

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

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SNAP III Survey in Vietnam - 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 Vietnam.

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 Vietnam, 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 Vietnam
- Detailed profiles of key segments of urban millennials in Vietnam 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 - VIETNAM

## 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.

## Vietnam overview

- The effectiveness of progressive media in contributing to more equal behaviour on gender norms in Vietnam covers all four gender norms covered in this survey for women and all but caregiving for men.
- Across all segments and genders, personal attitudes around job segregation are most unequal of all gender norms, though breadwinning is a close second for more traditional male segments.
- Many members of the two more traditional female segments, populated mostly by mothers, wish for a more equal distribution of childcare, and the expectation of disapproval for suggesting this is diminishing. However, nearly half of men whose partner does more caregiving believe this is their preference.
- Age emerges as a significant factor in explaining more equal behaviours in Vietnam. Compared to men over 30, men under 30 tend to have more equal job segregation and leadership behaviours, while women under 30 have more equal caregiving behaviours than those over 30. However, women under 30 also have less equal breadwinning behaviours.

- According to regression analysis, religion plays a role in more equal behaviour in Vietnam, with men following religions other than Buddhism being more likely to show progressive on leadership.

## Strategic takeaways

- Media campaigns targeting women to advocate for more equal caregiving may be effective in raising awareness among men that their partners may not have a preference for handling most of the caregiving. This indirect approach may be necessary, since regression analysis shows that progressive media depictions are not linked to more equal caregiving behaviours for men.
- The experience of COVID may provide messaging opportunities about sharing caregiving and breadwinning, since male segments with more progressive behaviours in those areas also experienced less income and household stress as a result of COVID. Vietnam is the only country where regression analysis identified a significant linkage of more progressive behaviour and reduced personal pressure.
- Vietnam continues to be the country with the highest rate of employment among urban millennial men and women and the highest rate of equal breadwinning (53%), but only 53% partners equally share caregiving compared to 61% in the Philippines. The promotion of flexible work arrangements could result in greater equality in both the breadwinning and caregiving norms. Vietnam shows openness to flexible work. 80% of workers access flex work options and a majority seeing it as an option for both men and women.
- There is pluralistic ignorance in Vietnam on breadwinning, with most thinking others behave traditionally on this norm, while less than half of male partners actually earn the most. Progressive media can be used to reduce pluralistic ignorance, since depictions of work-related gender roles link to more equal behaviour.
- Men's personal behaviour on leadership has become less equal over the past two years, while women's behaviour has trended in the opposite direction. The shift toward traditionalism comes mainly from "Leaning progressive" men. Progressive media depictions targeted at men may be effective in encouraging greater equality on this norm.
- Attitudes and behaviours on job segregation trail other norms in Vietnam, and progressive women under index on equality in this area relative to their attitudes in other norms. Targeting them with media messages on this norm could lead to more equal job segregation behaviour and lay the foundation for more equal breadwinning in their future families as well. Media targeting progressive segments may be especially effective, since they are more likely to have seen equal caregiving in their family of origin, which links to more equal job segregation behaviour.
- As a result of COVID, women facing more domestic pressure are more likely to take on more flexwork than their partner compared to women not facing more domestic pressure, but equality of caregiving and breadwinning is the same between both groups. Men feeling more domestic pressure show less equality in breadwinning and are more likely to take on more flexwork than their partner, but the share reporting equal caregiving arrangements is the same. Women show a decrease in ambition to be promoted and hold senior leadership now compared to 2018, while these rates are unchanged for men.

# GENDER ATTITUDE OVERVIEW

## 2020-2022 TRENDS



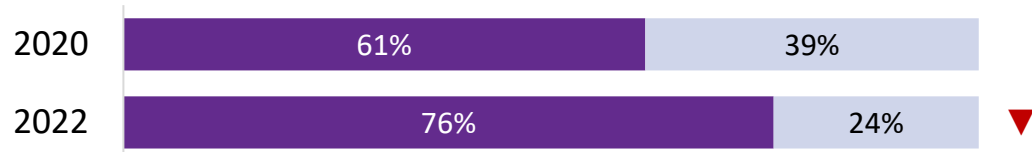
### Childcare should be more a woman's responsibility than a man's



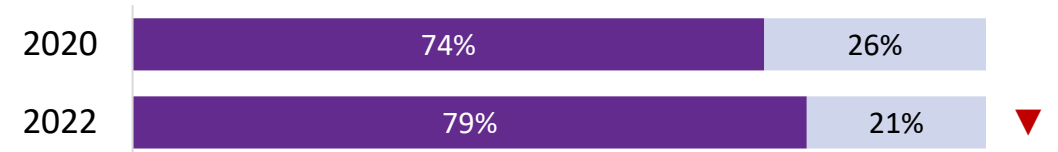
### Earning the family income should be more a man's responsibility than a woman's



