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## **Announcement of Results of 2018 Survey on Mothers' Attitude toward Work**

- Following a trend of the past surveys, the 2018 survey has revealed that as many as 95.2 percent of mothers surveyed are strongly motivated to work.
- Many of those who are willing to work in the future hope to work in a way their income level can be maintained within the income limit to receive the spousal tax deduction benefit.

The survey on mothers' attitude toward work (with a project name of "Fukushima 1000 mama Project") is conducted annually with a target sample of 1,000 mothers living in Fukushima Prefecture. The 2018 survey was conducted jointly by "Kurashi-zukuri Village," operated by Stand for Mothers, a general incorporated association (Head Office: Koriyama, Fukushima; Representative Director: Takeshi Tanaka) and an entrustor of the survey; and "Oshigoto-Hyakkaten" (private public employment security office), operated by World Intec Fukushima Co., Ltd. (Head Office: Koriyama, Fukushima; Representative Director: Shinji Honda), one of our consolidated subsidiaries and an trustee of the survey. The survey results are summarized as follows.

### **Overview of Survey**

1. Name of survey project: Fukushima 1000 mama Project Vol. 2
2. Survey objectives: The survey was conducted to know mothers' preferred working styles and make the survey results available to public to create more jobs that match those preferences. The survey also aims to change and raise public awareness toward women who are motivated to work, which will lead to expanding opportunities to maximize their potential, whereby avoiding job-person mismatches.
3. Survey method: The survey was conducted primarily targeting users of Kurashi-zukuri Village facilities and participants of our sponsored events by filling out questionnaires in person. The survey was subsidized by the Nippon Foundation and conducted jointly by "Kurashi-zukuri Village," (Koriyama, Fukushima) operated by Stand for Mothers, a general incorporated association; and "Oshigoto-Hyakkaten" (located in the facility of Kurashi-zukuri Village), operated by World Intec Fukushima Co. Ltd.—an trustee of the survey.
4. Target group: Women in their 20s to 50s with children of 0 year old or older
5. Number of respondents: 1,068
6. Survey period: March 26, 2018 to October 30, 2018
7. Project promoters: World Intec Fukushima Co., Ltd. and Stand for Mothers, a general incorporated association  
Subsidized by: The Nippon Foundation, a public interest incorporated association

## Survey results

### 1. Not less than 95% of mothers have a will to work.

#### Q. Are you currently working? (Valid responses: 1,068 mothers)

- Yes, I am. 61% (649)
- No, I am not. 39% (419)

#### Q. Do you intend to work in the future? (Valid responses: 419, answered by the non-working mothers only, who selected the option: “No, I am not.” in the question above.)

- Immediately, if possible. 25% (103)
- Within three months to a year. 43% (181)
- Within three years. 20% (84)
- In more than four years, or I don’t intend to work. 12% (51)

Including those currently working, 95.2% (\*1) of mothers have a willingness to work and 68% of mothers who are willing to work in the future wish to start working within a year.

(\*1: The total percentage of responses other than those who answered the option: “In more than four years, or I don’t intend to work”)

### 2. Many of the mothers who intend to work in the future wish to work part-time rather than full-time.

#### Q. What form of employment do you prefer? (Valid responses: 523, answered by the 419 non-working mothers, who were allowed to choose multiple options below.)

- Part-time worker 60% (314)
- Full-time worker 17% (90)
- Temporary worker 7% (35)
- Work from home 6% (33)
- Self-employed, freelance worker 5% (26)
- Contract worker 4% (21)
- Other 1% (4)

Whereas the 2017 survey did not divide the target sample into working mothers and non-working mothers, the 2018 survey limited the target sample to non-working mothers. The results revealed that 82% of respondents (429 respondents who selected options other than “full-time employee” and “other”) wish to work as a non-regular employee (such as a part-time worker and a temporary staff).

Those who already have a job chose to work full-time while mothers who intend to work in the future tended to select a form of employment that allowed them to have flexibility to choose days and hours to work, in addition to a stable, full-time work.

