

# A DESIGNER'S TOOLKIT for GENDER AND URBAN MILLENIALS IN PHILIPPINES

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SNAP III Survey in Philippines - 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 the Philippines.

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 the Philippines, 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 urban millennials in the Philippines
- Detailed profiles of key segments of urban millennials in the Philippines 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.

# KEY INSIGHTS - PHILIPPINES

## 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.

## Philippines overview

- Across segments, men tend to have more unequal attitudes on family income and job segregation relative to childcare and leadership. Comparatively, women have more equal attitudes on family income and equality in leadership. Non-religious men tend to have more progressive attitudes on all norms except job segregation, and women under 30 tend to have more progressive attitudes on family income and leadership than those over 30.
- Even though caregiving behaviour was already relatively equal in 2020, it has trended toward greater equality since then, because more fathers are taking on equal caregiving (61% in 2020 and 74% in 2022). 67% of "Neutral" men equally share caregiving (one of the more traditional male segments with a high concentration of fathers).
- For single men and women, there is agreement that they will share caregiving with their future partner, with women having a stronger expectation of this than men. Over the past two years, the gap in expectations between men and women has shrunk. Men expecting to share breadwinning with women has grown from 52% to 62%, while it remained at 80% for women.

- Aside from marital and parental status, other differentiators between segments include employment status, age, and religion. Men under 30 are linked with more equal breadwinning behaviour in the Philippines.
- There is a significant linkage between parental modelling and caregiving behaviours for women and between parental modelling and breadwinning behaviours for men (with a father heavily involved in caregiving being the deciding factor).

## Strategic takeaways

- There is pluralistic ignorance in the Philippines on caregiving and breadwinning, with most believing that others behave traditionally on these norms, but less than half of women actually doing most of the caregiving and less than half of men actually earning most of the income. Progressive media depictions of caregiving may help to reduce pluralistic ignorance, whereas regression analysis does not point to the effectiveness of progressive media on the breadwinning norm in the Philippines.
- For those who are currently partnered, breadwinning behaviour has not shifted over the past two years. This is one of the few areas where women with more progressive personal *attitudes* on breadwinning tend to have more equal behaviours. These attitudes among Philippine women should be encouraged, since it is one of the only instances where regression analysis shows that attitudes significantly link with more equal breadwinning behaviour. There are few other levers to nudge breadwinning behaviour toward greater equality, except that men under 30 and those who have witnessed more equal breadwinning relationships among their parents show more equal breadwinning behaviour. Therefore, more equal breadwinning behaviours among men may increase organically as young men age up.
- Aside from breadwinning, the influence of progressive media on behaviours covers all norms and genders. Progressive depictions of work-related gender roles are linked to more equal job segregation and leadership behaviours. On caregiving, progressive depictions of domestic gender roles are likely to be more effective for women, as compared to progressive media depictions of work-related gender roles, which are effective for men on this norm.
- For men, progressive media messages should address more equal leadership. Men trail women in attitudes and behaviours on this norm. The most traditional male segment hold traditional views of gender roles and leadership, but there is significant positive deviance among them, and they have shown movement toward more equal behaviour on the leadership norm over the past two years.
- As a result of COVID, women facing more domestic pressure show less equality in caregiving and are more likely to take on more flexwork than their partner compared to women not facing more pressure, while equality in breadwinning is the same between both. Men feeling more domestic pressure show no difference on these measures compared to men not facing more pressure. The level of ambition to be promoted or hold senior leadership is unchanged among men and women between 2018 and 2022.

# GENDER ATTITUDE OVERVIEW

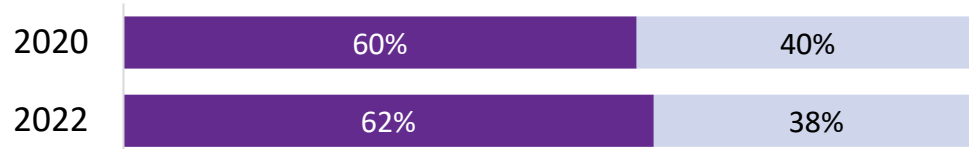
## 2020-2022 TRENDS



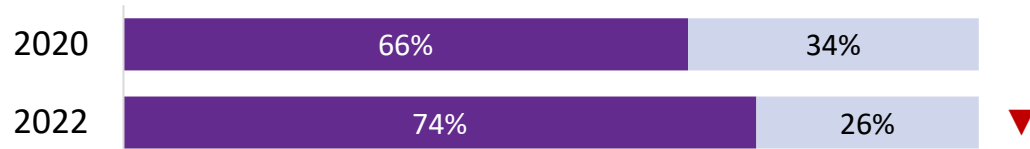
### Childcare should be more a woman's responsibility than a man's



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



### Some work roles are better suited to men than women



### Men are better suited to leadership positions than women



# GENDER ATTITUDES AND BEHAVIOURS – CAREGIVING

## 2018-2022 TRENDS



2018-2020

2020-2022

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AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



Australian Government



2018-2020

2020-2022



**Women look after children:** Half of men in 2020 are likely to believe that women are best looking after children – moderately more than men in 2018.



