



November 1, 2019

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## **Announcement of Results of 2019 Survey on Mothers' Attitude toward Work**

- Following a trend of the past surveys, the 2019 survey has revealed that 96 percent or more 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 2019 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 Next 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**

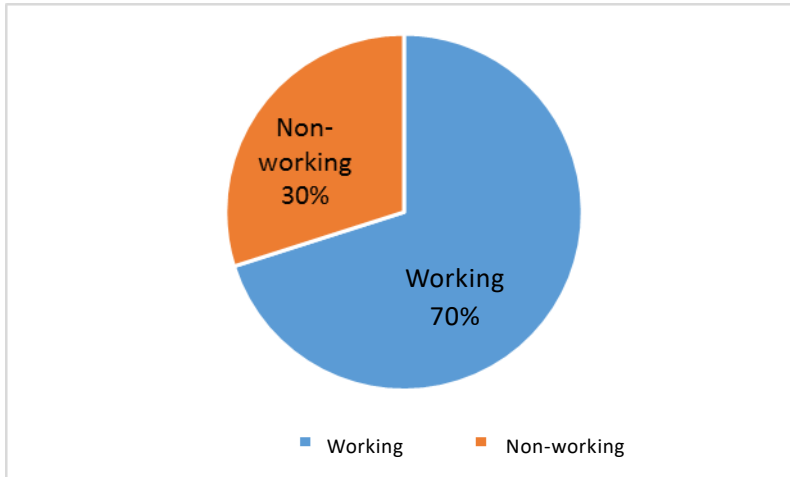
1. Name of survey project: Fukushima 1000 mama Project Vol. 3
2. Survey objectives: The survey was conducted to know mothers' preferred working styles and make the survey results available to public to create more jobs that match those preferences. The survey also aims to change and raise public awareness 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 Next 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: 1,103
6. Survey period: February 1, 2019 to October 6, 2019
7. Project promoters: World Next Co., Ltd. and Stand for Mothers, a general incorporated association  
Subsidized by: The Nippon Foundation, a public interest incorporated association  
Cooperated by: Lino, an organization providing support for raising children with developmental disorder or uneven development; Sukagawa Kosodate (Child-rearing) Network TSUNAGU; and others

## Survey results

### 1. Not less than 96% of mothers have a will to work.

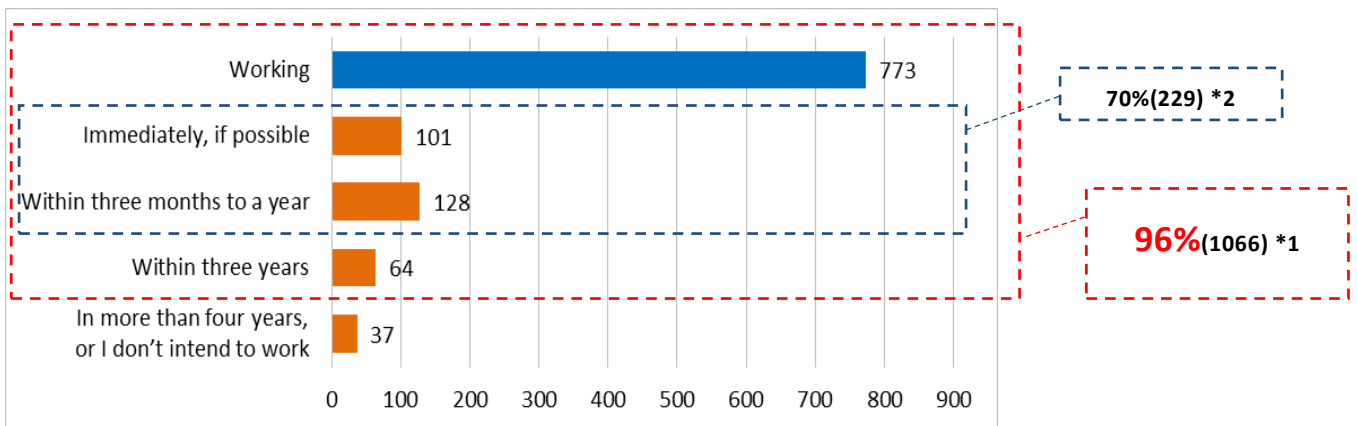
Q. Are you currently working? (Valid responses: 1103 mothers)

- Yes, I am. 70% (773)
- No, I am not. 30% (330)



Q. Do you intend to work in the future? (Valid responses: 330, answered by the non-working mothers only, who selected the option: “No, I am not.” in the question above.)

- Immediately, if possible. 31% (101)
- Within three months to a year. 39% (128)
- Within three years. 19% (64)
- In more than four years, or I don't intend to work. 11% (37)



Including those currently working, 96% or more (\*1) of mothers have a willingness to work and 70% (\*2) of mothers who are willing to work in the future wish to start working within a year.

Despite recent years seeing a labor shortage, many mothers with a high motivation to work remain out of work. This shortage may have been spurred by the continuing mismatch between job offers and job seekers. To enhance the matching, both society and companies need to work to improve the situation by grasping the attitude towards work and situation of non-working mothers to make use of such data when creating job opportunities.