### 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

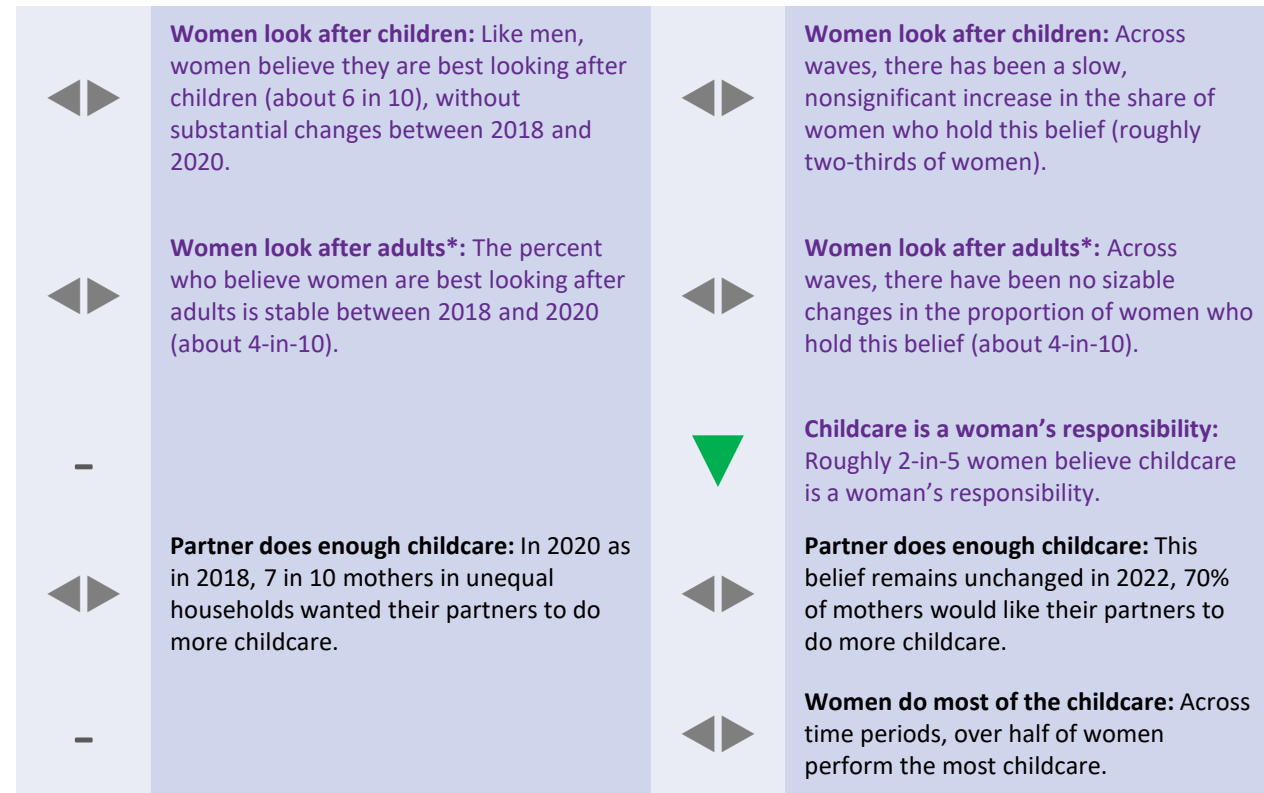
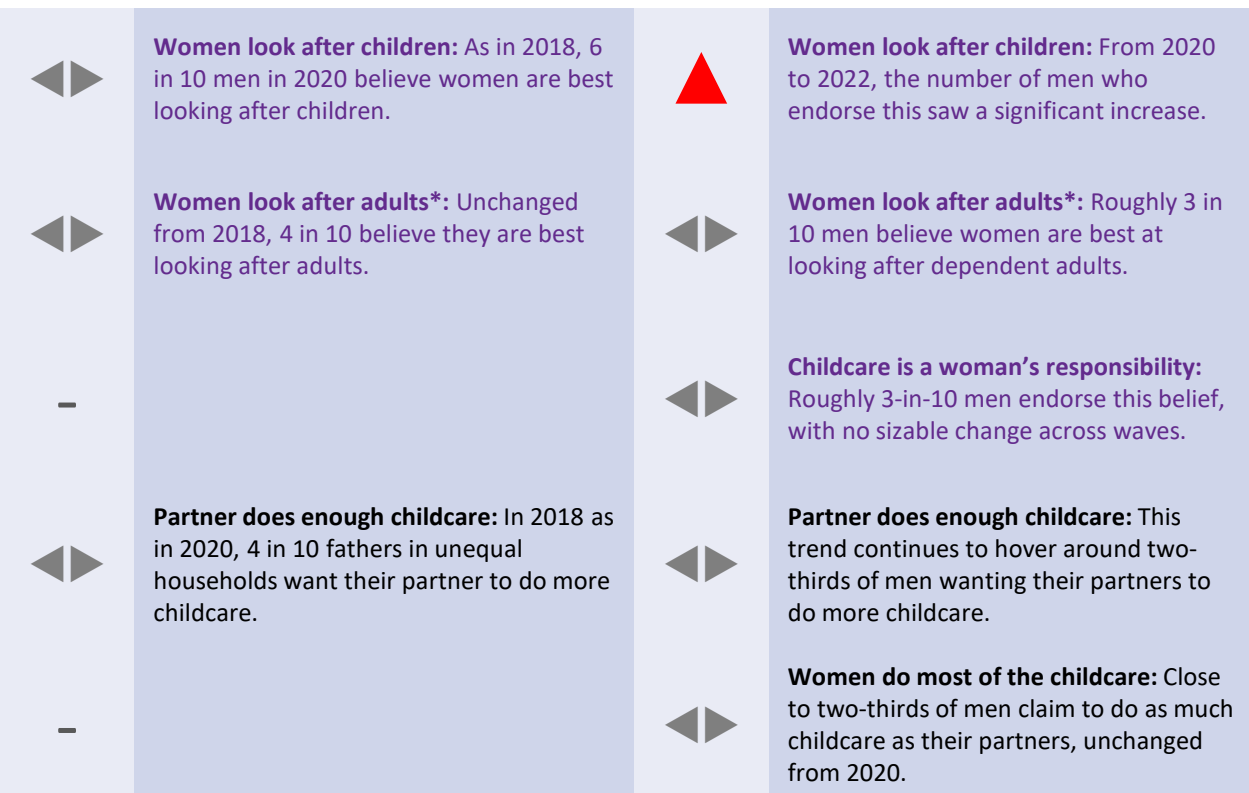


