



THE GLOBAL  
INSTITUTE  
FOR WOMEN'S  
LEADERSHIP

KING'S  
College  
LONDON

# INTERNATIONAL WOMEN'S DAY 2019

**Global attitudes towards  
gender equality**



International Women's Day

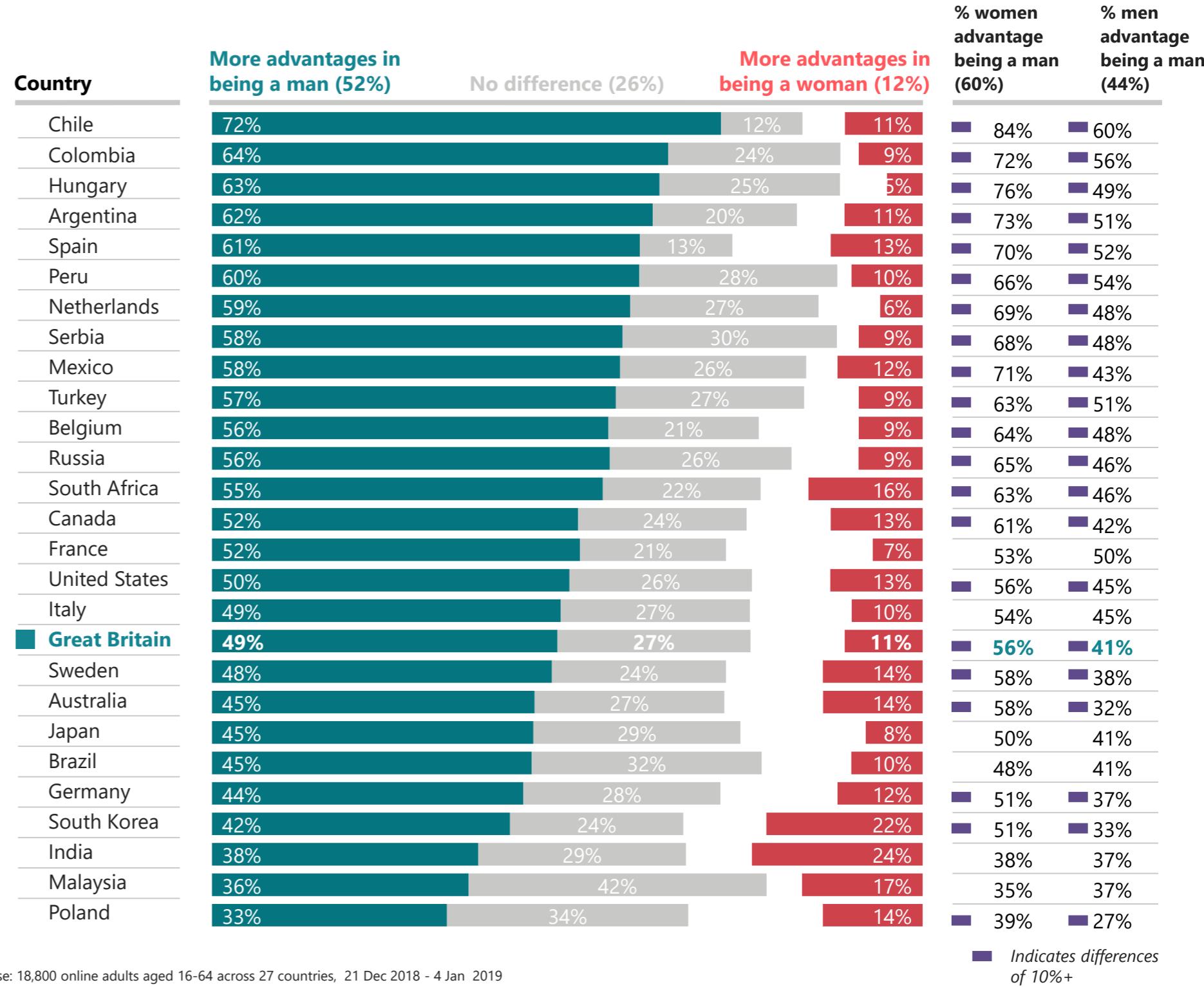




# **WOMEN IN SOCIETY TODAY**

**Q. All things considered, in our society today do you think that there are more advantages in being a man, or more advantages in being a woman, or is there no difference?**

