

A DESIGNER'S TOOLKIT for GENDER AND URBAN MILLENIALS IN INDONESIA

SNAP II Survey in Indonesia - Fielded in May 2020



INTRODUCTION

The Investing in Women program commissioned YouGov to conduct an online **Social Norms, Attitudes and Practices (SNAP) 2020 Survey** with 6000 urban, millennial men and women across Indonesia, Philippines and Vietnam in May 2020. The survey focused on understanding attitudes, social expectations and behaviours across four key gender norms being:

- Norm 1: Women's primary role perceived as carer for children and family members, home maker
- Norm 2: Men's perceived role as primary income earner/ provider for the family
- Norm 3: Perceptions that certain job types are specific to women and others to men, leading to occupational segregation
- Norm 4: Perceptions of women as better in supportive roles and men as better leaders

This toolkit complements the [Gender Equality Matters 2020: Social Norms, Attitudes and Practices \(SNAP\) of urban millennials in Indonesia, Philippines, and Vietnam](#) Report. While the report synthesises key findings across the three countries, this toolkit focuses on country specific analysis in Indonesia.

Recognising that urban millennials are not a homogenous group, YouGov applied a segmentation analysis to the survey data which provides groups of men and women in Indonesia, differentiated by their traditional to progressive responses across the four gender norms.

Segment profiles in toolkit are arranged in order of millennial men and women that hold the most traditional through to most progressive gender norms. Segment names characterize the ideology of each group in a cross-country comparison of the attitudinal mean for each norm.

This toolkit provides users with:

- A summary of findings from Indonesian urban millennials
- Detailed profiles of key segments of urban millennials in Indonesia that practitioners working on shifting gender norms will be able to run their campaign and activity ideas through, keeping in mind the attitudes, social expectations and behaviours prevalent in each segment
- A list of suggested areas for further exploration to better understand and work with Indonesian urban millennials on positively shifting gender norms.

KEY INSIGHTS - INDONESIA

Gender norms overview across countries

- A segmentation of men and women on attitudes and behaviours around gender norms identifies marital status, parental status, employment status, age, and religion as key differentiators between groups.
- A separate regression analysis of predictors of more equal attitudes and behaviours across the whole sample showed significant linkages to marital status, parental status, religion, education, modeling within one's family of origin, and the portrayal of gender in the media.
- Regression analysis finds that, across norms, the equality or inequality of others' attitudes are most strongly linked to the equality or inequality of one's own attitudes (how others behave is often also significant, but less important). Similarly, the behaviour one observes in one's community most strongly linked with personal behaviour (except in the family income and job segregation norms). Personal attitudes are rarely significantly linked to more equal behaviours.
- Most segments in Indonesia cluster along the more traditional end of the scale, while segments in the Philippines and Vietnam range from more neutral to progressive attitudes and behaviours.

Indonesia overview

- Across most segments and genders, attitudes, norms perceptions, and behaviours about family income tend to be most unequal of all gender norms. Attitudes and perceptions of job segregation also tend to be unequal. Among the most progressive female segments where attitudes on family income move toward greater equality, job segregation attitudes remain low.
- Childcare arrangements tend to show most equal attitudes among gender norms. Among the most progressive female segments, leadership attitudes are similarly equal.
- For many segments in Indonesia, norms around family income register the greatest level of unequal personal attitudes. Regression analysis identified that followers of religions other than Islam have more equal family income attitudes in Indonesia compared to those who follow Islam, as do non-religious women compared to Muslim women. The same is true for attitudes about leadership in Indonesia, and for caregiving, men who do not follow Islam are more likely to have equal attitudes on that norm than those who do.

KEY INSIGHTS - INDONESIA

- In female segments where most are married with children, the majority do most of the childcare. Between 2018 and 2020, the share of Indonesian mothers wishing that their partners would do more childcare appears to have increased from 4 in 10 to 6 in 10, even though women are more likely than men to say that childcare is a women's responsibility.

Strategic takeaways

- Mothers in several traditional leaning and neutral segments in Indonesia show a desire for greater equality in childcare but a sensitivity to pressure from partners. Media messaging can play a role in actualizing the desire for more equality in childcare in Indonesia. Regression analysis shows that media targeting men may be effective in bringing about more equal caregiving behaviour, as only men show a significant linkage between exposure to equal or progressive domestic gender arrangements in the media and more equal caregiving behaviour.
- Men in Indonesia are also the only group showing a significant linkage of personal attitude to personal behaviour on caregiving. This could be an important indicator that men in Indonesia are a particularly important campaign audience. The fact that personal attitudes rarely show a significant relationship with personal behaviour may have to do with the lack of direct agency that people have in determining gender roles in their home and work environments. Many factors influence these arrangements that are outside one's personal control. However, Indonesian men with more equal personal attitudes on caregiving appear able to translate this attitude into reality. Furthermore, there is evidence that media messages regarding domestic gender roles can reinforce this behaviour, along with what men see around them (which the media can amplify).
- The group of Indonesian men that appears most prone to having more equal caregiving attitudes are those who are religious but do not follow Islam, or those who are non-religious. These groups account for 17% of men in Indonesia. Targeting messaging toward Indonesian men on this norm may be effective, whether reinforcing the equal attitudes among non-Muslim men or persuading Muslim men, since this is the norm with the most equal attitudes across all male segments. Segmentation analysis also show that non-Muslim men in the "traditional, leaning traditional on job segregation" constitute positive deviants within that group on childcare attitudes.



