31.4% for husbands and 21.3% for wives.

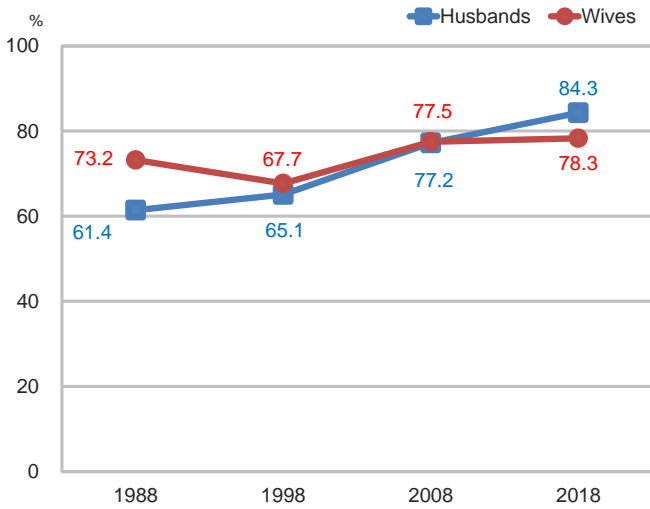
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Moral views of married couples

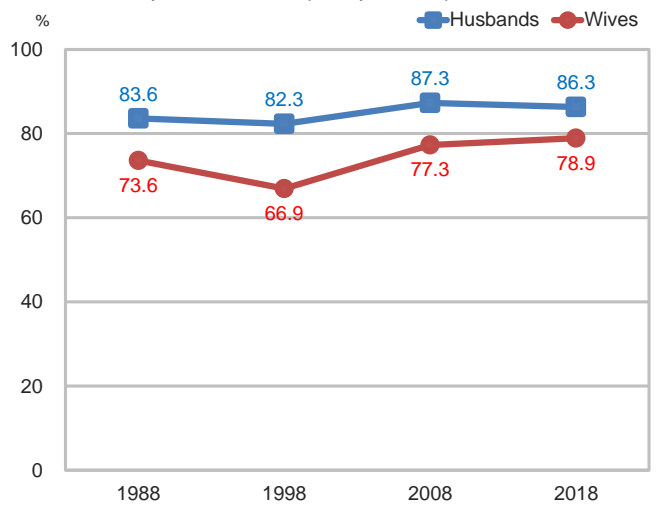
Q For each of the following statements, select "Yes" if the statement matches your opinion or actions and select "No" if the statement does not match your opinion or actions. (Yes, No)

Base: 630 responses from husbands, 630 responses from wives

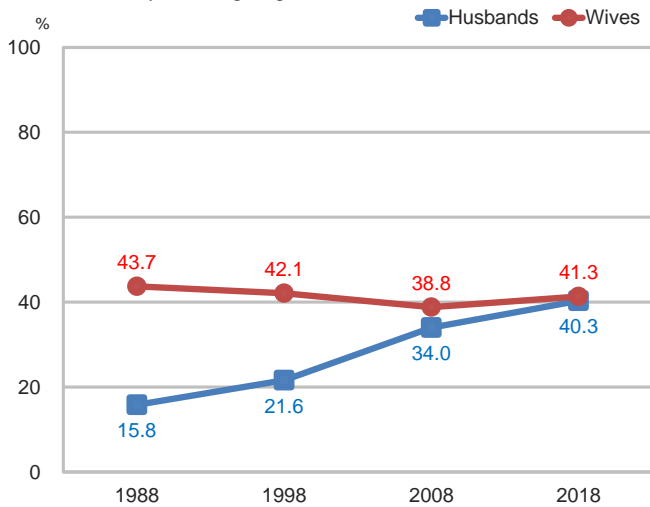
Affairs by a husband are completely unacceptable