**People in Chile, Colombia and Hungary most likely to believe there are more advantages to being a man today. On average only one in ten believe there are more advantages to being a woman**

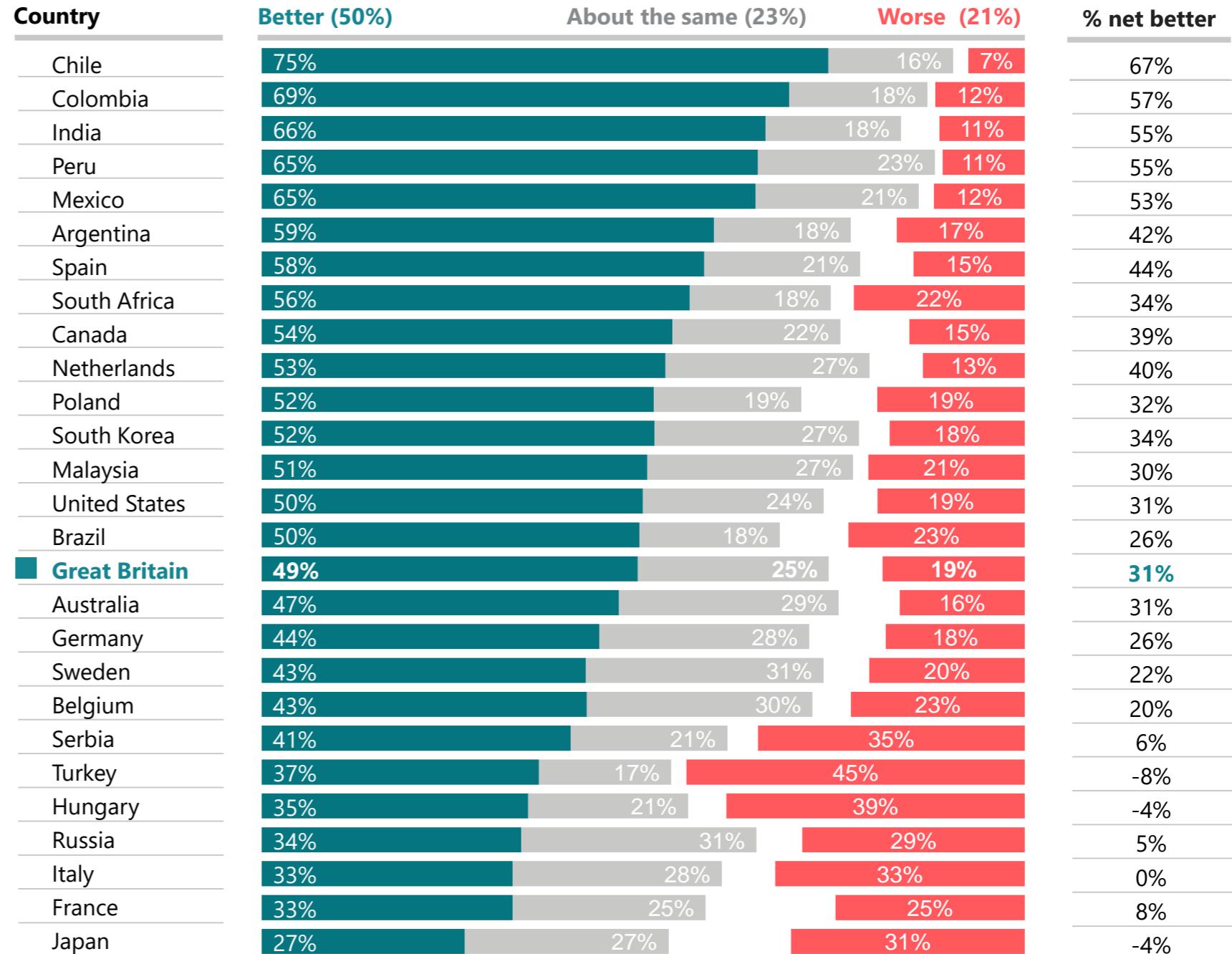


**Q. To what extent, if at all, do you feel that young women today in [COUNTRY] will have had a better or worse life than women from their parents' generation, or will it have been the same?**