INVESTING IN WOMEN  
SMART ECONOMICS  
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



2018-2020

2020-2022



**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



INVESTING IN WOMEN  
SMART ECONOMICS  
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



2018-2020



2020-2022

-		▲	<b>Earning income is a man's responsibility:</b> Between 2020 and 2022, the number of men who endorse this belief increased from 50% to 57%.
▲	<b>Partners earn same amount:</b> There is a decline in the share of men earning more than their partner, from 8 in 10 in 2018 to 5 in 10 in 2020. More are earning equal.	◄►	<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 belief saw an increase of 15% across waves.
-		◄►	<b>Gender balance in workplace:</b> Nearly half of men indicate that there are a greater number of men in their workplace than women.
-		◄►	<b>Men are better suited to leadership positions:</b> 2-in-5 men endorse this belief.
-		◄►	<b>More male leaders in the workplace:</b> Close to 60% of men indicate they have a greater number of male leaders in their workplace.



2018-2020

2020-2022

-		◄►	<b>Earning income is a man's responsibility:</b> Roughly one-third of women endorse this, with no sizable change across waves.
▲	<b>Partners earn same amount:</b> Across waves, the number of women earning more than their partner went from roughly half to a quarter.	▲	<b>Partners earn same amount:</b> Over half of women indicate they are earning the same amount of money as their partner.
-		▲	<b>There are some work roles better suited to men:</b> Nearly 4-in-5 women endorse this belief, a significant increase from the previous wave.
-		▲	<b>Gender balance in workplace:</b> Close to half of women indicate there is an equal number of men and women in their workplace.
-		▼	<b>Men are better suited to leadership positions:</b> There are significantly fewer women who hold this belief in 2022 than there were in 2020.
-		▼	<b>More male leaders in the workplace:</b> Across waves, the number of women with more male leaders decreased.

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 .  
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## 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:

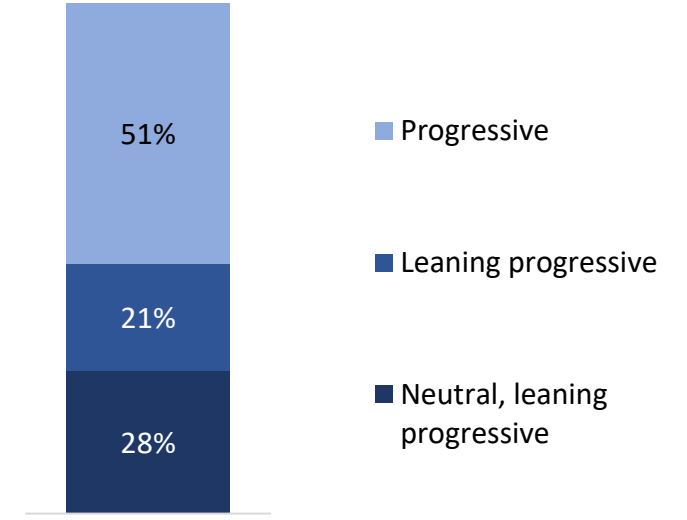
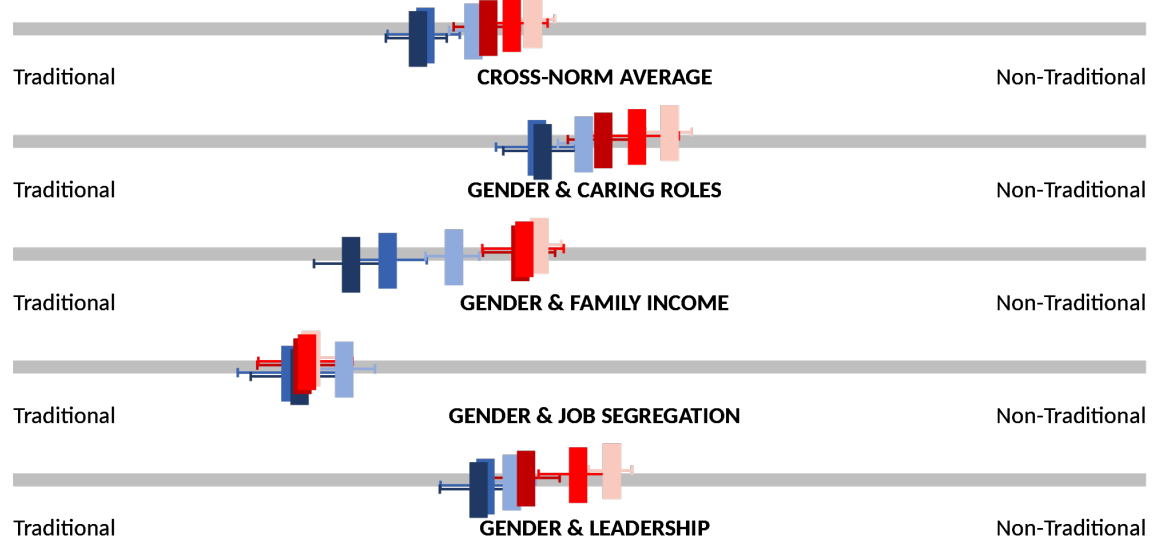
- Charts averaging attitudes and behaviours across four gender norms may obscure relatively more or less progressive attitudes and behaviours on each norm.
- The segmentation model was developed for the SNAP 2020 survey. Statistical inference was used to classify SNAP 2022 respondents according to the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



