

# GENDER EQUALITY MATTERS 2022 :

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

FIELDDED NOVEMBER 2022



## OVERVIEW OF SURVEY FINDINGS

IW MONITORING, EVALUATION AND LEARNING

JUNE 2023

## Introduction

Investing in Women (IW) commissioned YouGov to conduct an online Social Norms, Attitudes and Practices (SNAP) Survey with 6,000 urban, millennial men and women (ages 18-40) across Indonesia, the Philippines and Vietnam in November 2022.

The survey focused on four key gender norms:

- **Norm 1 – Childcare and Housework**
- **Norm 2 – Breadwinning and Earning Family Income**
- **Norm 3 – Job Segregation**
- **Norm 4 – Leadership at Work**

Urban millennials were asked questions about their own individual attitudes and behaviours, as well as their perceptions of the attitudes and behaviours of others. The SNAP 2022 Survey (full report [here](#)) builds upon data already gathered from similar samples in the [SNAP 2020 Survey](#) and the [SNAP 2018 Survey](#).<sup>1</sup>

This factsheet summarises key insights and findings from the survey across the three countries, relevant to IW's work which seeks to positively influence gender norms and associated behaviours.

*Note: 'Traditional' views refer to perceptions that women are the primary carers and men have responsibility for breadwinning and are better leaders. 'Progressive' or "equitable" views refer to perceptions that favour equality between men and women, such as believing both men and women are equally capable of childcare and leadership.*

## Key Findings

- **Strength of different norms:** The survey shows overall more progressive attitudes and behaviour on the care and leadership norms, and less progressive on breadwinning and job segregation norms.
- **Age and gender differences:** Across the three countries, men generally hold less progressive attitudes towards gender norms than women, and younger millennials are more progressive than their older counterparts.
- **Country differences:** In Indonesia, urban millennials tend to hold more traditional views, while those in the Philippines and Vietnam range from neutral to progressive.
- **In all countries, there is a growing trend towards more equitable attitudes regarding childcare responsibilities among both men and women; while attitudes about breadwinning are more traditional, potentially slowing the momentum of other norms.**
- **Generational shifts show couples achieving greater gender balance in family life over time.**

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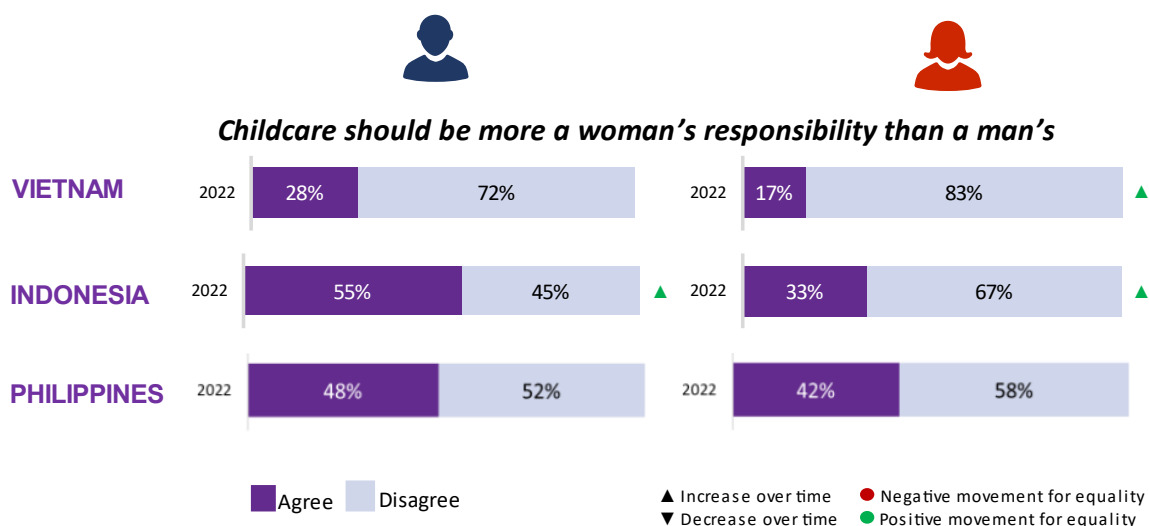
<sup>1</sup> The 2020 survey was undertaken in the early stages of the pandemic. The latest survey occurred in late 2022 after most countries had lifted all restrictions. Changes between these surveys may in part reflect the impact of the pandemic on gender norms.

