

DETAILED ANNEXES

Social Norms, Attitudes and Practices (SNAP) 2020 Survey Indonesia, Philippines, and Vietnam

Fielded in May 2020



ANNEX 1: REGRESSION ANALYSIS METHODOLOGY

Definition:

Model 1 – Personal Attitudes, Model 3, 4 – Covid Pressure: Ordered logistic regression models the relationship of independent variables and an ordinal dependent variable (i.e. a scale variable) via an extension of the standard logistic regression, modeling the cumulative likelihood of being higher on the scale as a function of the independent variables.

Model 2 – Personal Behaviours:

Logistic regression models the relationship of independent variables and a dichotomous dependent variable (i.e. coded 0,1) via a logistic link function, modeling the likelihood of being in the “1” category compared to “0” as a function of the independent variables.

Process:

(Ordered) Logistic regressions are similar conceptually to linear regression in that a model is fit between a set of independent variables and a (dichotomous/ordinal) dependent variable, with all independent variables allowed to enter the equation and their independent effects (from each other) on the dependent variable are estimated.

Interpretation:

Coefficients from (ordered) logistic regression are presented as "log-odds" by default. Log-odds are notoriously difficult to interpret and thus often exponentiated (to remove the "log" part) into "odds-ratios." Odds-ratios are multiplicative rather than additive (like in linear regression); in logistic regression, this means that the base odds of being a 1 on the outcome value are multiplied by the odds-ratio coefficient. Odds-ratios above 1 increase the odds of being affirmative on the outcome, and odds-ratios below 1 decrease the odds of being affirmative on the outcome. In ordered logistic regression, this means that the base odds of being one unit higher in the outcome value are multiplied by the odds-ratio coefficient. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome.

Interpretation should focus on the sign and significance of an independent variable, not on the magnitude (unless clearly differentiated from the rest). Exercise caution in comparing the exact magnitude of coefficients between men and women, as regressions for men and women were run separately.

MODEL 1 (ORDERED LOGISTIC REGRESSION): GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES

Dependent Variable:

Personal Attitudes - "Strongly agree", "Agree", "Disagree", "Strongly disagree" with statement affirming traditional gender roles for each norm, coded so higher values indicate more progressive/less traditional gender beliefs

Independent Variables:

- "Strongly agree", "Agree", "Disagree", "Strongly disagree" that **others think** in a way that affirms traditional gender roles for each norm, coded so that higher values indicate more progressive perception
- "Strongly agree", "Agree", "Disagree", "Strongly disagree" that respondents **observes** gender roles that affirm traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception
- Structural gender norms reflected in media (work and home), showing equal/progressive gender roles arrangements vs. traditional gender roles arrangements. There are four work related media questions, but only two domestic related ones.
- Personal experience variables controlling for external factors such as age, employment, marital status, education, child and adult care, urban/suburban residence, religion (dominant, non-dominant, none), gender norms modeled by own parents (at home and work)

Caveat:

This regression does not prove causal relationship of norms influencing attitudes, because no suitable instrumental variable was available to prove the direction of influence. Additionally, results may reflect bias from omitted, unknown variables that are relevant to the relationship (such as personality and household and/or community level dynamics from youth). It is hypothesized that these omitted variables are correlated in the same direction of each norm element (i.e. their addition would reinforce rather than counteract the finding).

GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES



	Caring Roles	Family Income	Job Segregation	Leadership
Social Norm (Others think)	<div></div>	<div></div>	<div></div>	<div></div>
Social Norm (I see others)	<div></div>	<div></div>	<div></div>	<div></div>
Age: 18-29				
Education: BA+	<div></div>			
Religion Non-dominant	<div></div>	<div></div>		<div></div>
Religion Non-religious	<div></div>	<div></div>		<div></div>
Married/Partnered	<div></div>			
Parent				
Adult Care				
Media: Work prog/equal count (0-4)				<div></div>
Media: Home prog/equal count (0-2)				
Employed			<div></div>	



Caring Roles	Family Income	Job Segregation	Leadership
<div></div>	<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>	<div></div>
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<div></div>	<div></div>		
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Caring Roles	Family Income	Job Segregation	Leadership
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<div></div>	<div></div>	<div></div>	<div></div>
			<div></div>
<div></div>	<div></div>		<div></div>
	<div></div>		<div></div>
<div></div>			<div></div>
<div></div>			
		<div></div>	
	<div></div>		<div></div>

Legend

Significantly More Equal – Women

Significantly Less Equal – Women

Significantly More Equal – Men

Significantly Less Equal - Men

GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES- INDONESIA

Men

	Caring Roles (N= 955)			Family Income (N= 955)			Job Segregation (N= 955)			Leadership (N= 955)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (Others think)	27.51*	20.39	37.58	19.72*	14.11	27.80	15.13*	11.02	20.96	24.33*	17.92	33.43
Social Norm (I see others)	1.65*	1.24	2.21	3.20*	2.31	4.46	2.60*	1.96	3.46	2.08*	1.57	2.78
Age: 18-29												
Education: BA+												
Religion Non-dominant	1.84*	1.24	2.73	1.54*	1.01	2.35				1.64*	1.11	2.40
Religion Non-religious	1.75*	1.00	3.02									
Married/Partnered												
Parent												
Adult Care												
Media: Work prog/equal count (0-4)										1.25*	1.09	1.44
Media: Home prog/equal count (0-2)												
Employed							0.56*	0.35	0.91			

Women

	Caring Roles (N= 949)			Family Income (N= 949)			Job Segregation (N= 948)			Leadership (N= 949)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
	16.20*	12.38	21.43	15.76*	11.72	21.39	16.76*	12.07	23.49	17.19*	12.89	23.15
				2.06*	1.58	2.70	1.73*	1.29	2.33	1.47*	1.12	1.92
	1.44*	1.07	1.94									
				1.56*	1.09	2.22				2.11*	1.48	3.03
				1.70*	1.10	2.64				2.44*	1.56	3.81
	0.63*	0.43	0.93									

Showing significant findings only. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES- PHILIPPINES

Men

	Caring Roles (N= 939)			Family Income (N= 938)			Job Segregation (N= 939)			Leadership (N= 939)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (Others think)	24.29*	18.35	32.56	8.88*	7.01	10.70	6.97*	5.53	8.85	14.19*	10.88	18.64
Social Norm (I see others)	1.52*	1.18	1.95	2.13*	1.69	2.70	1.84*	1.46	2.33	2.21*	1.74	2.81
Age: 18-29												
Education: BA+	1.36*	1.00	1.86	1.38*	1.04	1.83						
Religion Non-dominant												
Religion Non-religious												
Married/Partnered												
Parent												
Adult Care	0.58*	0.44	0.78									
Media: Work prog/equal count (0-4)												
Media: Home prog/equal count (0-2)												
Employed												

Women

	Caring Roles (N= 944)			Family Income (N= 944)			Job Segregation (N= 944)			Leadership (N= 944)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
	18.20*	14.20	23.57	8.42*	6.67	10.70	6.53*	5.22	8.22	11.50*	8.93	14.92
	1.49*	1.19	1.87	2.23*	1.77	2.82	2.34*	1.86	2.95	1.79*	1.42	2.26
	1.38*	1.02	1.87	1.49*	1.12	1.99						
							0.73*	0.54	0.98			
										1.71*	1.03	2.85
				0.65*	0.48	0.89						
	0.79*	0.69	0.89	0.82*	0.73	0.93						
				0.68*	0.50	0.92						

Showing significant findings only. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES - VIETNAM

Men

	Caring Roles (N= 955)			Family Income (N= 955)			Job Segregation (N= 954)			Leadership (N= 955)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (Others think)	16.30*	12.46	21.53	8.60*	6.63	11.24	4.00*	3.29	4.89	13.37*	10.24	17.63
Social Norm (I see others)	1.90*	1.50	2.42	3.40*	2.64	4.40	1.95*	1.63	2.34	2.49*	1.98	3.15
Age: 18-29										0.65*	0.46	0.92
Education: BA+												
Religion Non-dominant												
Religion Non-religious										1.38*	1.02	1.88
Married/Partnered												
Parent	0.57*	0.37	0.89									
Adult Care												
Media: Work prog/equal count (0-4)							1.17*	1.03	1.31			
Media: Home prog/equal count (0-2)				0.81*	0.67	0.99				0.72*	0.59	0.87

Women

	Caring Roles (N= 960)			Family Income (N=960)			Job Segregation (N= 960)			Leadership (N= 960)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
	13.73*	10.70	17.80	10.51*	8.10	13.74	5.69*	4.51	7.21	12.55*	9.75	16.29
				2.64*	2.06	3.39	2.70*	2.16	3.38	1.83*	1.46	2.32
	1.43*	1.06	1.93	1.38*	1.02	1.87						
										0.47*	0.31	0.72
	0.61*	0.40	0.94									

Showing significant findings only. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

MODEL 2 (LOGISTIC REGRESSION): GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR

Dependent Variable:

Personal behaviours - for caring roles, family income, and leadership, coded 0 for traditional gender roles arrangement and 1 for equal or progressive gender roles arrangement for that norm; for job segregation, coded 0 for male or female dominated work teams and 1 for equal gender balance at work

Independent Variables:

- "Strongly agree", "Agree", "Disagree", "Strongly disagree" that respondents **observes** gender roles that affirm traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception
- "Strongly agree", "Agree", "Disagree", "Strongly disagree" that respondents **personally affirms** traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception
- Structural gender norms reflected in media (work and home), showing equal/progressive gender roles arrangements vs. traditional gender roles arrangements. There are four work related media questions, but only two domestic related ones.
- Personal experience variables controlling for external factors such as age, employment, marital status, education, child and adult care, urban/suburban residence, religion (dominant, non-dominant, none), gender norms modeled by own parents (at home and work)

Caveat:

In addition to caveats noted for model 1, additional omitted variables may influence personal behaviours in domestic and work settings, and it is unknown whether their addition would reinforce or counteract the findings (e.g. a partner's personal experiences may be relevant to caregiving and family income arrangements, and structural factors play a role in work arrangements). Additionally, findings for the Job Segregation norm are confounded by the inability to judge the progressiveness of a workplace that is predominantly female (therefore we only distinguish equal from unequal).

GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR



	Caring Roles	Family Income	Job Segregation	Leadership
Social Norm (I see others)	<div><div></div><div></div></div>			<div><div></div><div></div></div>
Personal Attitudes	<div><div></div><div></div></div>			
Age: 18-29				<div><div></div><div></div></div>
Urban				
Education: BA+	<div><div></div><div></div></div>			
Religion Non-dominant				
Religion Non-religious				
Adult Care				
Own childhood, dad/equal childcare				
Own childhood, mom/equal earning		<div><div></div><div></div></div>		<div><div></div><div></div></div>
Media: Work prog/equal count (0-4)				
Media: Home prog/equal count (0-2)	<div><div></div><div></div></div>			
Parent		<div><div></div><div></div></div>		
Married / Partnered				



	Caring Roles	Family Income	Job Segregation	Leadership
Social Norm (I see others)	<div><div></div><div></div></div>	<div><div></div><div></div></div>		<div><div></div><div></div></div>
Personal Attitudes				
Age: 18-29				
Urban				
Education: BA+		<div><div></div><div></div></div>	<div><div></div><div></div></div>	
Religion Non-dominant				<div><div></div><div></div></div>
Religion Non-religious				
Adult Care				
Own childhood, dad/equal childcare	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Own childhood, mom/equal earning				
Media: Work prog/equal count (0-4)			<div><div></div><div></div></div>	<div><div></div><div></div></div>
Media: Home prog/equal count (0-2)	<div><div></div><div></div></div>	<div><div></div><div></div></div>		
Parent		<div><div></div><div></div></div>		
Married / Partnered				<div><div></div><div></div></div>



	Caring Roles	Family Income	Job Segregation	Leadership
Social Norm (I see others)	<div><div></div><div></div></div>	<div><div></div><div></div></div>		<div><div></div><div></div></div>
Personal Attitudes				
Age: 18-29				
Urban		<div><div></div><div></div></div>		
Education: BA+				
Religion Non-dominant			<div><div></div><div></div></div>	<div><div></div><div></div></div>
Religion Non-religious		<div><div></div><div></div></div>		
Adult Care	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	
Own childhood, dad/equal childcare	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Own childhood, mom/equal earning		<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Media: Work prog/equal count (0-4)		<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Media: Home prog/equal count (0-2)	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Parent			<div><div></div><div></div></div>	<div><div></div><div></div></div>
Married / Partnered				

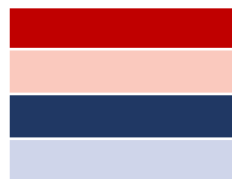
Legend

Significantly More Equal/Progressive – Women

Significantly Less Equal/Progressive – Women

Significantly More Equal/Progressive – Men

Significantly Less Equal/Progressive – Men



Showing significant findings only. For job segregation norm, showing findings that are significantly more/less equal relative to unequal, with no differentiation of inequality between progressive and traditional types.

GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR- INDONESIA

Men

Women

	Caring Roles (N= 398)			Family Income (N= 458)			Job Segregation (N= 715)			Leadership (N= 755)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (I see others)	2.05*	1.23	3.55							3.41*	2.43	4.86
Personal Attitudes	1.50*	1.05	2.17									
Age: 18-29												
Education: BA+												
Own childhood, dad/equal childcare												
Own childhood, mom/equal earning				2.25*	1.41	3.59				1.48*	1.02	2.15
Media: Work prog/equal count (0-4)										1.20*	1.01	1.42
Media: Home prog/equal count (0-2)	2.38*	1.70	3.37									
Parent				0.49*	0.27	0.89						

	Caring Roles (N= 345)			Family Income (N= 317)			Job Segregation (N= 617)			Leadership (N= 659)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
	2.25*	1.49	3.49							3.76*	2.74	5.23
										1.51*	1.02	2.22
	1.64*	1.03	2.65									
				1.82*	1.06	3.18						

Showing significant findings only. For job segregation norm, showing findings that are significantly more/less equal relative to unequal, with no differentiation of inequality between progressive and traditional types. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR- PHILIPPINES

Men

	Caring Roles (N=214)			Family Income (N= 258)			Job Segregation (N= 690)			Leadership (N= 711)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (I see others)	2.26*	1.09	5.05							2.02*	1.55	2.65
Education: BA+							1.48*	1.05	2.08			
Religion Non-religious										2.13*	1.13	4.18
Own childhood, dad/equal childcare				2.12*	1.15	3.96				1.55*	1.07	2.26
Media: Work prog/equal count (0-4)							1.30*	1.13	1.50	1.49*	1.28	1.74
Media: Home prog/equal count (0-2)	3.44*	1.90	6.77									
Parent												
Married/ Partnered										0.63*	0.41	0.95

Women

	Caring Roles (N= 332)			Family Income (N= 280)			Job Segregation (N= 608)			Leadership (N= 627)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
				1.55*	1.04	2.36				2.26*	1.67	3.09
				2.42*	1.36	4.39						
2.36*	1.36	4.14					1.51*	1.05	2.17			
2.33*	1.66	3.31		1.56*	1.08	2.28						
				0.45*	0.22	0.89						

Showing significant findings only. For job segregation norm, showing findings that are significantly more/less equal relative to unequal, with no differentiation of inequality between progressive and traditional types. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR- VIETNAM

Men

	Caring Roles (N= 447)			Family Income (N= 531)			Job Segregation (N= 845)			Leadership (N= 869)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (I see others)										1.35*	1.06	1.72
Age: 18-29												
Urban				0.61*	0.39	0.94						
Religion Non-dominant							2.35*	1.50	3.70	2.04*	1.27	3.31
Adult Care	2.09*	1.28	3.44				0.67*	0.50	0.90			
Own childhood, dad/equal childcare	2.67*	1.49	4.89	1.61*	1.04	2.49				1.64*	1.17	2.30
Own childhood, mom/equal earning				2.72*	1.78	4.17	1.55*	1.12	2.15	1.71*	1.21	2.43
Media: Work prog/equal count (0-4)				1.19*	1.01	1.42				1.47*	1.28	1.71
Media: Home prog/equal count (0-2)	2.38*	1.65	3.51				1.30*	1.06	1.59	1.27*	1.03	1.57

Women

	Caring Roles (N= 448)			Family Income (N=471)			Job Segregation (N= 810)			Leadership (N= 820)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
	1.49*	1.13	1.97	1.94*	1.34	2.86				2.23*	1.74	2.89
				0.60*	0.37	0.96						
				1.70*	1.09	2.67						
	1.94*	1.25	3.00	1.71*	1.05	2.83	1.76*	1.29	2.42	1.79*	1.28	2.51
							1.39*	1.00	1.92	1.44*	1.03	2.01
				1.26*	1.03	1.54	1.17*	1.02	1.35	1.46*	1.25	1.70
	1.49*	1.10	2.03									

Showing significant findings only. For job segregation norm, showing findings that are significantly more/less equal relative to unequal, with no differentiation of inequality between progressive and traditional types. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

MODEL 3 (ORDERED LOGISTIC REGRESSION): SEGMENT AS PREDICTOR OF COVID RELATED HOUSEHOLD AND EARNING PRESSURE

Dependent Variable:

Separate regressions for COVID related pressure as income earner in family and pressure to do housework and/or care for dependent children and family members.

- "I feel significantly more pressure than before COVID-19", "I feel more pressure than before COVID-19", "I feel the same amount of pressure as before COVID-19", "I feel less pressure than before COVID-19", "I feel significantly less pressure than before COVID-19", coded so higher values indicate more stress

Independent Variables:

-Segments: separately for each gender, the effect of being in one segment relative to a reference segment category.

Caveat:

Model 3 was run without additional control variables, since personal experiences were already incorporated in segmentation.

SEGMENT AS PREDICTOR OF COVID-19 PRESSURES



	Household Chore Pressure	Earning Pressure
Men		
Traditional	Reference group	
Traditional, leaning traditional on job segregation		
Leaning traditional		
Women		
Leaning traditional, traditional on family income	Reference group	
Neutral, leaning traditional on family income		
Neutral, leaning traditional on family income and job segregation		
Neutral, leaning progressive on leadership		

	Household Chore Pressure	Earning Pressure
Men		
Neutral, leaning progressive on leadership	Reference group	
Neutral		
Leaning progressive		
Women		
Neutral, leaning progressive on leadership, leaning traditional on caring roles	Reference group	
Leaning progressive, especially on leadership		
Progressive		

	Household Chore Pressure	Earning Pressure
Men		
Neutral, leaning progressive	Reference group	
Leaning progressive		
Progressive		
Women		
Neutral	Reference group	
Neutral, progressive on leadership		
Progressive		

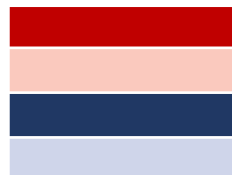
Legend

Significantly more pressure – Women

Significantly less pressure – Women

Significantly more pressure – Men

Significantly less pressure - Men



Showing significant findings only.

SEGMENT AS PREDICTOR OF COVID-19 PRESSURES



Men

Household Chore
Pressure
(N= 515)

Earning Pressure
(N= 476)

	Estimate	Low	High	Estimate	Low	High
Traditional	Reference group					
Traditional, leaning traditional on job segregation						
Leaning traditional	1.6*	1.11	2.31			


Household Chore
Pressure
(N= 359)

Earning Pressure
(N= 300)

	Estimate	Low	High	Estimate	Low	High
Neutral, leaning progressive on leadership	Reference group					
Neutral						
Leaning progressive						


Household Chore
Pressure
(N= 612)

Earning Pressure
(N= 597)

	Estimate	Low	High	Estimate	Low	High
Neutral, leaning progressive	Reference group					
Leaning progressive				0.42*	0.3	0.59
Progressive				0.21*	0.14	0.31

Women

Household Chore
Pressure
(N= 485)

Earning Pressure
(N= 340)

	Estimate	Low	High	Estimate	Low	High
Leaning traditional, traditional on family income	Reference group					
Neutral, leaning traditional on family income						
Neutral, leaning traditional on family income and job segregation						
Neutral, leaning progressive on leadership						

Household Chore
Pressure
(N= 511)

Earning Pressure
(N= 317)

	Estimate	Low	High	Estimate	Low	High
Neutral, leaning progressive on leadership, leaning traditional on caring roles	Reference group					
Leaning progressive, especially on leadership						
Progressive	1.89*	1.09	3.28			

Household Chore
Pressure
(N= 560)

Earning Pressure
(N= 511)

	Estimate	Low	High	Estimate	Low	High
Neutral	Reference group					
Neutral, progressive on leadership				0.67*	0.48	0.94
Progressive				0.41*	0.25	0.68

Showing significant findings only. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

MODEL 4 (ORDERED LOGISTIC REGRESSION): CAREGIVING AND INCOME BEHAVIOURS AS PREDICTORS OF COVID RELATED HOUSEHOLD AND EARNING PRESSURE

Dependent Variable:

Separate regressions for COVID related pressure as income earner in family and pressure to do housework and/or care for dependent children and family members.

- "I feel significantly more pressure than before COVID-19", "I feel more pressure than before COVID-19", "I feel the same amount of pressure as before COVID-19", "I feel less pressure than before COVID-19", "I feel significantly less pressure than before COVID-19", coded so higher values indicate more stress

Independent Variables:

- Personal behaviours - for caring roles and family income, coded 0 for traditional gender roles arrangement and 1 for equal or progressive gender roles arrangement for that norm.

- "Strongly agree", "Agree", "Disagree", "Strongly disagree" that other think in a way that affirms traditional gender roles for each norm, coded so that higher values indicate more progressive perception

- "Strongly agree", "Agree", "Disagree", "Strongly disagree" that respondents observe gender roles that affirm traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception

- Structural gender norms reflected in media (work and home), showing equal/progressive gender roles arrangements vs. traditional gender roles arrangements

- Personal experience variables controlling for external factors such as age, employment, marital status, education, child and adult care, urban/suburban residence, religion (dominant, non-dominant, none), gender norms modeled by own parents (at home and work)

CAREGIVING AND INCOME BEHAVIOURS AS PREDICTORS OF COVID-19 PRESSURE



	Household Chore Pressure	Earning Pressure	Household Chore Pressure	Earning Pressure	Household Chore Pressure	Earning Pressure
Equal/Progressive Behaviours: Income						
Equal/Progressive Behaviours: Childcare						
Urban						
Adult care						
Media: Home prog/equal count (0-2)						
Age: 18-29						
Religion: Non-practicing						
Own childhood, mom/equal earning						
Religion: Non-dominant						

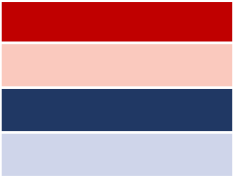
Legend

Significantly more pressure – Women

Significantly less pressure – Women

Significantly more pressure – Men

Significantly less pressure - Men



CAREGIVING AND INCOME BEHAVIOURS AS PREDICTORS OF COVID-19 PRESSURE

	Men									Women								
	Earning Pressure – ID (N=371)			Earning Pressure – PH (N=182)			Earning Pressure – VN (N=435)			Earning Pressure – ID (N=234)			Earning Pressure – PH (N=193)			Earning Pressure – VN (N=405)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Equal/Progressive Behaviours: Income							0.45*	0.30	0.67									
Equal/Progressive Behaviours: Childcare																		
Urban										2.28*	1.35	3.90	2.31*	1.12	4.77			
Adult care																1.76*	1.21	2.56
Media: Home prog/equal count (0-2)							0.73*	0.57	0.93									
Age: 18-29							0.46*	0.30	0.70									
Religion: Non-practicing																0.65*	0.43	0.97
Own childhood, mom/equal earning																0.51*	0.35	0.76
Religion: Non-dominant																0.42*	0.23	0.76

Showing significant findings only. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.