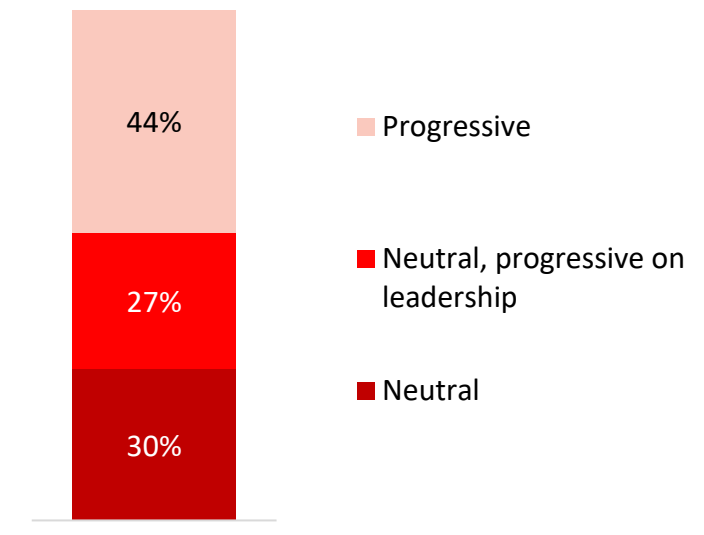
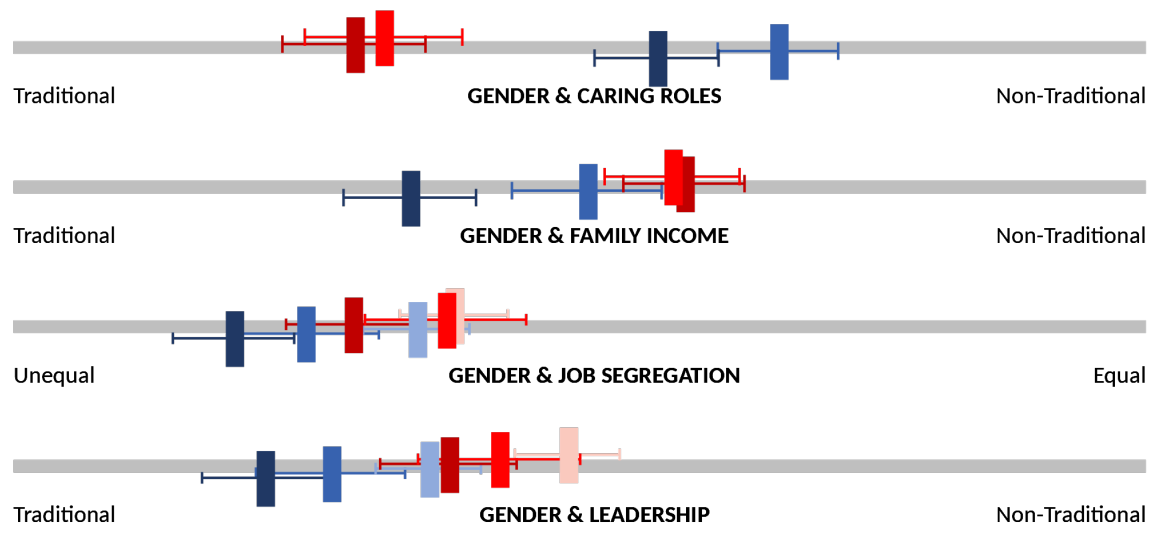
# PERSONAL ATTITUDES AND BEHAVIOURS ACROSS NORMS



## Personal Attitudes



## Personal Behaviours



# A SEGMENTATION OF VIETNAM'S URBAN MILLENNIAL MEN



Neutral, leaning progressive – 28% of men



Leaning progressive – 21% of men

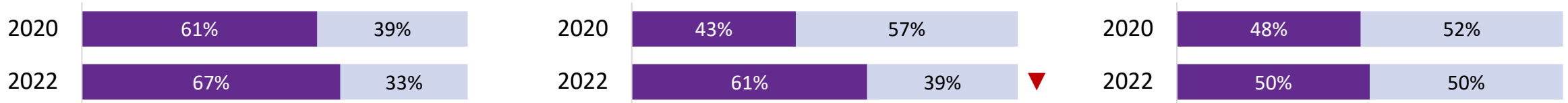


Progressive – 51% of men

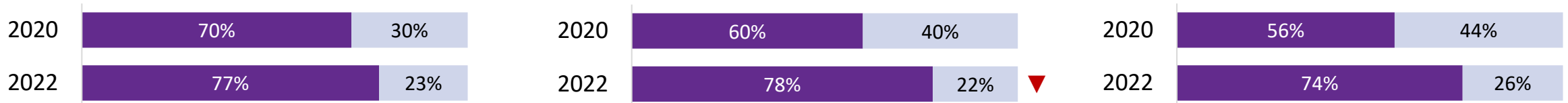
## Childcare should be more a woman's responsibility than a man's



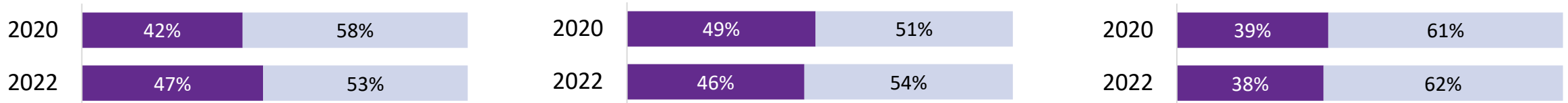
## Earning the family income should be more a man's responsibility than a woman's



