

GENDER EQUALITY MATTERS 2020:

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



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INTRODUCTION

The Investing in Women program commissioned YouGov to conduct an online **Social Norms, Attitudes and Practices (SNAP) 2020 Survey** with 6000 urban, millennial men and women across Indonesia, the Philippines and Vietnam in May 2020.

Investing in Women, an initiative of the Australian Government, catalyses inclusive economic growth through women's economic empowerment in Southeast Asia. YouGov is a global market research company offering international data and analytics that utilises a panel of 8.4 million online survey members across 40 countries worldwide.

Investing in Women includes a focus on influencing gender norms. The program works with local partners to positively shift attitudes and practices to support women in the world of work. Partners focus on shifting four key gender norms:

- Norm 1 (Childcare and Housework): Women's primary role perceived as carer for children and family members, home maker
- Norm 2 (Breadwinning and Family Income) : Men's perceived role as primary income earner/ provider for the family
- Norm 3 (Job segregation): Perceptions that certain job types are more suitable for women and others for men, leading to occupational segregation
- Norm 4 (Leadership): Perceptions of women as better in supportive roles and men as better leaders

This SNAP 2020 Survey builds upon data already gathered in the [SNAP 2018 Survey](#) and adds specific areas of enquiry according to the norms identified above.



The SNAP 2020 Survey focused on the four norms listed above and was designed in line with the norms' framework illustrated in Diagram 1. Urban millennials were asked questions on their own **individual** attitudes and behaviours, as well as the observed **collective** attitudes and behaviours of others.

YouGov employed a regression analysis to test for correlations between collective and individual attitudes and behaviours. This analysis also looked for significant differences across age, education, religion, marital, parental status and childhood experiences.

YouGov also employed cluster analysis of all respondents to identify groups with distinct attitudes on gender roles.

Throughout this report urban millennials are identified as:

- **Traditional** - if they tend to perceive some roles as better suited to women, such as childcare and some roles better suited to men, such as leadership.
- **Progressive** – if they tend to favour equality between men and women, such as believing both men and women are equally capable of childcare and leadership, or are open to 'switched' traditional roles, such as fathers in childcare and women in leadership.
- **Neutral** - if they have some traditional views and some progressive views.

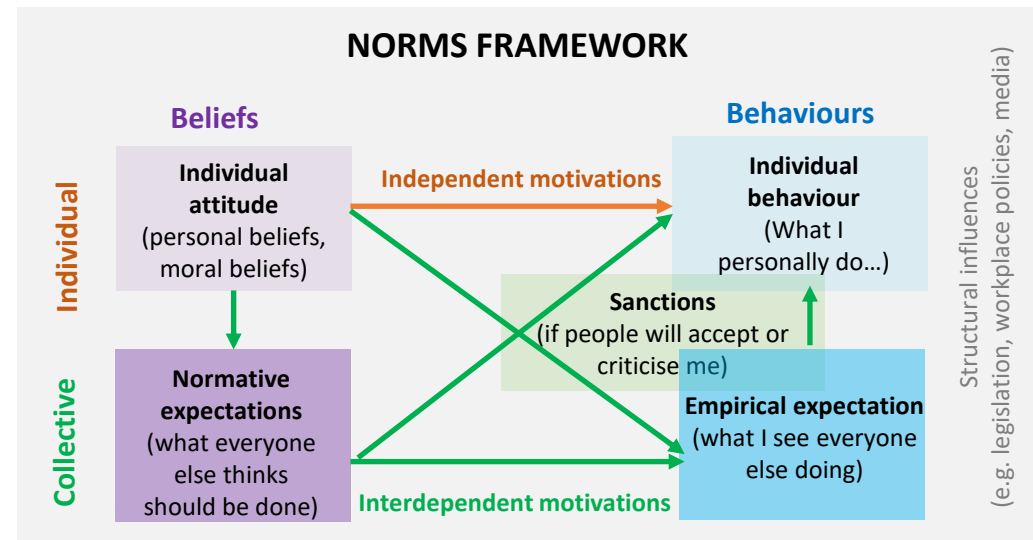


Diagram 1: Norms Framework

INSIGHTS



WHAT YOU SEE MATTERS

The regression analysis found that social observations matter to urban millennials.

What you see in your social circles matters

Across the four norms in Indonesia, Philippines and Vietnam, the equality or inequality of others' attitudes are strongly linked to the equality or inequality of one's own attitudes. Observations of others' behaviour are moderately linked to one's own attitudes.

Similarly, the behaviour one observes in one's community is most strongly linked with one's own behaviour (except in Norm 2 on family income and Norm 3 on job segregation). Urban millennials own attitudes were rarely significantly linked to one's own behaviour. See the diagram on the following page which explains this further.

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 practice childcare and breadwinning equality in their own home. For Vietnamese millennials who saw parents practice equality, they were not only more likely to practice 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 and the Philippines and for men in Indonesia on childcare and breadwinning norms.



The regression analysis on the survey data tested what influences individual urban millennial behaviour – the ‘I do’ in the Diagram 2 below.

There were rarely links found between what ‘I think’ leading to what ‘I do’. The strongest links to what ‘I do’ were what ‘others do’. What was seen in the media was also a strong influencer on what ‘I do’.

If urban millennials in Indonesia, Philippines and Vietnam are going to embrace gender equality, they will need to see others – from their social circles and in the media – embracing gender equality too.

