Social Norms, Attitudes, and Practices Survey 2024

Understanding gender norms in **Indonesia**

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Australian Aid INVESTING IN WOMEN SMART ECONOMICS AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

Australian National University THE GLOBAL INSTITUTE FOR WOMEN'S LEADERSHIP

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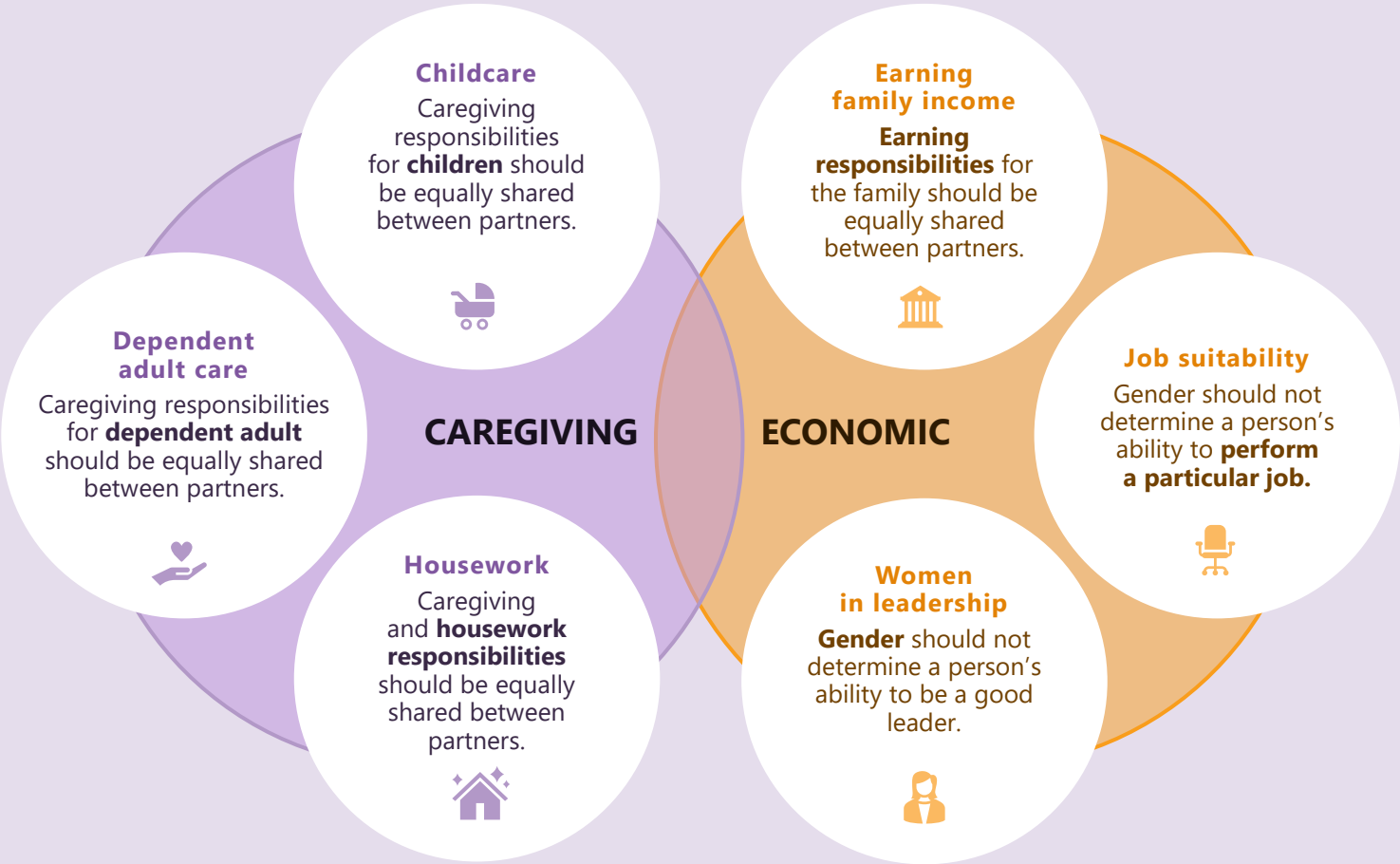
About SNAPS