GENDER ATTITUDES AND BEHAVIOURS AT HOME SHIFTS BETWEEN 2018 AND 2020



- 
Women look after children: The share of men who think women are best looking after children was about half in 2018 and now stands at 2 in 3.
- 
Women look after adults: The percent who agree that women are best looking after adults is relatively stable around 3 in 10 (precise comparison is not advised due to 2018 referring to elderly parent care and 2020 referring to dependent adult care).
- 
Partner does enough childcare: The share of fathers in unequal households who are content with the current amount of childcare their partner was under 50% in 2018 and is now at 60%.
- 
Partners earn same amount: In 2020 as in 2018, about 3 in 4 men who have partners and are employed earn more than their partner.



- 
Women look after children: In 2020, 2 in 3 women think that women are best looking after children, compared to only half in 2018.
- 
Women look after adults: The share who think women are best looking after adults has also nearly doubled from roughly 1 in 4 to 1 in 2 (although the reference changed from elderly parent to dependent adult).
- 
Partner does enough childcare: In unequal households, significantly more mothers in 2020 want their partner to handle more childcare (6 in 10 vs. 4 in 10).
- 
Partners earn same amount: Compared to 2018, the percent of women in 2020 who are partnered and employed who earn the same as their partner is stable at 4 in 10, with 4 in 10 earning less.

KEY:

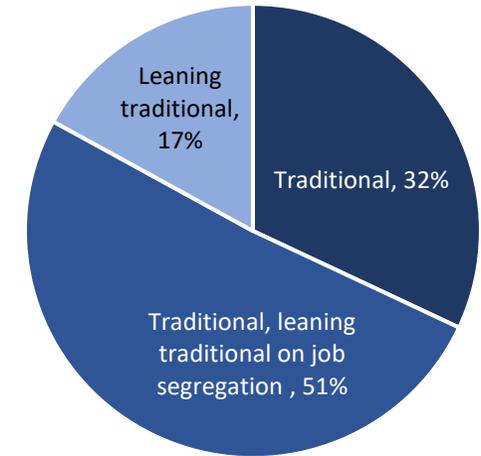
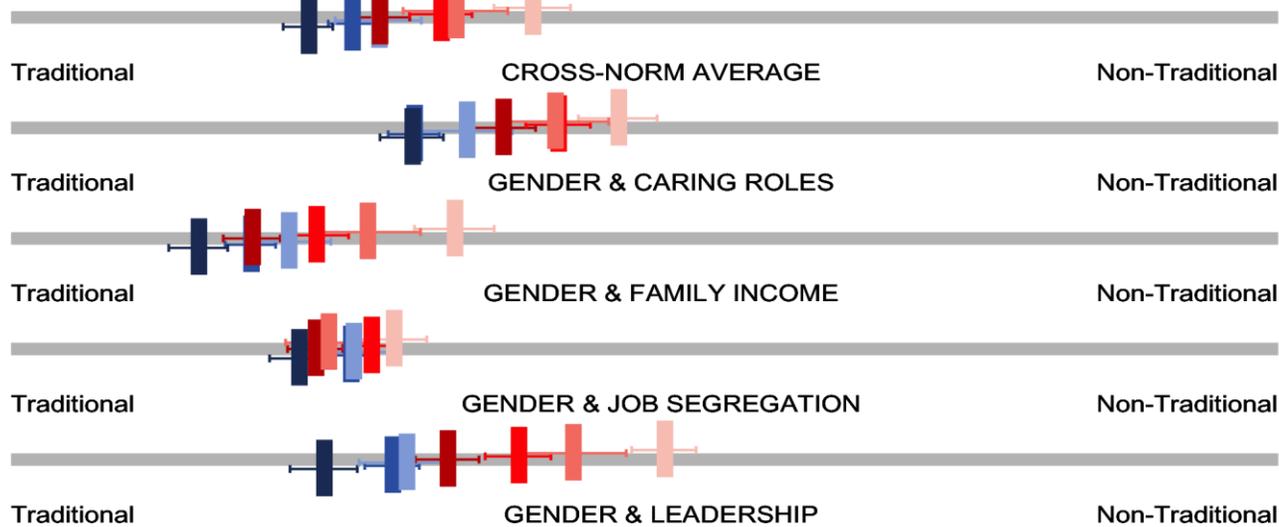
-  - Increase from 2018 - 2020
-  - Decrease from 2018 - 2020
-  - Stable from 2018 - 2020
-  - Pos. movement for equality
-  - Neg. movement for equality

*See slide 42 for detailed comparison of 2018 and 2020 variables and analysis of similarities and differences across waves. At home trends show stability in at least some countries, suggesting relative comparability. At work trends do not show comparability. Differences should be interpreted as directional, not as exact changes.

