

# HIDDEN VOICES SPEAK LOUDER THAN YOU THINK

A behavioral science lens for understanding female labor force participation in Jordan.

**1** **60%** of non-working women aspire to work but only **12%** of them actively look for work.

**2** Though people think **63%** of society are okay with women working **96%** actually are.

**4** **53% of women** think that their husbands are okay with women working in mixed gender environments. the reality is that

**only 23%** of the husbands find it okay.

**3** **1 out of 4** women who stop working do so because they got married.

**5** **3 out of 4** people think that a woman works because her family is financially unsuccessful.

**6** People expect that it's socially acceptable for a mother to go back to work only after her child is at least **4 years old**

**7** **Only 17%** of men are okay with working mothers returning from work after 5pm.

At **14%**, Jordan's female labor force participation is among the lowest in the world.  
Jordan could **boost its GDP by 10% if 25% of women** joined the labor force.

