



Survey of the Parenting Styles of Modern Japanese Mothers

Today's independent moms make sure to look after themselves as well as their kids. Their perceptions and habits cannot be generalized: we discovered 2 main parenting style groupings.

Nest-Building, Feeling Parenting: Make meals from scratch and pay attention to kids' fashion
Investing, Rational Parenting: Gather parenting info from many sources and are enthusiastic about enrichment classes

Tokyo—August 20, 2008—Hakuhodo's BaBU (**B**aby & Family **B**usiness) Project surveys and researches Japanese families with young children from pregnancy until nine years of age. Commenced in 1996 principally by marketing staffers, the BaBU Project has conducted research in to the life values, spending habits, information contact attitudes and other lifestyle attitudes of families that care for small children.

This time, the BaBU Project conducted a detailed study into the perceptions and habits of Tokyo area mothers of children aged 0–9 years (eldest child). The data was then analyzed to find out the attitudes and mothering styles of today's moms.

While mothers today see parenting is a huge personal plus, they also value their lives apart from their kids, as evidenced by their wish to connect with their communities while caring for their kids and their high desire to return to the workforce. The idea of husbands helping with parenting and raising kids together as a couple also appears to have taken root.

An analysis of the attitudes and habits of mothers of young kids revealed two different mothering styles, which we named Nest-building, Feeling Parenting and Investing, Rational Parenting. Each displays different parenting attitudes and behaviors and different patterns of child-related spending, making them highly relevant to companies seeking to address tomorrow's mothering marketplace. Quantitative analysis of annual household income, the matrix that showed the new parenting styles most strongly, was carried out. (Nest-building, Feeling Parenting: annual household income of less than ¥5 million; Investing, Rational Parenting: annual household income of ¥5 million or higher)

- Nest-Building, Feeling Parenting
Nest-building, feeling parenting is characterized by carefulness about the food that kids eat, starting with the ingredients, and high interest in kids' fashion; such mothers are enjoying

life with their kids in the here and now to the highest. They are also more wary of others, while simultaneously being relatively more dependent on their children's grandparents. They spend relatively more time at home, and value close communication with their kids. They show a more insular pattern of behavior, taking relatively fewer outings by train or car when they do go out. Also, at 30.5, the average age of such mothers is relatively young, and 77.3% had their first child before the age of 30.

- Investing, Rational Parenting

Investing, rational parenting is characterized by the gathering of a wide range of parenting information from friends, doctors, school teachers and other mothers, as well as their children's grandparents, and also by the construction of relatively open networks with large numbers of mommy friends. Such mothers are also very keen on enrichment classes for their kids, and proactively invest in their kids' futures. They are not as focused on kids' fashions, apparently valuing the future more than external appearances. In addition, at an average age of 34.1, they are slightly older, and almost half (45.0%) had their first child after the age of 30.

