



EXECUTIVE SUMMARY

MOMENTUM TOWARD EQUALITY:
RESULTS FROM THE INTERNATIONAL MEN AND GENDER EQUALITY
SURVEY (IMAGES) IN TANZANIA



ABOUT THIS STUDY

The International Men and Gender Equality Survey (IMAGES) in Tanzania included a population-based quantitative survey with women and men aged 15 to 49, as well as qualitative research focused on adolescents and young adults. Promundo-US produced this study in collaboration with Uzazi na Malezi Bora Tanzania (UMATI) and Tanzania Commission for AIDS (TACAIDS). Research partners included Economic Development Initiatives (EDI) Limited and Institute of Rural Development Planning (IRDP).

ABOUT THE INTERNATIONAL MEN AND GENDER EQUALITY SURVEY (IMAGES)

The International Men and Gender Equality Survey (IMAGES) is a comprehensive, multi-country study on men's and women's realities, practices, and attitudes with regard to gender norms, gender-equality policies, household dynamics, caregiving and fatherhood, domestic violence, sexual diversity, health, and economic stress, among other topics. Promundo and the International Center for Research on Women created IMAGES in 2008. As of 2018, IMAGES and IMAGES-inspired studies have been carried out in more than 40 countries, with more studies planned or underway. IMAGES is generally carried out together with qualitative research to map masculinities, contextualize survey results, and provide detailed life histories that illuminate quantitative findings. The questionnaire is adapted to country and regional contexts, with approximately two-thirds of the questions being standard across settings. For more information, see: www.promundoglobal.org/images.

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2018



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In spite of strong commitments, in Tanzania — as in much of the world — gender inequality and its negative impacts persist. Tanzania ranked 129 of 159 countries on the United Nations Development Programme’s 2015 Gender Inequality Index (UNDP, n.d.). Rates of violence against women remained unchanged between 2010 and 2015 (ICF, 2015), and gender gaps in literacy and in secondary and tertiary education enrollment and achievement persist (UNICEF, 2011), as do high rates of unmet needs related to family planning, adolescent pregnancy, early marriage, and violence against children (MoHCDGEC et al., 2016; UNICEF, CDC, & MUHAS, 2011).

At the root of many of these issues are gender expectations, norms, and power dynamics, which shape attitudes, behaviors, opportunities, and material realities. The goal of the International Men and Gender Equality Survey (IMAGES) is to provide data and insights to understand how gender and masculinities impact a wide range of well-being and development outcomes. IMAGES Tanzania includes both a population-based quantitative survey with more than 2,000 men and women aged 15 to 49 and a qualitative study focused on adolescents and young adults. The study is innovative in several ways: It is the first IMAGES study globally to include respondents under the age of 18, to collect time-use data, and to focus on the measurement of gender-related social norms in addition to individual attitudes.

FINDINGS FROM IMAGES TANZANIA

The results from IMAGES Tanzania show that much work remains to challenge and transform patriarchal norms and practices regarding women and girls’ value and roles in Tanzanian society. Mirroring global findings on gender equality, IMAGES findings in Tanzania affirm the relationship between how societies treat and value women and girls, and the ability of women and girls to have agency over their bodies, legal rights, health, decision-making, and many other areas. IMAGES Tanzania highlights how men and boys are also harmed by gender inequality from an early age through adulthood.

In terms of gender attitudes, most men and even more women generally reject a zero-sum view of equality. Only 21 percent of men and 16 percent of women feel that “more rights for women means that men lose out,” and less than 18 percent of men and only 13 percent of women feel that when women work they are taking jobs away from men.

Men and women are less supportive of equality, however, when it comes to day-to-day gender relations — in terms of gender roles in the household, power and decision-making, violence against women, sexuality and reproduction, and attitudes about sexual orientation and diversity. For example, 71 percent of women and 63 percent of men believe that a woman’s most important role is to take care of the home and cook for the family; about 90 percent of respondents said that they would not have a gay friend and that they would be ashamed if they had a gay son.

