

YouGov

INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

**Australian
Aid** 

GENDER EQUALITY MATTERS 2020:

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



FIELD MAY 2020

ALIGN WEBINAR

Innovations in quantitative measurement of gender norms

13 October 2020

SURVEY FOCUS

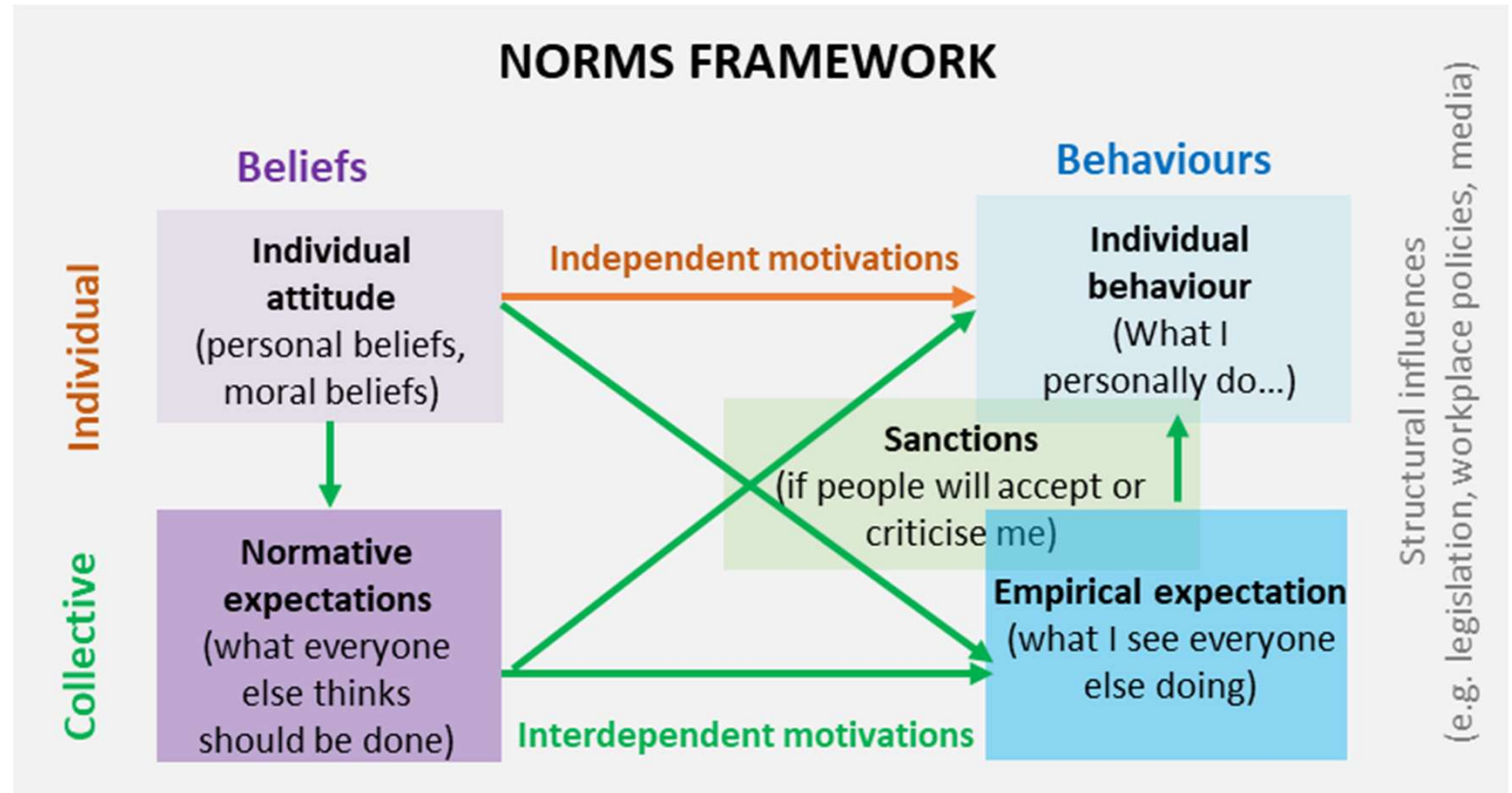
YouGov conducted online surveys with 6000 urban, millennial men and women across Indonesia, the Philippines and Vietnam in May 2020.