(\*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: The total percentage of non-working mothers who answered the option: “Immediately, if possible” or “Within a year”)

**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: 386, answered by non-working mothers, who were allowed to choose multiple options below)

- Part-time worker 66% (255)
- Full-time worker 18% (68)
- Temporary worker 6% (23)
- Contract worker 3% (13)
- Work from home 3% (12)
- Self-employed, freelance worker 2% (7)
- Other 2% (8)

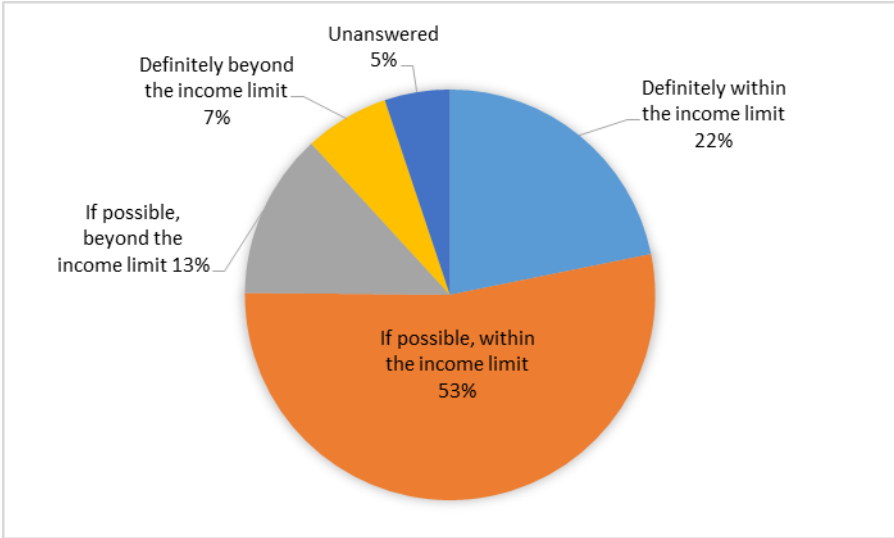
Q. How many days of a week would you like to work? (Valid responses: 330, answered by the non-working mothers only)

- One or two days a week 7% (24)
- Three or four days a week 67% (221)
- More than five days a week 26% (85)

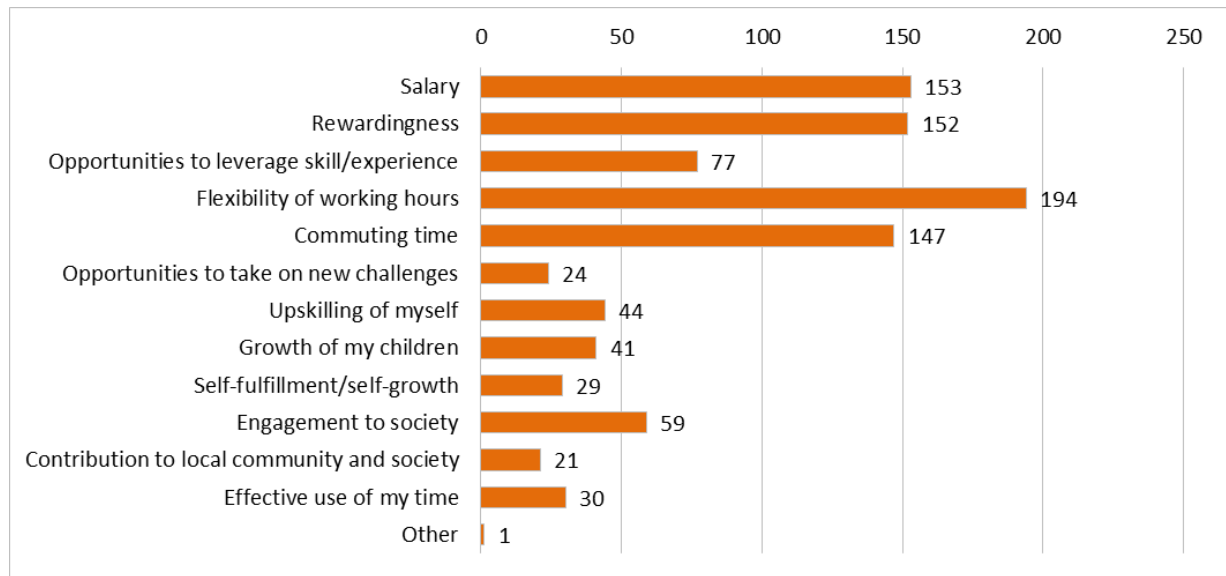
Q. How many hours a day would you like to work? (Valid responses: 330, answered by the non-working mothers only)

- Less than 3 hours 5% (19)
- 3 to 5 hours 67% (220)
- 6 to 8 hours 25% (84)
- At least 8 hours 1% (7)

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: 330, answered by the non-working mothers only)



