

Social Norms, Attitudes,
and Practices Survey 2024

Understanding gender norms in **Vietnam**

April 2026

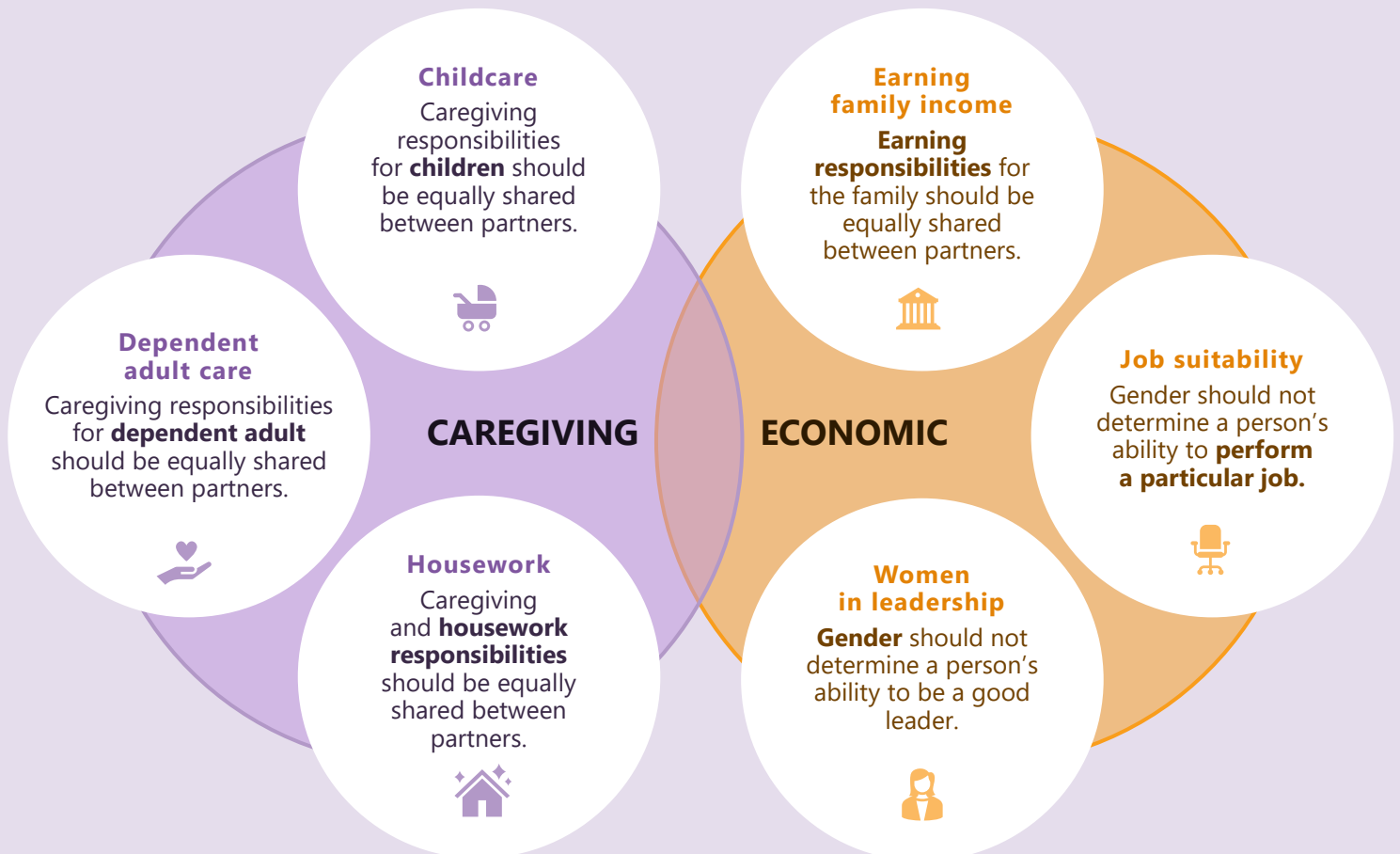
About SNAPS

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.

VIETNAM HIGHLIGHTS

Vietnam's SNAPS 2024 results point to a context where high support for gender equality intersects with long-standing cultural expectations around family, responsibility and respectability.

Respondents express particularly strong support for women's employment and leadership. Still, qualitative insights show that caregiving norms continue to shape household roles, especially for married women and those living with or near in-laws.