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



**Women look after adults\*:** The percent who believe that women are best at looking after adults is not significantly changed over 2018.



**Women look after adults\*:** Roughly 3 in 10 men believe women are best at looking after dependent adults.



**Childcare is a woman's responsibility:** Just under 50% of men endorse this belief, a small decline from the previous wave.



**Partner does enough childcare:** In 2018 as in 2020, about 6 in 10 fathers in unequal households are satisfied with the amount of childcare their partner does.



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



**Women do most of the childcare:** Nearly three quarters of men claim to do an equal share of the childcare with their partner.



**Women look after children:** Between 2018 and 2020, the percent of women who think women are best suited to childcare increased from below 50% to 2 in 3.



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



**Women look after adults\*:** The percent who believe women are best looking after adults nearly doubled to about 1 in 2.



**Women look after adults\*:** There have been no sizable changes in the proportion of women who hold this belief.



**Childcare is a woman's responsibility:** Roughly 2-in-5 women believe childcare is a woman's responsibility.



**Partner does enough childcare:** In 2018 as in 2020, a strong majority of mothers in unequal households are satisfied with the amount of childcare their partner does.



**Partner does enough childcare:** Most mothers continue to hold this belief in 2022.



**Women do most of the childcare:** Across time periods, 2-in-5 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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Australian Government



2018-2020



2020-2022

-		▲	<b>Earning income is a man's responsibility:</b> Across waves, this belief increased from half to nearly 60% among men.
▲	<b>Partners earn same amount:</b> The percent of partnered and employed men earning the same amount as their partner doubled across waves to 4 in 10 (50% earn more).	◄►	<b>Partners earn same amount:</b> There are few changes in earning power between waves. Just under 50% of men earn more than their partners.
-		▲	<b>There are some work roles better suited to men:</b> This increased from two-thirds of men, to three-quarters in 2022.
-		▲	<b>Gender balance in workplace:</b> Half of men indicate that there is an equal number of men and women in their workplace.
-		◄►	<b>Men are better suited to leadership positions:</b> Just under half of men endorse this belief.
-		◄►	<b>More male leaders in the workplace:</b> 2-in-5 men report having a greater number of male leaders.

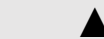


2018-2020

2020-2022

-		◄►	<b>Earning income is a man's responsibility:</b> Women endorse this statement at a slightly lower rate, just under half.
▲	<b>Partners earn same amount:</b> In 2018, about half of those partnered and employed reported earning more than their partner. In 2020, it is about 1 in 4, with increases in the number saying they earn the same or less.	◄►	<b>Partners earn same amount:</b> Compared to the previous waves, there are significantly fewer women earning a greater amount than their partners. There is no change to those earning the same or less.
-		▲	<b>There are some work roles better suited to men:</b> About two-thirds of women endorse this.
-		▲	<b>Gender balance in workplace:</b> Nearly 60% of women indicate there is an equal number of men and women in their workplace.
-		▼	<b>Men are better suited to leadership positions:</b> In 2022, women who endorse this decreased to roughly 1-in-5.
-		◄►	<b>More male leaders in the workplace:</b> Under a quarter 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 beliefs, 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:

