

GENDER EQUALITY MATTERS IN INDONESIA

Social norms, attitudes and practices (SNAP) of urban millennials in Indonesia, 2020

Investing in Women commissioned YouGov to conduct an online **Social Norms, Attitudes and Practices (SNAP) 2020 Survey** with 2000 urban millennial women and men in Indonesia in May 2020.

The survey focused on four key gender norms that affect:

- **Norm 1 – Childcare and Housework**
- **Norm 2 – Breadwinning and Family Income**
- **Norm 3 – Job segregation**
- **Norm 4 – Leadership at work**

This SNAP 2020 Survey ([full report available here](#)) builds on data already gathered in the [SNAP 2018 Survey](#).

GENDER EQUALITY AT HOME ON THE RISE

Each new generation of Indonesian couples is sharing childcare more equally.

Millennials were asked if their parents shared childcare and breadwinning when they were growing up (represented as 'previous generation' in Diagram 1). The 'future generation' of urban millennials who don't have partners or children yet was asked what they hope to do if they have a partner and children in the future.

When the 'previous generation' is compared to the 'current generation,' it shows that sharing of childcare has increased from 27% to 49%. Encouragingly, the upward trend continues, with 90% of urban millennials from the 'future generation' aspiring

to share childcare with their partner - the majority keen to do so as they saw it in the best interest of a child to have both parents involved in care.

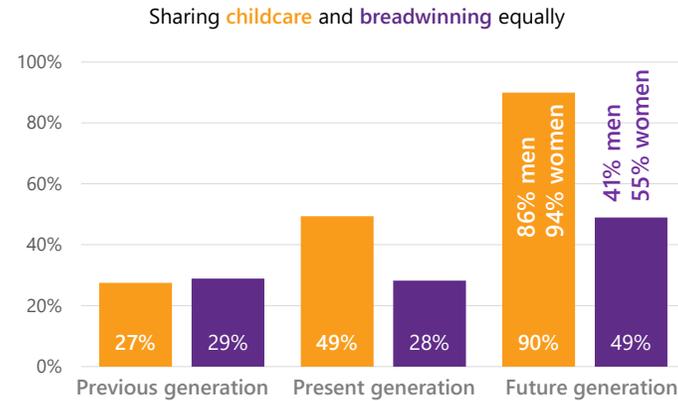


Diagram 1: Equality increasing each generation

For urban millennial mothers in Indonesia who do most of the childcare, many would like their partners to share more caring responsibilities. The number of mothers who would like this has grown from 4 in 10 in 2018 to 6 in 10 in 2020. However, many mothers were sensitive to criticism from partners if they did not continue the traditional role of taking *primary* responsibility for childcare. This fear is likely real with a growing number of fathers from 2018 to 2020, from homes where mothers do most of the childcare, preferring to keep it that way.

Sharing breadwinning in Indonesia has remained stagnant from the previous generation to the current. While an encouraging 41% of Indonesian men aspired to share breadwinning with their future partner, this lagged in comparison to their aspirations to share childcare (86%). Indonesian women's aspirations also lagged in this area (55% vs 94%). While there are signs of shifts towards greater equality on breadwinning in the future, Indonesia lags behind countries such as Vietnam and the Philippines in this area.

LEADERS INFLUENCE EQUALITY AT WORK

Those employed by companies with equal or progressive representation of gender in leadership roles are more likely to have equal or progressive attitudes towards women's suitability for leadership and not have a personal preference for a male supervisor (see Diagram 2). The correlation runs in the opposite direction for respondents in workplaces with male-dominated leadership. These respondents hold even more traditional attitudes and preferences on leadership than those in the not working/not applicable group.



Diagram 2: Your work influences your opinion on leadership

Urban millennials showed positive opinions on gender equality in the workplace, saying women and men were as capable as each other with being trustworthy (71%), in need of flexible work arrangements (71%), in need of protection from hazardous work (65%), suited to travel for work (64%), being assertive (45%), and good at details (40%).

Striking gender differences remain in some aspects of the workplace. These include 79% of urban millennials identifying that women are more likely to impair their career when they have children compared to 3% saying men were, and 78% saying women are more likely to be harassed in the workplace compared to 2% saying men were.



WHAT YOU SEE MATTERS

Regression analysis of the survey results revealed that social observations matter to urban millennials.

What you see in your social circles matters

Across the four norms in Indonesia, the equality or inequality of others' *attitudes* ('Others think' in Diagram 3 on the right) are strongly linked to the equality or inequality of one's own *attitudes* ('I think').

Observations of others' *behaviour* ('Others do') are moderately linked to one's own *attitudes* ('I think').

