



DETAILED ANNEXES

Social Norms, Attitudes and Practices (SNAP) 2022 Survey Indonesia, Philippines, and Vietnam

Fielded in November 2022









ANNEX 1: REGRESSION ANALYSIS METHODOLOGY

REGRESSION METHODOLOGY





Definition:

Model 1 – Personal Attitudes, Model 3, 4 – Covid Pressure: Ordered logistic regression models the relationship of independent variables and an ordinal dependent variable (i.e. a scale variable) via an extension of the standard logistic regression, modeling the cumulative likelihood of being higher on the scale as a function of the independent variables.

Model 2 – Personal Behaviours:

Logistic regression models the relationship of independent variables and a dichotomous dependent variable (i.e. coded 0,1) via a logistic link function, modeling the likelihood of being in the "1" category compared to "0" as a function of the independent variables.

Process:

(Ordered) Logistic regressions are similar conceptually to linear regression in that a model is fit between a set of independent variables and a (dichotomous/ordinal) dependent variable, with all independent variables allowed to enter the equation and their independent effects (from each other) on the dependent variable are estimated.

Interpretation:

Coefficients from (ordered) logistic regression are presented as "log-odds" by default. Log-odds are notoriously difficult to interpret and thus often exponentiated (to remove the "log" part) into "odds-ratios." Odds-ratios are multiplicative rather than additive (like in linear regression); in logistic regression, this means that the base odds of being a 1 on the outcome value are multiplied by the odds-ratio coefficient. Odds-ratios above 1 increase the odds of being affirmative on the outcome. In ordered logistic regression, this means that the base odds of being one unit higher in the outcome value are multiplied by the odds-ratio coefficient. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome.

Interpretation should focus on the sign and significance of an independent variable, not on the magnitude (unless clearly differentiated from the rest). Exercise caution in comparing the exact magnitude of coefficients between men and women, as regressions for men and women were run separately.





MODEL 1 (ORDERED LOGISTIC REGRESSION): GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES

Dependent Variable:

Personal Attitudes - "Strongly agree", "Agree", "Disagree," "Strongly disagree" with statement affirming traditional gender roles for each norm, coded so higher values indicate more progressive/less traditional gender beliefs

Independent Variables:

- -"Strongly agree", "Agree", "Disagree," "Strongly disagree" that **others think** in a way that affirms traditional gender roles for each norm, coded so that higher values indicate more progressive perception
- -"Strongly agree", "Agree", "Disagree," "Strongly disagree" that respondents **observes** gender roles that affirm traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception
- -Structural gender norms reflected in media (work and home), showing equal/progressive gender roles arrangements vs. traditional gender roles arrangements. There are four work related media questions, but only two domestic related ones.
- -Personal experience variables controlling for external factors such as age, employment, marital status, education, child and adult care, urban/suburban residence, religion (dominant, non-dominant, none), gender norms modeled by own parents (at home and work)

Caveat:

This regression does not prove causal relationship of norms influencing attitudes, because no suitable instrumental variable was available to prove the direction of influence. Additionally, results may reflect bias from omitted, unknown variables that are relevant to the relationship (such as personality and household and/or community level dynamics from youth). It is hypothesized that these omitted variables are correlated in the same direction of each norm element (i.e. their addition would reinforce rather than counteract the finding).

GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES





Caring



Leadership



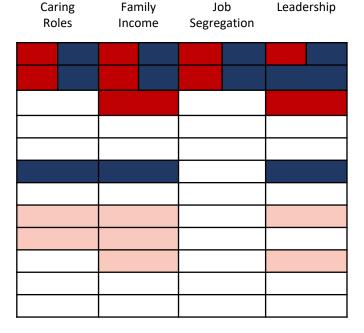




Job

Family

	ing Ies	mily ome	ob gation	Leade	ership
Social Norm (Others think)					
Social Norm (I see others)					
Age: 18-29					
Education: BA+					
Religion Non-dominant					
Religion Non-religious					
Married/Partnered					
Parent					
Adult Care					
Media: Work prog/equal count (0–4)					
Media: Home prog/equal count (0–2)					
Employed					



Roles	Income	Segregation	

Legend

Significantly More Equal – Women Significantly Less Equal – Women Significantly More Equal – Men Significantly Less Equal - Men







GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES- INDONESIA

Women

							Men					
		ing Roles N= 949)			nily Incom N= 949)	e		egregat N= 949)	ion		adership N= 950)	
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (Others think)	28.46*	21.13	38.82	15.68*	11.23	22.08	18.93*	13.54	26.81	27.18*	19.81	37.79
Social Norm (I see others)	1.53*	1.16	2.03	3.95*	2.72	5.76	2.49*	1.80	3.45	2.05*	1.50	2.81
Age: 18-29												
Education: BA+												
Religion Non- dominant				2.54*	1.54	4.18				1.82*	1.13	2.93
Religion Non- religious				2.08*	1.09	3.92						
Married/Partne red												
Parent	0.60*	0.39	0.93									
Adult Care												
Media: Work prog/equal count (0-4)										1.19*	1.04	1.38
Media: Home prog/equal count (0-2)												
Employed												

	ring Role N= 937)	S		nily Income (N= 937)	!		egregat I= 937)	ion		dership I= 937))
Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
14.27*	11.10	18.53	34.75*	24.74	49.63	20.98*	14.85	30.01	27.53*	20.15	38.15
			1.90*	1.38	2.60	2.15*	1.54	3.00	1.47*	1.11	1.96
			1.78*	1.15	2.76				2.26*	1.46	3.49
2.10*	1.34	3.29	2.09*	1.28	3.39	1.80*	1.08	3.00	2.14*	1.32	3.47
0.63*	0.41	0.98	0.57*	0.34	0.94						
						1.25*	1.08	1.43			
0.80*	0.67	0.97									
							·			·	







GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES- PHILIPPINES

Women

							ivien					
		ing Roles N= 948)	,		nily Incom N= 949)	e		egregat N= 950)	ion		adership I= 950)	
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (Others think)	17.77*	13.79	23.11	17.21*	13.06	22.90	6.18*	4.95	7.76	16.21*	12.40	21.37
Social Norm (I see others)	1.80*	1.41	2.29	2.40*	1.83	3.15	1.90*	1.51	2.39	2.60*	2.03	3.34
Age: 18-29												
Education: BA+												
Religion Non- dominant												
Religion Non- religious	1.72*	1.04	2.86	2.10*	1.26	3.48				1.74*	1.04	2.90
Married/Partne red												
Parent												
Adult Care												
Media: Work prog/equal count (0-4)												
Media: Home prog/equal count (0-2)												
Employed												

	ing Roles I= 953)	3		nily Income (N= 955)	•		egregat I= 955)	ion		idership I= 953))
Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
12.07*	9.68	15.17	10.50*	8.33	13.35	7.66*	6.18	9.57	13.45*	10.29	17.75
1.23*	1.00	1.51	1.71*	1.38	2.12	1.73*	1.40	2.14			
			1.32*	1.00	1.75				1.36*	1.01	1.83
0.60*	0.44	0.83	0.69*	0.50	0.94				0.51*	0.37	0.72
0.74*	0.57	0.97	0.76*	0.58	0.99						
			0.81*	0.72	0.92				0.81*	0.71	0.92







GENDER NORMS AS PREDICTORS OF PERSONAL ATTITUDES - VIETNAM

Men Women

							IVICII					
		ing Roles N= 962)			nily Incom N= 962)	e		egregat N= 963)	ion		dership I= 962)	
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (Others think)	19.98*	15.33	26.33	13.86*	10.64	18.19	6.19*	4.95	7.79	16.31*	12.47	21.52
Social Norm (I see others)	1.42*	1.12	1.78	2.33*	1.81	3.01	2.52*	2.03	3.14	1.84*	1.46	2.33
Age: 18-29												
Education: BA+												
Religion Non- dominant												
Religion Non- religious												
Married/Partne red												
Parent												
Adult Care												
Media: Work prog/equal count (0-4)												
Media: Home prog/equal count (0-2)												

	ing Roles I= 965)	.		nily Income (N= 965)	!		egregat I= 965)	ion		idership I= 965))
Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
10.25*	8.06	13.15	17.31*	13.13	23.09	7.26*	5.64	9.40	17.45*	13.26	23.21
			1.72*	1.35	2.19	2.82*	2.21	3.62	1.71*	1.34	2.17
			0.70*	0.50	0.99						
						0.59*	0.37	0.94			
			1.65*	1.09	2.51						
0.55*	0.36	0.85									
0.66*	0.50	0.89									
0.77*	0.63	0.94							0.73*	0.60	0.90







MODEL 2 (LOGISTIC REGRESSION): GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR

Dependent Variable:

Personal behaviours - for caring roles, family income, and leadership, coded 0 for traditional gender roles arrangement and 1 for equal or progressive gender roles arrangement for that norm; for job segregation, coded 0 for male or female dominated work teams and 1 for equal gender balance at work

Independent Variables:

- -"Strongly agree", "Agree", "Disagree," "Strongly disagree" that respondents **observes** gender roles that affirm traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception
- -"Strongly agree", "Agree", "Disagree," "Strongly disagree" that respondents **personally affirms** traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception
- -Structural gender norms reflected in media (work and home), showing equal/progressive gender roles arrangements vs. traditional gender roles arrangements. There are four work related media questions, but only two domestic related ones.
- -Personal experience variables controlling for external factors such as age, employment, marital status, education, child and adult care, urban/suburban residence, religion (dominant, non-dominant, none; in PH only: dominant vs. non-dominant or non-practicing), gender norms modeled by own parents (at home and work)

Caveat:

In addition to caveats noted for model 1, additional omitted variables may influence personal behaviours in domestic and work settings, and it is unknown whether their addition would reinforce or counteract the findings (e.g. a partner's personal experiences may be relevant to caregiving and family income arrangements, and structural factors play a role in work arrangements). Additionally, findings for the Job Segregation norm are confounded by the inability to judge the progressiveness of a workplace that is predominantly female (therefore we only distinguish equal from unequal).







GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR



Legend



Showing significant findings only. For job segregation norm, showing findings that are significantly more/less equal relative to unequal, with no differentiation of inequality between progressive and traditional types.







GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR- INDONESIA

							Men											1	Women					
		Caring Roles Family Income Job Segregation Leadersh (N= 375) (N= 435) (N= 680) (N= 734)							-			ing Roles I= 427)	i		nily Income (N= 480)	ġ		egregat = 542)	ion		adership I= 590)			
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	Γ
Social Norm (I see others)	1.66*	1.05	2.67							3.70*	2.57	5.44	1.64*	1.16	2.34	1.81*	1.23	2.71				5.25*	3.61	
Personal																								

	1.05	2.67							3.70*	2.57	5.44
3.45*	2.00	6.12	1.73*	1.10	2.73						
			2.02*	1.30	3.16						
						1.16*	1.01	1.35	1.30*	1.11	1.53
	3.45*	3.45* 2.00	3.45* 2.00 6.12	3.45* 2.00 6.12 1.73*	3.45* 2.00 6.12 1.73* 1.10	3.45* 2.00 6.12 1.73* 1.10 2.73	3.45* 2.00 6.12 1.73* 1.10 2.73 2.02* 1.30 3.16	3.45* 2.00 6.12 1.73* 1.10 2.73 2.02* 1.30 3.16	3.45* 2.00 6.12 1.73* 1.10 2.73 2.02* 1.30 3.16	3.45* 2.00 6.12 1.73* 1.10 2.73 2.02* 1.30 3.16	3.45* 2.00 6.12 1.73* 1.10 2.73 2.02* 1.30 3.16

2.03

0.99

1.16

0.28

Media: Home

prog/equal

count (0-2)

Parent

2.41*

1.72

3.43

1.53*

0.53*

Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
1.64*	1.16	2.34	1.81*	1.23	2.71				5.25*	3.61	7.81
									1.85*	1.21	2.85
			1.85*	1.23	2.79						
									1.22*	1.03	1.44
1.92*	1.48	2.53									

0.33

0.89

0.54*







GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR- PHILIPPINES

							Men												,	Women					
		ring Rol N= 221)			nily Incom N= 292)	ie		egregat N= 659)	ion		dership I= 687)				ing Roles I= 356)	5		nily Income N= 436)	è		egregat N= 561)	ion		adership N= 581)	
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High		Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (I see others)	2.9*	1.39	6.25							2.24*	1.70	2.97											2.99*	2.14	4.25
Personal Attitudes	1.8*	1.14	3.03]				1.50*	1.17	1.95						
Education: BA+																									
Religion Non- religious																									
Own childhood, dad/equal childcare				2.10*	1.17	3.77								2.26*	1.38	3.75									
Media: Work prog/equal count (0-4)	1.5*	1.11	2.08				1.26*	1.09	1.45	1.36*	1.17	1.58		0.75*	0.58	0.95				1.23*	1.04	1.44	1.46*	1.19	1.80
Media: Home prog/equal count (0-2)														2.09*	1.50	2.95									
Parent																									
Married/ Partnered																									
Urban	2.9*	1.20	7.03	0.50*	0.25	0.96											2.12*	1.24	3.68						
Age: 18-29				1.97*	1.12	3.49																			

Showing significant findings only. For job segregation norm, showing findings that are significantly more/less equal relative to unequal, with no differentiation of inequality between progressive and traditional types. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.