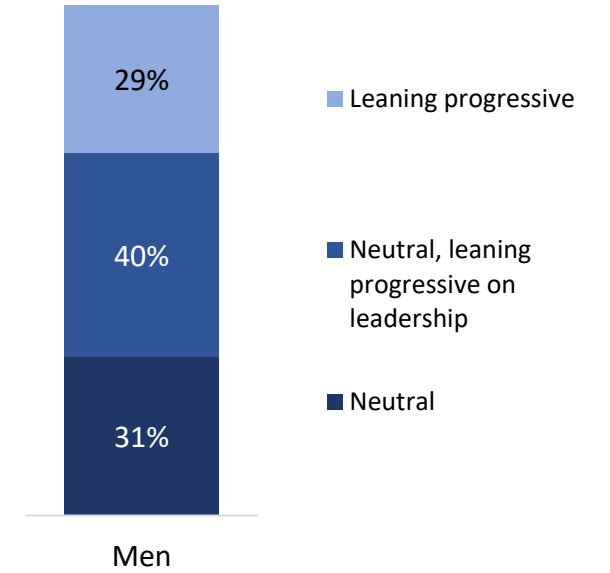
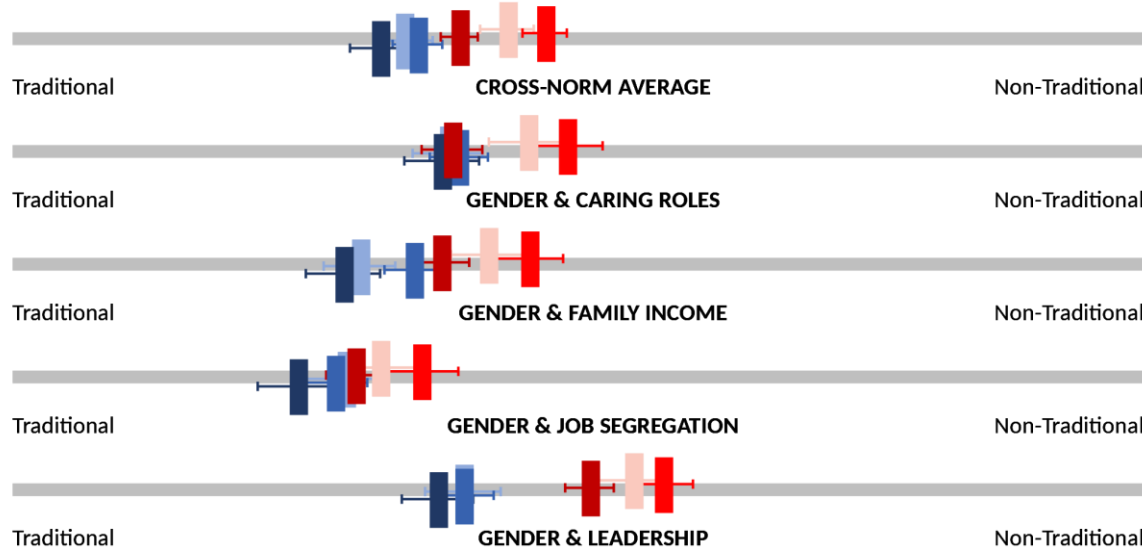
- Charts averaging attitudes and behaviours across four gender norms may obscure relatively more or less progressive attitudes and behaviours on each norm.
- The segmentation model was developed for the SNAP 2020 survey. Statistical inference was used to classify SNAP 2022 respondents according to the 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.