Focused on four key gender norms:

- **Norm 1 (Childcare and Housework):** Women's primary role perceived as carer for children and family members, home maker
- **Norm 2 (Breadwinning and Family Income):** Men's perceived role as primary income earner/ provider for the family
- **Norm 3 (Job segregation):** Perceptions that certain job types are more suitable for women and others for men, leading to occupational segregation
- **Norm 4 (Leadership):** Perceptions of women as better in supportive roles and men as better leaders



SURVEY FOCUS



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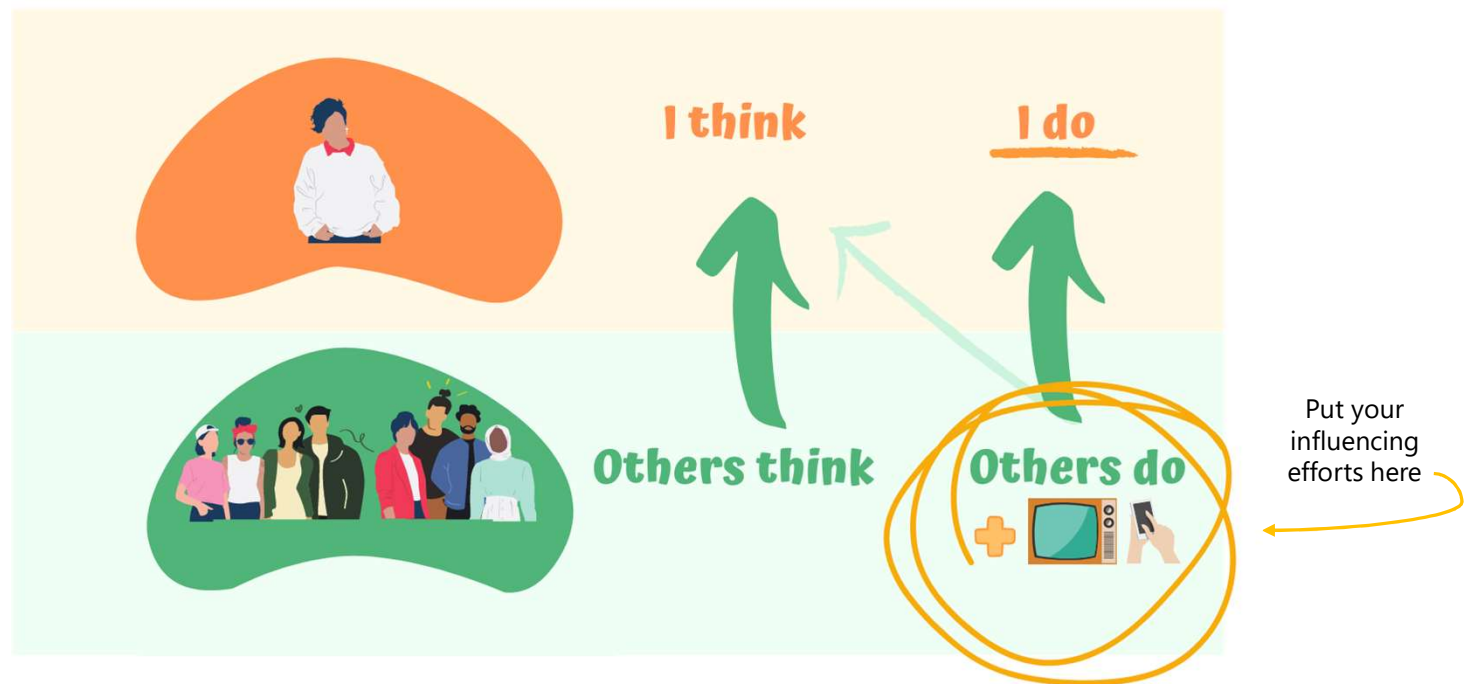
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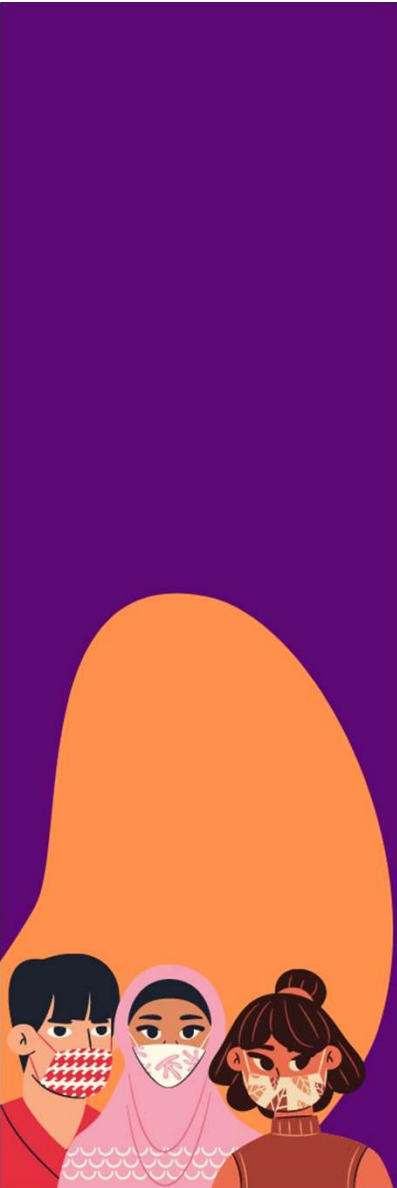
Survey question structure:

1. What do you think?
2. What do others you know think?
3. What do others you know do?
4. What do you do?
5. Would you be criticised if you acted against the traditional norm?
6. If so, by who?
7. Would their criticism matter to you?



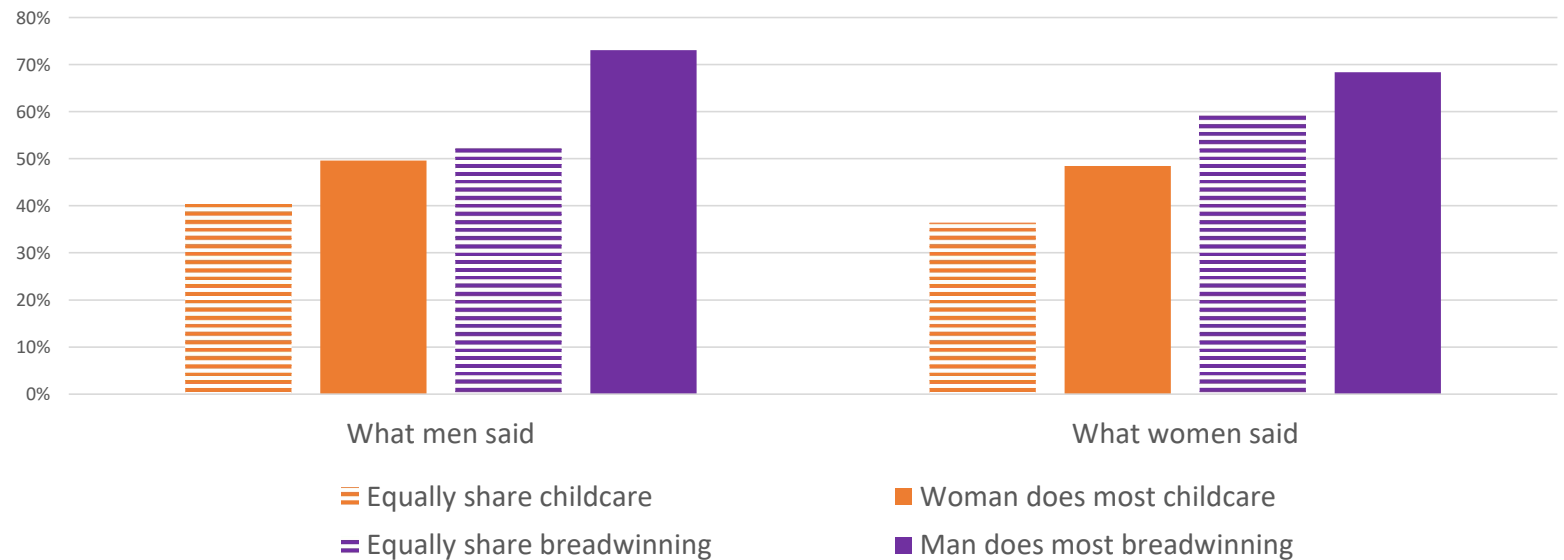
WHAT YOU SEE OTHERS DOING MATTERS





EQUALITY INFLUENCES RESILIENCE

