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.

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

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.

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.

8. 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.