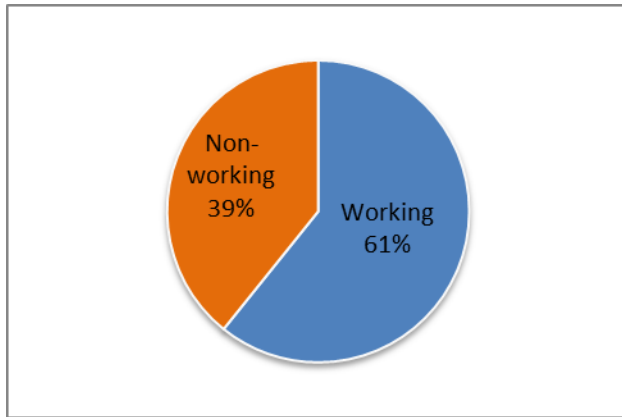
#### Q. How many days of a week would you like to work? (Valid responses: 419, answered by the non-working mothers only)

- One or two days a week 6% (24)
- Three or four days a week 69% (290)
- More than five days a week 25% (105)

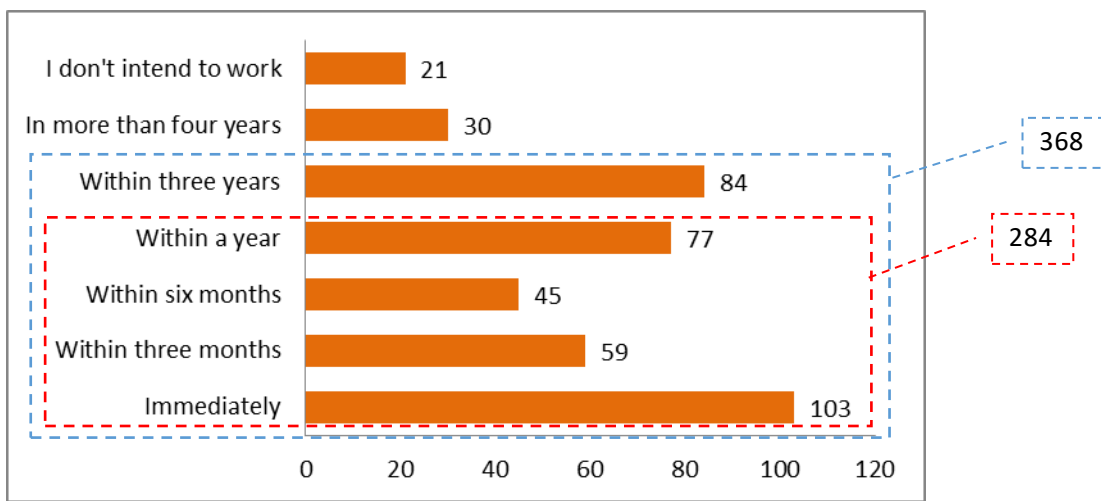
#### Q. How many hours a day would you like to work? (Valid responses: 419, answered by the non-working mothers only)

- Less than 3 hours 6% (26)
- 3 to 5 hours 64% (270)
- 6 to 8 hours 27% (115)
- At least 8 hours 2% (8)

