

GENDER EQUALITY MATTERS IN VIETNAM

Social norms, attitudes and practices (SNAP) of urban millennials in Vietnam, 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 Vietnam 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 Vietnamese 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).

When this is compared to the 'current generation' of sharing between couples and parents with children at home, it shows that sharing has increased. An even greater number of urban millennials from the 'future generation' would like to share childcare and breadwinning with a future partner.

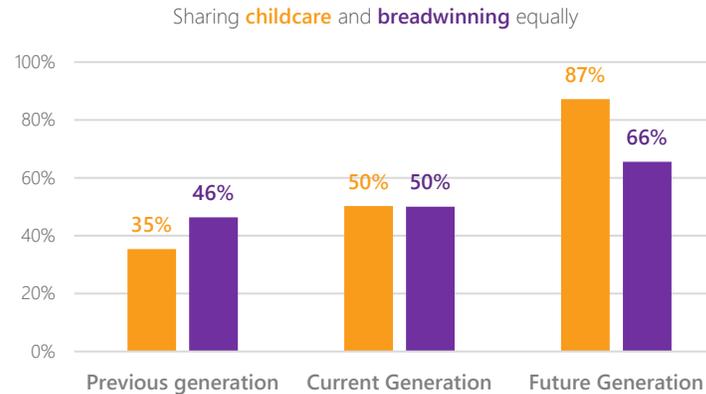


Diagram 1: Equality increasing each generation

Urban millennial mothers in Vietnam who still do most of the childcare would like their partners to share more caring responsibilities. However, many were sensitive to criticism from partners and in-laws if they did not continue with the traditional norm of taking primary responsibility for childcare. Research undertaken by [CARE in Vietnam](#) explores the pressures on women in Vietnam to be primary carers in their family and the impacts these have on their opportunities for leadership in the workplace.

While near half of Vietnamese men aspired to share breadwinning with their future partner (49%), this lagged in comparison to their aspirations to share childcare (83%). With 81% of Vietnamese women aspiring to share breadwinning with their future partner, there is more that can be done to shift expectations on men as primary income earners. Research by [ISDS](#) in Vietnam looks more deeply into the impacts on men and families.

Encouragingly, compared to the SNAP 2018 survey, more urban millennial women and men in 2020 report sharing breadwinning equally with their partner.

EQUALITY LEADS TO FAMILY RESILIENCE

Results from the SNAP 2020 survey showed that in Vietnam, households that share roles coped better with COVID-19 impacts (the striped columns in Diagram 2 below). Urban millennial women who shared childcare prior to the health crisis were less likely to feel domestic-related stress due to COVID-19, and urban millennial men who shared breadwinning were less likely to feel income-related stress. The reverse was true for men and women following traditional roles where the woman does the most childcare and the man the most income earning (solid columns). While sample sizes are small, results suggest that the decrease in pressure in more equal households may also extend to the other partner (e.g. men feeling less domestic pressure when childcare is more evenly shared).

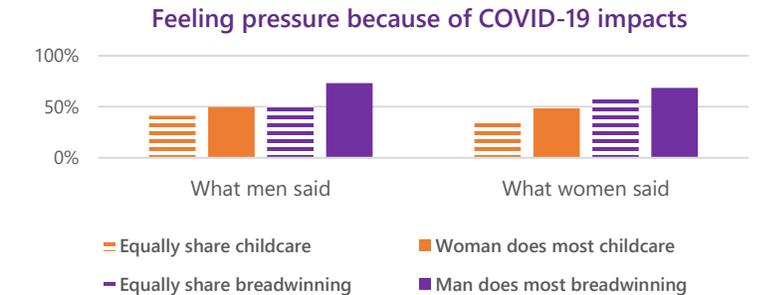


Diagram 2: Families that share role have less pressure

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.

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 (see Diagram 3).