Men’s and women’s attitudes, practices, and circumstances are shaped in part by their childhood experiences, both positive and negative. In IMAGES Tanzania, men and women have divergent recollections of relationship dynamics in their childhood homes. Men are more likely than women to attribute decision-making power to their fathers (or their mothers’ partners), for example, with approximately two-thirds saying that the man had the final say in decisions on large investments such as a motorcycle, cow, or land, as compared to slightly less than half of women reporting this. At the same time, larger proportions of men than women reported that their fathers or other men in their childhood homes had ever participated in various domestic tasks; 54 percent of men and 42 percent of women reported that their fathers had ever participated in at least one of four “typically female” domestic tasks.

Men and women have widely varying views on some issues related to sexual and reproductive health. The nature of respondents’ reported first sexual experiences demonstrates a gap between men and women in their experiences and perceptions of sexual coercion and consent. While almost all sexually active men (94 percent) reported their first sexual experience as being “wanted” by both parties, significantly fewer women (77 percent) reported the same view of their first sexual experience. Twenty percent of women reported that the first time they had sex was either forced or coerced, as compared to just 3 percent of men who reported this.

In some areas related to sexual and reproductive health, men and women broadly agree. For example, around one-third of both male and female respondents think that it is a woman’s responsibility, not a man’s, to avoid getting pregnant. The data further suggest ambivalence among both men and women toward the use of family planning methods, and significant portions of both male and female respondents reported negative attitudes and misconceptions about contraceptives. Additionally, respondents — male and female, adult and adolescent — strongly disapprove of, and reported that their communities disapprove of, adolescent women having sex before marriage and men having multiple sexual partners, although reported attitudes and norms are less permissive than reported community practices.

Women continue to do the bulk of household tasks in Tanzania, although men and women disagree on the extent to which this is the case. Time-use data showed that across the full sample – including both cohabitating couples and adolescents still living with their families – women spend an average of nearly 30 hours per week on cooking, cleaning, doing laundry, fetching water, and going to the market, while men spend just over 12 hours per week on these tasks. In response to a question on how they perceive the division of labor in their household, 96 percent of women said that they do more household work than their partners, while only 68 percent of men agreed.

Men's participation in household tasks has intergenerational benefits: Consistent with research from around the world, men in Tanzania whose fathers ever participated in household tasks are significantly more likely to currently participate in these tasks. Forty-five percent of men whose fathers participated in household tasks in their childhood homes reported that they themselves now perform these tasks, as compared to 29 percent of men whose fathers did not participate.

The findings also confirm that — as in other contexts where IMAGES has been carried out — women in the sample do the vast majority of caregiving, men have some involvement, and women and men disagree about the level of men's involvement. While 61 percent of men and 43 percent of women reported that men play an equal or greater role in the daily care and supervision of children, the vast majority of both genders said that women generally do the routine childcare tasks like diapering, feeding, and bathing. Men, and to a lesser extent women, reported greater male participation in helping with homework, talking about personal matters in the child's life, and using physical and verbal discipline. For example, 29 percent of men reported that they always or usually help the child with homework, while only 8 percent of women reported that their partner always or usually does this task. Overall, men are much more likely than women are to report that childcare tasks are shared equally or done together.

Rates of men's controlling behaviors in intimate partner relationships are high in Tanzania, as reported by both men and women. Three in four men reported using at least one controlling behavior with their current or most recent intimate partner, such as the man having more say in important decisions affecting the couple, needing to know where the woman is all the time, or expecting his partner to agree to sex when he wants it. Four in five women reported that their partner used at least one of these behaviors. Men are less likely than women are to report conflict in their relationship. When asked how often they argue with their current or last partner, twice as many men as women reported that they never argue, and only 3 percent of men (as compared to 19 percent of women) reported that their arguments take place often. Many women also reported frequently being afraid of their partner — nearly one in four (23 percent) said that they fear him often or all the time.