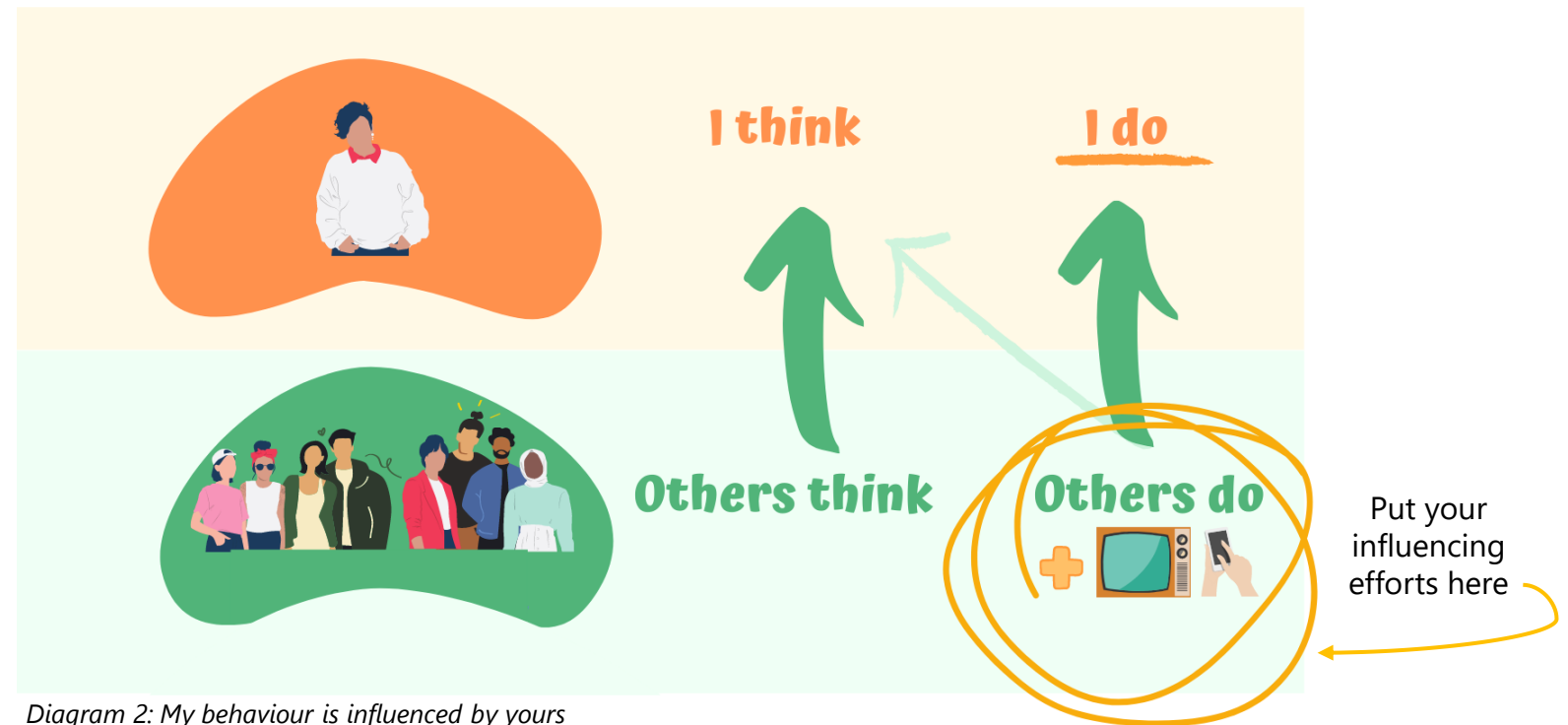


Diagram 2: My behaviour is influenced by yours

SHIFTS FROM 2018 TO 2020

In May 2018 and May 2020, YouGov conducted a survey with urban millennials. Similar data points across both surveys were compared:



Indonesia

- In Indonesia men and women increasingly agree that women are best looking after children. Both have strong majorities in agreement, up from about half in 2018. The share of women believing women are best looking after dependent adults increased from 1 in 4 to 1 in 2, while remaining stable near 1 in 4 for men.
- The share of fathers in households where mothers take on most of the childcare who are content with this arrangement was under 50% in 2018 and is now at 60%. However, mothers in Indonesia increasingly want their partners to handle more childcare (6 in 10 in 2020 vs. 4 in 10 in 2018).



Philippines

- In Philippines, men and women increasingly think women are best looking after children. Women also increasingly think this about dependent adult care (about half of women in 2020), while opinion on this is unchanged among men (and a bit lower than among women).
- The percent who are partnered and employed and earning the same amount as their partner has increased from 2018 for men and women.

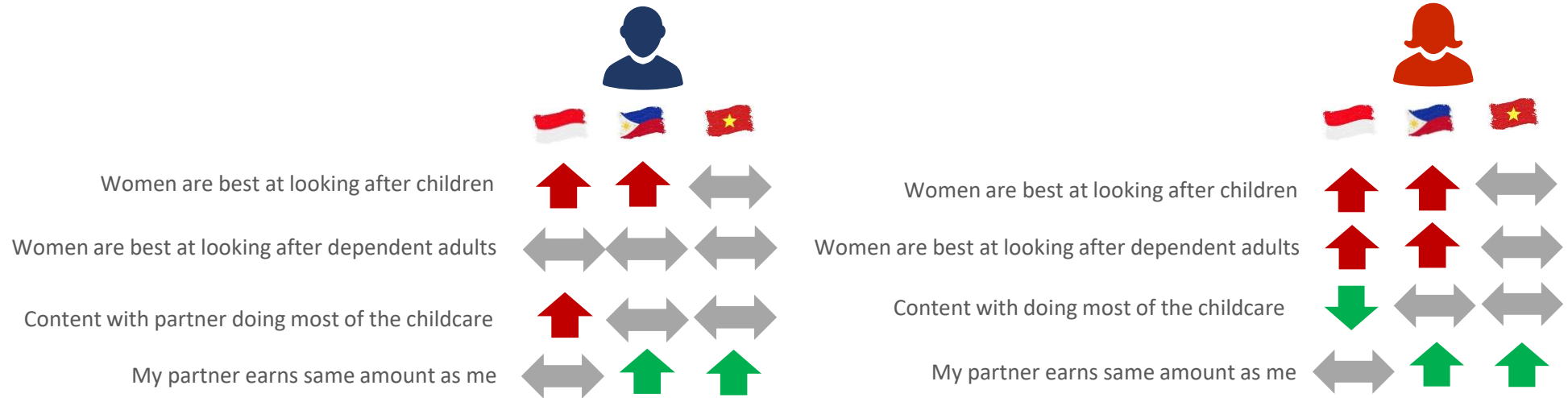


Vietnam

- In Vietnam, the desire that one's partner do more childcare is unchanged for men and women, with 7 in 10 women continuing to prefer that their partner do more, while 56% of men in 2020 are content with the current arrangement.
- Far more partnered and employed men and women in Vietnam now report earning the same as their partner (about half). For men, those earning more decreased; for women there was a decrease both among those earning more and those earning less.



