

# **IMAGES Country Study Documentation**

# **Brazil**

**2011**

# 1

## KEY OBJECTIVES

The Men and Gender Equality Policy Project (MGEPP) is a multi-year, multi-country effort to gather evidence and raise awareness among policymakers and program planners of the need to involve men in gendered ways as part of health and development agendas. A key component of the project has been the International Men and Gender Equality Survey (IMAGES), one of the most comprehensive efforts of its kind to gather household survey data on men's attitudes and practices – along with women's opinions about and experiences of men's practices – on a wide variety of topics related to gender equality.

IMAGES is a comprehensive household questionnaire on men's attitudes and practices – along with women's opinions and reports of men's practices – on a wide variety of topics related to gender equality. From 2009 to 2010, household surveys were administered to more than 8,000 men and 3,500 women ages 18-59 in Brazil, Chile, Croatia, India, Mexico and Rwanda.

# 1 KEY OBJECTIVES

Topics in the questionnaire included: gender-based violence; health and health related practices; household division of labor; men's participation in caregiving and as fathers; men's and women's attitudes about gender and gender related policies; transactional sex; men's reports of criminal behavior; and quality of life. This report focuses on the initial, comparative analysis of results from the men's questionnaires across the six countries, with women's reports on key variables.

The overall goal of IMAGES is to build understanding of men's practices and attitudes related to gender equality in order to inform, drive and monitor policy development to promote gender equality by engaging men and women in such policies. IMAGES seeks to assess the current practices and attitudes of men on a range of issues related to gender equality.

# 2 DATA COLLECTION

IMAGES followed standard procedures for carrying out representative household surveys in each participating city in Brazil. The survey was carried out in one or more urban settings in each country with men and women ages 18-59, guided by the following parameters:

The men's questionnaire has approximately 250 items and took from 45 minutes to an hour to apply; the questionnaire for women is slightly shorter and took from 35 minutes to an hour to administer. The survey instruments were pretested in the participating countries and the study protocol was approved by ICRW's institutional review board (IRB) and by in-country IRBs, when such existed.

# 2

## DATA COLLECTION

The survey instrument was designed to be relevant for adult men and women in stable, co-habiting relationships as well as those not in a stable relationship; women and men who define themselves as heterosexual as well as men and women of different sexual orientations and practices; and women and men who have children in the household (biological or otherwise) and those who do not.

Stratified random sampling and probability proportion to size (PPS) sampling methods were used within each neighborhood or community to ensure the inclusion of adequate sample sizes by age and residence.

# 3

## SAMPLE SIZE AND LOCATION

IMAGES Brazil was conducted in two sites in the metropolitan area of Rio de Janeiro: Maré, a low income community and Vila Valquiere, a middle-income community.

The sample size was calculated based on data from the Census 2000 – IBGE.

A stratified proportional household sample was used in each of communities with a sampling error of 5 percent.

The survey instrument was administered by fieldworkers who conducted face-to-face interviews with a total of 750 men and 448 women ages 18-59 between both communities.

# 4

## RESPONSE RATE

The refusal rate was 10 percent in Maré and 45 percent in Vila Valquiere.

The data collection took nearly four months. There were more difficulties in the middle-income community due to high refusal rates.

# 5

## WEIGHTING PROCEDURE

No additional information available in this section.



# 6

## MISSINGNESS ASSESSMENT

IMAGES was carried out as a city-based, random household survey. The findings presented here are representative of individual cities where the survey was carried out and not of the country as a whole. Throughout this report, city data are aggregated in order to present overall percentages for each country, but the initial results presented here are, strictly speaking, only representative of their city or neighborhood settings.

Other limitations to IMAGES include the length of time it took for an individual to respond to the entire questionnaire, which led to fatigue on the part of interviewers and respondents in some contexts, as well as the challenge of getting middle-class households to respond in most settings.

Although all participating countries included questions on all the themes that make up IMAGES, the questionnaire is not identical in all countries, thus data is not available from every country for every question.

# 7

## QUALITY CONTROL

Double-back translation of the questionnaire was carried out to ensure comparability and consistency of questions across settings. Some country-specific questions were included; some countries excluded items due to local political or cultural considerations.

The questionnaire in Brazil was an interviewer-administered paper questionnaire.

Standard procedures were followed for ensuring anonymity and confidentiality.

# 7

## QUALITY CONTROL

All research sites followed standard WHO practices for carrying out research on intimate partner violence in terms of offering referrals and information for services and special training of interviewers. Following these guidelines, men and women were not interviewed from the same household in any of the research sites. More sensitive questions were asked later in the questionnaire, and some key variables were included in multiple questions (to compare and thus be more informed in affirming validity). The questionnaire was pre-tested in all the settings prior to application.

In all settings, male interviewers interviewed male respondents and female interviews interviewed female respondents. Survey locations were chosen to represent different contexts in each country to achieve a mixture of major urban areas and a secondary city or cities. Within a survey location, neighborhoods or blocks were chosen based on population distributions from the most recent census data.

# 8

## INTERVIEWER TRAINING

The men's questionnaire contained 343 questions with a mean time of 43 minutes of application while the women's questionnaire contained 255 questions and a mean time of 32 minutes of application. All respondents had to sign an informed consent form before application of the questionnaire.

Eleven male and seven female interviewers were trained for 8 hours. Along with training on application of the survey instrument, they also received preparation on research techniques, data collection and ethical issues.

# 9

## DATA COLLECTION PARTNER

**Instituto Promundo** is a Brazilian-based, non-governmental organization with offices in Rio de Janeiro, Brazil, Goma, Democratic Republic of the Congo, and Washington, DC, USA, that work in collaboration to promote caring, non-violent and equitable masculinities and gender relations in Brazil and internationally.

**The International Center for Research on Women (ICRW)** is a global research institute with headquarters in Washington, D.C., and regional offices in New Delhi, India and Kampala, Uganda. Our research evidence identifies women's contributions as well as the obstacles that prevent them from being economically strong and able to fully participate in society. ICRW translates these insights into a path of action that honors women's human rights, ensures gender equality and creates the conditions in which all women can thrive.

# 10 ETHICAL APPROVAL

The background features a dark teal color with a faint, sketchy illustration of a person's face and hands. The face is drawn with simple lines, showing the eyes, nose, and mouth. The hands are positioned near the face, with fingers slightly spread. The overall style is minimalist and artistic.

Ethical procedures of this study's protocol was approved by ICRW's institutional review board (IRB).

# 11

## NOTES ON STUDY

This report focuses on men's attitudes and practices related to relationship dynamics, parenting and caregiving, health-related practices and vulnerabilities, violence (intimate partner violence and other forms), transactional sex and attitudes toward existing gender equality policies.

This report focuses on descriptive statistics and bi-variate analyses of the associations between educational levels, economic or work-related stress, gender related attitudes, and age and these practices. In all cases where statistically significant differences are reported, these are at the  $p < .05$  level as assessed using the Pearson's chi-square test. IMAGES is not a longitudinal study; nonetheless, by comparing responses stratified by age groups we can make some inferences about generational change.

# 11

## NOTES ON STUDY

Overall, IMAGES results affirm that gender equality should be promoted as a gain for women and men. Change seems to be happening as younger men and men with higher levels of education show more gender-equitable attitudes and practices. Men who report more gender-equitable attitudes are more likely to be happy, to talk to their partners and to have better sex lives. Women who report that their partners participate in daily care work report higher levels of relationship and sexual satisfaction. Findings suggest that most men in most of the survey sites accept gender equality in the abstract even if they are not yet living it in their daily practices.





# IMAGES

International  
Men and Gender  
Equality Survey