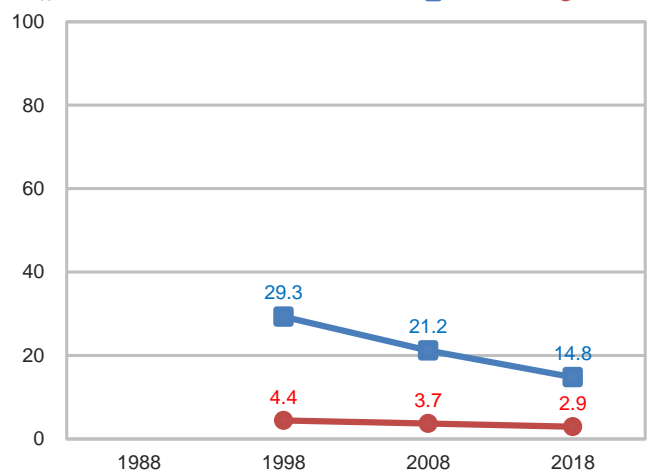
Affairs by a wife are completely unacceptable



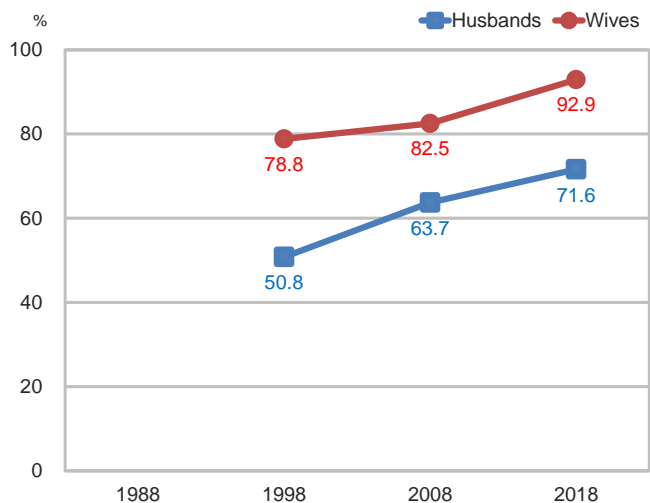
I wear my wedding ring at all times



I have spent the night away from home without permission (surveyed from 1998)



I always call home if I will be returning late (surveyed from 1998)



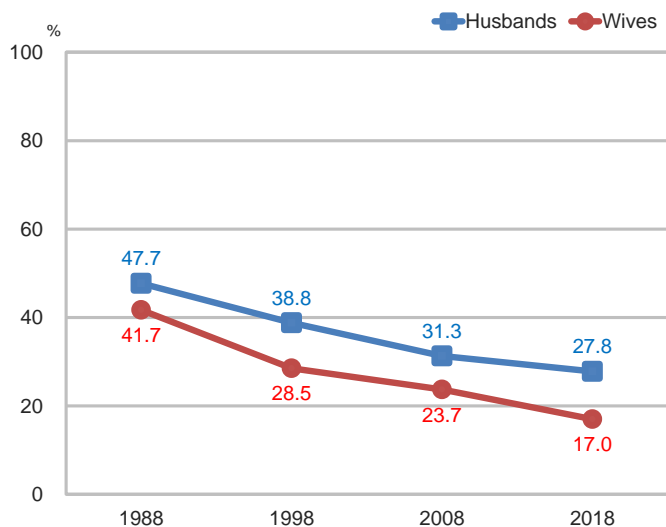
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Views on marriage and having children