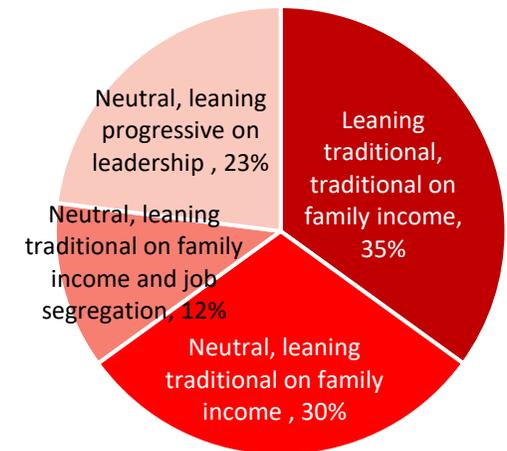
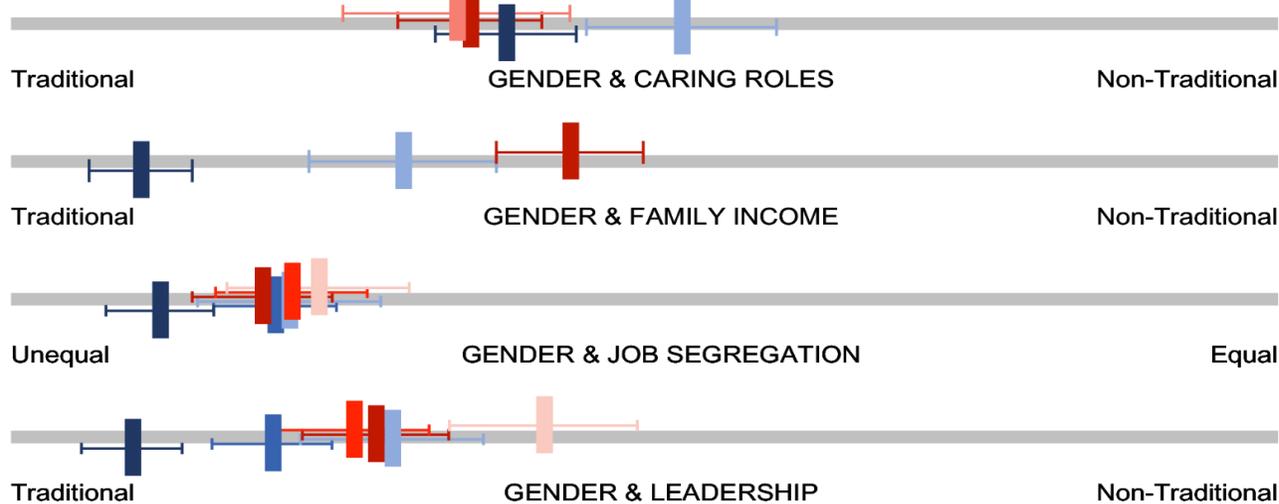
PERSONAL ATTITUDES AND BEHAVIOURS ACROSS NORMS



Personal Attitudes



Personal Behaviours





A SEGMENTATION OF INDONESIA'S URBAN MILLENNIAL MEN



Traditional (32% of men)

- 89% believe that some work roles are better suited to men than women as opposed to 11% who don't. 74% believe men are better suited to leadership positions than women as opposed to 26% who don't.
- 64% think that childcare should be more of a woman's responsibility than a man's, as opposed to 36% who don't. 91% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 9% who don't.



Traditional, leaning traditional on job segregation (51% of men)

- 81% believe that some work roles are better suited to men than women as opposed to 19% who don't. 66% believe men are better suited to leadership positions than women as opposed to 34% who don't.
- 61% think that childcare should be more of a woman's responsibility than a man's, as opposed to 39% who don't. 84% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 16% who don't.



Leaning traditional (17% of men)

- 80% believe that some work roles are better suited to men than women as opposed to 20% who don't. 63% believe men are better suited to leadership positions than women as opposed to 37% who don't.
- 56% think that childcare should be more of a woman's responsibility than a man's, as opposed to 44% who don't. 82% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 18% who don't.



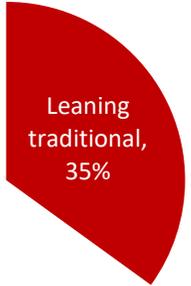


A SEGMENTATION OF INDONESIA'S URBAN MILLENNIAL WOMEN

Leaning traditional, traditional on family income (35% of women)



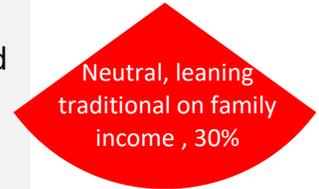
- 84% believe that some work roles are better suited to men than women as opposed to 16% who don't. 56% believe men are better suited to leadership positions than women as opposed to 44% who don't.
- 45% think that childcare should be more of a woman's responsibility than a man's, as opposed to 55% who don't. 86% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 14% who don't.