Job Segregation



Leadership

GENDER NORMS AND PERSONAL ATTITUDES AS PREDICTORS OF PERSONAL BEHAVIOUR- VIETNAM

Men Women
women women

Caring Roles

		ing Roles N= 402)	i		nily Incom N= 457)	e	Job Segregation (N= 826)			Leadership (N= 837)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Social Norm (I see others)										1.81*	1.43	2.30
Personal attitudes				1.45*	1.07	1.99						
Age: 18-29							1.65*	1.16	2.36	1.70*	1.18	2.46
Urban				0.62*	0.39	0.96						
Religion Non- dominant										1.72*	1.04	2.87
Adult Care												
Own childhood, dad/equal childcare				1.66*	1.10	2.51						
Own childhood, mom/equal earning				1.61*	1.04	2.49						
Media: Work prog/equal count (0-4)				1.79*	1.19	2.69	1.18*	1.03	1.34	1.46*	1.27	1.68
Media: Home prog/equal count (0-2)												
Adult care				1.66*	1.10	2.51						
Education: BA+	_											

(N	I= 458)			(N= 512)		(N	I= 834)		(N	l= 826)	
Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
			1.51*	1.08	2.13				2.80*	2.14	3.70
1.59*	1.04	2.45	0.59*	0.37	0.94						
			1.86*	1.18	2.94						
2.07*	1.33	3.22				1.82*	1.34	2.47	1.54*	1.10	2.15
									1.52*	1.10	2.11
			1.40*	1.15	1.69	1.20*	1.06	1.37	1.35*	1.17	1.56
1.76*	1.32	2.38	1.60*	1.14	2.29						
			0.54*	0.33	0.89						

Family Income

Showing significant findings only. For job segregation norm, showing findings that are significantly more/less equal relative to unequal, with no differentiation of inequality between progressive and traditional types. Odds-ratios above 1 increase the odds of a one unit increase in the outcome, and odds-ratios below 1 decrease the odds of a 1 unit increase in the outcome. Low and High indicates bounds of the 95% confidence interval.





MODEL 3 (ORDERED LOGISTIC REGRESSION): SEGMENT AS PREDICTOR OF COVID RELATED HOUSEHOLD AND EARNING PRESSURE

Dependent Variable:

Separate regressions for COVID related pressure as income earner in family and pressure to do housework and/or care for dependent children and family members.

- "I feel significantly more pressure than before COVID-19", "I feel more pressure than before COVID-19", "I feel the same amount of pressure as before COVID-19", "I feel less pressure than before COVID-19", "I feel significantly less pressure than before COVID-19", coded so higher values indicate more stress

Independent Variables:

-Segments: separately for each gender, the effect of being in one segment relative to a reference segment category.

Caveat:

Model 3 was run without additional control variables, since personal experiences were already incorporated in segmentation.







SEGMENT AS PREDICTOR OF COVID-19 PRESSURES





Household



Household Chore

Earning

Household	
Chore	Earning
Pressure	Pressure

	rressure	rressare
Men		
Traditional	Referen	ce group
Traditional, leaning traditional on job segregation		
Leaning traditional		
Women		
Leaning traditional, traditional on family income	Referen	ce group
Neutral, leaning traditional on family income		
Neutral, leaning traditional on family income and job segregation		
Neutral, leaning progressive on leadership		

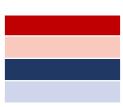
	Chore Pressure	Earning Pressure
Men		
Neutral, leaning progressive on leadership	Referen	ce group
Neutral		
Leaning progressive		
Women		
Neutral, leaning progressive on leadership, leaning traditional on caring roles	Referen	ce group
Leaning progressive, especially on leadership		
Progressive		

	Pressure	Pressure
Men		
Neutral, leaning progressive	Referen	ce group
Leaning progressive		
Progressive		
Women		
Neutral	Referen	ce group
Neutral, progressive on leadership		

Neutral, progressive on caring roles, conservative on job segregation

Legend

Significantly more pressure – Women Significantly less pressure - Women Significantly more pressure - Men Significantly less pressure - Men









SEGMENT AS PREDICTOR OF COVID-19 PRESSURES

Women

		ALT.	
Sec.			1
	-		

Men

Household Chore

Pressure **Earning Pressure** (N = 449)(N = 434)

	Estimate	Low	High	Estimate	Low	High
Traditional			Referer	nce group		
Traditional, leaning traditional on job segregation						
Leaning traditional						

Household Chore

Pressure **Earning Pressure** (N = 496)(N = 333)

	Estimate	Low	High	Estimate	Low	High
Leaning traditional, traditional on family income			Referer	nce group		
Neutral, leaning traditional on family income	1.9*	1.04	3.33			
Neutral, leaning traditional on family income and job segregation						
Neutral, leaning progressive on leadership	2.9*	1.43	5.98			



Household Chore

Pressure **Earning Pressure** (N = 361)(N = 314)

	Estimate	Low	High	Estimate	Low	High	
Neutral, leaning progressive on leadership	Reference group						
Neutral							
Leaning progressive							



Pressure **Earning Pressure** (N = 509)(N = 342)

	Estimate	Low	High	Estimate	Low	High
Neutral, leaning progressive on leadership, leaning traditional on caring roles			Referer	nce group		
Leaning progressive, especially on leadership						
Progressive						



Household Chore

Earning Pressure Pressure (N = 526)(N = 516)

	Estimate	Low	High	Estimate	Low	High
Neutral, leaning progressive			Referer	nce group		
Leaning progressive				0.54*	0.38	0.76
Progressive	0.54*	0.35	0.83	0.48*	0.31	0.75

Household Chore

Earning Pressure Pressure (N = 548)(N = 510)

	Estimate	Low	High	Estimate	Low	High
Neutral		-	Referer	nce group		
Neutral, progressive on caring roles, traditional on job segregation	1.4*	1.04	1.97			
Progressive						





MODEL 4 (ORDERED LOGISTIC REGRESSION): CAREGIVING AND INCOME BEHAVIOURS AS PREDICTORS OF COVID RELATED HOUSEHOLD AND EARNING PRESSURE

Dependent Variable:

Separate regressions for COVID related pressure as income earner in family and pressure to do housework and/or care for dependent children and family members.

- "I feel significantly more pressure than before COVID-19", "I feel more pressure than before COVID-19", "I feel the same amount of pressure as before COVID-19", "I feel less pressure than before COVID-19", "I feel significantly less pressure than before COVID-19", coded so higher values indicate more stress

Independent Variables:

- Personal behaviours for caring roles and family income, coded 0 for traditional gender roles arrangement and 1 for equal or progressive gender roles arrangement for that norm.
- -"Strongly agree", "Agree", "Disagree," "Strongly disagree" that other think in a way that affirms traditional gender roles for each norm, coded so that higher values indicate more progressive perception
- -"Strongly agree", "Agree", "Disagree," "Strongly disagree" that respondents observes gender roles that affirm traditional gender roles for each norm in their personal experience, coded so that higher values indicate more progressive perception
- -Structural gender norms reflected in media (work and home), showing equal/progressive gender roles arrangements vs. traditional gender roles arrangements
- -Personal experience variables controlling for external factors such as age, employment, marital status, education, child and adult care, urban/suburban residence, religion (dominant, non-dominant, none), gender norms modeled by own parents (at home and work)







CAREGIVING AND INCOME BEHAVIOURS AS YOUGOV INVESTING IN WOMEN SMART ECONOMICS AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT PREDICTORS OF COVID-19 PRESSURE





Household



Household

	Household Chore Pressure	Earning Pressure
	11633016	11633416
Education: BA+		
Adult care		
Media: Work prog/equal count (0-4)		
Media: Home prog/equal count (0-2)		
Urban		
Religion: Non-practicing		
Own childhood, dad/equal childcare		
Own childhood, mom/equal earning		
Religion: Non-dominant		

Chore Pressure	Earning Pressure

Chore Pressure	Earning Pressure

Legend

Significantly more pressure - Women

Significantly less pressure - Women

Significantly more pressure - Men

Significantly less pressure - Men



Showing significant findings only.







Household Pressure -

VN

CAREGIVING AND INCOME BEHAVIOURS AS PREDICTORS OF COVID-19 HOUSEHOLD PRESSURE

Men	Wom	en

Household Pressure -

ID

Household Pressure –	Household Pressure –	Household Pressure –
ID	PH	VN
(N=338)	(N=217)	(N=388)

	(555)			(==, ,		(555)			
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Education: BA+									
Adult care									
Media: Work prog/equal count (0-4)	0.83*	0.70	0.98						
Media: Home prog/equal count (0-2)									
Age: 18-29									
Religion: Non-practicing									
Own childhood, dad/equal childcare									
Own childhood, mom/equal earning									
Religion: Non-dominant							0.34*	0.17	0.68

1)	(N=381) (N=443)									
Estimate	Low	High	Estimate	Low	High	Estimate	Low	High		
						1.60*	1.05	2.43		
			0.41*	0.18	0.89					
0.55*	0.36	0.84						·		

Household Pressure - PH

(N=337)







Earning Pressure – VN

CAREGIVING AND INCOME BEHAVIOURS AS PREDICTORS OF COVID-19 EARNING PRESSURE

Men Women

Earning Pressure – ID

	Earning Pressure – ID (N=329)			Earning Pressure – PH (N=195)			Earning Pressure – VN (N=390)		
	Estimate	Low	High	Estimate	Low	High	Estimate	Low	High
Equal/Progressive Behaviours: Income									
Equal/Progressive Behaviours: Childcare									
Education: BA+									
Adult care									
Media: Work prog/equal count (0-4)									
Media: Home prog/equal count (0-2)	0.76*	0.57	0.99						
Age: 18-29									
Religion: Non-practicing									
Own childhood, dad/equal childcare									
Own childhood, mom/equal earning									
Religion: Non-dominant				2.01* 1.15 3.57		3.57			
Urban									

(1)	N=249)			(N=219)		(N=416)			
Estimate	Low	High	Estimate	Low	High	Estimate	Low	High	
						0.73*	0.56	0.96	
			0.54*	0.32	0.91				
1.70*	1.05	2.77							

Earning Pressure - PH





ANNEX 2: SEGMENTATION DEMOGRAPHICS







INDONESIA

				Men		Women						
Demographic		Total	2 - Traditional	1 - Traditional, leaning traditional on job segregation	3 - Leaning traditional	Total	1 - Leaning traditional, traditional on family income	2 - Neutral, leaning traditional on family income	4 - Neutral, leaning traditional on family income and job segregation	3 - Neutral, leaning progressive on leadership		
	Unweighted N	1000	291	525	184	1000	401	333	99	167		
Mar State and a	Married/Partnered	51%	94%	12%	98%	57%	95%	14%	100%	22%		
Marital status	Unpartnered	49%	6%	88%	2%	43%	5%	86%	0	78%		
Parental	Parent	46%	88%	10%	85%	51%	90%	9%	97%	11%		
status	Non-Parent	54%	12%	90%	15%	49%	10%	91%	3%	89%		
	Yes	25%	24%	24%	29%	23%	25%	24%	18%	21%		
Adult care	No	75%	76%	76%	71%	77%	75%	76%	82%	79%		
	Working	80%	96%	66%	94%	67%	66%	71%	63%	65%		
Employment status	Full-time student	10%	0%	18%	3%	7%	1%	15%	0%	9%		
	Other	10%	3%	16%	4%	26%	33%	15%	37%	25%		
Education status	Less than college	61%	51%	69%	52%	51%	50%	56%	47%	45%		
Luucation status	College+	39%	49%	31%	48%	49%	50%	44%	53%	55%		
	18 - 24	32%	5%	55%	5%	26%	6%	53%	4%	32%		
Age group	25 - 29	23%	20%	25%	23%	24%	26%	25%	13%	25%		
7.8c 8.0up	30 - 34	17%	24%	11%	24%	21%	28%	12%	31%	18%		
	35 - 40	28%	51%	10%	47%	29%	40%	10%	52%	24%		
	Muslim	80%	84%	76%	90%	71%	99%	95%	0%	1%		
Religion	Non-Religious	7%	9%	8%	3%	12%	1%	2%	47%	40%		
	Religious Non- Muslim	12%	7%	17%	7%	16%	0%	3%	53%	59%		







