

Social Norms, Attitudes,  
and Practices Survey 2024

# Understanding gender norms in the Philippines

April 2026



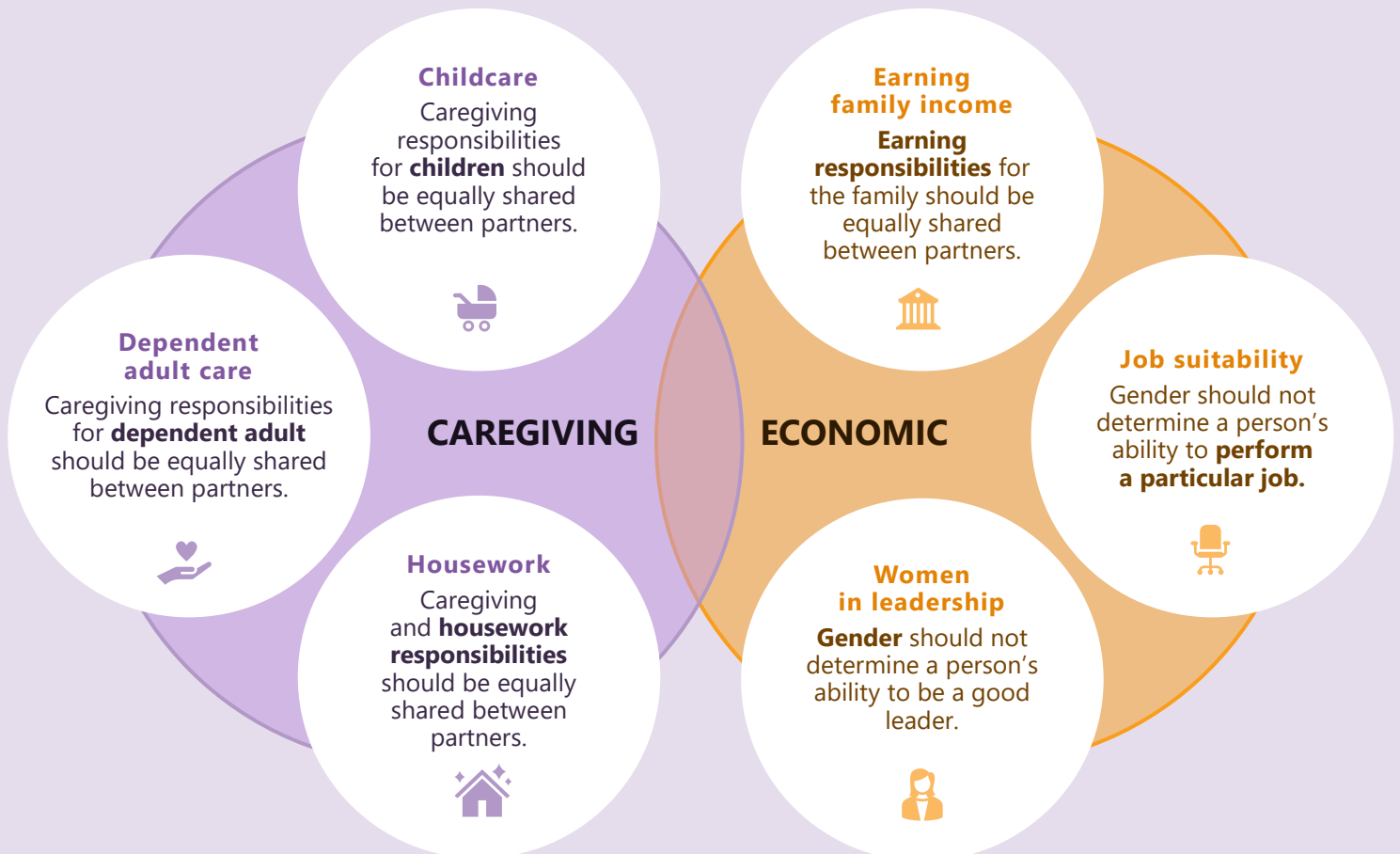
# About SNAPS

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.<sup>1</sup> 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.

<sup>1</sup> 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.

## PHILIPPINE HIGHLIGHTS

SNAPS 2024 shows strong gender-equal attitudes in the Philippines, but household roles remain structured and influenced by longstanding caregiving expectations.

