A DESIGNER'S TOOLKIT for
GENDER AND URBAN MILLENIALS IN INDONESIA

SNAP III Survey in Indonesia - Fielded in November 2022

INTRODUCTION

The Investing in Women program commissioned YouGov to conduct an online **Social Norms, Attitudes and Practices (SNAP) 2022 Survey** with 6000 urban, millennial men and women across Indonesia, Philippines and Vietnam in November 2022. The survey focused on understanding attitudes, social expectations and behaviours across four key gender norms being:

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

This toolkit complements the Gender Equality Matters 2022: Social Norms, Attitudes and Practices (SNAP) of urban millennials in Indonesia, Philippines, and Vietnam Report. While the report synthesises key findings across the three countries, this toolkit focuses on country specific analysis in Indonesia.

Recognising that urban millennials are not a homogenous group, YouGov applied a segmentation analysis to the survey data which provides groups of men and women in Indonesia, differentiated by their traditional to progressive responses across the four gender norms.

Segment profiles in toolkit are arranged in order of millennial men and women that hold the most traditional through to most progressive gender norms. Segment names characterize the ideology of each group in a cross-country comparison of the attitudinal mean for each norm.

This toolkit provides users with:

- A summary of findings from Indonesian urban millennials

- Detailed profiles of key segments of urban millennials in Indonesia that practitioners working on shifting gender norms will be able to run their campaign and activity ideas through, keeping in mind the attitudes, social expectations and behaviours prevalent in each segment

Understanding This Report

⚠ Statistical Significance Testing

This report presents comparisons across survey waves and between groups of interest. Comparisons were checked for statistical significance at the 95% confidence interval. Footnotes indicate where significance tests were conducted, whether or not significant differences were found.

Statistically significant differences at the 95% confidence level are noted with red and green arrows (▲ ▼). The absence of arrows on slides where the footnote indicates significance checks were conducted indicates no significant difference between trends or groups, despite any apparent visual difference in graphical representation.

🔍 Regression Analysis

This report uses regression analysis to explore explanatory factors predicting gender norm attitudes and behaviours, as well as factors predicting the amount of domestic and earning pressure respondents faced during the Covid-19 pandemic. Regression models identified independent variables as predictive of the outcome variable at the 95% confidence interval, after controlling for other factors. Such factors are referenced throughout the report as being "linked," "associated with," and "correlated" with the desired outcome variable. These terms are used interchangeably.

👥 Segmentation Analysis

This report uses segmentation analysis to identify distinct groups within each country and gender based on their socio-demographics, including such characteristics as parental status, employment, age, education, and religion, and based on their gender norm attitudes. The gender norm behaviours and attitudes of each group were then plotted on a scale ranging from traditional to progressive. Names were assigned based on their relative placement on these scales for each of the four gender norms. The report includes descriptions of segments, their frequency, their relative placement on the attitudinal/behavioural spectrum, and opportunities for persuading or engaging each group.

Gender norms overview across countries

- A segmentation of men and women on attitudes and behaviours around gender norms identifies marital status, parental status, employment status, age, and religion as key differentiators between groups.

- A separate regression analysis of predictors of more equal attitudes and behaviours across the whole sample showed significant linkages to marital status, parental status, religion, age, modelling within one's family of origin, and the portrayal of gender in the media.

- Regression analysis finds that, across norms, the equality or inequality of others' attitudes are most strongly linked to the equality or inequality of one's own attitudes (how others behave is often also significant, but less important). Similarly, the behaviour one observes in one's community is often strongly linked with personal behaviour (except in the job segregation norm in all three countries, and in the family income norm in the Philippines and the caregiving norm in Vietnam). Personal attitudes are rarely significantly linked to more equal behaviours, except in Vietnam (on the caregiving norm for men and family income norm for women).

- 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 and behaviours.

Indonesia overview

- Across most segments and genders, attitudes, norms perceptions, and behaviours on family income tend to be most unequal of all gender norms. Attitudes and perceptions of job segregation also tend to be unequal. Among the most progressive female segments where attitudes on family income move toward greater equality, job segregation attitudes remain low.

- Childcare arrangements tend to show most equal attitudes among gender norms. Among the most progressive female segments, leadership attitudes are similarly equal.

- For many segments in Indonesia, norms around family income register the greatest level of unequal personal attitudes. Regression analysis identified that followers of religions other than Islam have more equal family income attitudes in Indonesia compared to those who follow Islam, as do non-religious Indonesians compared to Muslim Indonesians.

- In the female "Leaning traditional, traditional on family income" segment composed mostly of married women with children, the majority do most of the childcare and 6 in 10 would like their partners to do more.

Strategic takeaways

- While Indonesia has more traditional gender norms than other countries, attitudes and behaviours are relatively progressive on caregiving relative to other norms. Men and women who are not yet married have strong intentions of sharing caregiving responsibilities in the future. Social pressure from the community and from progressive representations of gender roles in the media can support these aspirations, in the hopes of preserving them as these young people become spouses and parents.

- In 2022, there little differentiation in attitudes along the ideological spectrum between the male segments compared to 2020. On behaviour, male segments moved closer together due to traditional men becoming more progressive on caregiving and progressive men becoming more traditional on leadership. There is a large gap in attitudes and expectations for future breadwinning behaviour between segments of predominantly young and single men and women.

- Trends toward more traditional breadwinning attitudes among men could threaten to undermine equal caregiving arrangements and aspirations. For the most part, shifts in attitudes have not translated into more traditional behaviour, and regression analysis indicates attitudes and behaviours are not likely to be linked on this gender norm. The most traditional segment of women has shown a shift toward more traditional breadwinning amid a declining employment rate.

- Job segregation is an area of increasingly traditional attitudes in Indonesia across segments and genders, and Indonesians increasingly report seeing this in workplaces, even if the gender balance in their own workplace remains unchanged. Progressive media depictions of work gender roles targeting men is the only factor that links to more progressive job segregation behaviour in regression analysis.