This factsheet is derived from the report on the Social Norms, Attitudes, and Practices Survey (SNAPS) 2024, which explores how people support, practice and advocate for gender equality in everyday life. SNAPS 2024 includes an online survey of 8,000 respondents across from Indonesia, Malaysia, the Philippines and Vietnam.[1] In each country, the survey includes 2,000 women and men aged 18–40 from urban areas. Survey results are complemented by qualitative interviews and validation workshops that help unpack the social norms shaping attitudes, behaviours and advocacy. The survey asked respondents about their:

ATTITUDES	What they think
BEHAVIOURS	What they do
ADVOCACY	What they say
SOCIAL EXPECTATIONS	What they think is commonly practiced and socially approved

SNAPS examines gender equality across six domains



SNAPS 2024 was carried out by the Global Institute for Women's Leadership (GIWL) at the Australian National University in partnership with Investing in Women (IW), an initiative of the Australian Government, and was published in March 2026. The views expressed in SNAPS and derivative publications are the authors' alone and are not necessarily the views of the Australian Government. The Australian Government neither endorses the views in these publications nor vouches for the accuracy or completeness of the information contained within the publications.

[1] *This is the fourth SNAPS Report—following SNAPS 2018, 2020, and 2022. Building on previous iterations, SNAPS 2024 introduced updated and reframed survey questions to reflect evolving contexts and enable more nuanced and sophisticated analyses. Malaysia was also included in the survey for the first time in 2024.*

INDONESIA HIGHLIGHTS

SNAPS 2024 findings show strong support for gender equality in general in Indonesia. However, deeply rooted expectations continue to restrict equal sharing of caregiving and household roles.

Many Indonesians—especially women—endorse shared responsibilities, but misperceptions of what is commonly practiced or broadly endorsed continue to shape daily decisions, particularly around childcare and managing the home, leaving women with persistent multiple responsibilities when they enter or expand paid work.

Respondents frequently describe navigating expectations from parents, in-laws and religious communities when negotiating roles. Individuals may hold personal beliefs favouring equality yet hesitate to enact or vocalise these beliefs because of perceived social sanctions.

Across SNAPS waves since 2018, gender norms in Indonesia show slow and uneven change. Support for equality has grown, yet the male breadwinner and female caregiver models persist. Women with children increasingly report more equal childcare practice. Among men without children, aspirations for how caregiving and economic roles are shared at home have become more traditional. Economic pressures are nudging behaviours ahead of norms, but misperceptions and structural barriers continue to constrain lasting change.

Gender-Equal Attitudes

Most respondents agree that caregiving and economic roles should be shared equally across genders, with women showing consistently higher agreement than men (by around 10 percentage points).

Agreement with gender-equal sharing was highest around questions on Leadership, Childcare, and Job Suitability, with 90-92% of women and 81-84% of men showing support.

Support for gender equality is weakest in Earning Family Income. Only 63% of women and 50% of men favour gender-equal sharing of this role.

Compared to other countries, in Indonesia, **gender-equal attitudes are relatively higher in Childcare** but are the lowest in Earning Family Income.

Gender-Equal Behaviour

Despite strong attitudes, **gender-equal behaviours remain limited**, especially in Childcare, Housework and Earning Family Income.

Many respondents say **women still bear more caregiving and housework responsibility**. Around 32–36% of women and 42–46% of men report women doing most domestic tasks.

Both women and men report the **highest gender-equal sharing of roles when it comes to Dependent Adult Care**.

Fewer than half of women surveyed report equal sharing of income earning responsibilities; many say men do more.

Nearly half of unmarried respondents still expect men to take greater financial responsibility, reflecting a resilient male-breadwinner norm.