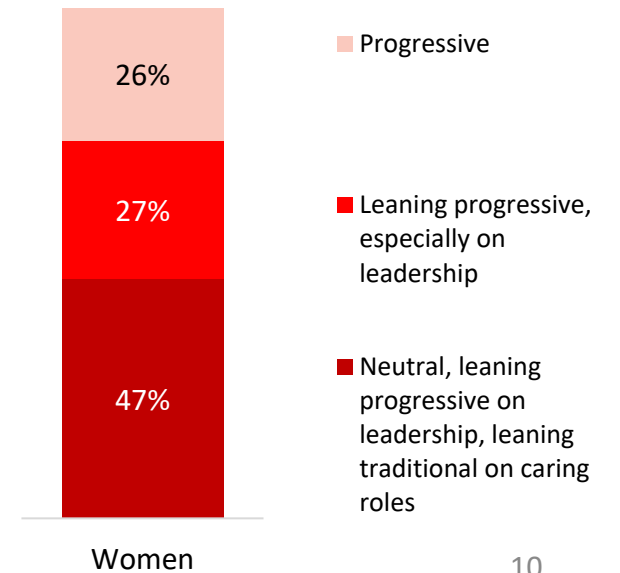
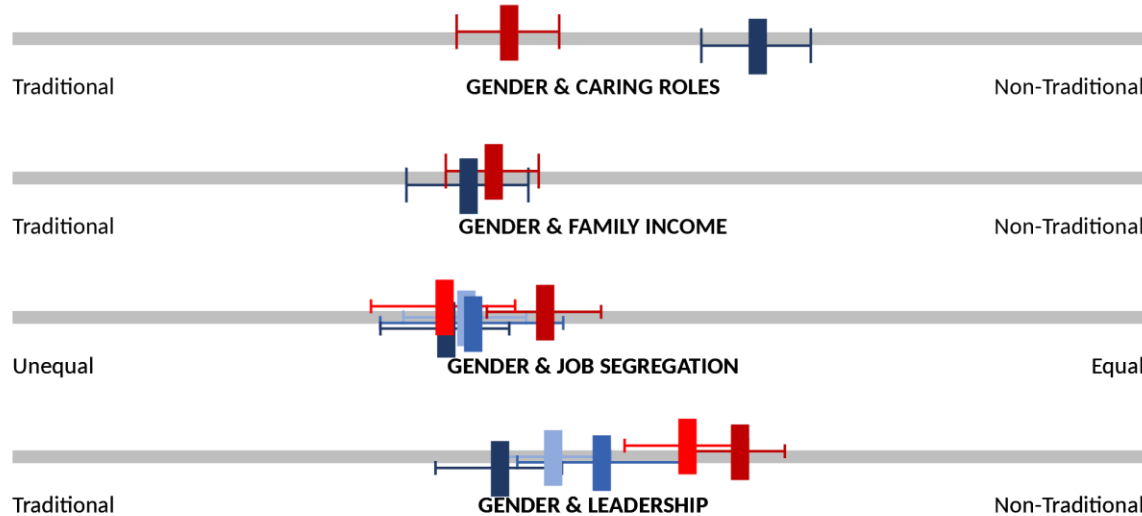
# PERSONAL ATTITUDES AND BEHAVIOURS ACROSS NORMS



## Personal Attitudes



## Personal Behaviours



# A SEGMENTATION OF PHILIPPINES' URBAN MILLENNIAL MEN



Neutral – 31% of men

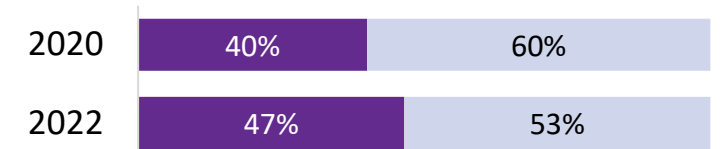
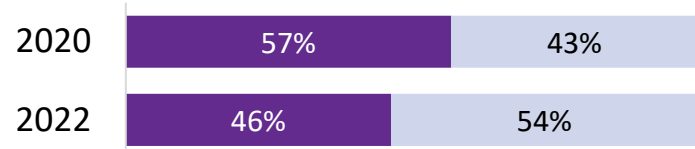
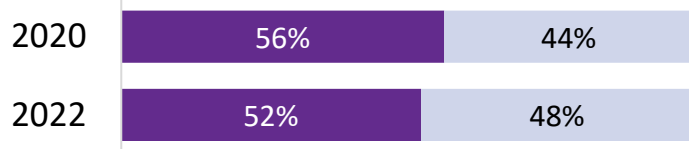


Neutral, leaning progressive on leadership – 40% of men

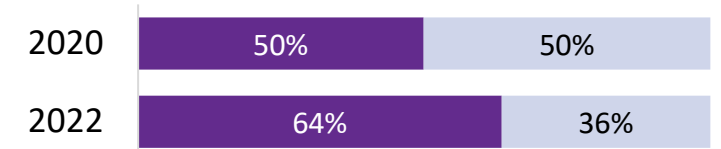
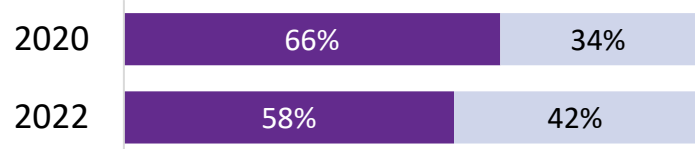
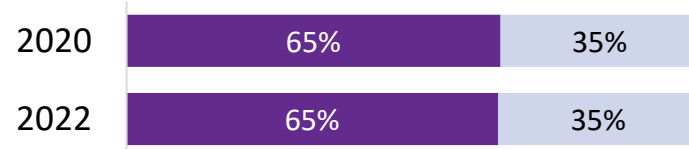


