

## Hakuhodo Institute of Life and Living ASEAN holds ASEAN *Sei-Katsu-Sha* Forum in Ho Chi Minh City New Perspective of Gender Equality at Home: Who Rules the House?

Ho Chi Minh City—May 4, 2018—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), (Hakuhodo) today in Ho Chi Minh City announced findings from its latest research into ASEAN *sei-katsu-sha*<sup>1</sup>.

Titled “**New Perspective of Gender Equality at Home: Who Rules the House?**”, the presentation covered the division of household chores and childrearing between husbands and wives and how ASEAN and Vietnamese couples make purchasing decisions. It also highlighted the implications these findings have for marketing. Once a year, HILL ASEAN Vietnam Team announces findings from its research into Vietnamese *sei-katsu-sha*, Hakuhodo's term for the holistic person. This was the third such presentation.

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

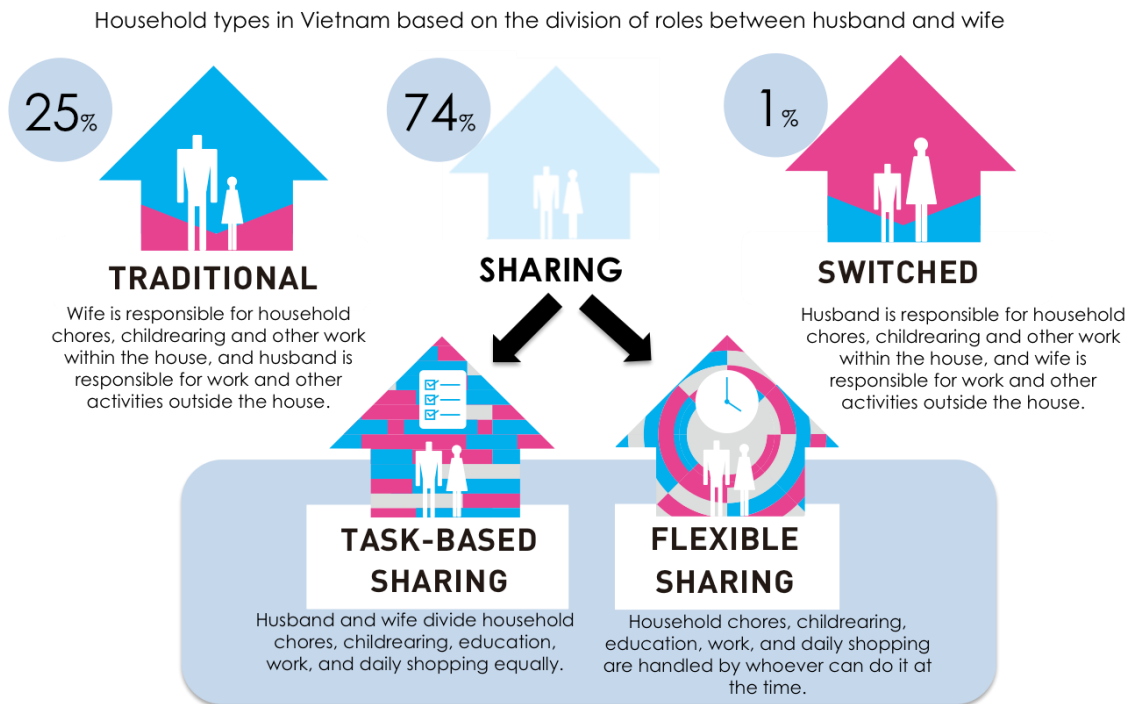
HILL ASEAN Vietnam Team's research shows that Vietnamese households where the husband works outside and the wife takes care of the home and children are now in the minority, accounting for just 25%, and that the majority of households, 74%, share chores and childrearing duties. These Sharing households can be further subdivided into Task-based Sharing households, where household chores and childrearing roles are shared

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<sup>1</sup> *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.



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%.



### HILL ASEAN Gender Equality Perceptions Survey

The research also found that satisfaction with the division of roles differed between the four household types, with satisfaction highest in couples in Task-based Sharing households. Differences in decision-making processes were also found between household types.

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



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Hakuhodo Institute of Life and Living ASEAN Vietnam Team observes Vietnamese *sei-katsu-sha* from unique viewpoints and makes proposals from its fresh perspectives based on the insights it gains.