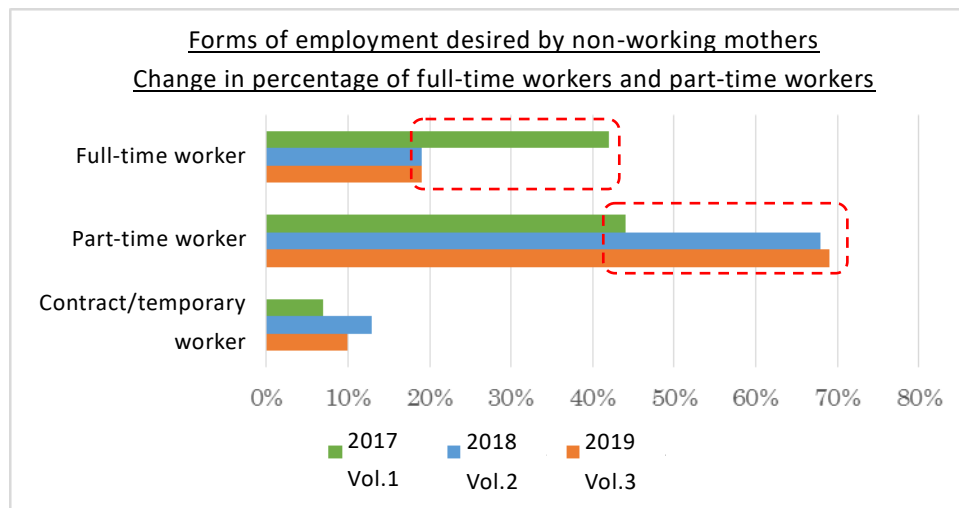
Q. What do you think is important for working? (Responses: 330 non-working mothers, who were allowed to choose multiple options below)



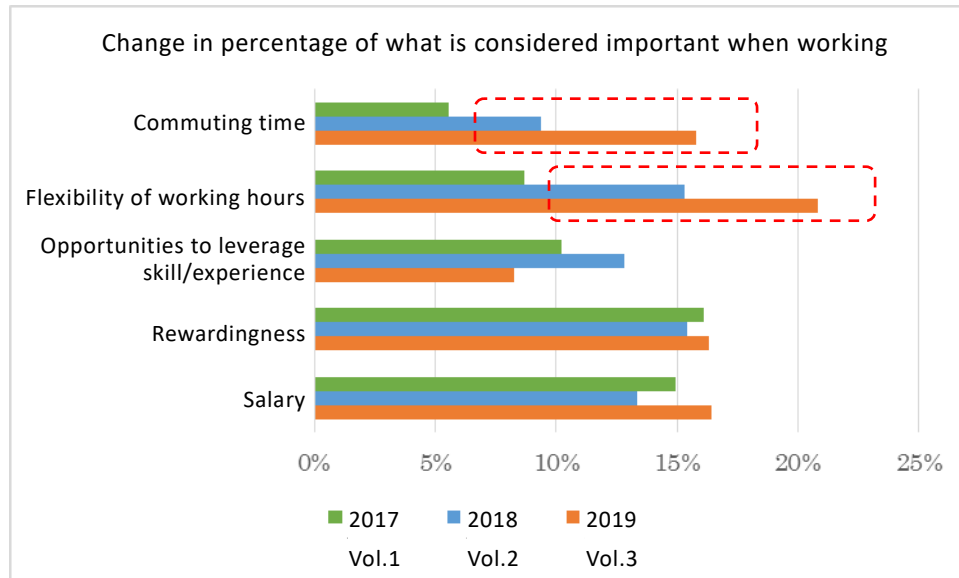
Many mothers still want to work within the income limit to receive the spousal tax deduction benefit, and tend to seek a form of employment that allows them to have flexibility to choose hours and days to work, leading to a recent increase in forms of employment such as working part-time or from home. Reasons for their preference for a certain work style vary, but the result suggests that whether we can find solutions to labor shortage may depend on whether employers can offer a variety of work styles that suit the circumstances and situation of each job seeker.

Changes in responses from the first survey (2017 Survey Project Vol. 1)

Q. What form of employment do you prefer?



Q. What do you think is important for working?



Amid the worsening labor shortage, quite a number of non-working mothers are willing to work, of whom 70% aim to start working within a year, and can be expected to become part of a future workforce. They, however, have a strong tendency to prefer a form of employment that allows them to shape their working hours and days in consideration of their circumstances or their employment gap, or so that they can work within the income limit to receive the spousal tax deduction benefit. Given this trend, employers urgently need to offer a diverse array of ways to work.

Comparison among the past three surveys reveals that more and more mothers prefer flexible forms of employment, such as part-time, contract, or temporary work, instead of sticking to full-time work. It also shows that over time, more mothers tend to prioritize flexibility of working hours based on their circumstances while it is true that a certain number of them always consider “rewardingness” and “salary” as important factors when working. As a means to solve the labor shortage, going forward, employers need to create jobs that allow mothers to work remotely or provide work styles that are tailored to individual needs.