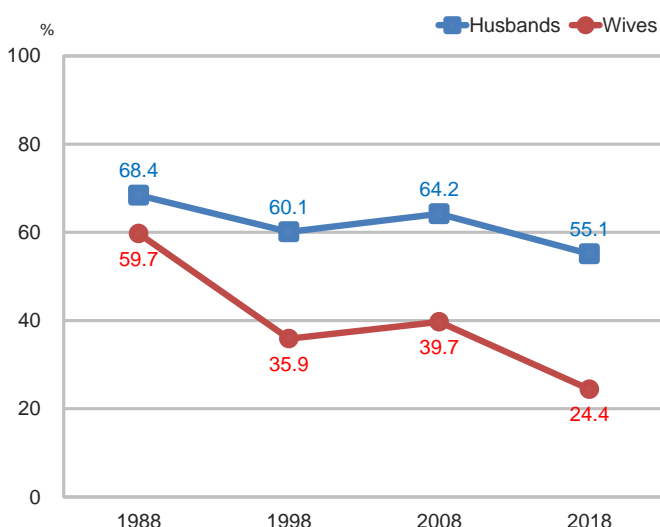
For each of the following statements, select “Yes” if the statement matches your opinion and select “No” if the statement does not match your opinion. (Yes, No)

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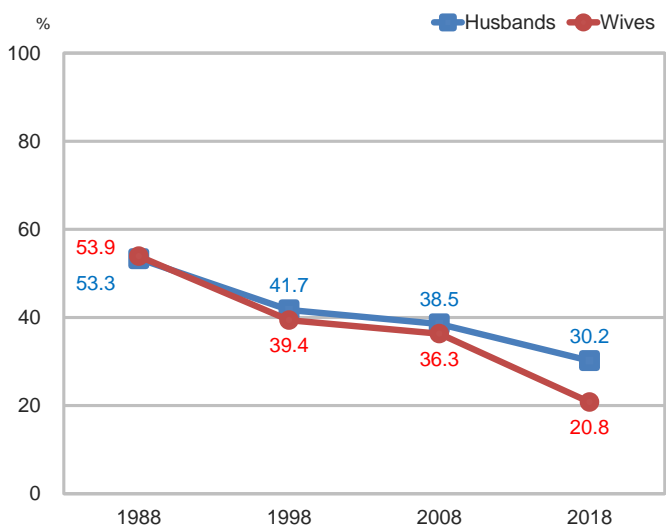
People become adults once they marry



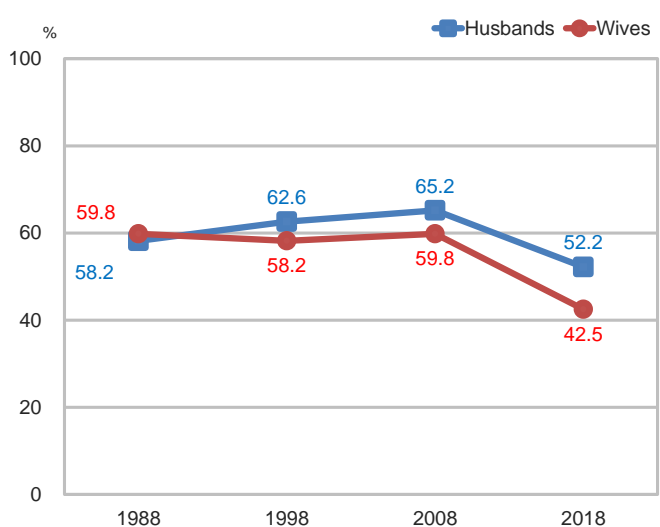
A married couple should never divorce no matter what the circumstances