Q. Are you currently working? (Number of responses: 1,068)

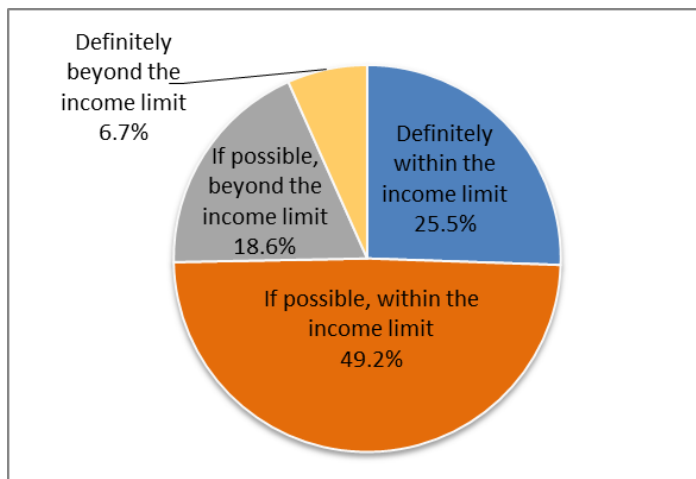


Q. Do you intend to work in the future? (Valid responses: 419, answered by the non-working mothers only)

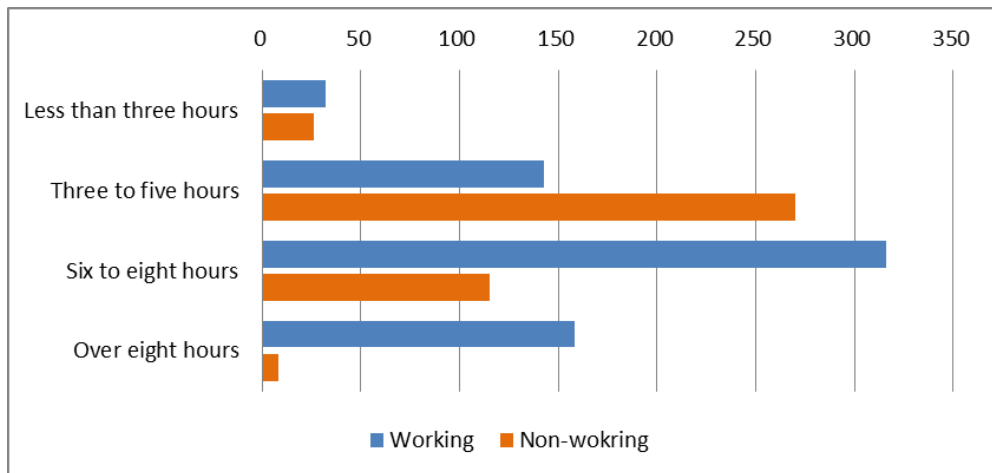


88% (or 368 respondents) of non-working mothers have the intention to work within three years, and out of whom, 68% (284 respondents) are considering working within a year. The 2018 survey results also have revealed that many mothers desire to work following a trend of the 2017 survey.

Q. Would you like to maintain your income level within the income limit to receive the spousal tax deduction benefit when you work? (Valid responses: 419, answered by the non-working mothers only)

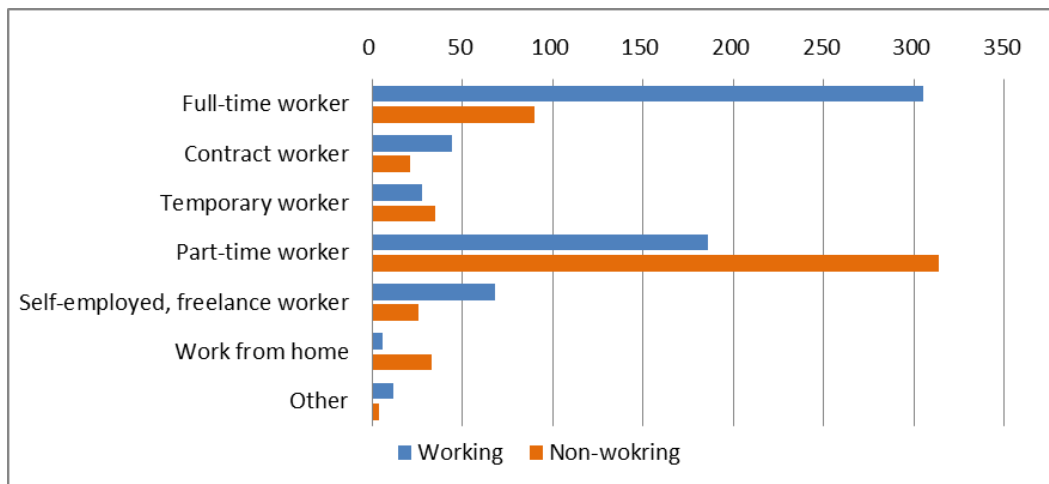


Q. How many hours a day do you want to work? (Valid responses: 649 working mothers and 419 non-working mothers)



74.7% (or 313) of 419 non-working mothers want to work for about five hours a day for three to four days a week. This result reflects their answer to the previous question; they want to work within the range of tax deduction for dependents. Available working hours are clearly different between the working mothers and non-working mothers who want to work in the future. The result suggests that whether we can find solutions to labor shortage partly depends on whether employers can create jobs for which mothers are paid within the range of tax deduction for dependents.