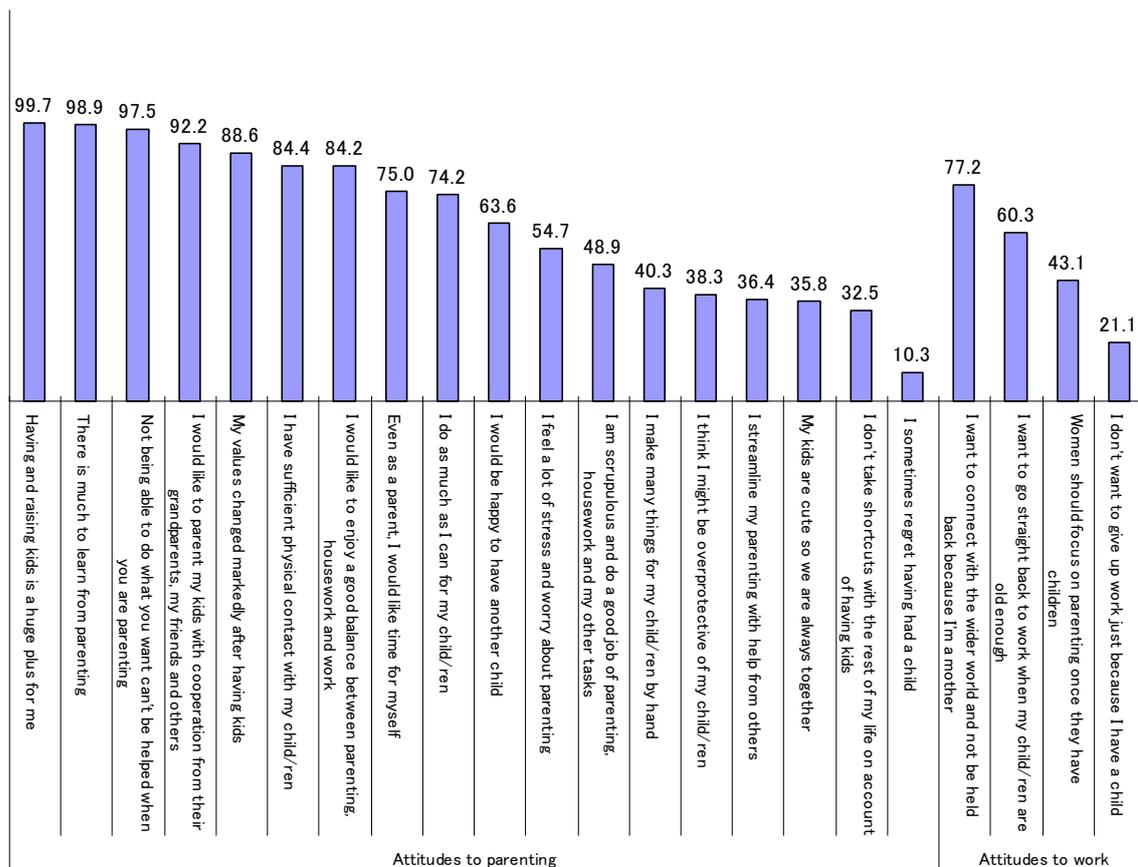
Appendix 1: Survey data

- **Forward-looking mothers who see having and raising kids as a big learning experience. At the same time, they value their personal lives and don't want to just be mothers.**

When we asked mothers of young kids about their attitudes to parenting and work, they exhibited a highly positive stance to parenting, with some 99.7% saying that having and raising kids was a huge personal plus and 98.9% saying that they find much to learn in parenting. But we learned that they also value their personal and work lives, with 77.2% looking to be connected to the community and not bound by their roles as mothers, and 60.3% hoping to return to work as soon as their kids are old enough.

Perceptions of Parenting: Attitudes to Parenting and Work

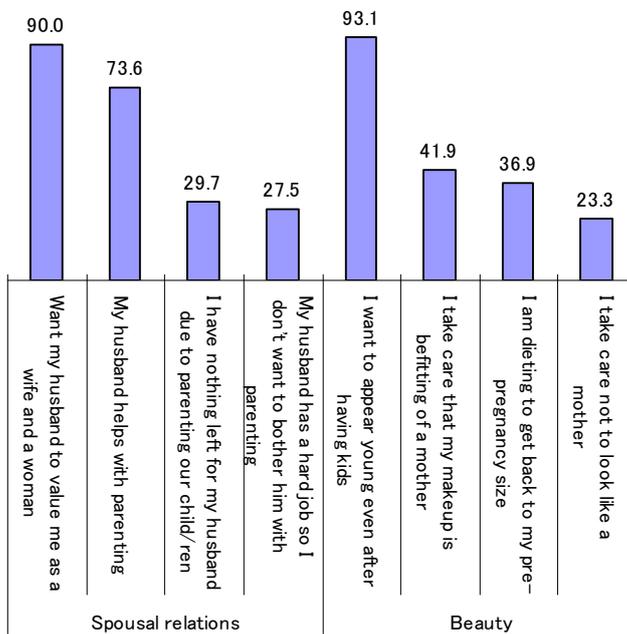
(%)



- **Keenly interested in beauty, with a strong desire to be seen as young even after having kids**

With 93.1% wanting to be seen as young even after having kids, and 90.0% wanting their husbands to value them as a wife and a woman, our mothers were keenly aware of themselves as women. In their relationships with their spouses, a high 73.6% report that their husbands help with parenting, indicating that spousal relations are good.

