

# A DESIGNER'S TOOLKIT for GENDER AND URBAN MILLENIALS IN PHILIPPINES

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SNAP II Survey in Philippines - 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 the Philippines.

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 the Philippines, 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 urban millennials in the Philippines
- Detailed profiles of key segments of urban millennials in the Philippines 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 Filipino and Filipina urban millennials on positively shifting gender norms.

# KEY INSIGHTS - PHILIPPINES

## 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.

## Philippines overview

- Across segments, men tend to have more unequal attitudes on family income and job segregation relative to childcare and leadership. Comparatively, women have more equal attitudes on family income, and the more progressive segments have strong attitudes about equality in leadership. Higher education increases equal attitudes on caregiving and family income for both genders.
- Across all segments and genders, at least 50% actually share childcare equally or intend to do so with future partners, including 60% among "Neutral" men (one of the more traditional male segments with a high concentration of fathers).
- The two more progressive female segments have a relatively high proportion of single mothers, compared to the more traditional segment that has more married or partnered mothers.
- Aside from marital and parental status, other differentiators between segments include employment status, age, and religion. Non-religious men are linked to more progressive leadership behaviour in the Philippines generally, and non-religious women have more equal attitudes on leadership. Positive deviance in the "Neutral, leaning progressive" male segment indicates that Catholic men have more equal attitudes on leadership than followers of other faiths, though this finding does not hold for Filipino men as a whole.

## KEY INSIGHTS - PHILIPPINES

- There is a significant linkage between parental modeling and caregiving behaviours for women and breadwinning and leadership behaviours for men (with a father heavily involved in caregiving being the deciding factor).

### Strategic takeaways

- For single men and women, there is agreement that they will share caregiving with their future partner, but a gap in expectations that they should share breadwinning equally with their future partner. 8 in 10 women expect this, but only 5 in 10 men. In reality, it appears that the share of men and women earning equally is increasing when compared to similar figures in 2018. There are few predictors of more equal attitudes or behaviours on breadwinning for men (except that more educated men have more equal attitudes, and those with parents who modelled non-traditional gender relations show more equal behaviour). Nevertheless, neutral men (the segment with the most married men) would not resist sharing income earning more equally if they believed it was their partner's preference.
- The influence of progressive media on behaviours covers all norms, with the effectiveness varying by gender. Media depicting progressive gender roles significantly links to more equal caregiving behaviour for both genders, while progressive messages on breadwinning link to equal behaviour for women, and progressive messages on job segregation and leadership link to progressive behaviour for men in those areas.
- Progressive media messages targeting women should address more equal breadwinning. Even when men hold unequal attitudes on this, they do not appear to resist the idea of greater income sharing and women do not expect to face resistance. The media can help to amplify those parts of society that are already sharing breadwinning, since seeing others share significantly links to women's own sharing. The media can also persuade on this topic by appealing to practicality, the good of the family, and fairness.
- For men, progressive media messages should address more equal leadership. Men trail women in attitudes and behaviours on this norm. Young, single, and non-religious men are likely to be particularly receptive to these messages.
- It is likely to be difficult to move caregiving toward greater equality, since the rate is already relatively high. Women increasingly say that they are best suited to caregiving and appear satisfied with the amount of childcare their partners do.



# GENDER ATTITUDES AND BEHAVIOURS AT HOME SHIFTS BETWEEN 2018 AND 2020



- Women look after children:** Half of men in 2020 are likely to believe that women are best looking after children – moderately more than men in 2018.
- Women look after adults:** The percent who believe that women are best at looking after adults is not significantly changed over 2018 (accounting for additional uncertainty from a change in question wording).
- Partner does enough childcare:** In 2018 as in 2020, about 6 in 10 fathers in unequal households are satisfied with the amount of childcare their partner does.
- Partners earn same amount:** The percent of partnered and employed men earning the same amount as their partner more than doubled between 2018 and 2020, and now stands at 4 in 10 (50% earn more).



- Women look after children:** Between 2018 and 2020, the percent of women who think women are best suited to childcare increased from below 50% to 2 in 3.
- Women look after adults:** Similarly the percent who believe women are best looking after adults nearly doubled to about 1 in 2 today (though there was a change in question wording between waves from elderly parents to dependent adults).
- Partner does enough childcare:** In 2018 as in 2020, a strong majority of mothers in unequal households are satisfied with the amount of childcare their partner does.
- Partners earn same amount:** There appears to be a decline in the earning power of women between 2018 and 2020. Previously, about half of those partnered and employed reported earning more than their partner. Now it is about 1 in 4, with increases in the number saying they earn the same or less.

