

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

SNAP II Survey in Vietnam - 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 Vietnam.

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 Vietnam, 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 Vietnam
- Detailed profiles of key segments of urban millennials in Vietnam 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 Vietnamese urban millennials on positively shifting gender norms.

KEY INSIGHTS - VIETNAM

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 (but not in VN), 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.

Vietnam overview

- The effectiveness of progressive media in contributing to more equal behaviour on gender norms is very broad in Vietnam for both genders and across all four gender norms included in the survey.
- Across all segments and genders, personal attitudes around job segregation are most unequal of all gender norms.
- Many members of the two more traditional female segments, populated mostly by mothers, wish for a more equal distribution of childcare, but expect disapproval for this, especially from their partners or in-laws. This disapproval appears to have a deterrent effect on many.
- While a majority of men in all segments share or intend to share childcare equally with their spouses, 4 in 10 men in the neutral segment whose partners do more childcare argue that it is their duty as a women to do so.
- Education does not emerge as a significant factor in personal attitudes or behaviours in Vietnam.

KEY INSIGHTS - VIETNAM

- According to regression analysis, religion plays a role in more equal behaviour in Vietnam, with men following religions other than Buddhism being more likely to show progressive behaviour on job segregation and leadership, and non-religious women showing more equal breadwinning behaviour.

Strategic takeaways

- Parental modeling of non-traditional gender roles associates with more equal behaviours across all genders and norms in Vietnam. Audiences in more progressive segments with stronger examples of non-traditional gender roles in their family of origin may be more receptive to progressive media messages on this topic.
- For the segments with mostly single, non-parents, men and women share a hope for equal caregiving in their future families, but women are more likely than men to hope for more equal breadwinning. Evening out these expectations should be a focus of media campaigns. The experience of COVID-19 may provide messaging opportunities, since men in those households with more equal breadwinning behaviour also experienced less stress as income earners. A trend analysis suggests that the share of equal earning households is increasing, regardless of opinion on the matter.
- Attitudes and behaviours on job segregation trail other norms in Vietnam, and progressive women under index on equality in this area relative to their attitudes in other norms. Targeting them with media messages on this norm could lead to more equal job segregation behaviour and lay the foundation for more equal breadwinning in their future families as well.
- There is a difference in perception between genders in that fathers feel they do enough childcare while mothers wish fathers would do more (6 in 10 fathers are satisfied with the current arrangement, while 7 in 10 mothers would like their partners to do more). Fathers are also more likely to report that they share caregiving equally than mothers are. Media messaging could make men aware of the concerns of women in this area and promote self-reflection regarding the amount of care they give. Messaging could also target in-laws who are a source of pressure on mothers to maintain unequal caregiving behaviour.
- For segments in the middle of the ideological range, messaging on leadership may also be effective. These segments tend toward progressive attitudes and behaviours on this topic and they face relatively little outside social pressure on this topic.



GENDER ATTITUDES AND BEHAVIOURS AT HOME SHIFTS BETWEEN 2018 AND 2020



- **Women look after children:** As in 2018, 6 in 10 men in 2020 believe women are best looking after children. ←
- **Women look after adults:** Unchanged from 2018, 4 in 10 now believe they are best looking after adults (be it elderly parents in 2018 or dependent adults in 2020). ←
- **Partner does enough childcare:** In 2018 as in 2020, 4 in 10 fathers in unequal households who want their partner to do more childcare. ←
- **Partners earn same amount:** There are signs of a strong decline in the share of partnered and employed men earning more than their partner, from 8 in 10 in 2018 to 5 in 10 in 2020. More are earning equal amounts now. ↑



- **Women look after children:** Similar numbers of women as men believe that women are best looking after children (about 6 in 10), without substantial changes between 2018 and 2020. ←
- **Women look after adults:** The percent who believe women are best looking after adults is stable between 2018 and 2020 (about 4 in 10), though 2018 asked about elderly parents and 2020 asked about dependent adults. ←
- **Partner does enough childcare:** In 2020 as in 2018, 7 in 10 mothers in unequal households wanted their partners to do more childcare. ←
- **Partners earn same amount:** The share of partnered and employed women in Vietnam earning the same amount as their partner has nearly doubled between 2018 and 2020 to roughly 50%. This increase seems to come both from a decrease in the percent earning more than their partner and a decrease in those earning less. ↑

KEY:

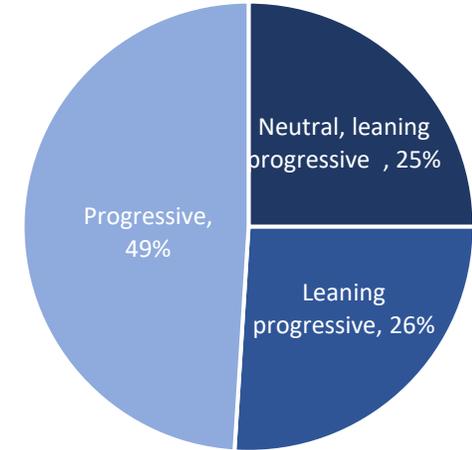
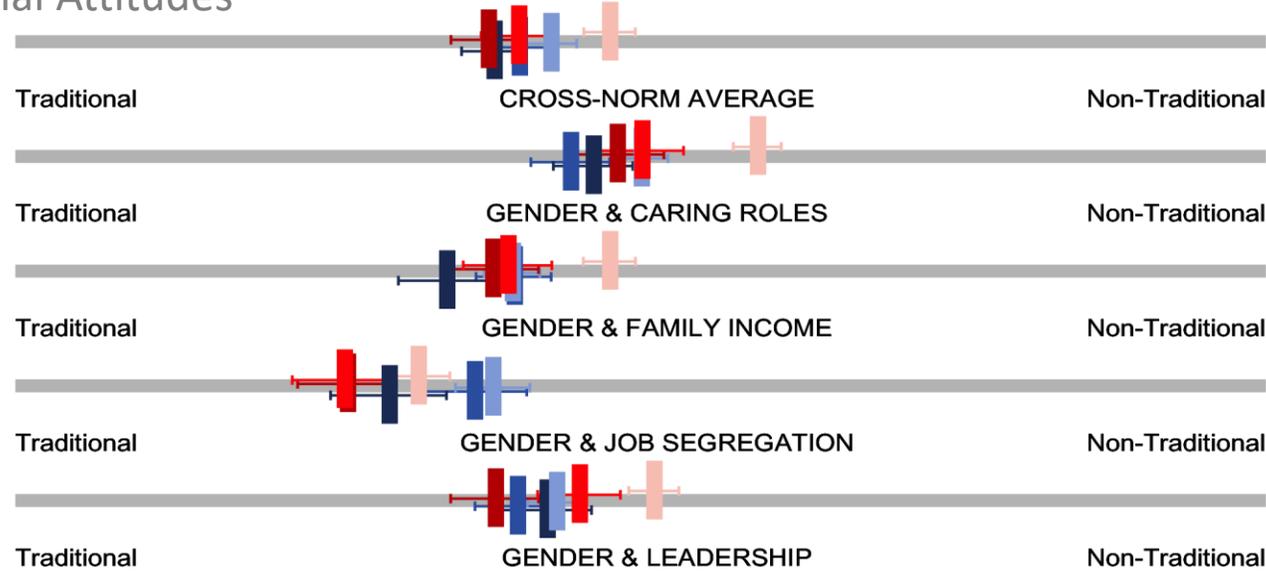
- ↑ - Increase from 2018 - 2020
- ↓ - Decrease from 2018 - 2020
- ↔ - Stable from 2018 - 2020
- - Pos. movement for equality
- - Neg. movement for equality

*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.