- Individuals who observe more equal leadership behaviour in their community are more likely to exhibit similar behaviour themselves, regardless of gender.
- Women’s ambition for advancement at work remains strong, and comparable to men’s ambitions.
- Despite progress towards more equitable sharing of family responsibilities, there is a notable recent trend towards more traditional views on job segregation.
- Even though traditional behaviours are becoming less common, many urban millennials still think that most households practice them.
- Findings from regression analysis that “what you see matters” in influencing behaviour change are encouraging in reinforcing the role of advocacy campaigns and media that highlight common non-traditional practices and positive role modelling on more equitable gender norms.

## GENDER EQUALITY AT HOME ON THE RISE

**In all countries, there is a growing trend towards more equitable attitudes regarding childcare responsibilities among both men and women.** Of the four norms assessed, the childcare norm is where we see the most progressive responses overall.

There are significant differences between men's attitudes in different countries. In Vietnam, 72% of men favour sharing of childcare, while percentages are lower among men in the Philippines (52%) and Indonesia (45%). There is a notable disparity between women and men in some countries, particularly in Indonesia, where two-thirds of women favour shared care



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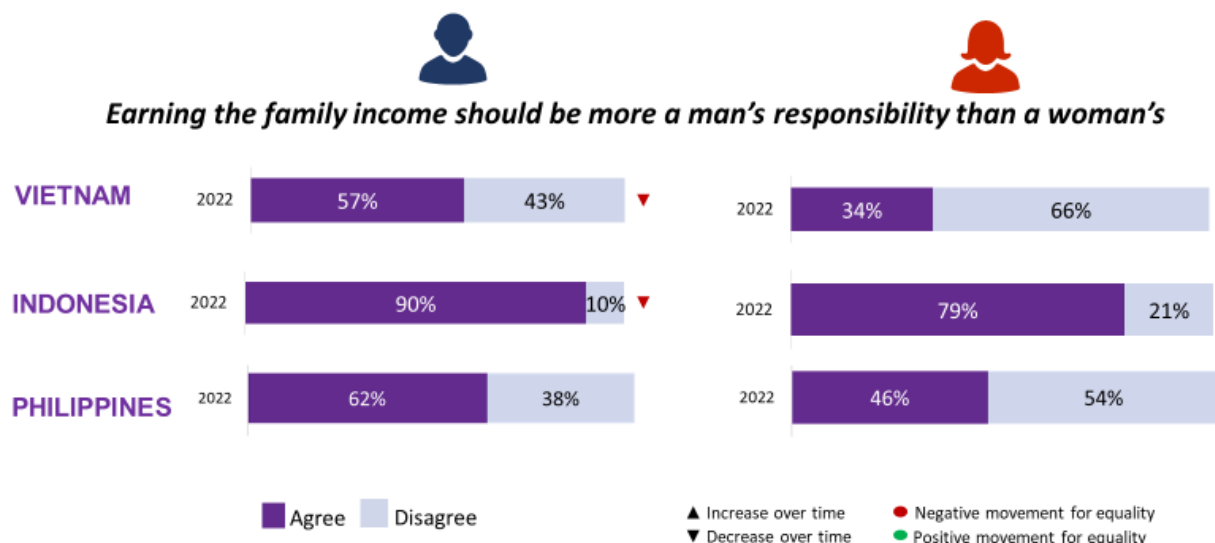
compared to less than half of men.

Compared to the 2020 survey, we have seen statistically significant shifts towards more equitable views among men and women in Indonesia, and among Vietnamese women, with little change seen among other groups.

Mothers in several traditional-leaning and neutral segments in Indonesia and Vietnam show a desire for greater equality in childcare and they are less and less likely to expect criticism from their partner or others for suggesting more equal caring arrangements compared to 2020. A majority now would not expect disapproval.