## KEY:

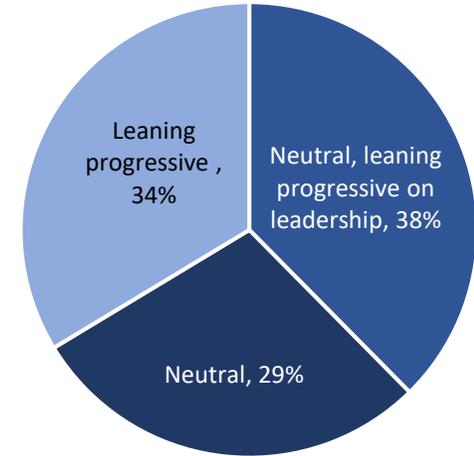
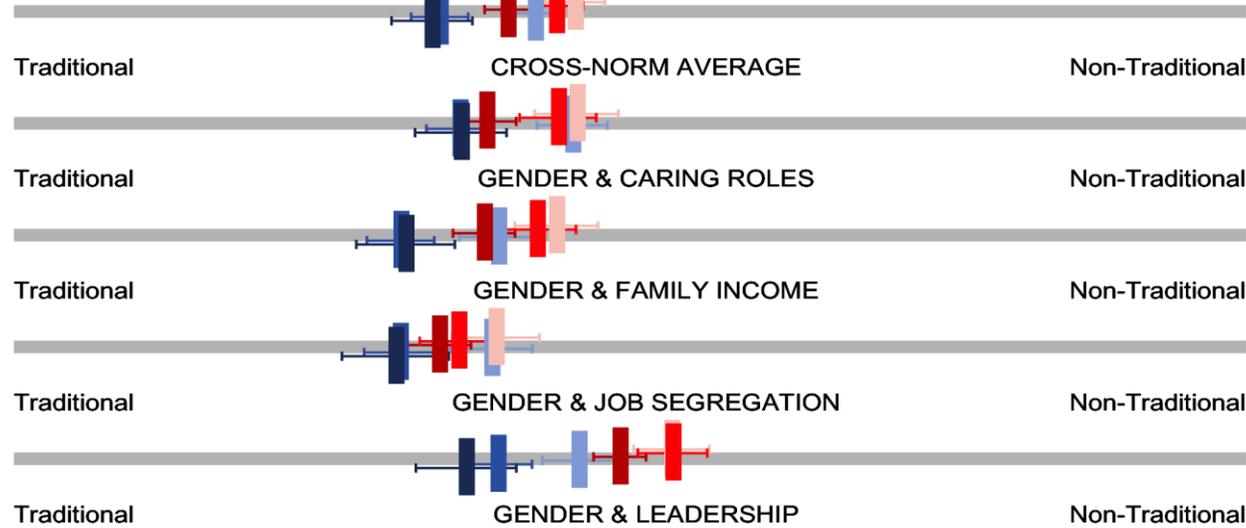
- Increase from 2018 - 2020
- Decrease from 2018 - 2020
- Stable from 2018 - 2020
- Pos. movement for equality
- Neg. movement for equality

\*See Annex 4 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.