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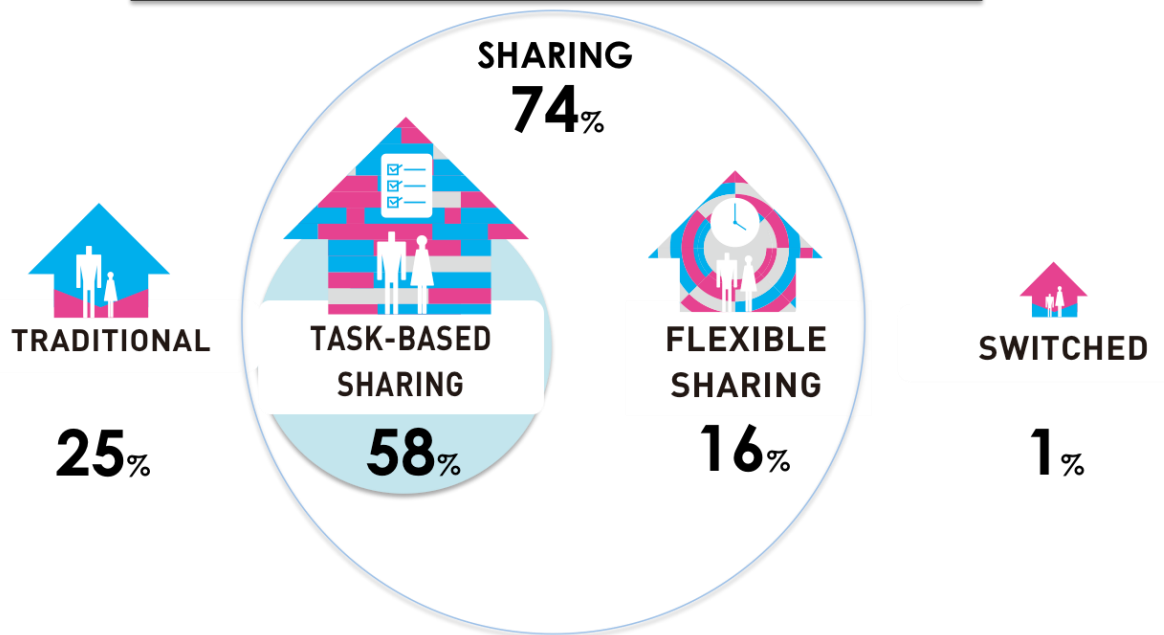
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## Sharing roles: The new norm for Vietnamese couples

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

Three quarters of households in Vietnam 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.



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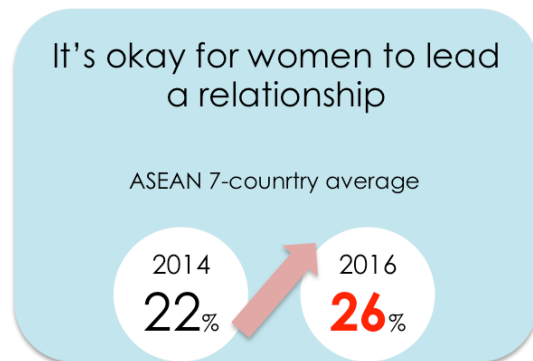
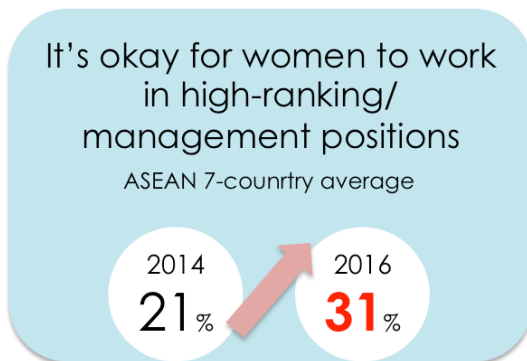
### Three reasons Sharing households are the majority

1. Both husband and wife work: In over 80% of all ASEAN households both spouses work. Vietnam has the highest ratio of spouses that both 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

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2. Female empowerment: Perceptions toward work and relationships have changed  
Vietnamese are open to women working outside the home. This trend is becoming stronger.