Respondents across genders endorse shared caregiving and economic responsibilities, yet qualitative interviews show that women continue to be viewed as the primary carers and homemakers—even when employed.

There is a clear attitude-behaviour gap, which appear to reflect that individuals negotiate their aspirations for gender equality opposite enduring relational expectations.

For example, maintaining family harmony often shapes decisions more than personal beliefs, with individuals—especially women—modifying their behaviour to avoid conflict.

Across the SNAPS waves since 2018, the Philippines shows gradual but uneven shifts in gender norms, especially in childcare and earning roles. Unpartnered and child-free participants, especially women, expressed strong support for equal sharing of childcare and income earning roles, yet actual sharing among partnered participants remained much lower. Economic pressures are driving behavioural change ahead of norms, but entrenched expectations and misperceptions appear to continue to constrain lasting progress.

### Gender-Equal Attitudes

**Gender-equal attitudes are high across all domains** (between 73% to 92%). The level of support among women is consistently higher than that among men.

Support for gender equality is strongest in the domains of **Job Suitability** (85-92%) and **Women's Leadership** (87-91%).



The lowest levels of gender-equal attitudes were on **Earning Family Income** and **Dependent Adult Care** (73-79%).



The gender gaps in attitudes are most pronounced in **Earning Family Income** and **Job Suitability** domains (seven percentage points each).

### Gender-Equal Behaviour

**Gender-equal behaviours are prevalent in the Philippines** with levels of reported practice among respondents ranging from 53% to 79%. In almost all domains, more women than men report equal practice.

The **gap between women and men in terms of gender-equal behaviours is widest in Housework** (11 percentage points) and **Dependent Adult Care** (6 pp). In both domains, women report higher attitudes.

In the **Earning Family Income domain**, more men report gender-equal behaviours than women (8 percentage point difference).



The **lowest levels of reported gender-equal behaviours were in Job Suitability** (60%) and **Women's Leadership** (53%).





## Attitude-Behaviour Gap

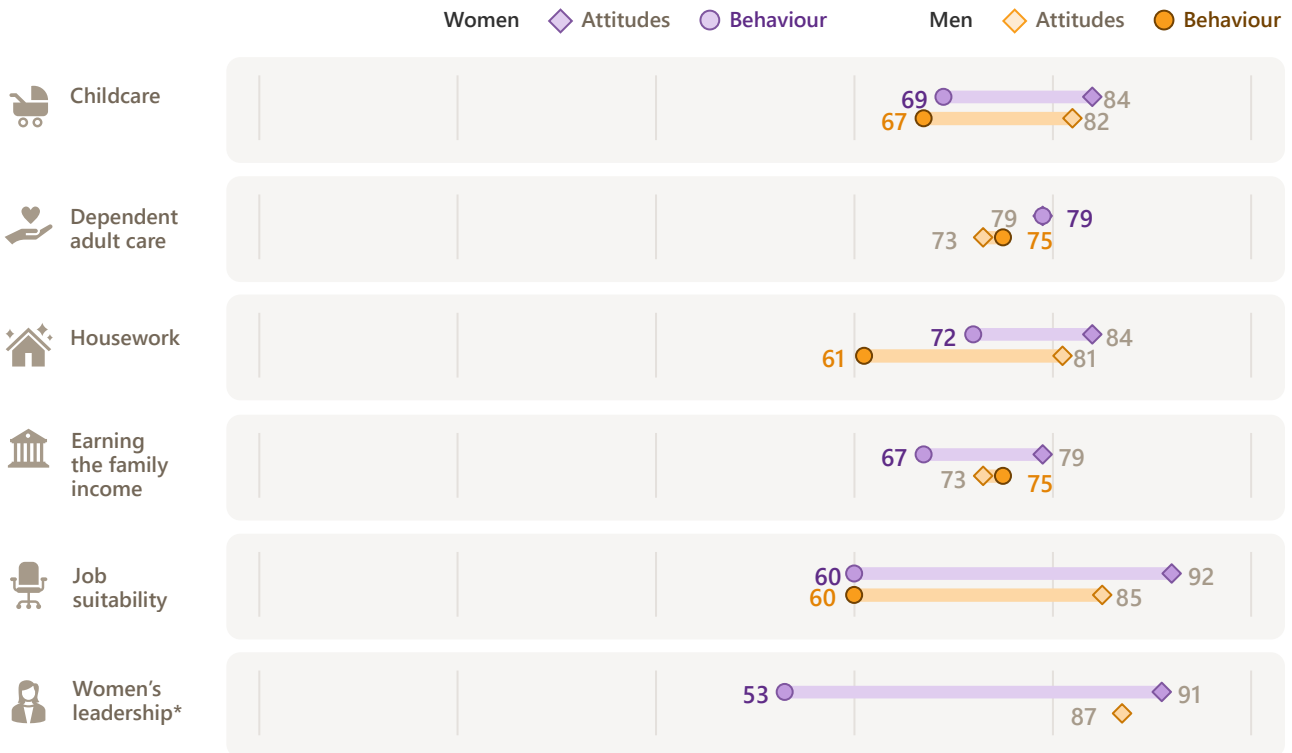
Although gender-equal attitudes and behaviours are both high, there is often a significant gap between them—**validating the hypothesis that attitudes do not always translate to behaviours**.