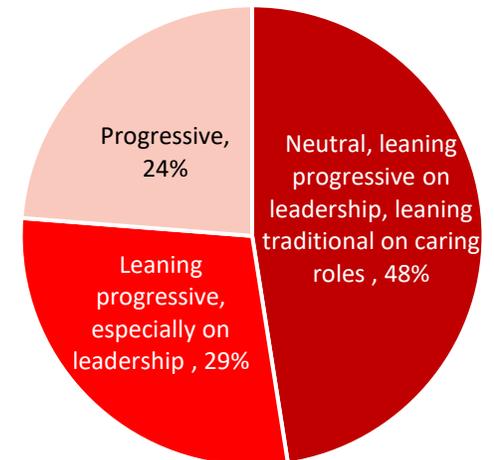
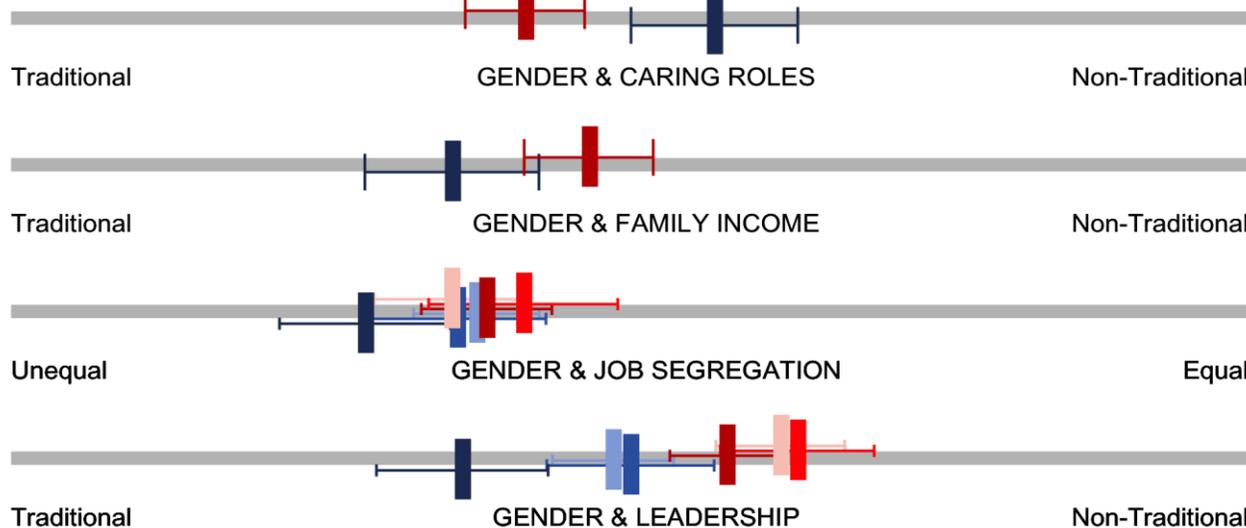
# PERSONAL ATTITUDES AND BEHAVIOURS ACROSS NORMS



## Personal Attitudes



## Personal Behaviours





## A SEGMENTATION OF THE PHILIPPINES' URBAN MILLENNIAL MEN



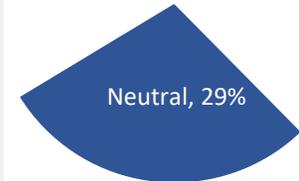
### Neutral (29% of men)

- 71% believe that some work roles are better suited to men than women as opposed to 29% who don't. 56% believe men are better suited to leadership positions than women as opposed to 44% 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. 65% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 35% who don't.



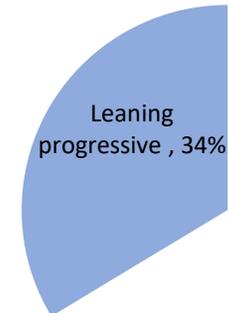
### Neutral, leaning progressive on leadership (38% of men)

- 71% believe that some work roles are better suited to men than women as opposed to 29% who don't. 50% believe men are better suited to leadership positions than women as opposed to 50% who don't.
- 57% think that childcare should be more of a woman's responsibility than a man's, as opposed to 43% who don't. 66% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 34% who don't.



### Leaning progressive (34% of men)

- 57% believe that some work roles are better suited to men than women as opposed to 43% who don't. 38% believe men are better suited to leadership positions than women as opposed to 63% who don't.
- 40% think that childcare should be more of a woman's responsibility than a man's, as opposed to 60% who don't. 50% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 50% who don't.





## A SEGMENTATION OF THE PHILIPPINES' URBAN MILLENNIAL WOMEN



### Neutral, leaning progressive on leadership, leaning traditional on caring roles (48% of women)

- 65% believe that some work roles are better suited to men than women as opposed to 35% who don't. 29% believe men are better suited to leadership positions than women as opposed to 71% who don't.
- 52% think that childcare should be more of a woman's responsibility than a man's, as opposed to 49% who don't. 50% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 50% who don't.

Neutral, 48%



### Leaning progressive, especially on leadership (29% of women)

- 63% believe that some work roles are better suited to men than women as opposed to 37% who don't. 21% believe men are better suited to leadership positions than women as opposed to 79% 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. 43% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 57% who don't.