## 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 VIETNAM'S URBAN MILLENNIAL WOMEN



Neutral – 30% of women

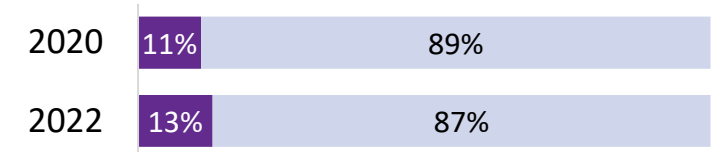
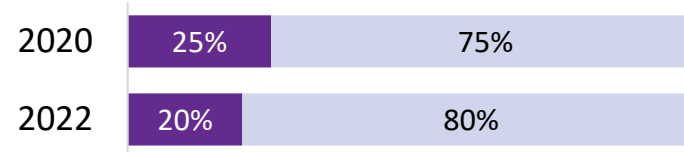
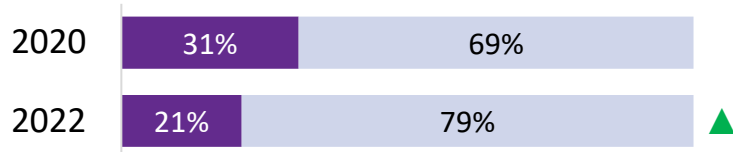


Neutral, progressive on leadership – 27% of women

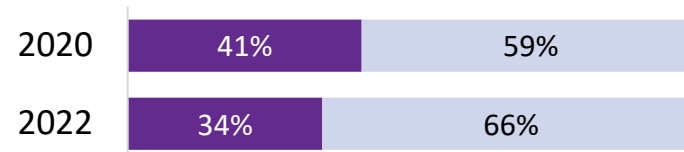


Progressive – 44% of women

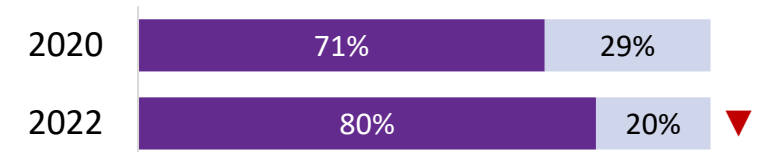
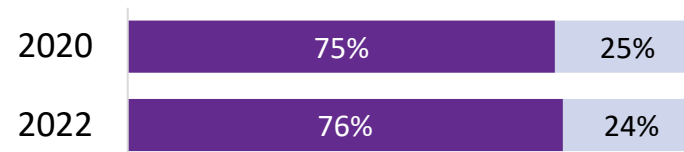
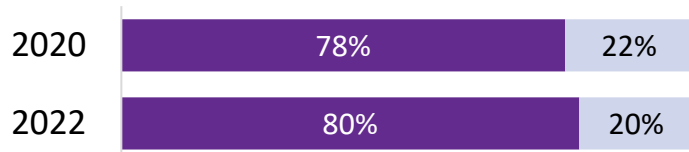
## Childcare should be more a woman's responsibility than a man's



## 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



- Most in this segment are married or partnered with children. 68% are over 30 and almost all are employed. Among female VN segments, these women are most likely to have a college degree (70%) and to identify as Buddhist (51%).
- Personal behaviour on childcare is more unequal for this segment than their attitudes would suggest. 59% do most of the childcare, and most say it is their duty as women.
- 67% of those who do most childcare would like their partner to do more. In 2022, this segment is far less likely to expect social disapproval from their partner or others for suggesting more equal caring arrangements compared to 2020. A majority now would not expect disapproval.
- 26% have partners who earn the most for the family. The remainder are either earning equal amounts as their partner (54%) or more (20%), a shift from 2020 when a greater share earned more (32%).
- Though this segment is more likely to expect disapproval for holding leadership roles as women compared to other female VN segments (24%), this rate is significantly down from 31% in 2020.
- Job segregation remains a norm where this segment as well as all other male and female segments in VN have highly unequal attitudes and behaviours, though behaviours have become more non-traditional for this group since 2020.



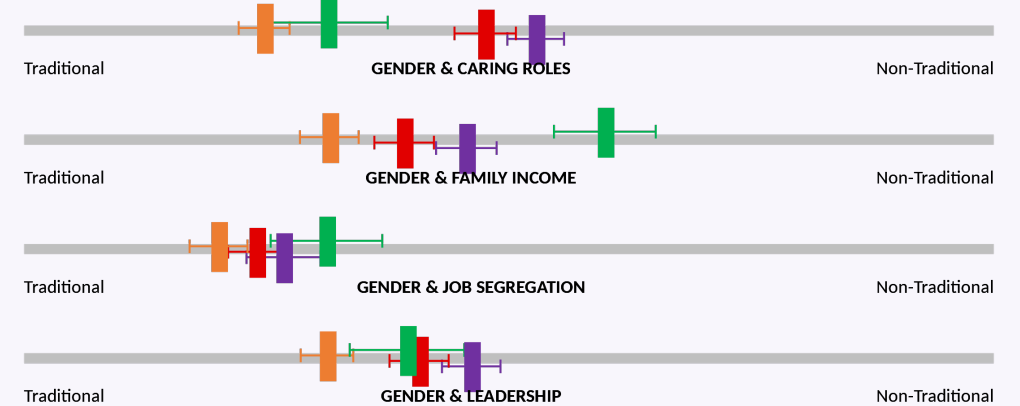
## NEUTRAL – WOMEN (30%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



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



### SOCIAL PRESSURE



- 61% of mothers in this group have unequal childcare arrangements. The expectation that their partner would disapprove, they would disapprove of their partner, or others would disapprove for suggesting more equal arrangements is down significantly (to 40%, 34%, and 26% respectively). Despite low sample size, anecdotal evidence suggests in-laws are a top source of pressure, and a third have been deterred from change.
- 74% have an unequal income arrangement. Of the relatively small number who cite gender norms as the reason for this, 7 in 10 would disapprove of their partner or expect disapproval from their partner for more equal income sharing, while 5 in 10 expect it from others.
- 16% work in largely male teams. 7 in 10 have not experienced disapproval for this, and 8 in 10 women do not expect disapproval for being a female leader.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Most mothers in this segment who are the primary caregivers would like their partner to do more. U
- Regression analysis did not reveal factors that are linked with more equal caregiving behaviours among VN men.
- Progressive media depictions of gender roles appear to be linked with more equal behaviour among men for other norms, but not caregiving. Therefore, media campaigns ought to model women more strongly advocating and clarifying their wishes for more equal arrangements.
- 46% of men in Vietnam whose partner does most of the childcare believe this is their partner's preference.