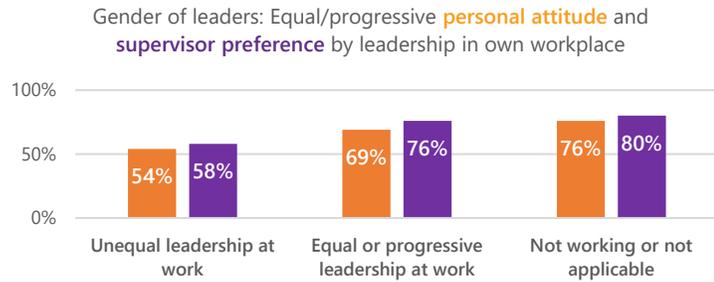


Diagram 3: Your work influences your opinion on leadership

Interestingly, while urban millennials in Vietnam overall showed more attitudes supportive of gender equality compared to their counterparts in Indonesia and the Philippines, Vietnamese urban millennials were more likely to hold stereotypical opinions of women and men at work. Women were considered more in need of protection from hazardous work than men (45% vs 8%), less suited to travel for work (5% vs 39%) and more likely to be better with details (60% vs 4%).

Striking gender differences included 71% of urban millennials identifying that women are more likely to impair their career when they have children compared to 4% saying men were, and 73% saying women are more likely to be harassed in the workplace compared to 5% saying men were.

Positively, two in three urban millennials said both men and women are equally in need of flexible work.

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 Vietnam, the equality or inequality of others' attitudes ('Others think' in Diagram 4 below) 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').

The more people see others practising equality, the more likely they will as well.

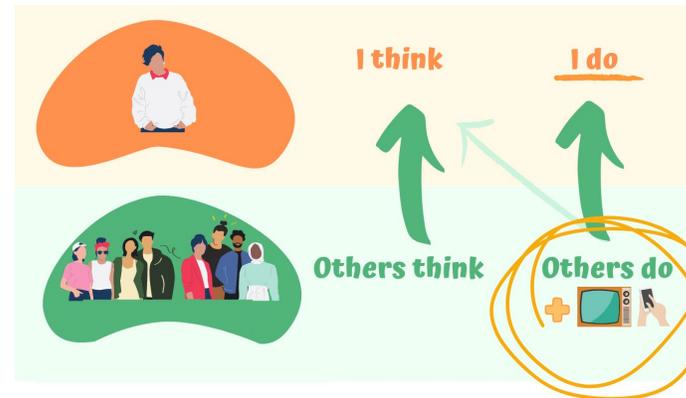


Diagram 4: My behaviour is influenced by yours

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. Vietnamese millennials who saw parents practise equality were not only more likely to practise equality in their home, but also in the way they viewed job segregation and leadership.

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 men and women across all four gender norms in Vietnam.

SUPPORT THE EARLY MAJORITY

Urban millennials in Vietnam 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, 77% of respondents think that most households primarily have women responsible for childcare when only 62% of women reported this to be the case in their own home.

The segmentation analysis (Diagram 5) shows that the largest segments in Vietnam of men and women are the ones who have the highest gender equality attitudes and practices. Segments in Vietnam lean more towards gender equality in comparison to their counterparts in [Indonesia](#) and the [Philippines](#). More details can be found in the [Vietnam Designer's Toolkit](#).

There is much opportunity in Vietnam to promote practices which support workplace gender equality and strengthen families.

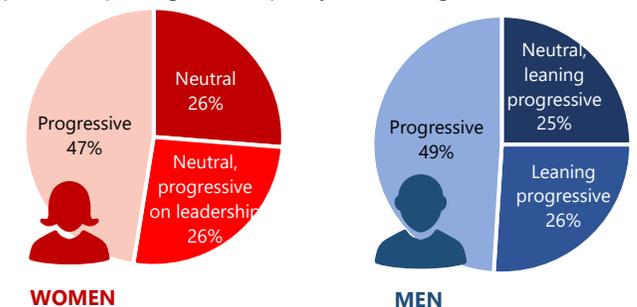


Diagram 5: Segments of urban millennials in Vietnam