Leaning progressive, 29%



### Progressive (24% of women)

- 55% believe that some work roles are better suited to men than women as opposed to 45% who don't. 22% believe men are better suited to leadership positions than women as opposed to 78% who don't.
- 38% think that childcare should be more of a woman's responsibility than a man's, as opposed to 62% who don't. 41% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 59% who don't.

Progressive, 24%



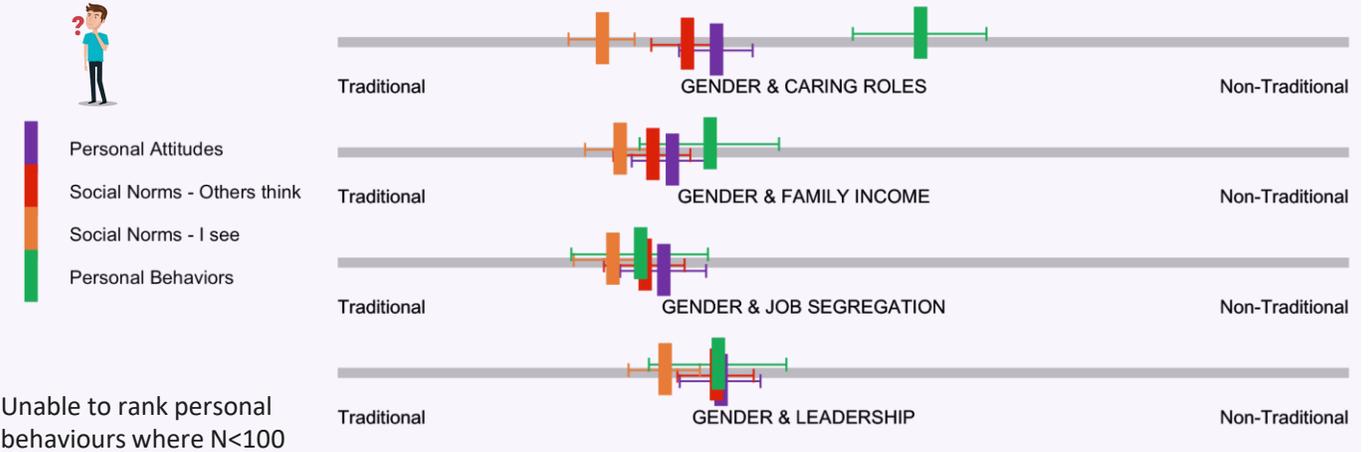
- Attitudes and perceptions are fairly similar to the next closest male ideological neighbor. Yet the composition of this group is different. They are mostly married or partnered with children, and they are mostly employed. They are more educated and more likely to be over 30 compared to that group.
- Personal behaviour on childcare is more equal than their attitude and perception suggests. 60% share childcare equally, even though the families of origin for this segment were least likely to share childcare among PH male segments (24%). They reason that it is best for the children and it is practical. Among 30% whose partner does more, half say that is her preference.
- Half in this group earn most for the family, similar to the arrangement among most of the family of origins in this segment. Most reason that this is their partner's preference. But they would not disapprove of more equal breadwinning, nor would their partners.
- They are most likely across all PH segments to prefer a male boss (38%), although 45% show positive deviance by disagreeing that men are better leaders.



## NEUTRAL – MEN (29%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



### SOCIAL PRESSURE



- Of the 40% in unequal childcare arrangements, 7 in 10 would not expect disapproval from themselves, their partner, for a move to more equality. Of those in unequal earning arrangements who cite gender norms as a reason for this, 7 in 10 say they would not face disapproval from themselves or their partner for moving toward greater equality.
- 20% work in a largely female team, and 8 in 10 have not faced disapproval for this.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- The rate of Filipino men with equal earning partners appears to be increasing over 2018. Fortunately, unequal earning households in this segment do not appear to disapprove of equal breadwinning. Positive deviance toward more equal breadwinning (34%) is associated with non-traditional childcare and breadwinning arrangements in one's family of origin.
- Among Filipino men as a whole, progressive gender representation in the media links to more equal job segregation and leadership behaviour. This segment trails others on leadership attitudes and behaviours. But positive deviance on leadership attitudes suggests that those under 35 and those with experience with gender-balanced leadership are persuadable.