- As a result of COVID, women facing more domestic pressure show less equality in caregiving and less equality in breadwinning and are more likely to take on more flexwork than their partner compared to women not facing more pressure. Men feeling more domestic pressure show less equality in breadwinning than those not facing more pressure, but are otherwise similar. Men and women show a decrease in ambition to be promoted now compared to 2018, while women also show less interest in holding senior leadership.
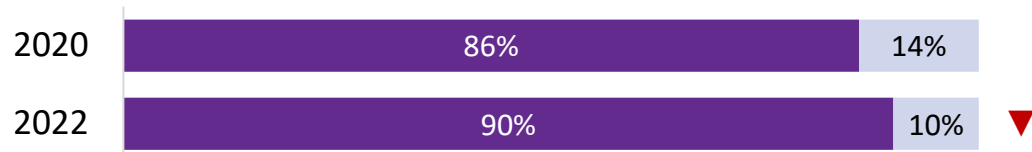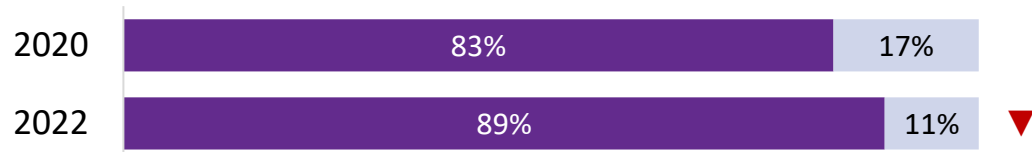
GENDER ATTITUDE OVERVIEW
2020-2022 TRENDS

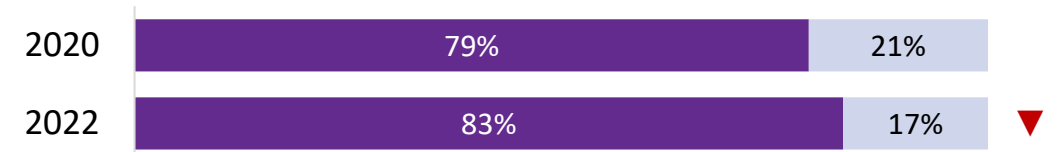### *Childcare should be more a woman's responsibility than a man's*

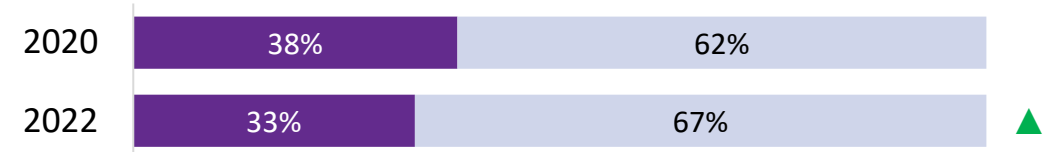|			
2020	61%	39%	
2022	55%	45%	▲

2020	38%	62%	
2022	33%	67%	▲

Earning the family income should be more a man's responsibility than a woman's

2020	86%	14%	
2022	90%	10%	▼

2020	75%	25%	
2022	79%	21%	

Some work roles are better suited to men than women

2020	83%	17%	
2022	89%	11%	▼

2020	79%	21%	
2022	83%	17%	▼

Men are better suited to leadership positions than women

2020	68%	32%	
2022	74%	26%	▼

2020	43%	57%	
2022	45%	55%	

■ Agree ■ Disagree

▲ Increase over time ● Negative movement for equality

▼ Decrease over time ● Positive movement for equality
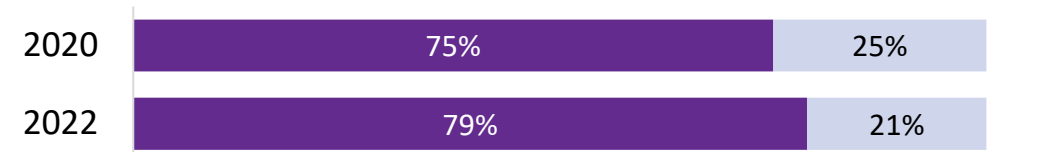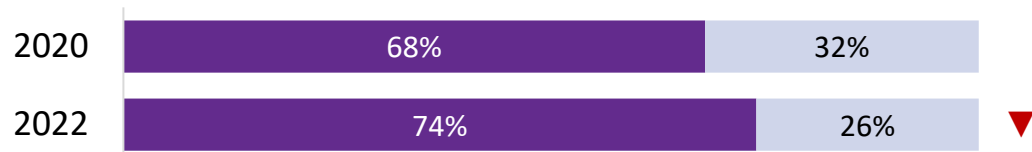
GENDER ATTITUDES AND BEHAVIOURS – CAREGIVING
2018-2022 TRENDS

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2018-2020

▲ **Women look after children:** The share of men who think women are best looking after children was about half in 2018 and now stands at 2 in 3.

◄► **Women look after adults*:** The percent who agree that women are best looking after adults is relatively stable around 3 in 10.

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▲ **Partner does enough childcare:** The share of fathers in unequal households who are content with the current amount of childcare their partner moved from under 50% in 2018 to 60%.

–

2020-2022

◄► **Women look after children:** There have been no changes in the proportion of men who hold this belief since 2020.

▼ **Women look after adults*:** Just over a quarter of men believe women are best at looking after dependent adults, a decline from the previous wave.

▼ **Childcare is a man and woman's responsibility:** Just over 50% of men believe childcare is a woman's responsibility, a downward trend from the previous wave.

◄► **Partner does enough childcare:** This frequency remains stable at over 50% of men.

◄► **Women do most of the childcare:** There has been little movement since 2020, with fewer than 1-in-10 men claiming they do most of the childcare.

2018-2020

▲ **Women look after children:** In 2020, 2 in 3 women think that women are best looking after children, compared to only half in 2018.

▲ **Women look after adults*:** The share who think women are best looking after adults has also nearly doubled from roughly 1 in 4 to 1 in 2.

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▼ **Partner does enough childcare:** In unequal households, significantly more mothers in 2020 want their partner to handle more childcare (6 in 10 vs. 4 in 10).

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2020-2022

◄► **Women look after children:** In line with the trend among men, this notion has not shifted among women since 2020.

◄► **Women look after adults*:** There was a nonsignificant downward shift to roughly 2 in 5 women holding this belief.

▼ **Childcare is a man and woman's responsibility:** Roughly 1-in-3 women believe childcare is a woman's responsibility.

◄► **Partner does enough childcare:** This frequency remains stable at roughly one third of women who are content with the amount of childcare their partner provides.

◄► **Women do most of the childcare:** Across time periods, over 50% of women do most of the childcare in their households.

Key:

▲	▼	◄►	●	●	●	●
Increase over time	Decrease over time	Stable over time	Positive movement for equality	Negative movement for equality	Attitude	Behaviour

*Precise comparison is not advised due to 2018 referring to elderly parent care and 2020 referring to dependent adult care .

See _Detailed Annexes - Social Norms, Attitudes and Practices (SNAP) 2022 Survey Indonesia, Philippines, and Vietnam_ for detailed comparison of 2018 and 2020 variables and analysis of similarities and differences across waves. At home trends show stability In at least some countries, suggesting relative comparability. At work trends do not show comparability. Differences should be interpreted as directional, not as exact changes.