Shifts from 2018 to 2020 were significant across the following data points*:



* See the [Detailed Annexes - Social Norms, Attitudes and Practices \(SNAP\) 2020 Survey Indonesia, Philippines, and Vietnam](#) for a detailed comparison of 2018 and 2020 variables and analysis of similarities and differences across waves. Differences should be interpreted as directional, not as exact changes. Significant differences in question phrasing exist, particularly in questions about gender expectations for women looking after children and dependent adults.

KEY:

- ↑ - Increase from 2018 - 2020
- ↓ - Decrease from 2018 - 2020
- ↔ - Stable from 2018 - 2020
- - Positive movement for equality
- - Negative movement for equality

COVID-19 IMPACTS ON URBAN MILLENNIALS



Indonesia



Philippines



Vietnam

Housework and caregiving

- 50-60% of men and women report an increase in time they and their partner spend on domestic responsibilities and say they put pressure on themselves to do more in this area.
- 40-45% of men and women report an increase in time they and their partner spend on domestic responsibilities and put pressure on themselves to do more in this area.

- Vietnam shows some differences in COVID-19 impact on domestic responsibilities by gender. 43% of Vietnamese men report spending more time on domestic responsibilities, while 51% of women say this.
- In other countries, the assessment of the change in one's own time spent on childcare matches relatively closely to one's partner assessment of the change in time spent on domestic responsibilities. In Vietnam, men appear to underestimate the extra time their partner is contributing to domestic responsibilities, while women's assessment aligns with men's assessment of themselves. 42% of Vietnamese men say their partner is investing more time, but 51% of women report an increase in their own time.

Breadwinning

- 5 in 10 men and women report a decrease in individual income, and 7 in 10 partnered and employed men and women feel more pressure on themselves as income earners.
- The decline in full- or part-time employment status was 4 percentage points for men and 6 percentage points for women.
- 5 in 10 men and women report a decrease in individual income, and 7 in 10 partnered and employed men and women feel more pressure on themselves as income earners.
- Men have experienced no decline in full- or part-time employment status while women have experienced a 6 percentage point decrease.
- Economic pressures of COVID-19 are felt more heavily by women than men. 6 in 10 men report a decrease in individual income and an increase in pressure as an income earner, while 7 in 10 women say this.
- However, there has been no significant decrease in full- or part-time employment status among men or women in Vietnam.
- Those earning a similar income to their partner are less likely to feel increased income earning pressure as a result of COVID-19 compared to those who earn more (54% vs. 75%).



In Vietnam, more equal households cope better. Vietnamese urban millennials who shared childcare and breadwinning prior to the health crisis were less likely to feel domestic pressure and income related stress due to COVID-19 impacts.

Sharing childcare more equally links to less domestic pressure related to COVID-19 among women in Vietnam. Conversely, women in Vietnam who do not see progressive domestic gender roles in the media or do not have a family of origin that modeled equal or progressive childcare arrangements experience more domestic pressure due to COVID-19 impacts.

In Vietnam, men who share breadwinning equally were less likely to experience income-related stress as a result of COVID-19 than those who did not. In Vietnam, being under 30 and seeing progressive domestic gender roles in the media also linked to experiencing less domestic pressure due to COVID-19 impacts.

Urban millennial women in Vietnam report taking on the bulk of childcare within the home and COVID-19 has increased this load further. Encouragingly 4 in 10 men have reported increasing their domestic responsibilities at home, and Vietnamese women confirm this increase during lockdown (see Diagram 3). Given 63% of Vietnamese women and 56% of men think that women are better at looking after children, the additional domestic work experience men have at home may increase urban millennials' perceptions of men and women's equal ability to look after children.

71% of Vietnamese women who currently report taking most of the childcare load would welcome their partners' handling more childcare. COVID-19 impacts may have provided this opportunity. It will be interesting to track if men's increased domestic responsibility during COVID-19 results in shifts for a greater sharing of childcare between parents in the long-term. Certainly, the future is hopeful with the next generation of parents aspiring to share childcare with their partner.

Vietnam - COVID-19 and increase in domestic responsibility

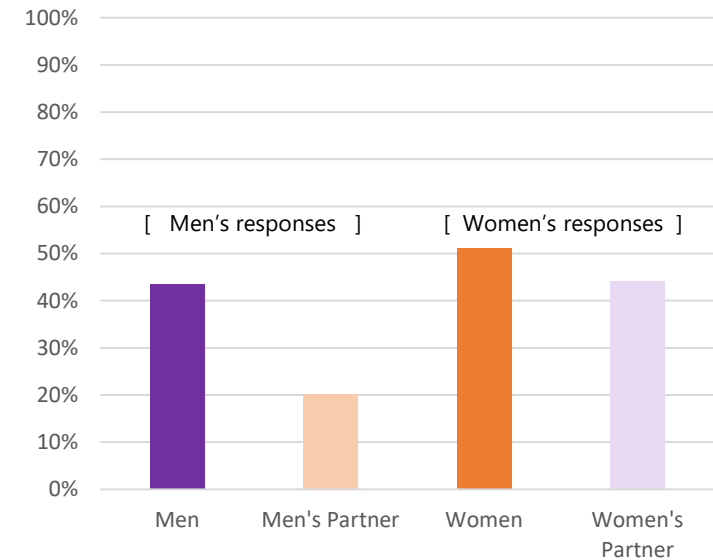


Diagram 3: Increased domestic work for Vietnamese millennials due to COVID-19 impacts



GENDER EQUALITY AT HOME ON THE RISE

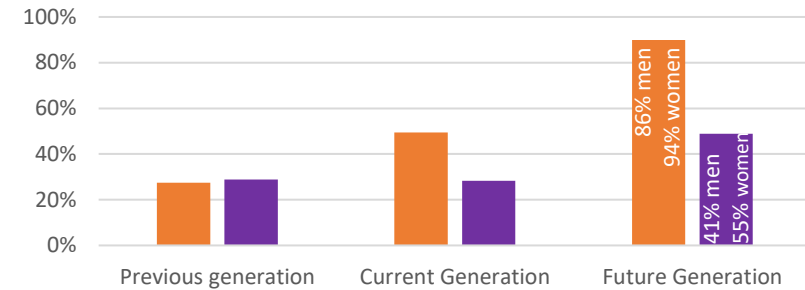
Childcare and breadwinning is more equally shared from one generation to the next.