PHILIPPINES

		Men				Women			
Demographic		Total	3 - Neutral	2 - Neutral, leaning progressive on leadership	1 - Leaning progressive	Total	1 - Neutral, leaning progressive on leadership, leaning traditional on caring roles	3 - Leaning progressive, especially on leadership	2 - Progressive
	Unweighted N	1000	313	389	298	1000	469	270	261
Marital status	Married/Partnered	39%	97%	11%	14%	56%	97%	18%	22%
	Unpartnered	61%	3%	89%	86%	44%	3%	82%	78%
Parental status	Parent	36%	75%	17%	22%	53%	82%	19%	37%
	Non-Parent	64%	25%	83%	78%	47%	18%	81%	63%
Adult care	Yes	42%	40%	50%	40%	45%	37%	53%	51%
	No	58%	60%	50%	60%	55%	63%	49%	49%
Employment status	Working	71%	93%	33%	100%	61%	67%	32%	81%
	Full-time student	15%	1%	39%	0%	12%	1%	44%	0%
	Other	13%	6%	28%	0%	26%	32%	24%	19%
Education status	Less than college	46%	29%	62%	29%	43%	45%	53%	45%
	College+	54%	71%	38%	71%	57%	55%	47%	55%
Age group	18 - 24	35%	22%	66%	22%	32%	13%	62%	36%
	25 - 29	26%	38%	20%	38%	25%	27%	14%	33%
	30 - 34		26%	9%	26%	22%	29%	15%	18%
	35 - 40		13%	6%	13%	21%	31%	10%	13%
Religion	Catholic		60%	58%	58%	60%	60%	61%	58%
	Non-Religious		5%	10%	13%	9%	8%	8%	14%
	Religious Non-Catholic	32%	35%	32%	29%	31%	32%	31%	29%







VIETNAM

		Men				Women				
Demographic		Total	2 - Neutral, leaning progressive	1 - Leaning progressive	3 - Progressive	Total	2 - Neutral	3 - Neutral, progressive on leadership	1 - Progressive	
	Unweighted N	1000	265	202	533	1000	285	250	465	
Marital status	Married/Partnered	56%	96%	93%	18%	59%	92%	99%	13%	
	Unpartnered	44%	4%	7%	82%	41%	8%	1%	87%	
Parental status	Parent	55%	95%	96%	15%	57%	91%	93%	12%	
	Non-Parent	45%	5%	4%	85%	43%	9%	7%	88%	
Adult care	Yes	53%	55%	63%	48%	44%	52%	49%	36%	
	No	47%	45%	37%	52%	56%	48%	51%	64%	
Employment status	Working	86%	97%	100%	74%	84%	97%	89%	73%	
	Full-time student	9%	0%	0%	17%	9%	0%	1%	20%	
	Other	5%	2%	0%	9%	7%	3%	10%	8%	
Education status	Less than college	44%	27%	33%	57%	38%	30%	43%	40%	
	College+	56%	73%	67%	43%	62%	70%	57%	60%	
Age group	18 - 24	36%	8%	8%	63%	34%	15%	7%	63%	
	25 - 29	20%	14%	22%	23%	21%	18%	21%	23%	
	30 - 34	19%	33%	30%	7%	21%	28%	34%	8%	
	35 - 40		45%	40%	7%	25%	40%	38%	6%	
Religion	Buddhist		48%	61%	39%	43%	51%	42%	37%	
	Non-Religious		41%	35%	49%	45%	40%	41%	50%	
	Religious Non-Buddhist	10%	11%	4%	12%	12%	8%	17%	12%	





ANNEX 3: NORM OVERVIEW





NORM OVERVIEW

The 'Designer Toolkit' for each country showed one segment's rating on each of four dimensions within each gender norm. By contrast, the following slides show each segment in relation to other segments on each gender norm dimension. This view gives deeper insight into the the challenges and opportunities for gender norm changes for each segment.

Going beyond the placement of segments, this annex also shows key sociodemographic and behavioural groups in relation to each other on each gender norm dimension, displaying separate markers for men and women within these groups.

All slider charts in this chapter and in the report as a whole show a 95% confidence interval around the point estimate, which denotes the median value for that group. There is a degree of uncertainty inherent in survey research. The interpretation of the confidence interval is that we are 95% certain that the true value is contained within this range. The smaller the sample size, the greater the level of uncertainty, and the wider the associated confidence interval.

When confidence intervals overlap, we cannot say with certainty that the two groups are truly different from one another on this dimension.