GENDER ATTITUDES AND BEHAVIOURS – INCOME, JOB SEGREGATION, AND LEADERSHIP POSITIONS 2018-2020 TRENDS

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Men

2018-2020	2020-2022
–	▲ **Earning income is a man's responsibility:** In 2022, the number of men who endorsed this rose to 90%.
◄► **Partners earn same amount:** In 2020 as in 2018, about 3 in 4 men who have partners and are employed earn more than their partner.	◄► **Partners earn same amount:** Roughly two thirds of men are making more than their partners, opposed to three quarters over the previous waves.
–	▲ **There are some work roles better suited to men:** Like income, nearly 90% of men endorse this statement.
–	◄► **Gender balance in workplace:** Roughly a quarter of men indicate that there is an equal number of men and women in their workplace.
–	▲ **Men are better suited to leadership positions:** Nearly three quarters of men hold this belief.
–	◄► **More male leaders in the workplace:** 7-in-10 men report having a greater number of male leaders.

Women

2018-2020	2020-2022
–	◄► **Earning income is a man's responsibility:** Women endorse this statement at a slightly lower rate, roughly three quarters.
◄► **Partners earn same amount:** Compared to 2018, the percent of women in 2020 who earn the same as their partner is stable at 4 in 10, with 4 in 10 earning less.	▼ **Partners earn same amount:** In 2022, there are significantly fewer women earning the same amount or greater than their partners.
–	▲ **There are some work roles better suited to men:** Over 80% of women hold this belief, a significant increase from the previous wave.
–	▼ **Gender balance in workplace:** In 2022, there are significantly fewer women who indicate there are more men in their workplace than women.
–	◄► **Men are better suited to leadership positions:** Less than half of women hold this belief.
–	◄► **More male leaders in the workplace:** Just over half of women report having a greater number of male leaders.

Key:
- ▲ Increase over time
- ▼ Decrease over time
- ◄► Stable over time
- 🟢 Positive movement for equality
- 🔴 Negative movement for equality
- 🟣 Attitude
- ⚫ Behaviour

*Precise comparison is not advised due to 2018 referring to elderly parent care and 2020 referring to dependent adult care .
See _Detailed Annexes - Social Norms, Attitudes and Practices (SNAP) 2022 Survey Indonesia, Philippines, and Vietnam_ for detailed comparison of 2018 and 2020 variables and analysis of similarities and differences across waves. At home trends show stability In at least some countries, suggesting relative comparability. At work trends do not show comparability. Differences should be interpreted as directional, not as exact changes.

Segmentation: Introduction and Explanation

Segmentation analysis on the survey data identified distinct groups within each country and gender based on their socio-demographics and gender norms behaviours, including such characteristics as parental status, employment, age, education, religion, and gender norm attitudes. These groups were then plotted on a scale ranging from traditional to progressive attitudes and behaviours across four gender norms. Groups were then assessed and named based on their relative placement on the gender norm scales.

The segmentation analysis was first conducted 2020 on male and female in each country and replicated in 2022. Segment names were established in 2020, and the same names are referenced in 2022 in order to draw direct comparisons. The following slide introduces the segments, their proportions, and their relative placement on the attitudinal spectrum. Darker shades are used to represent segments showing more traditional attitudes and believes, and lighter shades represent segments with more progressive segments.