ANNEX 2: SEGMENTATION DEMOGRAPHICS

INDONESIA

		Men				Women				
Demographic		Total	2 - Traditional	1 - Traditional, leaning traditional on job segregation	3 - Leaning traditional	Total	1 - Leaning traditional, traditional on family income	2 - Neutral, leaning traditional on family income	4 - Neutral, leaning traditional on family income and job segregation	3 - Neutral, leaning progressive on leadership
Unweighted N		1000	316	509	175	1000	341	311	120	228
Marital status	Married/Partnered	48%	96%	3%	94%	45%	93%	0%	99%	0%
	Unpartnered	52%	4%	97%	6%	55%	7%	100%	1%	100%
Parental status	Parent	49%	89%	13%	81%	45%	80%	15%	89%	8%
	Non-Parent	51%	11%	87%	19%	55%	20%	85%	11%	92%
Adult care	Yes	21%	17%	19%	35%	21%	24%	19%	19%	19%
	No	79%	83%	81%	65%	79%	76%	81%	81%	81%
Employment status	Working	73%	98%	54%	83%	65%	71%	59%	69%	61%
	Full-time student	9%	1%	16%	0%	11%	0%	20%	0%	20%
	Other	18%	1%	30%	17%	24%	28%	21%	31%	19%
Education status	Less than college	56%	45%	64%	49%	44%	41%	52%	34%	42%
	College+	44%	55%	36%	51%	56%	59%	48%	66%	58%
Age group	18 - 24	30%	4%	53%	12%	26%	5%	54%	1%	34%
	25 - 29	23%	18%	26%	22%	26%	25%	29%	11%	33%
	30 - 34	18%	26%	11%	23%	20%	27%	10%	28%	16%
	35 - 40	29%	52%	9%	43%	28%	43%	7%	60%	17%
Religion	Muslim	73%	77%	68%	79%	62%	92%	99%	2%	0%
	Non-Religious	8%	11%	9%	2%	13%	1%	0%	34%	38%
	Religious Non-Muslim	19%	12%	23%	19%	24%	6%	1%	64%	62%

PHILIPPINES

		Men				Women			
Demographic		Total	3 - Neutral	2 - Neutral, leaning progressive on leadership	1 - Leaning progressive	Total	1 - Neutral, leaning progressive on leadership, leaning traditional on caring roles	3 - Leaning progressive, especially on leadership	2 - Progressive
Unweighted N		1000	267	375	358	1000	477	286	237
Marital status	Married/Partnered	30%	92%	3%	7%	43%	88%	1%	2%
	Unpartnered	70%	8%	97%	93%	57%	12%	99%	98%
Parental status	Parent	38%	86%	18%	18%	53%	83%	19%	36%
	Non-Parent	62%	14%	82%	82%	47%	17%	81%	64%
Adult care	Yes	52%	48%	61%	44%	48%	46%	51%	46%
	No	48%	52%	39%	56%	52%	54%	49%	54%
Employment status	Working	67%	87%	29%	92%	58%	58%	36%	85%
	Full-time student	14%	1%	34%	2%	11%	1%	34%	2%
	Other	20%	12%	37%	6%	31%	40%	30%	14%
Education status	Less than college	43%	36%	65%	23%	38%	43%	44%	22%
	College+	57%	64%	35%	77%	62%	57%	56%	78%
Age group	18 - 24	35%	8%	67%	21%	32%	14%	61%	34%
	25 - 29	25%	17%	17%	40%	27%	26%	20%	37%
	30 - 34	20%	27%	9%	26%	20%	27%	10%	17%
	35 - 40	21%	48%	7%	14%	21%	34%	10%	11%
Religion	Catholic	60%	56%	68%	55%	62%	65%	63%	55%
	Non-Religious	9%	8%	5%	14%	9%	7%	6%	16%
	Religious Non-Catholic	31%	36%	28%	31%	29%	28%	31%	28%

VIETNAM

		Men				Women			
Demographic		Total	2 - Neutral, leaning progressive	1 - Leaning progressive	3 - Progressive	Total	2 - Neutral	3 - Neutral, progressive on leadership	1 - Progressive
Unweighted N		1000	243	253	504	1000	259	269	472
Marital status	Married/Partnered	56%	96%	94%	16%	53%	91%	96%	7%
	Unpartnered	44%	4%	6%	84%	47%	9%	4%	93%
Parental status	Parent	54%	96%	94%	12%	54%	95%	91%	10%
	Non-Parent	46%	4%	6%	88%	46%	5%	9%	90%
Adult care	Yes	49%	58%	62%	37%	43%	48%	47%	37%
	No	51%	42%	38%	63%	57%	52%	53%	63%
Employment status	Working	85%	97%	97%	72%	78%	97%	83%	64%
	Full-time student	9%	0%	1%	17%	11%	0%	1%	23%
	Other	7%	3%	2%	11%	11%	3%	16%	13%
Education status	Less than college	52%	29%	43%	68%	43%	34%	35%	53%
	College+	48%	71%	57%	32%	57%	66%	65%	47%
Age group	18 - 24	35%	7%	21%	56%	32%	7%	8%	59%
	25 - 29	23%	18%	17%	29%	23%	16%	24%	26%
	30 - 34	17%	28%	24%	9%	20%	31%	29%	9%
	35 - 40	25%	48%	38%	6%	25%	46%	39%	6%
Religion	Buddhist	41%	42%	57%	32%	42%	58%	40%	34%
	Non-Religious	43%	41%	39%	46%	46%	37%	40%	54%
	Religious Non-Buddhist	16%	17%	4%	22%	12%	6%	20%	12%

ANNEX 3: NORM OVERVIEW

NORM OVERVIEW

The 'Designer Toolkit' for each country showed one segment's rating on each of four dimensions within each gender norm. By contrast, the following slides show each segment in relation to other segments on each gender norm dimension. This view gives deeper insight into the challenges and opportunities for gender norm changes for each segment.

Going beyond the placement of segments, this annex also shows key sociodemographic and behavioural groups in relation to each other on each gender norm dimension, displaying separate markers for men and women within these groups.

All slider charts in this chapter and in the report as a whole show a 95% confidence interval around the point estimate, which denotes the median value for that group. There is a degree of uncertainty inherent in survey research. The interpretation of the confidence interval is that we are 95% certain that the true value is contained within this range. The smaller the sample size, the greater the level of uncertainty, and the wider the associated confidence interval.

When confidence intervals overlap, we cannot say with certainty that the two groups are truly different from one another on this dimension.