**In all countries, attitudes about breadwinning are more traditional than attitudes about caregiving.**

Attitudes in Indonesia are strongly traditional in favouring men as breadwinners (nine out of ten men, eight out of ten women). A majority of men have these traditional views in Vietnam (57%) and Philippines (62%), while among women the traditional view is in the minority (34% and 46%)



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Some shifts were seen towards more conservative views among Indonesian and Vietnamese men since 2020, while attitudes remained stable among other groups.

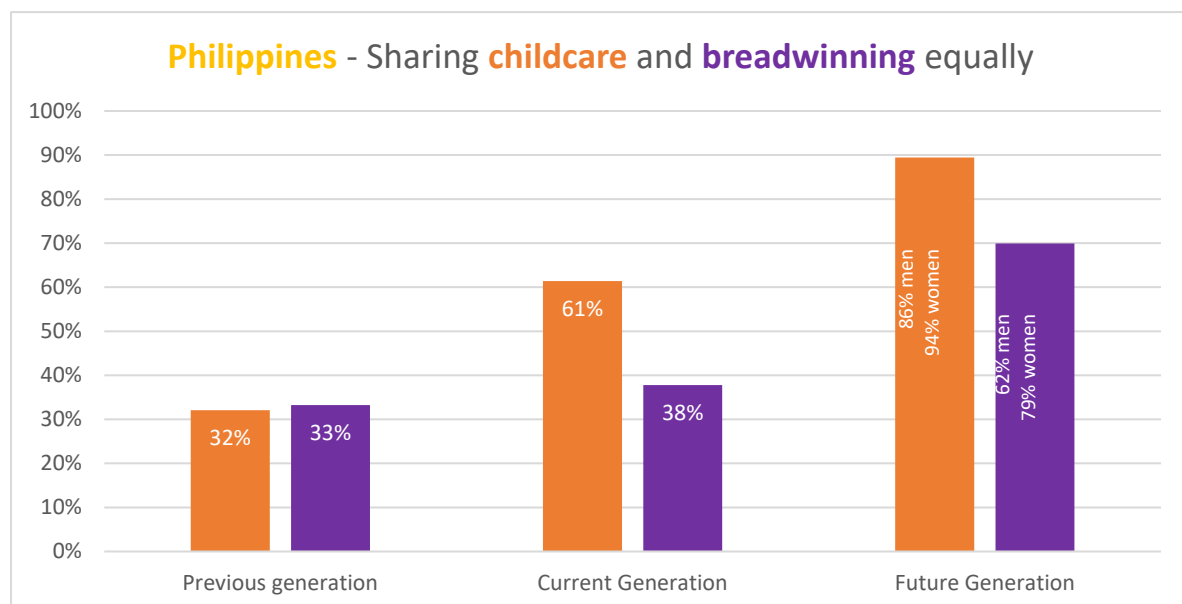
Given the interconnected nature of the norms, traditional attitudes on breadwinning may slow down the momentum of the other norms if not addressed.

**Each new generation of couples is achieving greater gender balance in family life**

Millennials were asked if their parents shared childcare and breadwinning when they were growing up ('previous generation' in the Philippines example below). When this is compared to the 'current generation' of sharing between couples and parents with children at home, sharing has increased.

The ‘future generation’ of urban millennials – those who don’t have partners or children yet - express strong aspirations for equal sharing of childcare with their partners. Over 8 in 10 men and 9 in 10 women in Indonesia, Vietnam and the Philippines (example below) aspire to this balanced approach. This suggests a positive trajectory towards greater equality in sharing childcare responsibilities in the future.

A similar pattern holds for breadwinning, though the generational differences are not as pronounced and the gender difference is stronger. As seen in the 2020 survey, men of the future generation appear to hold themselves back when it comes to equality aspirations with breadwinning compared to women.



The promotion of flexible work arrangements may also result in greater equality in both the breadwinning and caregiving norms. Across all countries, most respondents see flexible work as something which should be accessed equally by men and women (from 73% in Indonesia to 85% in Vietnam).

