ABSTRACT

This study aimed to determine gender prejudices associated with occupational roles, personality characteristics, and activity interests; and to determine if there are significant differences among socio-economic status, age, sex, and civil status of the respondents. Two hundred thirty-one respondents were the subjects of this descriptive study which were randomly selected from Malabon. A survey research design was used to gather the needed data. Statistical tests used included the Chi-square, to measure significant differences, the Cramer's coefficient, and the Phi coefficient, as measures to the strength of the relationships. Significant differences were obtained from age and civil status under occupational roles; from socio-economic status under personality characteristics and activity interest, using a level of significance of 0.05. Gender prejudices were found to be unrelated to sex, socio-economic status, civil status, and age, as variables of the respondents.