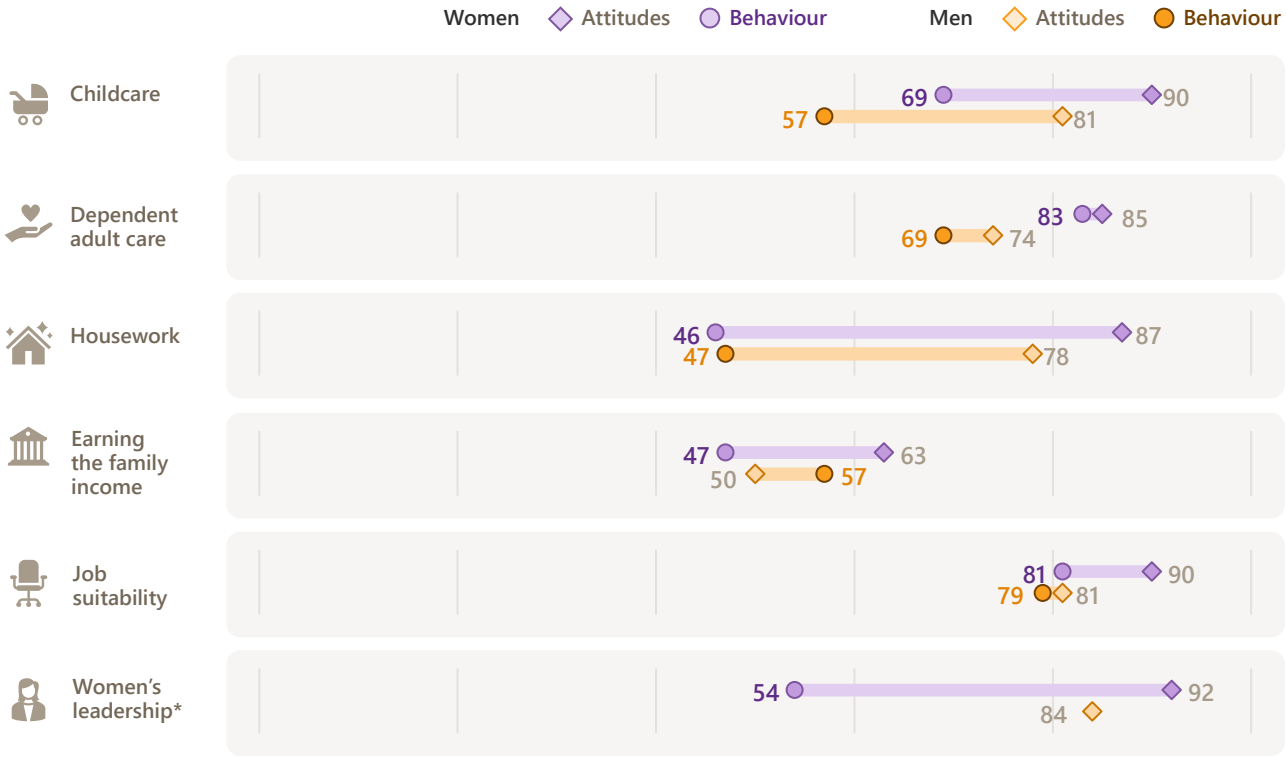
Attitude-Behaviour Gap

The attitude-behaviour gap is widest when it comes to the question on Women's Leadership, with 92% of women saying they believe leadership aptitude is not dictated by gender, but only 54% saying they are currently or aspire to be in leadership roles.

Although respondents hold positive views about gender-equal sharing of roles in Childcare, Dependent Adult Care, and Housework, these **attitudes do not consistently translate into behaviours.**

When it comes to Earning Family Income, men are **more likely to say they behave equally** than believe that this should be shared equally across genders.

Compared to other countries, **in Indonesia, the attitude-behaviour gaps are relatively higher** around the questions on Childcare and Housework (21-26 percentage points).



*Only women were asked the behaviour question on women's leadership.

Gender Equality Advocacy

- Women are 12–18 percentage points more likely than men to advocate for gender equality across both caregiving and economic roles.
- **Advocacy often exceeds both attitudes and behaviours**—for example, in Earning Family Income, advocacy is 8–15 points higher than respondents' own attitudes.
- Some individuals advocate publicly even when not fully practicing equality at home.
- **Advocacy is gendered**: Women risk criticism for promoting equality, while men face sanctions for violating traditional expectations and may choose to "support quietly."

Support for Gender Equality is Underestimated

Women consistently underestimate gender equal attitudes and behaviours among their peers across caregiving and economic roles, by 7–22 percentage points.

Men underestimate gender equal behaviours particularly in Dependent Adult Care (6 percentage points) and Job Suitability (11 pp).