Vietnam - Feeling pressure because of COVID-19 impacts



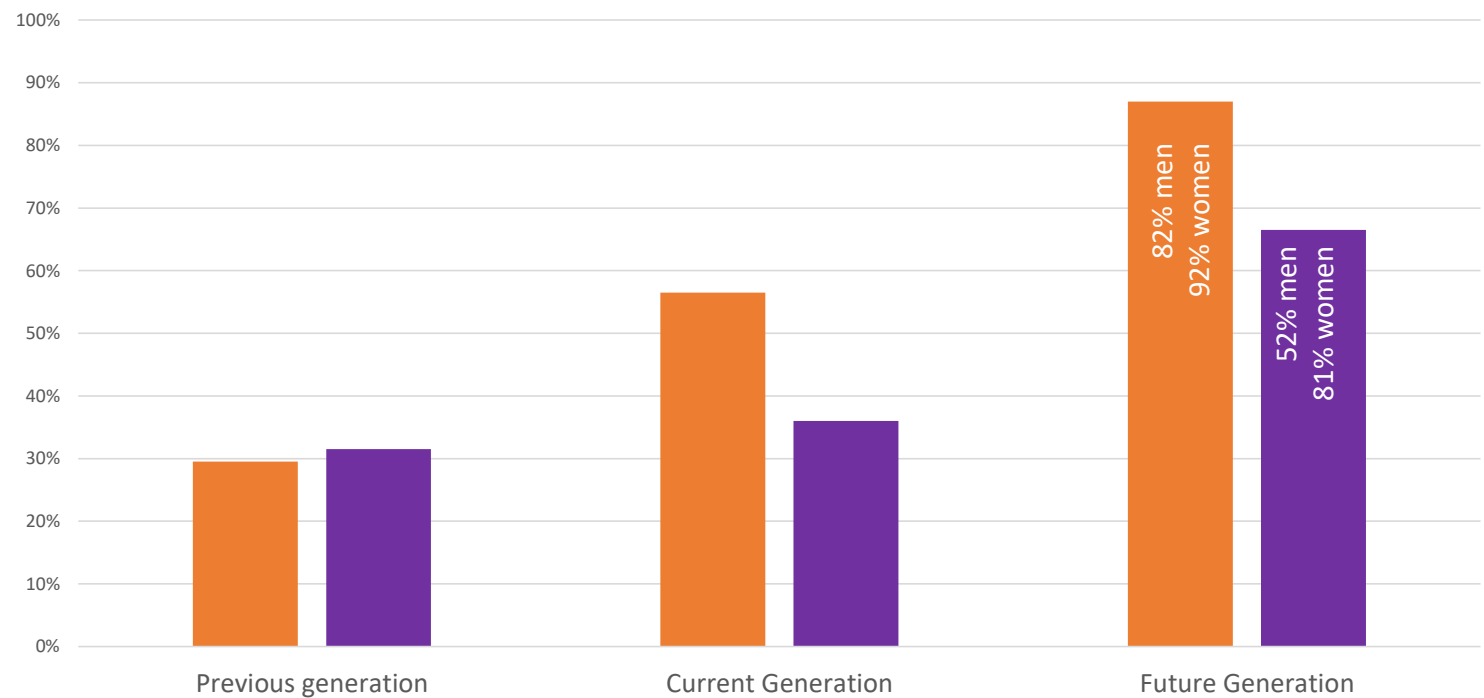
Questions asked:

'Because of COVID-19 impacts, do you feel more of less pressure to do housework and/or care for dependent children and family members?'

'Because of COVID-19 impacts, do you feel more or less pressure as an income earner in your family?'