Leaning progressive – 29% of men

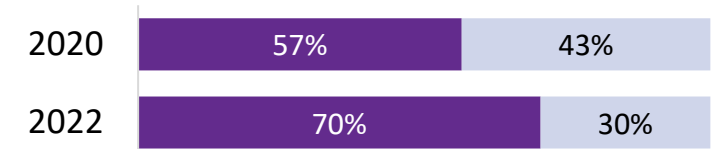
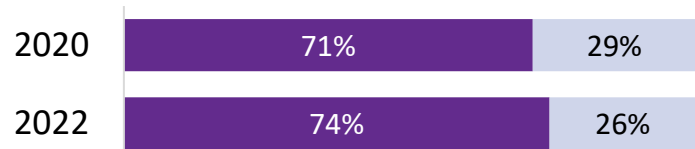
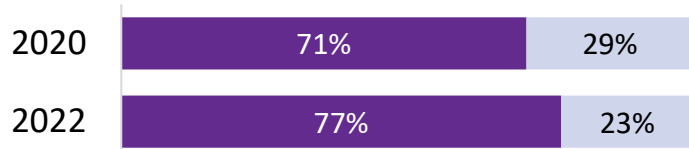
## Childcare should be more a woman's responsibility than a man's



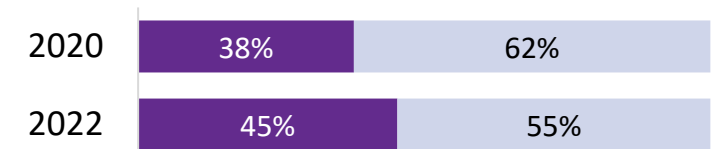
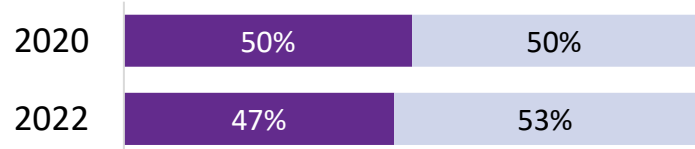
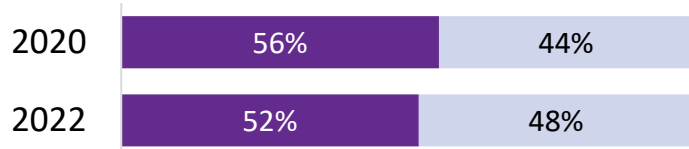
## Earning the family income should be more a man's responsibility than a woman's



## Some work roles are better suited to men than women



## Men are better suited to leadership positions than women



■ Agree ■ Disagree

▲ Increase over time

▼ Decrease over time

● Negative movement for equality

● Positive movement for equality

# A SEGMENTATION OF PHILIPPINES' URBAN MILLENNIAL MEN



Neutral, leaning progressive on leadership, leaning traditional on caring roles – 47% of women

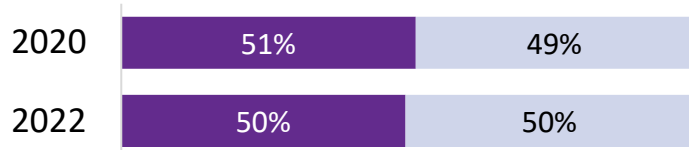


Leaning progressive, especially on leadership – 27% of women

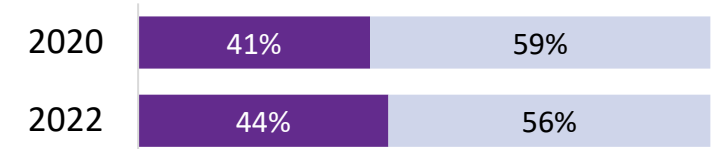
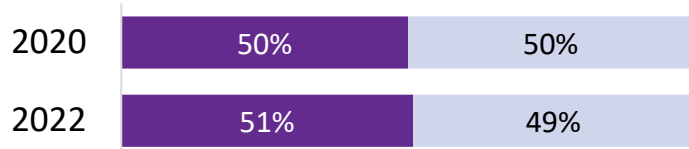