## INFLUENCE OF GENDER NORMS ON EQUALITY AT WORK

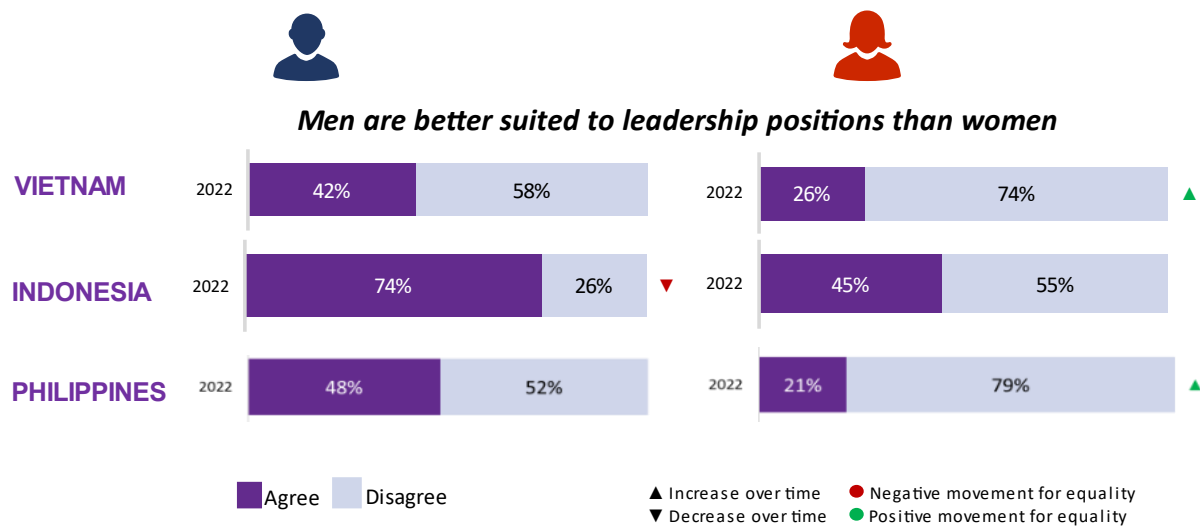
### Leaders influence equality at work

On the leadership norm, regression analysis shows that what people see around them also correlates with how people behave. Both the 2020 and 2022 surveys show a correlation in all countries between individuals working in jobs where the leadership reflects more equal or progressive gender roles, and sharing such attitudes on gender in leadership.

Since 2020, there has been an increase in equal leadership behaviour among both men and women in all countries, except for Vietnam, where men’s behaviour has become less equal.

Individuals who observe more equal leadership behaviour in their community are more likely to exhibit similar behaviour themselves, regardless of gender.

However, despite the increase in equal leadership behaviour, there are still significant disparities in attitudes towards leadership between men and women. The differences in attitudes between genders are particularly prominent in Indonesia, where 74% of men believe that men are better suited for leadership while only 45% of women share this view.



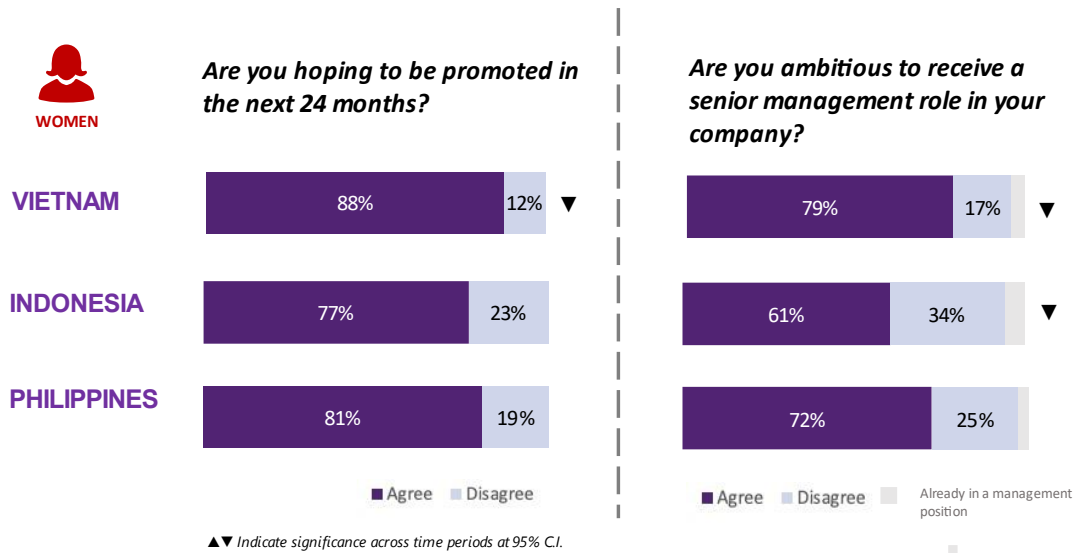
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## WOMEN KEEN TO LEAD IN THE WORKPLACE