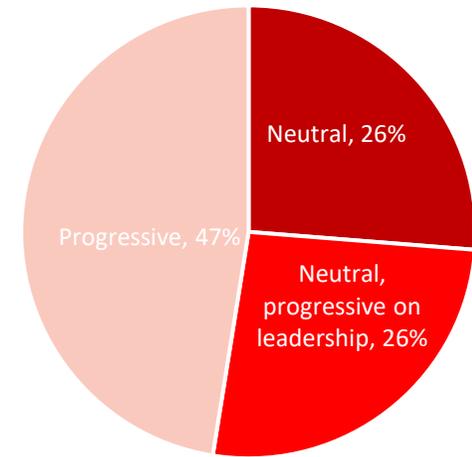
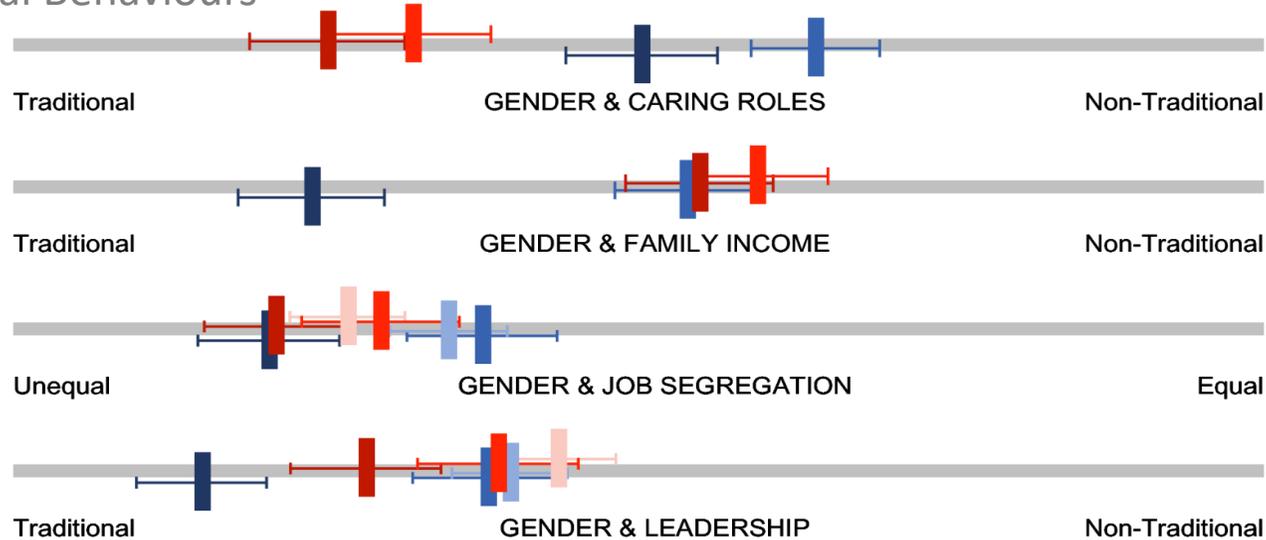
PERSONAL ATTITUDES AND BEHAVIOURS ACROSS NORMS



Personal Attitudes



Personal Behaviours



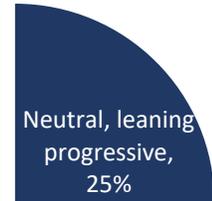


A SEGMENTATION OF VIETNAM'S URBAN MILLENNIAL MEN



Neutral, leaning progressive (25% of men)

- 70% believe that some work roles are better suited to men than women as opposed to 30% who don't. 42% believe men are better suited to leadership positions than women as opposed to 58% who don't.
- 31% think that childcare should be more of a woman's responsibility than a man's, as opposed to 69% who don't. 61% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 39% who don't.



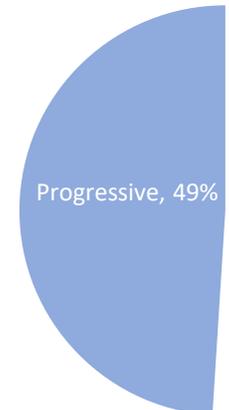
Leaning progressive (26% of men)

- 60% believe that some work roles are better suited to men than women as opposed to 40% who don't. 49% believe men are better suited to leadership positions than women as opposed to 51% who don't.
- 34% think that childcare should be more of a woman's responsibility than a man's, as opposed to 66% 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.



Progressive (49% of men)

- 56% believe that some work roles are better suited to men than women as opposed to 44% who don't. 39% believe men are better suited to leadership positions than women as opposed to 61% who don't.
- 26% think that childcare should be more of a woman's responsibility than a man's, as opposed to 74% who don't. 48% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 52% who don't.





A SEGMENTATION OF VIETNAM'S URBAN MILLENNIAL WOMEN



Neutral (26% of women)

- 78% believe that some work roles are better suited to men than women as opposed to 23% who don't. 46% believe men are better suited to leadership positions than women as opposed to 54% who don't.
- 31% think that childcare should be more of a woman's responsibility than a man's, as opposed to 69% who don't. 49% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 51% who don't.

Neutral, 26%



Neutral, progressive on leadership (26% of women)

- 75% believe that some work roles are better suited to men than women as opposed to 25% who don't. 33% believe men are better suited to leadership positions than women as opposed to 67% who don't.
- 25% think that childcare should be more of a woman's responsibility than a man's, as opposed to 75% who don't. 40% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 60% who don't.

Neutral, progressive on leadership, 26%



Progressive (47% of women)

- 71% believe that some work roles are better suited to men than women as opposed to 29% who don't. 23% believe men are better suited to leadership positions than women as opposed to 77% who don't.
- 11% think that childcare should be more of a woman's responsibility than a man's, as opposed to 89% who don't. 30% believe that earning the family income should be more of a man's responsibility than a woman's as opposed to 70% who don't.