Neutral, leaning traditional on family income (30% of women)



- 76% believe that some work roles are better suited to men than women as opposed to 24% who don't. 46% believe men are better suited to leadership positions than women as opposed to 54% who don't.
- 39% think that childcare should be more of a woman's responsibility than a man's, as opposed to 61% who don't. 78% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 22% who don't.



Neutral, leaning traditional on family income and job segregation (12% of women)



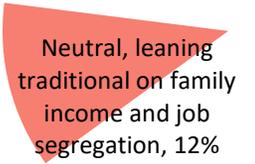
- 83% believe that some work roles are better suited to men than women as opposed to 17% who don't. 37% believe men are better suited to leadership positions than women as opposed to 63% who don't.
- 36% think that childcare should be more of a woman's responsibility than a man's, as opposed to 64% who don't. 72% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 28% who don't.



Neutral, leaning progressive on leadership (23% of women)



- 74% believe that some work roles are better suited to men than women as opposed to 26% who don't. 21% believe men are better suited to leadership positions than women as opposed to 79% who don't.
- 29% think that childcare should be more of a woman's responsibility than a man's, as opposed to 71% who don't. 57% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 43% who don't.





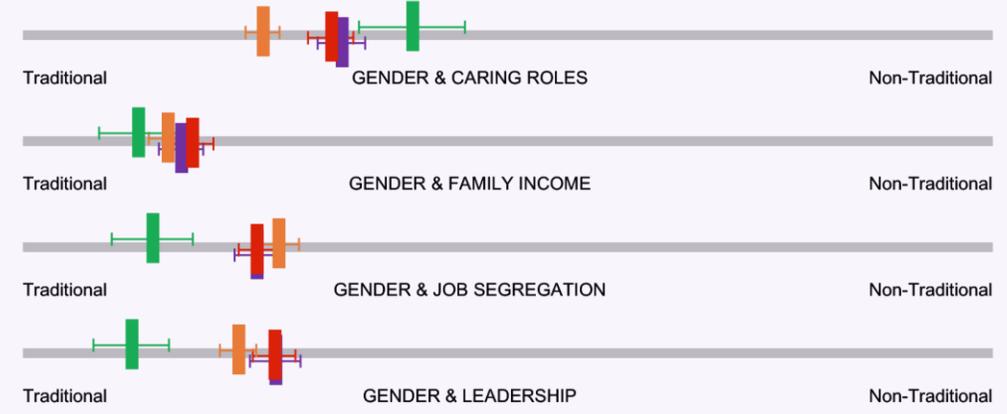
- This segment rates very highly on unequal income arrangements with their partners. Their behaviour tracks closely with their attitudes.
- At work, they are most likely of all ID male segments to prefer a male boss (56%).
- Internalized gender norms as opposed to social pressure drives behaviour. They are likely to follow the example set by their own parents, which showed almost no equality of income and little equality in caregiving.
- There is substantial positive deviance on childcare (49% with equal sharing) and some on gender-neutral leadership views (26% disagree that men are better).
- Those who share childcare equally are more likely to have parents who modelled this behaviour and more likely to see progressive representation of domestic gender roles in the media.
- Progressive media and personal experience with gender balance at work also link to positive deviance for the 26% with progressive attitudes on leadership.

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



- Personal Attitudes
- Social Norms - Others think
- Social Norms - I see
- Personal Behaviors



Unable to rank personal behaviours where N<100

SOCIAL PRESSURE



- 7 in 10 with unequal childcare arrangements do not expect disapproval for seeking greater childcare equality, and 6 in 10 who earn unequal amounts and perceive societal or peer pressure to do so do not expect any disapproval for seeking greater income equality.
- At least 8 in 10 working on female-dominated teams or seeking leadership positions do not expect disapproval from others.

OPPORTUNITIES TO SHIFT GENDER NORMS



- There are strong opportunities to increase equality of caregiving behaviours for this group. They already show the most progressive attitudes and behaviours on this norm compared to others. Regression analysis shows the effectiveness of progressive media messaging for Indonesian men. Positive deviants within this group reinforce the linkage of caregiving behaviour to media exposure.
- Regression analysis indicates that non-Muslim or non-religious men are particularly persuadable on caregiving.
- Perhaps due to stronger agency in deciding caregiving arrangements for this group, changing attitudes can be effective in changing behaviours in this area.
- A majority in this group just experienced an increase in domestic responsibilities due to COVID-19.



TRADITIONAL – MEN (32%)



- This segment mainly consists of single, non-parent, younger men.
- This segment shows similar attitudes and perception of norms as traditional men, but shows more equal behaviour at work.
- Most aspire to equal childcare arrangements in the future, but a majority expect to earn more than their partner.
- Share of men following a religion other than Islam is relatively large (23%). This characteristic is linked in regression analysis with more equal caregiving attitudes.
- There is some positive deviance on expectations for equal earning arrangements in the future (41%) and on gender-neutral leadership perceptions (34% disagree that men are better leaders).
- Positive deviance is related to parental modelling and exposure to media showing progressive gender roles. For leadership attitudes, it also links to personal experience with gender-balance in leadership at work.