GENDER EQUALITY AT HOME ON THE RISE

Philippines - Sharing **childcare** and **breadwinning** equally



LEADERS INFLUENCE EQUALITY AT WORK

Indonesia - Gender of leaders: Equal/progressive **personal attitude** and **boss preference** by leadership in own workplace



KNOW YOUR SEGMENT

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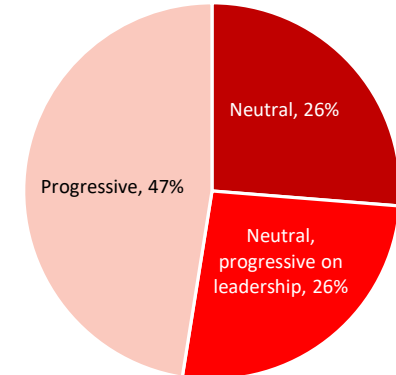
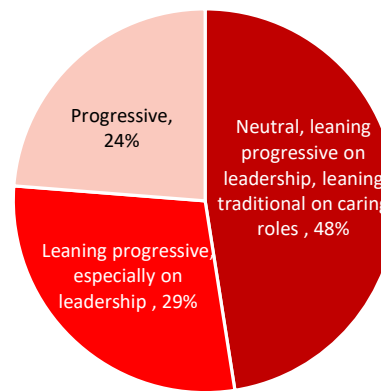
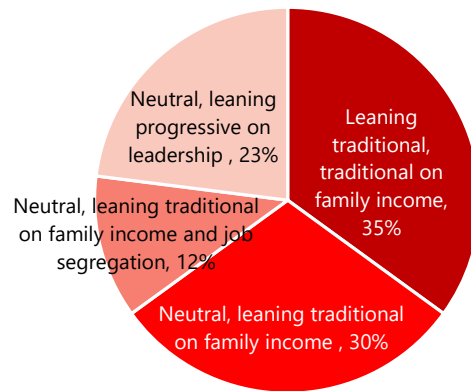
INDONESIA

PHILIPPINES

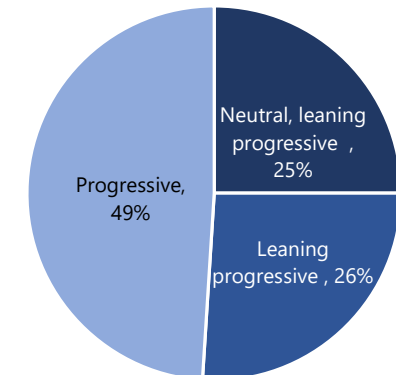
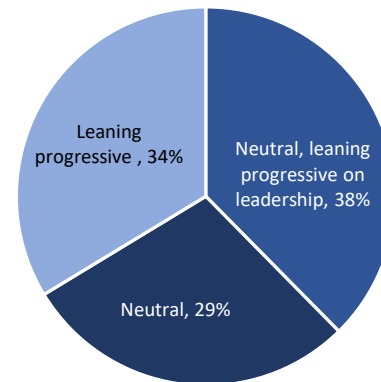
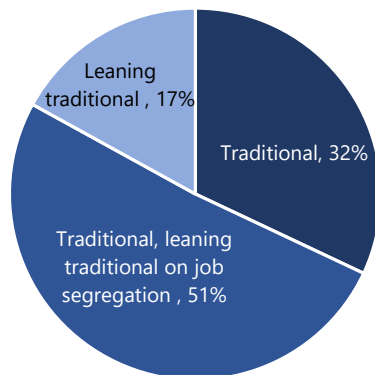
VIETNAM