Progressive – 26% of women

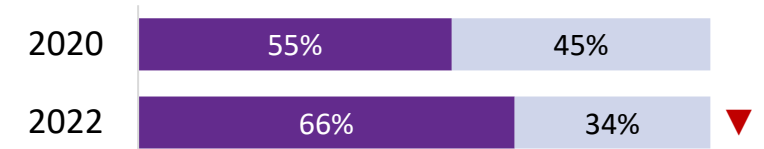
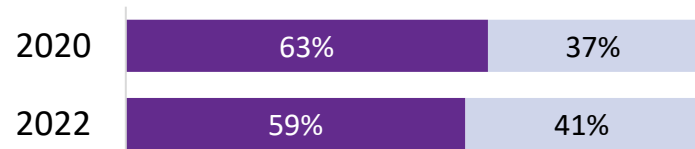
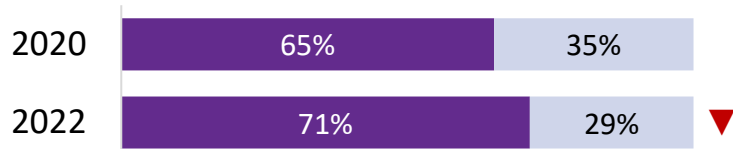
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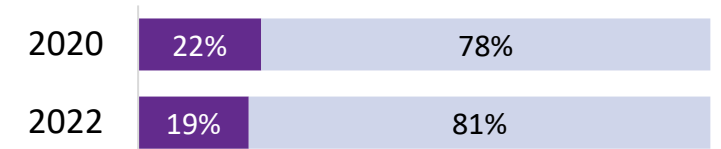
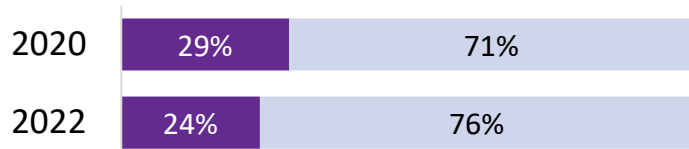
## Earning the family income should be more a man's responsibility than a woman's



## Some work roles are better suited to men than women



## Men are better suited to leadership positions than women



■ Agree    ■ Disagree

▲ Increase over time

▼ Decrease over time

● Negative movement for equality

● Positive movement for equality





- This segment is mostly single without children and under 25. More are students or not working than are employed.
- Between 2020 and 2022, personal attitudes have become more non-traditional for home norms of caregiving and family income, while remaining unchanged for work norms.
- Interest in sharing future childcare equally has grown to 9 in 10 in 2022 from 8 in 10 in 2020, and is now on par with the more progressive segment of PH males, with most reasoning that it is best for the children.
- Interest in sharing future breadwinning has also grown from 5 in 10 to 6 in 10, now matching opinion of the more progressive segment of PH males.



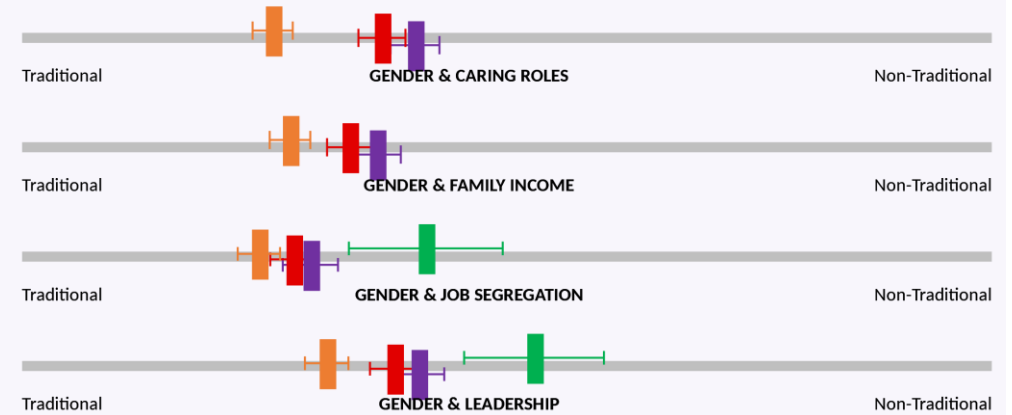
## NEUTRAL, LEANING PROGRESSIVE ON LEADERSHIP – MEN (40%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



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



### 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.
- 10% work in largely female teams, and 7 in 10 have not experienced disapproval for this.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Compared to other segments, this segment has shown change in attitudes and behaviours with regard to caregiving and breadwinning over the past two years.
- According to regression analysis, media can play a role in encouraging non-traditional caregiving arrangements among PH men through progressive representation of work gender roles, while parental modelling of more equal sharing of caregiving is linked to more non-traditional breadwinning behaviour.