**Half believe women today will have a better life than women of their parent's generation – highest in Chile, Columbia and India. But in Japan, Hungary and Turkey the balance of opinion is negative**

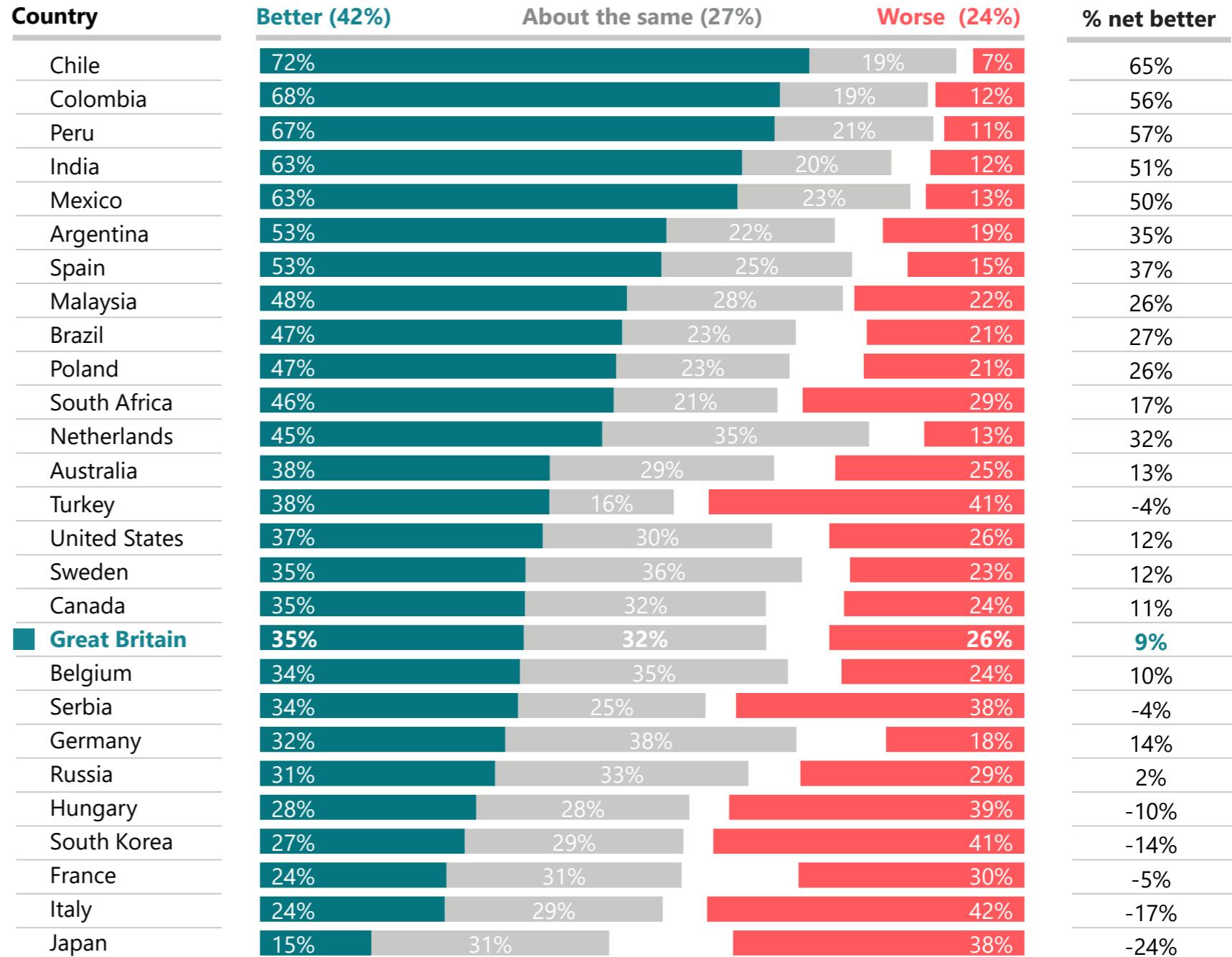


International Women's Day



**Q. To what extent, if at all, do you feel that young men today in [COUNTRY] will have had a better or worse life than men from their parents' generation, or will it have been the same?**