- Most in this group are married or partnered with children. 45% are over 35. Most have college degree.
- Their attitudes are similar to the most traditional female segment on most norms, but more traditional on breadwinning.
- While this segment was an outlier for its traditional behaviour on family income and leadership norms in 2020, it has trended more non-traditional in 2022, reducing the gap to other segments.
- 57% share childcare equally, though this might be an overestimate of their contribution. There is a disconnect between VN men’s reporting about their caregiving arrangement (65% do equal work) vs. women’s reporting (41% do equal work).
- A majority are the main breadwinners, but this has declined significantly since 2020 (66% to 54%). They cite practical reasons as much as gender roles for unequal breadwinning arrangements.



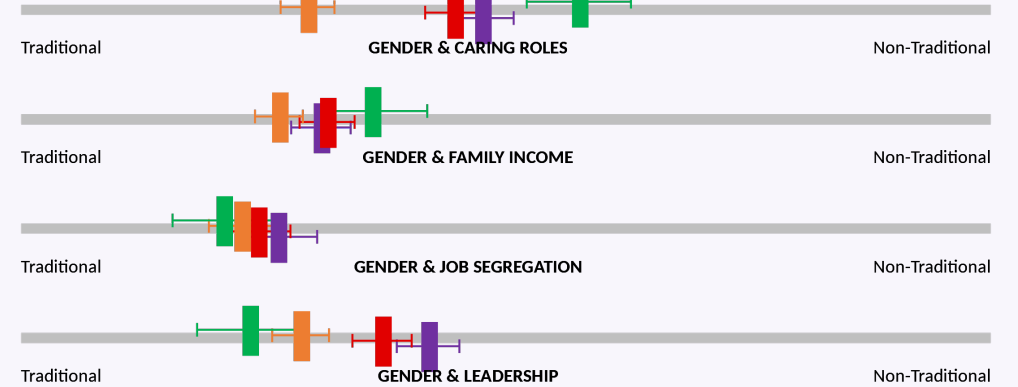
## NEUTRAL, LEANING PROGRESSIVE – MEN (28%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



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



### SOCIAL PRESSURE



- 43% have unequal childcare arrangements. Most do not expect disapproval from themselves or others for a more equal caring arrangement, though half think their partner would disapprove. Ironically, 71% of VN women in unequal caregiving arrangements would like their partner to do more.
- 70% have unequal earning arrangements, and a half of those citing gender norms or peer pressure as the reason expect disapproval from themselves or their partner, but not from others for a more equal arrangement.
- 16% work in a largely female team. 8 in 10 have felt no disapproval for this, and the same number do not expect disapproval for being a male leader.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- Regression analysis shows no factors linking with more progressive caregiving behaviours for VN men. However, progressive representations of domestic gender roles are linked to more equal caregiving on the part of women. There is a clear need for men to better understand women’s wishes to share caregiving more equally, as they mistakenly feel their partners will disapprove of more equal arrangements. The lack of parental modelling of equal caregiving may contribute to mistaken assumptions about their partners’ wishes.
- Breadwinning is another norm where this segment has little experience with parental modelling of equal behaviours. However, regression analysis shows that progressive media representations of gender roles to present a possible lever of change toward more equal behaviour for VN men.

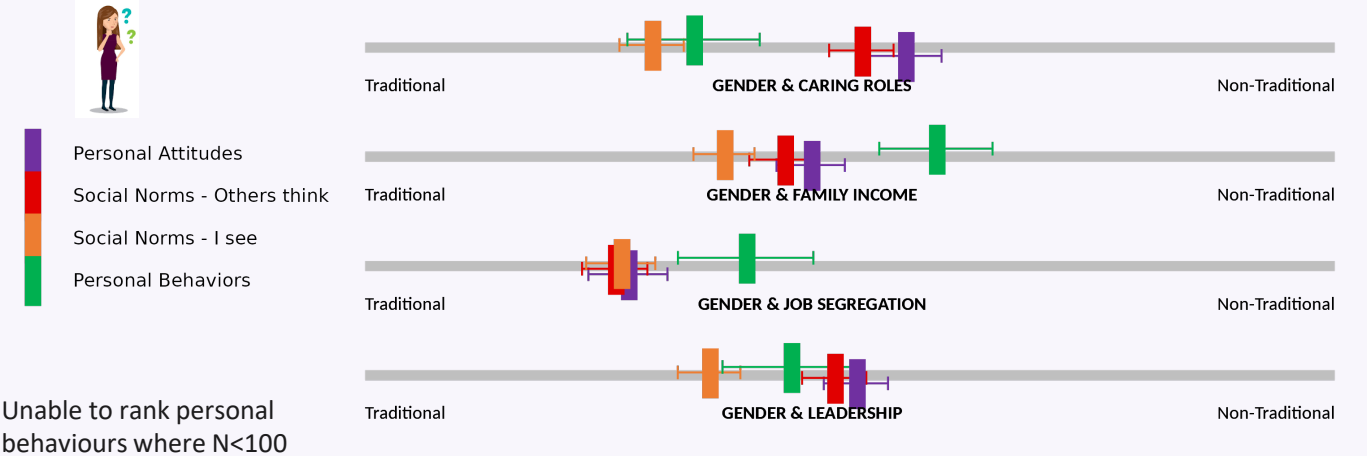
- Most in this segment are married or partnered with children. Most are employed, more are college educated than not, and 72% are over 30. The segment is balanced between Buddhists and non-religious women, and a smaller share of other religions.
- This segment has similar attitudes on all norms to the most traditional female segment, especially since leadership attitudes among the more traditional segment have trended less traditional since 2020.
- 56% do most of the childcare, with most reasoning they should as women. Most who share equally say this is best for the children. Positive deviance toward more equal caregiving behaviour for this segment correlates with being employed and having parents who modelled non-traditional gender roles.
- Of those doing most of the care, 75% would like their partners to do more. Since 2020, there has been a decline in disapproval expected from others for more equal caregiving, while about half still expect disapproval from their partners. Nearly half expecting disapproval are deterred by this.
- Similar to the more traditional segment, personal behaviour on family income is relatively equal, with 73% earning a similar amount or more than their partner.