Millennials were asked if their parents shared childcare and breadwinning when they were growing up (represented as 'previous generation' in the graphs below). When this is compared to the 'current generation' of sharing between couples and parents with children at home, sharing has increased. The 'future generation' of urban millennials who don't have partners or children yet were asked what they hope to do if they

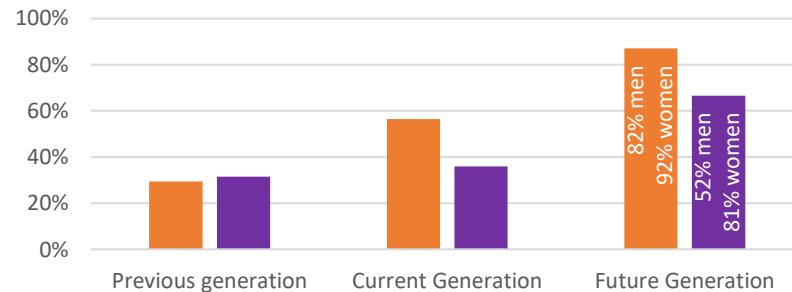
have a partner and children in the future. The number urban millennials who would like to share roles with their partner grows impressively, especially for childcare with over 8 in 10 men and 9 in 10 women in Indonesia, Philippines and Vietnam aspiring to equally share childcare with their partner. The main reason for this is because they believe it will be in the best interest of their children.

An area to watch is that men of the future generation appear to hold themselves back when it comes to equality aspirations with breadwinning compared to women.

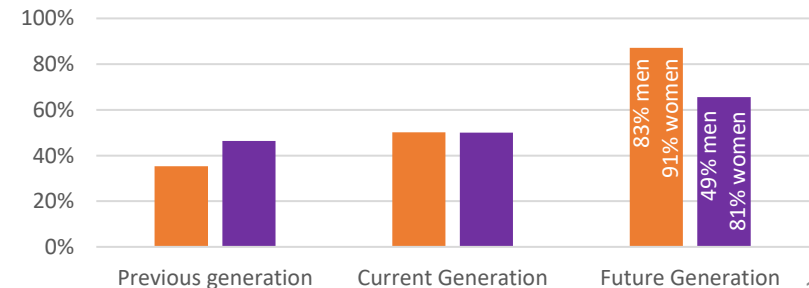
Indonesia - Sharing childcare and breadwinning equally



Philippines - Sharing childcare and breadwinning equally



Vietnam - Sharing childcare and breadwinning equally



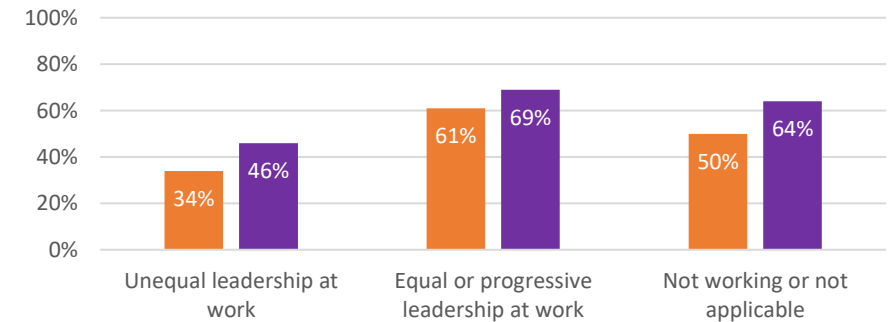
LEADERS INFLUENCE EQUALITY AT WORK

Regression analysis shows a strong correlation between what people see around them and their personal attitudes on gender norms, across countries and across genders. This is also the case on the leadership norm.

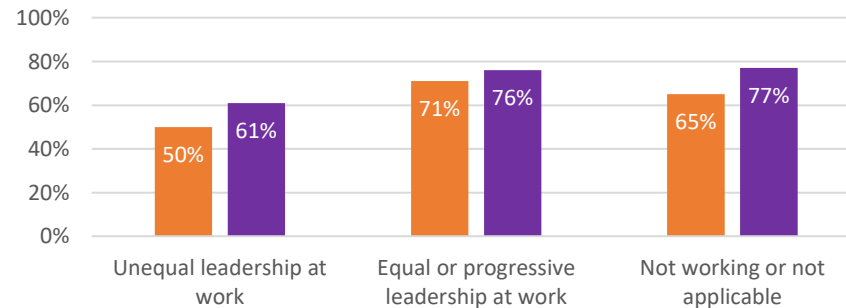
Those employed by companies with equal or progressive representation of gender in leadership roles are more likely to have equal or progressive attitudes about women’s suitability for leadership and not have a personal preference for a male boss. The correlation runs in the opposite direction for respondents 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.



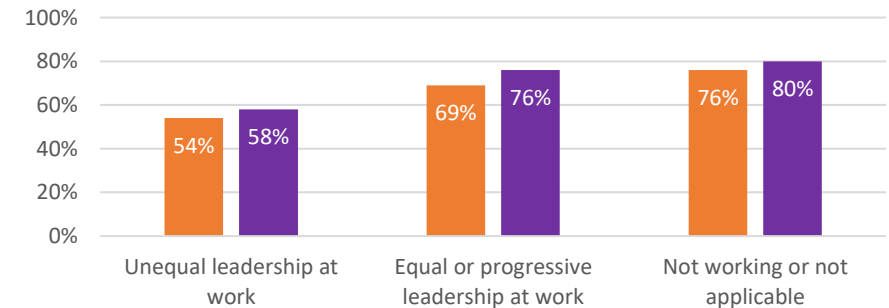
Indonesia - Gender of leaders: Equal/progressive **personal attitude** and **boss preference** by leadership in own workplace



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



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





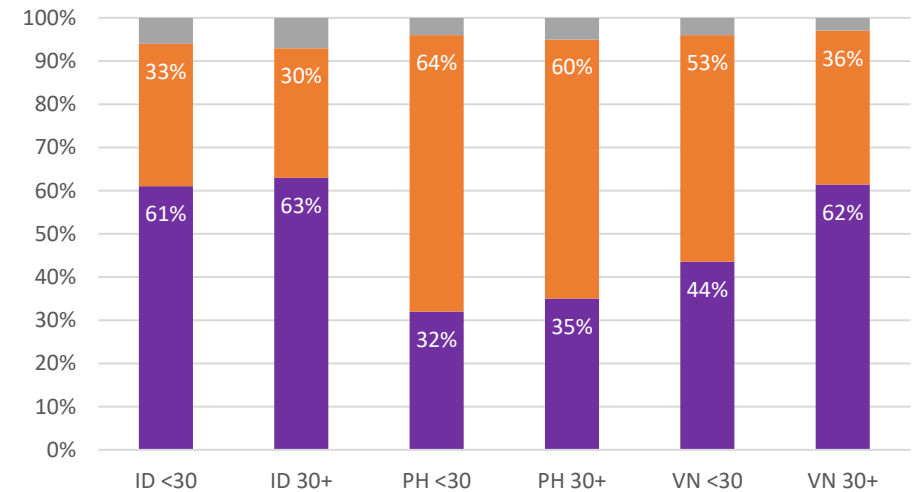
Equal or progressive gender representation among leaders links to more equal attitudes across every country and gender. But the share of workplaces with equal/progressive gender representation within the leadership is not the same across countries.