Progressive, 47%



- Most in this segment are married or partnered with children. It has the highest percent of divorced individuals across all VN segments (6%). Almost half are over 35 and most are employed, and have a college degree. A majority are Buddhists, more than other female segments.
- Attitudes on childcare are relatively equal, but personal behaviour is quite unequal. 65% do most of the childcare, and most say it is their duty as women.
- 72% who do most of childcare would like their partner to do more, but the expectation of disapproval, especially from one's partner or in-laws is enough to deter many from change.
- Coupled with highly unequal job segregation attitudes and behaviour, there is also above average expectation of disapproval in holding leadership roles as women (31%), without identifying a strong source of pressure. But hardly any are deterred by this. Still, they have the highest preference for a male boss.
- Roughly a third earns the most, a third earns equal amounts, and a third earns less than their partner. 6 in 10 say they earn more or less because they or their partner have greater earning ability, and 6 in 10 equal earners do so because it is in the family's best interest.



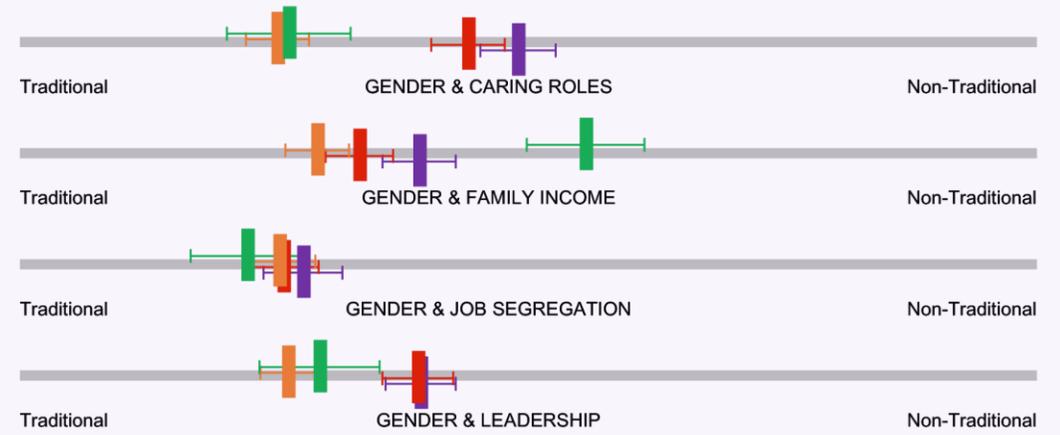
NEUTRAL – WOMEN (26%)

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



- 65% of mothers in this group have unequal childcare arrangements, and they expect more disapproval from their partners (69%) than from themselves (51%) for moving toward greater equality. For the 57% who expect disapproval from others, in-laws are named as the top source of pressure, and half have been deterred from change.
- 63% have an unequal income arrangement. Of the relatively small number who cite gender norms as the reason for this, 78% and 75% expect disapproval for more equal income sharing from themselves or their partner respectively, and 75% expect it from others.
- 17% work in largely male teams. 7 in 10 have not experienced disapproval for this, and 7 in 10 women do not expect disapproval for being a female leader. Of those who do, management is most likely to be among the top sources of pressure.

OPPORTUNITIES TO SHIFT GENDER NORMS



- Childcare behaviour is quite unequal in Vietnam, and most mothers would like more help from their partner on childcare. There is an opportunity to close the gap between relatively equal personal attitudes and unequal personal behaviour in this segment.
- Progressive representations of gender roles in the media link with more progressive caregiving behaviour for women and men. Media can target both the women who are giving care, and the partners and in-laws who are applying social pressure on mothers.



- Most in this group are married or partnered with children. Almost half are over 35. Most have college degree. There is a relatively high percent of Catholics (16%).
- Their attitudes are similar to the most traditional female segment, though their behaviour is less equal on family income and leadership, and more equal on caregiving.
- 54% share childcare equally, though this might be an overestimate of their contribution. There is a disconnect between men’s reporting of an increase in time spent on childcare as a result of COVID-19 and the share of women reporting an increase in their partner’s time.
- Most are the main breadwinners, with half saying that they should do so as men and this is the preference of both partners. Only 3% had parents who shared income equally, with fathers much more likely to earn more (67%). Positive deviants include those under 35, those with graduate degrees, and non-Buddhists.