## NEUTRAL, PROGRESSIVE ON LEADERSHIP – WOMEN (27%)

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



### SOCIAL PRESSURE



- Of the 56% of mothers with unequal caring arrangements, 4 in 10 disapprove themselves, and 5 in 10 expect disapproval from their partner for suggesting a more equal arrangement. Only 3 in 10 expect it from others (a decline since 2020).
- 38% have unequal earning arrangements. A minority of these cite gender norms or peer pressure as the reason for this. The sample size is too small to determine the main reference groups for this disapproval.
- Only 7% work in a largely male team. The percent who work in balanced teams increased significantly to 50% in 2022. 8 in 10 also expect no disapproval for being a female leader.

### OPPORTUNITIES TO SHIFT GENDER NORMS

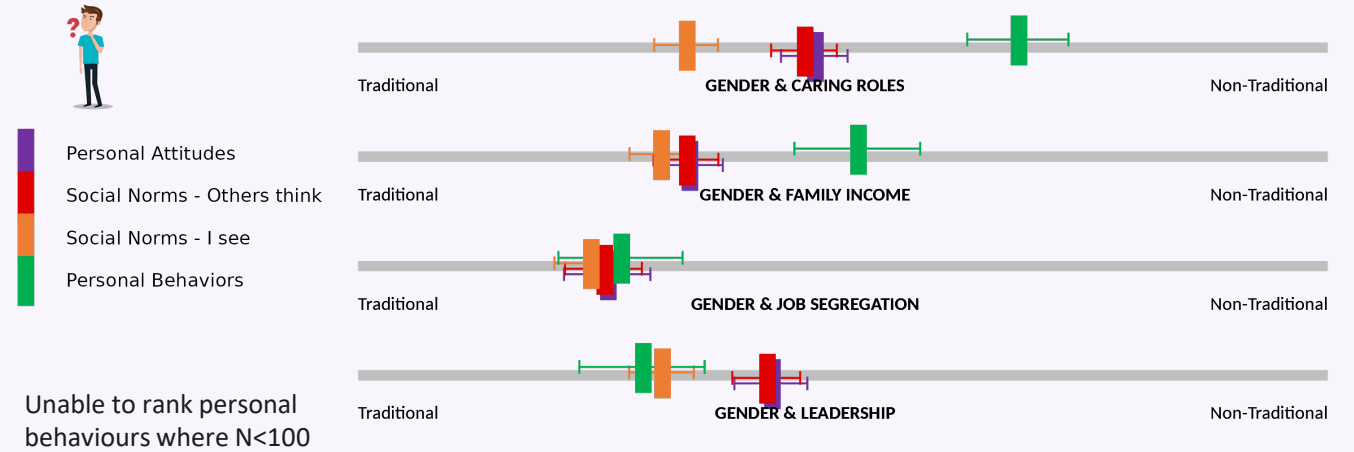


- In regression analysis, media reflecting equal gender roles links to more progressive behaviour across all norms for women. Media targeting women regarding more equal caregiving is important given the strong sentiment among this segment, and the apparent ineffectiveness of progressive media representation on male behaviour on this norm.
- Media that helps mothers see more equal breadwinning and leadership behaviour around them can also encourage them toward more equal behaviour on these norms by normalizing this behaviour.

- Most are married or partnered with children. The segment is majority Buddhist (highest share among male segments). More are over 30 than under 30.
- This segment’s attitudes on family income and job segregation became more traditional between 2020 and 2022. Similarly, their personal behaviours on work norms became more traditional over these years and are no longer distinct from the more traditional male segment.
- 76% share childcare equally, with 6 in 10 reasoning that it is best for the children and would be old-fashioned not to.
- 59% earn a similar income to their spouse, with 6 in 10 saying this is most practical. Among the 36% who earn more, many say as a man, it should be this way.

## GENDER NORMS EXPERIENCED

### PERSONAL EXPERIENCE



### SOCIAL PRESSURE



- 23% of fathers in this group do not share childcare equally. Anecdotally, this group seems more likely to expect disapproval from themselves or their partner than from other people (6 in 10 expect this vs. 4 in 10). However, the sample size is too small to detect statistically a significant difference.
- On the topic of breadwinning, anecdotal evidence suggests that a majority of the 41% with unequal earning arrangements who justify this due to gender norms or peer pressure feel pressure from themselves, their partner, and others to maintain this arrangement.
- 12% work in a largely female team, and 8 and 10 have felt no disapproval for this. 8 in 10 expect no disapproval for holding a leadership position as a male.

### OPPORTUNITIES TO SHIFT GENDER NORMS



- This segment experienced lower income pressure as a result of COVID compared to the most traditional male segment. Media campaigns could capitalize on this topic, since regression analysis shows that progressive depictions of gender roles link with more equal breadwinning behaviour for men.
- Leaning progressive men are most likely among all male segments to have families of origin with non-traditional gender arrangements. According to regression analysis, this links with more equal male behaviour on family income. Over the past two years, behaviour on family income remained stable, and remains the one norm where this segment is more progressive than the traditional segment.