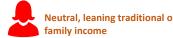






CARING ROLES – INDONESIA





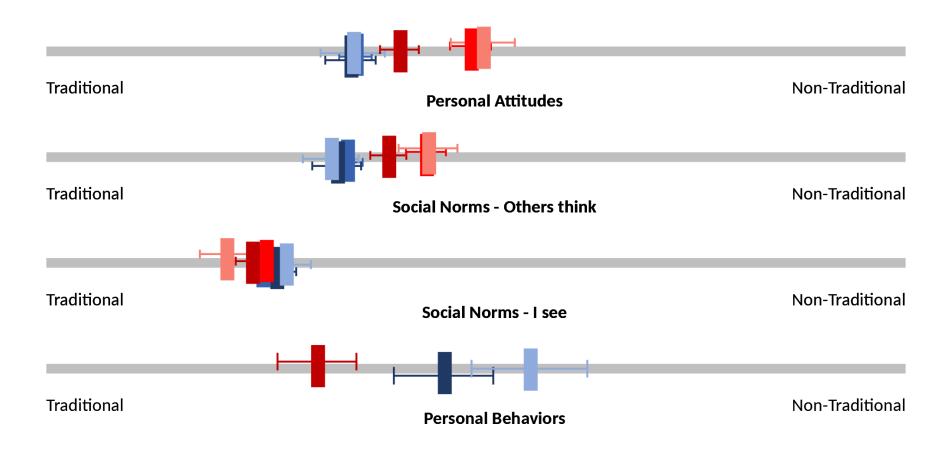














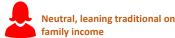
FAMILY INCOME – INDONESIA











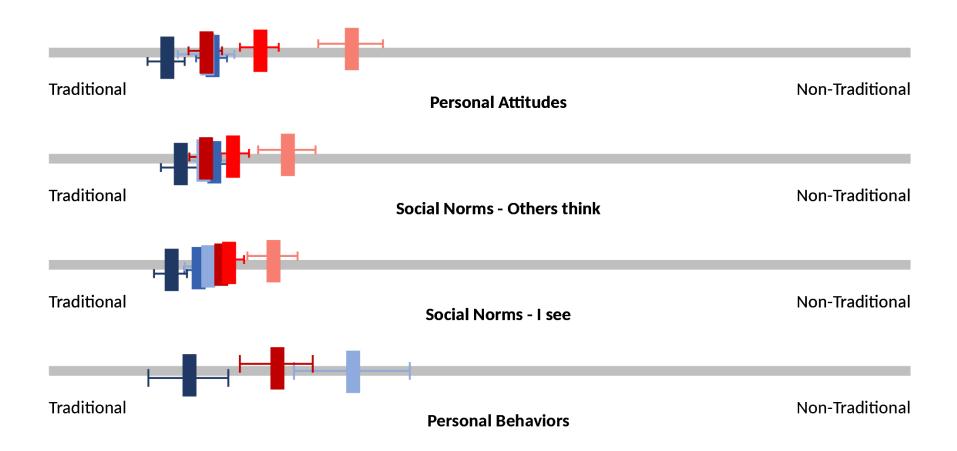














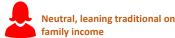






JOB SEGREGATION – INDONESIA







Neutral, leaning traditional on family income and job segregation

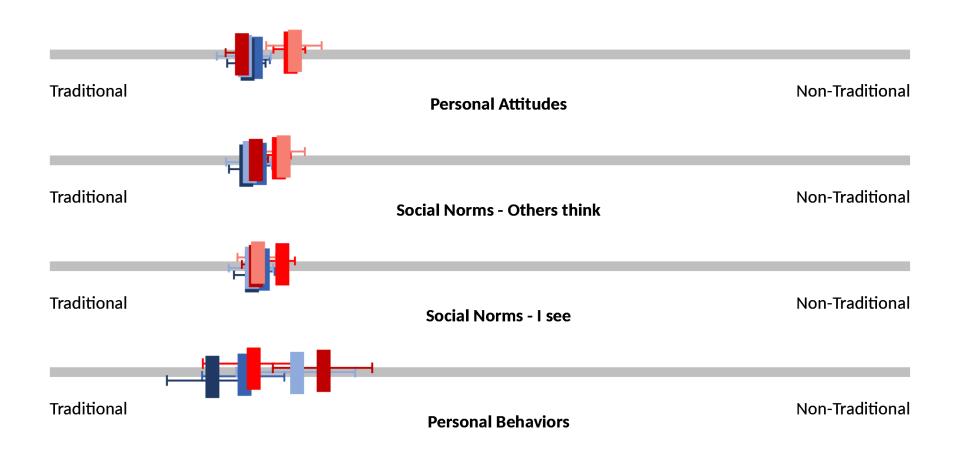


Neutral, leaning progressive on leadership









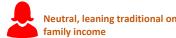












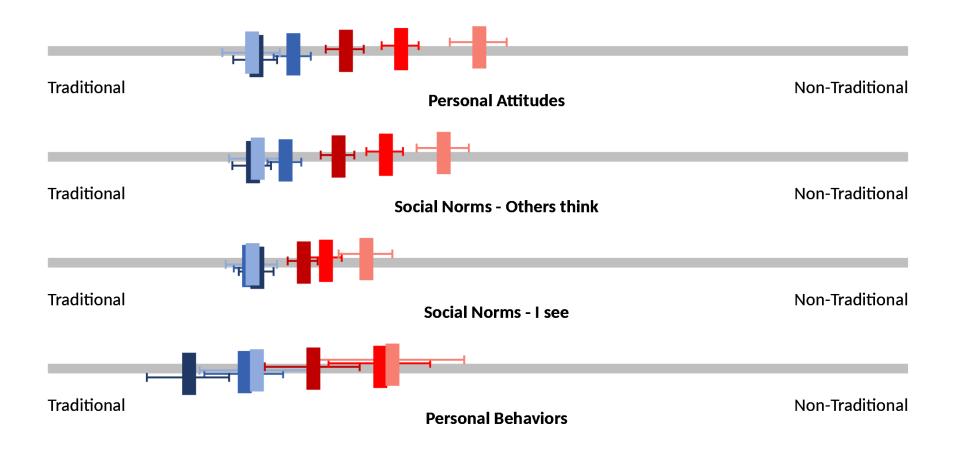








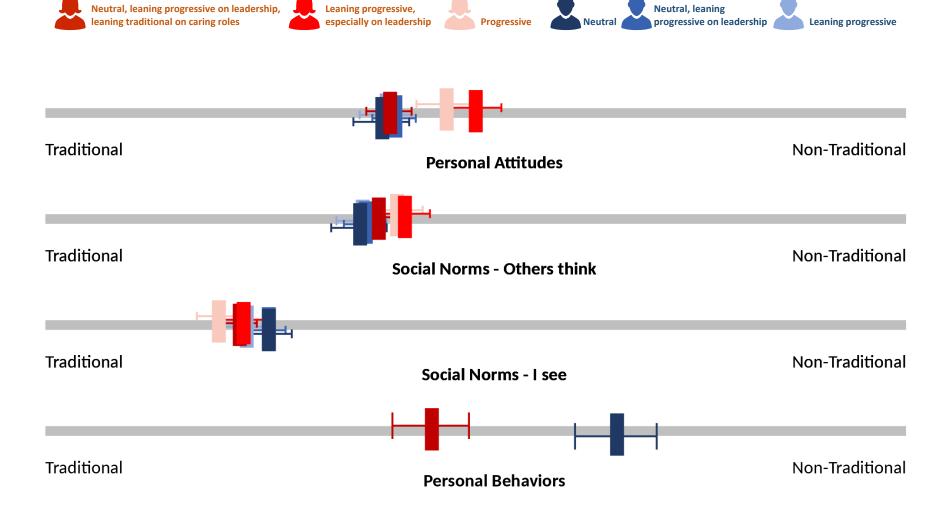














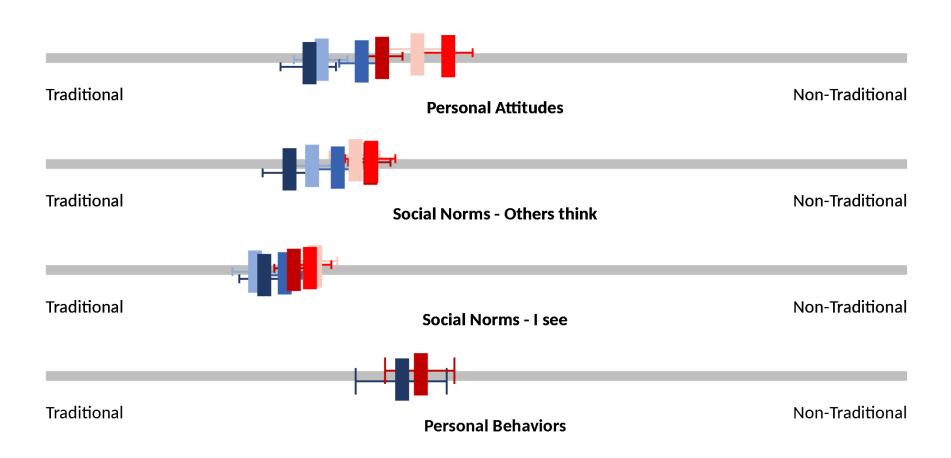






FAMILY INCOME – PHILIPPINES









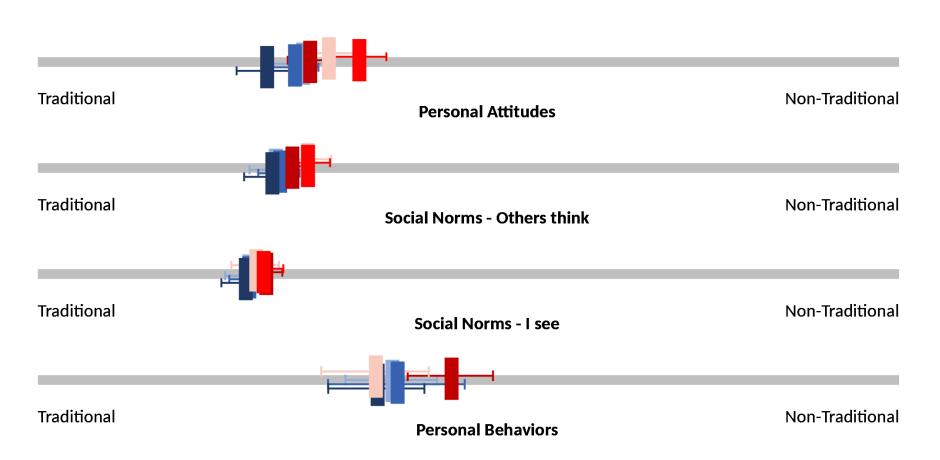




JOB SEGREGATION – PHILIPPINES





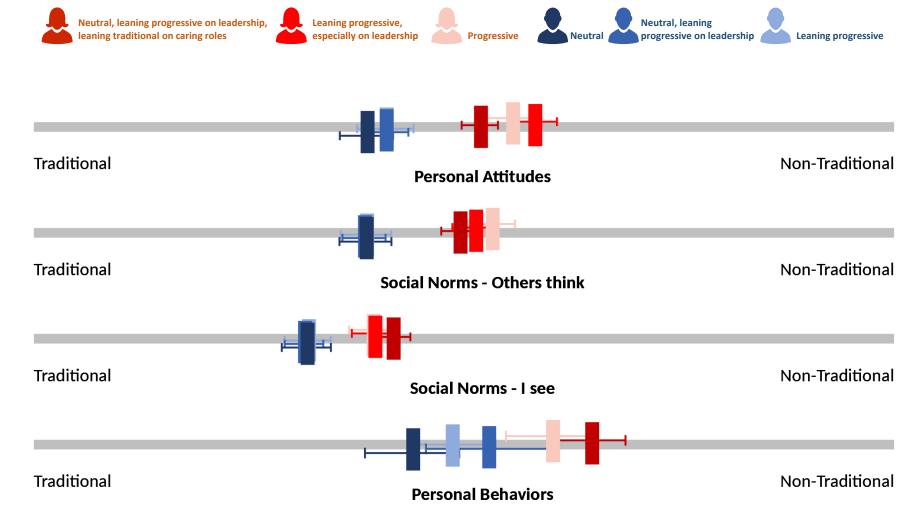






















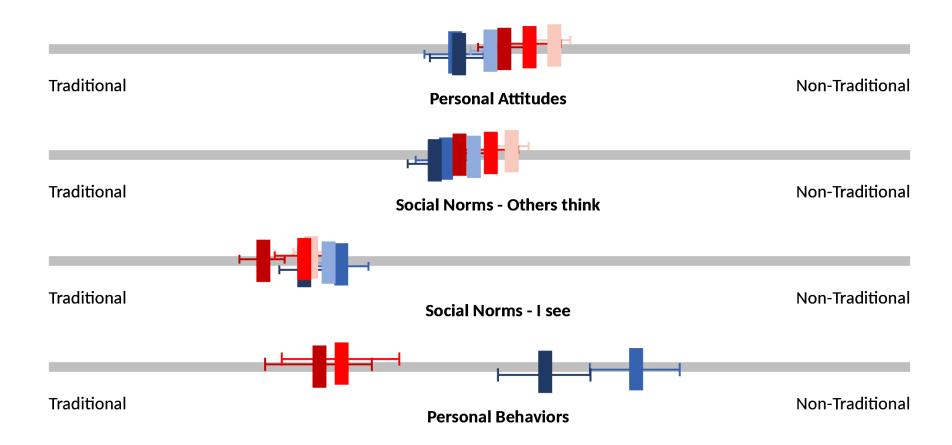






















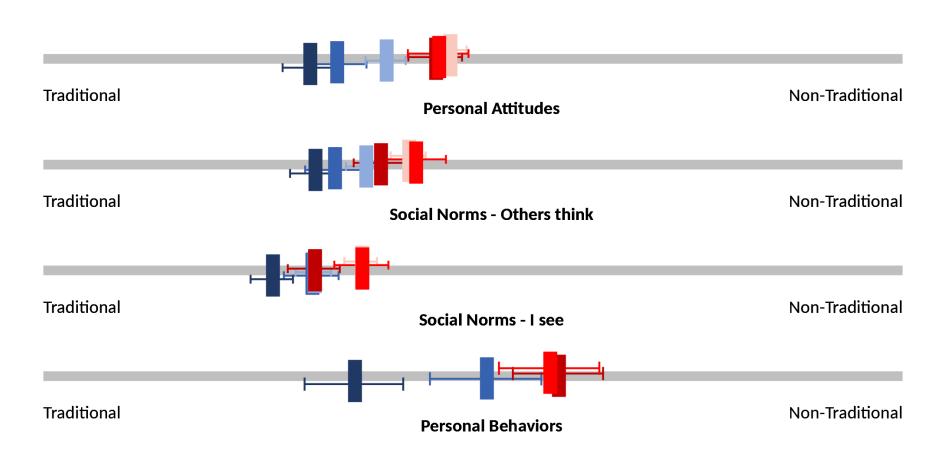










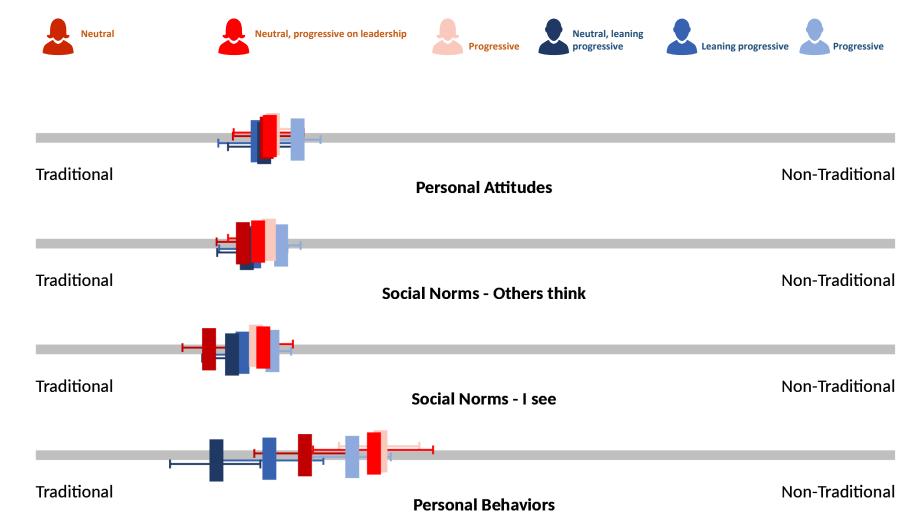






















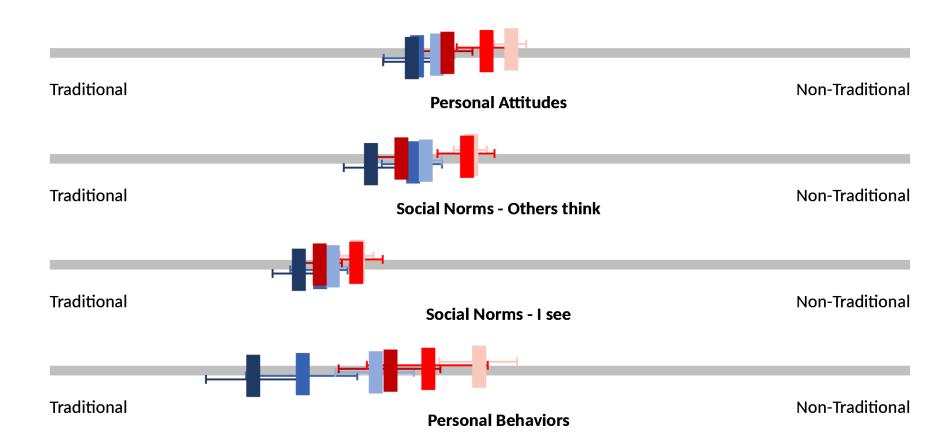












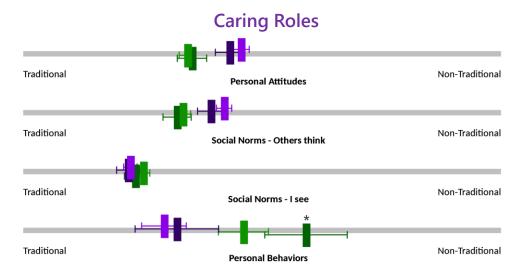
ADULT CARE- INDONESIA



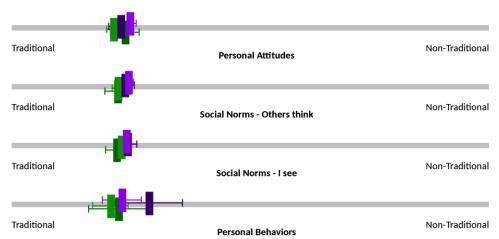








Job Segregation

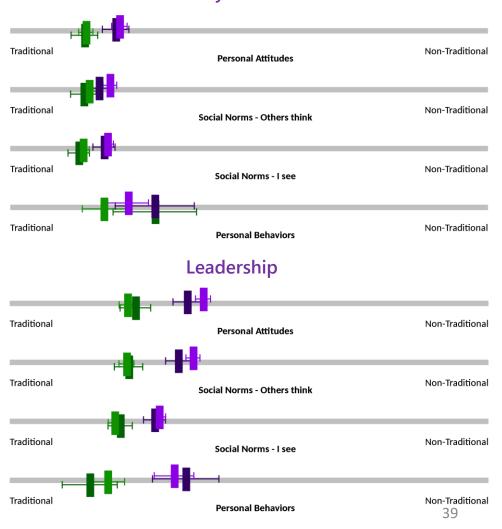


^{*} High uncertainty where personal behaviour bars reflect N<100 - Caring Roles: yes, M.









