

GENDER EQUALITY MATTERS IN THE PHILIPPINES

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



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Investing in Women commissioned YouGov to conduct an online **Social Norms, Attitudes and Practices (SNAP) 2020 Survey** with 2,000 urban millennial women and men in the Philippines 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 Philippine couples is sharing childcare and breadwinning 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 30% to 57%. Encouragingly, the upward trend continues, with 87%

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.

Notably, an increasing number of urban millennials see women as better at childcare compared to men. From 2018 to 2020, 65% of Filipinas said women are better at childcare (increasing from 44% in 2018) and 49% of Filipinos said women are better (compared to 35% in 2018).

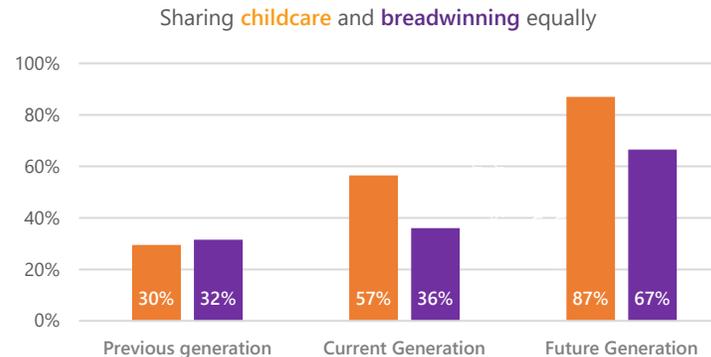


Diagram 1: Equality increasing each generation

Sharing breadwinning in the Philippines has increased slightly from the previous generation to the current (32% to 36%). While near 52% of future-generation Filipinos aspired to share breadwinning, this lagged in comparison to their aspiration to share childcare (82%). With 81% of Filipinas aspiring to share breadwinning with their future partner, there is more that can be done to shift expectations on men as primary income earners.

Encouragingly, even when men hold unequal attitudes towards breadwinning, they do not appear to resist the idea of greater income sharing and women do not report fear of criticism if they were to suggest more equality in family income earning to their partner.

A positive shift can be seen in that compared to the SNAP 2018 survey, more urban millennial women and men in 2020 report sharing breadwinning equally with their partner.

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.

Gender of leaders: Equal/progressive **personal attitude** and **supervisor preference** by leadership in own workplace

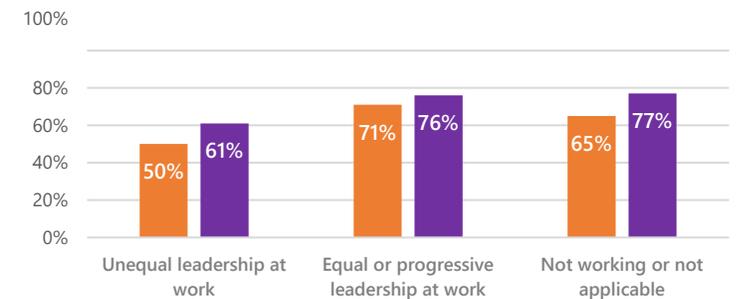


Diagram 2: Your work influences your opinion on leadership

Urban millennials showed positive opinions on gender equality in the workplace, saying women and men were as capable as each other with being trustworthy (69%), in need of flexible work arrangements (71%), in need of protection from hazardous work (67%), suited to travel for work (75%), being assertive (64%) and good at details (56%).



Striking gender differences remain in some aspects of the workplace. These include 54% of urban millennials identifying that women are more likely to impair their career when they have children compared to 7% saying men were, and 64% saying women are more likely to be harassed in the workplace compared to 7% 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 the Philippines, 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').

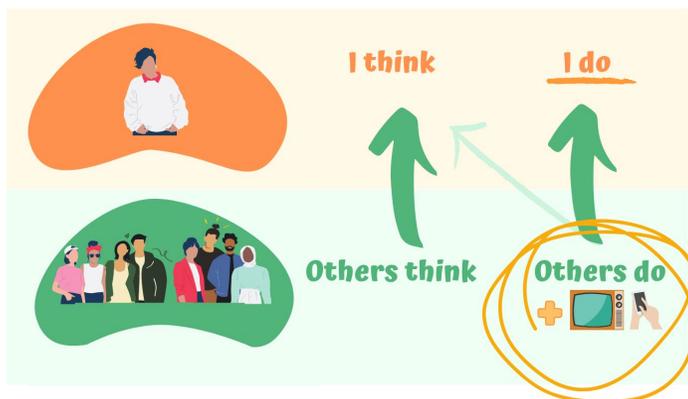


Diagram 3: My behaviour is influenced by yours

Urban millennials' own attitudes ('I think') were rarely significantly linked to one's own behaviour ('I do').

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. Watching progressive media – that is, media where women and men are equally seen taking care of children, doing housework and in leadership roles at work – correlates with more equal behaviour for women and men in childcare, and in breadwinning for women and job segregation and leadership for men.

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, 74% reported sharing themselves, compared to 50% who grew up in a home where childcare was unequally shared. Similarly for breadwinning, there was a difference of 51% to 30% for those who witnessed breadwinning evenly shared compared to those who did not.

Belief systems can influence opinions

Regression analysis identified that gender-equal behaviour and attitudes towards leadership were more closely linked to non-religious millennials than religious millennials.

SUPPORT THE EARLY MAJORITY

Urban millennials in the Philippines 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 practice gender equality more than they realise. For example, 83% of respondents think that most households primarily have women responsible for childcare when only 47% of women reported this to be the case in their own home.

The segmentation analysis (Diagram 4) shows that segments in the Philippines lean more towards gender equality in comparison to their counterparts in [Indonesia](#) and slightly less in [Vietnam](#).

Unique to the Philippines, the two more progressive female segments have a relatively high proportion of single mothers, compared to the more traditional segment that has more married or partnered mothers.

There is opportunity to build on some of the progressive leaning segments, especially in leadership at work and the younger generation's desire to share childcare at home. These may be entry points to move the dial towards greater gender equality. More details can be found in the [Philippines Designer's Toolkit](#).

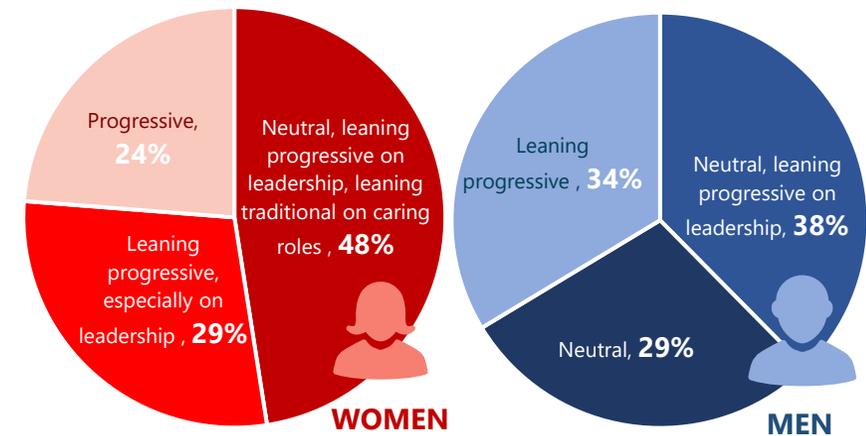


Diagram 4: Segments of urban millennials in the Philippines