LEANING PROGRESSIVE – MEN (21%)



- Most are single without children, and over half are under 25. 74% are employed, 17% are students. Nearly half are non-religious, 4 in 10 are Buddhist, and 1 in 10 follow another religion.
- On average, this group holds slightly more progressive attitudes across norms than “Leaning Progressive” VN men, after that segment trended more traditional between 2020 and 2022. Compared to the most progressive female segment, this group has more traditional attitudes on all norms except job segregation.
- This segment has trended toward more traditional attitudes on job segregation over the past two years, as have many other male and female segments in VN.
- 86% hope to share childcare equally with future partners, with 72% reasoning that this is in the best interest of the children.
- 57% in this group hope to earn a similar amount to their future partner, significantly more than in 2020. Most think this is best for the family.



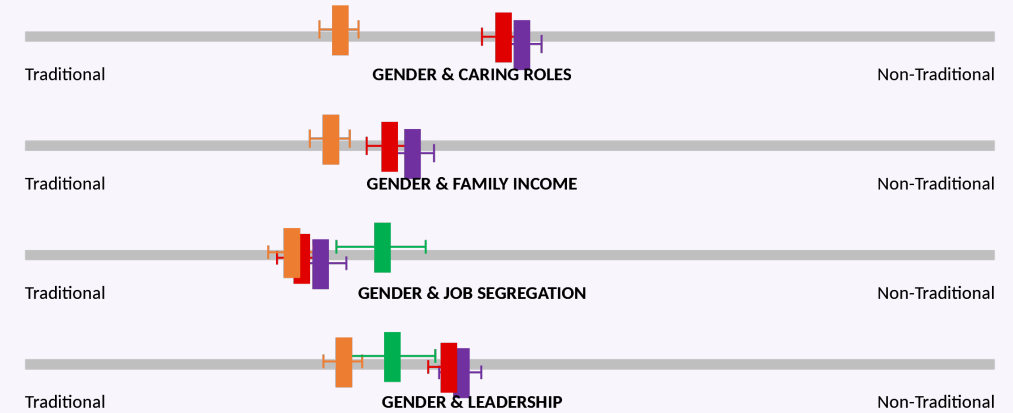
**PROGRESSIVE – MEN (51%)**

**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 or have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 12% work in largely female teams, and 8 in 10 have not experienced disapproval for this.

**OPPORTUNITIES TO SHIFT GENDER NORMS**



- While progressive men and women largely agree in their future plans to share caregiving, progressive women are more interested in sharing breadwinning than progressive men. The same gap existed in 2020.
- This segment experienced lower income and domestic pressures as a result of COVID compared to the most traditional male segment. Media campaigns could capitalize on this topic, since regression analysis shows that progressive depictions of gender roles link with more equal breadwinning behaviour for men.

- They are mostly under 25 and single without children. 73% are employed, 20% are students, 8% are not working. Half have no religious affiliation (the highest level across all VN segments).
- Other female VN segments have shifted toward more non-traditional attitudes across norms, so that this segment no longer stands out for having the most progressive attitudes.
- 90% hope to share childcare equally with future partners, with 82% reasoning that this is in the best interest of the children.
- 78% hope to earn a similar amount to their future partners, with 73% believing that is in the best interest of the family.
- They have below average expectations of disapproval if they were to hold leadership roles as women (16%).



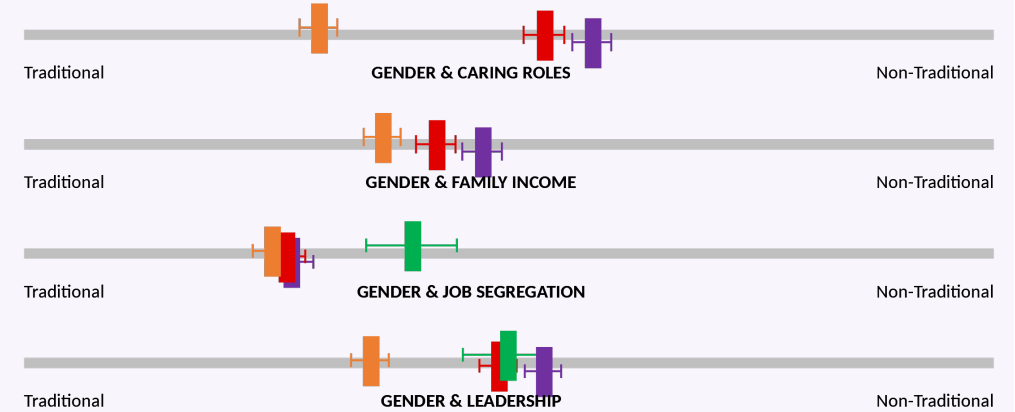
**PROGRESSIVE – WOMEN (44%)**

**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 or have children, so they do not currently face social pressure over sharing childcare or income responsibilities.
- 9% work in a largely male team, and 8 in 10 of these have not experienced disapproval for this. 84% would also not expect disapproval for being a female leader.

**OPPORTUNITIES TO SHIFT GENDER NORMS**



- Job segregation is a norm where attitudes are more traditional and have trended more traditional over the past two years. Efforts should be made to bring attitudes and behaviours on this metric in line with more non-traditional ratings on other norms.
- Progressive representation of gender roles in the media link to more equal behaviour for the job segregation norm as well as other norms among all women in VN. Campaigns focusing on more equal representation of genders at work for this segment of women who are just completing their studies and entering the workforce could also help them actualize their hopes for more equal breadwinning in the future.



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