(%)

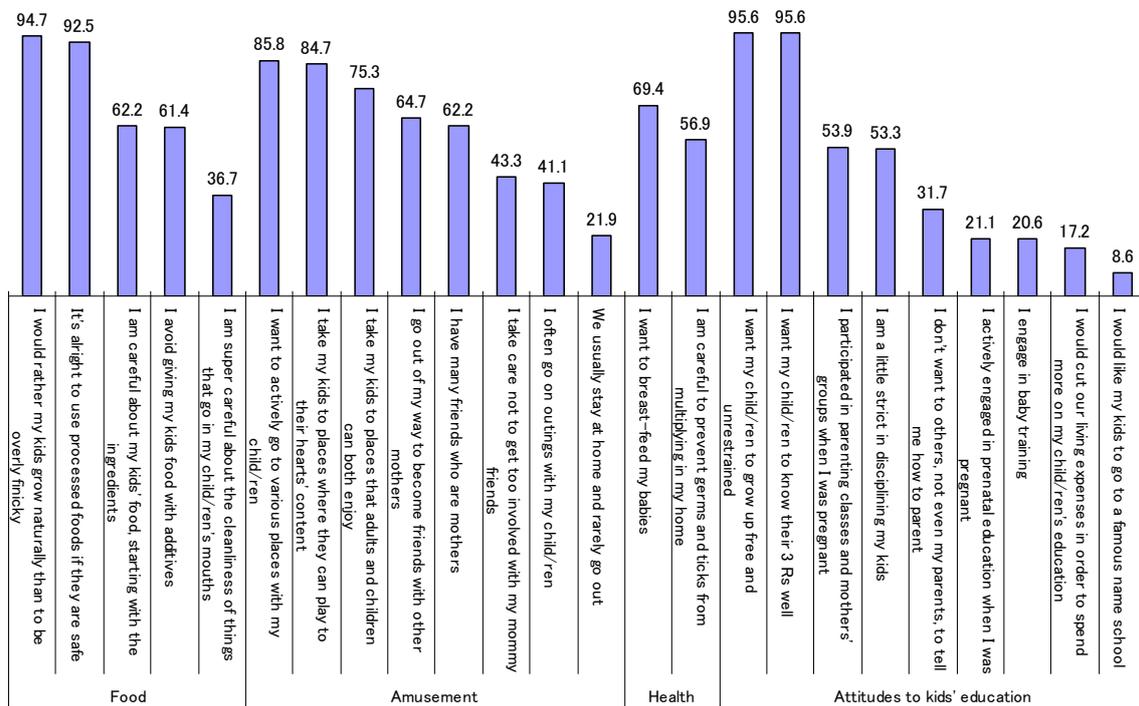


- **In the food they feed their kids, clever mothers make full use of time-saving foods as long as they are safe.**

Moms are keener to see their kids grow up free and unrestrained than to send them off to a famous name school.

Our mothers are raising their kids in an open and free way. In regard to their kids' food, 94.7% would rather their kids grow up naturally than become overly finicky, and 92.5% think it is alright to use processed foods so long as they are safe; while in amusing their kids, 85.8% proactively go out with their kids. As for attitudes to their kids' education, just 8.6% wanted to send their kids to a famous name school, while 95.6% want their kids to grow up unrestrained. It seems that only a handful of mothers attach a great deal of importance to a CV filled with big-name schools.