People become adults once they have children



Married couples should have as many children as possible

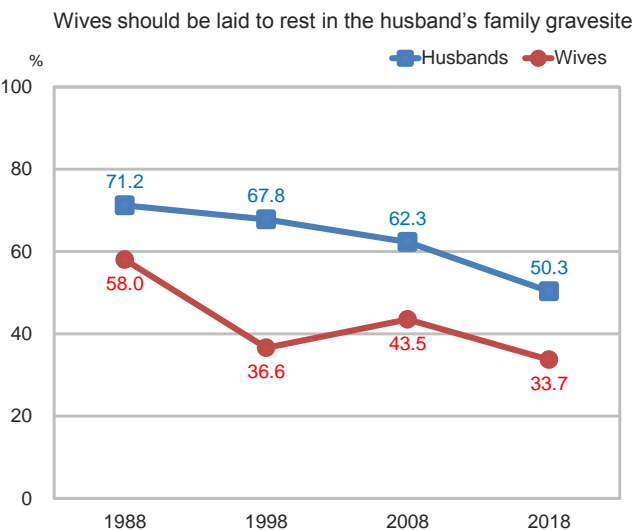
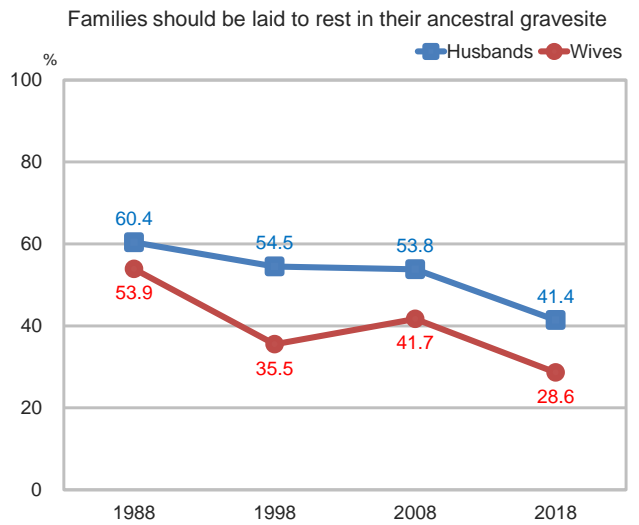
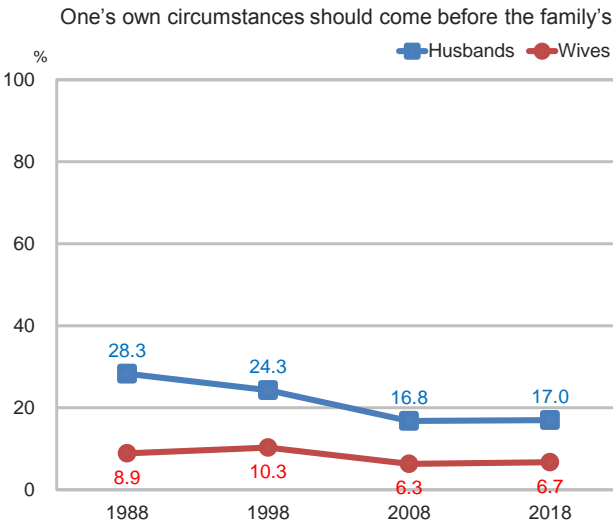
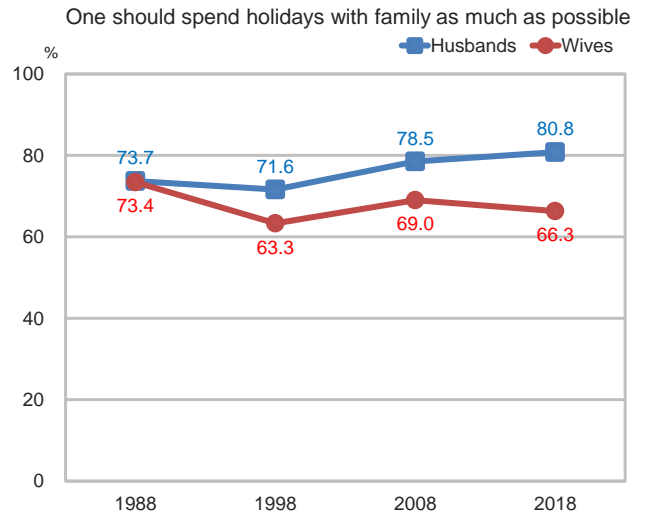
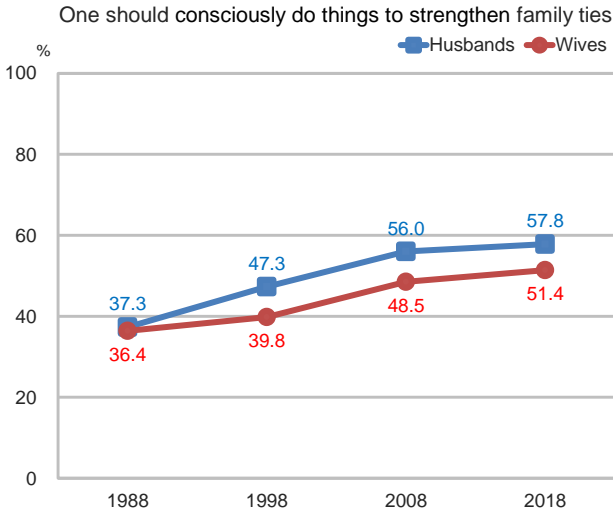