### Women’s ambition for advancement at work remains strong, and comparable to men’s ambitions.

Looking across the region, women’s ambitions are highest in Vietnam (almost 9 in 10 hoping for promotion in next two years, and 8 in 10 ambitious for a senior management role). In the Philippines, women’s ambition is on par or higher than men’s; in Vietnam and Indonesia women are only around five percentage points behind men in seeking advancement. Stagnant or regressive attitudes held by men towards equal leadership, however, may pose a potential barrier to women's advancement and hinder their ability to fulfill their ambitions.

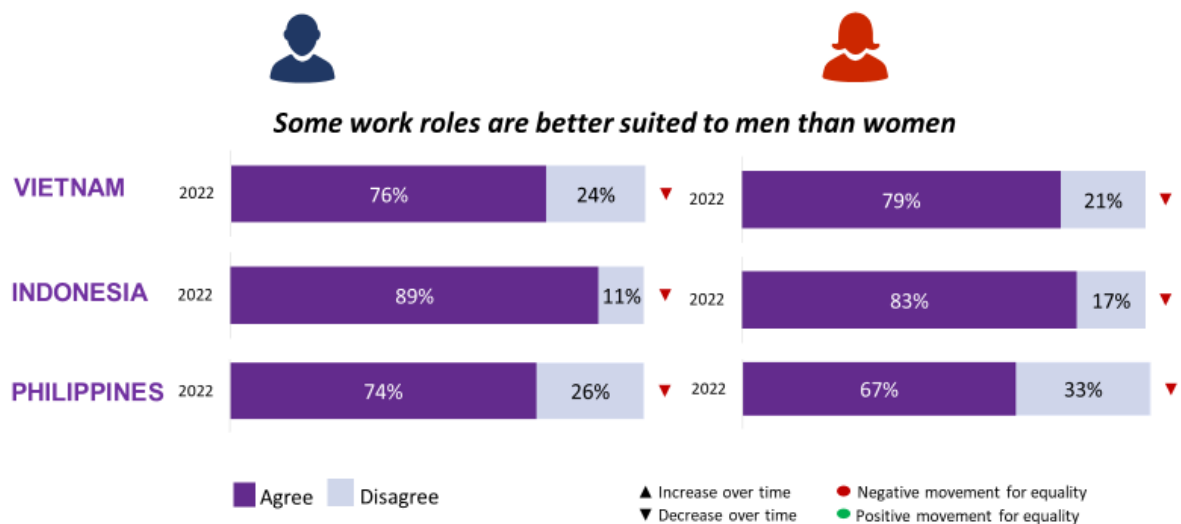
Women and men’s ambition in 2022 has dropped back slightly since 2018 (except for women in the Philippines, who show a slight increase). This may be due to pandemic pressures and economic disruption focusing people on more short-term priorities.



## JOB SEGREGATION IN FLUX

Despite progress towards more equitable sharing of family responsibilities, there is a notable recent trend towards more traditional views on job segregation. Across all countries, there has been an increase in the belief that certain job types are more suitable for either men or women, and this is proving to be the most resistant norm to positive change.