The chart on the next slide depicts gender norm attitudes on a sliding scale averaged across four norms. Segments may not always appear in the expected order of dark to light shading and segment names may not perfectly reflect behaviours and attitudes in 2022. There are several explanations for this:
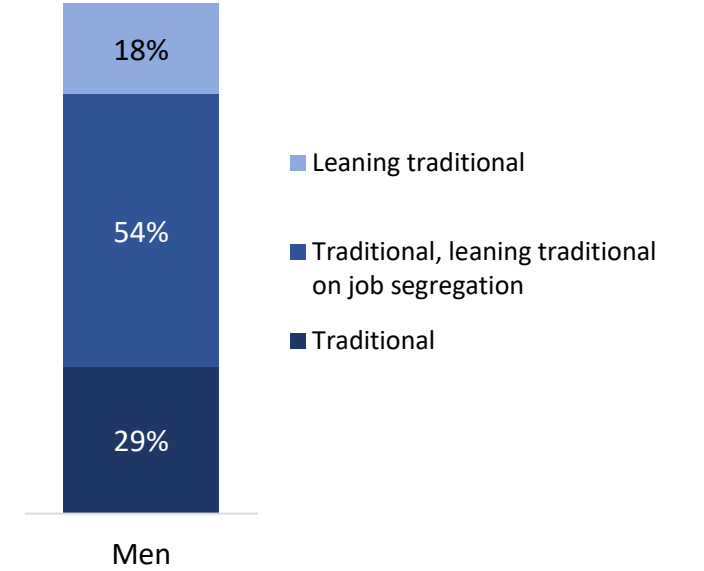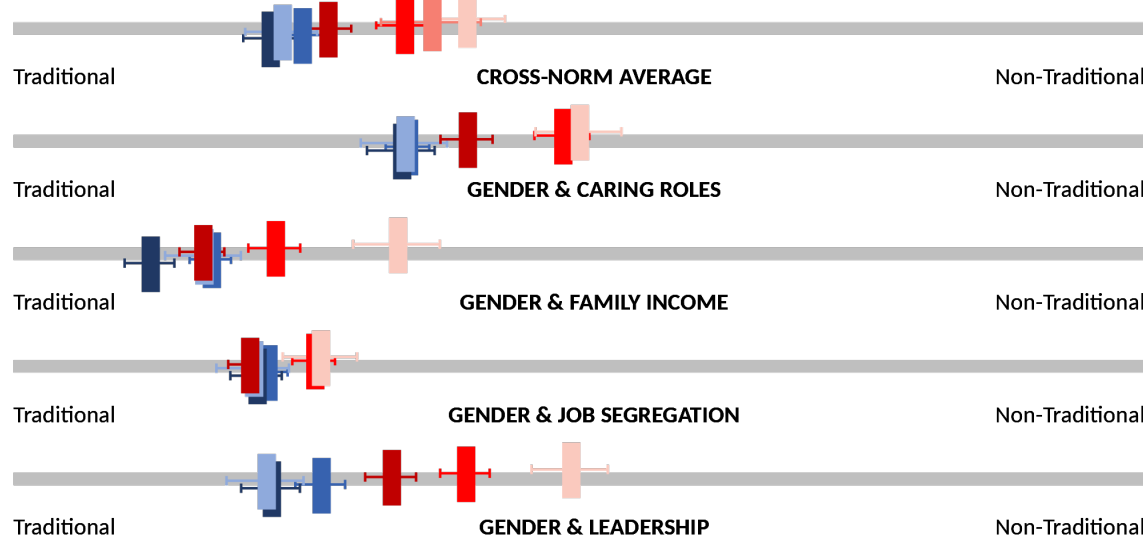
- Charts averaging attitudes and behaviours across four gender norms may obscure relatively more or less progressive attitudes and behaviours on each norm.
- The segmentation model was developed for the SNAP 2020 survey. Statistical inference was used to classify SNAP 2022 respondents according to the SNAP 2020 segmentation model. This results in some loss of precision in the classification of respondents.
- The segmentation model was not intended to identify segments with distinct gender norm attitudes or behaviours, but to identify coherent groupings and then visualize them according to their attitudes and behaviours.
- Within segments, gender norm attitudes and behaviours may have meaningfully shifted on one or more norms between 2020 and 2022. However, shading and names from 2020 were retained in 2022 for the purpose of comparison.
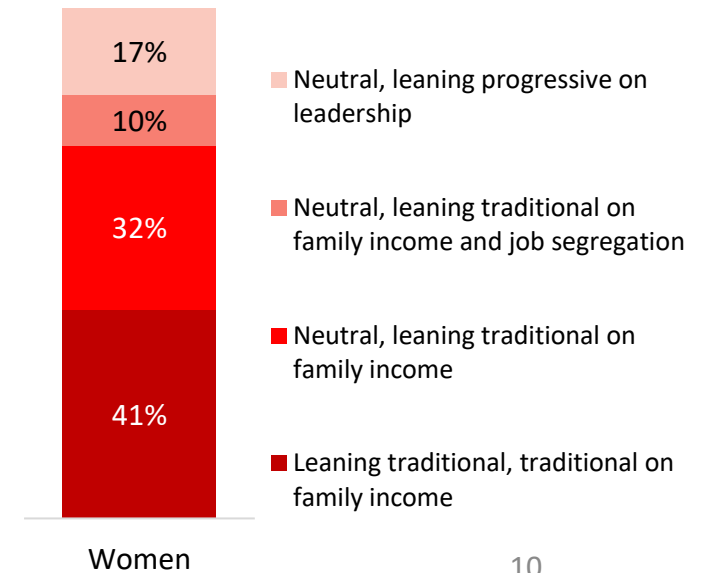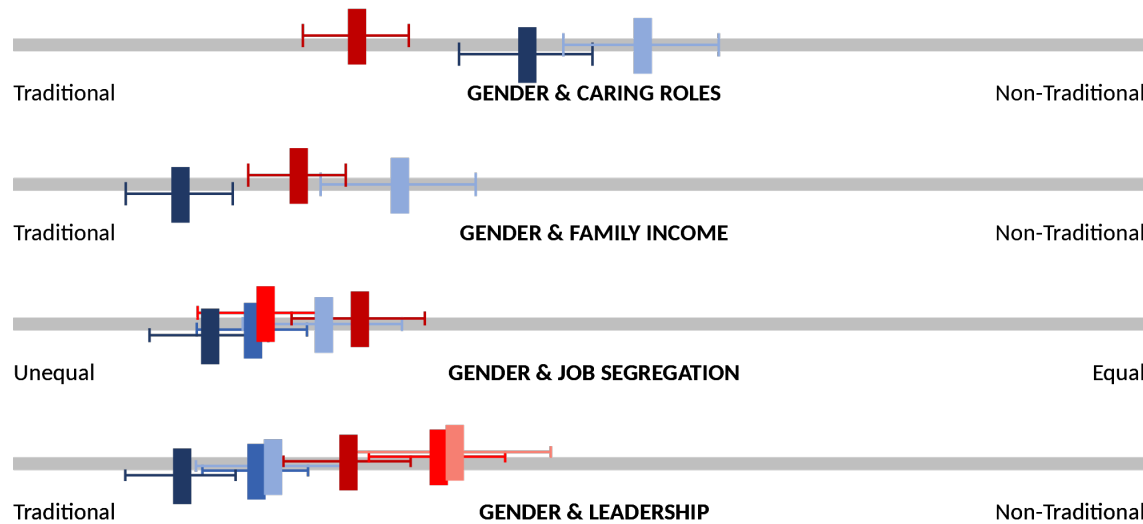
PERSONAL ATTITUDES AND BEHAVIOURS ACROSS NORMS

A SEGMENTATION OF INDONESIA'S URBAN MILLENNIAL MEN

YouGov® **INVESTING IN WOMEN** SMART ECONOMICS AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT **Australian Government**
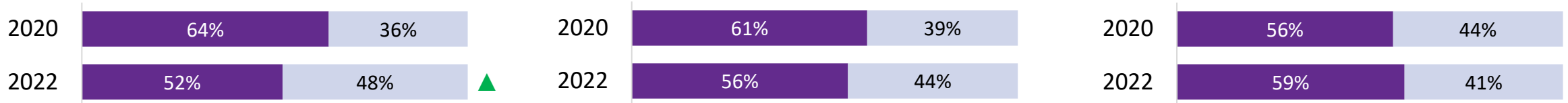
Traditional – 29% of men

Traditional, leaning traditional on job segregation – 54% of men

Leaning traditional – 18% of men

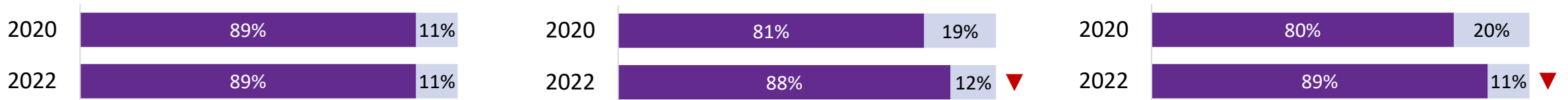### *Childcare should be more a woman's responsibility than a man's*

	Traditional				Leaning traditional	
2020	64%	36%	2020	61%	39%	2020	56%	44%
2022	52%	48% ▲	2022	56%	44%	2022	59%	41%

Earning the family income should be more a man's responsibility than a woman's

2020	91%	9%	2020	84%	16%	2020	82%	18%
2022	93%	7%	2022	89%	11% ▼	2022	89%	11% ▼

Some work roles are better suited to men than women

2020	89%	11%	2020	81%	19%	2020	80%	20%
2022	89%	11%	2022	88%	12% ▼	2022	89%	11% ▼