CARING ROLES – INDONESIA



Leaning traditional, traditional
on family income



Neutral, leaning traditional on
family income



Neutral, leaning traditional on family
income and job segregation



Neutral, leaning progressive
on leadership



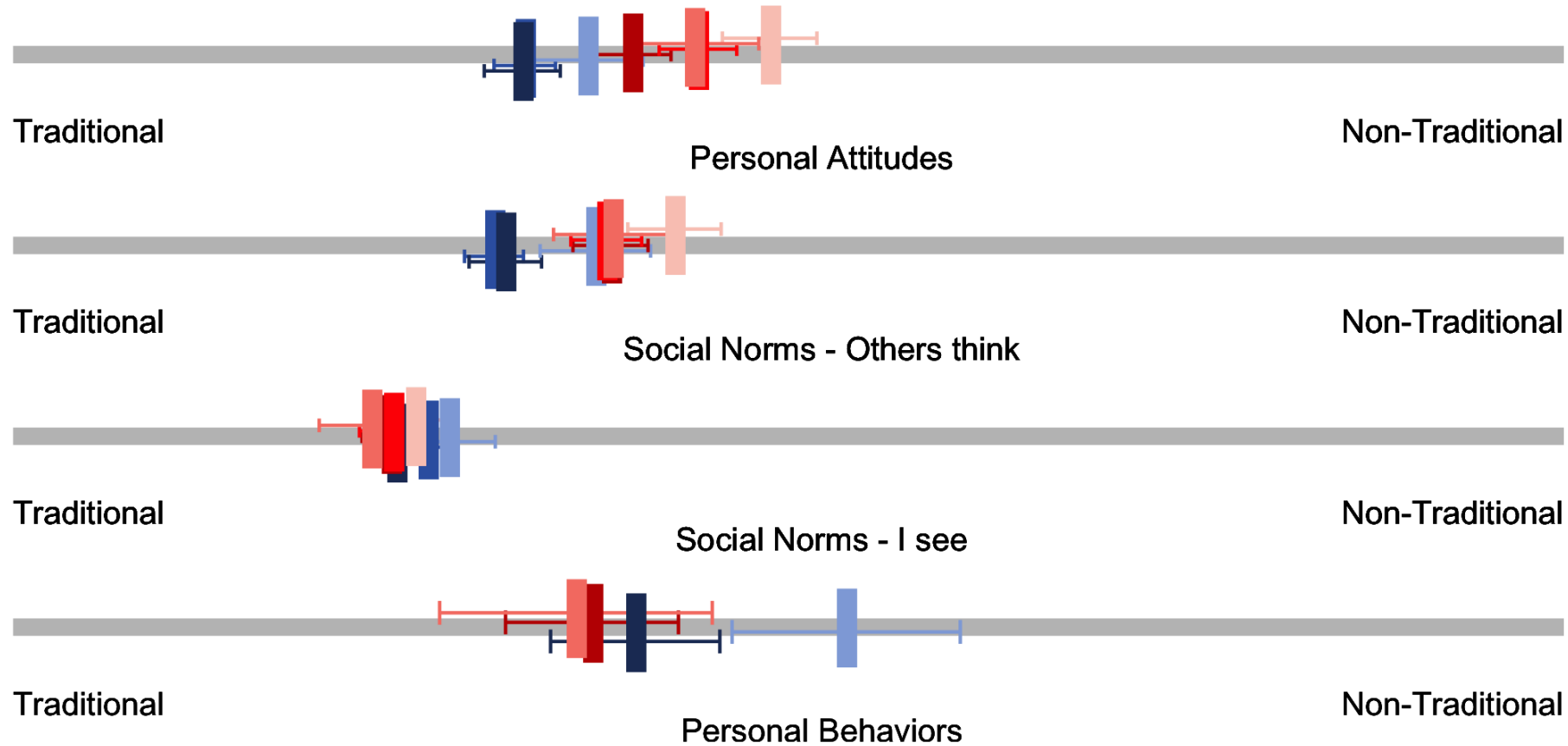
Traditional



Traditional, leaning traditional
on job segregation



Leaning traditional





FAMILY INCOME – INDONESIA



Leaning traditional, traditional
on family income



Neutral, leaning traditional on
family income



Neutral, leaning traditional on family
income and job segregation



Neutral, leaning progressive
on leadership



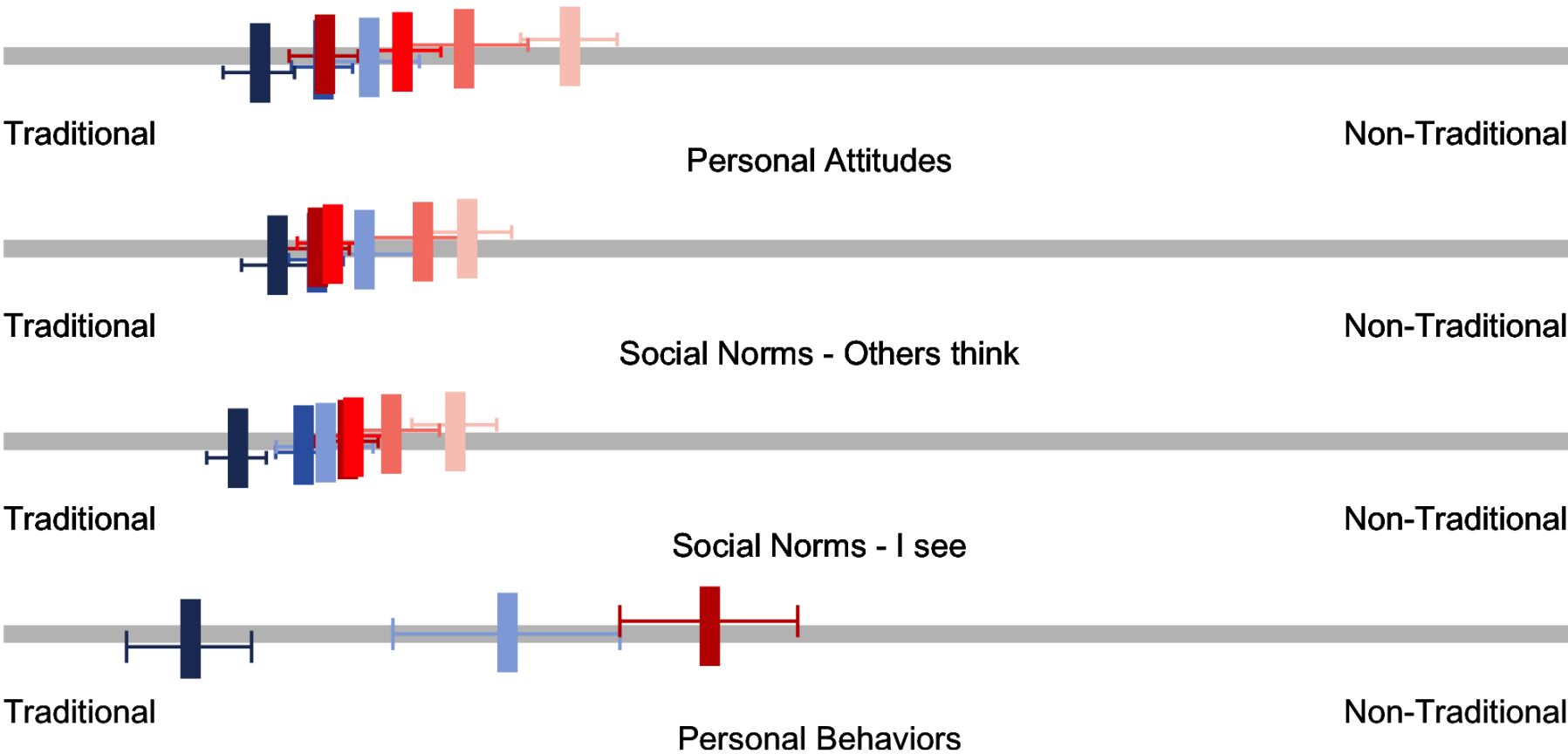
Traditional



Traditional, leaning traditional
on job segregation



Leaning traditional





JOB SEGREGATION – INDONESIA



Leaning traditional, traditional
on family income



Neutral, leaning traditional on
family income



Neutral, leaning traditional on family
income and job segregation



Neutral, leaning progressive
on leadership



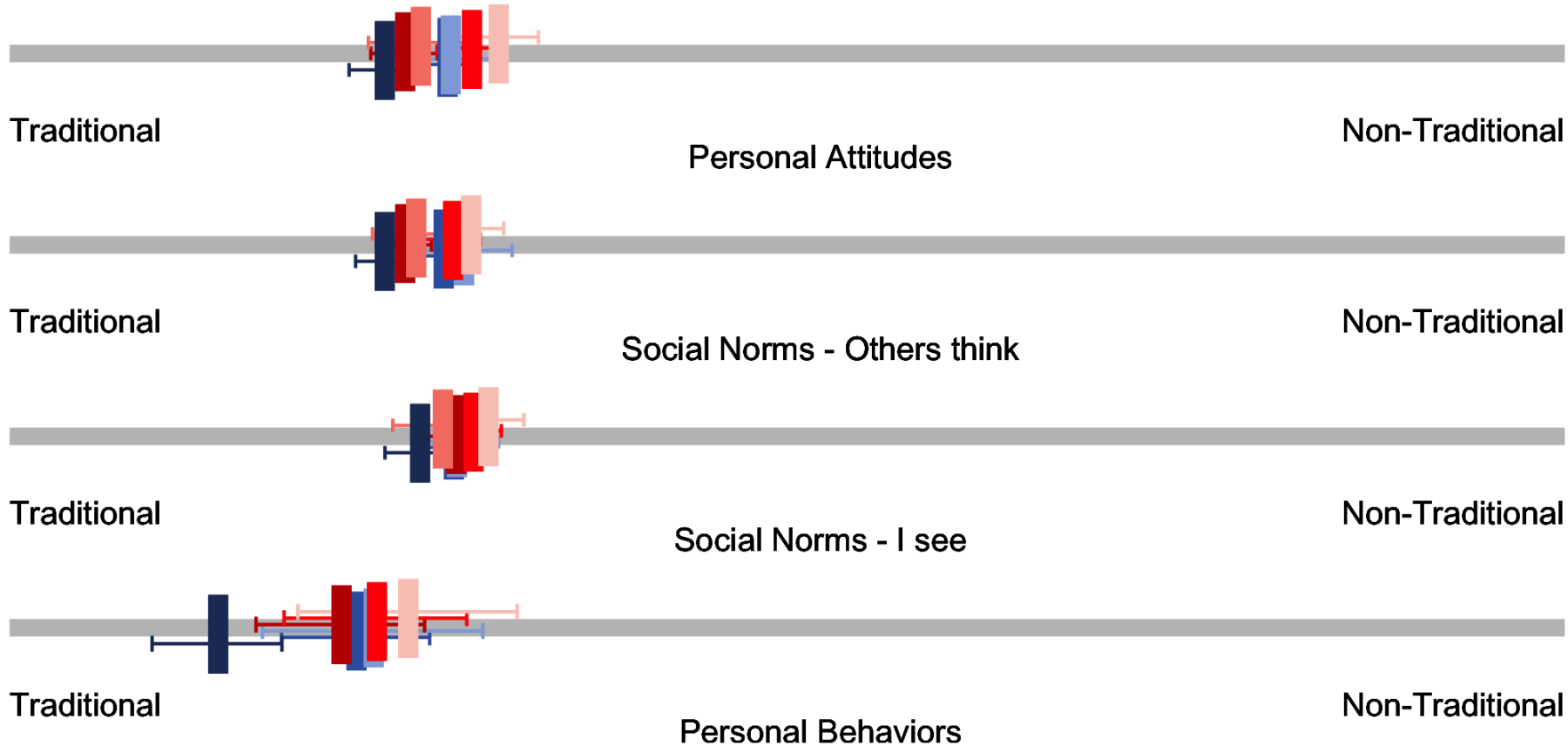
Traditional



Traditional, leaning traditional
on job segregation



Leaning traditional





LEADERSHIP – INDONESIA



Leaning traditional, traditional
on family income



Neutral, leaning traditional on
family income



Neutral, leaning traditional on family
income and job segregation



Neutral, leaning progressive
on leadership



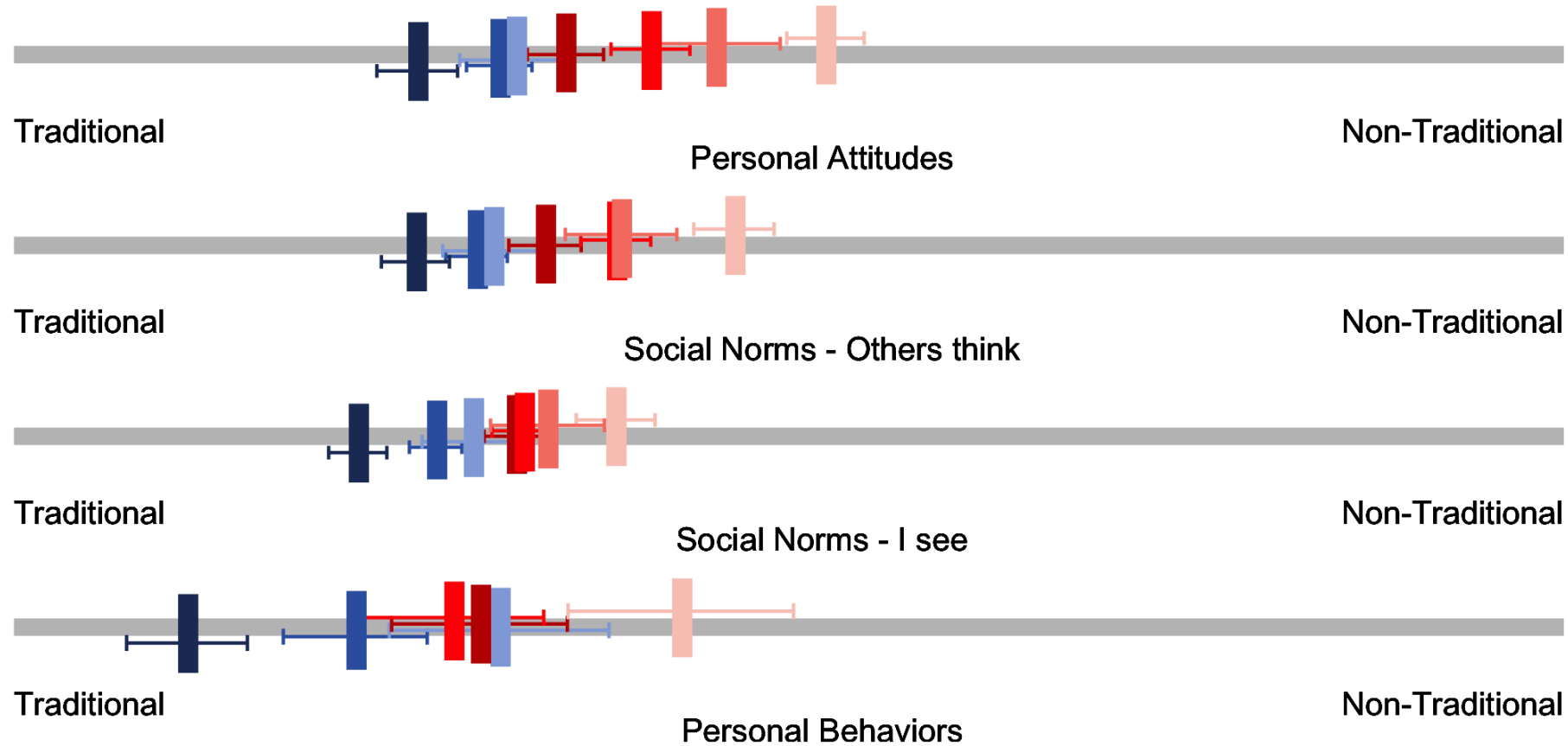
Traditional



Traditional, leaning traditional
on job segregation



Leaning traditional





CARING ROLES – PHILIPPINES



Neutral, leaning progressive on leadership,
leaning traditional on caring roles



Leaning progressive,
especially on leadership



Progressive



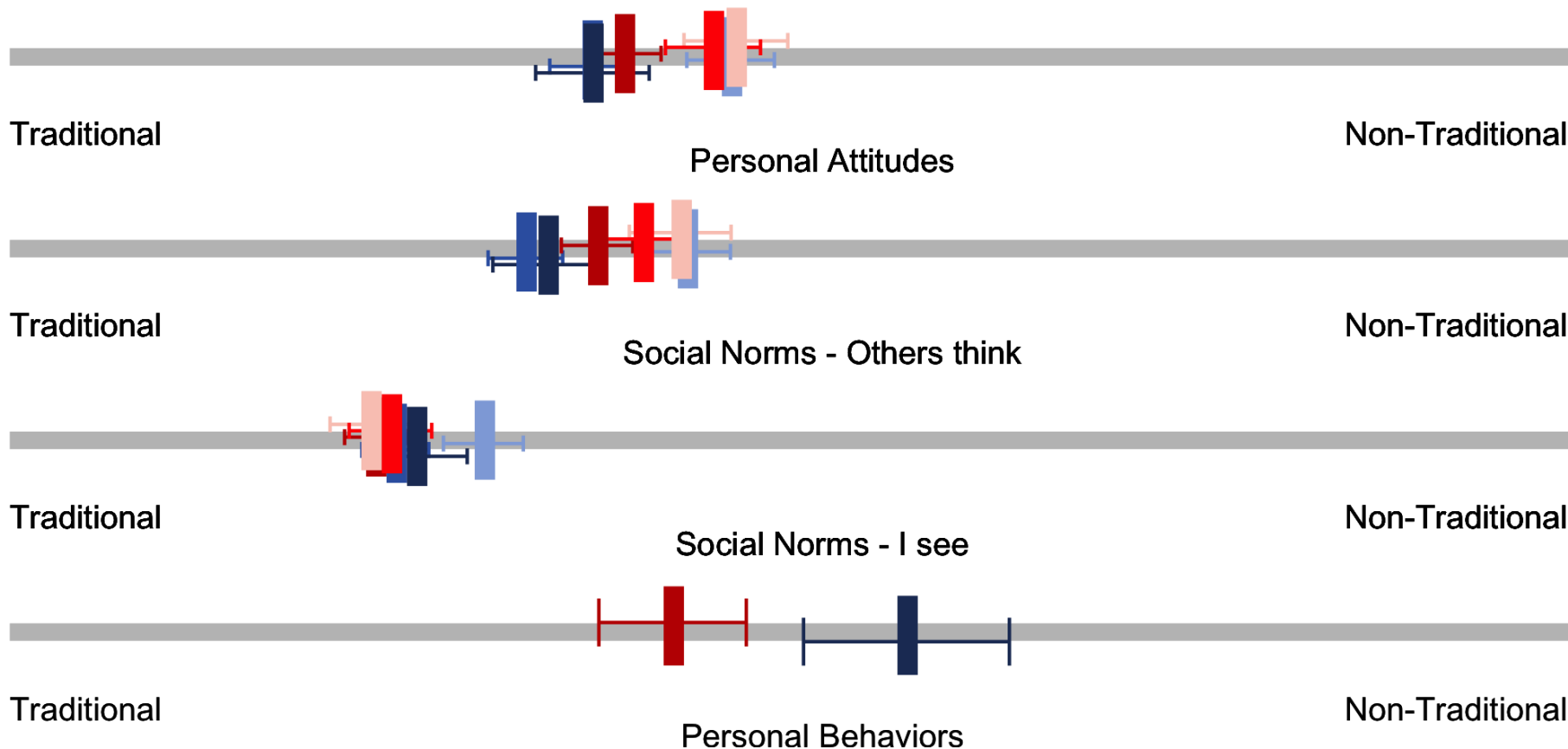
Neutral



Neutral, leaning
progressive on leadership



Leaning progressive





FAMILY INCOME – PHILIPPINES



Neutral, leaning progressive on leadership,
leaning traditional on caring roles



Leaning progressive,
especially on leadership



Progressive