Looking across countries, Philippines has the most progressive responses while Vietnam exhibits moderately traditional responses and Indonesia shows the highest level of traditional views on job segregation. In Vietnam, the percentage of men holding this view has risen from 61% in 2020 to 76% in 2022, while in Indonesia it has increased from 83% to 89% during the same period. Even women who generally express progressive attitudes on other issues are increasingly expressing traditional views on job segregation.



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It is unclear why this shift has occurred, but the impact of COVID-19 on job markets and gender roles may be a factor in this trend. Job losses and reduced working hours experienced by women during the pandemic may also have reinforced traditional gender roles.

Job segregation behaviour observed in the community is trending toward lesser equality in all countries and for all genders, except that Philippine women see the same amount of job segregation in their community as they did in 2020. In contrast, regression analysis finds that personal behaviour appears uncoupled from attitudes and behaviour observed among others on the job segregation norm. Personal behaviour on job segregation is either stable (among Indonesian men and women and Vietnamese men) or trending toward greater equality (among Philippine men and women and Vietnamese females).

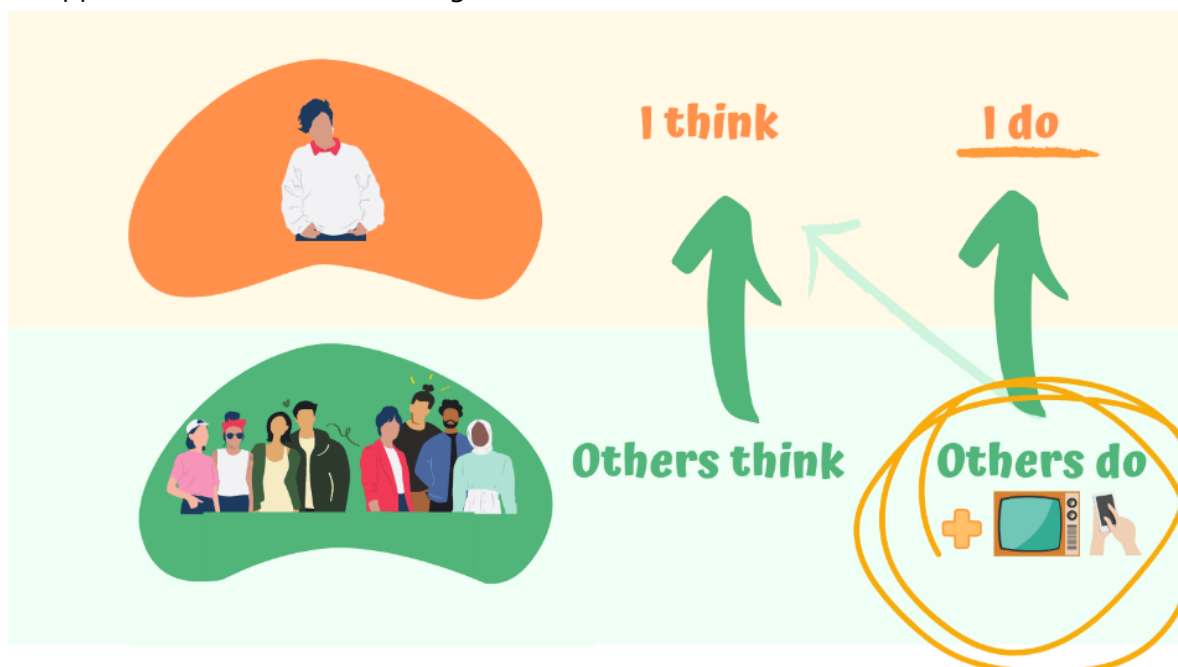


## LESSONS FOR ENCOURAGING CHANGE TOWARDS GENDER EQUALITY

### What you see in your social circles matters

The survey explored what influences individual urban millennial behaviour. The 2020 and 2022 surveys consistently found that the strongest links to what 'I do' were what 'others do' – in other words, people tend to behave in a way that is similar to what they see around them. What was seen in the media was also a strong influence on what 'I do'.

The survey also found that across Indonesia, the Philippines, and Vietnam, people's attitudes towards gender equality were very much linked to their perception of what others around them think about gender equality. In contrast, however, urban millennials' own attitudes were rarely significantly linked to their own behaviour, except for Philippine men on caregiving and Philippine women on breadwinning.