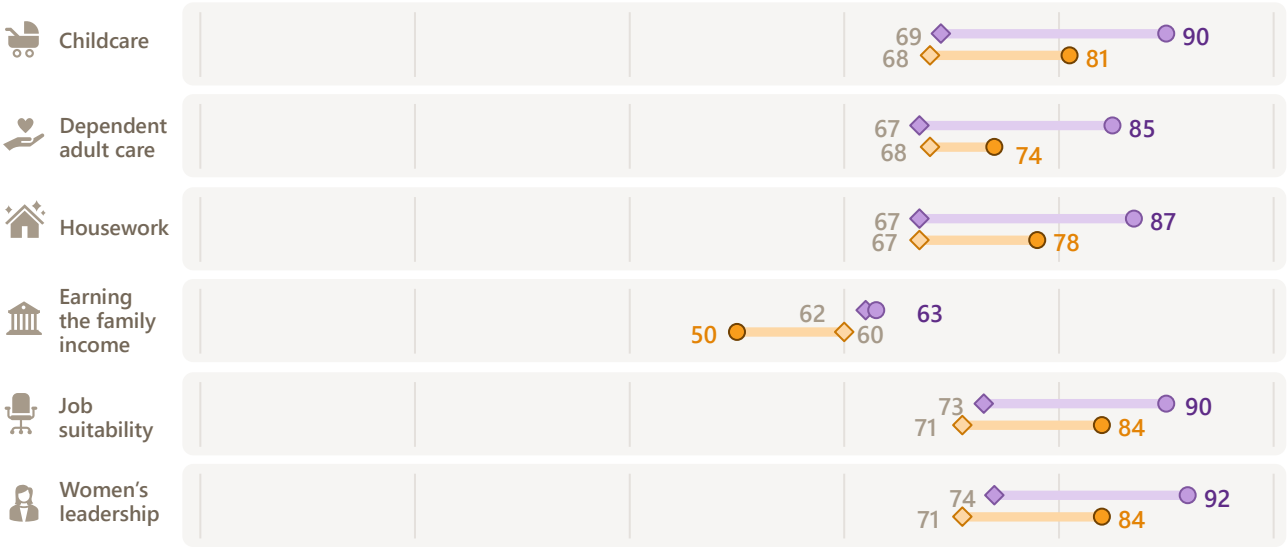
In **Childcare and Housework**, men underestimate support for equality (11-13 percentage points) but overestimate how common equal practice is (5-9 pp).

In terms of **Earning Family Income**, women and men overestimate the proportion of peers who already support or practice equal sharing.*

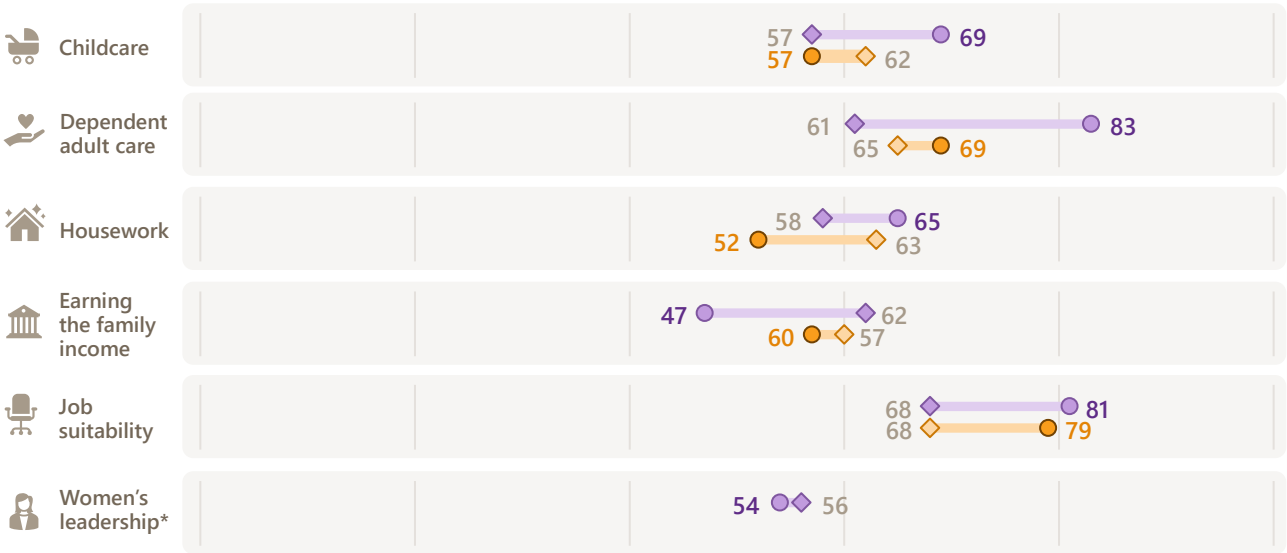
**Norms literature recommends not correcting favourable overestimates and instead reinforcing these with credible approval cues.*

Women ◇ Estimated ○ Reported Men ◇ Estimated ● Reported

Misperceptions of Gender-Equal Attitudes (%)



Misperceptions of Gender-Equal Behaviours (%)



**Only women were asked the behaviour question on women's leadership.*

Sociodemographic Influences

Age and Parental Status

Younger groups show more equal patterns. Marriage and childbearing often reinforce traditional roles for women.