TRADITIONAL, LEANING TRADITIONAL ON JOB SEGREGATION – MEN (51%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



Unable to rank personal behaviours where N<100



SOCIAL PRESSURE



- Very few in this group have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- Few work in majority female teams. Of these, 6 in 10 have not experienced disapproval for this.

OPPORTUNITIES TO SHIFT GENDER NORMS



- An opportunity may exist to expand this group's aspiration for equal caregiving behaviour in their future families to more equal breadwinning as well. In regression analysis, non-fathers show more equal breadwinning behaviour than fathers, and men who do not follow Islam show more equal breadwinning attitudes than those who do. Both are represented in this segment.
- Though progressive media does not significantly link to attitudes or behaviours for the whole sample, positive deviance analysis suggests it is effective for some in this segment.



- This segment is composed of women who are married, with children, over the age of 25 (mostly between 25 and 34), and employed. Almost all are Muslim.
- This segment has relatively more equal behaviour and attitudes across norms than traditional men, except that the percent with unequal childcare behaviour is similar (52%).
- Among the half who do most childcare, 57% would like their partner to do more. Indonesian women in general increasingly wish their partner would do more childcare as compared to 2018. 4 in 10 in this segment expect disapproval from their partners if they asked for more equality in caregiving.
- As with many other segments in ID, attitudes on family income are relatively unequal, though behaviour is more equal. Those with unequal breadwinning arrangements attribute it more to preference than gender roles. Parental modelling of equal breadwinning is low (24%).
- There is positive deviance on childcare (47% share equally), and on income earning (35% earn equally).



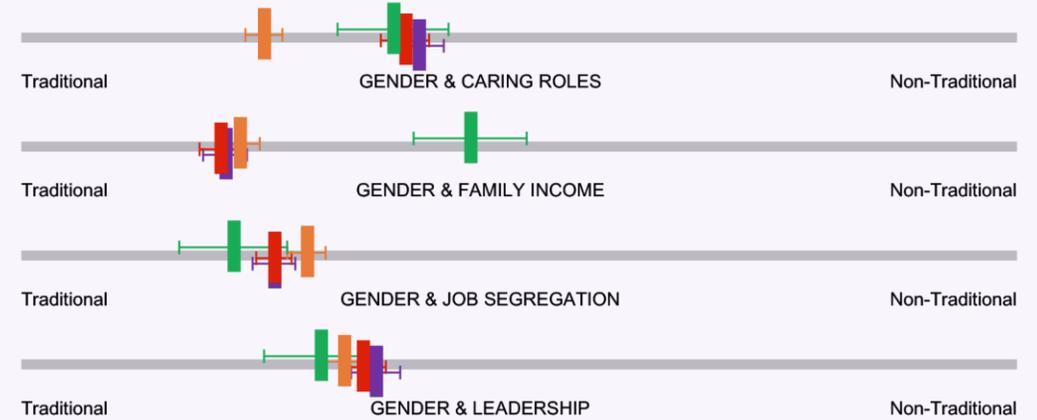
LEANING TRADITIONAL, TRADITIONAL ON FAMILY INCOME – WOMEN (35%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



- Personal Attitudes
- Social Norms - Others think
- Social Norms - I see
- Personal Behaviors



SOCIAL PRESSURE



- 50% with children in this group have unequal caring arrangements. 6 in 10 do not expect disapproval from their partner and 7 in 10 do not expect it from themselves or others. Anecdotally, in-laws and neighbors are top sources of disapproval. Half of unequal earners who cite gender norms for the arrangement would disapprove of themselves for a more equal arrangement. The sample is too small to differentiate disapproval among reference groups.
- Of the 25% who work in majority male teams, 7 in 10 have not felt disapproved and 8 in 10 women do not expect disapproval for being a female leader. Disapproval for being a female leader is expected from partners and in-laws.

OPPORTUNITIES TO SHIFT GENDER NORMS



- This segment is ready for more equal caregiving arrangements (half already share). Higher education is associated with more equal caregiving attitudes and behaviours (6 in 10 in this segment are college grads).
- The path to achieve this is through media campaigns targeting fathers (and in-laws) rather than mothers, since mothers already wish for more equality in caregiving. In regression analysis, progressive media messaging shows a significant effect for men on this norm, but not for women.
- Media messages focusing on leadership norms may be more effective for this segment. Positive deviance on leadership attitudes within this segment suggests that watching media depicting progressive gender roles contributes to more equal attitudes (in addition to personal experience with gender-balanced leadership). Seeing others in leadership also links to more equal leadership behaviour among ID women, and media can amplify this.