Men are better suited to leadership positions than women

2020	74%	26%	2020	66%	34%	2020	63%	37%
2022	80%	20%	2022	69%	31%	2022	80%	20% ▼

■ Agree ■ Disagree

▲ Increase over time ● Negative movement for equality

▼ Decrease over time ● Positive movement for equality

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A SEGMENTATION OF INDONESIA'S URBAN MILLENNIAL WOMEN

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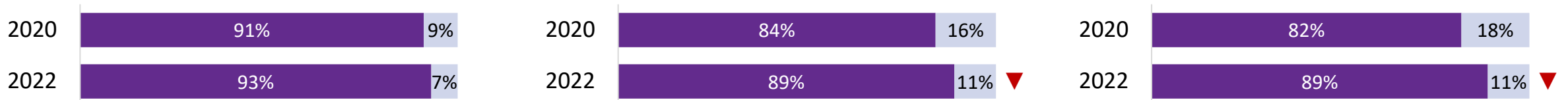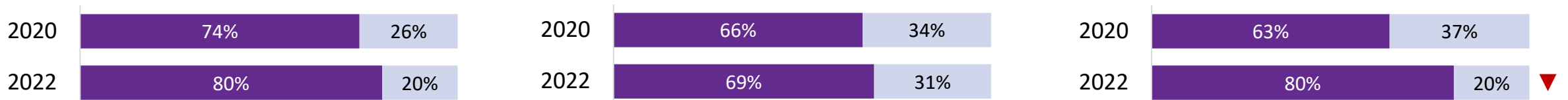
Leaning traditional, traditional on family income – 41% of women

Neutral, leaning traditional on family income – 32% of women

Neutral, leaning traditional on family income and job segregation – 10% of women

Neutral, leaning progressive on leadership – 17% of women

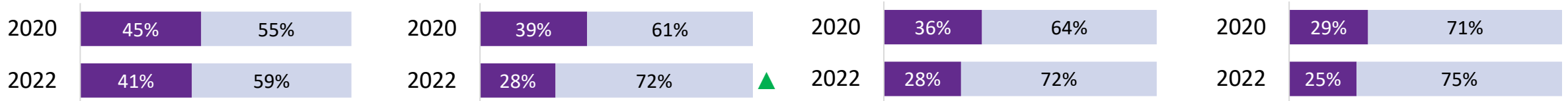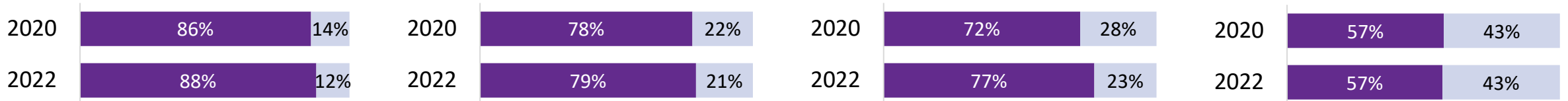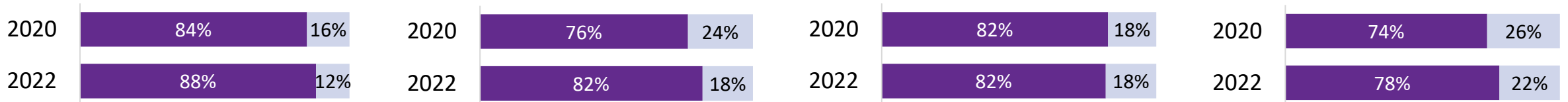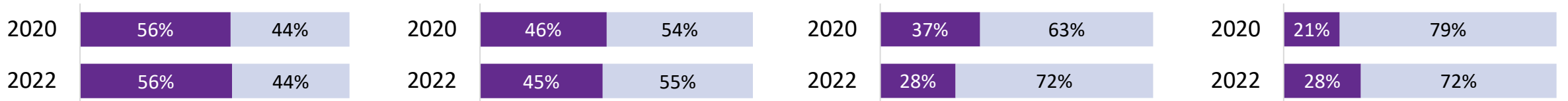**Childcare should be more a woman's responsibility than a man's**

	Agree	Disagree		Agree	Disagree		Agree	Disagree		Agree	Disagree
2020	45%	55%	2020	39%	61%	2020	36%	64%	2020	29%	71%
2022	41%	59%	2022	28%	72% ▲	2022	28%	72%	2022	25%	75%

Earning the family income should be more a man's responsibility than a woman's

	Agree	Disagree		Agree	Disagree		Agree	Disagree		Agree	Disagree
2020	86%	14%	2020	78%	22%	2020	72%	28%	2020	57%	43%
2022	88%	12%	2022	79%	21%	2022	77%	23%	2022	57%	43%

Some work roles are better suited to men than women

	Agree	Disagree		Agree	Disagree		Agree	Disagree		Agree	Disagree
2020	84%	16%	2020	76%	24%	2020	82%	18%	2020	74%	26%
2022	88%	12%	2022	82%	18%	2022	82%	18%	2022	78%	22%

Men are better suited to leadership positions than women

	Agree	Disagree		Agree	Disagree		Agree	Disagree		Agree	Disagree
2020	56%	44%	2020	46%	54%	2020	37%	63%	2020	21%	79%
2022	56%	44%	2022	45%	55%	2022	28%	72%	2022	28%	72%

■ Agree ■ Disagree

▲ Increase over time   ● Negative movement for equality
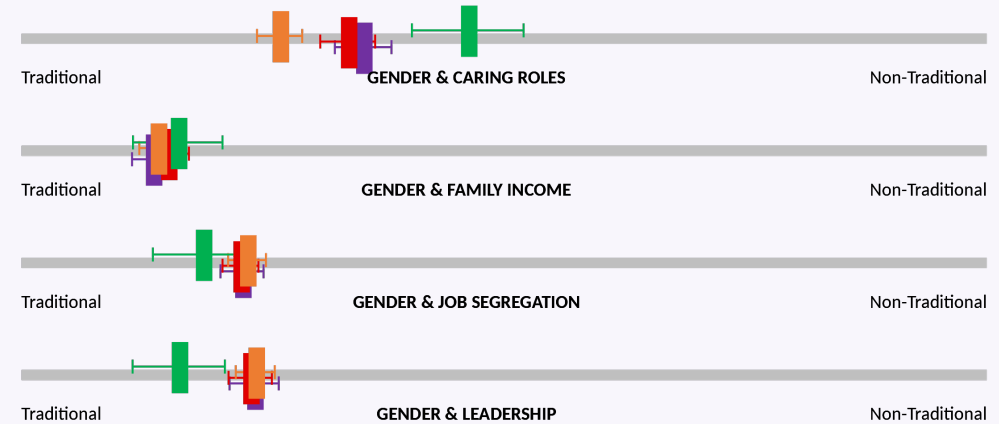▼ Decrease over time   ● Positive movement for equality

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- This segment rates very highly on unequal income arrangements with their partners. Their behaviour tracks closely with their attitudes.
- Across norms, attitudes remain stable since 2020. Behaviours are drifting toward more non-traditional pole, though the change is not significant.
- Internalized gender norms drive behaviour, as opposed to social pressure. They are likely to follow the example set by their own parents, which showed almost no equality of income and little equality in caregiving.
- A majority report equal caregiving arrangements.
- Those who share childcare equally are more likely to have parents who modelled this behaviour and are more likely to see progressive representation of domestic gender roles in the media.