Q. What form of employment do you prefer? (Valid responses: 649 working mothers and 523 non-working mothers, which were given by the 419 non-working mothers, who were allowed to choose multiple options below.)

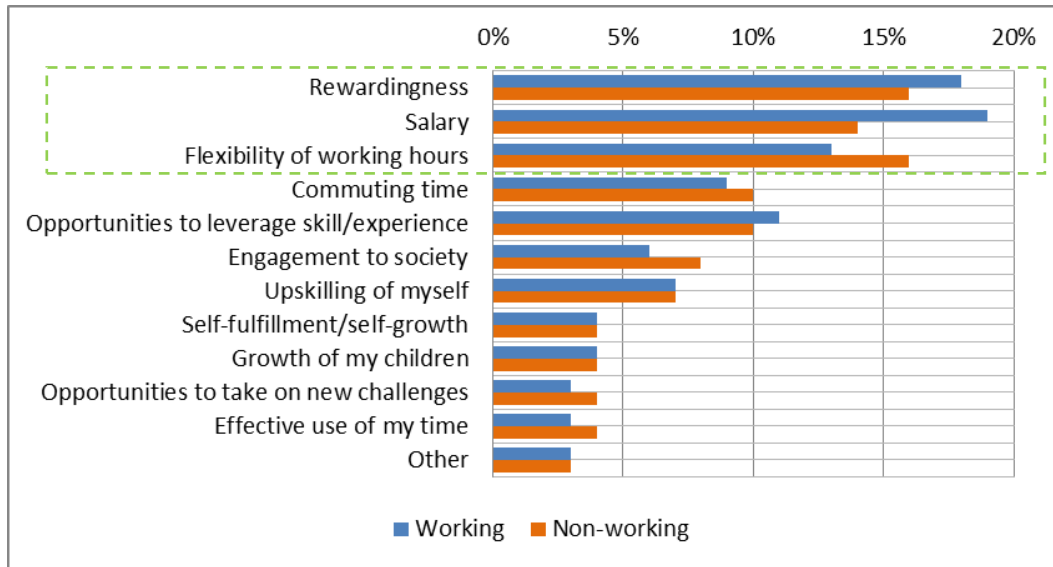


To further analyze the 2017 survey results showing that many wanted to work either on a full-time or a part-time basis, the same question was asked separately to the working and non-working mothers in the 2018 survey. The result was that a desirable form of employment was significantly different depending on their current form of employment.

Many of the working mothers have chosen to work as a full-time employee and they are actually working now. By contrast, many of the non-working mothers have a desire to work on a part-time basis because of their time constraint.

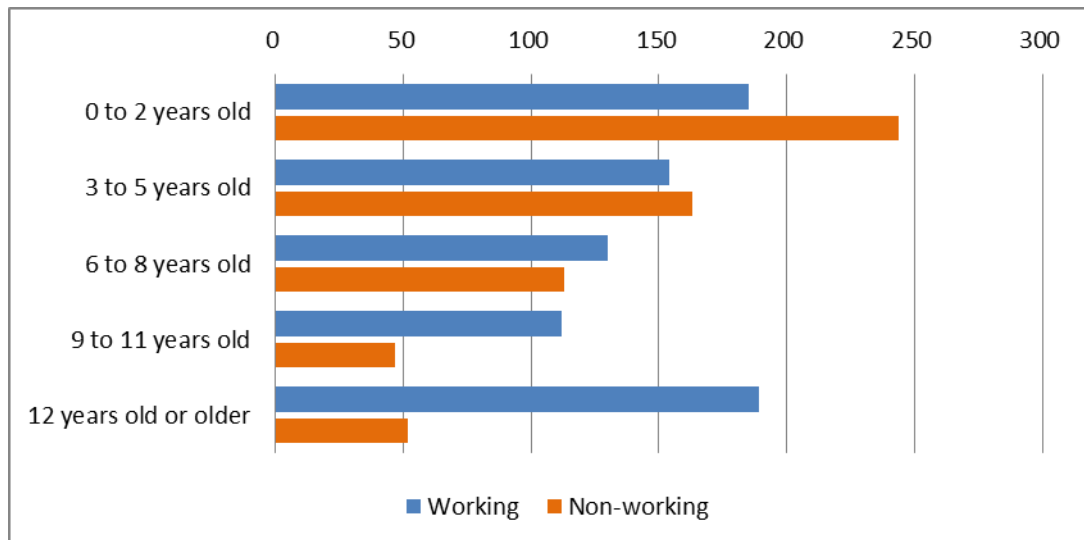
Interviewing some of the non-working mothers has revealed that many of them expressed their concerns about keeping balance between working and raising children as well as working itself and an employment gap. These concerns make them predisposed to choose a job with shorter working hours.