In Indonesia, 6 in 10 workers report that the leadership of their company is male dominated. By contrast, 6 in 10 workers in the Philippines report their leadership is not male dominated.

In Vietnam, the picture is changing. For those between 30 and 40, 6 in 10 workers have male dominated leadership. Only 4 in 10 workers between 18 and 29 report having male dominated leadership, while 5 in 10 work in companies with an equal or progressive gender balance among company leaders.

Given the importance of this factor in influencing attitudes about workplace norms, if workplaces continue to commit to workplace gender equality, we can expect a shift toward more progressive attitudes among urban millennials in the years ahead.

Percent in workplaces with **unequal** vs. **equal/progressive** gender representation in leadership by age



ACTIONS

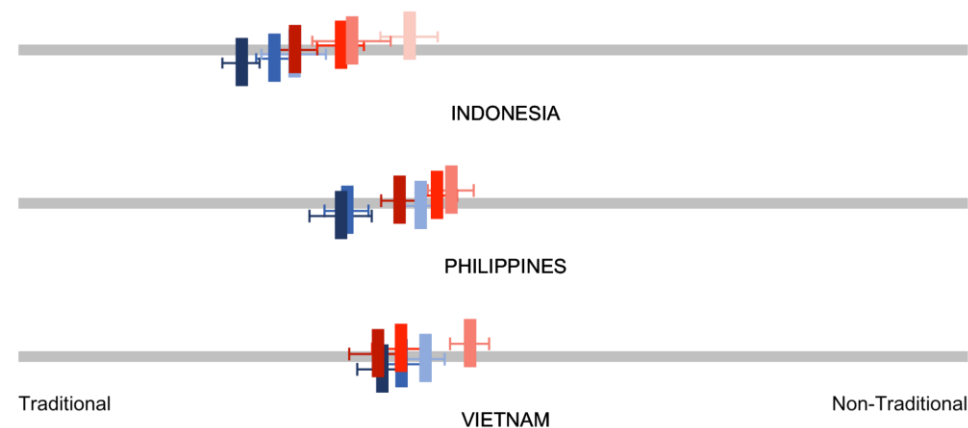


KNOW YOUR SEGMENT

Recognising that urban millennials are not a homogenous group, YouGov employed a separate segmentation analysis model across women and men in Indonesia, Philippines and Vietnam. This segmentation enables understanding of different groups of men and women in each of the three countries, varying by their traditional to progressive responses across the four gender norms.

Most segments in Indonesia cluster along the more traditional end of the scale, while segments in the Philippines and Vietnam range from more neutral to progressive attitudes. Diagram 4 shows attitudes averaged across the four gender norms.

The segmentation analysis conducted on men and women respondents in each country showed that, compared to men, women were more likely to show progressive attitudes. In Indonesia, the most traditional segment of women is as progressive as the most progressive segment of men. Filipina segments were more progressive than Filipinos. In Vietnam, the most progressive segments of women and men shows women leading, while the other segments have men and women relatively equal, and the most traditional segment shows women slightly more traditional than men. Mothers in several traditional-leaning and neutral segments in Indonesia and Vietnam show a desire for greater equality in childcare but a sensitivity to criticism from partners (and in Vietnam, also from in-laws).



KEY:
 Men – blue
 Women – red
 Traditional – darker shading
 Non-traditional/progressive – lighter shading

Diagram 4: Traditional to non-traditional urban millennials

Across countries, segments are organized from most traditional to most progressive on gender norm attitudes.

Segment names characterize the ideology of each group in a cross-country comparison of the attitudinal mean for each norm.

Diagram 5 shows the segmentations for each country. Ideology ranges from most traditional in Indonesia to most progressive in Vietnam.

Specific attitudes for each of these segments can be found in the corresponding 'Designers Toolkits' for each country, [Indonesia](#), [Philippines](#) and [Vietnam](#).