- This segment is mostly married with children, employed, and over 30. 8 in 10 are Muslim, and nearly none are non-religious.
- This segment increments toward greater equality in attitudes and behaviour about caring roles (57% share equally), but attitudes on equality in income remain traditional.
- Greater equality on childcare may have been modeled by parents, with the highest share of equal childcare among one's own parents across all ID segments (37%). Income equality among parents was also highest of all ID segments (59%), though only 33% in this segment earn equal amounts today.
- Social pressure does not appear to be a major driver of behaviour.
- There is some positive deviance on equal income earning (33% do so), and on gender-neutral leadership roles (37% disagree that males are better leaders).



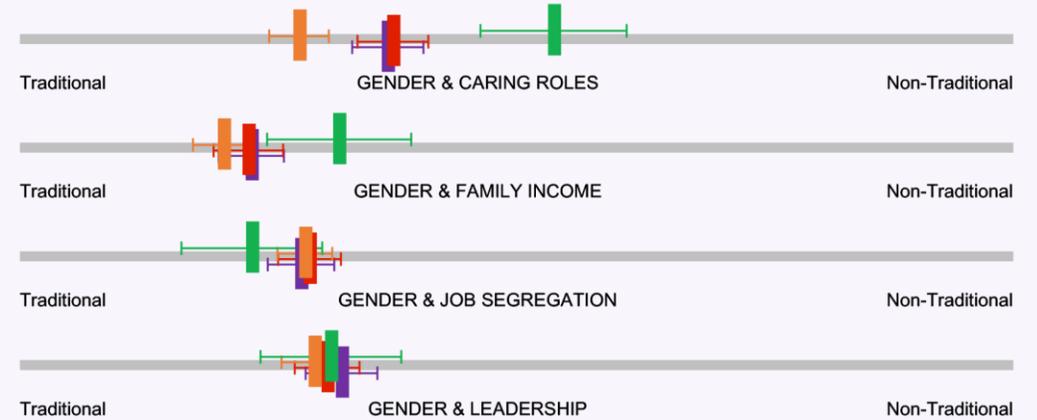
LEANING TRADITIONAL – MEN (17%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



- Personal Attitudes
- Social Norms - Others think
- Social Norms - I see
- Personal Behaviors



SOCIAL PRESSURE



- Among parents in this group, 33% have unequal childcare arrangements. Of these, majorities would not expect disapproval from themselves, their partners, or others for greater equality. A majority of unequal earners who perceive societal or peer pressure on this topic expect similarly low levels of disapproval for suggesting greater equality. Sample too small to differentiate among reference groups.
- Of the 18% who work in majority female teams, 7 in 10 have not felt disapproval.

OPPORTUNITIES TO SHIFT GENDER NORMS



- As this group already shows more progressive caregiving behaviour, breadwinning would be a good norm to target. Indonesian men have traditional attitudes on breadwinning, but this segment shows a noticeable gap in behaviour compared to the traditional segment.
- Positive deviance on breadwinning for this segment is associated with parental modeling in one's family of origin. Across all segments, non-fathers are also more likely than fathers to show equal breadwinning behaviour (and 20% in this segment group are not yet fathers).
- Positive deviance on leadership attitudes also indicates that media messaging on this topic may be effective for this segment.



- This segment is mostly single, without children, and under 25. 59% are employed, and 20% are students. They are almost exclusively Muslim.
- This segment has somewhat more equal attitudes on the division of caring roles and a very high expectation that these responsibilities will be shared with a future partner (92%). Most reason that this is in the child's best interest.
- By contrast, attitudes and behaviour on income sharing are less equal, even among those who do not have a family yet (half hope to share).
- For other female segments in ID, attitudes on job segregation tend to be the most traditional of all norms. This segment has more progressive attitudes on job segregation relative to their nearest female ideological neighbor.



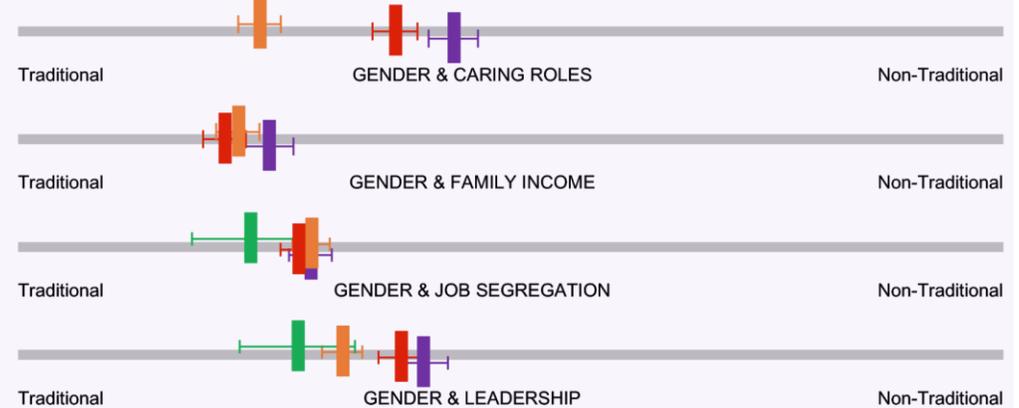
NEUTRAL, LEANING TRADITIONAL ON FAMILY INCOME – WOMEN (30%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



- Personal Attitudes
- Social Norms - Others think
- Social Norms - I see
- Personal Behaviors



SOCIAL PRESSURE



- Very few in this group are married or have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 20% of these women work in a majority male workplace. 7 in 10 have not felt disapproved of for this and 8 in 10 women in this group do not expect disapproval if they held a leadership role as a woman.