This means that if urban millennials in Indonesia, the Philippines and Vietnam are going to embrace gender equality, they will need to see others – from their social circles and in the media – embracing gender equality too. This is good news for advocacy campaigns promoting role models and consistent positive behaviour on gender norms.

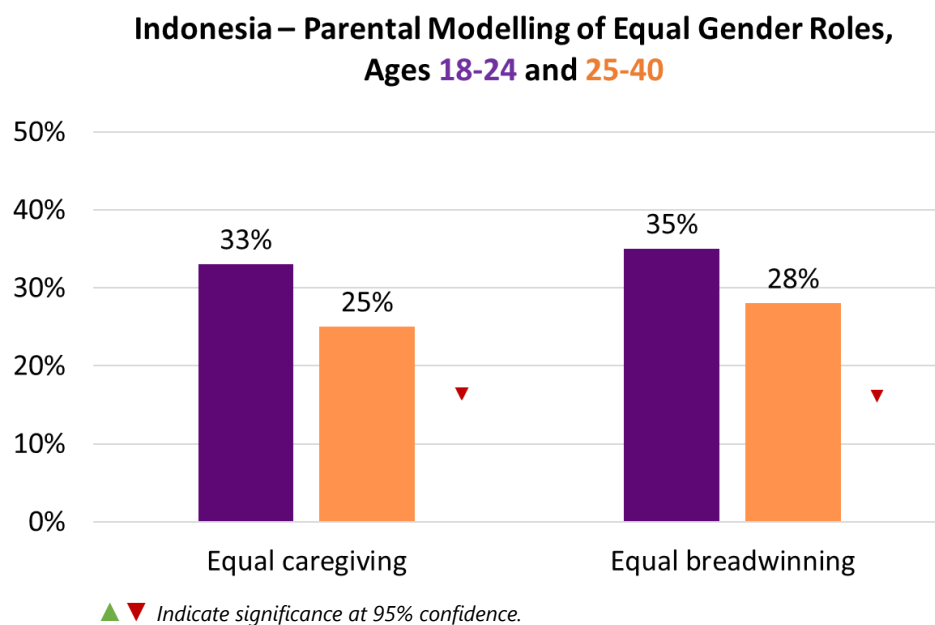
### What you saw growing up matters

**Parental modelling of equal gender roles influences more equal behaviour.** Urban millennials who witnessed their parents equally sharing childcare and/or breadwinning when they were growing up are more likely to practice equality in their own homes. The survey showed that when fathers were seen to share caregiving equally and mothers were seen to share breadwinning equally, their children were also more likely to exhibit more equal behaviours. Parents' behaviour and attitudes towards gender roles appears to have a lasting impact on their children's behaviour and attitudes in adulthood.

Younger age groups in Indonesia were significantly more likely than those over 25 to observe parental modelling of equally shared caregiving and breadwinning. This suggests that

generational shifts may create a virtuous loop of more non-traditional behaviour on gender norms.

The survey revealed that parental modelling had a stronger correlation with equal breadwinning among men and equal caregiving among women, except in Indonesia where it was linked to more equal caregiving for men. The survey also found that when it comes to which parent modelling equal behaviour has a greater impact, it was fathers who shared equal caregiving that were more likely to lead to more progressive behaviour across a greater number of gender norms, compared to mothers who modelled equal breadwinning.