ADULT CARE- PHILIPPINES **S**





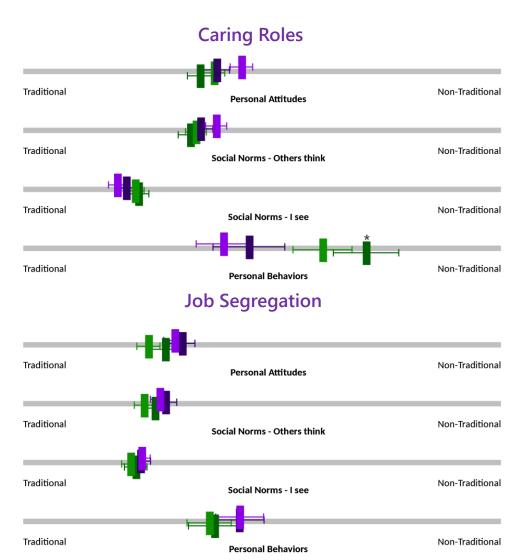




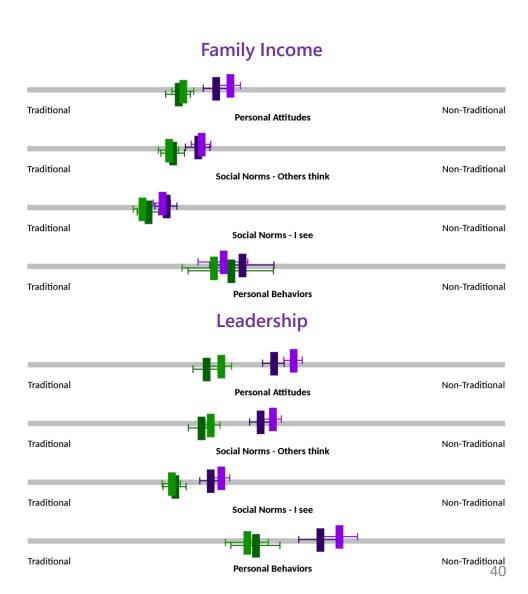








^{*} High uncertainty where personal behaviour bars reflect N<100 - Caring Roles: Yes, M.



ADULT CARE- VIETNAM





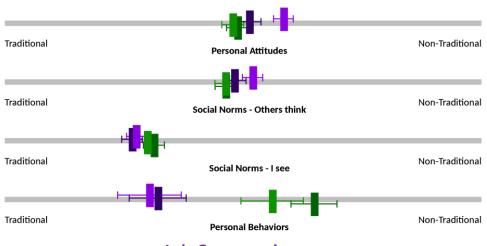




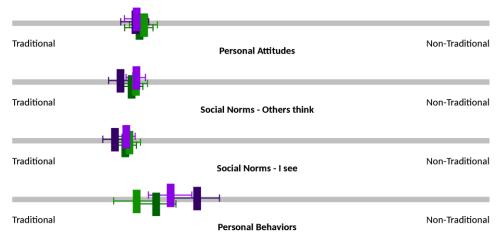




Caring Roles

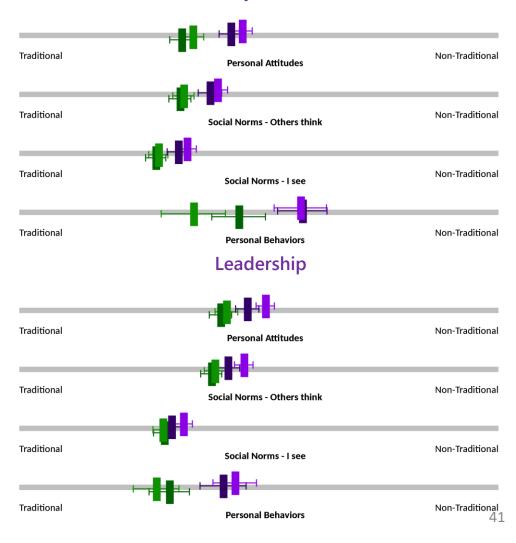


Job Segregation



^{*} High uncertainty where personal behaviour bars reflect N<100 - Caring Roles: Yes, M.





AGE – INDONESIA























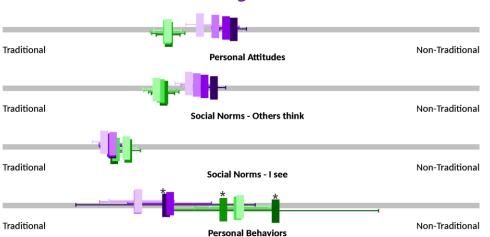




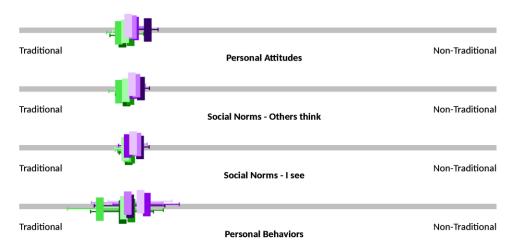




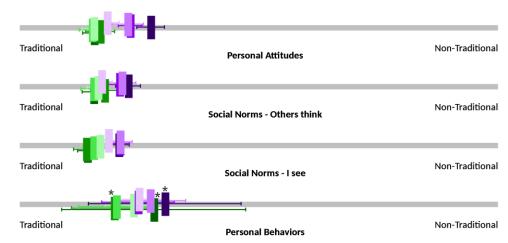
Caring Roles



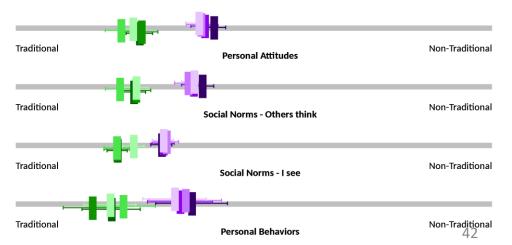
Job Segregation



Family Income



Leadership



^{*} High uncertainty where personal behaviour bars reflect N<100 - Caring Roles: 18-24, M & F / 25-29, M. Family Income: 18-24, M & F / 25-29, M.

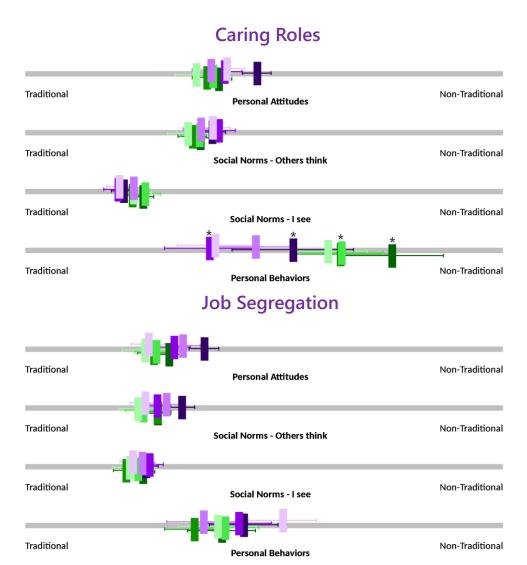
AGE – PHILIPPINES

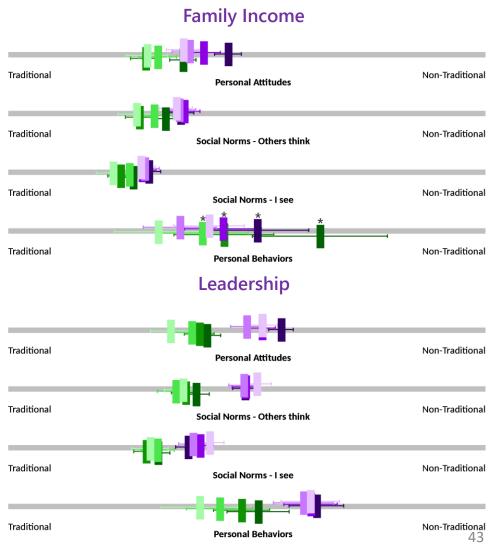












^{*} High uncertainty where personal behaviour bars reflect N<100 - Caring Roles: 18-24, M & F / 25-29, M & F 30-34, M. Family Income: 18-24, M & F / 25-29, M / 30-34, M.

AGE – VIETNAM 🌌























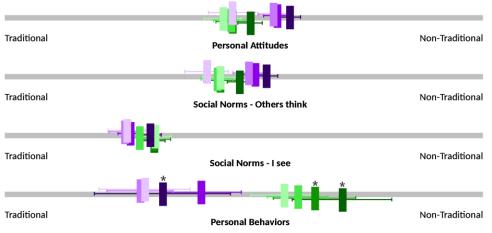




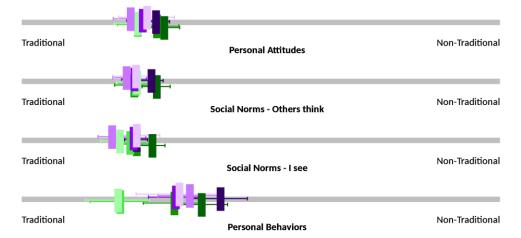


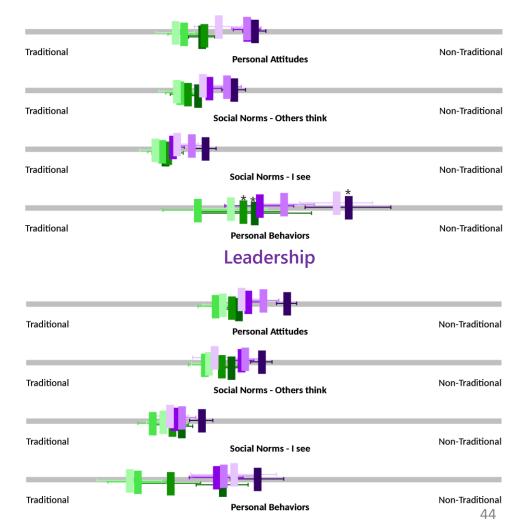






Job Segregation





^{*} High uncertainty where personal behaviour bars reflect N<100 - Caring Roles: 18-24, M & F / 25-29, M. Family Income: 18-24, M & F / 25-29, M.

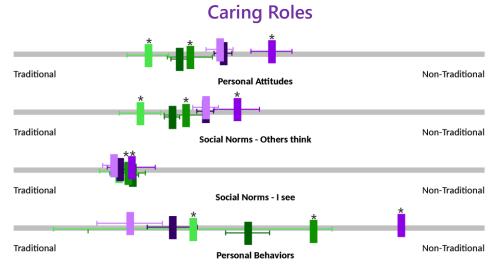
EMPLOYMENT STATUS – INDONESIA



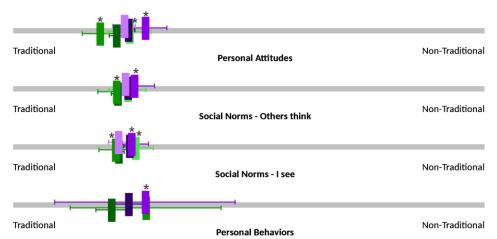




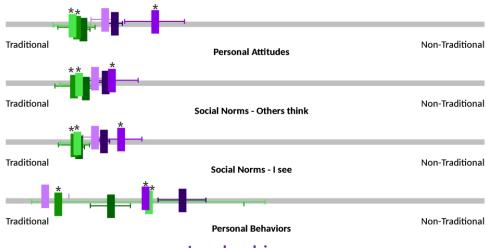




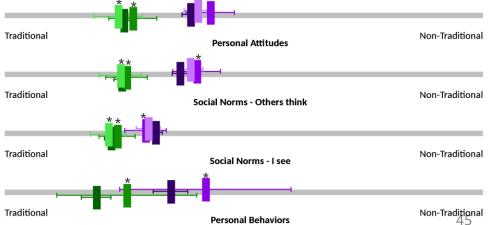
Job Segregation



Family Income



Leadership



- * High uncertainty where personal attitudes / behaviour bars reflect N<100 Caring Roles, Family Income, Job Segregation, and Leadership: FT student/Other, M & F.
- * High uncertainty where social Norms I see/ Other think bars reflect N<100 Caring Roles, Family Income, Job Segregation, and Leadership: FT student, M & F. Family Income: FT student/Other, M & F.