OPPORTUNITIES TO SHIFT GENDER NORMS



- A goal for campaigns targeting this segment should be to preserve the support for equal caregiving as they transition to marriage and parenthood, and before they begin to feel social pressure from spouses and in-laws. Amplifying the existence of equal caregiving behaviour among peers could reinforce their commitment to equal caregiving, since observing others significantly links to more equal caregiving behaviour among ID women generally.
- This segment shows relatively progressive attitudes on job segregation. Reinforcing this attitude could translate to more equal breadwinning arrangements in their future families, even though their hopes for equal breadwinning trail their hopes for equal caregiving.



- This segment is mostly married with children, employed, highly educated, and over 35. It is almost entirely non-Muslim, with 56% Christians and 34% non-religious.
- Compared to the other segment of neutral, traditional leaning women in ID, this segment has slightly more equal attitudes on family income and leadership. It is a small segment, making up only 12% of women in Indonesia, so sample size is often too low to rate personal behaviour.
- 53% do most of the childcare, with 73% reasoning that they should as women. 57% of unequal households would like their partner to do more, and half expect their partner to disapprove of this.
- 40% in this group who are partnered and employed earn a similar income to partner, with 69% reasoning that this is best for the children.
- Positive deviance includes 47% who share childcare equally.



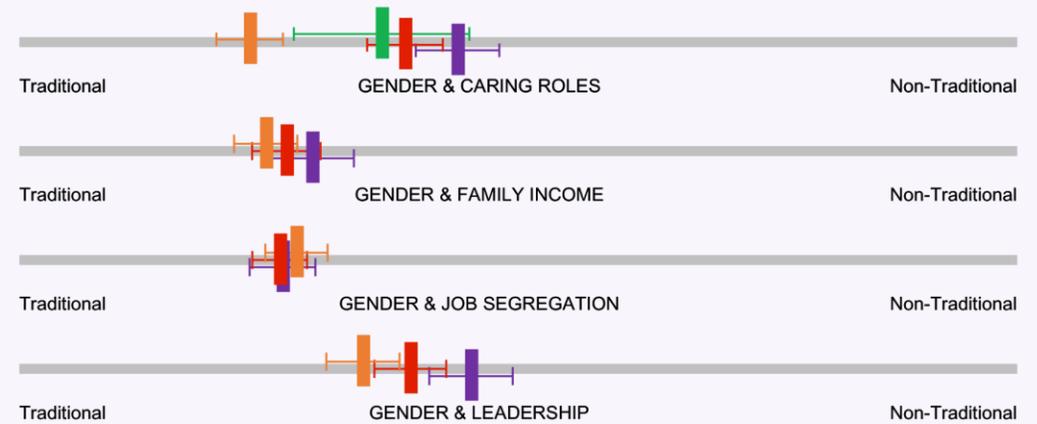
NEUTRAL, LEANING TRADITIONAL ON FAMILY INCOME AND JOB SEGREGATION – WOMEN (12%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



- Personal Attitudes
- Social Norms - Others think
- Social Norms - I see
- Personal Behaviors



SOCIAL PRESSURE



- 47% of mothers in this group have unequal childcare arrangements. 7 in 10 or more expect no disapproval for moving toward greater equality from themselves or others, but half expect disapproval from their partner. 60% have unequal earning arrangements, but few cite gender norms or peer pressure as the reason for this.
- 25% in this group work in largely male workplaces, but 8 in 10 have not felt disapproval for this. Similarly, 8 in 10 do not expect disapproval for holding a leadership position as a woman.

OPPORTUNITIES TO SHIFT GENDER NORMS



- With equality in caregiving relatively low and personal attitudes on the issue relatively equal, there may be opportunity for moving caregiving norms toward greater equality.
- In this segment, those who do most of the childcare are most likely to say they should as women. Positive deviants who share childcare equally are more likely to say this is better for children. The fact that positive deviants are exposed to more progressive gender roles in the media suggests that campaigns can play a role in countering societal expectations of women as caregivers.
- Since this group of women is more likely to have a college degree, regression analysis suggests that they will be more likely to show equal caregiving behaviour.