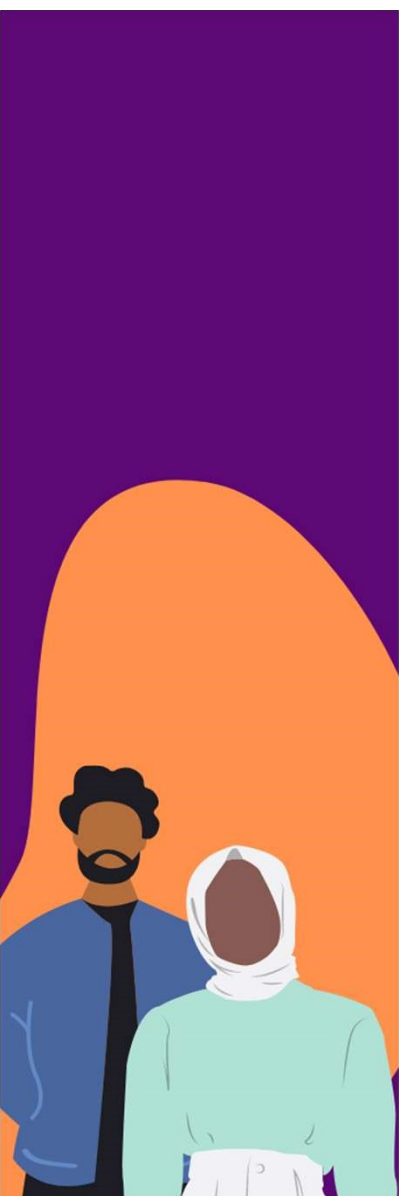


WOMEN



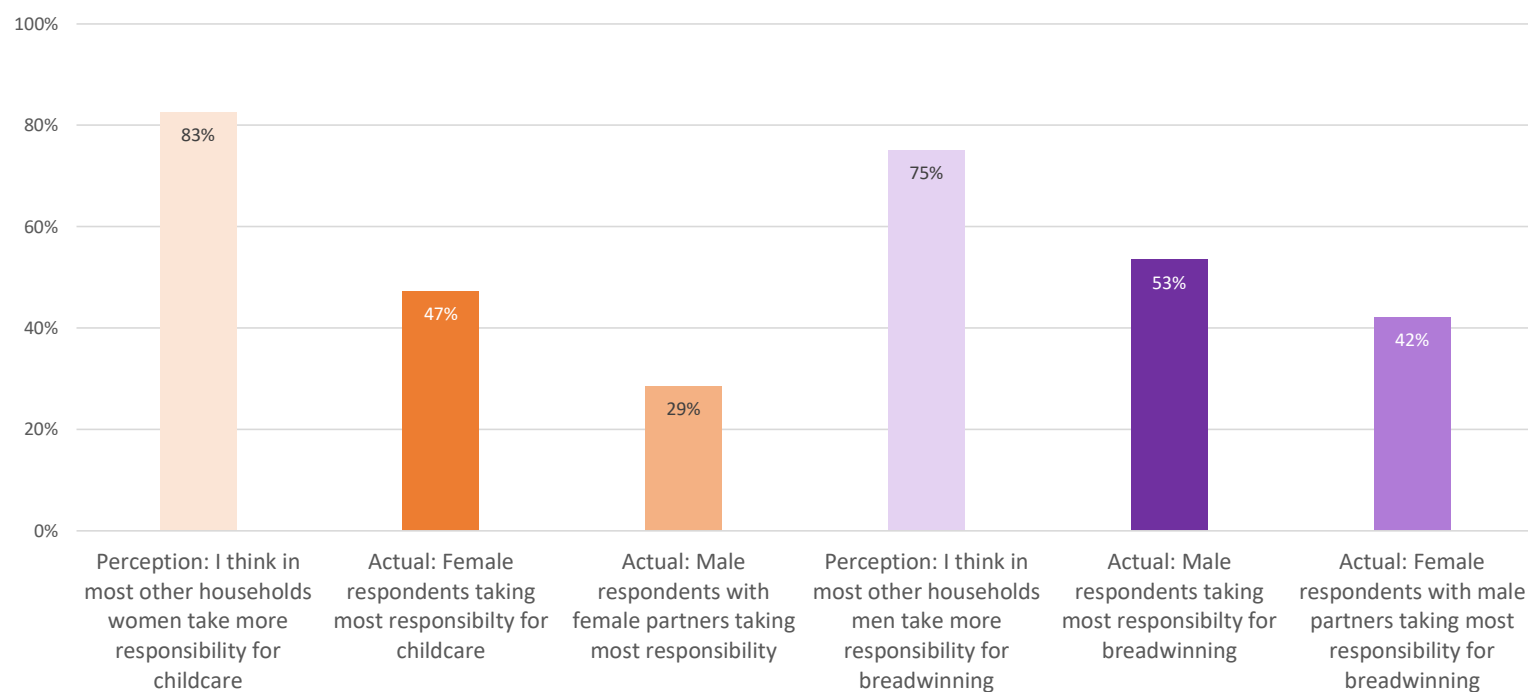
MEN





DRIVE HOME THE MESSAGE – ‘THERE’S MORE EQUALITY OUT THERE THAN YOU THINK’

Philippines - The share **childcare** or **breadwinning**





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THANK YOU!

Investing in Women, an initiative of the **Australian Government**, catalyses inclusive economic growth through **women's economic empowerment** in South East Asia.

www.investinginwomen.asia