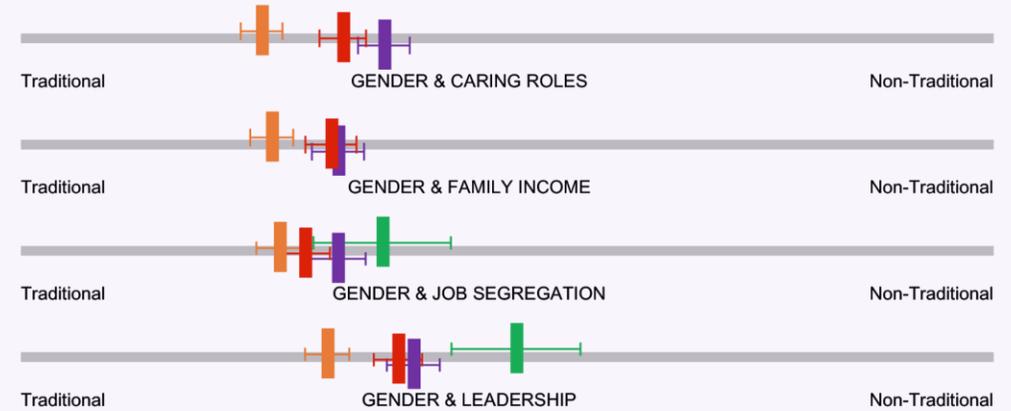


## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



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



Unable to rank personal behaviours where N<100

### SOCIAL PRESSURE



- Very few in this group are married or have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 14% work in largely female teams, and 7 in 10 have not experienced disapproval for this.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Positive deviance toward more equal attitudes on leadership (50%) report seeing equal depictions of men and women in leadership roles in the media. Progressive media depictions also link to more equal leadership behaviour among men in the Philippines, according to regression analysis.
- Positive deviance on the leadership attitudes are also associated with being Catholic.

- This segment is mostly single without children and under 25. More are students or not working than are employed. They are most likely to be Catholic of all PH segments (68%), and least likely to be non-religious.
- While there is not a lot of apparent variation in personal attitudes across norms, this segment tends toward greater equality on leadership attitudes.
- There is strong interest in sharing future childcare equally (8 in 10), reasoning that it is best for the children, practical, and fair.
- There is lesser interest in sharing future breadwinning (5 in 10).



**NEUTRAL, LEANING PROGRESSIVE ON LEADERSHIP – MEN (38%)**



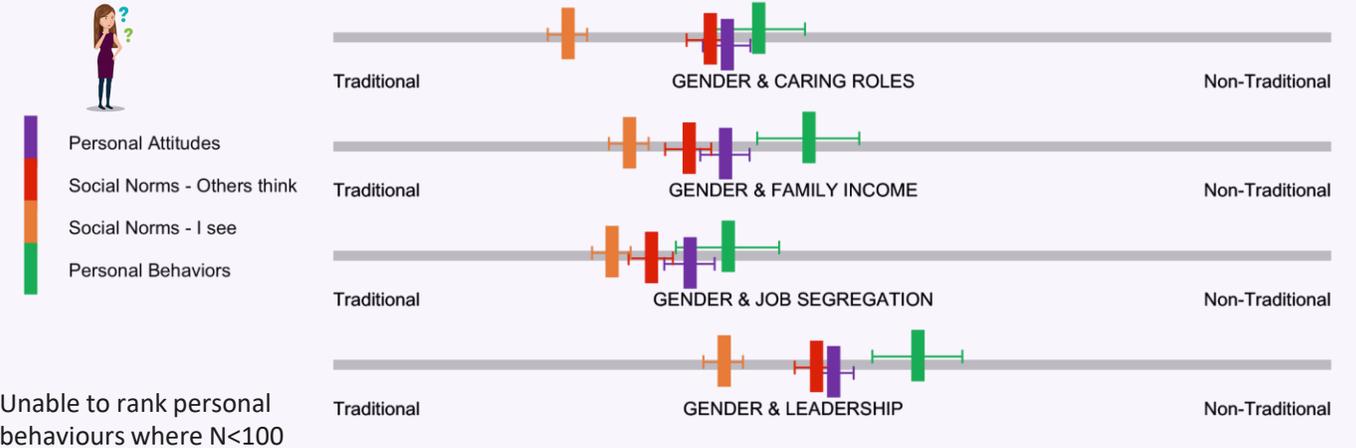
- This segment is mostly married or partnered with children and mostly over 30. 58% are employed, 15% are not working. They are the most likely among PH female segments to be Catholic (65%).
- Personal attitudes are most equal on leadership, and less equal on other norms. Attitudes on childcare are more unequal than the other two female segments that are less likely to have members who are married or partnered.
- 52% share childcare equally reasoning that it is best for the children (72%). Among those who do more, most say that they should as women. 6 in 10 do more do not wish for a change.
- 40% in this group who are partnered and employed earn less than their partner, 35% earn the same. Among those who earn less, 63% say this matches their preference. Among those who earn the same, 6 in 10 say it is fair and practical, 5 in 10 say it is in the best interest of the family.
- A relatively high 53% had fathers who earned more than mother.
- They are most likely among PH female segments to prefer male bosses (24%), compared to 51% with no preference.