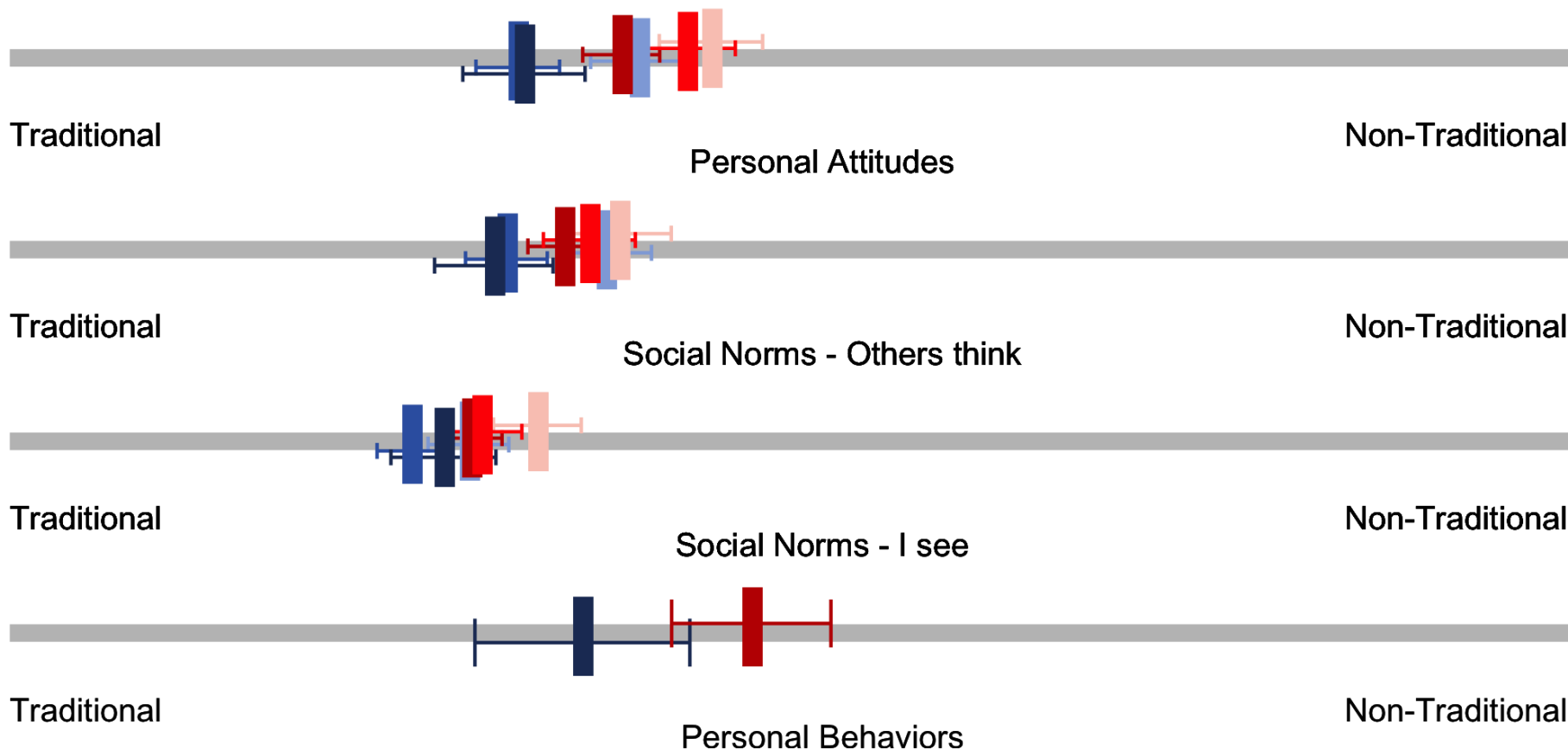
Neutral



Neutral, leaning
progressive on leadership



Leaning progressive





JOB SEGREGATION – PHILIPPINES



Neutral, leaning progressive on leadership,
leaning traditional on caring roles



Leaning progressive,
especially on leadership



Progressive



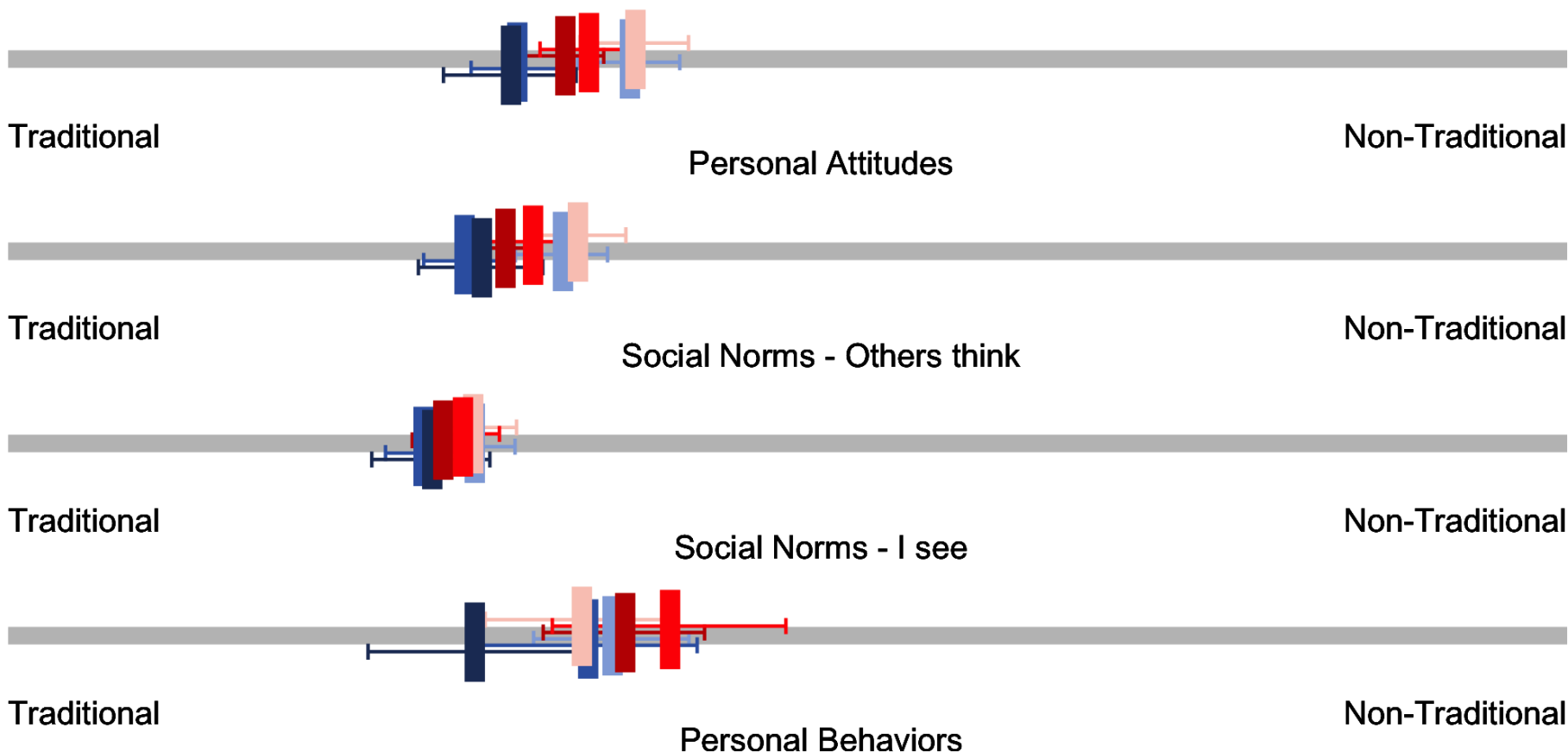
Neutral



Neutral, leaning
progressive on leadership



Leaning progressive





LEADERSHIP – PHILIPPINES



Neutral, leaning progressive on leadership,
leaning traditional on caring roles



Leaning progressive,
especially on leadership



Progressive



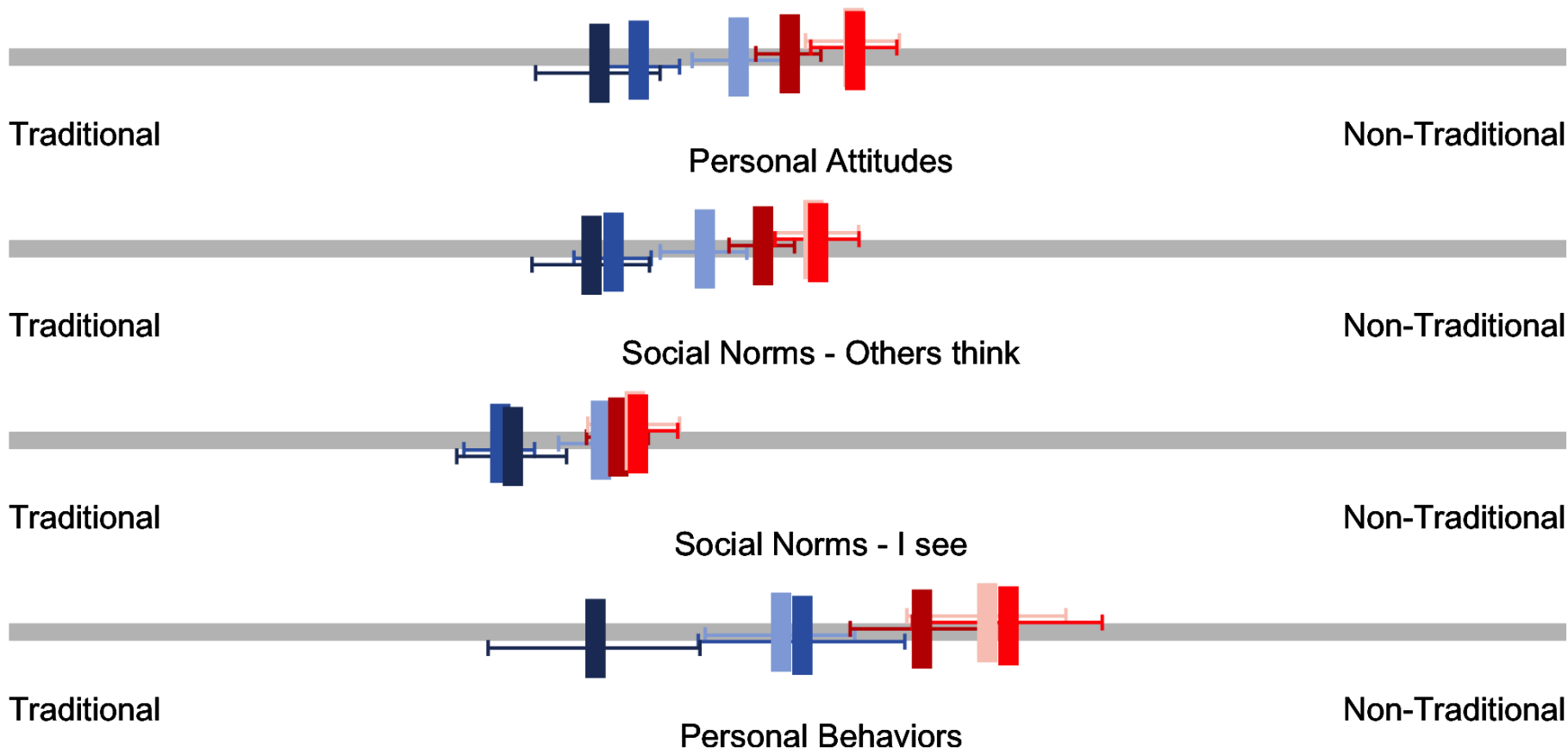
Neutral



Neutral, leaning
progressive on leadership



Leaning progressive





CARING ROLES – VIETNAM



Neutral



Neutral, progressive on leadership



Progressive



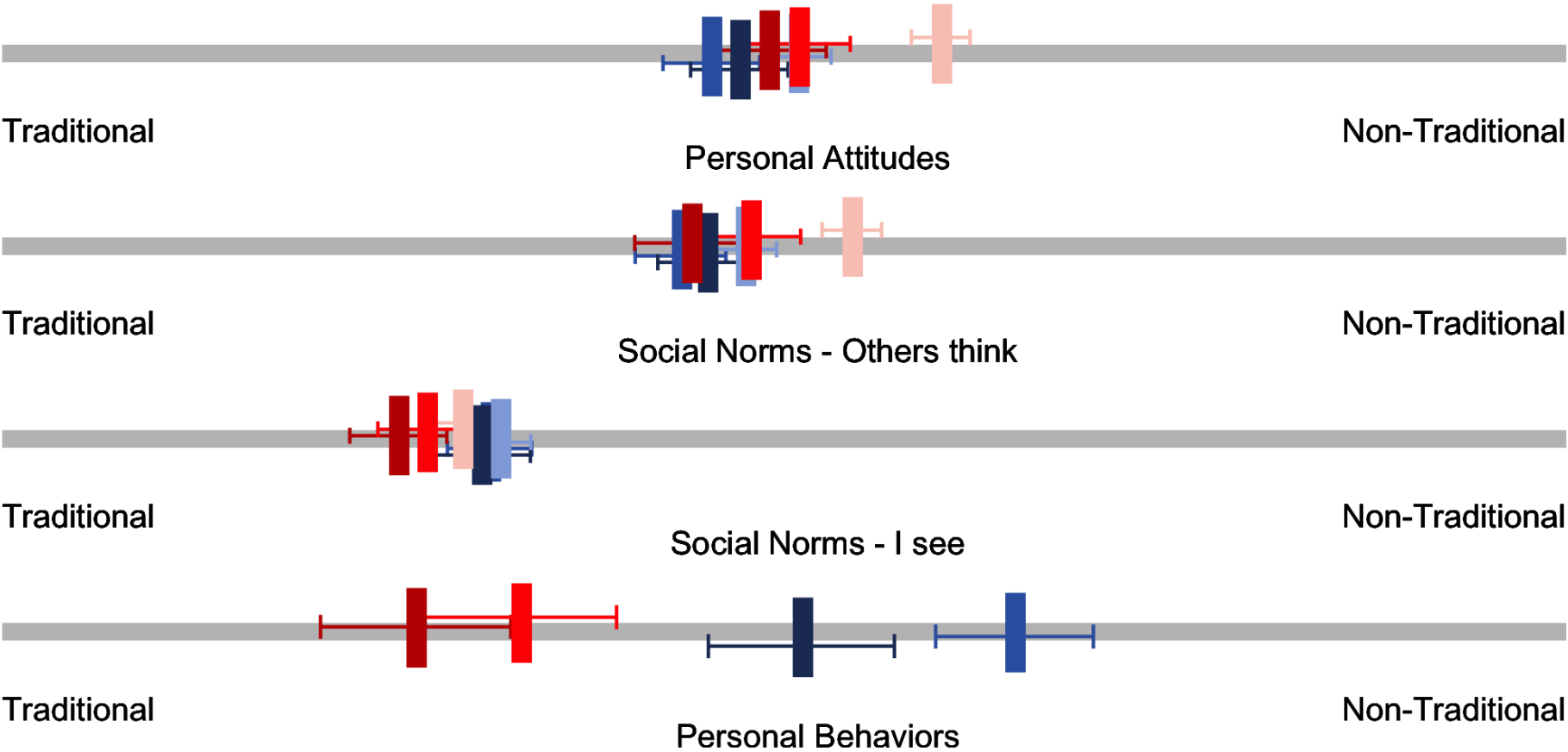
Neutral, leaning progressive



Leaning progressive



Progressive





FAMILY INCOME – VIETNAM



Neutral



Neutral, progressive on leadership



Progressive



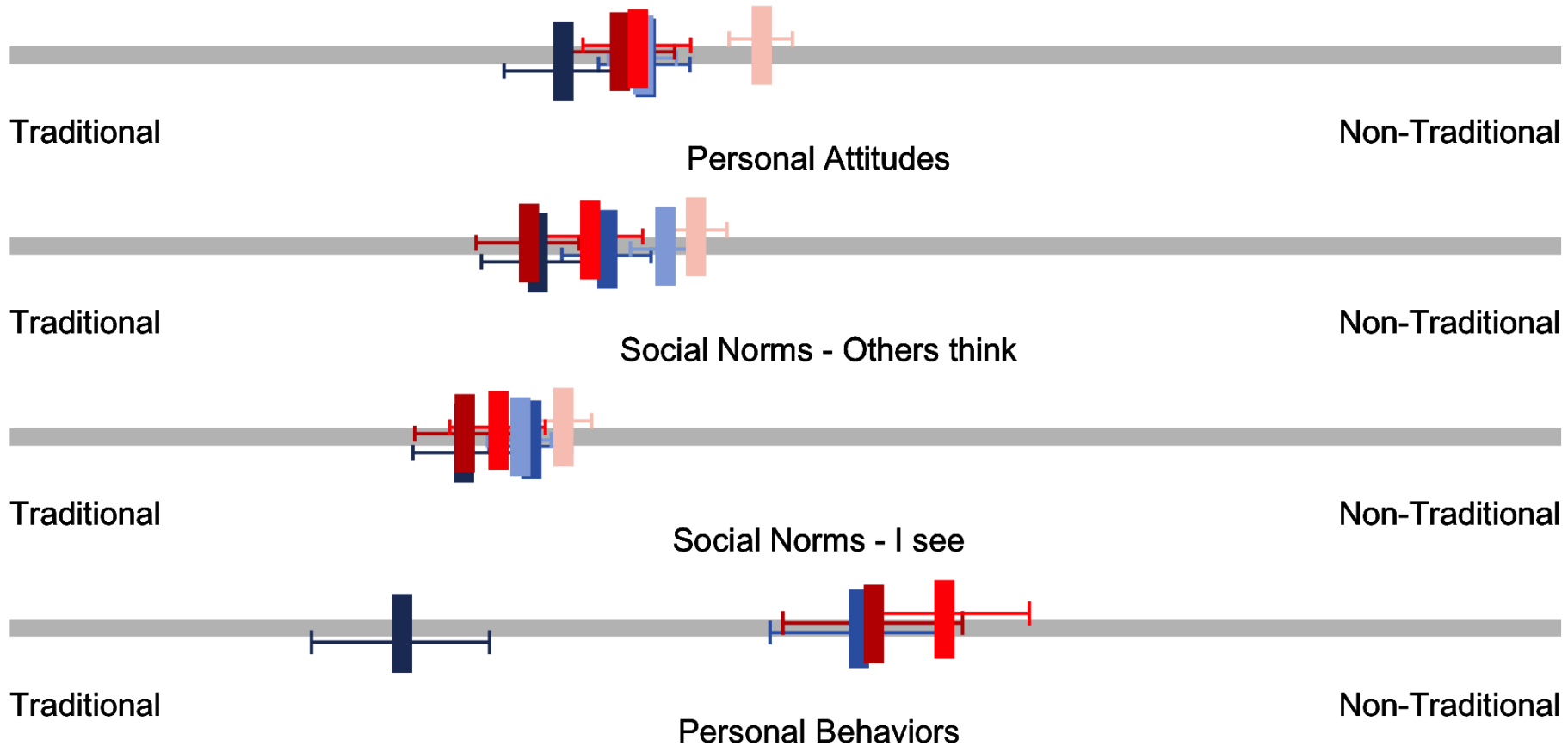
Neutral, leaning progressive



Leaning progressive



Progressive





JOB SEGREGATION – VIETNAM



Neutral



Neutral, progressive on leadership



Progressive



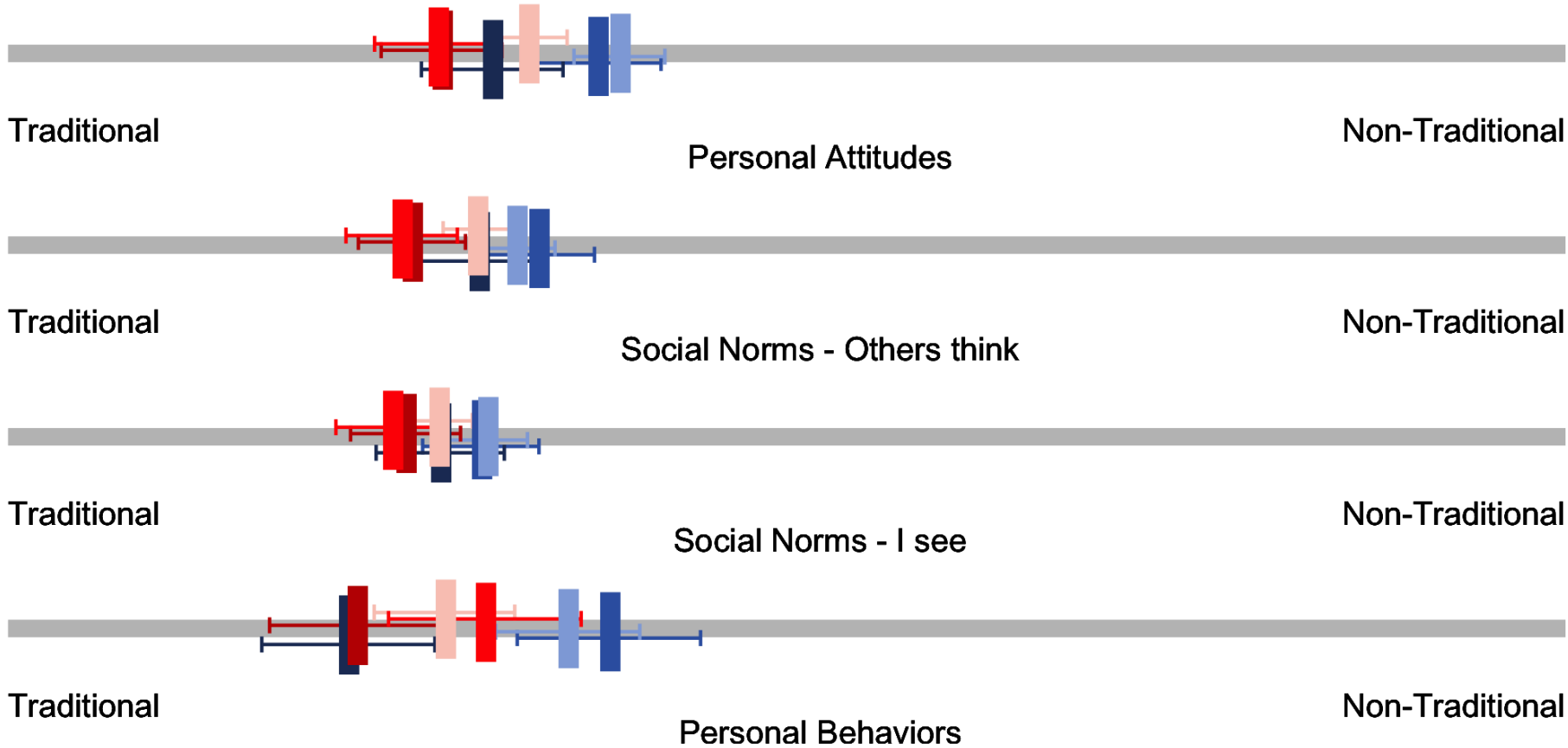
Neutral, leaning progressive



Leaning progressive



Progressive





LEADERSHIP – VIETNAM



Neutral



Neutral, progressive on leadership



Progressive



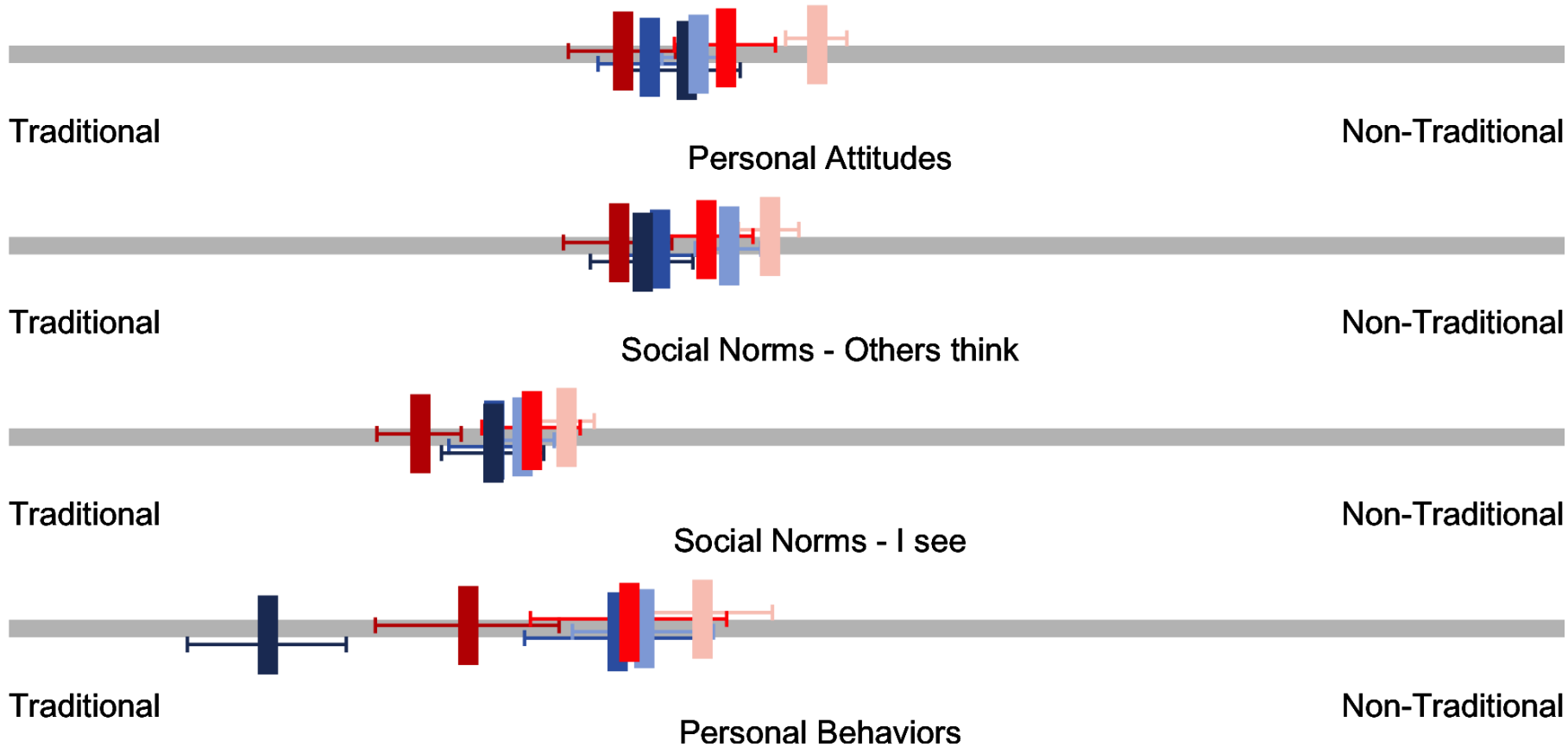
Neutral, leaning progressive



Leaning progressive



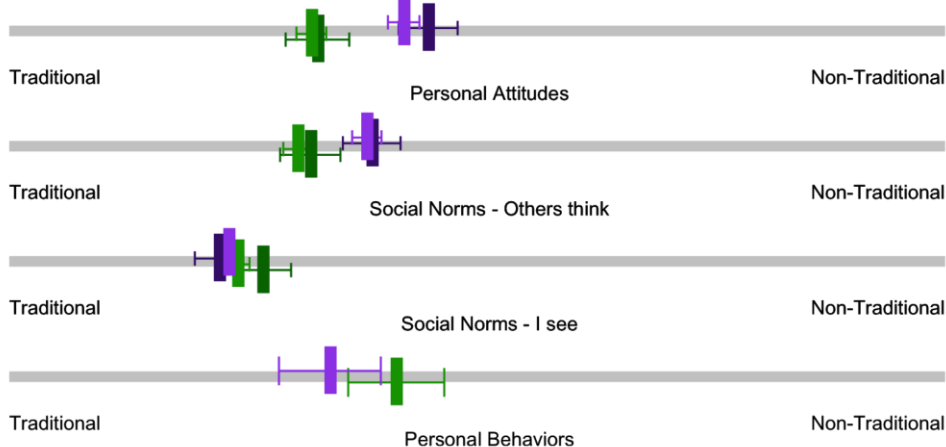
Progressive



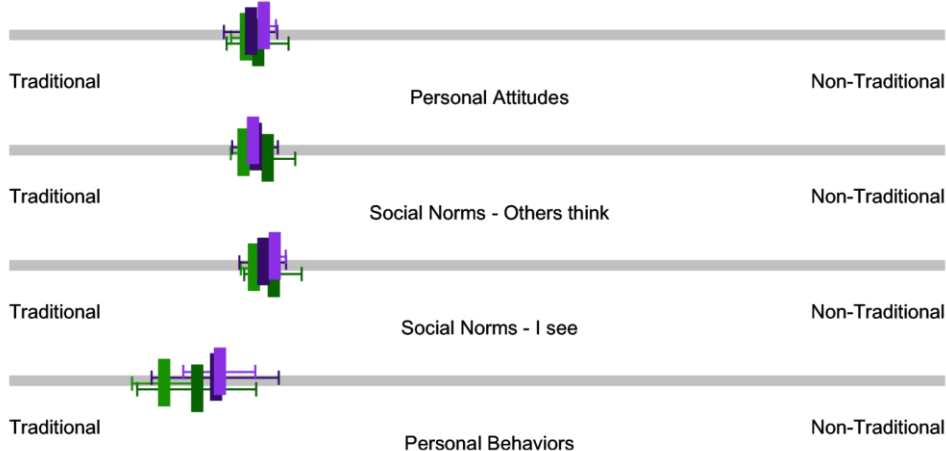
ADULT CARE- INDONESIA



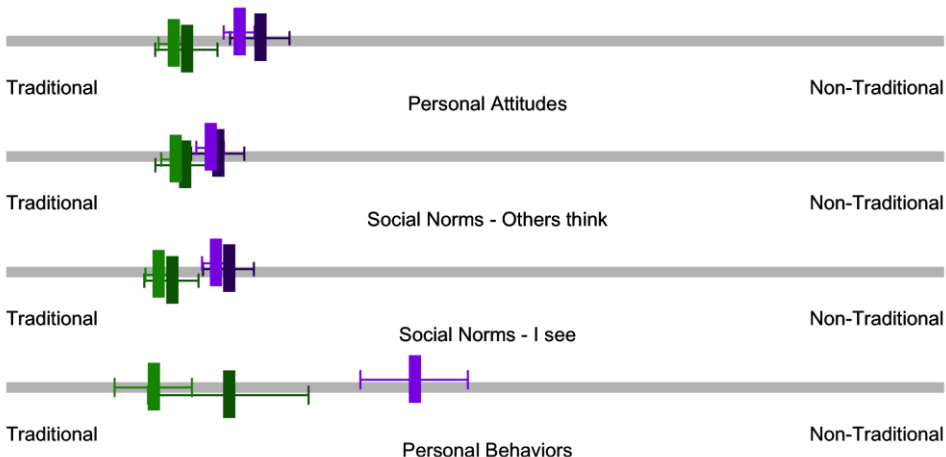
Caring Roles



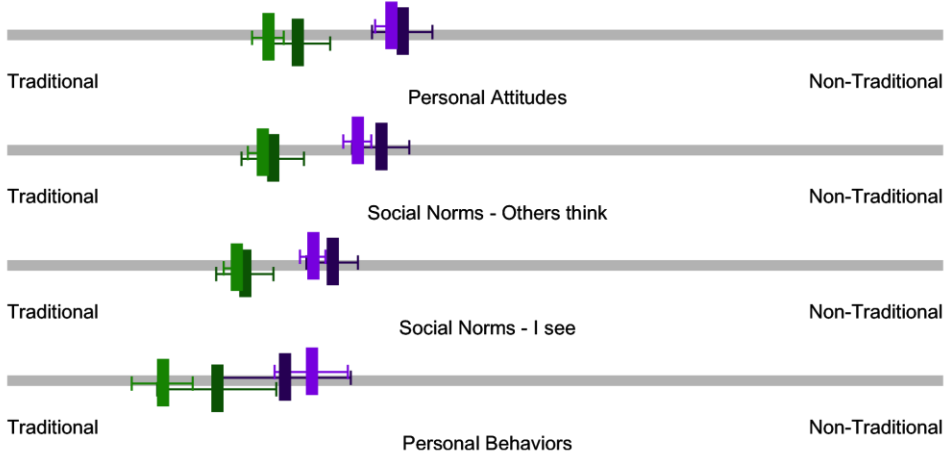
Job Segregation



Family Income

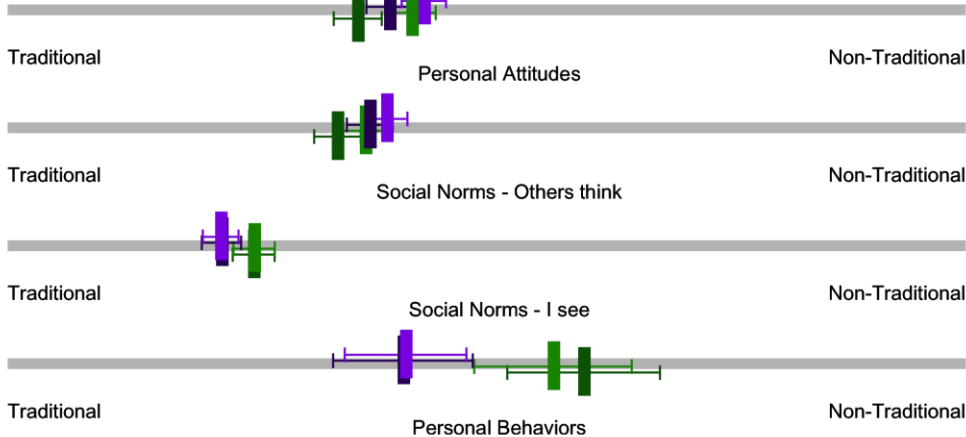


Leadership

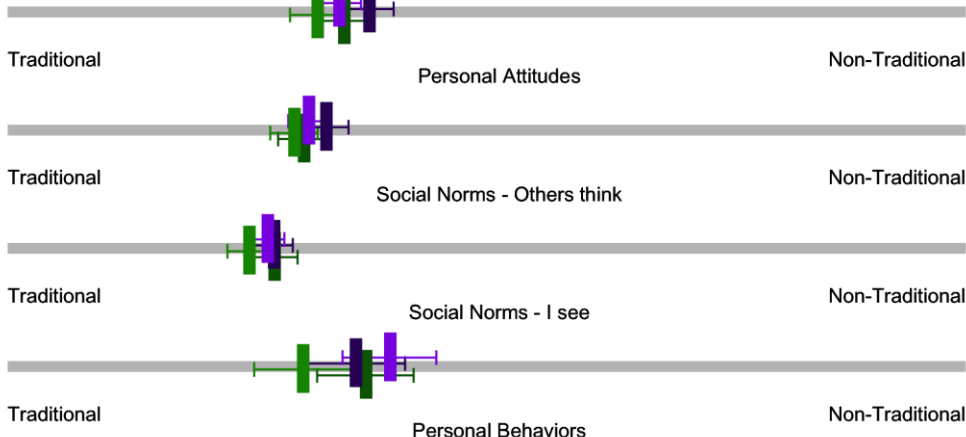




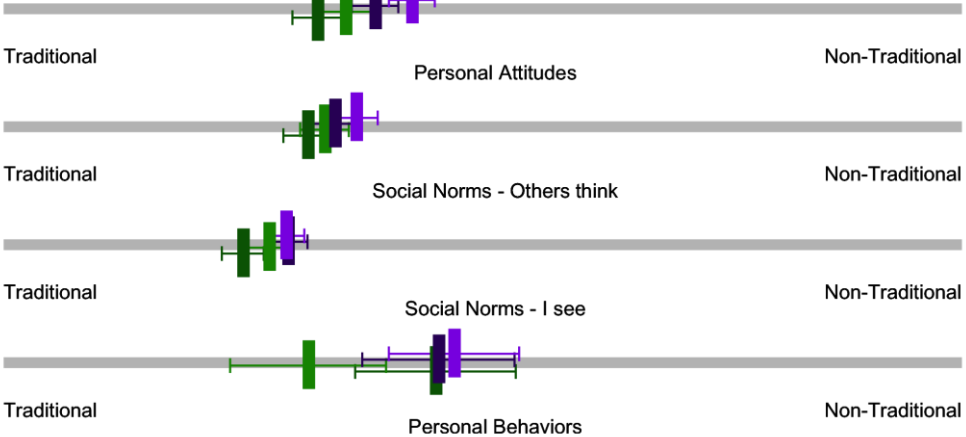
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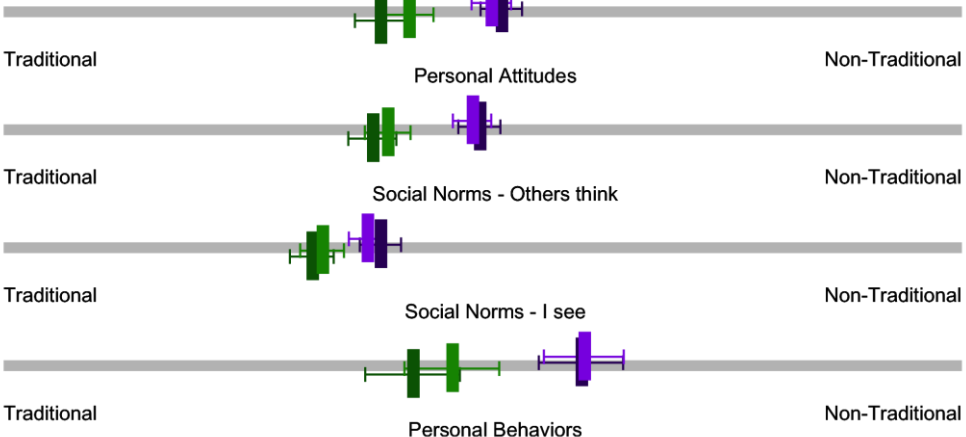
Job Segregation