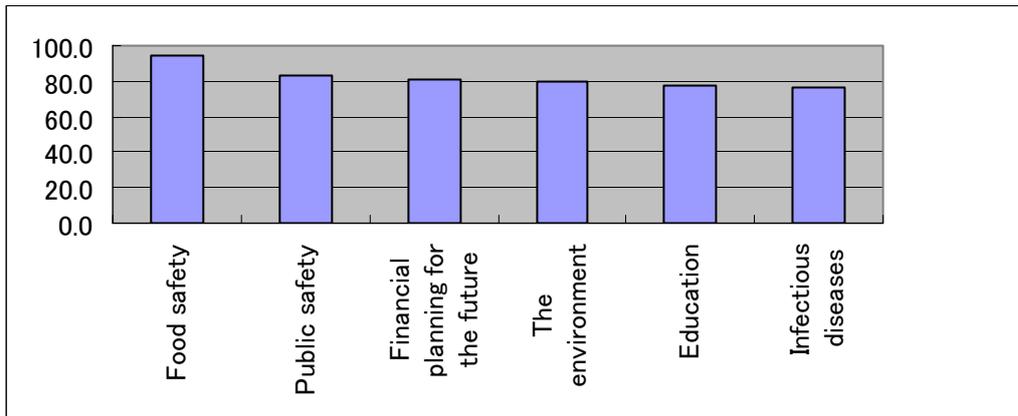
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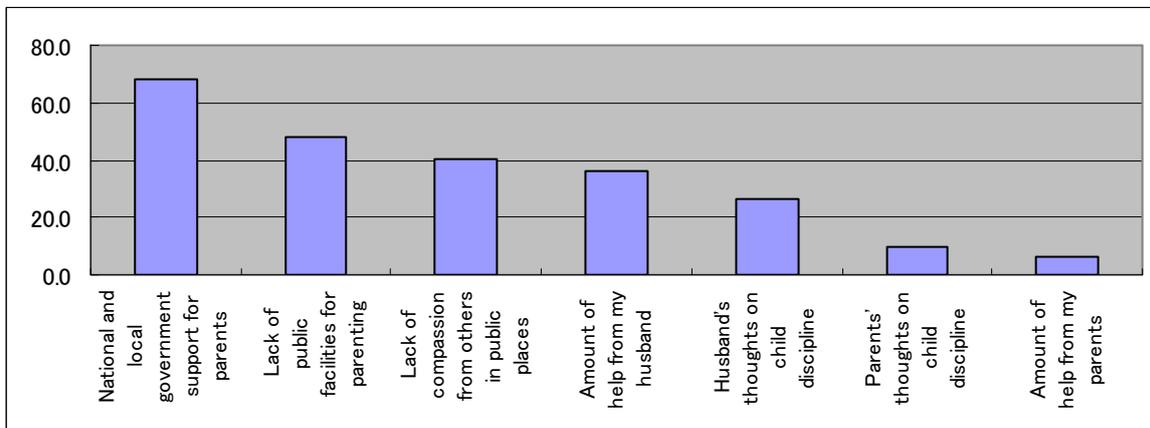
- **Mothers are worried about public safety, the environment and food safety. Their dissatisfactions stem not from the home but the external environment.**

More than 80% of our mothers were concerned about food safety, public safety, the environment and other issues in the world at large, indicating that mothers feel that protecting their children from these threats is important. In addition, close to 70% were unhappy with their inability to receive support for their parenting from national and local governments. Conversely, only 20–40% expressed dissatisfaction with the level of help they receive from their husbands, indicating that dissatisfaction is far higher with external factors than with factors inside the home. Rather than expecting support from public entities, the mothers surveyed seem to be highly conscious of the efforts they are personally making.

Concerns (%)



Dissatisfactions (%)



Appendix 2: Analyzed data—Comparison of the two modern mothering styles

- **Nest-building, feeling parenting: Make meals from scratch and pay attention to kids' fashion**

Keywords:

Home-made: Spend time making tasty home-cooked meals

Blood ties: High dependence on children's grandparents for child-care

Fashion: Enjoy dressing their kids up to go out

Homebodies: Spend a lot of time at home Do not want to involve others in child-care

- **Investing, Rational Parenting: Gather parenting info from many sources and are enthusiastic about enrichment classes**