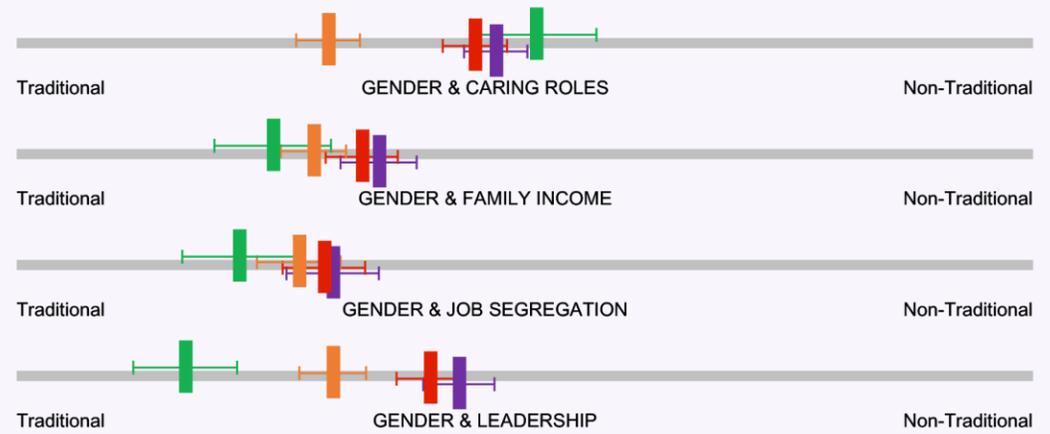
NEUTRAL, LEANING PROGRESSIVE – MEN (25%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



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



SOCIAL PRESSURE



- 45% have unequal childcare arrangements. Most do not expect disapproval from themselves, their partner, or others for a more equal caring arrangement. It is possible that disapproval is stronger from themselves than their spouse, but the sample size is too small to say conclusively. Anecdotally, mothers may be a source of pressure on this group.
- 67% have unequal earning arrangements, and a plurality of those citing gender norms or peer pressure as the reason expect disapproval from themselves or their partner, but not from others for a more equal arrangement.
- 18% work in a largely female team. 8 in 10 have felt no disapproval for this, and the same number do not expect disapproval for being a male leader, with male colleagues being the highest source of pressure on those who expect it.

OPPORTUNITIES TO SHIFT GENDER NORMS



- Regression analysis indicates that progressive representations of gender roles in the media link to more equal caregiving behaviour (and behaviour on all other norms as well). Messaging may be particularly important for this group since few saw non-traditional gender roles modelled in their families of origin.
- While this group appears to have felt much pressure from COVID-19 at home and as income earners, it is possible that they are overstating their contribution. Common reasons for not doing childcare include that it is a woman’s job and women prefer it. Since COVID-19 has given men more direct experience with caregiving, perhaps a campaign can increase empathy for the intensity of this work to make men more receptive to arguments of fairness and practicality in sharing caregiving. While 6 in 10 Vietnamese men are content with their caregiving arrangement, 7 in 10 women expect more from them.

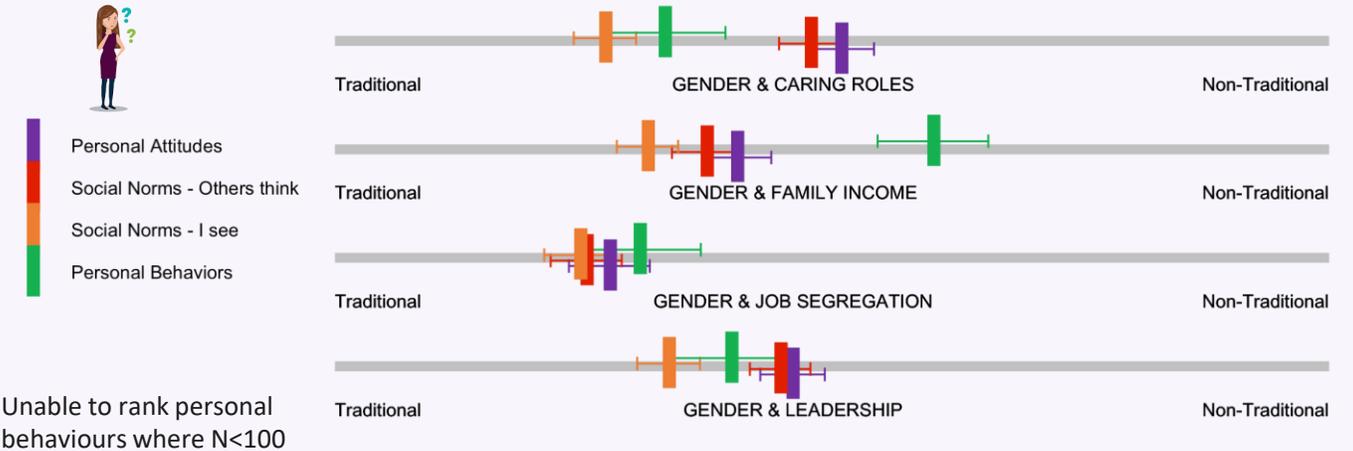
- Most in this segment are married or partnered with children. Most are employed, more are college educated than not, and almost all are over 25. The segment is balanced between Buddhists and non-religious women, and a smaller share of other religions.
- This segment has similar attitudes on most norms to the most traditional female segment, but has more equal attitudes on leadership.
- 57% do most of the childcare, with most reasoning they should as women. Most who share equally say this is best for the children and would be old fashioned not to. Positive deviance toward more equal caregiving behaviour for this segment correlates with higher education, being employed, having parents who modelled non-traditional gender roles, and being Buddhist (though none of these factors emerged in regression analysis of behaviour for the sample as a whole).
- Of those doing most of the care, 70% would like their partners to do more, with 54% expecting disapproval from their partners and 44% expecting disapproval from others, especially from in-laws. Nearly half expecting disapproval are deterred by this.
- Personal behaviour on family income is relatively equal, with 57% earning similar amounts.