- This segment is mostly married or partnered with children and mostly over 30. 67% are employed, 12% are not working.
- Personal attitudes are most non-traditional on leadership, and more traditional on other norms. Attitudes on childcare are more unequal than the other two female segments that are less likely to have members who are married or partnered.
- Since 2020, there have been notable shifts toward the non-traditional pole in attitude and behaviour on job segregation and in behaviour on leadership.
- 54% share childcare equally, reasoning that it is best for the children (79%). Among those who do more, most say that they should as women. 6 in 10 of these do not wish for a change.
- 45% in this group who are partnered and employed earn less than their partner, 38% earn the same. Among those who earn less, 49% say this is their preference and 43% say it is the preference of their partner.
- Those in this segment who earn the same as their partners show a higher percent of equal earning parents.



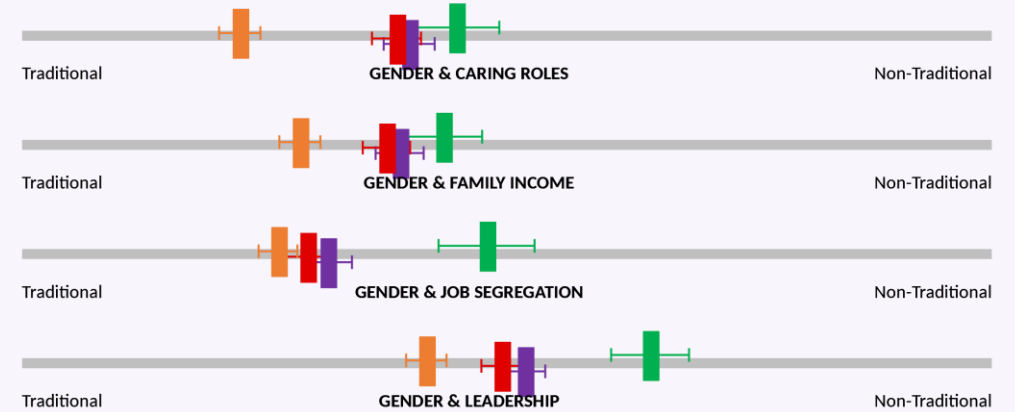
## NEUTRAL, LEANING PROGRESSIVE ON LEADERSHIP, LEANING TRADITIONAL ON CARING ROLES - WOMEN (47%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



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



Unable to rank personal behaviours where N<100

### SOCIAL PRESSURE



- 46% in this group have unequal childcare arrangements, and do not expect disapproval from themselves or others (7 in 10), or from their partner (6 in 10), for suggesting greater equality. Among the 62% in unequal earning arrangements, 6 in 10 of those who cite gender norms or peer pressure as the reason do not expect disapproval from themselves or their partner for suggesting greater equality.
- 27% work on a team largely made up of men, and 7 in 10 have not felt disapproval for this. Nor would 8 in 10 in this group expect disapproval for being a woman in a leadership position.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Half in this segment already share caregiving equally, and of those who do not, many do not wish for change. Nevertheless, regression analysis shows that progressive depictions of domestic gender roles is linked to more equal caregiving behaviour for PH women as a whole.
- This segment reports seeing more equal leadership arrangements at work compared to 2020, which links to more equal leadership behaviour for PH women in regression analysis. Regression analysis also shows that progressive depictions of work-related gender roles link to more equal behaviour on leadership and job segregation norms – the two norms that have shown most movement in the direction of non-traditional behaviour for this segment over the past two years.







- Most in this segment are single without children. About a third are employed, and 44% are students. Most are under 25.
- Personal attitudes on leadership are relatively non-traditional for this group. In general attitudes are very similar to the progressive segment of PH women, composed of older, working women.
- Personal attitudes on childcare are increasingly non-traditional since 2020 (in 2022, 69% disagree that childcare is mainly a woman’s responsibility compared to 61% in 2020). 95% hope to share future childcare equally. They are most likely of all PH segments to have had parents who shared childcare equally (39%).
- 82% hope to earn equal incomes to their future partners, with most reasoning this is in the family’s best interest. They are most likely of all PH segments to have had parents who shared childcare equally (39%).