**Two in five believe young men will have better life than men from their parents' generation—highest in Chile, Columbia and Peru. But much less the case in Japan and Italy**



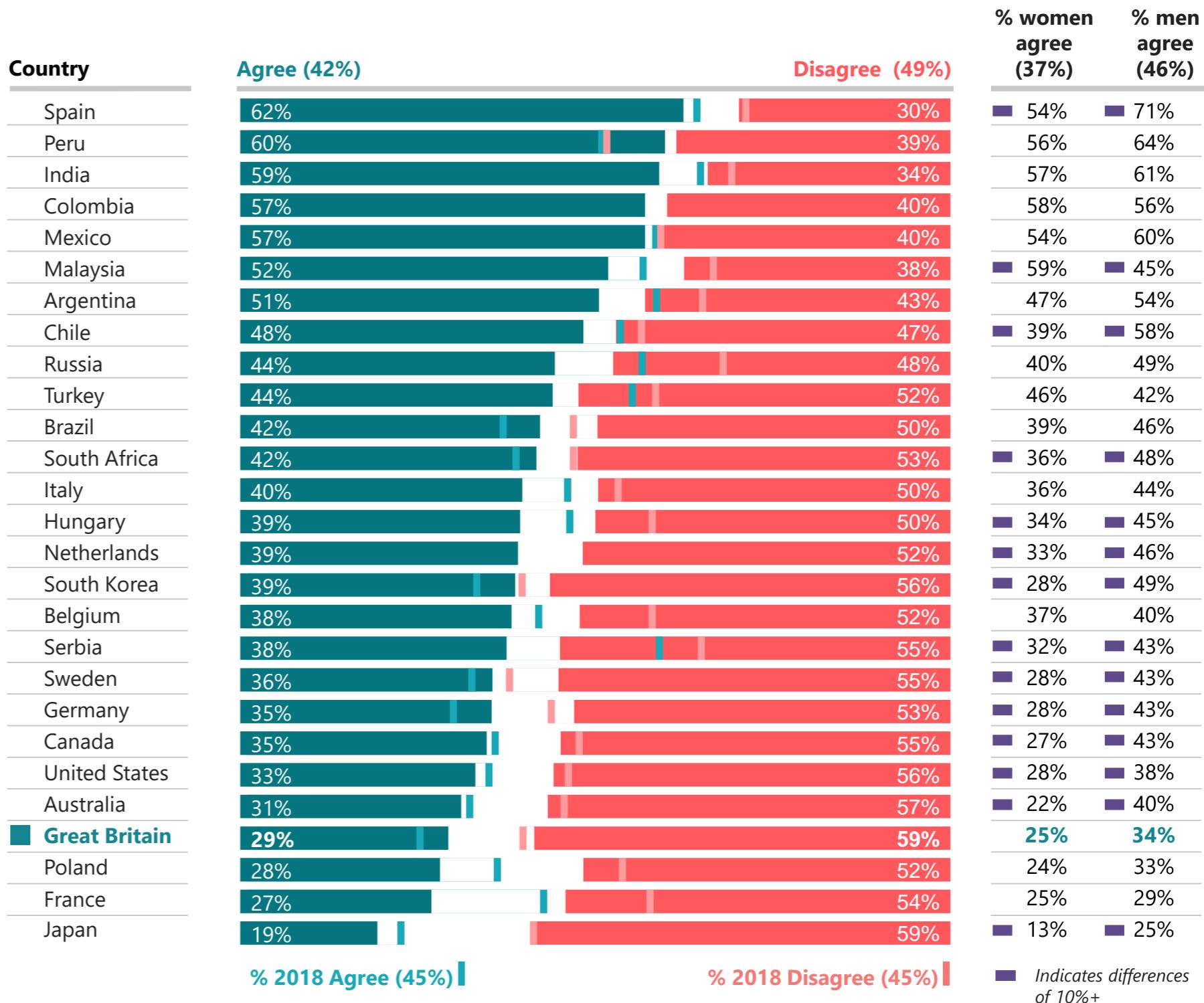
# ATTITUDES TO GENDER EQUALITY



**Q. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree that..