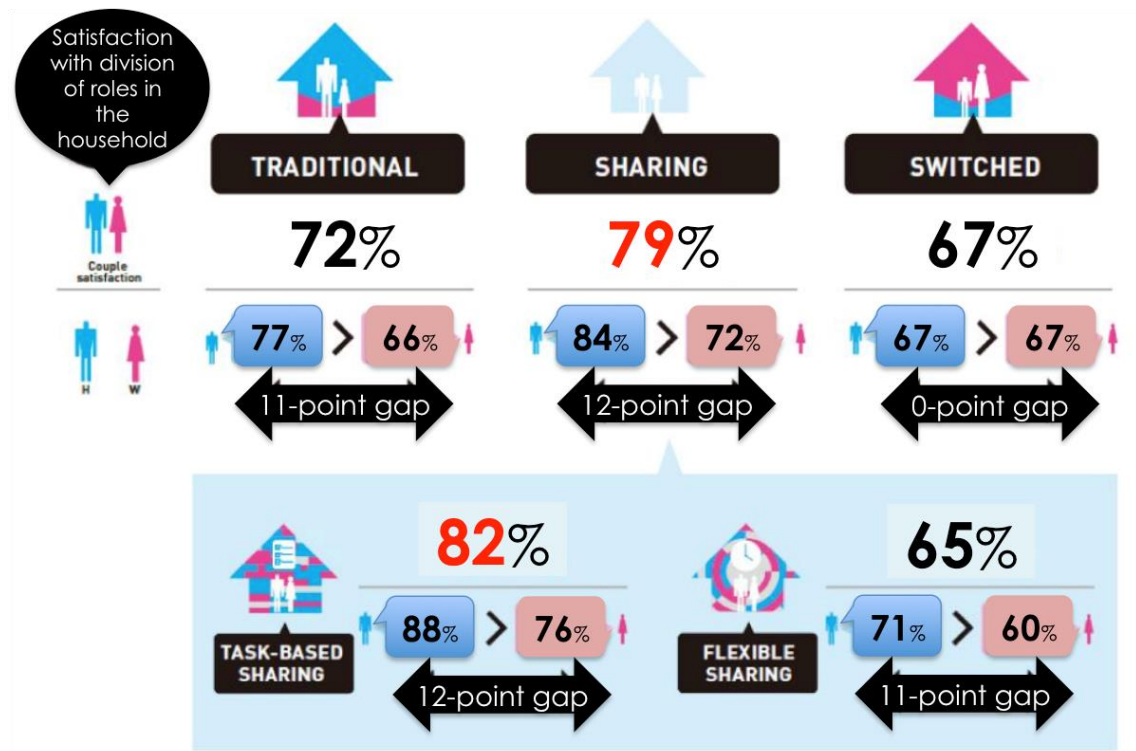


HILL ASEAN Fixed Point Survey

- 3. Technological advances that help blur gender boundaries: Use of the Internet and social media at work and in childrearing

**Satisfaction with the division of roles**

Satisfaction levels in the four household types vary. 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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## **Outline of the Gender equality surveys**

### ***Quantitative surveys***

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

Method: Internet survey

Target: Male and female *sei-katsu-sha* aged 20–49 in SEC categories A–C

Areas covered: Singapore, Malaysia, Thailand, Indonesia, Vietnam

Sample size: 5,000 samples (1,000 samples in each country)

Sample allocation: In line with the demographic structure in each country

Survey period: August 2017

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

Method: Home interview survey

Target: Male and female *sei-katsu-sha* aged 15–59 in SEC categories A–D

Areas covered: Singapore, Kuala Lumpur (Malaysia), Bangkok, Nakhon Ratchasima (Thailand), Jakarta, Surabaya (Indonesia), Hanoi and Ho Chi Minh City (Vietnam), Yangon (Myanmar), Manila (Philippines)

Sample size: 8,100 samples (900 samples each in the main cities and 600 each in Nakhon Ratchasima, Surabaya and Hanoi)

Sample allocation: In line with the demographic structure in each country

Survey period: December 2015–January 2016

### ***Qualitative survey***

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

Target: Male and female *sei-katsu-sha* in SEC categories A–C

Areas covered: Singapore, Kuala Lumpur (Malaysia), Bangkok (Thailand), Jakarta (Indonesia), Ho Chi Minh City and Hanoi (Vietnam)

Sample size: 6 couples (12 people) per country, 15 couples in Vietnam (30 people), 9 couples in Ho Chi Minh City, 6 couples in Hanoi

Survey period: September 2017–March 2018



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

Established in 2014, Hakuodo Institute of Life and Living ASEAN is the Hakuodo Group's *sei-katsu-sha* think tank in the ASEAN region. Leveraging *sei-katsu-sha* research know-how accumulated in the thirty-plus years since launching the Hakuodo Institute of Life and Living in Japan in 1981, the Institute supports companies' marketing activities in the ASEAN region, while developing local insights and making proposals on future ways of living in the region.

Trade name: Hakuodo Institute of Life and Living ASEAN

Company name: HILL ASIA Co., Ltd.

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 ASEAN viewpoints
- Forums in ASEAN countries

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

Hakuodo Institute of Life and Living ASEAN Vietnam Team, established in 2015 as a branch of HILL ASEAN, supports Hakuodo clients' marketing activities in Vietnam through insights into and proposals for Vietnamese *sei-katsu-sha*.

Institute Director: Yusuke Sonoda

Location Ho Chi Minh City, Vietnam

Research & other activities:

- Research and analysis from local Vietnamese perspectives
- Annual Forum in Vietnam
- Publishing *ASEAN Sei-katsu-sha Magazine*



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## **About Hakuhold Inc.**

Founded in 1895, Hakuhold is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhold DY Group, Hakuhold is the world's 6th largest advertising agency according to *Advertising Age's* "Agency Report 2018." The Hakuhold Group has offices in 21 countries and regions, and over 15,000 specialists working in Japan and abroad. Hakuhold 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 Hakuhold'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. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold 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.hakuhold-global.com](http://www.hakuhold-global.com)



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