NEUTRAL, PROGRESSIVE ON LEADERSHIP – WOMEN (26%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



SOCIAL PRESSURE



- Of the 59% of mothers with unequal caring arrangements, about half expect disapproval from themselves or their partners for suggesting a more equal arrangement. For the 44% expecting disapproval from others, in-laws are most often named among the top sources of pressure.
- 43% have unequal earning arrangements. A minority of these cite gender norms or peer pressure as the reason for this. Anecdotally, many of these seem to expect disapproval from themselves, partners, or others (but the sample size is too small for a high degree of certainty).
- 13% work in a largely male team, and 7 in 10 have not experienced disapproval for this. 8 in 10 also expect no disapproval for being a female leader. Those who do name their partner among the top 3 sources of pressure (41%).

OPPORTUNITIES TO SHIFT GENDER NORMS



- Social pressure to maintain traditional gender roles appears stronger in the area of caregiving than leadership, even though partners and in-laws are sources of pressure in both cases.
- Media reflecting equal gender roles links to more progressive caregiving behaviour for all genders and should target mothers as well as those applying pressure on mothers. Media that helps mothers see this behaviour around them can also encourage them toward more equal caregiving by normalizing this behaviour.
- Progressive messaging on leadership is also linked to more equal leadership behaviour. Attitudes in this area are relatively progressive and social pressure is relatively low.

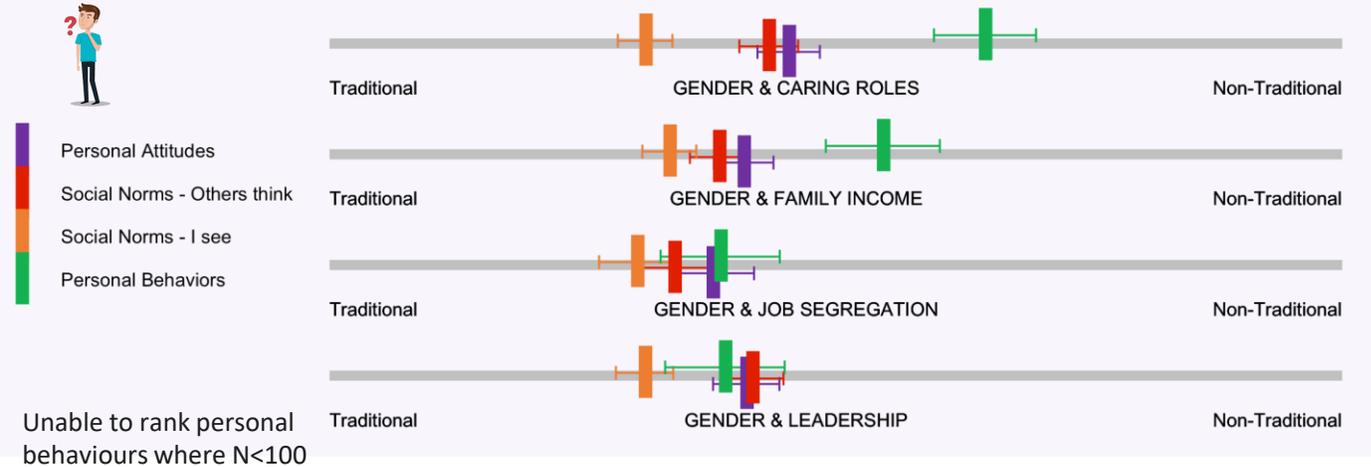
- Most are married or partnered with children. The segment is majority Buddhist (highest share among male segments). More are over 30 than under 30.
- Relative to the traditional male segment, they shift more progressive in their attitudes on family income and job segregation, while remaining close to their more traditional neighbor on childcare and leadership. However, their personal behaviours on all norms are more equal than that group.
- 69% share childcare equally, with 5 in 10 reasoning that it is best for the children, practical, and would be old-fashioned not to.
- 66% earn a similar income to their spouse, with 5 in 10 saying this is in the best interest of the family and is fair. Among the 32% who earn more, 6 in 10 do so because it is the preference of both partners, and 5 in 10 say as a man, it should be this way, and their earning ability is higher.