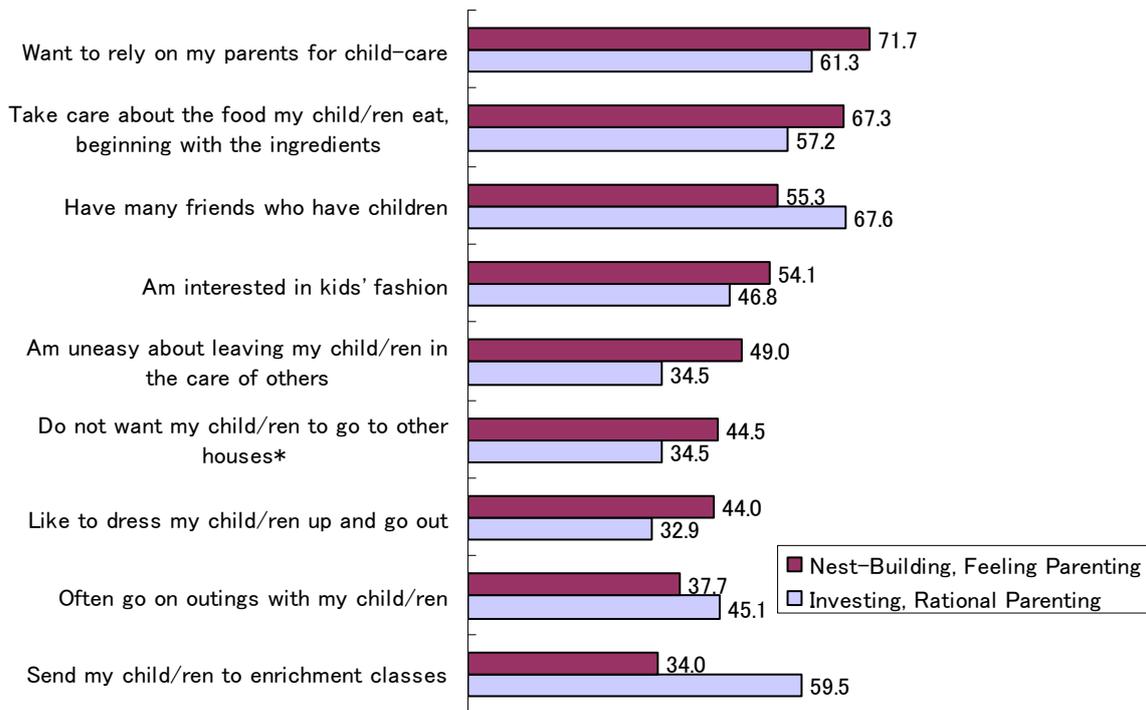
Keywords:

Networks: Comparatively low dependence on children's grandparents; have many mommy friends

Sociable: Large proportion of time spent on outings and shopping. Awareness and interest in society increased after having kids

Future-oriented: Began paying attention to child development early; proactively invest in enrichment classes

Healthy meals: Comparatively high awareness of nutrition education; enthusiastically implement many aspects of nutrition education



* Reason given for not using baby-sitters

Survey outline

Territory:	Area within a 30 km radius of Tokyo
Sample criteria:	Mothers whose eldest child is aged 0–9 years (under 10)
Sample size:	360
Survey method:	Home visit with self administered questionnaire
Period:	February 1–15, 2008

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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. (www.hakuhold.jp) is the second largest advertising company in Japan, and the ninth largest core agency in the world according to *Advertising Age's* agency report 2008. Today, innovation and creativity are still at the heart of its operations. Hakuhold shares with its clients an unmatched depth of knowledge about the relationship between people and brands—knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhold pioneered in advertising. Through its global network, Hakuhold provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhold has 68 offices in 17 countries/regions, and approximately 5,000 employees.

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.

Hakuhold is one of three advertising agencies which, together with integrated media company Hakuhold DY Media Partners, come under the umbrella of Hakuhold DY Holdings Inc. (TSE: 2433) (<http://www.hakuholdody-holdings.co.jp/english/index.html>). Hakuhold DY Holdings Inc., which was established in 2003 through the management integration of Hakuhold Inc., Daiko Advertising Inc. and Yomiko Advertising Inc., was listed on the first section of Tokyo Stock Exchange in 2005.