TRADITIONAL – MEN (29%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE

| | Traditional | GENDER & CARING ROLES | Non-Traditional |

Personal Attitudes
Social Norms - Others think
Social Norms - I see
Personal Behaviors

Traditional | GENDER & FAMILY INCOME | Non-Traditional

Traditional | GENDER & JOB SEGREGATION | Non-Traditional

Unable to rank personal behaviours where N<100

Traditional | GENDER & LEADERSHIP | Non-Traditional

SOCIAL PRESSURE

- 7 in 10 with unequal childcare arrangements do not expect disapproval from their partner for seeking greater childcare equality, and 6 in 10 who earn unequal amounts and perceive societal or peer pressure to do so do not expect any disapproval for seeking greater income equality.
- 8 in 10 working on female-dominated teams and 9 in 10 seeking leadership positions do not expect disapproval from others.

OPPORTUNITIES TO SHIFT GENDER NORMS

- Compared to 2020, there is a drift toward more progressive behaviours across all norms, while attitudes remain fixed. Increasing equal caregiving behaviour is the greatest opportunity, as they already show the most progressive attitudes and behaviours on this norm. Regression analysis shows the effectiveness of progressive media messaging in influencing caregiving behaviour Indonesian men. Positive deviants within this group reinforce the linkage of caregiving behaviour to media exposure.
- Regression analysis indicates that seeing what others do influences caregiving attitudes of Indonesian men. With 55% of traditional men sharing caregiving equally, there are ample examples of non-traditional caregiving arrangements.

- This segment mainly consists of single, childless, younger men.
- In 2020, this segment showed similar attitudes and perception of norms as traditional men, but showed more equal behaviour at work. In 2022, behaviour on work norms is not significantly different from the traditional group.
- This segment's attitudes about job segregation became significantly more traditional. They are most likely of all male segments to say that COVID has not impacted gender equality.
- Most aspire to equal childcare arrangements in the future, but a majority expect to earn more than their partner.
- The rate of positive deviance on expectations for equal earning arrangements in the future declined since 2022 from 41% to 33%.
- Positive deviance on equal earning is related to parental modelling and exposure to media showing progressive gender roles.
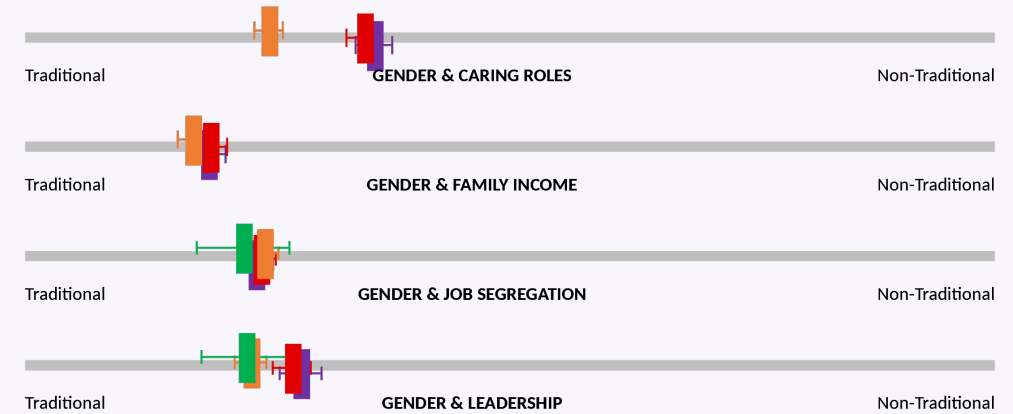
TRADITIONAL, LEANING TRADITIONAL ON JOB SEGREGATION – MEN (54%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE

Traditional · GENDER & CARING ROLES · Non-Traditional

Personal Attitudes
Social Norms - Others think
Social Norms - I see
Personal Behaviors

Traditional · GENDER & FAMILY INCOME · Non-Traditional

Traditional · GENDER & JOB SEGREGATION · Non-Traditional

Unable to rank personal behaviours where N<100

Traditional · GENDER & LEADERSHIP · Non-Traditional

SOCIAL PRESSURE

- Very few in this group have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- Few work in majority female teams. Of these, 6 in 10 have not experienced disapproval for this.

OPPORTUNITIES TO SHIFT GENDER NORMS

- An opportunity may exist to expand this group's aspiration for equal caregiving behaviour in their future families to more equal breadwinning as well. In regression analysis, non-fathers show more equal breadwinning behaviour than fathers.
- Progressive media representations of domestic roles significantly link to more equal breadwinning behaviours for the whole sample and positive deviance analysis suggests it is effective for members of this segment as well.
- Regression analysis also shows that progressive media representation of work roles links to more equal behaviour on work norms and may counteract this segment's growing traditionalism in that area.

GENDER NORMS EXPERIENCED

- This segment is composed of women who are married, with children, over the age of 25 (mostly between 25 and 34). Almost all are Muslim.
- Most are employed, though the share of non-workers increased from 21% to 29% between 2020 and 2022. They have trended toward more traditional breadwinning behaviour as well. Those with unequal breadwinning arrangements are more likely to attribute it to preference than gender roles. 27% had parents who modelled equal breadwinning.
- This segment now has more traditional childcare behaviour than traditional men (41% share equally vs. 55% of traditional men). Among those who do most of the childcare, 59% would like their partner to do more.
- There is positive deviance on childcare (41% share equally), and on income earning (28% earn equally).
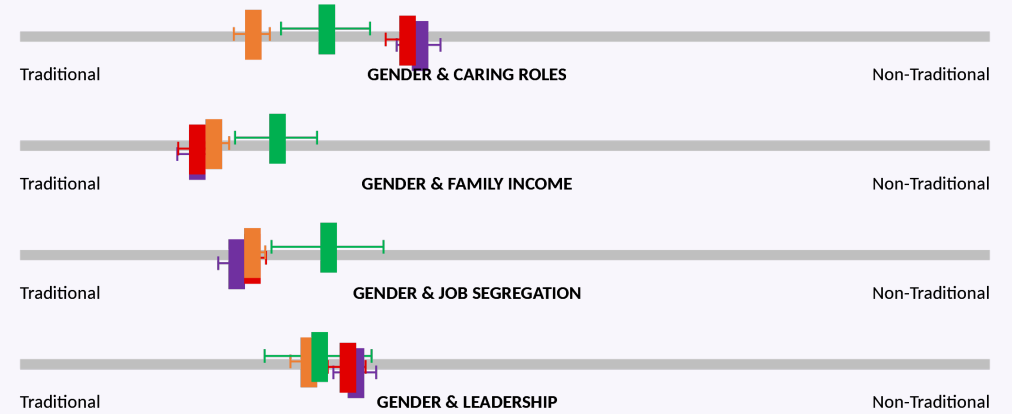
PERSONAL EXPERIENCE