**NEUTRAL, LEANING PROGRESSIVE ON LEADERSHIP, LEANING TRADITIONAL ON CARING ROLES - WOMEN (48%)**

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



### SOCIAL PRESSURE



- 48% in this group have unequal childcare arrangements, and 7 in 10 do not expect disapproval from themselves, their partner or others for suggesting greater equality (sample size is too low to distinguish between these sources of pressure). Among the 64% in unequal earning arrangements, 6 in 10 of those who cite gender norms or peer pressure as the reason do not expect disapproval for suggesting greater equality.
- 45% work on a team largely made up of men, and 8 in 10 have not felt disapproval for this. Nor would 8 in 10 in this group expect disapproval for being a woman in a leadership position.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Shifting caregiving norms for this segment may be challenging, because half already share equally, and many of those who do not do not wish for change. Compared to 2018, more Filipinos think childcare is suited to women and are satisfied with their arrangement.
- Yet, caregiving and breadwinning are two areas where progressive representation of genders in the media links to more equal behaviours in the Philippines. Since this group does not feel much social pressure, the media could amplify existing sharing behaviour. Seeing others share breadwinning equally links to more equal behaviour. This message may be especially effective for more educated women.



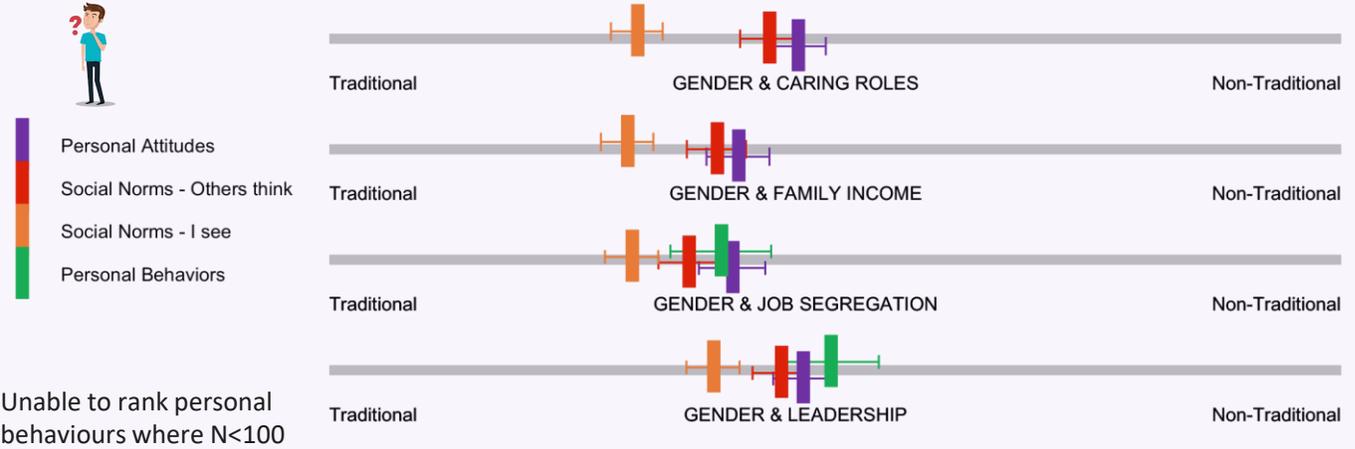
- This segment is mostly single without children and mostly under 30. Most are employed. They are most likely of all PH male segments to be non-religious (14%), and most likely to be college educated.
- This segment has more equal attitudes across norms, with attitudes on childcare and leadership more equal than those on family income and job segregation, as is common across PH male segments.
- 88% hope to share future childcare equally, reasoning that it is best for the children, practical and fair.
- 60% hope to earn equal incomes to their future partners, reasoning this is in the family's best interest and practical.