EMPLOYMENT STATUS – PHILIPPINES YOUGOV INVESTING IN WOMEN



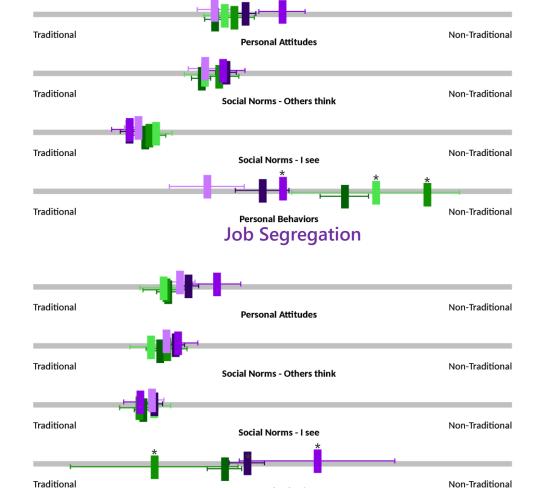




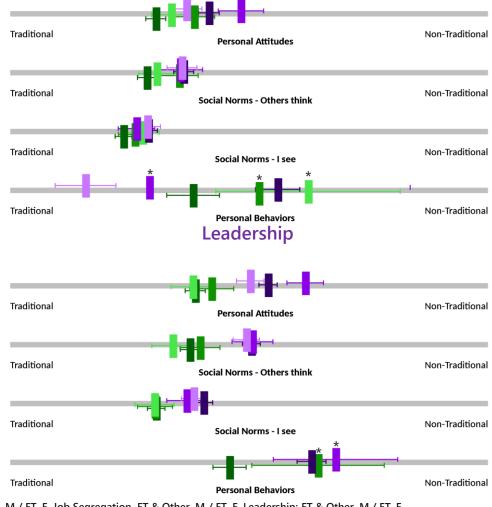




Caring Roles



Personal Behaviors



^{*} High uncertainty where personal behaviour bars reflect N<100 - Caring Roles, FT & Other, M / FT, F. Family Income, FT & Other, M / FT, F. Job Segregation, FT & Other, M / FT, F. Leadership: FT & Other, M / FT, F.

EMPLOYMENT STATUS – VIETNAM **STATUS**



















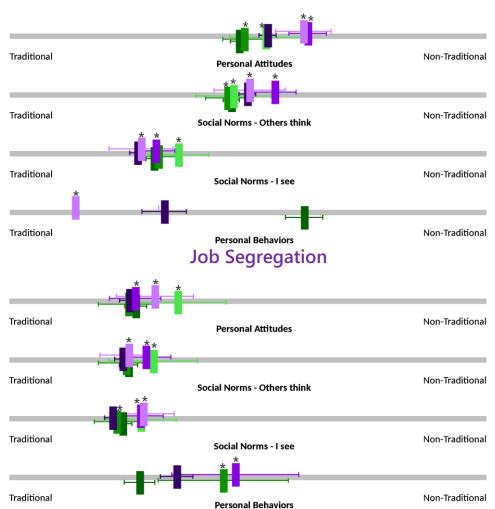


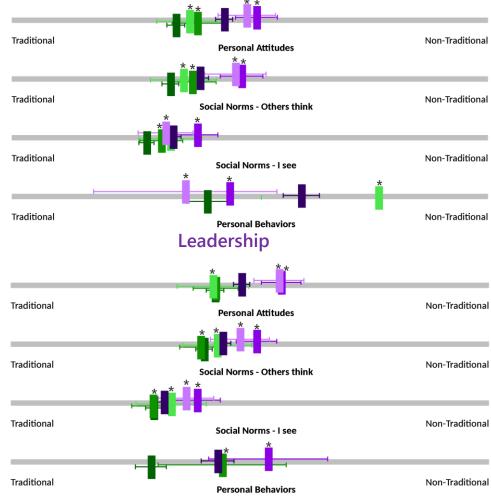






Caring Roles





^{*} High uncertainty where personal attitudes / behaviour bars reflect N<100 - Caring Roles, Family Income, Job Segregation, and Leadership: FT student/Other, M & F.

^{*} High uncertainty where social Norms – I see/ Other think bars reflect N<100 – Caring Roles, Family Income, Job Segregation, and Leadership: FT student, M & F. Family Income: FT student/Other, M & F.

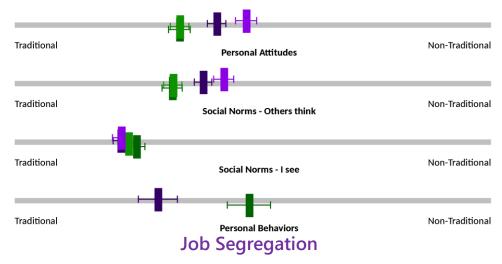
MARITAL STATUS- INDONESIA

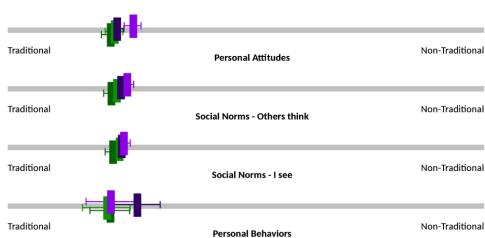






Caring Roles



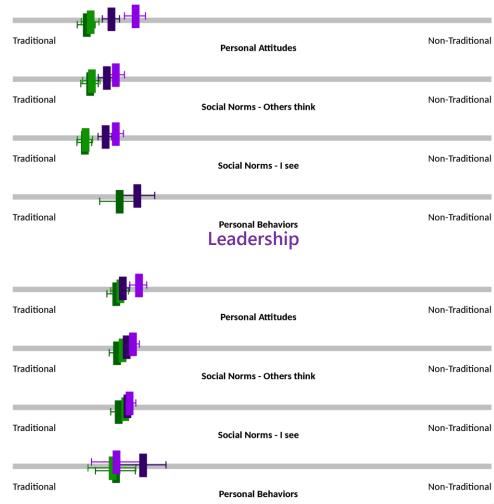


Note: No data for personal behaviour bars in Caring Roles and Family Income: Unpartnered, M & F.



Yougov INVESTING IN WOMEN SMART ECONOMICS





MARITAL STATUS- PHILIPPINES **S**

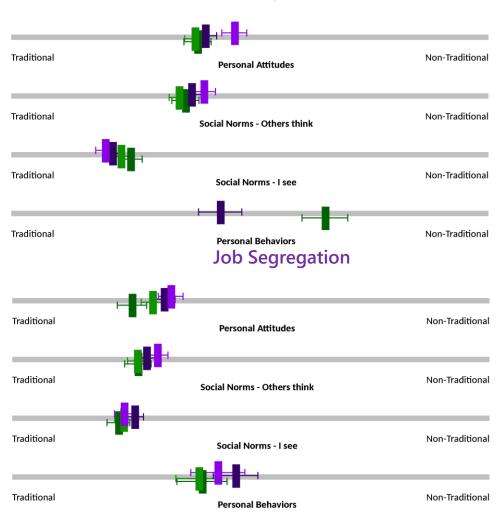


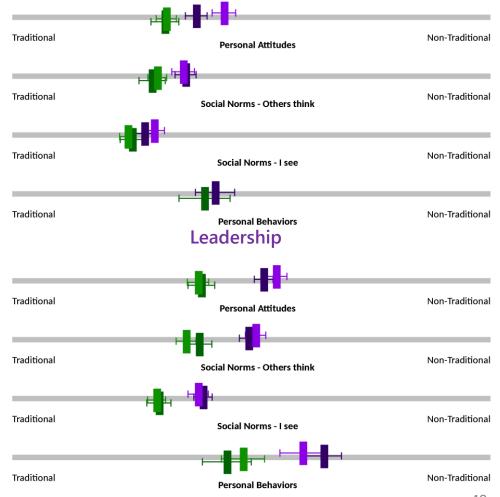






Caring Roles





MARITAL STATUS- VIETNAM



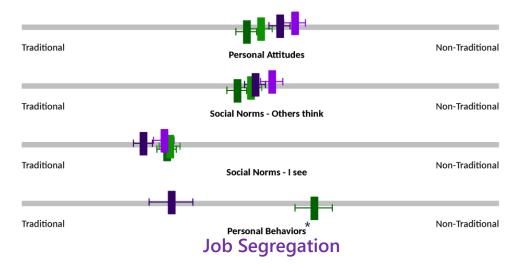


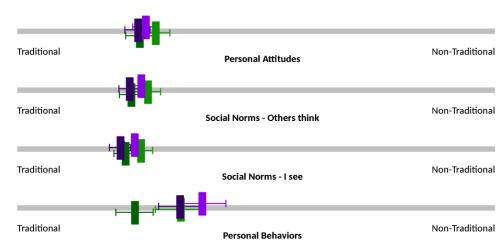






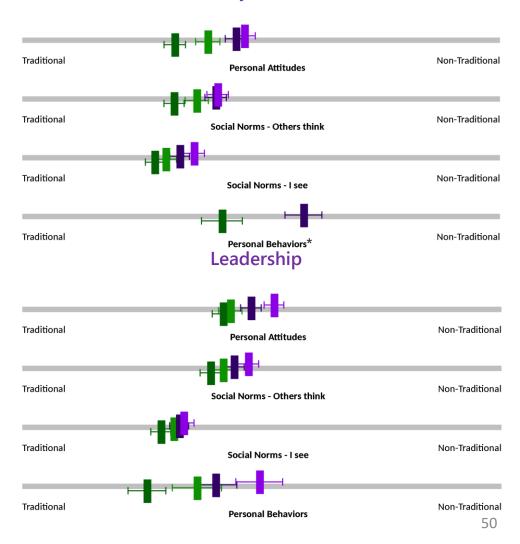
Caring Roles





Note: No data for personal behaviour bars in Caring Roles and Family Income: Unpartnered, M & F.