Personal Attitudes
Social Norms - Others think
Social Norms - I see
Personal Behaviors

Traditional — GENDER & CARING ROLES — Non-Traditional

Traditional — GENDER & FAMILY INCOME — Non-Traditional

Traditional — GENDER & JOB SEGREGATION — Non-Traditional

Traditional — GENDER & LEADERSHIP — Non-Traditional

Unable to rank personal behaviours where N<100

SOCIAL PRESSURE

- 59% with children in this group have unequal caring arrangements. 6 in 10 do not expect disapproval form their partner and 7 in 10 do not expect it from themselves or others. Anecdotally, in-laws are top sources of disapproval. 6 in 10 unequal earners who cite gender norms for the arrangement would disapprove of a more equal arrangement. The sample is too small to differentiate disapproval among reference groups.
- Of the 15% who work in majority male teams, 8 in 10 have not felt disapproved and 7 in 10 women do not expect disapproval for being a female leader. Disapproval for being a female leaders is expected from both male and female colleagues.

OPPORTUNITIES TO SHIFT GENDER NORMS

- Although 6 in 10 women in this segment would like their partner to handle more childcare, there has been no shift toward more equal sharing behaviour over the past two years. Change in childcare norms may be held back by increasingly traditional breadwinning behaviour.
- Behaviour on both norms could be influenced through media campaigns with progressive depictions of women in domestic roles. Regression analysis finds this would promote more equal behaviors for men on caregiving and breadwinnig norms, and for women on caregiving norms.
- Progressive media depictions of workplace gender roles and experience with female leaders link to positive deviance on leadership. Media can amplify the importance of female leaders in the workplace.

LEANING TRADITIONAL, TRADITIONAL ON FAMILY INCOME – WOMEN (41%)

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- This segment is mostly married with children, employed, and over 30. 9 in 10 are Muslim, and nearly none are non-religious.
- In 2022, this segment is no longer as distinct from the traditional segment as it was in 2020. Attitudes are not significantly different from traditional men across norms. Behaviour is significantly more non-traditional on the breadwinning norm only. Traditional men shifted toward this segment on caregiving behaviour, while this segment shifted toward traditional men on leadership behaviour.
- Greater equality on childcare may have been modeled by parents, with the highest share of equal childcare among one's own parents across all ID segments (43%). Income equality among parents was also highest of all ID segments (70%).
- Social pressure does not appear to be a major driver of behaviour.
- There is some positive deviance on equal income earning (39% do so), and on gender-neutral leadership roles (37% disagree that males are better leaders).
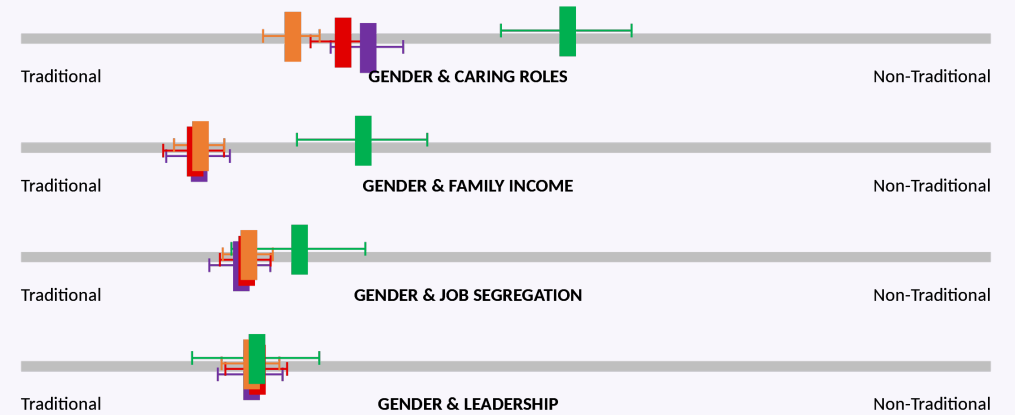
LEANING TRADITIONAL – MEN (18%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE

Traditional — GENDER & CARING ROLES — Non-Traditional

- Personal Attitudes
- Social Norms - Others think
- Social Norms - I see
- Personal Behaviors

Traditional — GENDER & FAMILY INCOME — Non-Traditional

Traditional — GENDER & JOB SEGREGATION — Non-Traditional

Unable to rank personal behaviours where N<100

Traditional — GENDER & LEADERSHIP — Non-Traditional

SOCIAL PRESSURE

- Among parents in this group, 36% have unequal childcare arrangements. Of these, majorities would not expect disapproval from themselves, their partners, or others for greater equality. A majority of unequal earners who perceive societal or peer pressure on this topic expect similarly low levels of disapproval for suggesting greater equality. Sample too small to differentiate among reference groups.
- Just 9% work in majority female teams.

OPPORTUNITIES TO SHIFT GENDER NORMS

- Indonesian men have traditional attitudes on breadwinning, but this segment shows noticeably more progressive breadwinning behaviour compared to traditional men, with room to grow. This group also saw increased rates of parental modelling of equal earning between 2020 and 2022, which is associated with positive deviance on this norm.
- Regression analysis finds that progressive media representation of work roles link with more equal attitudes on leadership. This may help slow the trend toward more traditional attitudes and behaviours on this norm.