### LEANING PROGRESSIVE – MEN (34%)

## 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.
- 22% work in a largely female team, and 8 in 10 do not face disapproval for this. 8 in 10 would also not expect disapproval for being a man in a leadership position.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- This segment often rates similarly to its progressive female counterpart on many attitudes, but it trails the female progressive segment on leadership attitudes as well as behaviours. Many factors point to leadership being a growth opportunity for this group. They are most likely of all segments to have no preference on the boss's gender (60%). Regression analysis suggests that single men and non-religious men are linked to more equal leadership behaviour. Both are prominent in this segment.
- Progressive representation of gender roles in the media links to more equal leadership behaviour, according to regression analysis.
- Job segregation may also be an opportunity due to receptiveness of men to media messages in that area and the propensity of more educated males to show more equal behaviour on this norm.



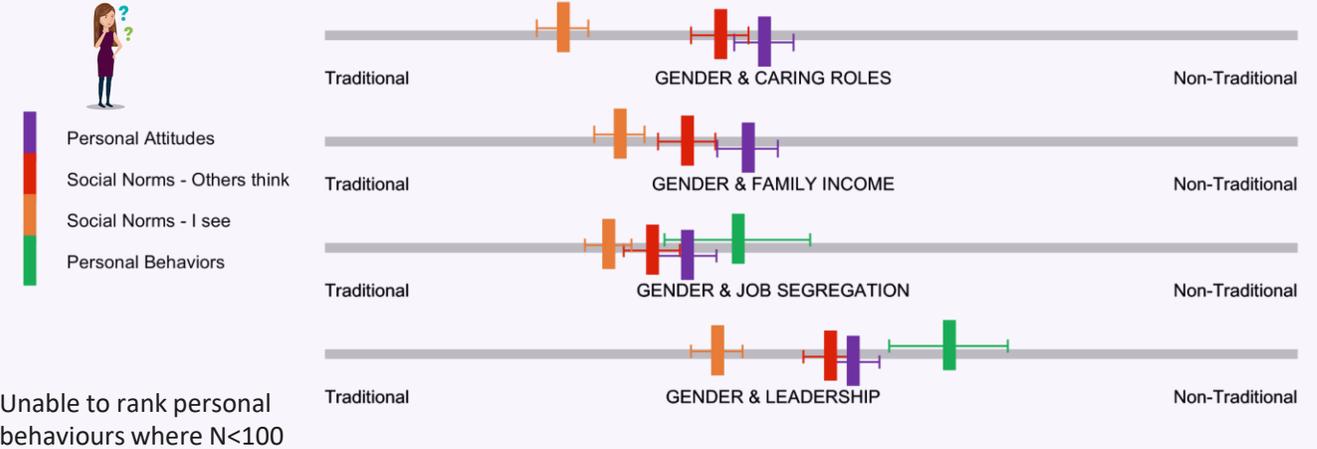
- Most in this segment are single without children, although 20% are single mothers. About a third are employed, and a third are students. Most are under 25.
- Personal attitudes on leadership are relatively equal for this group, tracking with their high personal experience with equality in leadership and low job segregation in the workplace. 58% in this segment have no preference on their boss's gender.
- Personal attitudes on childcare are more neutral, even though 91% hope to share future childcare equally. Most reason that this is best for the children. They are most likely of all PH segments to have had parents who shared childcare equally (45%).
- 85% hope to earn equal incomes to their future partners, reasoning this is in the family's best interest (79%) and practical (58%).



## LEANING PROGRESSIVE, ESPECIALLY ON LEADERSHIP – WOMEN (29%)

### GENDER NORMS EXPERIENCED

#### PERSONAL EXPERIENCE



#### SOCIAL PRESSURE



- 19% in this group have children and almost all are single or not living with a partner. Therefore, they do not face social pressure over sharing childcare or income responsibilities with their partner.
- 11% work in a largely male team, and 8 in 10 have not felt disapproval for this. A relatively high 84% also do not expect disapproval if they were to hold a leadership position as a woman.

#### OPPORTUNITIES TO SHIFT GENDER NORMS



- This segment and progressive males both have mostly young, single people. Their aspirations for sharing childcare are similar, but the men are less likely to hope to share breadwinning compared to leaning progressive women.
- Regression analysis shows many opportunities for supporting equal breadwinning behaviour among women that are relevant to this segment. The more women see equal breadwinning around them, the more they are likely to show this behaviour. Progressive media representations in this area also link to more equal behaviour for women. More educated and single women are likely to be a particularly good audience for such messages.