Family Income



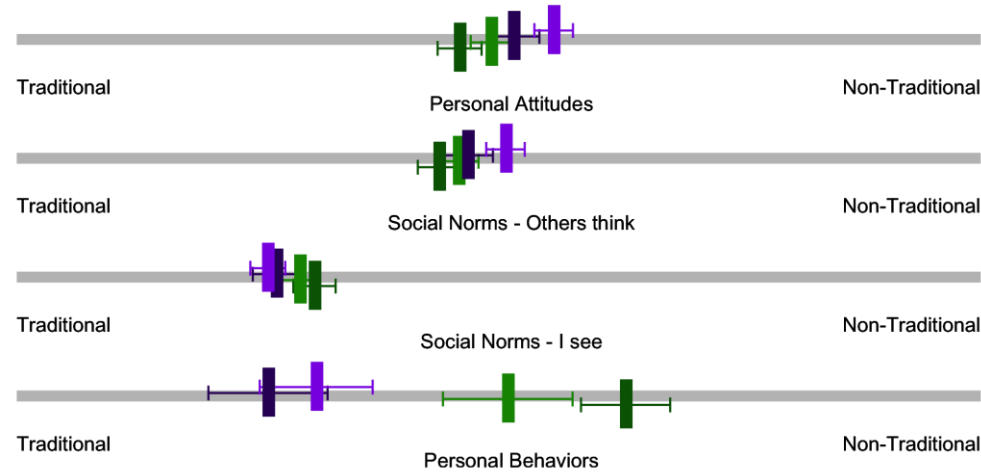
Leadership



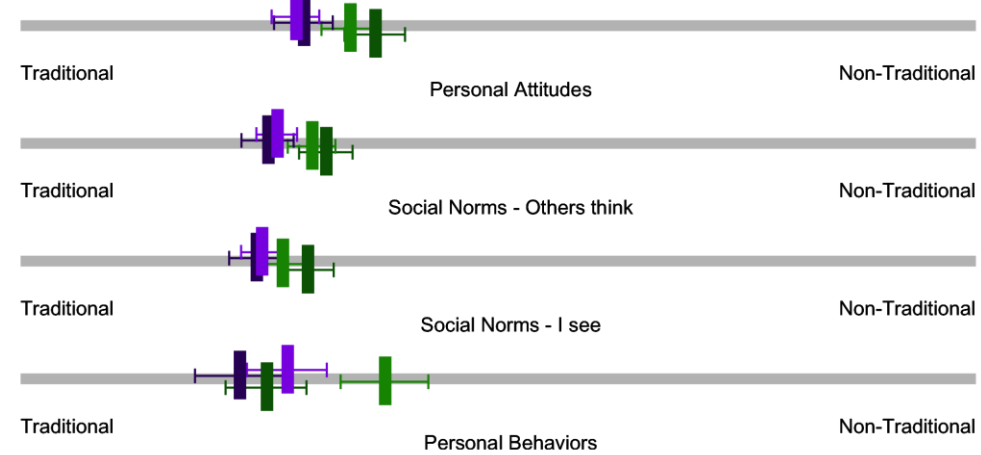
ADULT CARE- VIETNAM



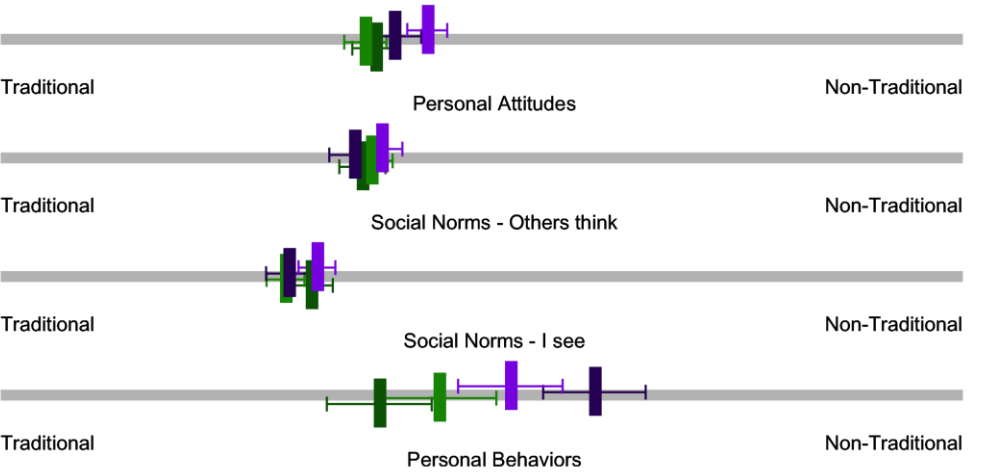
Caring Roles



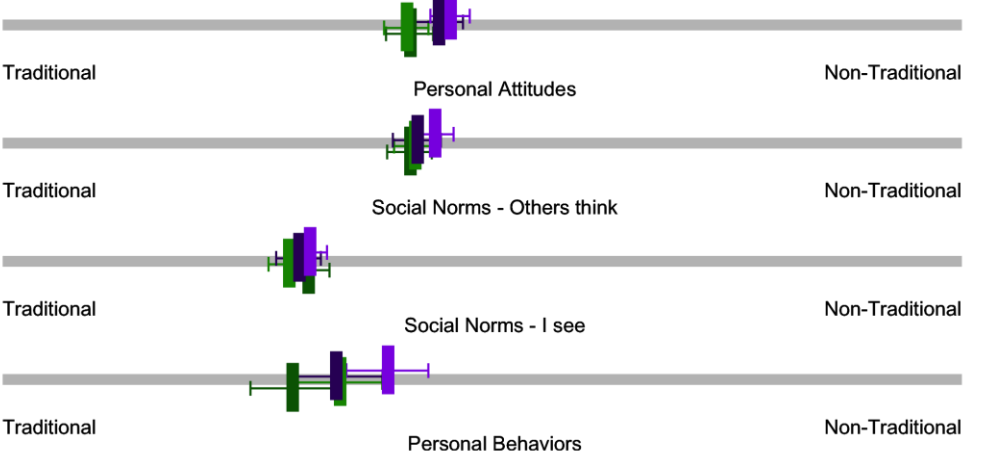
Job Segregation



Family Income

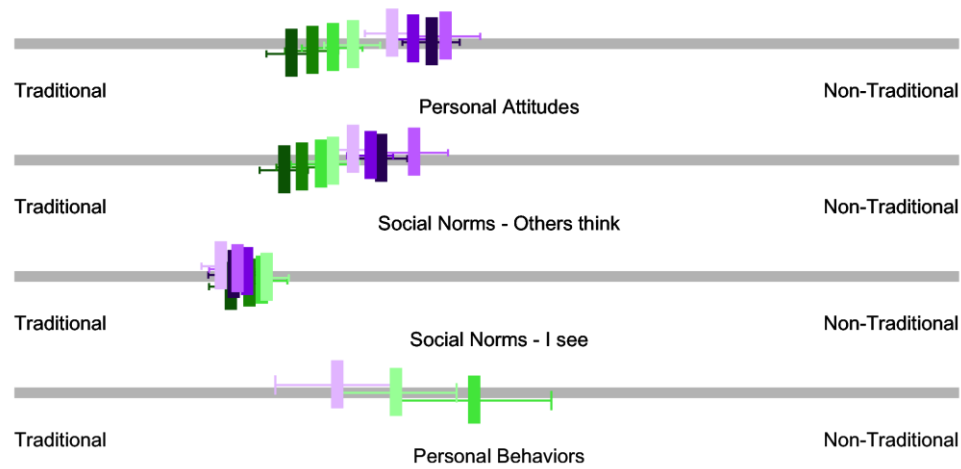


Leadership

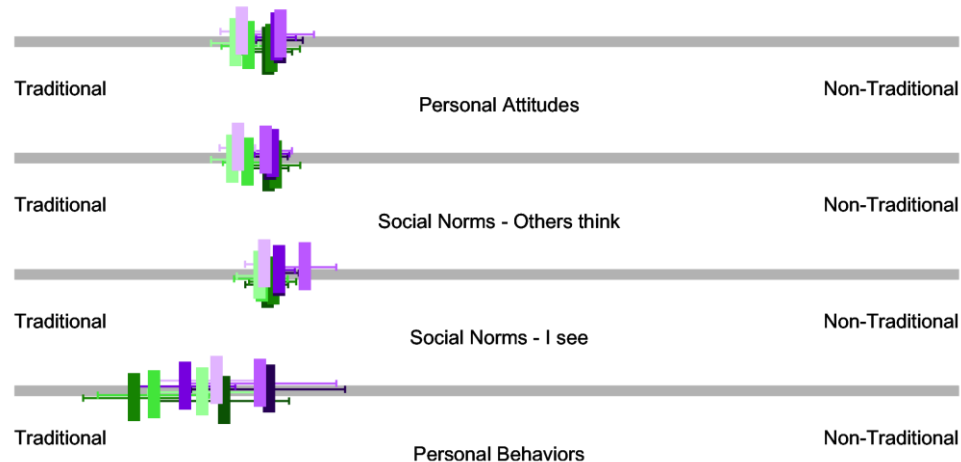




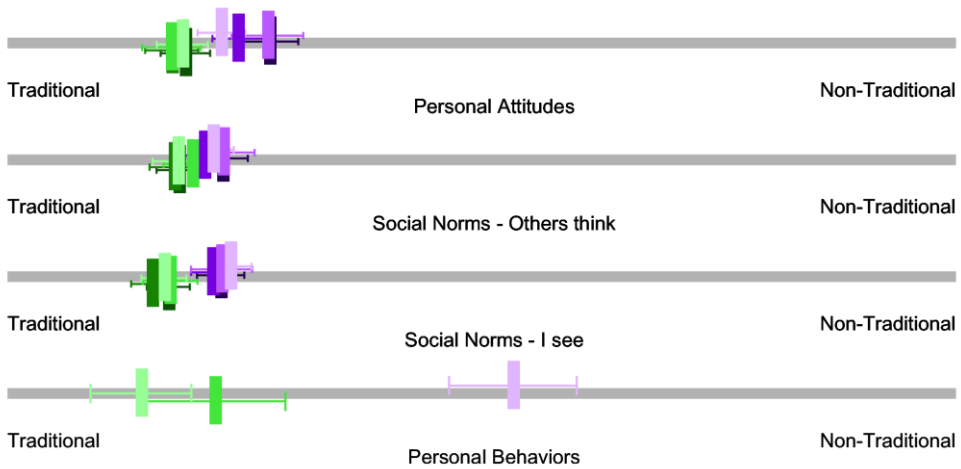
Caring Roles



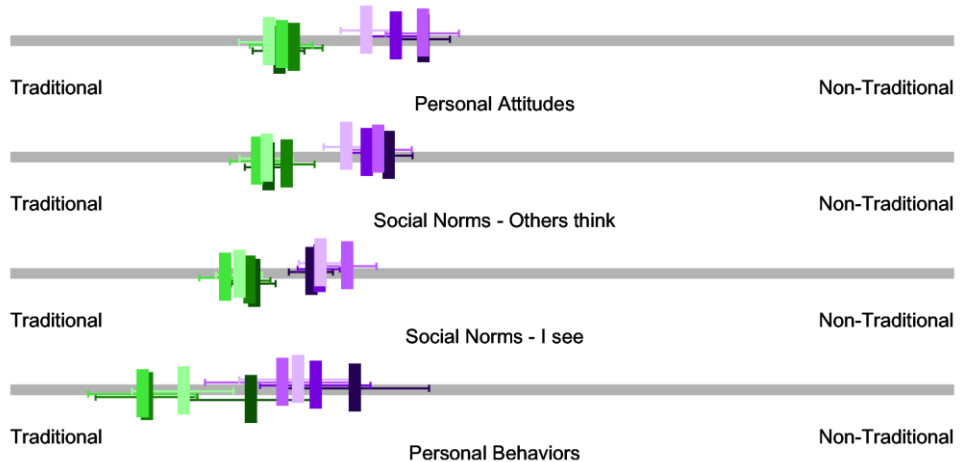
Job Segregation



Family Income

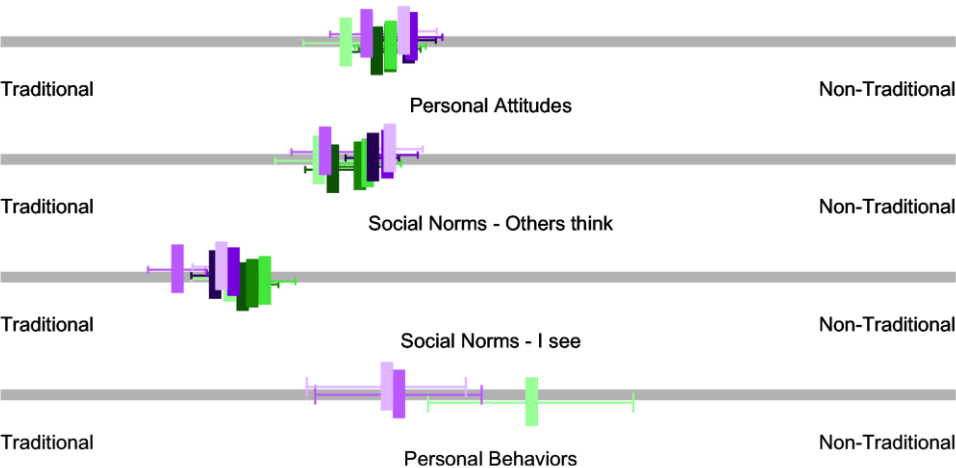


Leadership

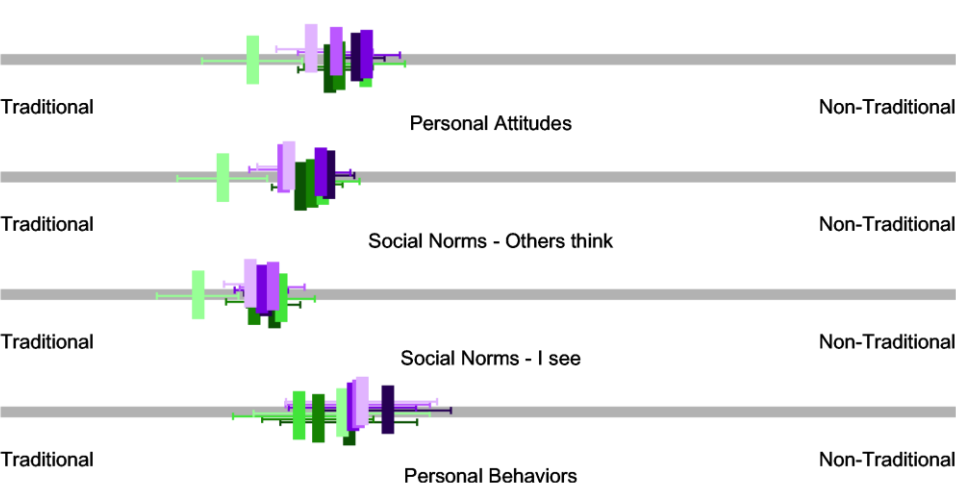




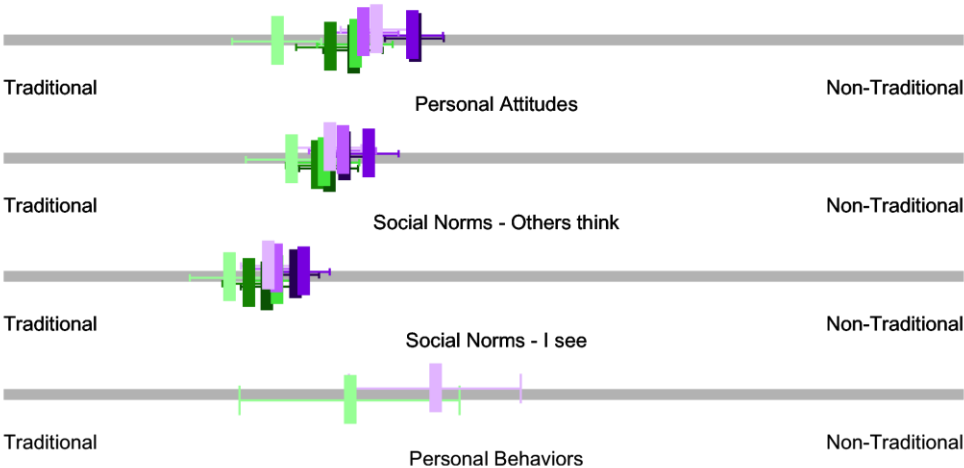
Caring Roles



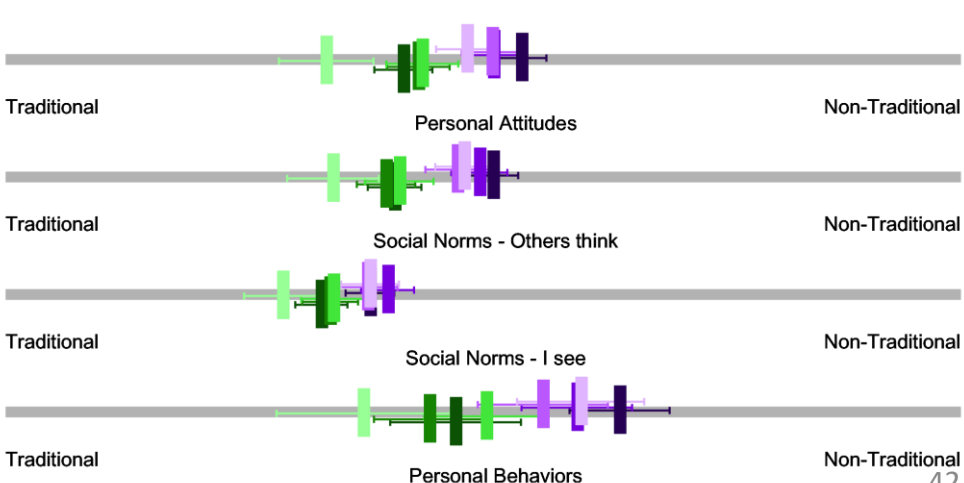
Job Segregation



Family Income

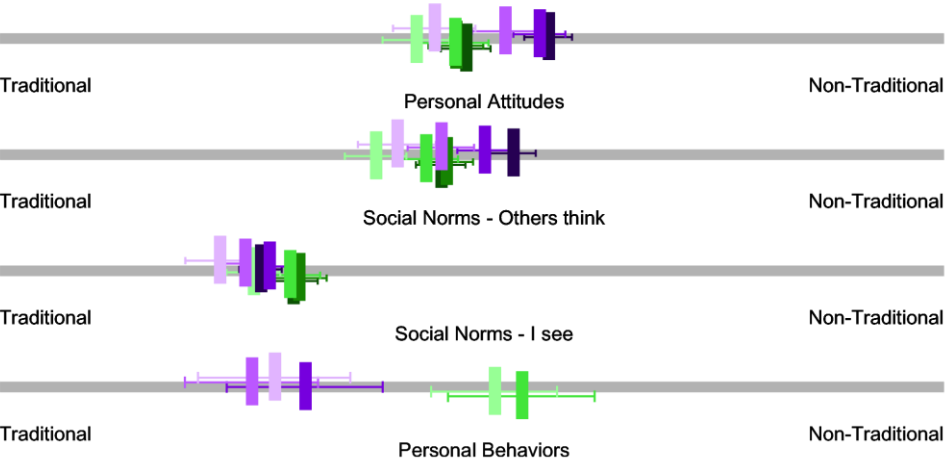


Leadership

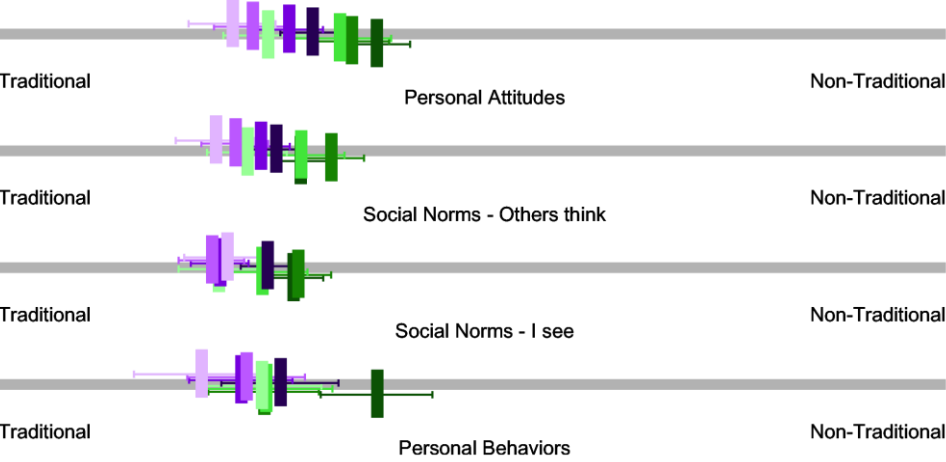




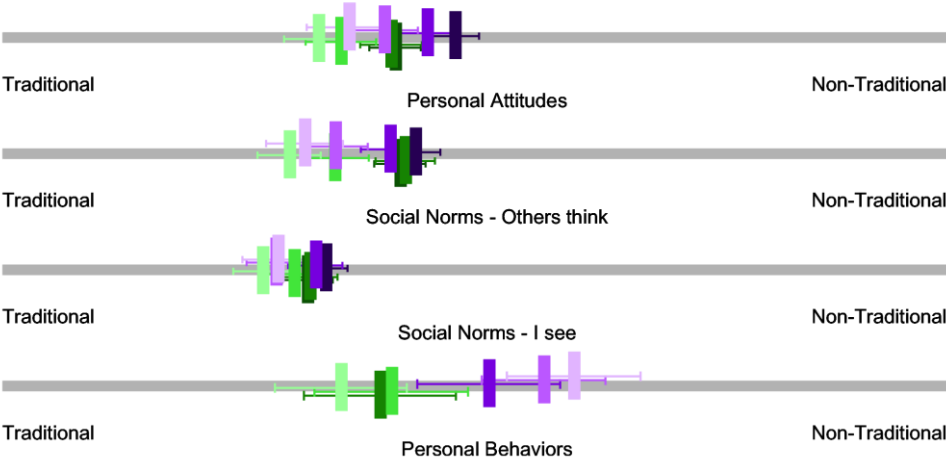
Caring Roles



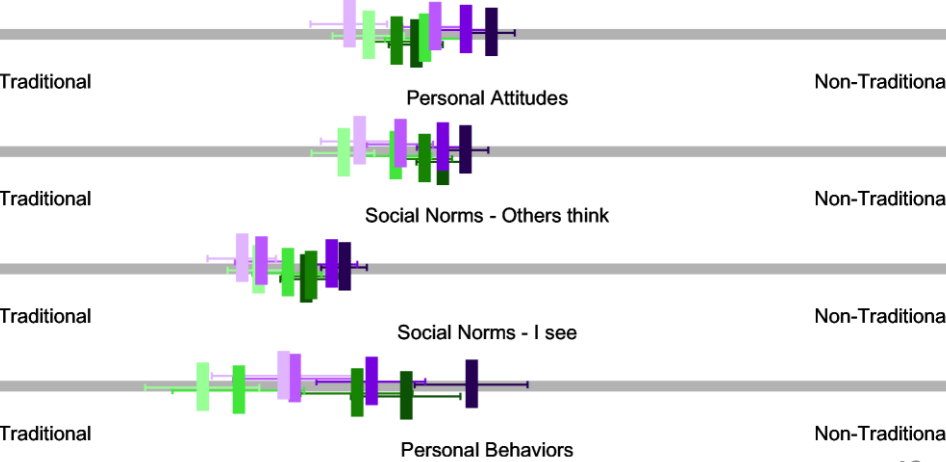
Job Segregation



Family Income



Leadership



EMPLOYMENT STATUS – INDONESIA



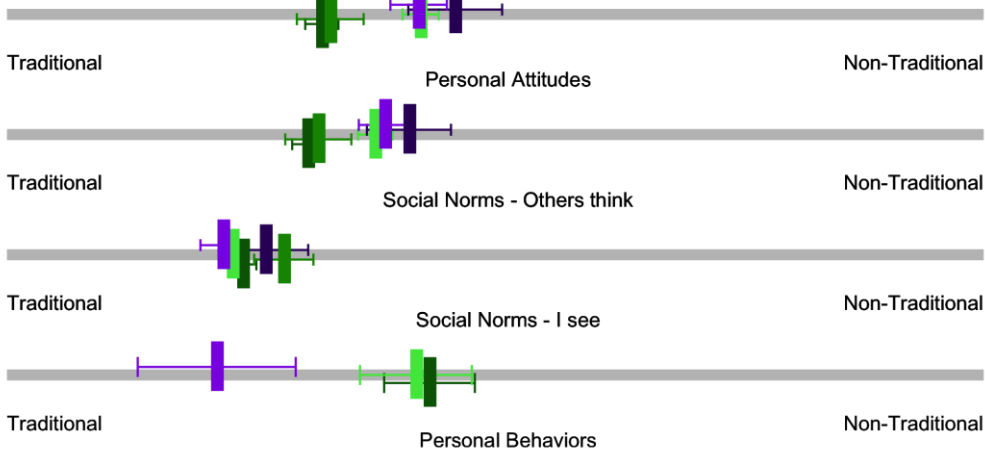
YouGov®

INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

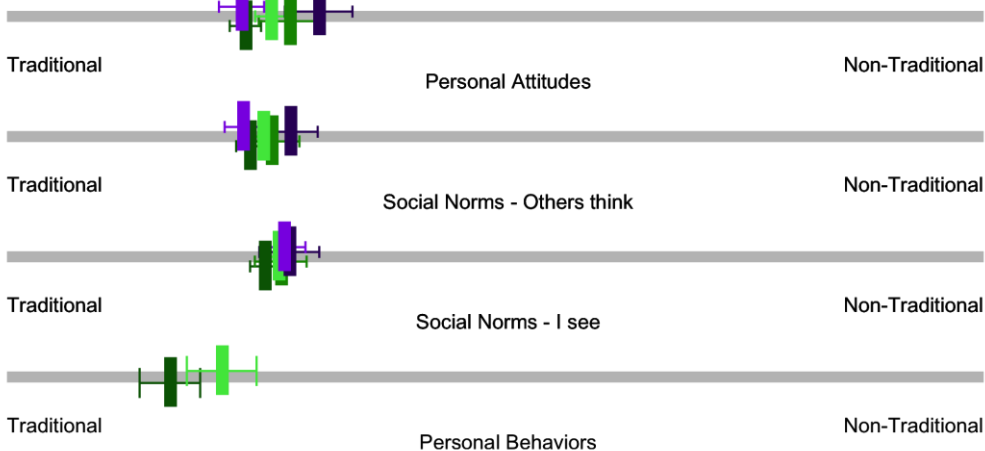


Working Full-time student Other Working Full-time student Other

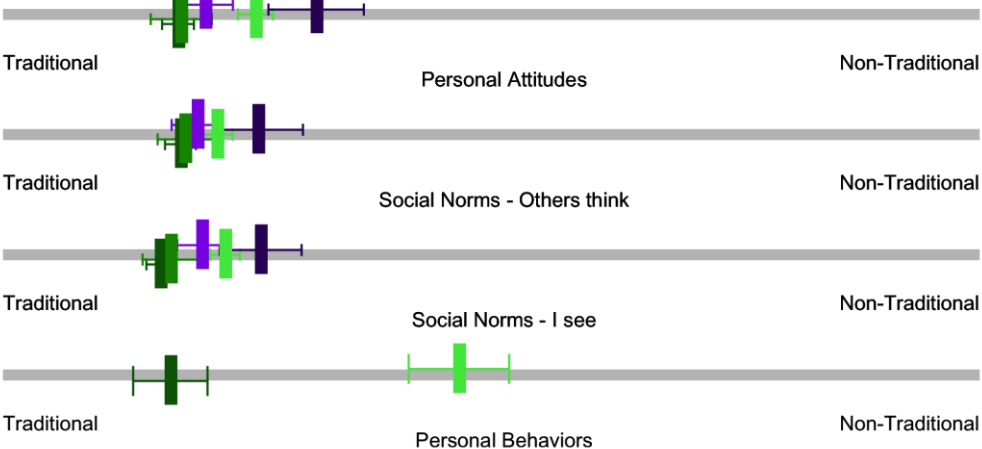
Caring Roles



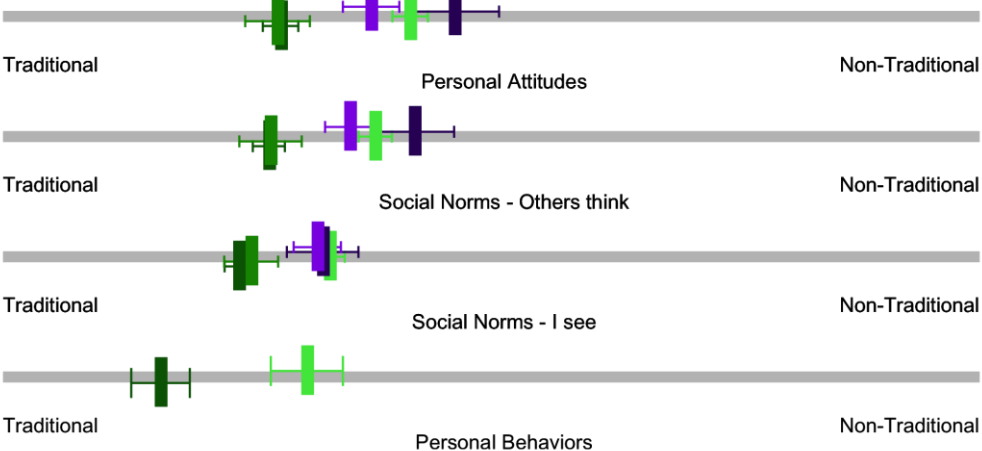
Job Segregation



Family Income

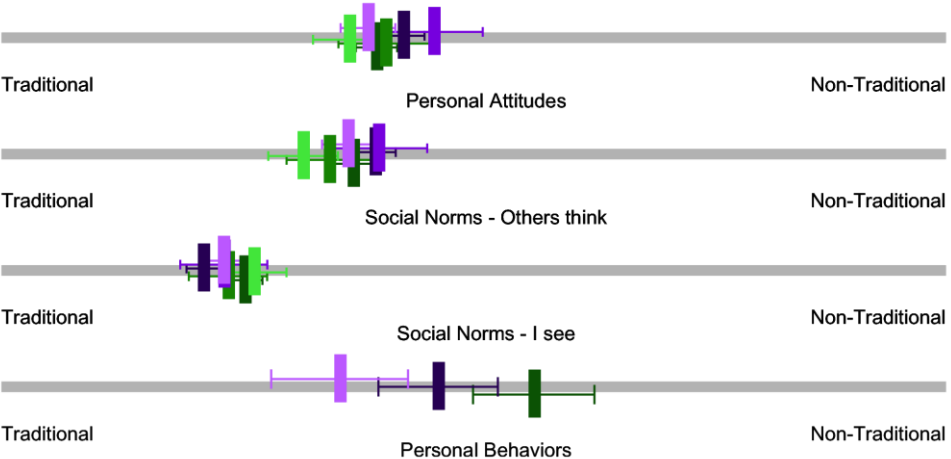


Leadership

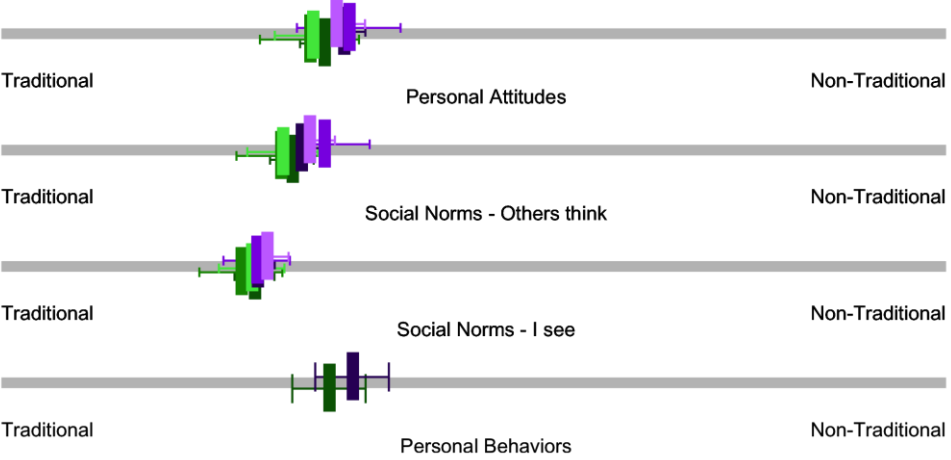




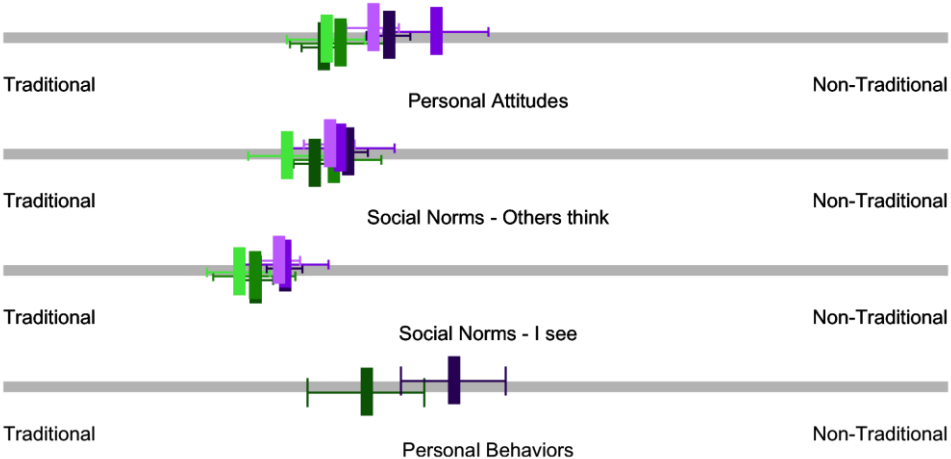
Caring Roles



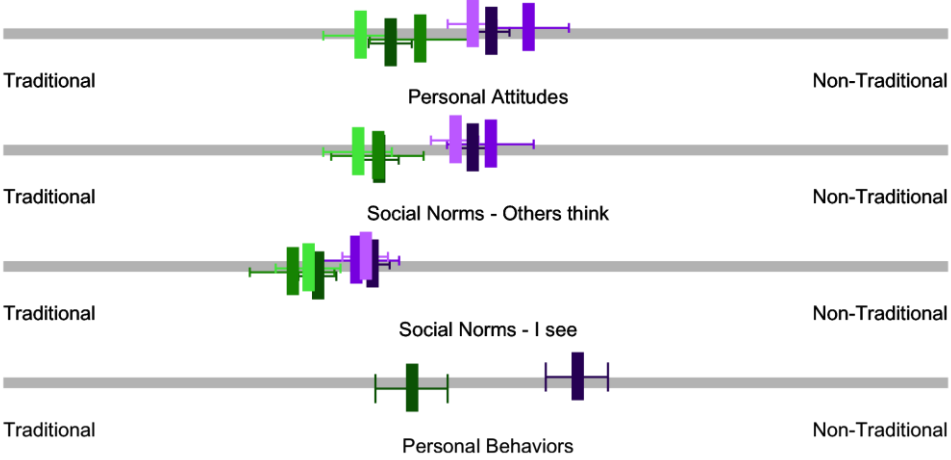