LEANING PROGRESSIVE – MEN (26%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE



SOCIAL PRESSURE



- A third of fathers in this group do not share childcare equally. Anecdotally, this group seems more likely to expect disapproval from themselves or their partner than from other people (5 in 10 expect this vs. 4 in 10). But the sample size is too small to detect statistically a significant difference. Similarly, anecdotal evidence suggests that the one third with unequal earning arrangements who justify this due to gender norms or peer pressure feel more disapproval from themselves or their partner (over 50% expect disapproval) than from others (38% expect it).
- 10% work in a largely female team, and 8 and 10 have felt no disapproval for this. 7 in 10 expect no disapproval for holding a leadership position as a male. Those who expect disapproval name female colleagues as the top source.

OPPORTUNITIES TO SHIFT GENDER NORMS



- Leaning progressive men are most likely among all male segments to have families of origin with non-traditional gender arrangements. According to regression analysis, this links with more equal male behaviour on all norms. This makes them a good audience for media campaigns that show progressive gender roles, which also have a positive association with equal behaviour across all norms.
- Since the group already has relatively equal behaviour on caregiving and breadwinning norms, campaigns should focus shifting job segregation and leadership behaviour toward greater equality. It appears that traditional behaviour is more self-enforced than driven by social pressure.

- Most are single without children, and over half are under 25. 72% are employed, 17% are students. Nearly half are non-religious, a third are Buddhist, and 2 in 10 follow another religion.
- This group is not very distinct in attitudes or behaviours from "Leaning progressive" men. Compared to the most progressive female segment, this group has less equal attitudes on all norms except job segregation.
- 83% hope to share childcare equally with future partners, with 69% reasoning that this is in the best interest of the children.
- 50% in this group hope to earn a similar amount to their future partner, while 42% hope to earn more. 58% of those wanting to earn the same think it is best for the family.



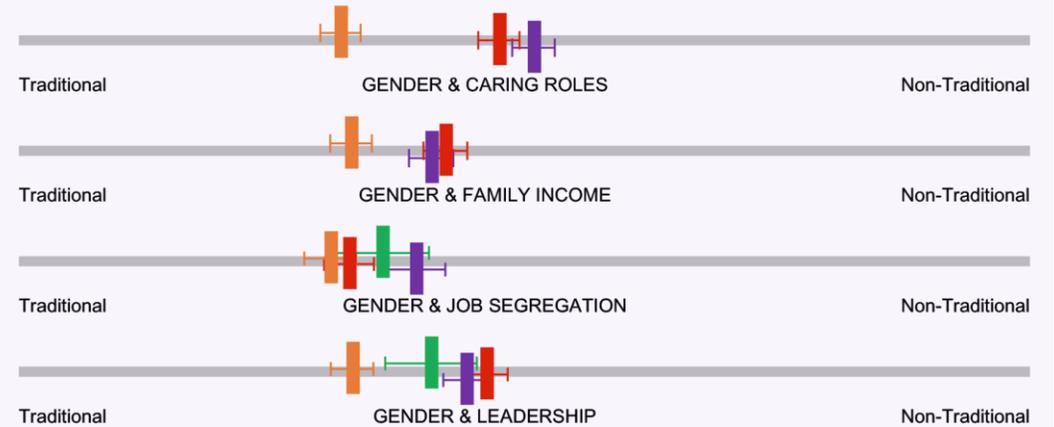
PROGRESSIVE – MEN (49%)

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



- 72% have equal income to their partner, and very few of those with unequal arrangements cite gender norms or peer pressure as a reason for this.
- 10% work in largely female teams, and 8 in 10 have not experienced disapproval for this.

OPPORTUNITIES TO SHIFT GENDER NORMS



- While progressive men and women agree in their future plans to share caregiving, progressive women are more interested in sharing breadwinning than progressive men.
- The experience of COVID-19 suggests that men who share breadwinning were less likely to face psychological pressure as a result of the pandemic. This message could be part of a campaign to encourage more shared breadwinning.
- According to regression analysis, progressive representations of gender roles link to more equal behaviour across all norms.