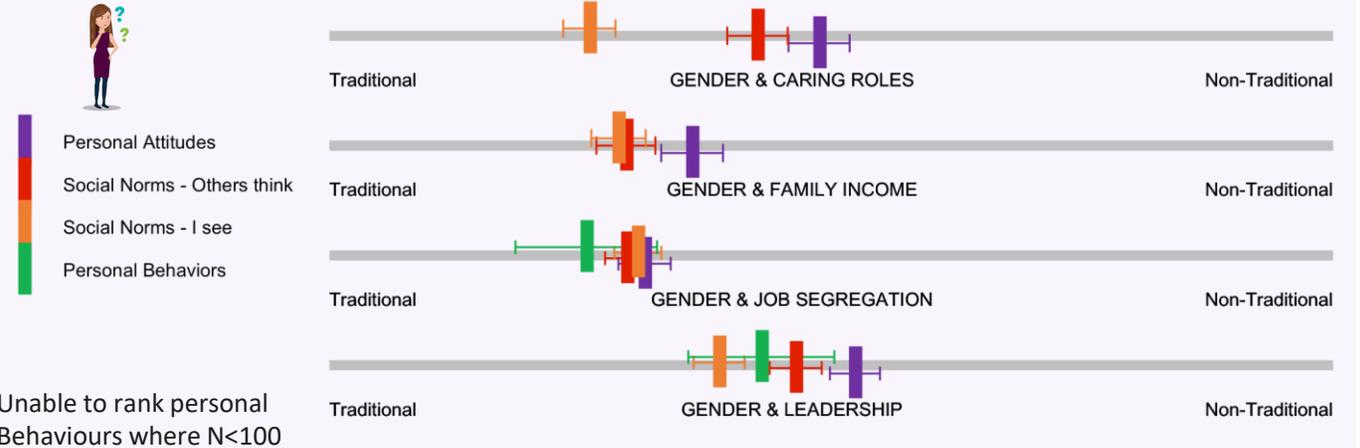
- This segment is mostly single without children, under 30, and more likely to have a college degree than not. 61% are employed, 20% are students. It is almost entirely non-Muslim, with 53% Christian, and 38% non-religious.
- This segment has more equal attitudes on norms across all areas compared to more traditional female segments. The pattern is similar to other segments, where personal attitudes are more equal on caring roles and leadership than on family income and job segregation.
- They almost universally expect to share childcare in the future, and are more likely than the more traditional group of single, mostly Muslim women, to want to share breadwinning (6 in 10 vs. 5 in 10).
- Support for equality in caregiving and breadwinning rests on what is best for the child or the family. But fairness is also a factor for half of women who would like to share childcare.
- This segment is most likely among all segments in ID to have no preference on their boss's gender (54%).



NEUTRAL, LEANING PROGRESSIVE ON LEADERSHIP – WOMEN (23%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



SOCIAL PRESSURE



- Very few in this group are married or have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 23% of women in this group work in a largely male team, and 7 in 10 have not felt disapproval for this. 8 in 10 in this group do not expect disapproval for holding a leadership role as a woman. Those expecting disapproval are less likely than average to be deterred by this (46%).

OPPORTUNITIES TO SHIFT GENDER NORMS



- This segment stands out for their progressive attitudes on gender-balance in leadership positions within the workplace. They are the most likely of all male or female segments in ID to have no preference on their boss's gender (54%). They do not expect resistance to seeking leadership roles and half would not be deterred if they did face resistance. Media messages should offer encouragement to these young and educated women to pursue a leadership paths, especially while they are unencumbered to social pressures that married women face.

FURTHER EXPLORATION

- Qualitative research could explore attitudes and behaviour on family income in Indonesia. Beliefs on this norm are more traditional than other gender norms in Indonesia, and they are also the most traditional compared to the other two countries. As young people consider future gender roles for their families, it is common across the countries in this study that young men have high expectations for equal caregiving, but lower expectations for equal breadwinning, while young women aspire to more equality on both. In Indonesia, however, young women are significantly less likely to aspire to equal breadwinning compared to equal caregiving. This finding merits deeper investigation to determine if lower expectations for equal breadwinning among young women reflect personal or societal expectations. Questions in qualitative and future quantitative research could ask not only about pay for women relative to their male partners, but whether women are fairly compensated for their work in general.
- What are cross-norm effects of attitude and behaviour change? For example, can a change in job segregation or leadership norms affect family income or caregiving norms and vice versa? Are these dynamics different for men and women and for those who have not yet established families and those who already have families?
- We explored dynamics among men and among women separately. Taken together, are there groups that have different levels of agency over their behaviour on different norms? Between partners, who has more power to establish behaviour on different gender roles? Researchers should collect more information on the attitudes of partners to control for them in regression analysis. In this study, such information was collected only for select respondents, when exploring barriers to changing behaviour.
- The statistically significant linkage of the personal attitudes of Indonesian men on more equal caregiving behaviour deserves further exploration when one considers that personal attitude does not link to more equal behaviour for any gender across any other norm in any of the three countries. This suggests that men may have a high degree of agency in this area to translate their attitudes into reality.
- It may be interesting to consider if the gender of one's children impacts gender norms.
- Exploration of the job segregation norm was limited by the phrasing of the personal behaviour question, which asked about the gender composition of one's team, but not one's company. Future research should collect both types of information.

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