**

**When it comes to giving women equal rights with men, things have gone far enough in my country**

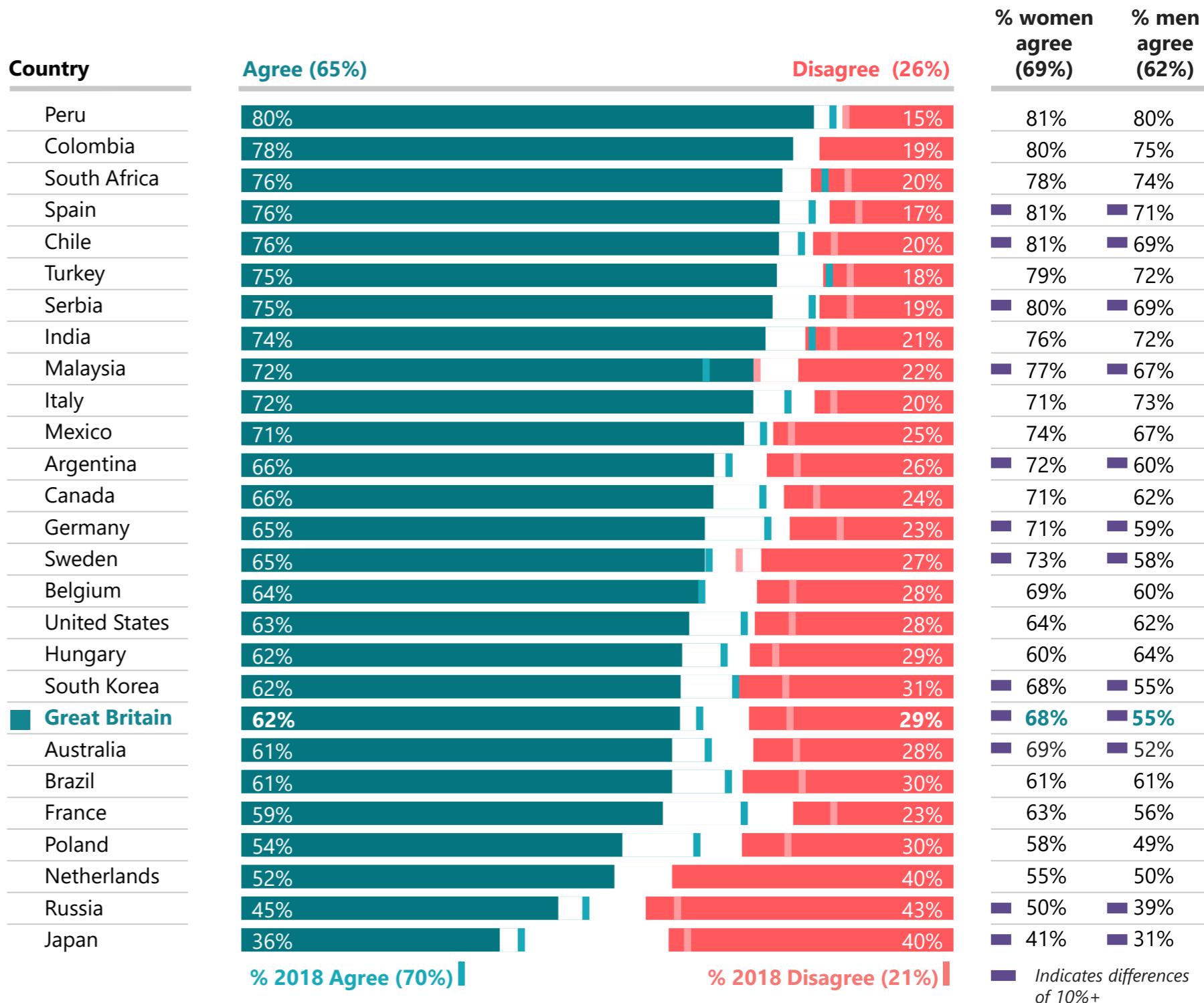
***On average more people disagree than agree that giving people equal rights has gone too far but this is not the case in many Latin American countries as well as Spain, India and Malaysia***