**This gap is most pronounced in the Women’s Leadership** domain, with women’s reported behaviour 38 percentage points lower than reported attitudes.



The **attitude-behaviour gaps** are also notable in Job Suitability (32 and 25 percentage points for women and men, respectively), Childcare (15 pp among both women and men), and Housework (12 and 20 pp for women and men, respectively).

In the **Earning Family Income** domain, men’s 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

- **Filipino women advocate for gender equality more actively than men**, both publicly and privately.
- **Fear of conflict limits private advocacy**, especially for women who anticipate backlash from partners, parents, or in-laws.
- **Public advocacy** (e.g., online, community networks) **feels more accessible** than negotiating equal sharing at home.
- **Advocacy aligns closely with gender-equal attitudes** but is constrained by relational and emotional risks.

# Support for Gender Equality is Underestimated

**Women and men underestimate gender-equal attitudes and behaviours** across almost all domains. These results highlight the **opportunity to correct misperceptions** to potentially address the attitude-behaviour gaps.

**Women more frequently underestimate their peers' gender-equal attitudes than men do.** This underestimation is clearest in Job Suitability (14 percentage points), Women's Leadership (13 pp), and Housework (11 pp).

**Women underestimate how common gender-equal behaviours are** in Dependent Adult Care (12 pp), Housework (6 pp), and Childcare (4 pp).