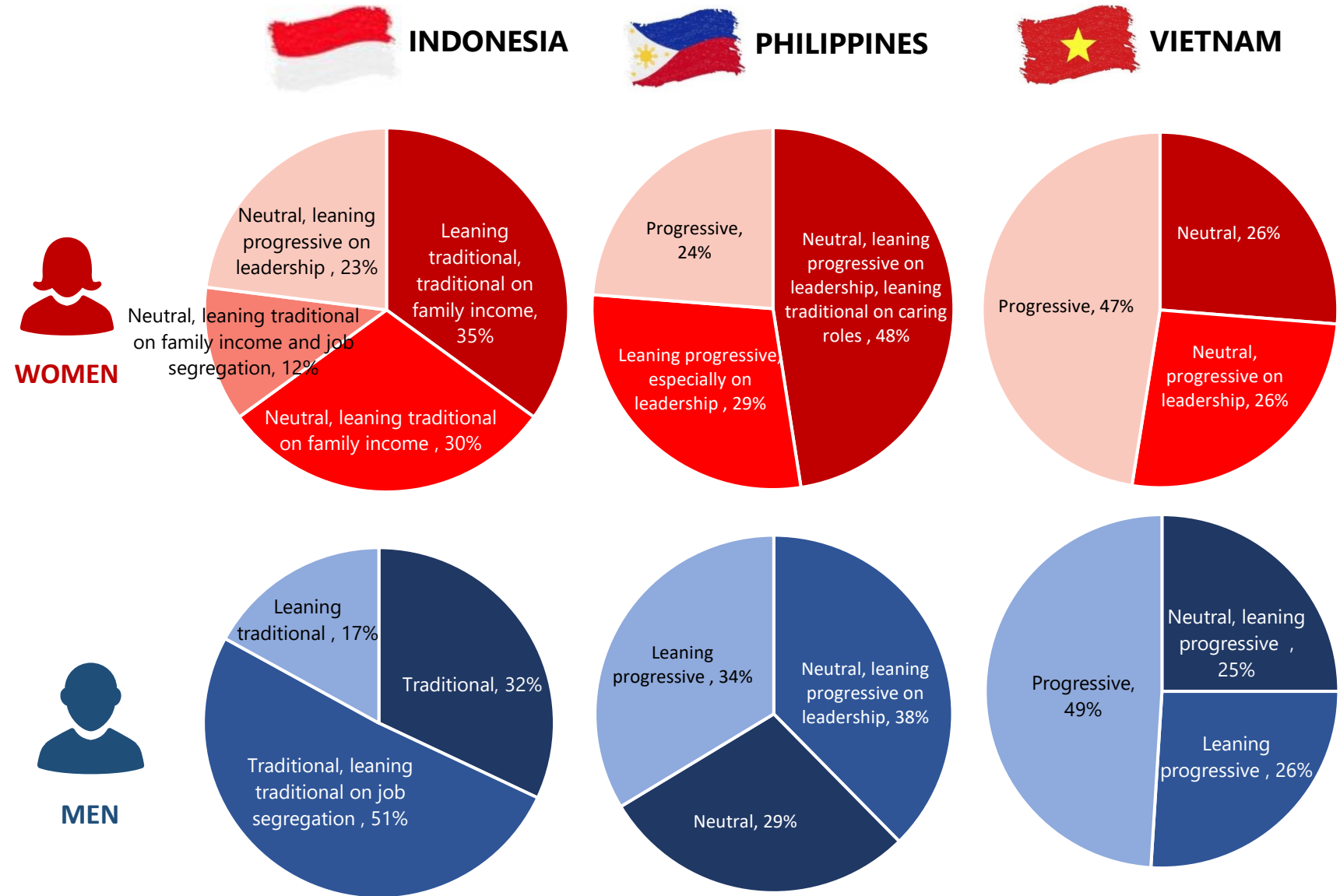


Diagram 5: Segmentations of urban millennials in Indonesia, Philippines and Vietnam

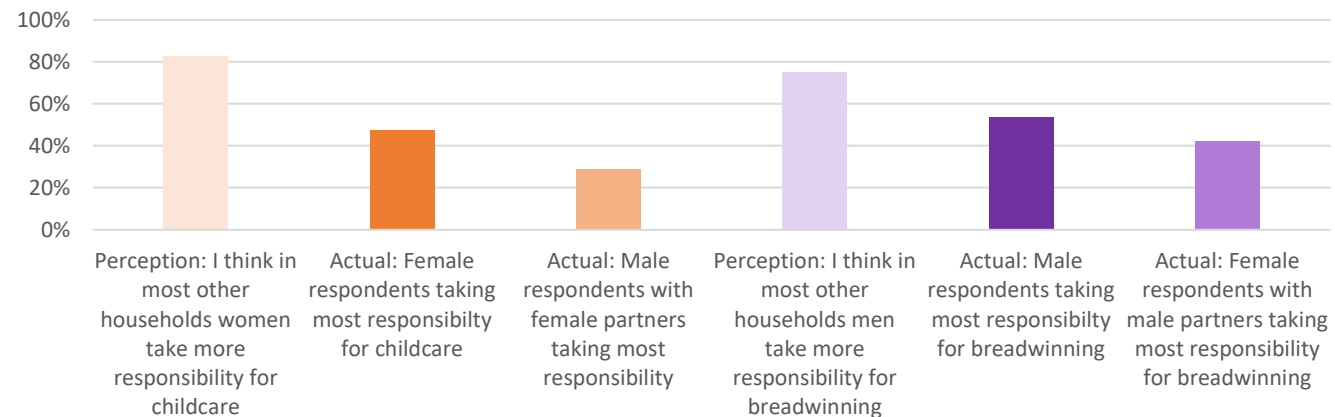
SUPPORT THE EARLY MAJORITY

Urban millennials practice gender equality more than they realise. As the graphs on page 11 show, one-third to one-half of urban millennials in Indonesia, Philippines and Vietnam report equally sharing childcare with their partner. Added to this, there is pluralistic ignorance on how many households still practice traditional norms. The diagram below shows that in the Philippines, urban millennials think that most households follow traditional norms of women taking responsibility for childcare (83%) and men for breadwinning (75%). In reality, only 47% of women and 53% of men report carrying out these traditional gender norms. Similar trends, with misjudging behaviour, were seen in Indonesia and Vietnam.

Campaigns for changing gender norms can highlight these positive shifts and encourage more urban millennials to adopt equitable practices.

Regression analysis supports the important role that progressive media can play in Vietnam and Philippines, and also among men in Indonesia. If the media can counteract pluralistic ignorance and raise awareness of the common practice of equal childcare and breadwinning arrangements, the media can move an additional lever of progressive behaviour, which is that seeing more equal behaviour leads to more equal behaviour in one's own household.

Philippines - The share childcare or breadwinning



The regression analysis across the four gender norms revealed the following standout factors from gender-progressive* urban millennials:

- **They saw their parents practice progressive gender norms at home when growing up.** Urban millennials that grew up with parents behaving more progressively with childcare and family income may behave more progressively (as observed in caregiving, breadwinning, and leadership behaviour among men and women in Vietnam, breadwinning and leadership among men in the Philippines and Indonesia, and caregiving among women in the Philippines).
- **They observe progressive gender norms within their workplace.** Urban millennials are significantly more likely to express no preference in a boss's gender if they see workplaces in which the leadership reflects equal or progressive gender balance (without controlling for any other explanatory factors).
- **They tend not to be a part of the dominant religion their country.** Non-Buddhist religious men in Vietnam and non-religious men in the Philippines have more equal leadership behaviour. Non-Buddhist religious men in Vietnam show more equal gender balance at work. Non-religious women in Vietnam have more equal breadwinning behaviour. While regression analysis in Indonesia shows no linkage between behaviour and religion, non-Muslim religious men show more progressive caregiving attitudes, and among Indonesian men, this attitude also links to more progressive behaviour.
- **They tend to have obtained a higher education.** In the Philippines, the higher the urban millennials' education, the more likely they were to have equal attitudes on caregiving and breadwinning. The relationship of education and caregiving is also true of women in Indonesia. There is no linkage of education and personal attitudes in Vietnam. The relationship of education extends beyond attitudes to more equal behaviours for women in the Philippines on breadwinning, and for women in Indonesia on caregiving.
- **They watch progressive media.** In the Philippines and Vietnam, if you see more equal domestic gender roles in the media, you have higher odds of equal caregiving behaviour. In Indonesia, this relationship is only true for men. Outside of Indonesia, the influence of the media goes beyond caregiving behaviour. More equal gender representation in the media links to more equal behaviour for men and women across all norms in Vietnam. In the Philippines the linkage is to breadwinning for women and job segregation and leadership for men.
- **They are more likely to be single or without children.** Single women in Vietnam show more equal *attitudes* on leadership, and single men in the Philippines show more equal *behaviour* on leadership. Filipino women who do not have children have more equal breadwinning attitudes than mothers, and non-parents have more equal caregiving attitudes than parents in Vietnam. Non-fathers in Indonesia and non-mothers in the Philippines also show more equal breadwinning behaviour than their counterparts with children. Those who do not have a partner or children yet aspire to practice equality in caregiving with their future partner, with 8 in 10 men and 9 in 10 women intending to do this. On future plans for breadwinning, women in the Philippines and Vietnam are more intent than men to share breadwinning equally (8 in 10 vs. 5 in 10).

* 'Gender progressive' urban millennials tend to favour equality between men and women across the four norms or accept roles which are 'switched' from the traditional norm

The segmentation analysis identified areas of positive deviance within traditional segments. Positive deviants constitute sub-groups within segments that show attitudes or behaviours counter to the prevailing patterns in that segment. We draw attention to statistically significant factors that distinguish this group from the rest of the segment. These factors may not emerge as significant in regression analysis, which controls for other potentially correlated factors and which is conducted on the total country sample. In other words, the explanations for positive deviance are more anecdotal and may proxy for other related factors, and the dynamic within this small group may not apply to the country as a whole. Nevertheless, the findings can help fine-tune messaging targeted at specific ideological groups and help identify pockets of persuadable people within traditional segments. The segmentation analysis showed:

- Non-Muslim men in Indonesia in the “traditional, leaning traditional on job segregation” constitute positive deviants within that group on childcare attitudes. The finding that non-Muslim men in Indonesia (17% of all men) show more progressive caregiving attitudes is supported in regression analysis among the whole sample. As mentioned, personal attitude on this norm links to more equal behaviour for men in Indonesia.
- There are other areas where religion contributes to positive deviance among traditional segments. In Vietnam, non-religious women in the most traditional segment (“Neutral”) are more likely to have equal attitudes on caregiving than Buddhists. The regression also supports this finding across all Vietnamese women. In the Philippines, Catholic men in the “Neutral, leaning progressive” group are more likely to have equal attitudes on leadership than those who follow another faith. This finding does not emerge as significant across all segments.
- For men and women, positive deviance toward more equal attitudes and behaviours within traditional groups suggests a linkage between the example of parents/partners’ parents modelling equal childcare and earning behaviour, and adults showing the same behaviour today. Higher education can also be a factor for women. Looking across the whole sample in regression analysis, we do not see the linkage of family of origin gender roles to attitudes that we anecdotally saw among positive deviants in traditional groups, but we do see a linkage of family of origin gender roles and personal behaviours after controlling for other personal experience factors.
- Positive deviance can often correlate with more equal depictions of gender in the media, often with a direct match between the norm depicted in the media and the norm registering greater equality. Although the causal direction between media depictions and attitudes and behaviours is unclear, a significant linkage often exists in regression models of gender attitudes and behaviours after controlling for other factors. The presence of positive deviants in traditional segments that differ from the rest of the group in their experience of gender roles in the media indicates that media can contribute to attitudinal shifts in these groups.



CONCLUSION

Caregiving

- Among those sharing childcare unequally, the majority of women in Indonesia and especially women in Vietnam would like their partner to do more while the majority of men across countries are content with the unequal distribution of childcare, as are women in the Philippines. Watching progressive media is significantly linked to more equal caregiving behaviour among men in Indonesia, and among men and women in Vietnam. Gender norms campaigns should address the caregiving norm, particularly in Indonesia and Vietnam. Campaigns should target fathers (and also in-laws in Vietnam), whose sanction deters mothers in traditional groups from seeking more equal caregiving in Indonesia and Vietnam.
- As a result of COVID-19, 40-60% of men and women, depending on the country, report spending more time on housework and caregiving. With 6 in 10 urban millennial inclined to say women are better at childcare, the increased observation and practice of men doing housework and caregiving during the pandemic may provide opportunities for to shift those opinions. With 5 in 10 in Indonesia and Vietnam and 6 in 10 in Philippines saying parental leave, carers' leave and flexible work should be equally shared by men and women, and 8 in 10 men and 9 in 10 women from the next generation keen to share childcare when they become parents, the future for equality in childcare looks promising.

Breadwinning

- In Vietnam, the breadwinning norm may be connected to the caregiving norm. Results indicate that half of men and women now earn equal amounts to their partners (an increase over 2018). Over that time, mothers in households with unequal caring arrangements increasingly wish that their partner would do more (7 in 10), while the percent of fathers who are content with the current division of childcare is unchanged near 50%. This satisfaction gap may be more prominent in Vietnam than other countries, since it has the highest share of working mothers (90%). In the Philippines, the share of men and women earning equally also appears to be going up. For now, however, there is no strong wish that fathers do more, and women believe more strongly than men that women are more suited to caregiving roles.
- A lesson from COVID-19 in Vietnam that could inform gender norms campaigns targeted at men, especially in traditional segments, is that more equal breadwinning behaviour resulted in less COVID-19 related stress on the male breadwinner. Such an argument might also increase support among men and women for more gender balance in the workplace as a way of giving women access to higher paying jobs. This is the norm in Vietnam with the most traditional attitudes observed equally among both genders.