Job Segregation



Family Income



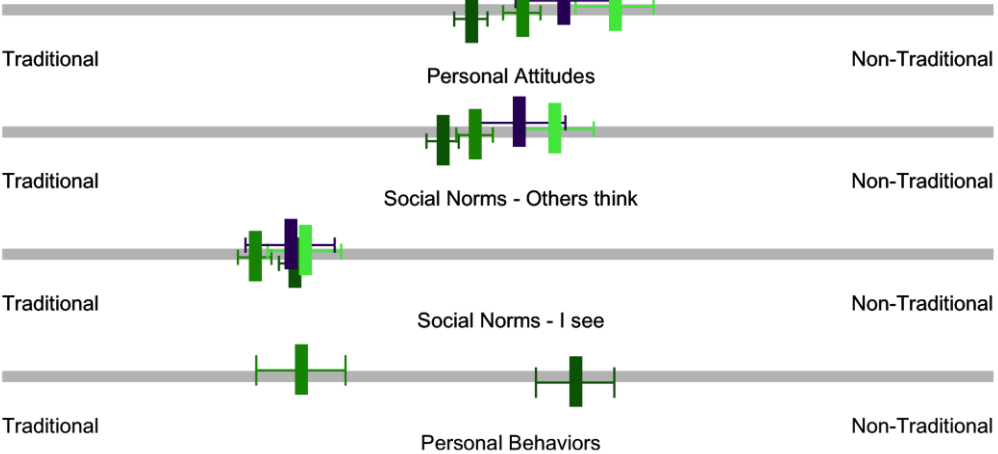
Leadership



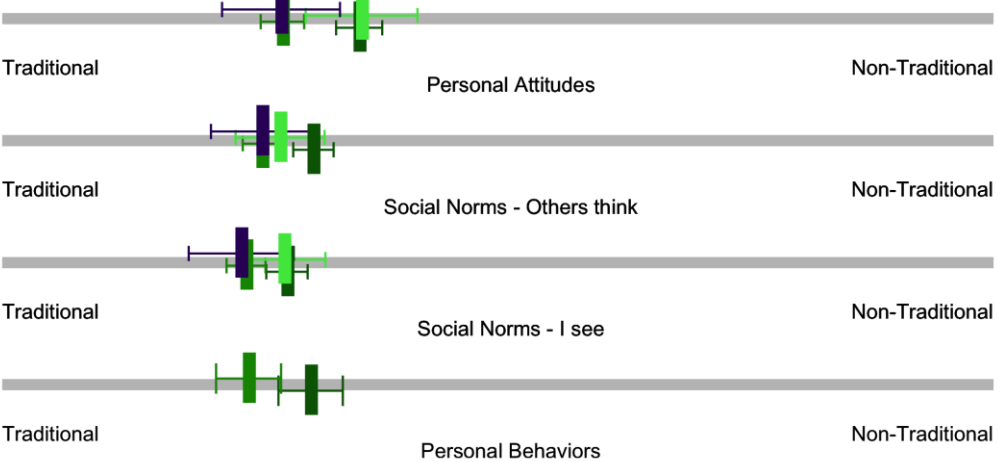
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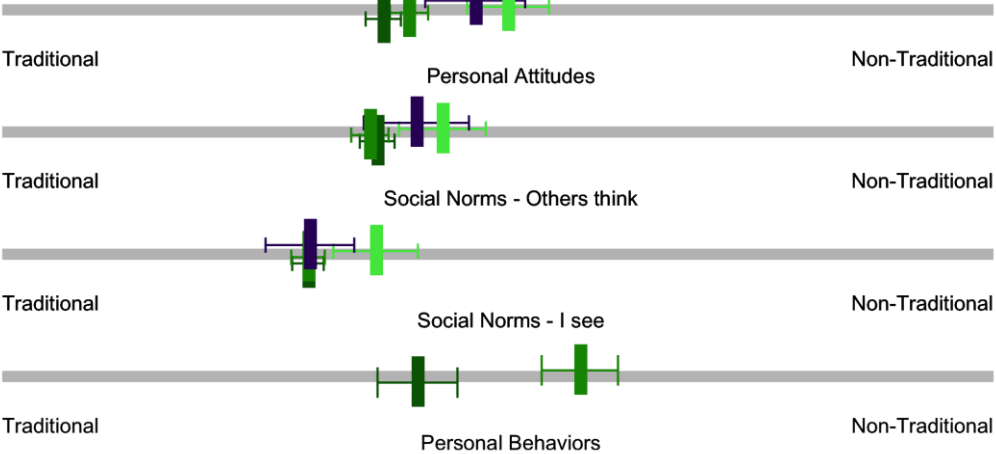
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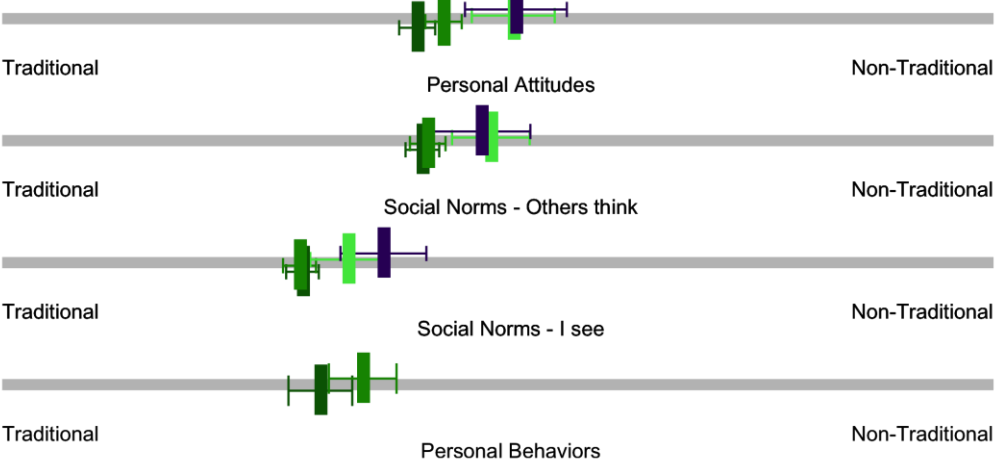
Job Segregation



Family Income



Leadership





Married/Partnered



Unpartnered

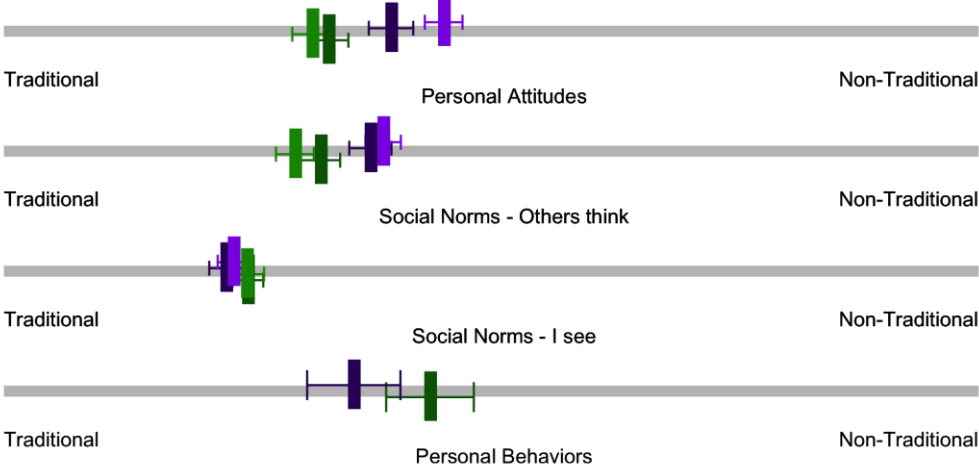


Married/Partnered

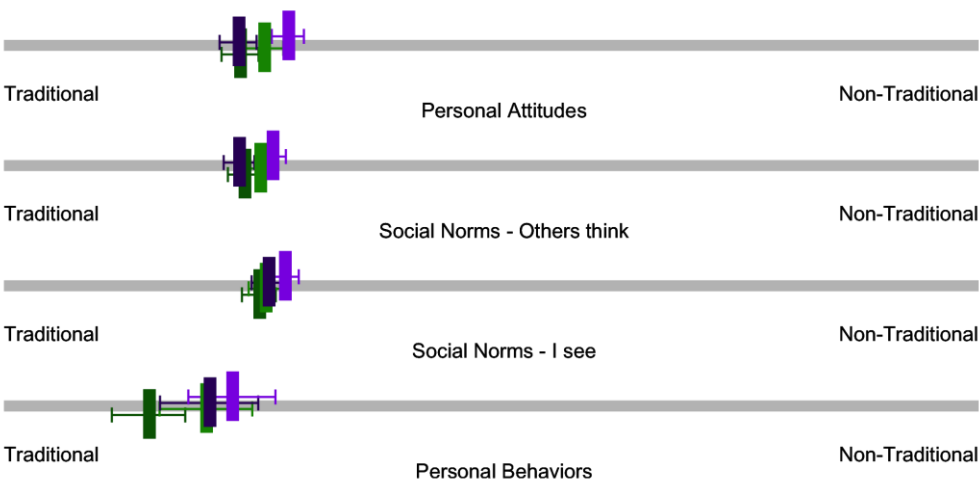


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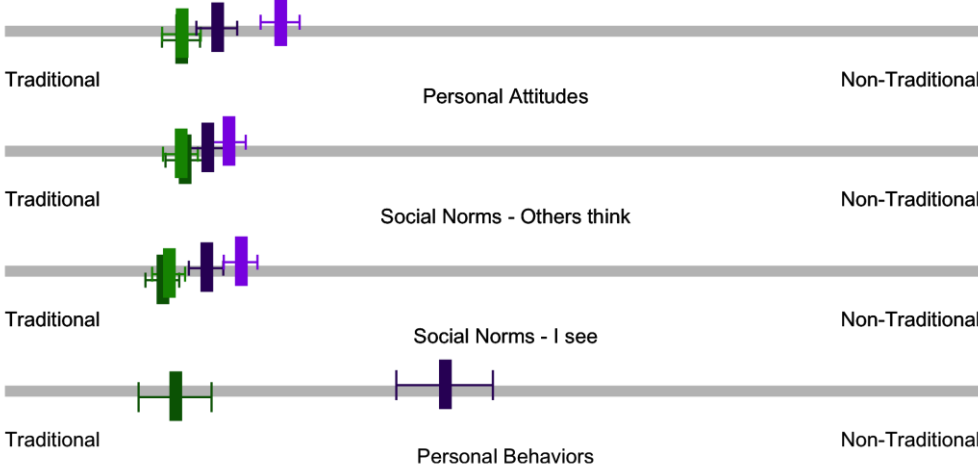
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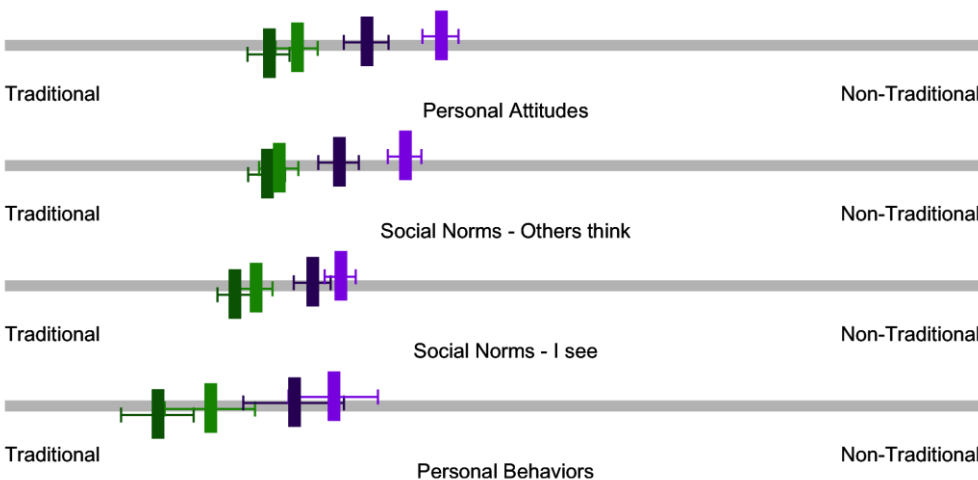
Job Segregation



Family Income



Leadership



MARITAL STATUS- PHILIPPINES



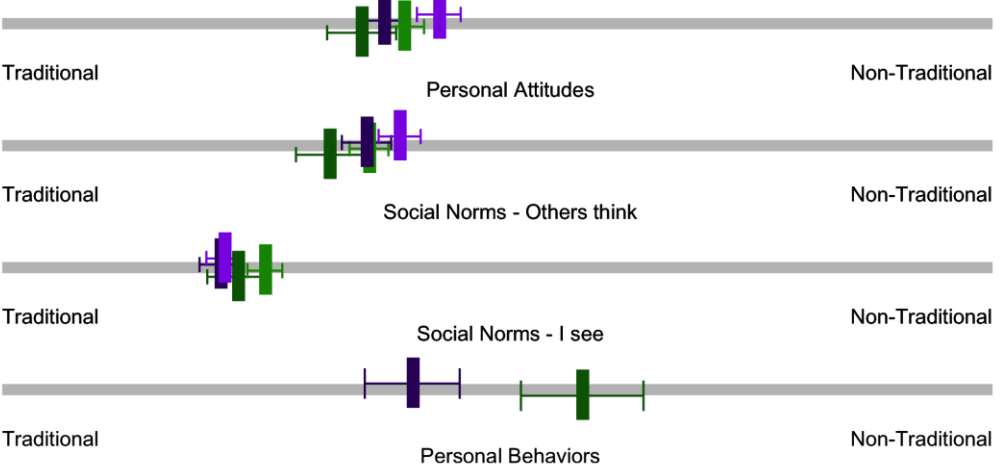
YouGov®

INVESTING IN WOMEN
SMART ECONOMICS
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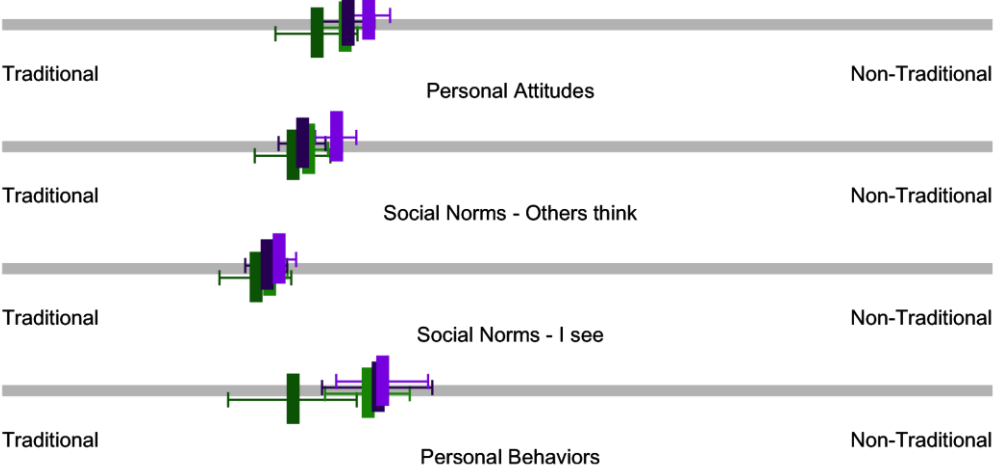


Married/Partnered
 Unpartnered
 Married/Partnered
 Unpartnered

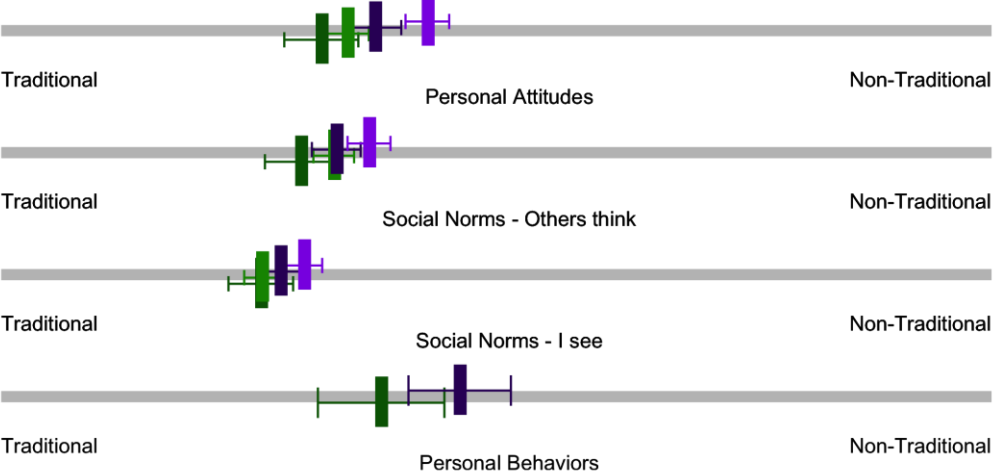
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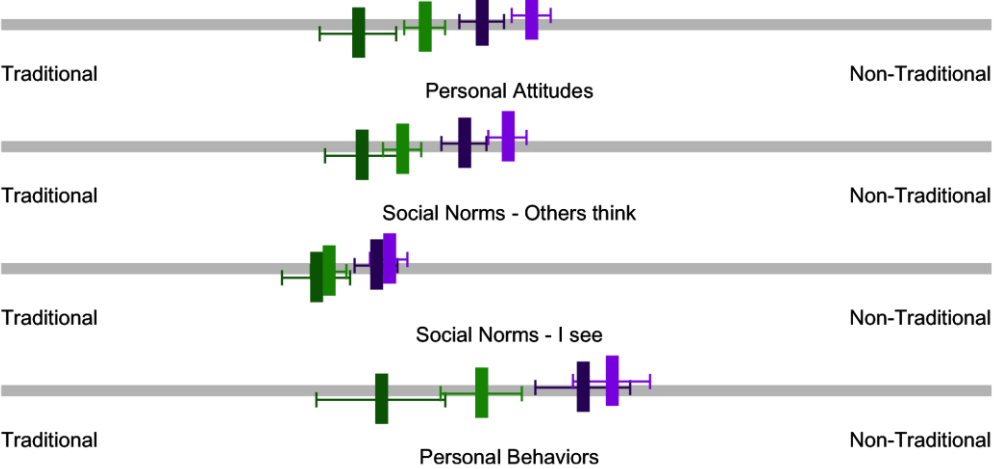
Job Segregation



Family Income



Leadership



MARITAL STATUS- VIETNAM

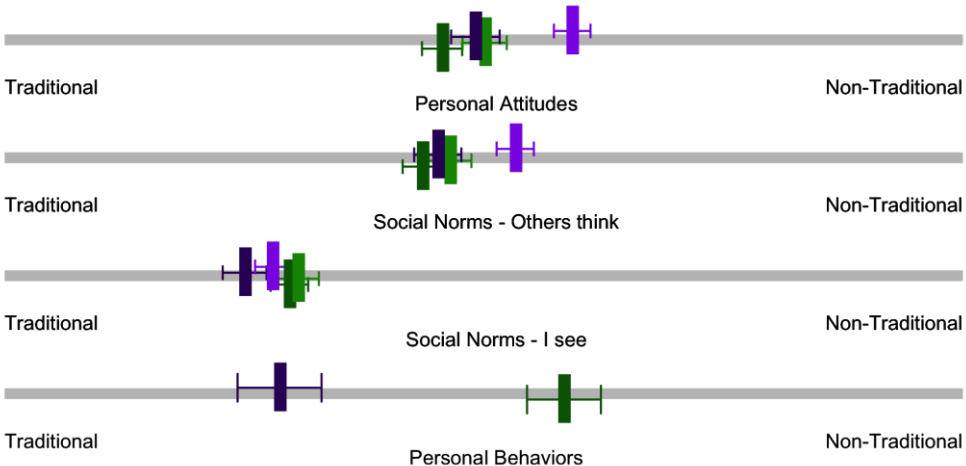


YouGov®

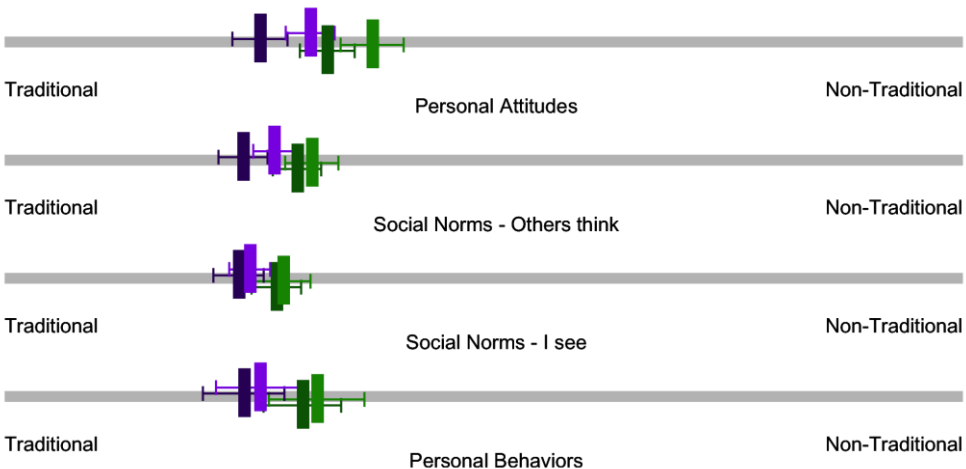
INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



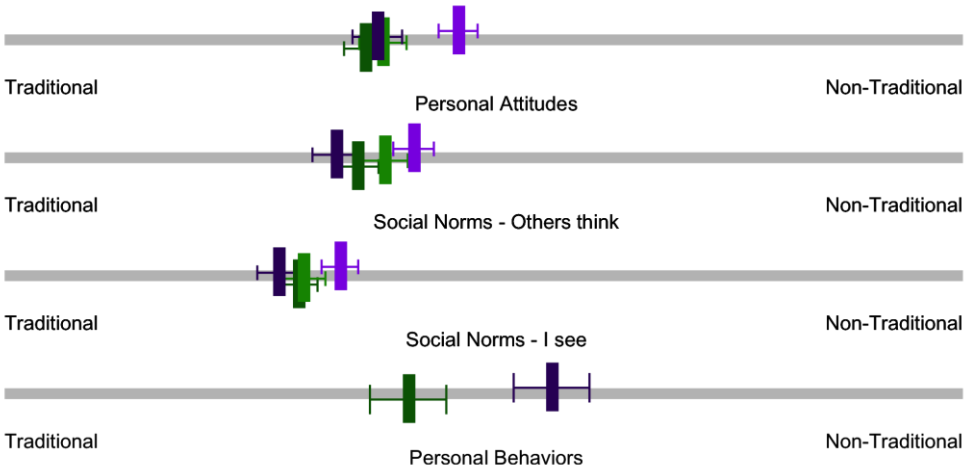
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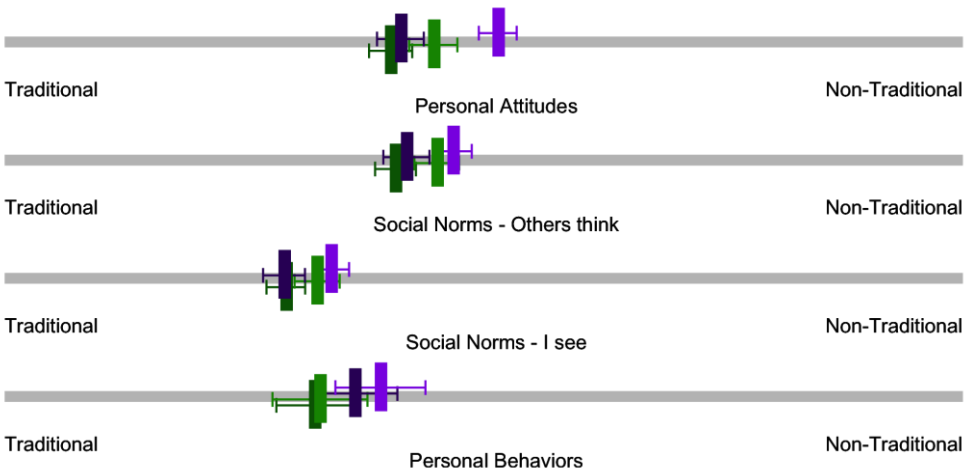
Job Segregation