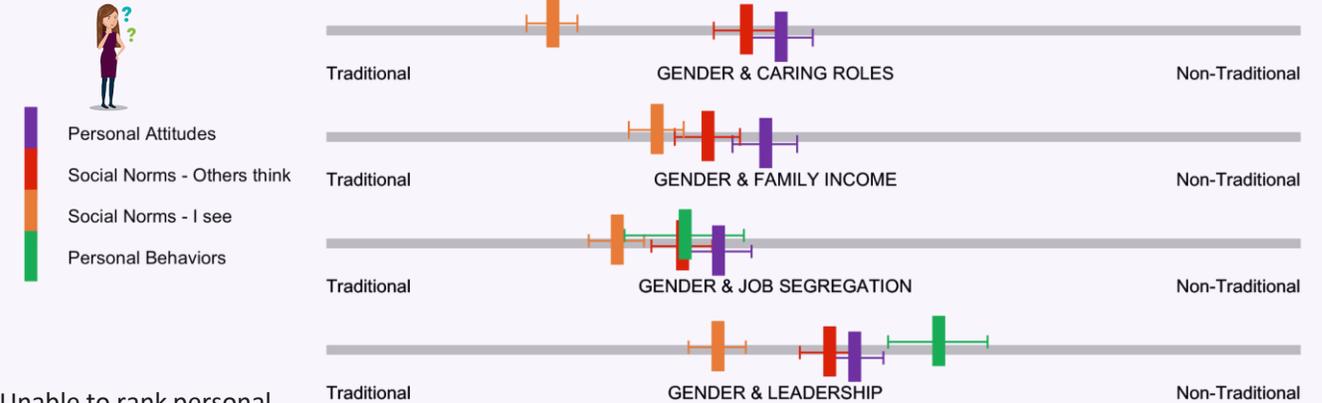
- This segment has the highest education levels of all female segments and is mostly under 30 (slightly older than their next female ideological neighbor). They are mostly single, and 35% of these have children. Most are employed. The segment has the highest share with no religious affiliation among PH female segments (16%).
- 9 in 10 hope to share future childcare equally, reasoning that it is best for the children (even though very few had parents who shared childcare).
- 8 in 10 hope to share breadwinning in the future (and relatively large number (40%) had parents who also shared). They reason this is in the family's best interest, practical, and fair.
- Like the leaning progressive segment, this segment tends toward gender equality in their leadership attitudes, with most having no preference on their boss's gender.



## PROGRESSIVE – WOMEN (24%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



### SOCIAL PRESSURE



- 36% of this group have children, and the vast majority are single or don't live with their partner. Therefore, they do not face social pressure over sharing childcare or income responsibilities with their partner.
- 12% work in a team that is largely male, and 75% have not experienced disapproval for this. A relatively high 85% in this segment also do not expect disapproval for being a woman in a leadership role.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Attitudes are not very different to the nearest female progressive neighbour. The differences are mainly in demographics (more educated, more likely to be employed, slightly older, slightly more likely to be a parent, more non-religious). The higher level of education may indicate more receptiveness to messages about equal breadwinning. Progressive messaging on this topic links to more equal behaviour for women. Messages about the fairness of such an arrangement may be more effective with this group than the "Lean progressive" segment.
- As this segment is relatively young, without children, and not facing social pressures, media messaging could encourage equal job segregation and leadership behaviour as an entry point to future more equal breadwinning.

## FURTHER EXPLORATION

- Qualitative research could seek to confirm the signs, based on a 2018-2020 trend comparison, that childcare is increasingly considered women's work and explore the reasons for this. Why is this increase stronger among women than men? Even though childcare is considered women's work, the rate of men sharing childcare is relatively high. What explains this difference in attitude and behaviour?
- Why do mothers in the Philippines appear more content with the level of childcare they do than mothers in other countries? Most mothers who do most childcare do not wish to change this.
- How can one ensure that the high hopes of young people for equal caregiving in their future families are fulfilled in reality and that the gap in men and women's hopes for equal breadwinning is closed?
- Does outside data support the assertion, based on a 2018-2020 survey comparison, that the number of equal earning households is increasing in the Philippines?
- 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.
- 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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