Economic participation among women is widely accepted, but expectations that women should maintain primary responsibility for domestic and emotional labour remain powerful. Many respondents describe balancing personal aspirations for equality with obligations toward family. This produces a dynamic in which gender norms are actively negotiated, with individuals balancing emerging egalitarian views and traditional expectations.

Across SNAPS waves since 2018, Vietnam shows gradual shifts in gender norms. Gender-equal attitudes remain high, yet aspirations for equality have declined since 2022, with both women and men increasingly expecting the other to take primary responsibility for childcare or earning. Despite this, reports of equal sharing have risen. Persistent underestimation of the support for gender equality and traditional expectations continue to limit faster transformation.

Gender-Equal Attitudes

Vietnam shows **strong support for gender equality across all domains** (with equal attitudes all higher than 85%), relatively the most progressive of the countries surveyed.

There are **notably high levels of gender-equal attitudes in Vietnam in the Earning Family Income domain**. In other countries, this is the domain where support is lowest.

Support for women's workforce participation is highly normalised, shaped by Vietnam's socialist history and expectations that women contribute to national development.



Compared to other countries surveyed, the **gaps in gender-equal attitudes between women and men also tend to be narrower in Vietnam** (and the Philippines).



Gender-Equal Behaviour

Despite progress, **gender-equal behaviour lags attitudes**, especially in caregiving domains.



Gender-equal behaviours are strongest in **Earning Family Income** (72-79%) and **Dependent Adult Care** (73-75%).

Results show the **lowest levels of gender-equal behaviours in Women's Leadership** (37%) and **Job Suitability** (43-53%).



Compared to other countries, **Vietnam's behaviours are among the lowest**, especially in Women's Leadership, Job Suitability, Childcare, and Dependent Adult Care.

Attitude-Behaviour Gap



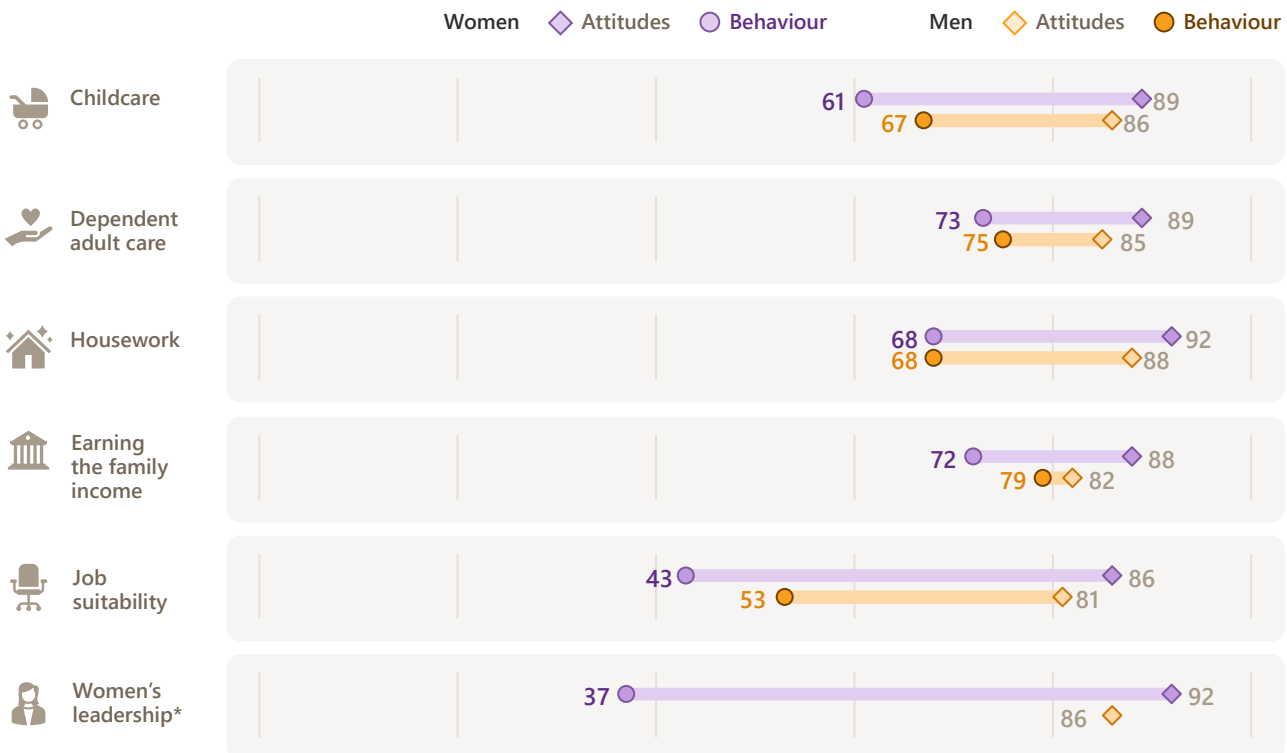
Compared to other countries surveyed, the **attitude-behaviour gaps are the widest in Vietnam.**