PARENTAL STATUS- INDONESIA















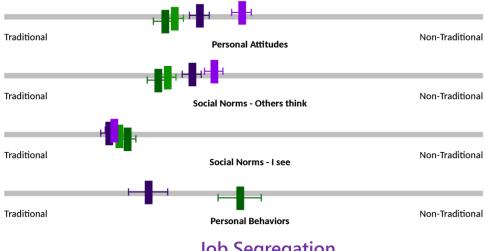




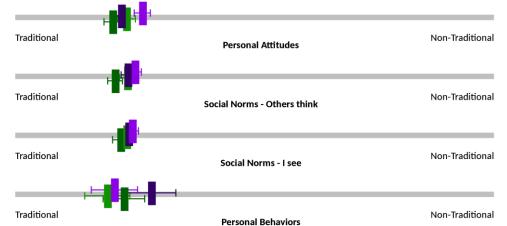


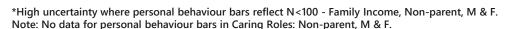


Caring Roles

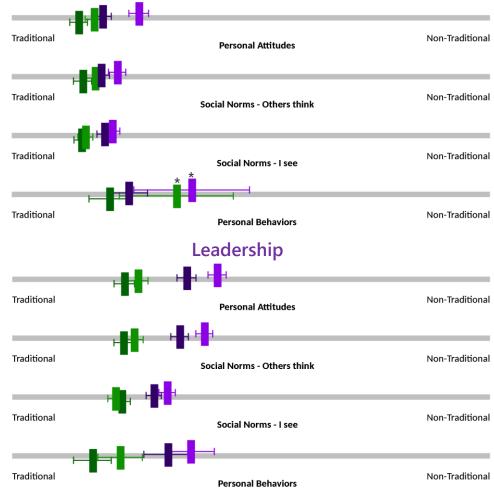


Job Segregation









PARENTAL STATUS— PHILIPPINES **SEE**











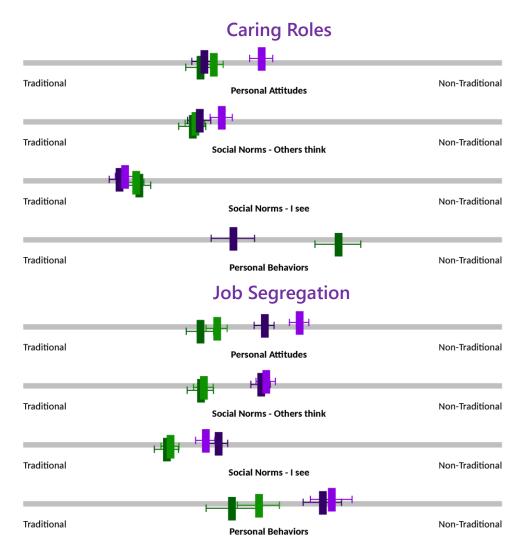




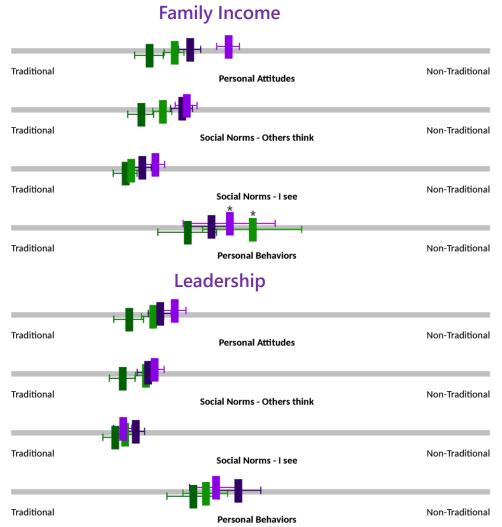












PARENTAL STATUS- VIETNAM

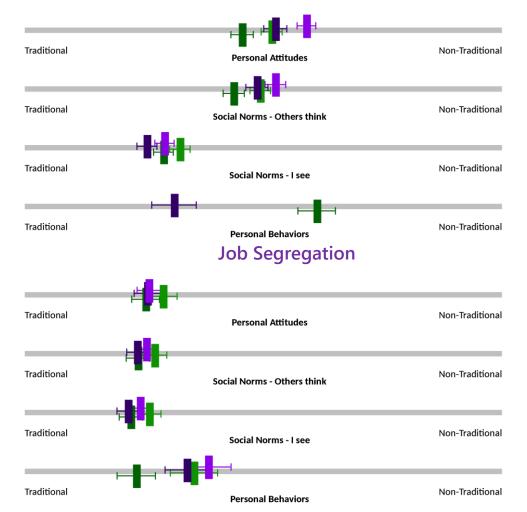




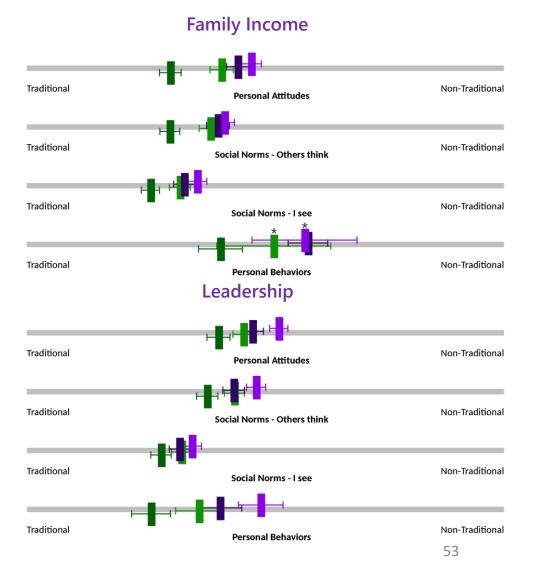




Caring Roles



^{*}High uncertainty where personal behaviour bars reflect N<100 - Family Income: FT Non-parent, M & F. Note: No data for personal behaviour bars in Caring Roles: Non-parent, M & F.



RELIGION – INDONESIA









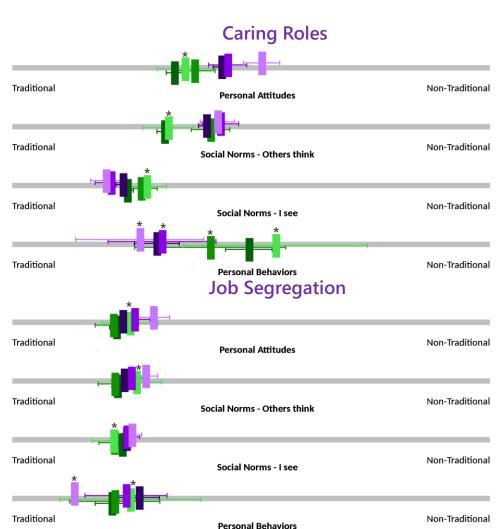


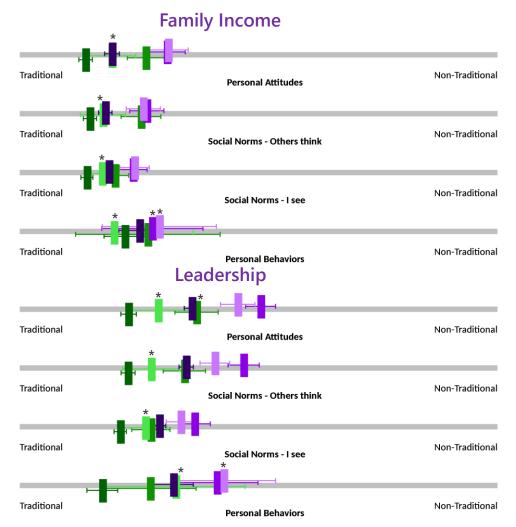












^{*} High uncertainty where personal attitudes / behavior and social norms bars reflect N<100 - Caring Roles, Family Income, Job Segregation, and Leadership: Religious / Non-religious, M.

^{*} High uncertainty where personal behavior bars reflect N<100 - Caring Roles, Family Income, Job Segregation, and Leadership: Religious / Non-religious, F

RELIGION – PHILIPPINES















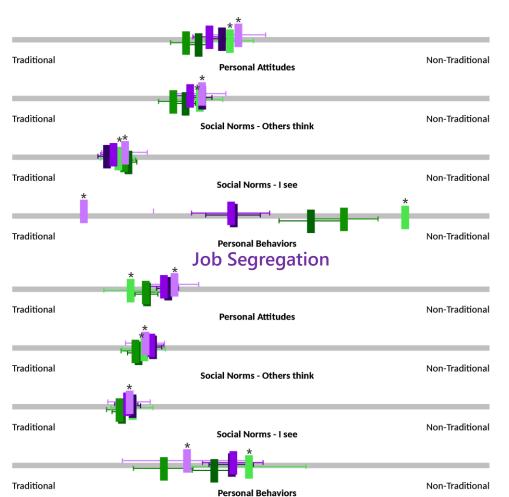


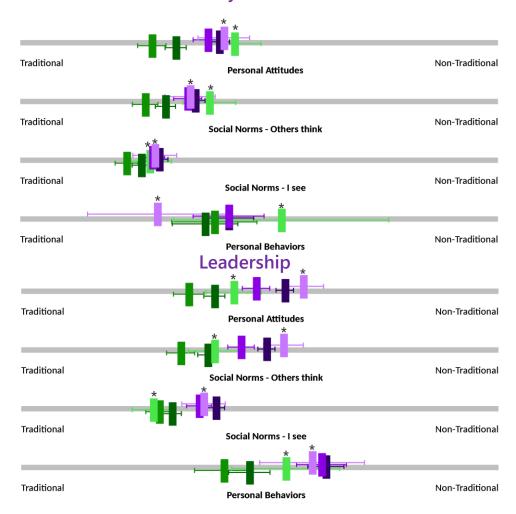






Caring Roles





^{*} High uncertainty where personal attitudes / behavior and social norms bars reflect N<100 - Caring Roles, Family Income, Job Segregation, and Leadership: Non-religious, M / F.

RELIGION – VIETNAM















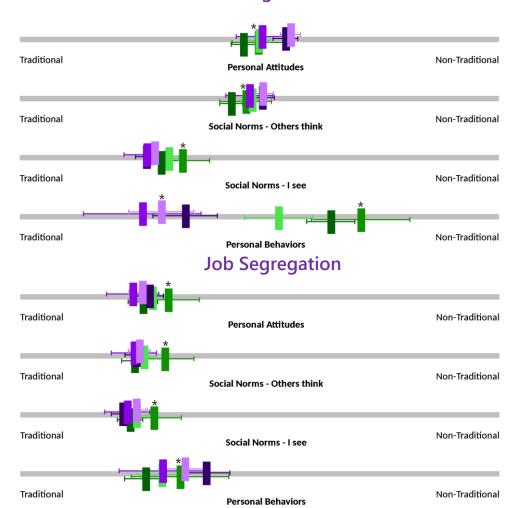


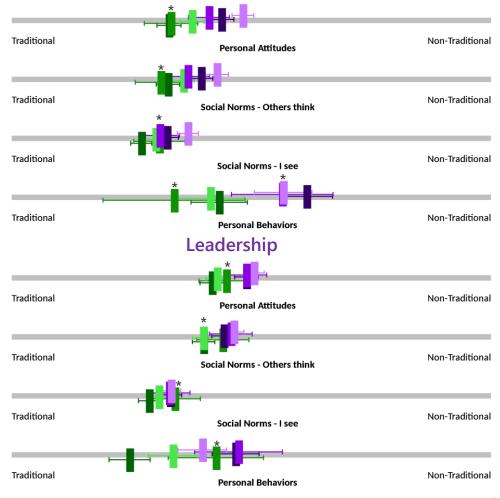




Non-Religious

Caring Roles





^{*} High uncertainty where personal attitudes / behavior and social norms bars reflect N<100 - Caring Roles, Family Income, Job Segregation, and Leadership: Religious, M.

^{*} High uncertainty where personal behavior bars reflect N<100 - Caring Roles and Family Income: Religious, F





ANNEX 4: ANALYSIS OF SHIFTS 2018 - 2022

ANALYSIS OF TREND SHIFTS, 2018-2022







Men

Women

Variable	Vear Question wording		ID	PH	VN	ID	PH	VN
(N=1,000)			% Ans	wer wo	men			
	2018	Who do you believe does the following tasks best? – Looking after young children. Best done by women Best done by men Done equally well by women and men	46%	35%	59%	47%	44%	61%
Childcare	2020	In your opinion, in the home who in society is generally better at looking after children? Women Equally good Men	66%	49%	56%	66%	65%	63%
	2022	In your opinion, in the home who in society is generally better at looking after children? Women Equally good Men	66%	50%	61%	68%	66%	66%
	2018	Who do you believe does the following tasks best? – Looking after elderly parents. Best done by women Best done by men Done equally well by women and men	23%	25%	35%	28%	27%	40%
Adult care	2020	In your opinion, in the home who in society is generally better at dependent adult care? Women Equally good Men	33%	34%	33%	45%	48%	47%
	2022	In your opinion, in the home who in society is generally better at dependent adult care? Women Equally good Men	29%	31%	35%	41%	47%	46%

Differences should be interpreted as directional, not exact, due to differences in question wording and scale, noted in red.

Sample composition on gender and age was stable, and differences in education do not explain wave on wave differences.