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- Husbands (41.4%) and wives (28.6%) agreeing with "Families should be laid to rest in their ancestral gravesite" fell to record lows.

Views on family

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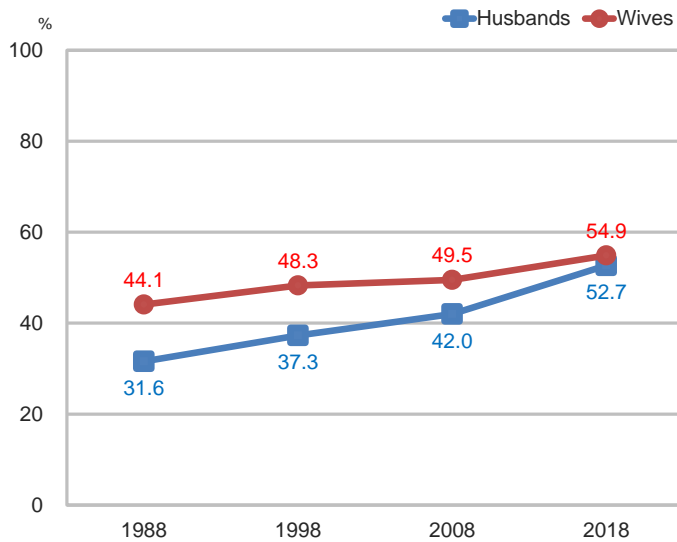


- Record-high percentages of husbands and wives agreed with “Women should work outside the home even after having children,” passing 50 percent for the first time (husbands: 31.6% in 1988 versus 52.7% in 2018).
- Although an increasing percentage of husbands (73.8%) and wives (82.1%) agreed with “It is acceptable to have a married couple where the woman works and the man runs the home,” those agreeing with “Such an arrangement would be fine in our case” remained at just 31.4% for husbands and 21.3% for wives.

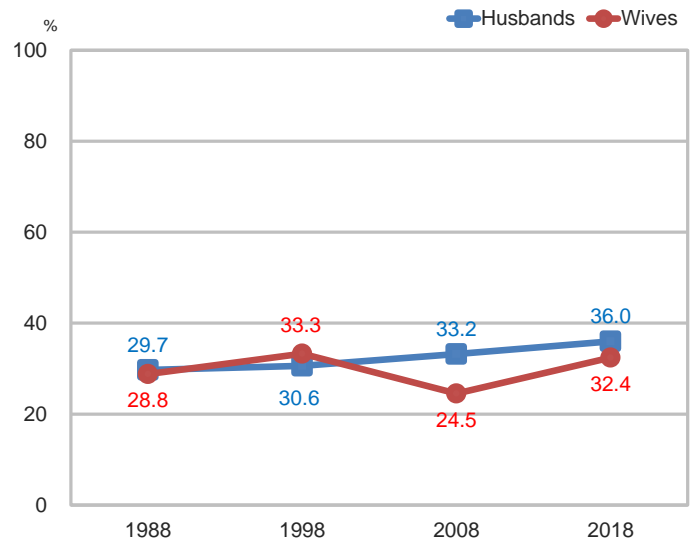
Views on men and women

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Base: 630 responses from husbands, 630 responses from wives