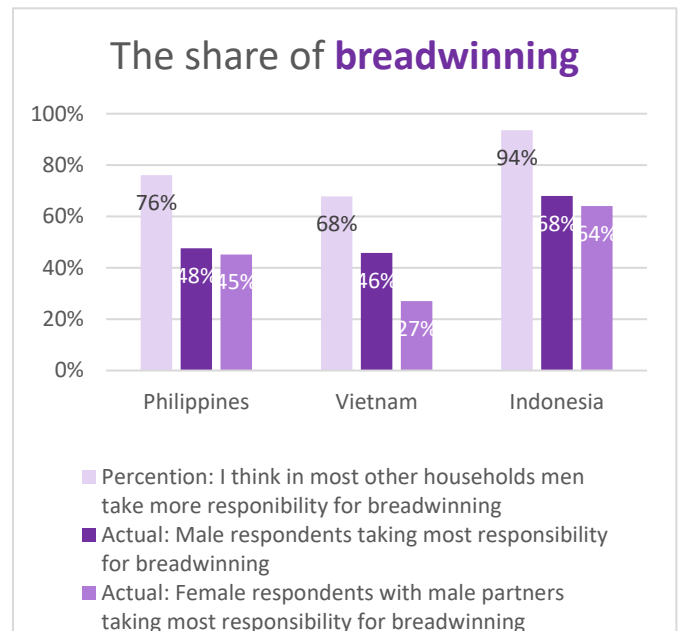
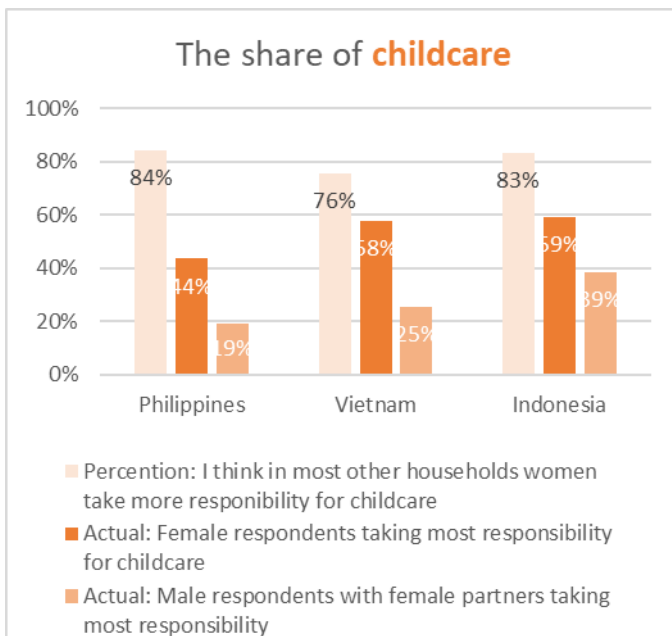


### **There's more equality out there than you think...**

Pluralistic ignorance is a phenomenon where people believe that certain norms or behaviours are more prevalent in society than they actually are. This can be seen among urban millennials in the Philippines, Vietnam, and Indonesia regarding traditional norms related to childcare and breadwinning.

Many urban millennials in these countries still think that most households practice traditional behaviours. As the diagram below shows, there is a near-universal belief among urban millennials in Indonesia that other households have traditional breadwinning arrangements, but only two-thirds of respondents confirm this is actually the case in their households. Tradition behaviours are not as common as most believe.

Campaigns for changing gender norms can highlight common non-traditional practices around caregiving in the Philippines and breadwinning in the Philippines and Vietnam and encourage more urban millennials to adopt equitable practices.



### Media Matters: Progressive Portrayals of Gender Can Shape Behaviour

Survey results showed that watching progressive media - where both men and women are equally shown taking care of children, doing housework, and holding leadership positions at work - tends to lead to more equal behaviour for both genders across all gender norms.

The study found that progressive representations of work-related gender roles tend to have a stronger effect on shaping people's behaviour (especially for men) than media that portrays gender equality in the home. Across all countries surveyed, men were more likely to exhibit progressive behaviour in the workplace when exposed to media that portrays gender equality in work-related roles.

In Indonesia, progressive media had a strong impact on caregiving and leadership norms for both men and women, as well as breadwinning and job segregation for men. However, this correlation was not as strong for caregiving norms in Vietnam and breadwinning norms in the Philippines.

If media representations can counteract pluralistic ignorance and raise awareness of the common practice of equal childcare and breadwinning arrangements, the media can move an additional lever of progressive behaviour.

*For more information: The overall SNAP 2022 report is available on the Investing in Women website, along with country toolkits for Indonesia, Philippines and Vietnam, and a detailed technical annex.*