Family Income

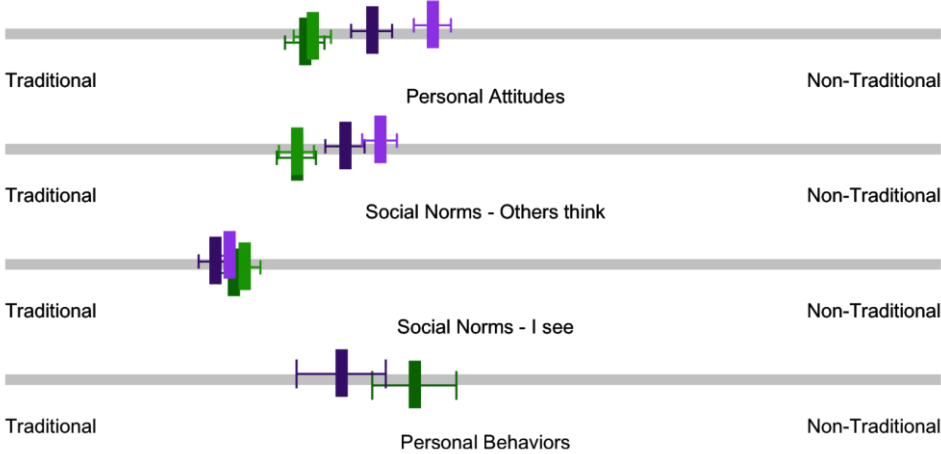


Leadership

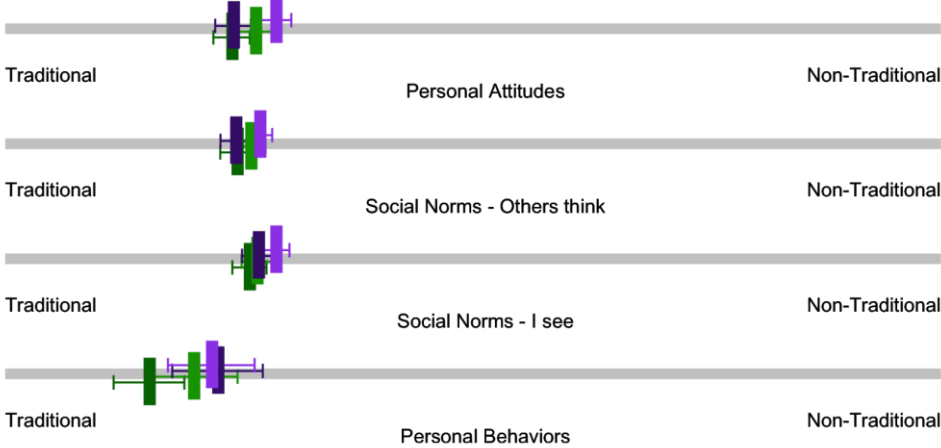




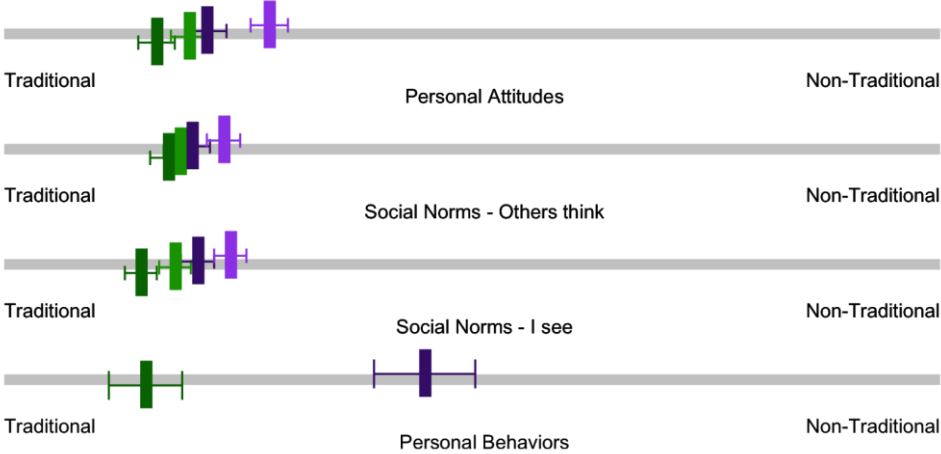
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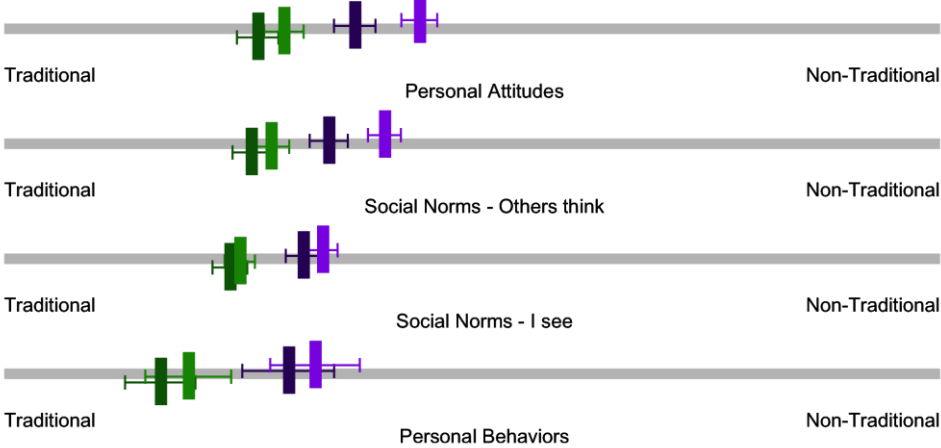
Job Segregation



Family Income



Leadership



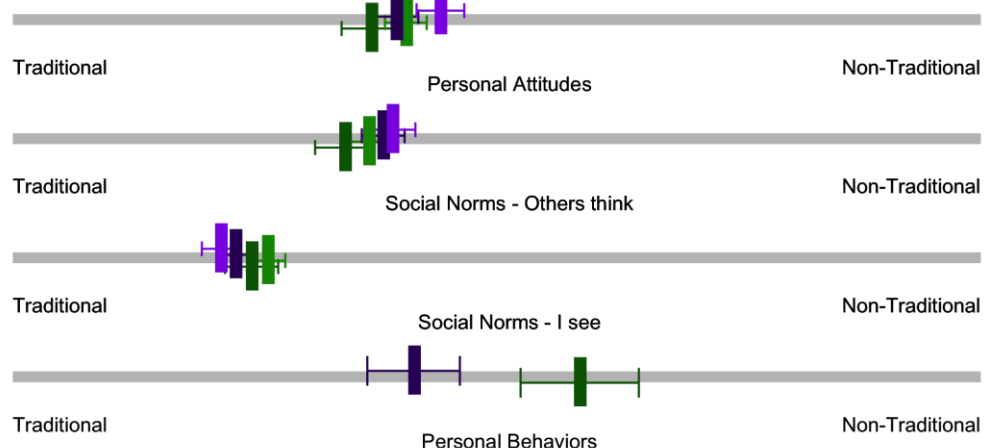
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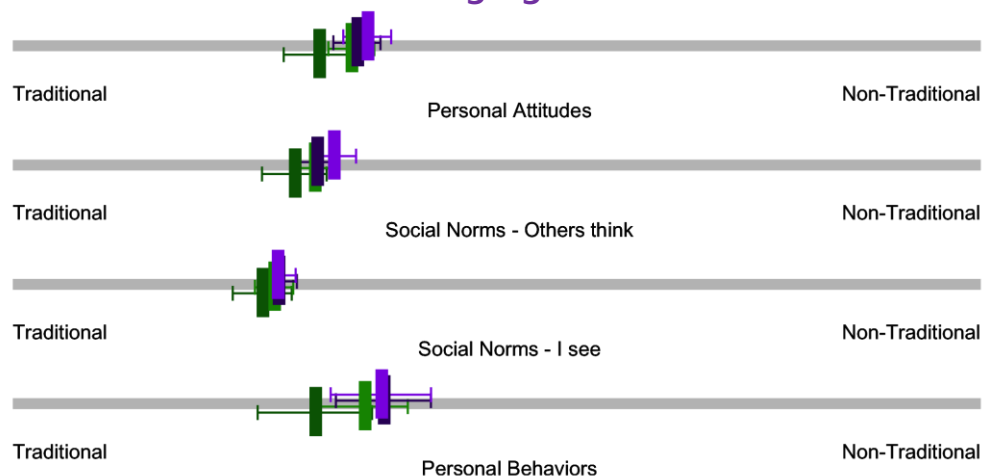
INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



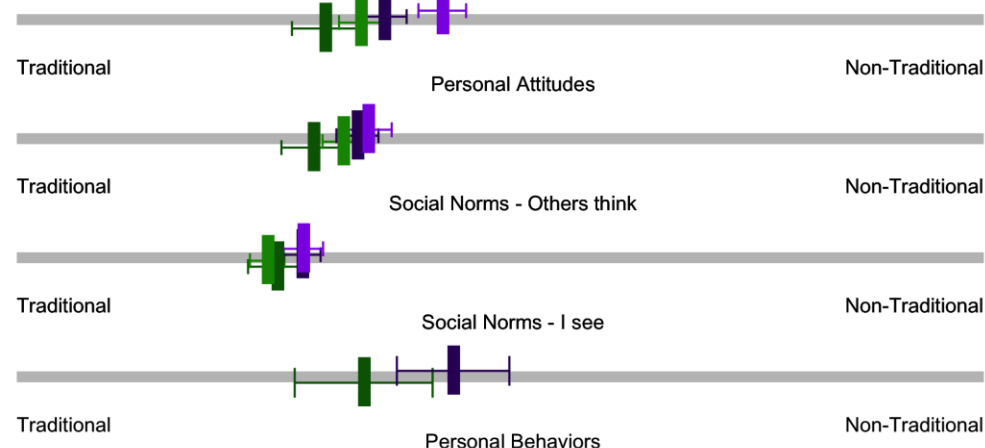
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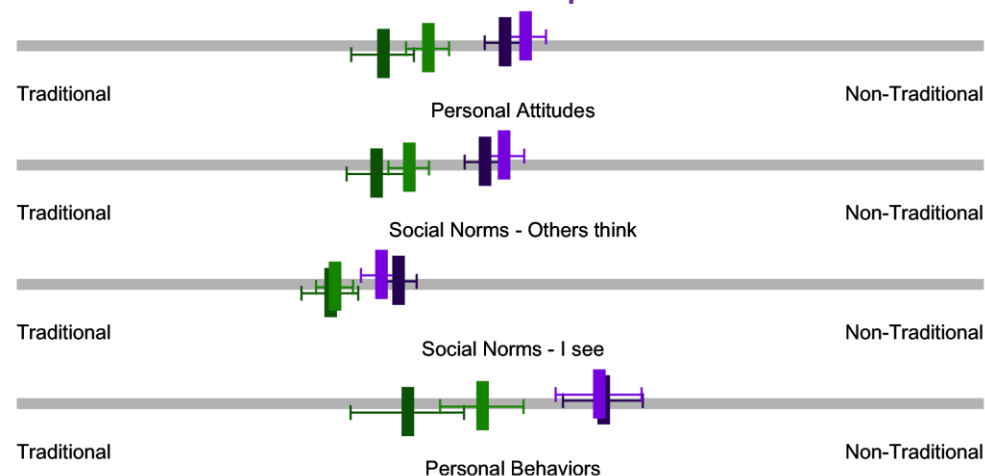
Job Segregation



Family Income



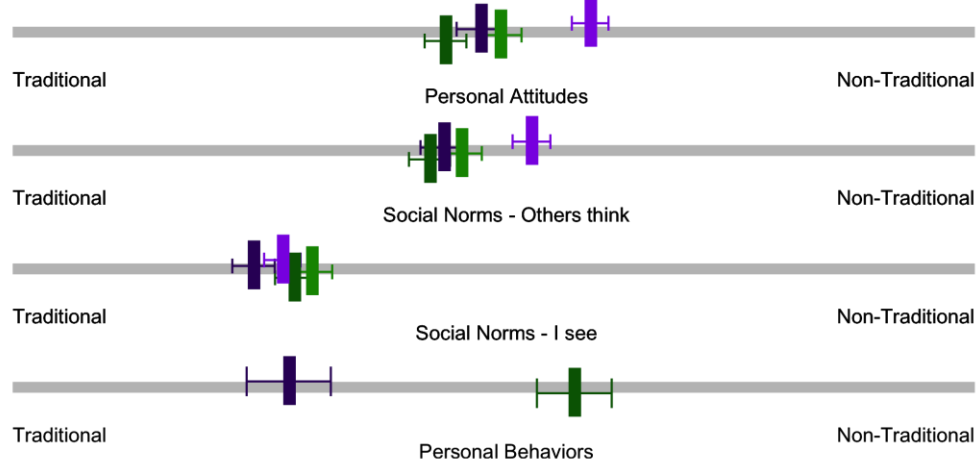
Leadership



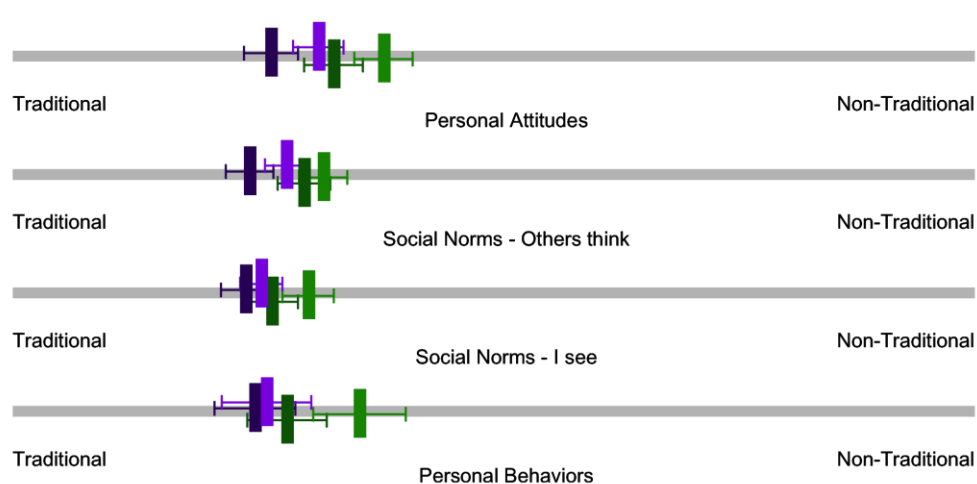
PARENTAL STATUS- VIETNAM



Caring Roles



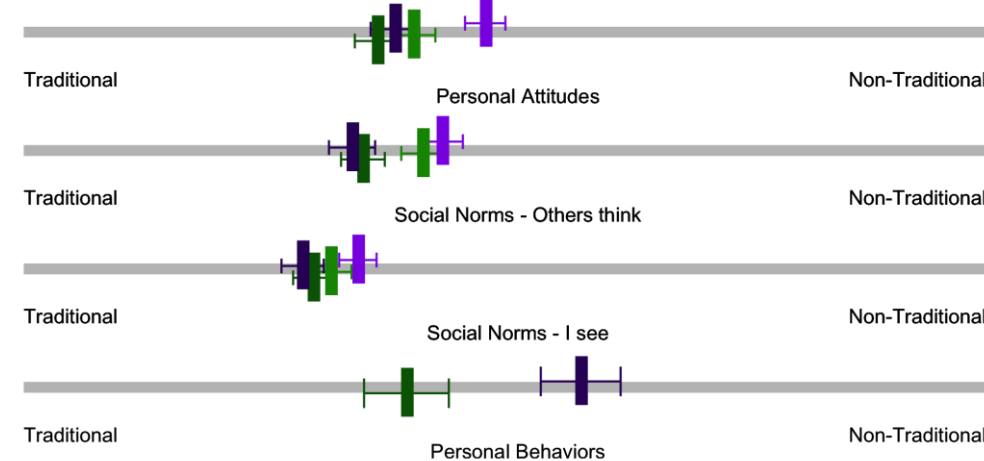
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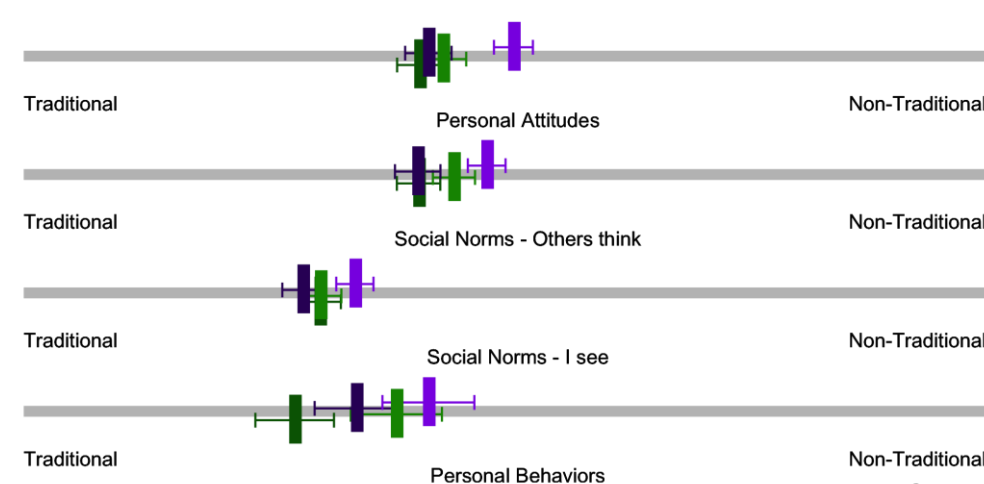
INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



Family Income



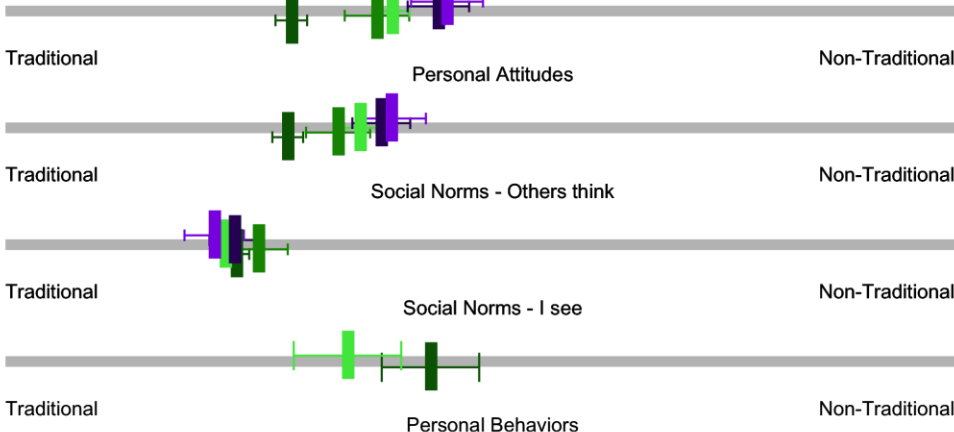
Leadership



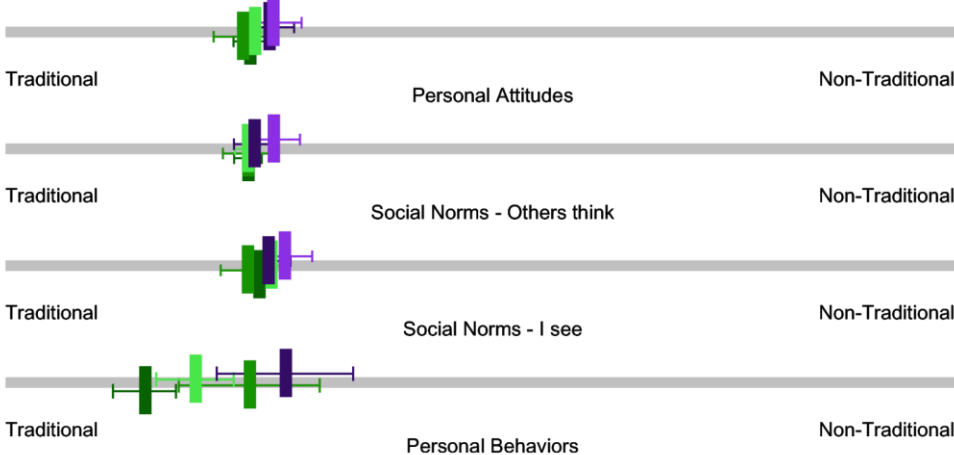
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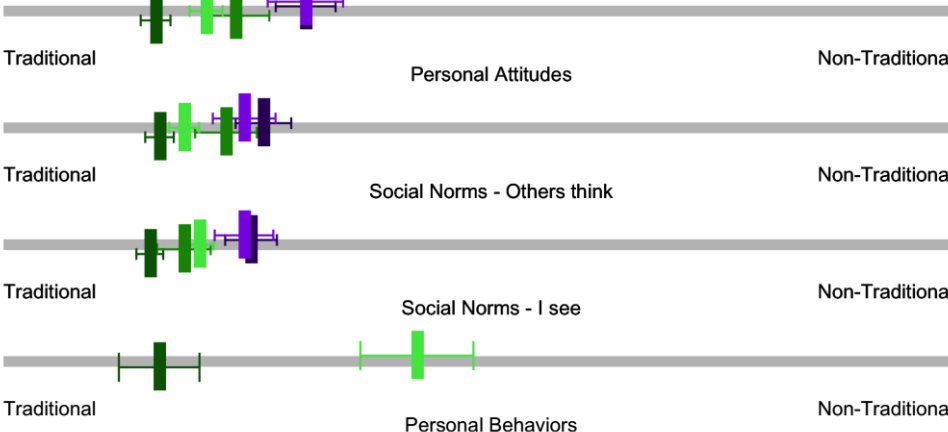
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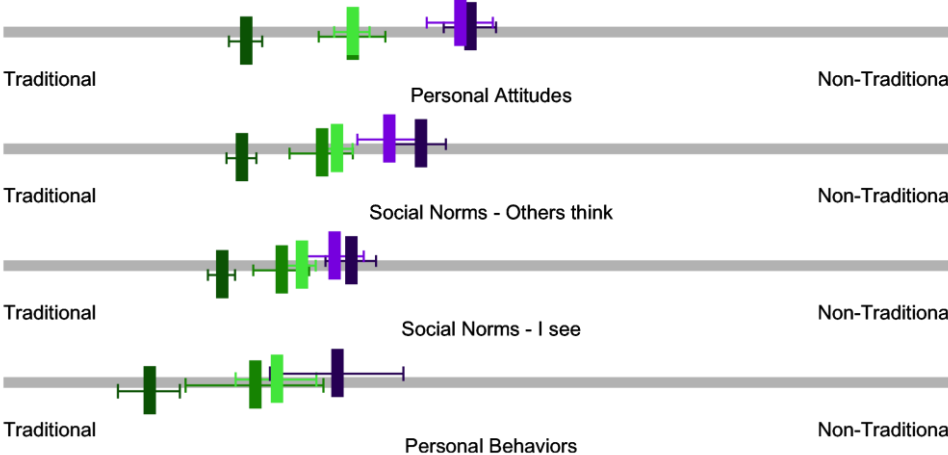
Job Segregation