Findings from IMAGES Tanzania show high lifetime rates of intimate partner violence, with large differences between men's reported perpetration and women's reported experiences. Two in five women reported ever experiencing physical violence or economic violence, one in three reported sexual violence, and over 60 percent reported emotional violence. In contrast, rates of men's reported perpetration of physical and emotional violence are half that of women's reported experiences; in the case of sexual violence, men's reported perpetration is about ten times lower than women's reported experiences. Given that women's reported rates of violence are generally consistent with other studies in Tanzania, it is likely that men are underreporting their use of violence. This may be related to a number of factors, including social desirability in responding to the interview questions and awareness of increasing attention to violence prevention and response; these rates should be interpreted with caution and in the context of women's much higher reports.

Across the spectrum of areas measured by IMAGES, individuals generally reported personal attitudes that are more progressive than their perceptions of behaviors and expectations in the community. It is possible that in the context of the study, individuals wanted to appear more gender equitable and to provide what they perceived as the “socially desirable” response. However, it may also be that there is a difference between individuals’ attitudes and their perceptions of their communities, which is consistent with qualitative findings suggesting a plurality of opinions and experiences. These differences between personal attitudes and perceptions of the community offer an important space and opportunity for change.

LOOKING FORWARD

The findings from IMAGES Tanzania illuminate potential areas for pushing the gender-equality agenda forward in the country. Recommended short- to medium-term actions based on the results include:

- **Combine efforts to promote gender equality with income security:** IMAGES Tanzania finds high rates of economic hardship, as reported by both men and women. Gender-transformative programming and violence-prevention efforts in Tanzania, as in many other places, will likely achieve greater impact if they account for food insecurity and economic stress, for example, through the provision of cash, food, in-kind transfers, or income-generation supports.
- **Build on existing gender-equitable attitudes and behaviors, as well as their intergenerational transmission:** IMAGES Tanzania finds that individuals with educated mothers, educated fathers, or fathers who modeled equitable decision-making — as well as men exposed to more media — demonstrate more equitable gender attitudes. There is momentum towards gender equality in Tanzania, including among men, and campaigns, interventions, and policies should emphasize and work to speed up this momentum, with a focus on parenting that models respect and equality. Positive, or non-deficit, approaches that encourage men’s existing beliefs in equality are also more likely to be effective.
- **Use perceived changes in social norms to inform violence-prevention campaigns and interventions:** Men’s low reported use of intimate partner violence compared to women’s rate of experiencing it suggests that men know violence is socially unacceptable. While a perception that social norms are changing is positive, these shifts may be insufficient to drive changes in men’s practices and use of violence. However, social-norms-change approaches can provide a strong foundation for bystander or related interventions that educate men to act on what they know or perceive is “right.” Future campaign work targeting men can emphasize the positive: “You agree that violence is wrong. Now let’s put an end to it.”

- **Engage men as fathers to support adolescent sexual and reproductive health and rights:** Men are generally supportive of adolescents’ access to and use of contraception, suggesting opportunities to engage men as fathers, alongside mothers, in promoting adolescent sexual and reproductive health and rights, including support for adolescents’ sexual decision-making and contraceptive use.
- **Build on positive attitudinal change to facilitate transformation of social norms:** Women and men consistently hold more equitable views and are more supportive of equality for women than they perceive individuals in their community to be. This provides a tremendous opportunity for building on men’s and women’s willingness to question community norms, as well as to design community and national campaigns emphasizing that many individuals already agree with equality.
- **Ensure prevention of intimate partner violence includes a strong focus on interventions for parents and couples:** IMAGES Tanzania finds that childhood exposure to violence, quarreling, or generally high-conflict partner relations and economic stress is strongly related to men’s use of violence against women. This suggests the importance of community and couple-focused approaches, which promote communication and more equitable power dynamics, as well as approaches that include income-generation activities or economic supports. In addition, the high rates of acceptability, self-reported use, and experiences of violence against children — together with women’s high reported rate of experiencing intimate partner violence, and men’s low reported participation in childcare — suggest the importance of prevention interventions that include parent training with a gender-transformative approach.
- **Remember that Tanzanian fathers do care and want to care:** Caring for children is the household task in which men most reported participating and which is apparently the least stigmatizing, affirming that promoting men’s equitable participation in caring for children and other household members may be one of the most strategic points of entry for promoting gender equality and achieving significant reductions in violence against children and women in Tanzania.

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