This gap is most pronounced in the **Women’s Leadership domain**, with women’s reported behaviour 55 percentage points lower than reported attitudes. This is the single widest attitude-behaviour gap across countries in SNAPS 2024.

The **attitude-behaviour gaps are also notable** in Job Suitability (28-43 percentage points), Housework (20-24 pp), Childcare (19-28 pp), Dependent Adult Care (10-16 pp), and Earning Family Income (3-16 pp).

In the **Dependent Adult Care domain**, gender-equal behaviours appear more commonly reported than attitudes, indicating other drivers of behaviour change.



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

Gender Equality Advocacy

- **Vietnamese women show strong personal advocacy**, driven by a sharp sense of fairness and desire for improved conditions for future generations.
- **Advocacy is shaped by visible role models**, highlighting opportunities for using social media and public discourse as levers for showcasing examples of gender-equal households.
- **Barriers include fear of backlash or suspicion around gender advocacy** in conservative settings, unequal power dynamics in families, and perceived futility of speaking out.
- **Women bear a disproportionate advocacy burden**, as men are less engaged and face fewer societal expectations to push for equality.

Support for Gender Equality is Underestimated

In Vietnam, **both women and men tend to heavily underestimate the levels of gender-equal attitudes** across all domains (by up to 18 percentage points).

There is **slight overestimation of gender-equal behaviours in the Childcare and Housework** domains, indicating visibility of positive deviance.*

Misperception is more pronounced in the Women's Leadership domain, where women overestimated gender-equal behaviours by 17 percentage points.

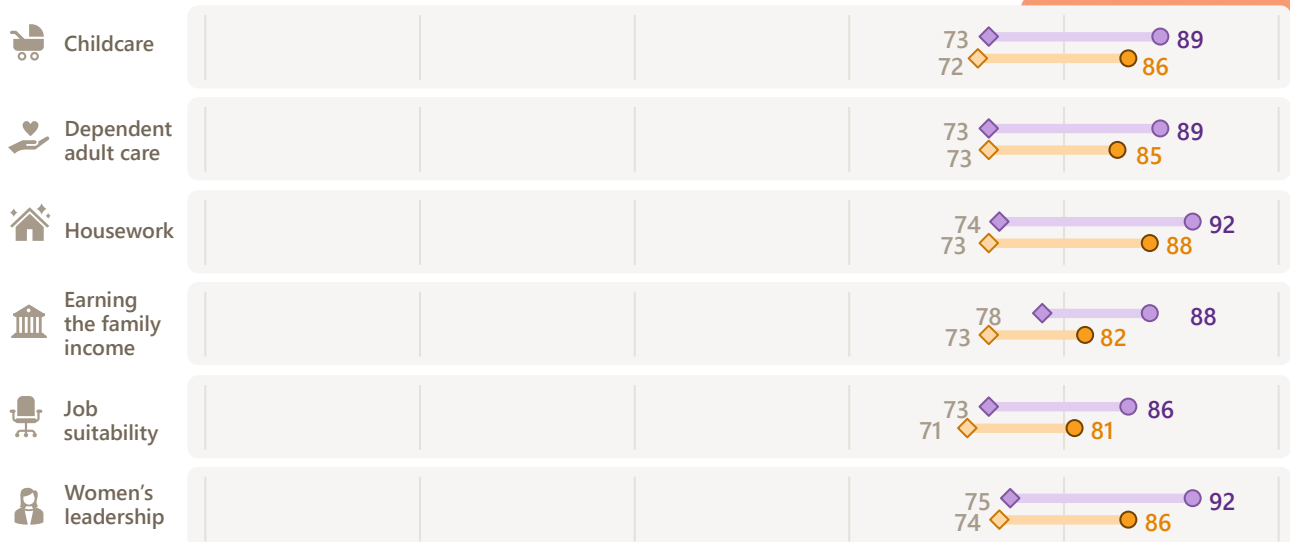


The **overestimation of gender-equal behaviours was also notable in the Job Suitability** domain (15 and eight percentage points for women and men, respectively).