Education and Employment

Higher education correlates with more equal attitudes and behaviours. Women's participation depends on family support and childcare access, otherwise many shift to informal work.

Media and Role Models

Gender-equal role models—at home, in media or in daily life—strengthen women's equal behaviours. Men's behaviours depend more on current networks and perceived sanctions.

Socio-economic Pressures

Rising living costs push dual-income arrangements but risk reinforcing the unequal distribution of responsibilities when caregiving norms remain unchanged.

Geography and Religion

Regional and religious contexts shape norms. Some interpretations reinforce traditional roles; others support women's education and work.

Patterns across Indonesia, Malaysia, the Philippines and Vietnam

Strong support for gender equality across all countries, with women consistently more supportive than men. Attitudes are especially positive for job suitability and leadership.

Gender-equal behaviours fall behind attitudes, especially in the Childcare and Housework domains. Equal sharing is most common in Dependent Adult Care, but remains uneven across contexts and other domains in domestic roles.

Advocacy does not always translate into public action due to social or political constraints. The alignment is clearer between advocacy and attitudes, than between behaviours and attitudes. Women advocate for gender equality more than men.

People underestimate how supportive others are, particularly in domestic roles. These misperceptions highlight the opportunity to strengthen gender-equal attitudes and behaviours within the communities by correcting misperceptions.

Gender-equal behaviours vary by gender, age, education, religion, region and role-model exposure. Women's behaviours are shaped more by upbringing and work status; men's behaviours reflect the expectations of their reference networks.

Structural supports and reference networks can help shift gender attitudes and practices. Access to flexible work arrangements, affordable care services and supportive partners and peer networks can enable equality in both caregiving and economic roles.

CONCEPTUAL FRAMEWORK

SNAPS is grounded in Cristina Bicchieri's theory of social norms. This theory distinguishes between independent preferences and conditional preferences, which are affected by social expectations. It helps identify where individuals' personal beliefs diverge from their behaviours.

The framework integrates the IW Women's Economic Equality (WEE) Model, which recognises that gender norms do not operate in isolation but intersect with structural and institutional factors such as labour market constraints, care infrastructure, workplace policies and cultural environments. When these structural enablers and constraints interact with norms, they shape how gender-equal attitudes translate—or fail to translate—into behaviour.

The analysis also incorporates concepts of pluralistic ignorance, where individuals misperceive the extent to which others support or practice gender equality, and positive deviance, which focuses on identifying and amplifying examples of gender-equal behaviour already present within communities. These concepts help reveal opportunities to shift expectations by showcasing visible, relatable examples of gender equality in action.

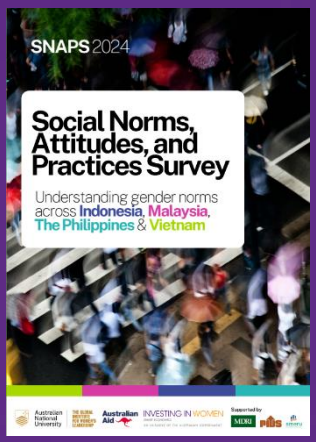
METHODOLOGY

SNAPS 2024 uses a mixed-methods design, combining quantitative and qualitative approaches to capture both the prevalence and the underlying drivers of gender norms. The quantitative component consists of an online survey of 8,000 urban respondents aged 18–40 across four countries. Samples were quota-balanced by gender. Representativeness quotas were used on age and region based on the latest population census per country.

In each country, the survey included 2,000 respondents, with questions covering gender-equal attitudes, behaviours, advocacy and social expectations related to caregiving and economic roles.

The qualitative component includes interviews, focus groups, and validation workshops with the general public, experts and stakeholders. These insights help contextualise quantitative findings and highlight nuance in how norms are understood and enacted.

Analyses include descriptive statistics, difference-of-means tests to identify misperceptions, and multivariate regressions to explore factors linked with gender-equal attitudes, behaviours, and advocacy. Latent profile analysis was used to reveal the interconnectedness between attitudes, behaviours, and advocacy, highlighting the complexity of these dimensions.



Click here or scan the code to download **SNAPS 2024.**

Click here or scan the code to download a related report on the **Future Demand for Care.**

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