- This segment is mostly single, without children, and under 25. 68% are employed, and 14% are students. They are almost exclusively Muslim.
- There has been growth in support for equal caregiving between 2020 and 2022 (72% now disagree that it's mostly a woman's responsibility compared to 61% in 2020). They have a very high expectation that these responsibilities will be shared with a future partner (94%). Most reason that this is in the child's best interest.
- By contrast, attitudes and behaviour on income sharing are less equal, even among those who do not have a family yet (half hope to share).
- This segment is increasingly likely to be employed (59% in 2020 vs. 68% in 2022), and they are encountering more equal leadership arrangement in their workplaces (60% male dominated in 2020 vs. 45% today).
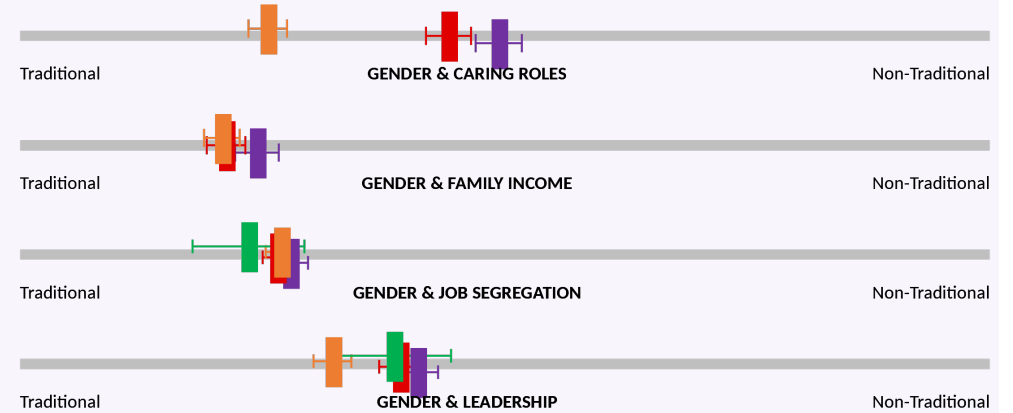
NEUTRAL, LEANING TRADITIONAL ON FAMILY INCOME – WOMEN (32%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE

Legend:
- Personal Attitudes
- Social Norms - Others think
- Social Norms - I see
- Personal Behaviors

Traditional — GENDER & CARING ROLES — Non-Traditional
Traditional — GENDER & FAMILY INCOME — Non-Traditional
Traditional — GENDER & JOB SEGREGATION — Non-Traditional
Traditional — GENDER & LEADERSHIP — Non-Traditional

Unable to rank personal behaviours where N<100

SOCIAL PRESSURE

- Very few in this group are married or have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 20% of these women work in a majority male workplace. 7 in 10 have not felt disapproved of for this and 7 in 10 women in this group do not expect disapproval if they held a leadership role as a woman.

OPPORTUNITIES TO SHIFT GENDER NORMS

- This segment has increasingly non-traditional views about caregiving roles, and there should be an effort to preserve and build on this trend as they transition to marriage and parenthood and before they begin to feel social pressure from spouses and in-laws. The media should amplify the existence of equal caregiving behaviour among peers, since observing others and media portrayals significantly link to more equal caregiving behaviour among ID women generally.
- Focusing on workplace norms is important for this segment, since it has the highest share of workers among ID women. The shift in leadership behaviour over the past two years shows the potential for change on workplace norms.
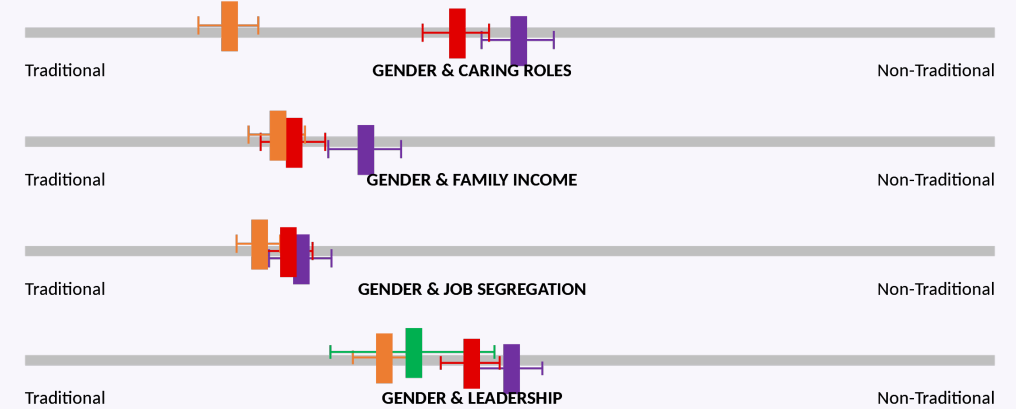
- This segment is mostly single without children and under 30. 63% are employed, 9% are students. It is almost entirely non-Muslim, with 54% Christian, and 40% non-religious.
- This segment has more equal attitudes on norms across all areas compared to more traditional female segments. The pattern is similar to other segments, where personal attitudes are more equal on caring roles and leadership than on family income and job segregation.
- This group shows the biggest gap compared to more traditional segments in its relatively non-traditional attitudes on family income and leadership. 72% disagree that men are better suited to leadership positions and 43% disagree that men should be the main breadwinners.
- This segment is experiencing more job segregation by gender than in 2020 (46% work in a mostly female team vs. 34%), a phenomenon that an increasing percent of ID women report seeing in other workplaces.

NEUTRAL, LEANING PROGRESSIVE ON LEADERSHIP – WOMEN (17%)

GENDER NORMS EXPERIENCED

PERSONAL EXPERIENCE

Personal Attitudes
Social Norms - Others think
Social Norms - I see
Personal Behaviors

Traditional   GENDER & CARING ROLES   Non-Traditional

Traditional   GENDER & FAMILY INCOME   Non-Traditional

Traditional   GENDER & JOB SEGREGATION   Non-Traditional

Unable to rank personal Behaviours where N<100

Traditional   GENDER & LEADERSHIP   Non-Traditional

SOCIAL PRESSURE

- Very few in this group are married or have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 17% of women in this group work in a largely male team, and 8 in 10 have not felt disapproval for this. 7 in 10 in this group do not expect disapproval for holding a leadership role as a woman. Those expecting disapproval are less likely than average to be deterred by this (45%).

OPPORTUNITIES TO SHIFT GENDER NORMS

- This segment holds progressive attitudes on gender-balance in leadership positions within the workplace and they do not expect resistance to seeking leadership roles. The belief that women should have access to leadership roles aligns with their relatively more non-traditional views on women as breadwinners. Pairing these topics may be helpful in moving this segment toward more non-traditional breadwinning behaviours.
- Media messages should offer encouragement to these young women to pursue a leadership paths, especially while they are unencumbered to social pressures that married women face.

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Investing in Women, an initiative of the **Australian Government**, catalyses inclusive economic growth through women's economic empowerment in South East Asia.

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