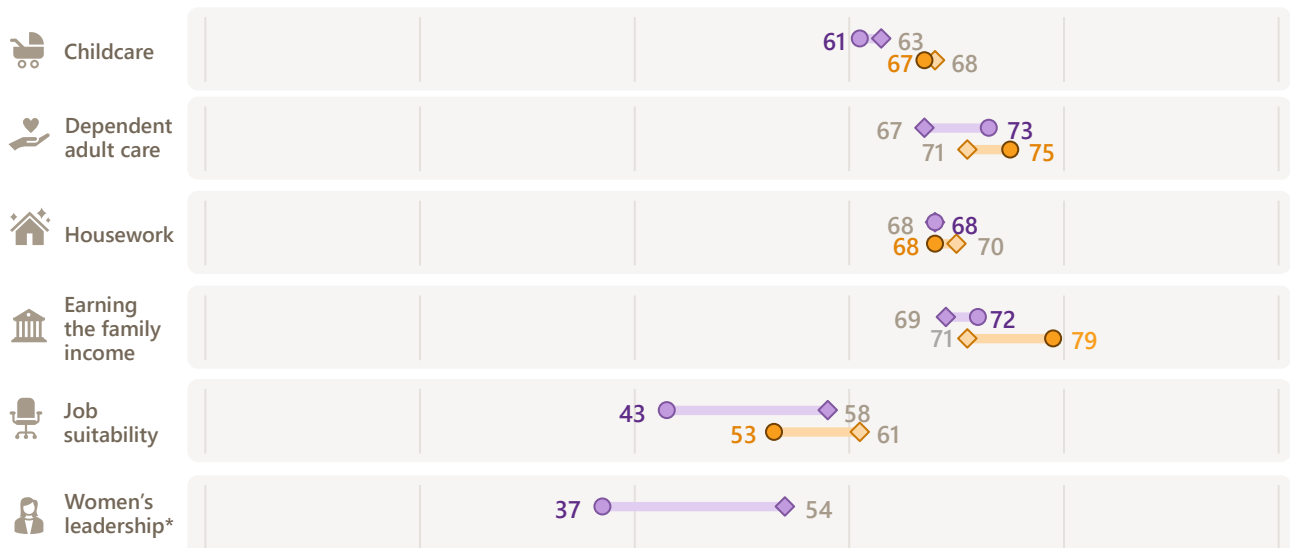
**Norms literature recommends not correcting favourable overestimates and instead reinforcing these with credible approval cues.*

Women ◆ Estimated ● Reported Men ◆ Estimated ● Reported

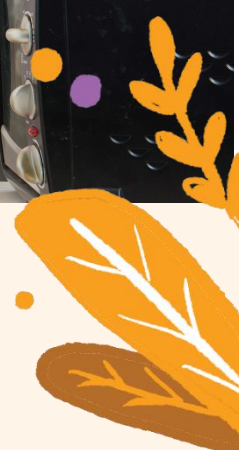
Misperceptions of Gender-Equal Attitudes (%)



Misperceptions of Gender-Equal Behaviours (%)



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



Sociodemographic Influences



Education

Higher education is strongly linked to more gender-equal attitudes and willingness to challenge traditional caregiving norms, especially among millennial women.



Income

Higher-income report more shared decision-making and more equal division of housework and childcare.



Age and Generation

Younger respondents, especially urban millennials, show stronger support for shared domestic roles and prioritise careers, even when deviating from expectations.



Structural Labour Market Factors

Reforms in Vietnam's labour laws and other policies create new structural openings for gender equality, but these changes have yet to shift household expectations at scale.



Care Infrastructure and Family Support

A lack of accessible care services and limited elder or childcare support constrains women's ability to translate attitudes into behaviour, reinforcing the unfair distribution of care 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.

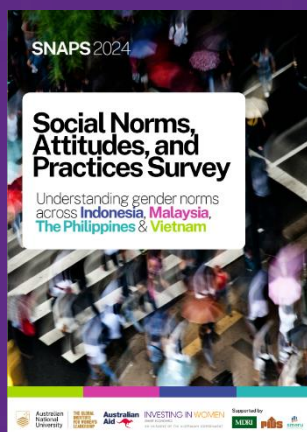
METHODOLOGY

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**.