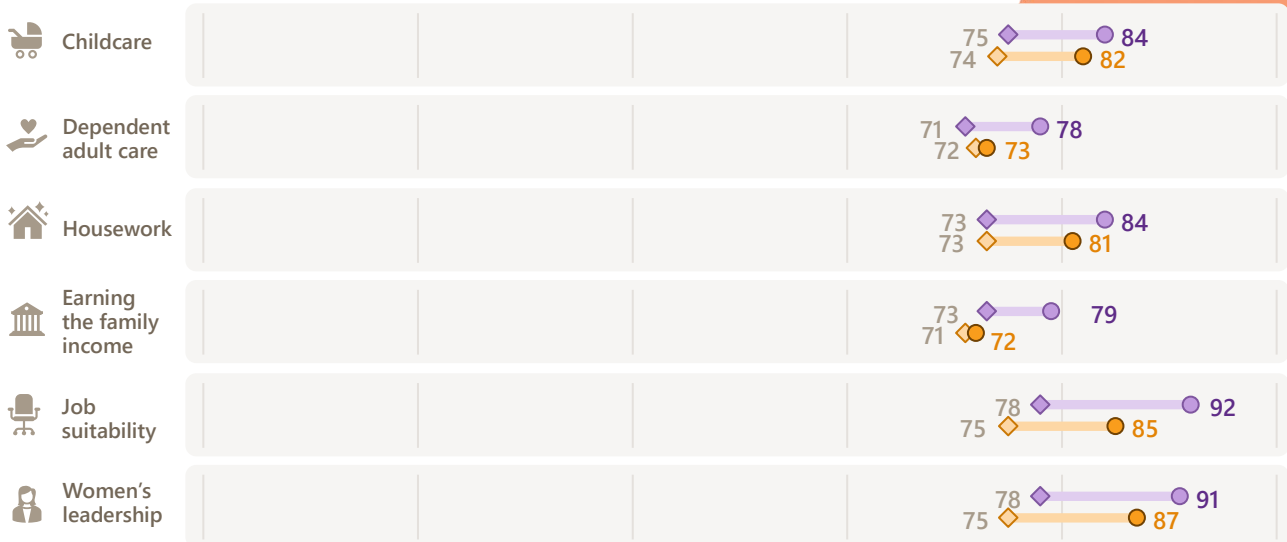


**Men tend to overestimate how common equal behaviours are**—especially in Housework (8 pp) and Job Suitability (6 pp). Women tend to overestimate the extent to which women are in leadership roles (7 pp).\*

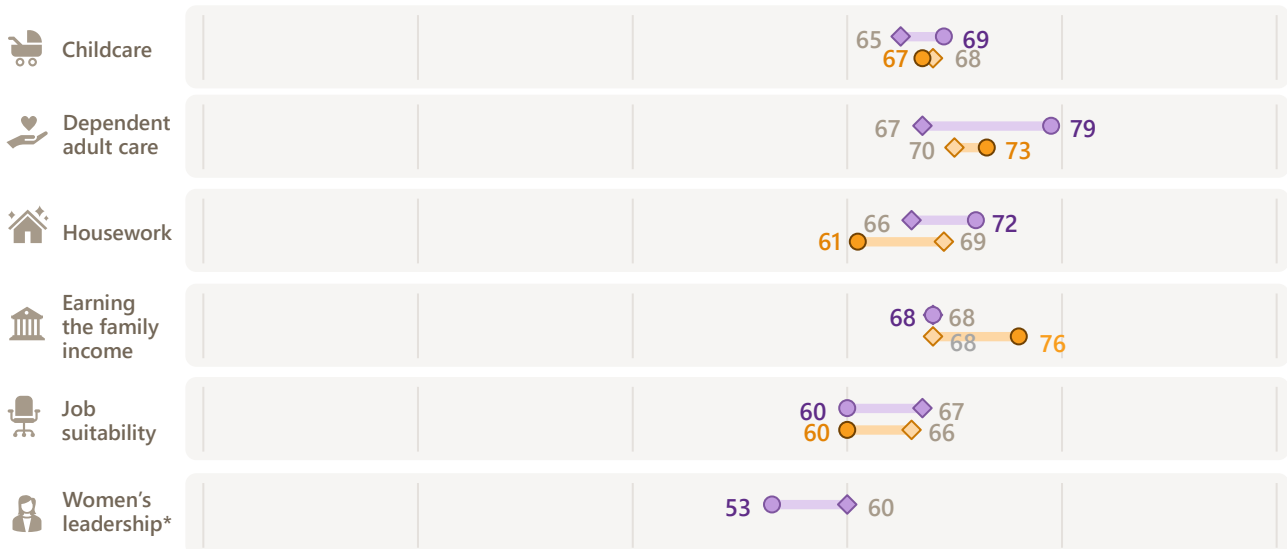
*\*Norms literature recommends not correcting favourable overestimates and instead reinforcing these with credible approval cues.*

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 and Employment

Post-secondary education and stable employment increase gender-equal attitudes and advocacy, especially among women.



### Age

Younger Filipinos (18–24) tend to show more gender-equal behaviours and advocacy.



### Upbringing

Exposure to parents who model gender equality increases women's likelihood of practicing and advocating for equality.



### Ethnicity and Region

Gender-equal behaviours are more common in Luzon, particularly Metro Manila. Norms that reinforce inequality like "utang na loob (debt of gratitude)" can be stronger in some regions.



### Media

Gender-equal narratives support progressive attitudes, while portrayals of women "doing it all" can sustain unrealistic expectations.

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.

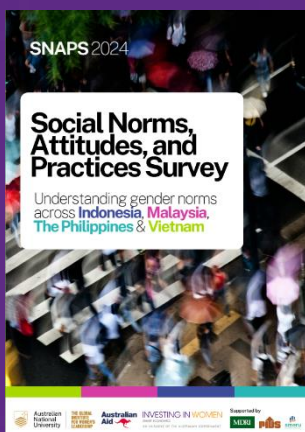
## METHODOLOGY

**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**.