Similarly, the *behaviour* one observes in one's community ('Others do') is most strongly linked with one's own *behaviour* ('I do').

Urban millennials' own *attitudes* ('I think') were rarely significantly linked to one's own behaviour ('I do'). Men in Indonesia were the only group to show a significant linkage between personal attitude to behaviour, and this was for the caregiving norm. Overall, the analysis shows that the more people see others practising equality, the more likely they will practise it as well.

What you see in media matters

Millennials were asked about the media they consume online and through television, radio and print and if they observed progressive media - that is, media where women and men are equally seen taking care of children, doing housework and in leadership roles at work. Only men showed a significant linkage between watching progressive media and practising more equal caregiving at home. Given Indonesian urban millennial men were the only group that showed links between personal attitudes and behaviour, and they are influenced by media, campaigns that use media to reach men may be effective in bringing about more equal caregiving behaviour.

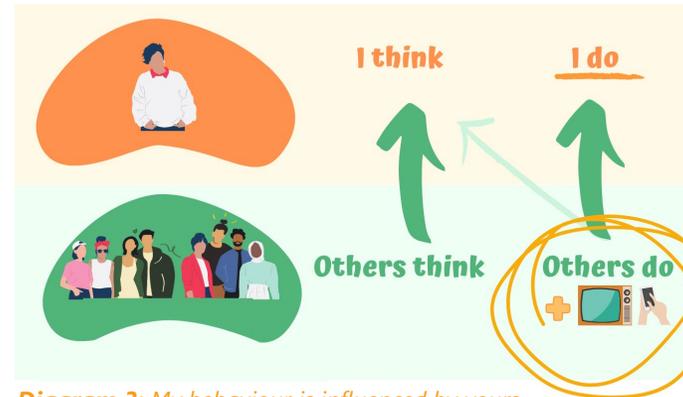


Diagram 3: My behaviour is influenced by yours

What you saw growing up matters

Urban millennials who witnessed their parents equally sharing childcare and breadwinning when they were growing up were more likely to practise childcare and breadwinning equality in their own home. For those who grew up in homes where childcare was shared, 63% reported sharing themselves, compared to 43% who grew up in a home where childcare was unequally shared. Similarly for breadwinning, there was a difference of 43% to 24% for those that witnessed breadwinning evenly shared compared to those that did not.

Belief systems can influence opinions

Regression analysis was used to identify the influence of religion on attitudes towards gender equality. This showed that those who identified as followers of Islam were less supportive of equality on caregiving, family income earning and leadership than those who were non-religious or followed another religion.

SUPPORT THE EARLY MAJORITY

Urban millennials in Indonesia are not all the same. Knowing the views of different segments of millennials can help practitioners better understand how to support the growing number of millennials who want to practise gender equality.

On top of this, there are areas where urban millennials practise gender equality more than they realise. For example, 88% of respondents think that most households primarily have women responsible for childcare when only 53% of women reported this to be the case in their own home. Breadwinning for men remains a persistent tradition with 84% of urban millennials thinking men are key breadwinners in most households and 74% of men confirming this was true in their own home. The disparity in what women report is interesting, with 43% of women reporting this to be true in their own home.

The segmentation analysis (Diagram 4) shows that while segments in Indonesia are relatively traditional in comparison to their counterparts in the [Philippines](#) and [Vietnam](#), there is opportunity to build on some of the progressive leaning segments for job segregation and leadership at work and the commitment from the younger generation towards sharing childcare at home. Women were more likely than men to show progressive attitudes.

These may be entry points to move the dial towards greater gender equality. More details can be found in the [Indonesia Designer's Toolkit](#).

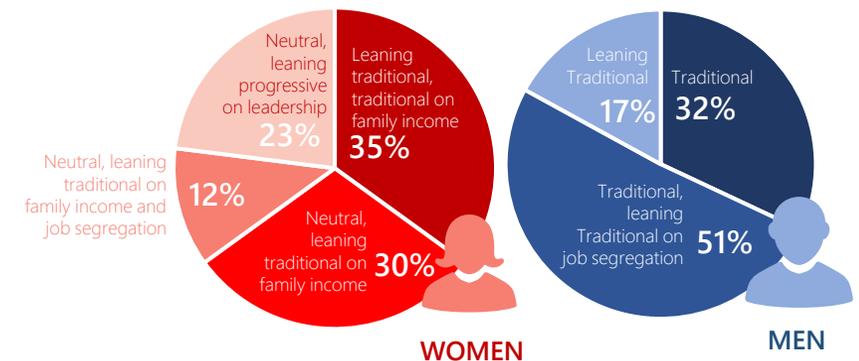


Diagram 4: Segments of urban millennials in Indonesia