Q. What do you think is important for working? (Valid responses: 1,936 working mothers and 1,249 non-working mothers, which were given by the 419 non-working mothers, who were allowed to choose multiple options below.)

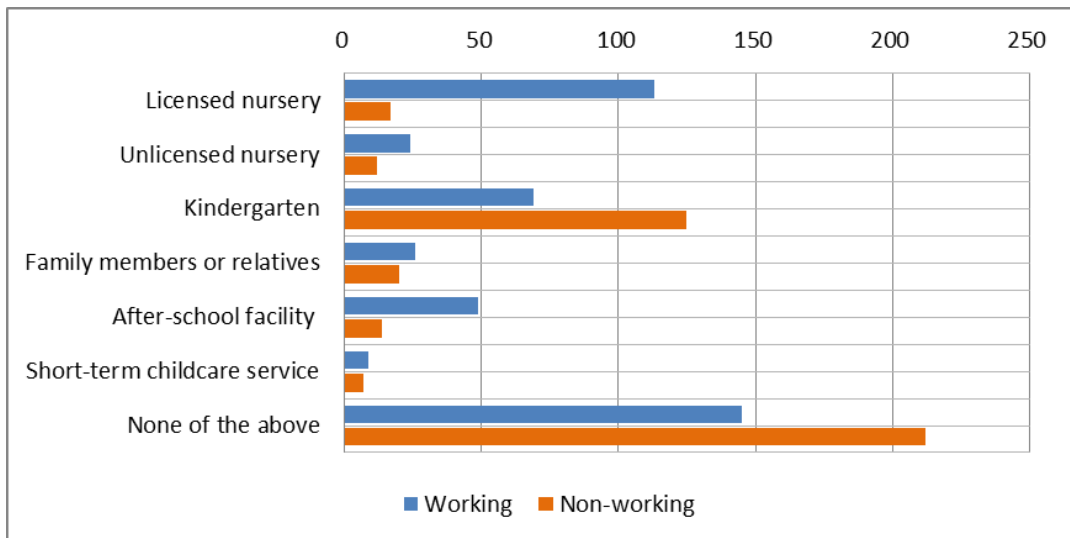


No big difference is found between the working and non-working mothers. They tend to think that “rewardingness,” “salary” and “flexibility of working hours” are the three important factors as in the 2017 survey. Notably, flexibility of working hours is more important than salary for mothers who are willing to work in the future when they choose a job.

Q. How old is/are your child/children? (Valid responses: 770 working mothers and 619 non-working mothers, which were given by the 419 non-working mothers, who were allowed to choose multiple options below)



Q. Who looks after your child/children when you are at work? (Valid responses: 435 working mothers and 407 non-working mothers)



Interestingly, many mothers have no one who looks after their children or leave their children at home alone when they are at work. As the above table of children’s age shows, there are more non-working mothers with younger children than those with older children, but the number of working mothers are not affected by their children’s age. Rather, it is notable that the composition of working mothers with children aged between zero and five years old is over 40% of the total number of responses from working mothers. As this result has something to do with their family structure, like whether if they have brothers and sisters, we think that further research is necessary in the future.

Compared to the 2017 survey, not less than 90% of all the mothers survey still want to work, but the survey shows that the current situation of employment is very different from the situation desired by them. In particular, there are a big difference between the current and desired situation in terms of “the way they want to work,” namely, a form of employment and working hours. So many mothers tend to want to work for shorter hours within the range of tax deduction for dependents. It is increasingly important to develop an environment that helps them start working and to eliminate their concerns.

“Oshigoto-Hyakkaten” (private public employment security office) aims to continue to cooperate with the local society to disseminate more useful information for mothers to raise their children and start working. We will strive to make such efforts to help business owners create more employment opportunities.