**Q. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree that..**

**Achieving equality between men and women is important to me personally**

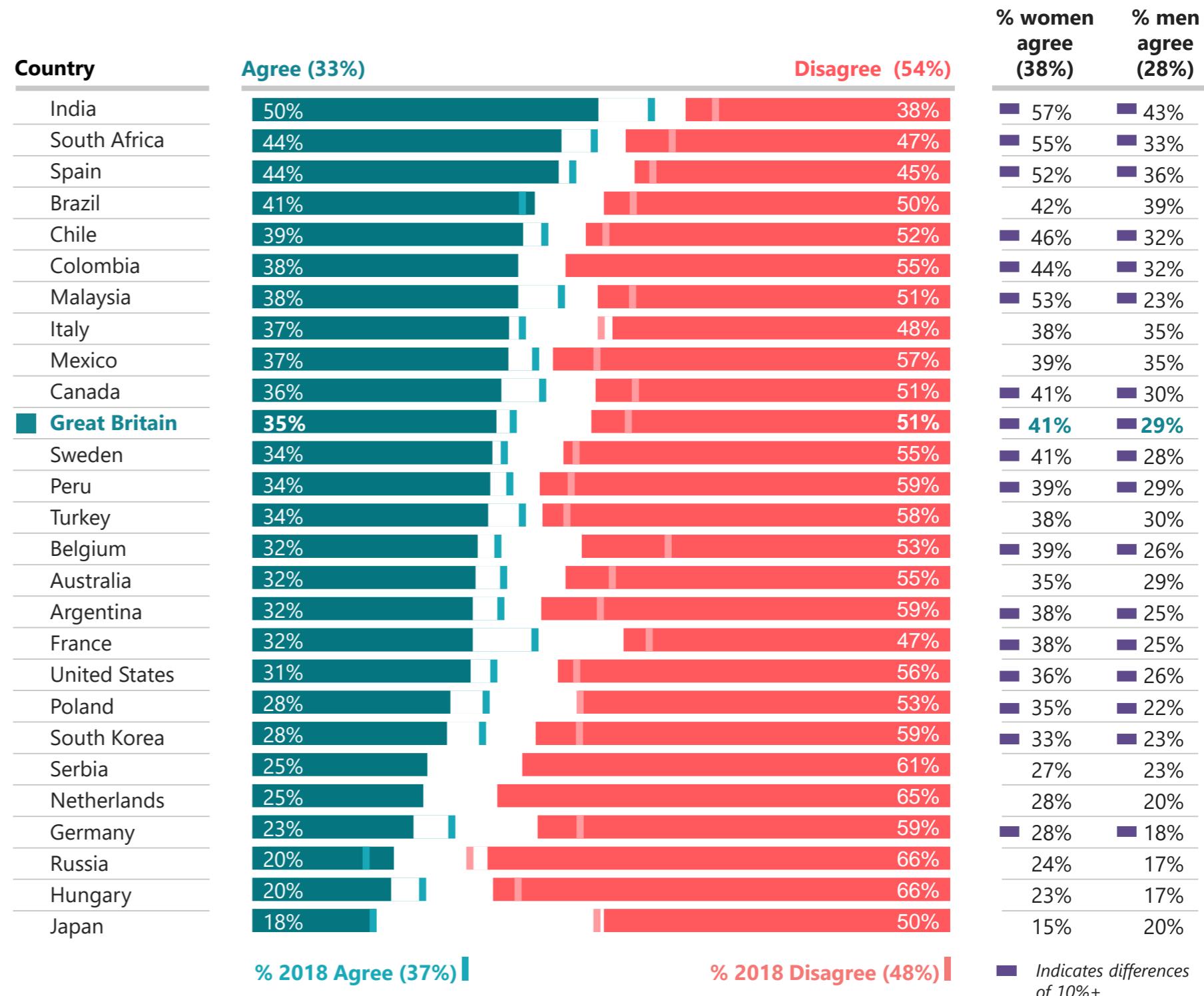
**Two-thirds agree achieving gender equality is important to them personally – highest in Peru and Colombia but much lower in Japan and Russia**