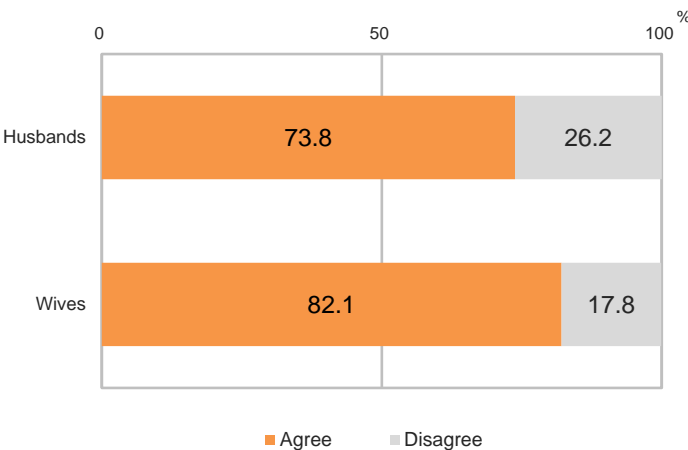
Women should work outside the home even after having children



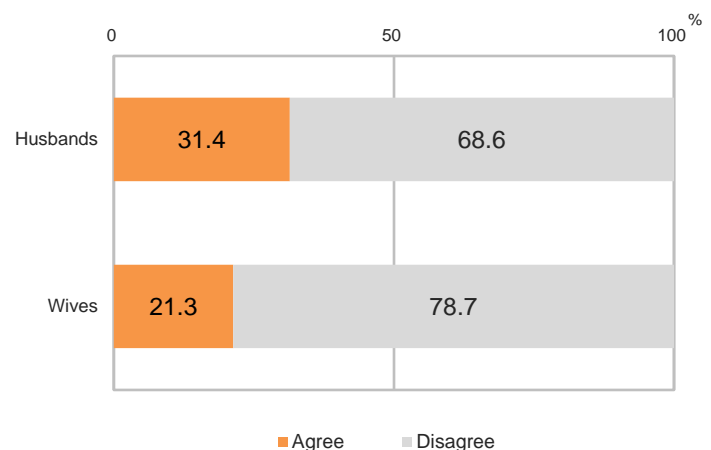
Husbands should prioritize domestic affairs over work



It is acceptable to have a married couple where the woman works and the man runs the home instead of the man working and the woman running the home (surveyed only in 2018)



Such an arrangement (the woman works and the man runs the home) would be fine in our case (surveyed only in 2018)



Family Survey survey design

- Survey area: 40 km radius of Tokyo
- Targets: Households with spouses living together and the wife aged 20–59
Target conditions: Households to which both of the following apply
(1) Husband is salaried employee (2) Husband and wife live together (with or without children)
- Survey sample: 630 households (630 husbands, 630 wives, total 1,260 samples)

	Wife 20–29	Wife 30–39	Wife 40–49	Wife 50–59	Total
2018	41	184	238	167	630
2008	57	208	173	162	600
1998	146	323	422	309	1,200
1988*	149	446	366	223	1,185

*1988 total includes one household where the wife's age was unknown

- Survey method: Home visit and self-administered questionnaire
Two questionnaires
 - Wives questionnaire: Consisting of Household Questionnaire about the family and home to be completed by wives only, and Individual Questionnaire to be filled in by both husband and wife
 - Husbands questionnaire: Individual questionnaire to be filled in by both husband and wife only
- Survey periods: February 7–March 12, 2018
June 12–July 7, 2008
January 8–February 2, 1998
August 3–22, 1988
- Planning & analysis: Hakuodo Institute of Life and Living
- Survey implementation: Tokyo Survey Research Inc.