

Kids Just Want To Have Fun?



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The standard of living in the key cities across Indochina is notably improving. In this edition of Indochina Research's I-TRAK™, we examine the interaction of parents and their children and the various entertainment activities children undertake normally and especially during school breaks.

I-TRAK™ Research Design: Random selection of 400 mothers with children aged 3 to 11 in 3 age segments: 3-5 year old, 6-8 year old and 9-11 year old. Survey was conducted in August 2007 among residents of Hanoi & HCMC (Vietnam), Phnom Penh (Cambodia) & Vientiane (Laos).

Sporty Laos & Vietnamese Book Worms

- Across markets, watching TV and playing with toys are the main entertainment activities for children – this is true of weekends and weekdays. Weekends see an increase in these and other leisure activities.
- Differences do exist in that children in Laos seem to play more sports, those in Vietnam read more books and Cambodian kids play music and dance more.
- A significant 78% of Vietnamese parents claimed that their kids commonly read books against only 52% in Cambodia and 34% in Laos. This reading “gap” is even greater at weekends.

Humor & Fun – in different ways

- Humorous cartoons are the preferred reading and TV choice of children across the region. Young children in Vietnam prefer fairy tales, Cambodian's like funny short stories and folk tales appeal most to Laos kids.
- Sunday is dominant TV day but peak viewing times vary: Vietnam (evening) 5-6 pm; Cambodia (midday) 11-12 am and Laos morning (8-9 am).

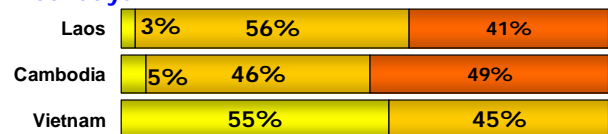
Vietnamese Working Moms

- Most mothers in Cambodia and Lao spend 2+ hours with kids during the week and 6+ hours on weekend.
- In contrast, half of Vietnamese mothers spend less than 2 hours each weekday with their children - reflecting higher workforce participation by females in the burgeoning Vietnamese economy.
- As could be expected mothers spend even more time with their children on week ends – this time is usually spent visiting friends and watching TV with them.

Week End ■ Less than 2 hours ■ 2 - 6 hours ■ 6 or More



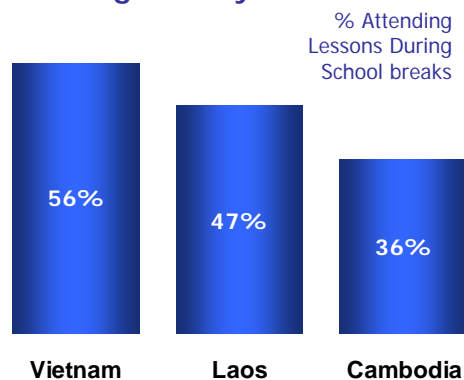
Weekdays



Unplanned School Breaks

- About half of mothers across the region claimed that they did not have any specific plan to entertain kids' during school breaks. As such the default options (TV and playing games) occupied most of young kids time during school breaks.
- For those mothers who said they had planned some activities, taking small trips to other cities and sightseeing is the most common activity.

A Working Holiday?



“Investing” in their Future

- Even very young children appear to be attending classes during school breaks – and this is most pronounced in Vietnam and Laos – demonstrating why literacy rates are 90%+ in these 2 markets.
- Most private lessons relate to mathematics, literature, mother tongue grammar and English – all of the ingredients for future advancement.
- 1-in-3 children spends more than 8 hours a week in private lessons in Vietnam and Cambodia while only 1-in-6 in Laos spend this amount of time.
- Mothers usually control the spending for children's entertainment and lessons. The amount spent increases during school breaks, as cost of private lessons is added to household spending.
- US\$3 - 6 is typically spent on kids's entertainment each month. In a region of 100m people with 25% aged under 10 – this equates to spending of AT LEAST US\$75m monthly or US\$900m annually that is dedicated to young children.



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