Job Segregation

- In Indonesia and the Philippines, attitudes on job segregation are fairly similar across all male and female segments, compared to other norms that have more dispersion across segments. The reason tends to be that women are more similar to their male ideological counterparts on this norm instead of being more progressive.
- In Vietnam, where attitudes on job segregation are generally more traditional than other norms, the range of attitudes on the topic is broader. Notably, female segments tend to have more traditional viewpoints on this topic than the male segments with similar ideologies. Across all norms and countries, this is the only norm showing female segments significantly trailing their male ideological partner.
- For all three countries, regression analysis does not identify levers for changing attitudes among women on job segregation aside from a perception of what others think and what women see others do (and in the Philippines, being Catholic as opposed to non-Catholic). This indicates that societal factors are more important than individual factors in shaping women's attitudes.
- Across countries, progressive segments of women, many of whom do not yet face strong societal pressure because they are young and don't have families yet, may be most persuadable on this topic.

Leadership

- Consistent with the regression finding that observing the behaviours of others influences personal opinion, seeing equal or progressive gender representation in one's workplace links to a decreased preference for a male boss (across genders and countries). In Vietnam, the portion of urban millennials under 30 working in companies with equal or progressive gender representation among the leadership is significantly higher than among those over 30.
- In each country, women tend to have progressive attitudes on leadership relative to other norms, with the exception of the most traditional group in Indonesia and Vietnam. Men's attitudes on this norm tend to be fairly aligned with norms on other attitudes.
- The most traditional segment of women in Vietnam ("Neutral"), which trails segments of all genders in attitudes about leadership equality has a high preference for a male boss, is more likely than other female segments to experience male-dominated leadership at work, and has above average expectation of disapproval if they were to seek a leadership position as a woman.
- The broadest gap between male segments and their more progressive female ideological counterparts is in Indonesia. Efforts should focus on the male segments to decrease this gap. Regression analysis shows that progressive representations of gender in the media link to more progressive attitudes on leadership for Indonesian men, and there is also evidence of positive deviance linked to this, particularly among "Leaning Traditional" men.

Media campaign targeting

- Effectiveness of progressive media messages in changing behaviour varies by country. The linkage to more equal behaviour is isolated to men in Indonesia on the caregiving norm. In Vietnam, progressive media is effective across genders and norms. In the Philippines, messages may promote more equal caregiving behaviour for both genders, but messages targeting breadwinning may be more effective for women and messages targeting job segregation and leadership may be more effective for men.

Additional resources

- Report annexes address:
 - Annex 1: Detailed explanation of regression methodology and results
 - Annex 2: Demographic distribution of sample as a whole and of each segment
 - Annex 3: For each country, norm specific overview of segment and demographic fall-out
 - Annex 4: Details and caveats on 2018 and 2020 trend comparison
 - Annex 5: Question wording and sample sizes for survey questions summarized in main report
 - Annex 6: Glossary of terms
- Designer's Country Toolkits address:
 - Key findings
 - 2018-2020 trend review
 - Overview of segmentation distribution and fall-out on attitudes and behaviours
 - Top level introduction to segments
 - Detailed profile of each segment and relevant strategic opportunities
 - Areas for further exploration



METHODOLOGY

Target population: [Vietnamese / Philippine / Indonesian] adults who are between 18 and 40

Interviewing dates:

- Vietnam: May 15 – May 28
- Philippines: May 15 – May 21
- Indonesia: May 15 – May 24

Number of respondents: N=1000 men and N=1000 women in each country

Margin of error for each country:

- Vietnam: +/- 2.37%
- Philippines: +/- 2.36%
- Indonesia: +/- 2.31%

Survey Mode: Web-based surveys

Survey Language: Indonesia – Bahasa, Philippines – English, Vietnam - Vietnamese

Length: 15 minutes

Topics covered:

COVID-19 impacts

Gender attitudes and behaviours

- At work: Norms around job segregation and leadership; gendered perception of work roles
- At home: Norms around caring roles and family income; gendered perception of domestic roles

Matching and weighting: YouGov matched and weighted survey starts to a population frame representative of that country's 18 to 40 year old population. The respondents were matched to the sampling frame on gender and age. The matched sample was weighted to the sampling frame using propensity score weighting on age, gender, and region. The weights were then post-stratified on a three-way stratification of gender, region, and age. The matched and weighted dataset was then sub-set on eligible completes meeting the target population requirements. Weights were re-balanced to an average of 1 and trimmed at 6.



Analysis

To analyse the survey data, YouGov employed both a regression analysis and a segmentation analysis.

The regression tested for correlations between collective and individual attitudes and behaviours while the segmentation identified groups with distinct attitudes on gender roles. Both analyses looked for significant differences across age, education, religion, marital, parental status and childhood experiences.

The segmentation analysis clustered urban millennials in groups according to those with more traditional attitudes on gender roles through to those with more neutral and progressive attitudes on gender equality. YouGov used factor analysis to identify the most explanatory characteristics and then performed hierarchical clustering based on the selected variables such as demographics and attitudes regarding gender roles in the home and workplace.

Across all three countries, the segmentation analysis of men and women on attitudes and behaviours around gender norms identified marital status, parental status, employment status, age, and religion as key differentiators between groups. The separate regression analysis of predictors of more equal attitudes and behaviours across the whole sample showed significant linkages to marital status, parental status, religion, education, modeling within one's family of origin, and the portrayal of gender in the media.



Survey topics

The survey covered the following topics:

COVID-19 impacts:

- Change in income and pressure as income earner and source of pressure
- Change in own/partner's domestic responsibilities
- Change in pressure to do housework and caring for dependents (children and dependent adults).

Pre-COVID-19 work and home life:

- Work life:
 - Job Segregation: Perception that certain job types are specific to women and others to men
 - Leadership: Perception of women as leaders
- Home life:
 - Caring Roles: Women's role as carer for children and family members, home maker
 - Family income: Men's perceived role as primary income earner/ provider for the family
 - **For each of four norms:**
 - Personal attitudes
 - Societal norms (others think)
 - Societal norms (I see others)
 - Personal behaviours (not asked about work norms if not employed; if not parent or partnered, asked about aspirations for family norms)
 - Disapproval, source, and impact of disapproval for non-traditional behaviour (if applicable – e.g. employed, partnered, or parent)
 - Reasons for equal/unequal arrangement at home/work (except on job segregation norm)

Additional topics:

- Perception of gender attributes at work and at home
- Preference for boss's gender
- Gender roles in family of origin for self and partner
- Types of gender representations encountered in media
- Parental leave (personal attitudes, societal norms, and personal behaviour)



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