Family Income

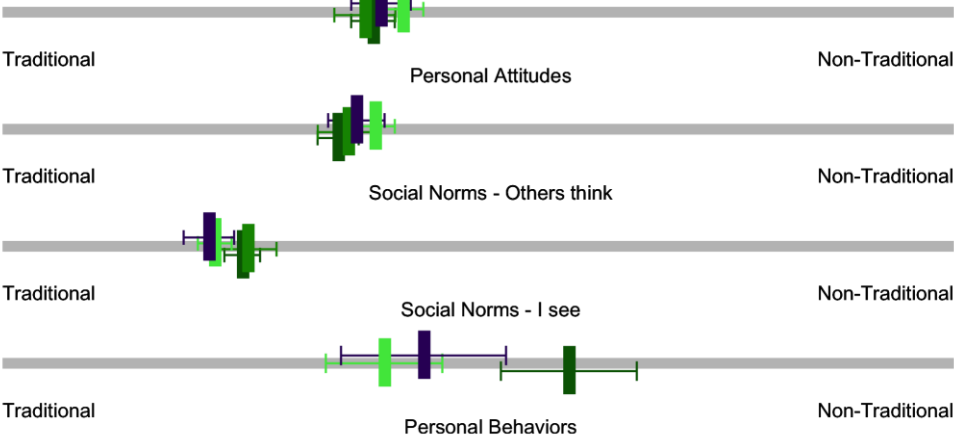


Leadership

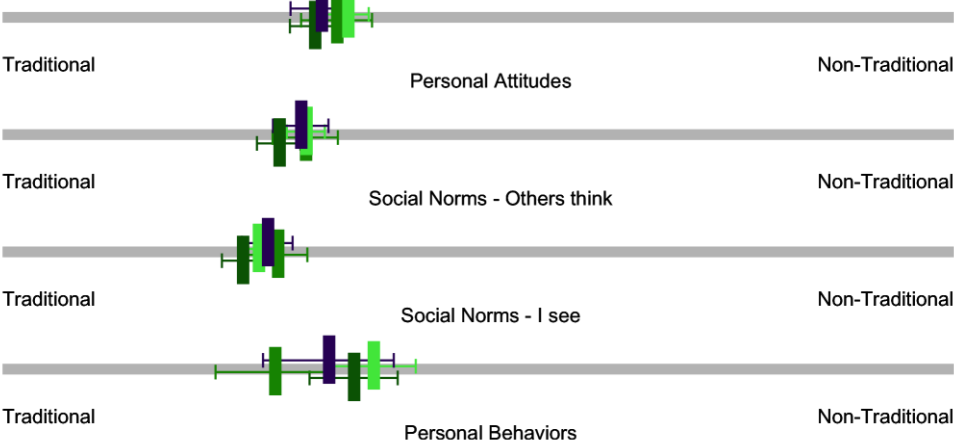




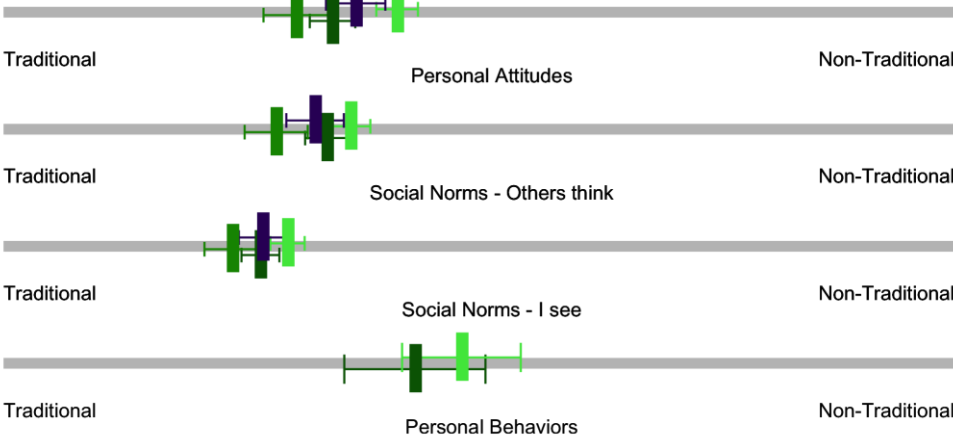
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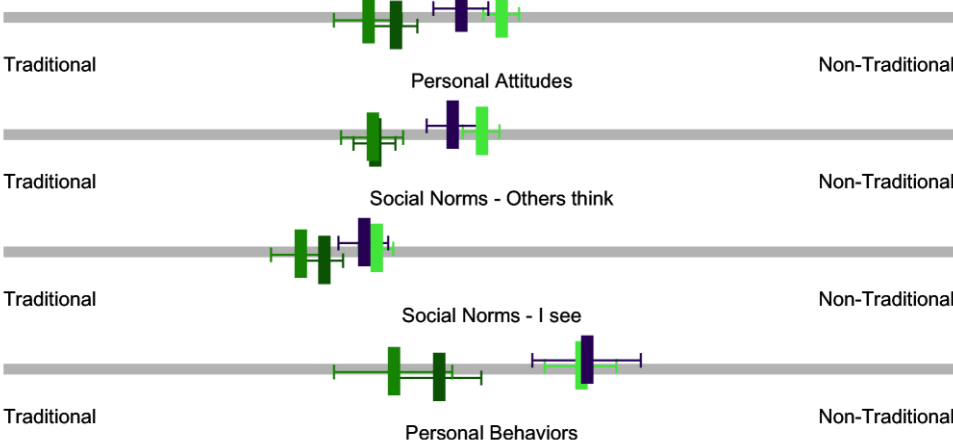
Job Segregation



Family Income

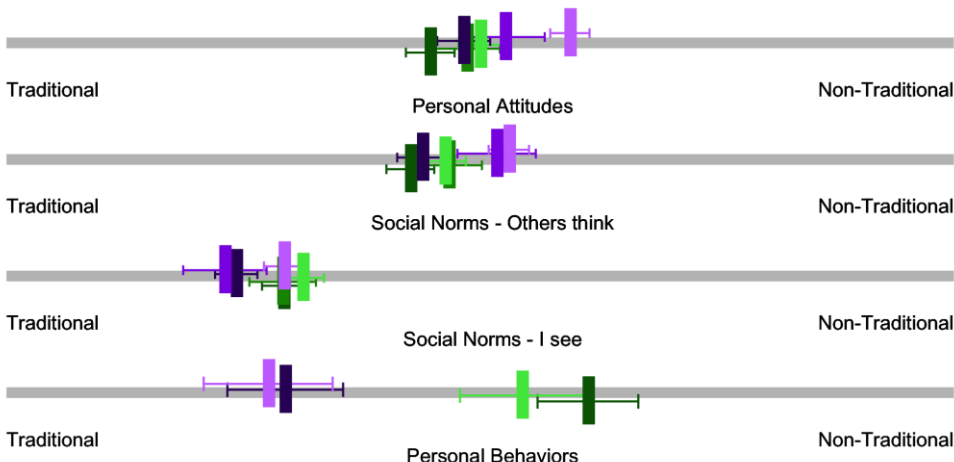


Leadership

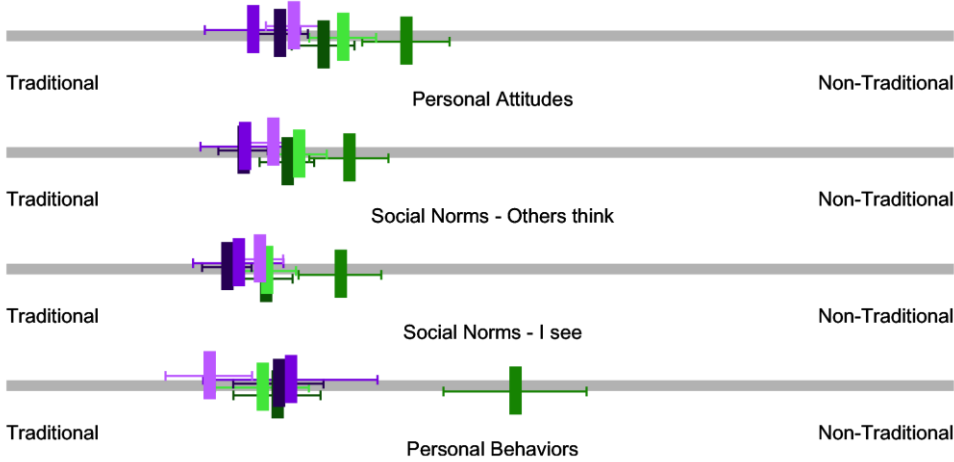




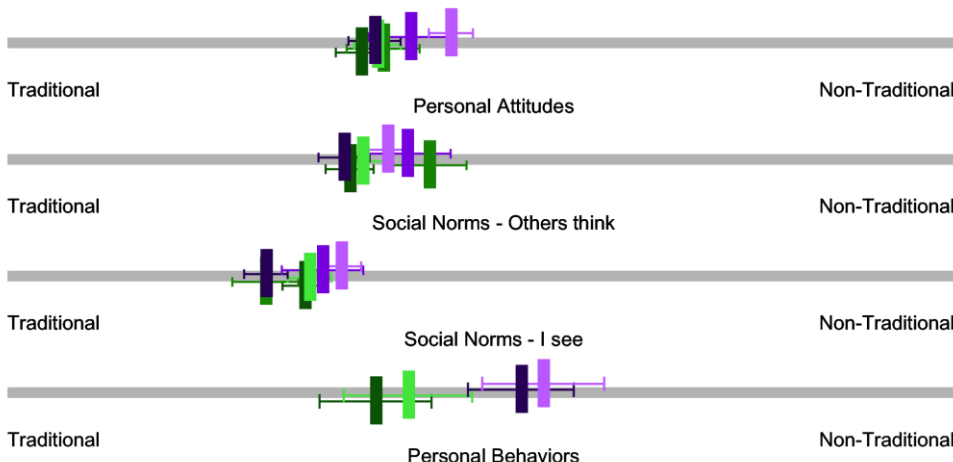
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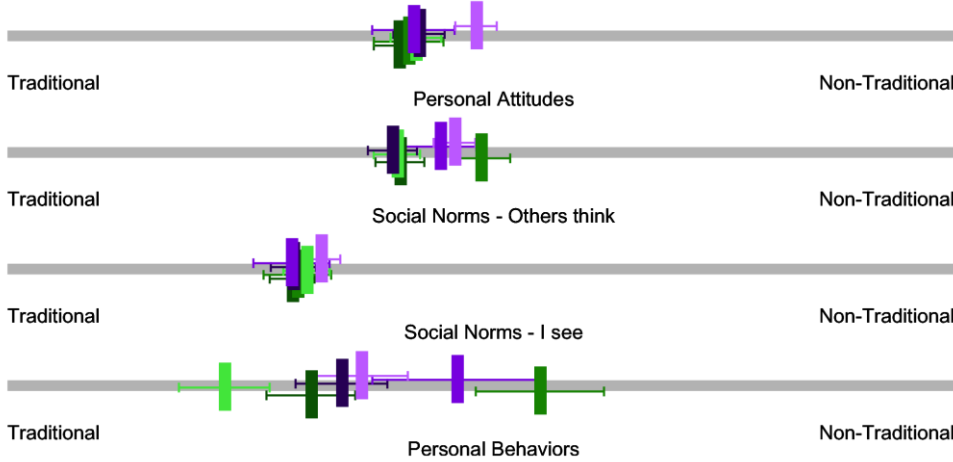
Job Segregation



Family Income









Leadership



ANNEX 4: ANALYSIS OF SHIFTS 2018 - 2020

ANALYSIS OF TREND SHIFTS, 2018-2020

- All variables have some countries that are stable across waves (highlighted in purple), suggesting some level of comparability.
- Differences should be interpreted as directional, not exact, due to differences in question wording and scale, noted in red.
- Sample composition on gender and age was stable, and differences in education do not explain wave on wave differences.

Year	Variable (N=1,000)	Question wording	ID – M (%)	PH – M (%)	VN – M (%)	ID – F (%)	PH – F (%)	VN – F (%)
								
2018	Childcare	Who do you believe does the following tasks best? Looking after young children . Best done by women Best done by men Done equally well by women and men	46	35	59	47	44	61
2020	Childcare	In your opinion, in the home who in society is generally better at looking after children ? Women Equally good Men	66	49	56	66	65	63
2018	Adult care	Who do you believe does the following tasks best? Looking after elderly parents . Best done by women Best done by men Done equally well by women and men	23	25	35	28	27	40
2020	Adult care	In your opinion, in the home who in society is generally better at dependent adult care ? Women Equally good Men	33	34	33	45	48	47

Year	Variable	Question wording	N - M	ID – M (%)			PH – M (%)			VN – M (%)			N - F	ID – F (%)			PH – F (%)			VN – F (%)		
				>	=	<	>	=	<	>	=	<		>	=	<	>	=	<	>	=	<
2018	Family income	Within your household do you earn... Much more than your spouse Slightly more than your spouse About the same as your spouse Slightly less than your spouse A lot less than your spouse	ID: 478 PH: 275 VN: 471	77	16	7	71	14	14	80	13	7	ID: 358 PH: 334 VN: 511	26	37	37	46	23	30	34	26	40
2020	Family income	In my home, between my partner and I (not including the income we get from other family members): I earn most of the income for the family My partner and I earn similar income for the family My partner earns the most for the family	ID: 446 PH: 251 VN: 535	74	21	5	50	37	13	46	52	2	ID: 300 PH: 252 VN: 476	22	37	40	24	34	41	25	48	27
2018	Ideal childcare	Would you like you spouse to handle more or less childcare responsibilities? More The same amount as now Less (Where care is unequal, may include care provided by others)	ID: 250 PH: 124 VN: 178	40	46	13	29	57	14	43	48	9	ID: 296 PH: 236 VN: 345	38	55	7	32	55	13	69	29	2
2020	Ideal childcare	Would you like your partner to handle more or less childcare? More The same amount as now Less (Where care is unequal, not including care provided by others)	ID: 194 PH: 79 VN: 174	35	60	5	36	62	2	37	56	7	ID: 194 PH: 170 VN: 288	57	38	5	27	60	13	70	26	4

ANNEX 5: QUESTION WORDING

INDONESIA - MEN

Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) prefers to do housework. 2) prefers to look after children. 3) prefers to look after dependent adults. Women, Equally prefers, Men	1000			
Would you like your partner to handle more or less childcare	Would you like your partner to handle more or less childcare? 1) More. 2) The same amount as now. 3) Less	194			
Family income norm: Societal norms - Personal behavior	In my home, between my partner and I (not including the income we get from other family members): 1) I earn most of the income for the family. 2) My partner and I earn similar income for the family. 3) My partner earns most of the income for the family	323			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000			
Change in own domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time you devote to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	1000			
Change in partner's domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time your partner devotes to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	545			
Change in pressure to do housework and care for dependent children due to COVID-19	Because of COVID-19 impacts, do you feel more or less pressure to do housework and/or care for dependent children and family members? 1) I feel a significantly more pressure than before COVID-19. 2) I feel more pressure than before COVID-19. 3) I feel the same amount of pressure as before COVID-19. 4) I feel less pressure than before COVID-19. 5) I feel significantly less pressure than before COVID-19. 6) Not applicable	545			
Recent working status	Which of these applied to your situation in December 2019? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Unemployed. 6) Not working. 7) Other	1000			
Working status	Which of these applies to your current situation? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Retired. 6) Unemployed. 7) Not working. 8) Other	1000			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	509	316	175
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	509	316	175
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	509	316	175
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	509	316	175
Get disapproved working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	509	316	175
Has disapproval stopped you from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? 1) Never. 2) Sometimes. 3) Often. 4) Not applicable	242	139	47	56

INDONESIA - WOMEN

Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N	Seg 4 N
Gender roles in home	In your opinion, in the home who in society generally: 1) prefers to do housework. 2) prefers to look after children. 3) prefers to look after dependent adults. Women, Equally prefers, Men	998				
Would you like your partner to handle more or less childcare	Would you like your partner to handle more or less childcare? 1) More. 2) The same amount as now. 3) Less	194				
Family income norm: Societal norms - Personal behaviour	In my home, between my partner and I (not including the income we get from other family members): 1) I earn most of the income for the family. 2) My partner and I earn similar income for the family. 3) My partner earns most of the income for the family	193				
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000				
Change in own domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time you devote to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	1000				
Change in partner's domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time your partner devotes to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	519				
Change in pressure to do housework and care for dependent children due to COVID-19	Because of COVID-19 impacts, do you feel more or less pressure to do housework and/or care for dependent children and family members? 1) I feel a significantly more pressure than before COVID-19. 2) I feel more pressure than before COVID-19. 3) I feel the same amount of pressure as before COVID-19. 4) I feel less pressure than before COVID-19. 5) I feel significantly less pressure than before COVID-19. 6) Not applicable	519				
Recent working status	Which of these applied to your situation in December 2019? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Unemployed. 6) Not working. 7) Other	1000				
Working status	Which of these applies to your current situation? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Retired. 6) Unemployed. 7) Not working. 8) Other	1000				
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	341	311	228	120
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	341	311	228	120
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	341	311	228	120
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	341	311	228	120
Get disapproved working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	341	311	228	120
Has disapproval stopped you from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? 1) Never. 2) Sometimes. 3) Often. 4) Not applicable	232	82	76	51	23

PHILIPPINES - MEN

Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) prefers to do housework. 2) prefers to look after children. 3) prefers to look after dependent adults. Women, Equally prefers, Men	994			
Would you like your partner to handle more or less childcare	Would you like your partner to handle more or less childcare? 1) More. 2) The same amount as now. 3) Less	79			
Family income norm: Societal norms - Personal behaviour	In my home, between my partner and I (not including the income we get from other family members): 1) I earn most of the income for the family. 2) My partner and I earn similar income for the family. 3) My partner earns most of the income for the family	205			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000			
Change in own domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time you devote to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	1000			
Change in partner's domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time your partner devotes to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	369			
Change in pressure to do housework and care for dependent children due to COVID-19	Because of COVID-19 impacts, do you feel more or less pressure to do housework and/or care for dependent children and family members? 1) I feel a significantly more pressure than before COVID-19. 2) I feel more pressure than before COVID-19. 3) I feel the same amount of pressure as before COVID-19. 4) I feel less pressure than before COVID-19. 5) I feel significantly less pressure than before COVID-19. 6) Not applicable	371			
Recent working status	Which of these applied to your situation in December 2019? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Unemployed. 6) Not working. 7) Other	1000			
Working status	Which of these applies to your current situation? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Retired. 6) Unemployed. 7) Not working. 8) Other	1000			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	358	375	267
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	358	375	267
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	358	375	267
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	358	375	267
Get disapproved working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	358	375	267
Has disapproval stopped you from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? 1) Never. 2) Sometimes. 3) Often. 4) Not applicable	236	58	129	49

PHILIPPINES - WOMEN

Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) prefers to do housework. 2) prefers to look after children. 3) prefers to look after dependent adults. Women, Equally prefers, Men	999			
Would you like your partner to handle more or less childcare	Would you like your partner to handle more or less childcare? 1) More. 2) The same amount as now. 3) Less	170			
Family income norm: Societal norms - Personal behaviour	In my home, between my partner and I (not including the income we get from other family members): 1) I earn most of the income for the family. 2) My partner and I earn similar income for the family. 3) My partner earns most of the income for the family	168			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000			
Change in own domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time you devote to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	1000			
Change in partner's domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time your partner devotes to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	529			
Change in pressure to do housework and care for dependent children due to COVID-19	Because of COVID-19 impacts, do you feel more or less pressure to do housework and/or care for dependent children and family members? 1) I feel a significantly more pressure than before COVID-19. 2) I feel more pressure than before COVID-19. 3) I feel the same amount of pressure as before COVID-19. 4) I feel less pressure than before COVID-19. 5) I feel significantly less pressure than before COVID-19. 6) Not applicable	529			
Recent working status	Which of these applied to your situation in December 2019? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Unemployed. 6) Not working. 7) Other	1000			
Working status	Which of these applies to your current situation? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Retired. 6) Unemployed. 7) Not working. 8) Other	1000			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	477	237	286
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	477	237	286
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	477	237	286
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	477	237	286
Get disapproved working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	477	237	286
Has disapproval stopped you from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? 1) Never. 2) Sometimes. 3) Often. 4) Not applicable	162	81	36	45

VIETNAM - MEN

Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) prefers to do housework. 2) prefers to look after children. 3) prefers to look after dependent adults. Women, Equally prefers, Men	993			
Would you like your partner to handle more or less childcare	Would you like your partner to handle more or less childcare? 1) More. 2) The same amount as now. 3) Less	174			
Family income norm: Societal norms - Personal behaviour	In my home, between my partner and I (not including the income we get from other family members): 1) I earn most of the income for the family. 2) My partner and I earn similar income for the family. 3) My partner earns most of the income for the family	404			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000			
Change in own domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time you devote to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	1000			
Change in partner's domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time your partner devotes to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	635			
Change in pressure to do housework and care for dependent children due to COVID-19	Because of COVID-19 impacts, do you feel more or less pressure to do housework and/or care for dependent children and family members? 1) I feel a significantly more pressure than before COVID-19. 2) I feel more pressure than before COVID-19. 3) I feel the same amount of pressure as before COVID-19. 4) I feel less pressure than before COVID-19. 5) I feel significantly less pressure than before COVID-19. 6) Not applicable	602			
Recent working status	Which of these applied to your situation in December 2019? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Unemployed. 6) Not working. 7) Other	1000			
Working status	Which of these applies to your current situation? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Retired. 6) Unemployed. 7) Not working. 8) Other	1000			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	253	243	504
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	253	243	504
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	253	243	504
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	253	243	504
Get disapproved working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	253	243	504
Has disapproval stopped you from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? 1) Never. 2) Sometimes. 3) Often. 4) Not applicable	228	66	46	116

VIETNAM - WOMEN

Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) prefers to do housework. 2) prefers to look after children. 3) prefers to look after dependent adults. Women, Equally prefers, Men	996			
Would you like your partner to handle more or less childcare	Would you like your partner to handle more or less childcare? 1) More. 2) The same amount as now. 3) Less	288			
Family income norm: Societal norms - Personal behaviour	In my home, between my partner and I (not including the income we get from other family members): 1) I earn most of the income for the family. 2) My partner and I earn similar income for the family. 3) My partner earns most of the income for the family	419			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000			
Change in own domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time you devote to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	999			
Change in partner's domestic responsibilities due to COVID-19	Because of COVID-19 impacts, has the time your partner devotes to domestic responsibilities changed? 1) Large decrease. 2) Small decrease. 3) Remained the same. 4) Small increase. 5) Large increase. 6) Not applicable	582			
Change in pressure to do housework and care for dependent children due to COVID-19	Because of COVID-19 impacts, do you feel more or less pressure to do housework and/or care for dependent children and family members? 1) I feel a significantly more pressure than before COVID-19. 2) I feel more pressure than before COVID-19. 3) I feel the same amount of pressure as before COVID-19. 4) I feel less pressure than before COVID-19. 5) I feel significantly less pressure than before COVID-19. 6) Not applicable	519			
Recent working status	Which of these applied to your situation in December 2019? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Unemployed. 6) Not working. 7) Other	1000			
Working status	Which of these applies to your current situation? 1) Working full time (30 or more hours per week). 2) Working part time (8-29 hours a week). 3) Working part time (Less than 8 hours a week). 4) Full time student. 5) Retired. 6) Unemployed. 7) Not working. 8) Other	1000			
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	472	259	269
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	472	259	269
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	472	259	269
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	472	259	269
Get disapproved working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. 1) Strongly disagree. 2) Disagree. 3) Agree. 4) Strongly agree	1000	472	259	269
Has disapproval stopped you from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? 1) Never. 2) Sometimes. 3) Often. 4) Not applicable	208	74	76	58

ANNEX 6: GLOSSARY

GLOSSARY

Term	Definition
Cluster analysis/Hierarchical clustering	Cluster analysis or clustering is a common technique for statistical data analysis with the purpose of grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar (in some sense) to each other than to those in other groups (clusters). It is an exploratory technique that allows clusters to emerge naturally within a fixed set of variables. Hierarchical clustering is a method that seeks to build a hierarchy of clusters.
Factor analysis	Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in six observed variables mainly reflect the variations in two unobserved (underlying) variables. YouGov used factor analysis to identify the variables with the most explanatory power, and used these variables as inputs for the segmentation analysis using hierarchical clustering.
Positive deviance	Positive deviance is a social science framework that observes members of a group who differ from that group's prevailing attitudes and behaviours in a positive direction despite having a similar background or facing similar circumstances as the rest.



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