Variable	Vasu		Men		Women					
(N size)	Year	ID	PH	VN	ID	PH	VN			
	2018	478	278	471	358	334	511			
Family income	2020	446	251	535	300	252	476			
	2022	455	306	473	504	456	522			
	2018	250	124	178	296	236	345			
Ideal childcare	2020	194	79	174	194	170	288			
	2022	162	67	139	262	169	261			

Variable	Year	Question wording			Men		,	Womer	n	Variable	Question wording		Question wording			Men		1	Womer	h
Variable	Teal	Question wording		ID	PH	VN	ID	PH	VN	Variable			ID	PH	VN	ID	РН	VN		
		Within your household do you earn	>	77%	71%	80%	26%	46%	34%		Would you like you spouse to handle more or		40%	29%	43%	38%	32%	69%		
	2018	Much more than your spouse Slightly more than your spouse About the same as your spouse	he same as your spouse =	your spouse About the same as your spouse = 16% 14% 13% 37% 23% 26% amount as now Less (Where care is unequal,	• • • • • • • • • • • • • • • • • • • •		46%	57%	48%	55%	55%	29%								
		Slightly less than your spouse A lot less than your spouse	<	7%	14%	7%	37%	30%	40%		may include care provided by others)		13%	14%	9%	7%	13%	2%		
		In my home, between my partner and I (not including the income we get from other family	>	74%	50%	45%	21%	24%	24%		Would you like your partner to handle more or		35%	36%	37%	57%	27%	70%		
Family income	2020	members): I earn most of the income for the family	members): I earn most of the income for the family		earn most of the income for the family =	21%	37%	52%	37%	35%	47%	Ideal childcare	less childcare? More The same amount as now Less (Where care is unequal, not including		60%	62%	56%	38%	60%	26%
		family My partner earns the most for the family	<	5%	13%	2%	42%	41%	58%		care provided by others)	<	5%	2%	7%	5%	13%	4%		
		In my home, between my partner and I (not including the income we get from other family	>	68%	48%	46%	10%	17%	15%		Would you like your partner to handle more or less childcare? More The same amount as now Less (Where care is unequal, not including		41%	29%	35%	58%	28%	71%		
	2022	members): I earn most of the income for the family	=	26%	37%	48%	27%	38%	58%				55%	58%	63%	37%	57%	29%		
		My partner and I earn similar income for the family My partner earns the most for the family	6%	15%	6%	64%	45%	26%		care provided by others)		4%	13%	2%	5%	15%	0%			





ANNEX 5: QUESTION WORDING

INDONESIA - MEN







Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) is better at housework. 2) is better at looking after children. 3) is better at dependent adult care. Women Equally good Men	1,000	291	525	183
Partner handling childcare	Would you like your partner to handle more or less childcare? More The same amount as now Less	162	105	0	57
Family income norm: Societal norm - Personal behavior	In my home, between my partner and I (not including the income we get from other family members): I earn most of the income for the family My partner and I earn similar income for the family My partner earns most of the income for the family	455	275	0	180
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	291	525	184
Change in own domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time you devote to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	1,000	291	523	184
Change in partner's domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time your partner devotes to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	512	275	57	180
Change in pressure to do housework and care for dependent children due to COVID-19	Because of your experience of the pandemic, do you feel more or less pressure to do housework and/or care for dependent children and family members? I feel a significantly more pressure than before COVID-19 I feel more pressure than before COVID-19 I feel less pressure than before COVID-19 Not applicable	512	275	57	180
Recent working status	Which of these applied to your employment situation in December 2019? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Unemployed Not working Other	1,000	291	524	184
Working status	Which of these applies to your current situation? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Retired Unemployed Not working Other	1,000	291	525	184
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	291	525	184
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." Strongly disagree Disagree Agree Strongly agree	1,000	291	525	184
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." Strongly disagree Disagree Agree Strongly agree	1,000	291	525	184
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." Strongly disagree Disagree Agree Strongly agree	1,000	291	525	184
Be disapproved of working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. Strongly disagree Disagree Agree Strongly agree	1,000	291	525	184
Disapproval stopped from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? Never Sometimes Often Not applicable	194	37	108	49

INDONESIA - WOMEN







Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N	Seg 4 N
Gender roles in home	In your opinion, in the home who in society generally: 1) is better at housework. 2) is better at looking after children. 3) is better at dependent adult care. Women Equally good Men	1,000	401	333	99	167
Partner handling childcare	Would you like your partner to handle more or less childcare? More The same amount as now Less	271	201	0	57	4
Family income norm: Societal norm - Personal behavior	In my home, between my partner and I (not including the income we get from other family members): I earn most of the income for the family My partner and I earn similar income for the family My partner earns most of the income for the family	504	381	9	99	15
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	401	333	99	167
Change in own domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time you devote to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	1,000	401	333	167	99
Change in partner's domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time your partner devotes to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	564	381	46	99	38
Change in pressure to do housework and care for dependent children due to COVID-19	Because of your experience of the pandemic, do you feel more or less pressure to do housework and/or care for dependent children and family members? I feel a significantly more pressure than before COVID-19 I feel more pressure than before COVID-19 I feel less pressure than before COVID-19 Not applicable	564	381	46	99	38
Recent working status	Which of these applied to your employment situation in December 2019? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Unemployed Not working Other	1,000	401	333	99	167
Working status	Which of these applies to your current situation? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Retired Unemployed Not working Other	1,000	401	333	99	167
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	401	333	99	167
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." Strongly disagree Disagree Agree Strongly agree	1,000	401	333	99	167
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." Strongly disagree Disagree Agree Strongly agree	1,000	401	333	99	167
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." Strongly disagree Disagree Agree Strongly agree	1,000	401	333	99	167
Be disapproved of working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. Strongly disagree Disagree Agree Strongly agree	1,000	401	333	99	167
Disapproval stopped from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? Never Sometimes Often Not applicable	237	103	71	17	46

PHILIPPINES - MEN







Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) is better at housework. 2) is better at looking after children. 3) is better at dependent adult care. Women Equally good Men	1,000	313	389	298
Partner handling childcare	Would you like your partner to handle more or less childcare? More The same amount as now Less	67	67	0	0
Family income norm: Societal norm - Personal behavior	In my home, between my partner and I (not including the income we get from other family members): I earn most of the income for the family My partner and I earn similar income for the family My partner earns most of the income for the family	306	306	0	0
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	313	389	298
Change in own domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time you devote to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	1,000	313	389	298
Change in partner's domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time your partner devotes to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	385	306	37	42
Change in pressure to do housework and care for dependent children due to COVID-19	Because of your experience of the pandemic, do you feel more or less pressure to do housework and/or care for dependent children and family members? I feel a significantly more pressure than before COVID-19 I feel more pressure than before COVID-19 I feel the same amount of pressure as before COVID-19 I feel less pressure than before COVID-19 Not applicable	385	306	37	42
Recent working status	Which of these applied to your employment situation in December 2019? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Unemployed Not working Other	1,000	313	389	298
Working status	Which of these applies to your current situation? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Retired Unemployed Not working Other	1,000	313	389	298
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	313	389	298
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." Strongly disagree Disagree Agree Strongly agree	1,000	313	389	298
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." Strongly disagree Disagree Agree Strongly agree	1,000	313	389	298
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." Strongly disagree Disagree Agree Strongly agree	1,000	313	389	298
Be disapproved of working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. Strongly disagree Disagree Agree Strongly agree	1,000	313	389	298
Disapproval stopped from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? Never Sometimes Often Not applicable	213	49	109	55

PHILIPPINES - WOMEN





Australiar	1
Aid ~	

Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) is better at housework. 2) is better at looking after children. 3) is better at dependent adult care. Women Equally good Men	1,000	468	269	261
Partner handling childcare	Would you like your partner to handle more or less childcare? More The same amount as now Less	169	169	0	0
Family income norm: Societal norm - Personal behavior	In my home, between my partner and I (not including the income we get from other family members): I earn most of the income for the family My partner and I earn similar income for the family My partner earns most of the income for the family	456	456	0	0
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	469	270	261
Change in own domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time you devote to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	1,000	469	270	261
Change in partner's domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time your partner devotes to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	562	456	48	58
Change in pressure to do housework and care for dependent children due to COVID-19	Because of your experience of the pandemic, do you feel more or less pressure to do housework and/or care for dependent children and family members? I feel a significantly more pressure than before COVID-19 I feel more pressure than before COVID-19 I feel less pressure than before COVID-19 Not applicable	562	456	48	58
Recent working status	Which of these applied to your employment situation in December 2019? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Unemployed Not working Other	1,000	469	270	261
Working status	Which of these applies to your current situation? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Retired Unemployed Not working Other	1,000	469	270	261
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	469	270	261
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." Strongly disagree Disagree Agree Strongly agree	1,000	469	270	261
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." Strongly disagree Disagree Agree Strongly agree	1,000	469	270	261
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." Strongly disagree Disagree Agree Strongly agree	1,000	469	270	261
Be disapproved of working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. Strongly disagree Disagree Agree Strongly agree	1,000	469	270	261
Disapproval stopped from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? Never Sometimes Often Not applicable	174	70	61	43

VIETNAM - MEN





Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) is better at housework. 2) is better at looking after children. 3) is better at dependent adult care. Women Equally good Men	1,000	265	202	533
Partner handling childcare	Would you like your partner to handle more or less childcare? More The same amount as now Less	139	102	37	0
Family income norm: Societal norm - Personal behavior	In my home, between my partner and I (not including the income we get from other family members): I earn most of the income for the family My partner and I earn similar income for the family My partner earns most of the income for the family	473	258	184	31
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	265	202	533
Change in own domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time you devote to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	1,000	265	201	533
Change in partner's domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time your partner devotes to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	548	259	188	101
Change in pressure to do housework and care for dependent children due to COVID-19	Because of your experience of the pandemic, do you feel more or less pressure to do housework and/or care for dependent children and family members? I feel a significantly more pressure than before COVID-19 I feel more pressure than before COVID-19 I feel less pressure than before COVID-19 Not applicable	548	259	188	101
Recent working status	Which of these applied to your employment situation in December 2019? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Unemployed Not working Other	1,000	265	202	533
Working status	Which of these applies to your current situation? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Retired Unemployed Not working Other	1,000	265	202	533
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	265	202	533
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." Strongly disagree Disagree Agree Strongly agree	1,000	265	202	533
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." Strongly disagree Disagree Agree Strongly agree	1,000	265	202	533
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." Strongly disagree Disagree Agree Strongly agree	1,000	265	202	533
Be disapproved of working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. Strongly disagree Disagree Agree Strongly agree	1,000	265	202	533
Disapproval stopped from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? Never Sometimes Often Not applicable	204	50	50	104

VIETNAM - WOMEN







Variable Name	Variable Wording	Overall N	Seg 1 N	Seg 2 N	Seg 3 N
Gender roles in home	In your opinion, in the home who in society generally: 1) is better at housework. 2) is better at looking after children. 3) is better at dependent adult care. Women Equally good Men	1,000	285	250	465
Partner handling childcare	Would you like your partner to handle more or less childcare? More The same amount as now Less	261	135	125	1
Family income norm: Societal norm - Personal behavior	In my home, between my partner and I (not including the income we get from other family members): I earn most of the income for the family My partner and I earn similar income for the family My partner earns most of the income for the family	522	263	249	10
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	285	250	465
Change in own domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time you devote to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	1,000	285	250	465
Change in partner's domestic responsibilities due to COVID-19	Because of your experience of the pandemic, has the time your partner devotes to domestic responsibilities (childcare, adult care, shopping for and preparing food or cleaning) changed? Large decrease Small decrease Remained the same Small increase Large increase Not applicable	575	263	249	63
Change in pressure to do housework and care for dependent children due to COVID-19	Because of your experience of the pandemic, do you feel more or less pressure to do housework and/or care for dependent children and family members? I feel a significantly more pressure than before COVID-19 I feel more pressure than before COVID-19 I feel less pressure than before COVID-19 Not applicable	575	263	249	63
Recent working status	Which of these applied to your employment situation in December 2019? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Unemployed Not working Other	1,000	285	250	465
Working status	Which of these applies to your current situation? Working full time (30 or more hours per week) Working part time (8-29 hours a week) Working part time (Less than 8 hours a week) Full time student Retired Unemployed Not working Other	1,000	285	250	465
Job segregation norm: Personal attitude	Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." Strongly disagree Disagree Agree Strongly agree	1,000	285	250	465
Leadership norm: Personal attitude	Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." Strongly disagree Disagree Agree Strongly agree	1,000	285	250	465
Caring roles norm: Personal attitude	Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." Strongly disagree Disagree Agree Strongly agree	1,000	285	250	465
Family income norm: Personal attitude	Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." Strongly disagree Disagree Agree Strongly agree	1,000	285	250	465
Be disapproved of working in a leadership position	If I worked in a leadership position, I would be disapproved of as a man/woman. Strongly disagree Disagree Agree Strongly agree	1,000	285	250	465
Disapproval stopped from taking leadership positions	Has disapproval ever stopped you from applying for or taking a leadership position at work? Never Sometimes Often Not applicable	197	70	55	72





ANNEX 6: GLOSSARY







Term	Definition
Cluster analysis/Hierarchical clustering	Cluster analysis or clustering is a common technique for statistical data analysis with the purpose of grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar (in some sense) to each other than to those in other groups (clusters). It is an exploratory technique that allows clusters to emerge naturally within a fixed set of variables. Hierarchical clustering is a method that seeks to build a hierarchy of clusters.
Factor analysis	Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in six observed variables mainly reflect the variations in two unobserved (underlying) variables. YouGov used factor analysis to identify the variables with the most explanatory power, and used these variables as inputs for the segmentation analysis using hierarchical clustering.
Positive deviance	Positive deviance is a social science framework that observes members of a group who differ from that group's prevailing attitudes and behaviours in a positive direction despite having a similar background or facing similar circumstances as the rest.



INVESTING IN WOMEN

AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



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