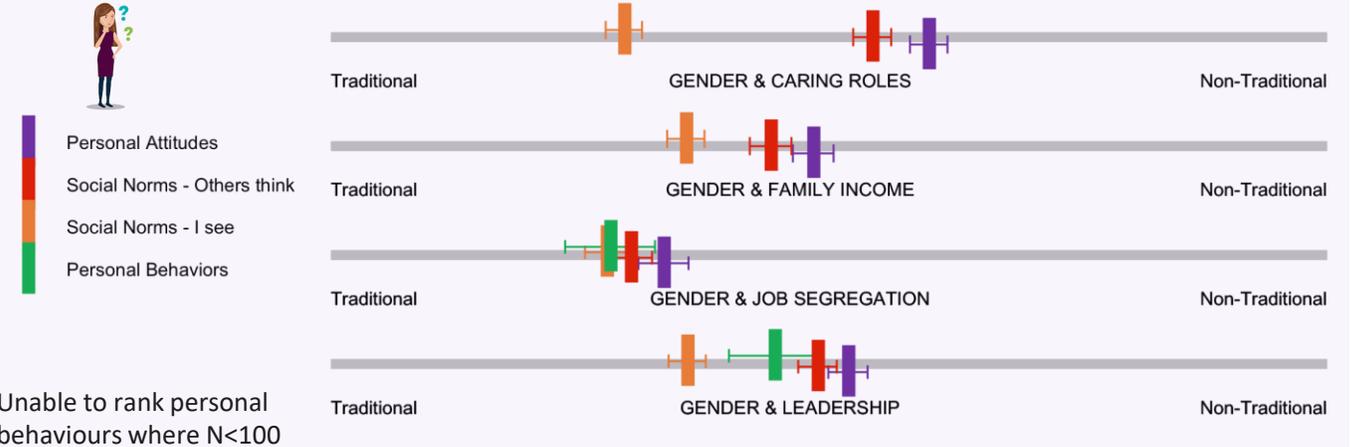
- They are mostly under 25 and single without children. 65% are employed, 23% are students, 5% are not working. The majority have no religious affiliation (the highest level across all VN segments).
- This segment has the most progressive attitudes across all countries and genders.
- 91% hope to share childcare equally with future partners, with 84% reasoning that this is in the best interest of the children.
- 82% hope to earn a similar amount to their future partners, with 69% believing that is in the best interest of the family.
- They have below average expectations of disapproval if they were to hold leadership roles as women (15%), and their personal experience of leadership is more equal than other VN female segments.



PROGRESSIVE – WOMEN (47%)

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.
- 13% work in a largely male team, and 7 in 10 of these have not experienced disapproval for this. 85% would also not expect disapproval for being a female leader. Those who would name female colleagues, management or their mothers as top sources of pressure.

OPPORTUNITIES TO SHIFT GENDER NORMS



- Job segregation is a norm where attitudes and behaviours are more traditional than other norms and more traditional than the most progressive male segment.
- Progressive representation of gender roles in the media links to more equal behaviour for this and all other norms in Vietnam.
- Campaigns focusing on more equal representation of genders at work for this segment of women who are just completing their studies and entering the workforce could also help them actualize their hopes for more equal breadwinning in the future.

FURTHER EXPLORATION

- A future area of exploration would be to understand differences in perception of caregiving between partners. At the population level, men are more likely to report shared caregiving while women are less likely to report this. As a result of COVID-19, men reported a strong increase in domestic work, but women did not report such a large increase on the part of their partners. Women indicate that they wish their partners would spend more time on childcare, while men are happy with the current arrangement. Do these patterns exist within households? Do men overestimate the amount of childcare they provide? Qualitative research could help to answer this question.
- 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?
- It appears that COVID-19 showed that equal sharing households are more resilient in the face of stress, with women showing less domestic stress when they share childcare and men showing less stress as income earners when they share breadwinning. How can messaging capitalize on this finding? Why did this pattern not emerge in other countries?
- Does outside data support the assertion, based on a 2018-2020 survey comparison, that the number of equal earning households is increasing in Vietnam? Does this connect to women's desire for more help with childcare?
- Why does women's higher level of education not associate with more equal attitudes or behaviours in Vietnam? In Indonesia, there is such an association for caregiving, and in the Philippines for family income. Does qualitative research confirm that more education does not associate with a change in attitudes for women, or do more educated women lack the agency to translate attitudes into reality?
- 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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