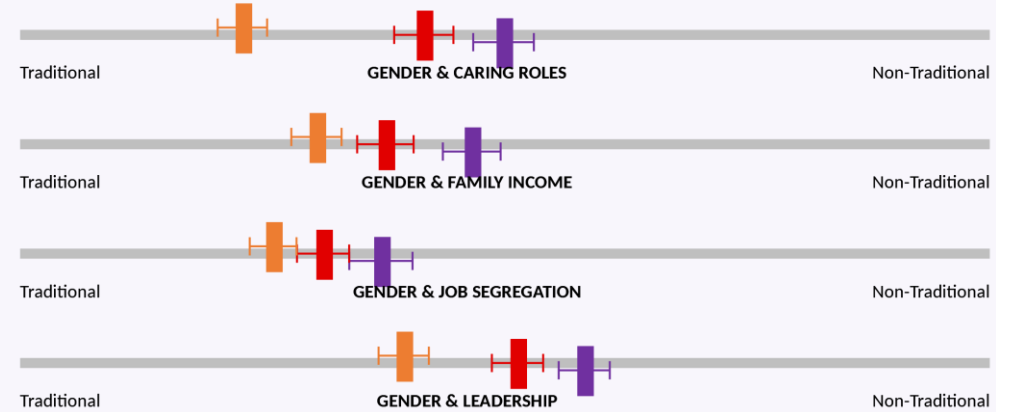
## LEANING PROGRESSIVE, ESPECIALLY ON LEADERSHIP – WOMEN (27%)

### GENDER NORMS EXPERIENCED

#### PERSONAL EXPERIENCE



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



Unable to rank personal behaviours where N<100

#### SOCIAL PRESSURE



- Very few in this group are married and have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 8% work in a largely male team. The number is too small to reliably measure social disapproval for this. The rate of workers expecting disapproval for seeking leadership positions is up from 16% in 2020 to 23% in 2022.

#### OPPORTUNITIES TO SHIFT GENDER NORMS



- This segment and neutral, leaning progressive on leadership PH males both have mostly young, single people. The male group’s aspirations for sharing childcare and breadwinning have moved toward this group’s more non-traditional views, though there is still a substantial gap between them on breadwinning. Encouraging continued evolution of young male attitudes on breadwinning is important so that this segment of women can find like-minded partners.
- According to regression analysis, progressive media depictions of work-related gender roles can help to promote more equal behaviour on work norms in the areas of job segregation and leadership.



- This segment is mostly under 30 (slightly older than their next female ideological neighbor). They are mostly single, and 37% have children. Most are employed. The segment has the highest share with no religious affiliation among PH female segments (14%).
- 9 in 10 hope to share future childcare equally, reasoning that it is best for the children (though only 24% had parents who shared childcare).
- 8 in 10 hope to share breadwinning in the future (though 56% come from households where the father earned the most). They reason this is in the family's best interest.
- There has been little movement on attitudes or behaviours for this group between 2020 and 2022, except that attitudes on job segregation have become more traditional.



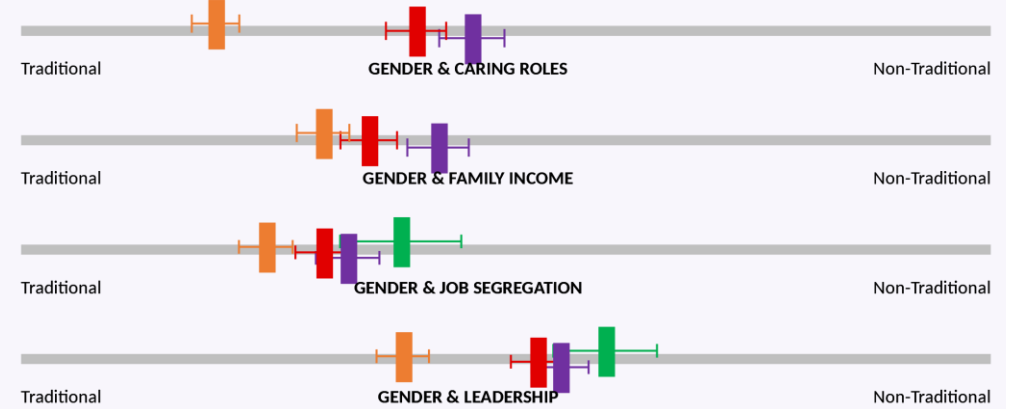
### PROGRESSIVE – WOMEN (26%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



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



Unable to rank personal behaviours where N<100

### SOCIAL PRESSURE



- Very few in this group are married and have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 11% work in a team that is largely male. The number is too small to reliably measure social disapproval for this. 84% in this segment do not expect disapproval for being a woman in a leadership role.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Over the past two years, this segment has shown no momentum toward non-traditional attitudes and behaviours across norms, and has trended toward more traditional attitudes on job segregation.
- Regression shows that progressive depictions of work related gender roles are linked to more equal behaviour on work norms, but not domestic norms. As this segment is relatively young, without children, and not facing social pressures, focusing on changing work-related behaviour could serve as an entry point to future more equal breadwinning.

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