**Q. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree that..**

### I define myself as a feminist

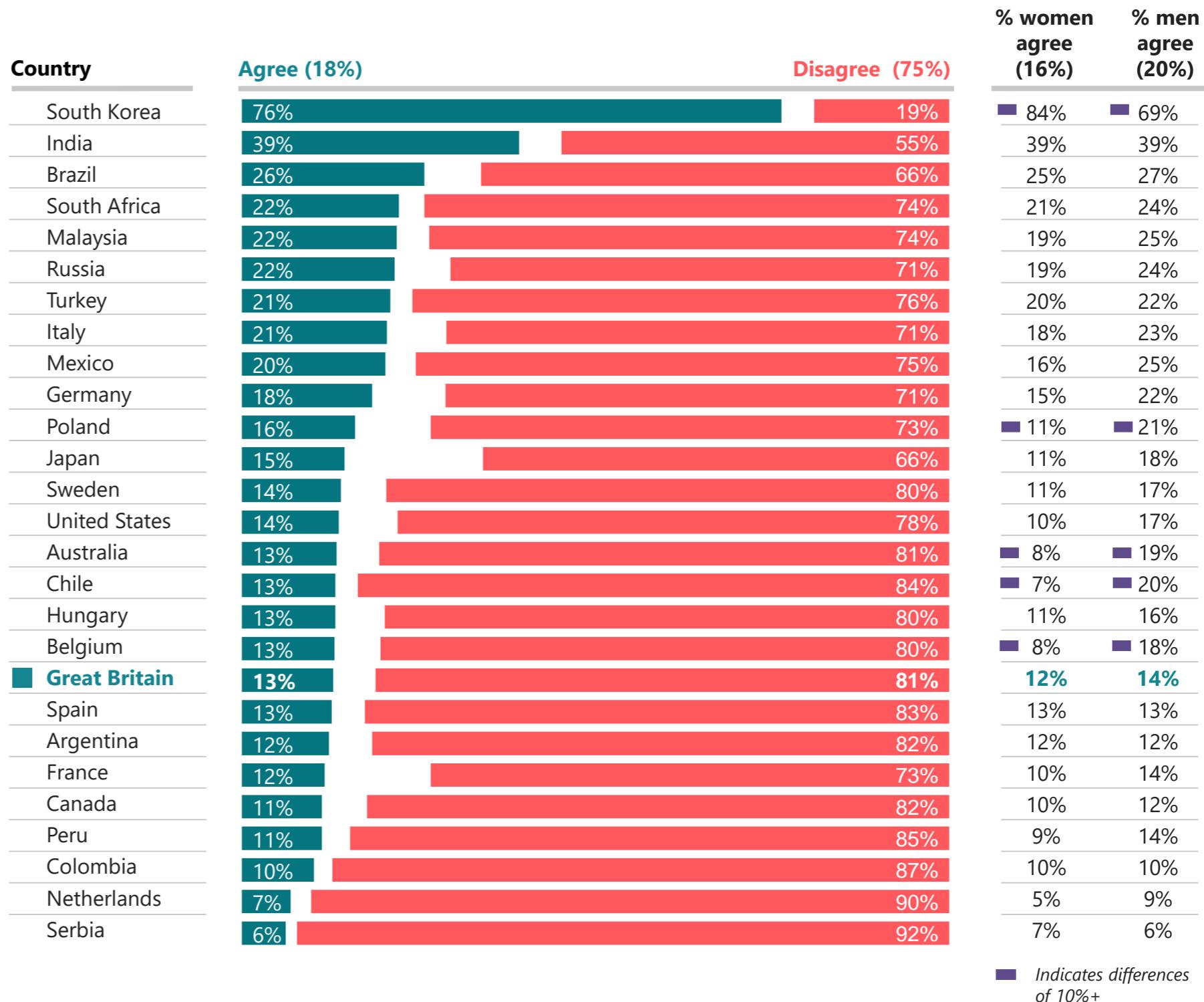
**One in three describe themselves as feminist – a fall from last year. Agreement highest in India, South Africa and Spain and lowest in Japan, Hungary and Russia**



**Q. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree that..**

**A man who stays home to look after his children is less of a man**

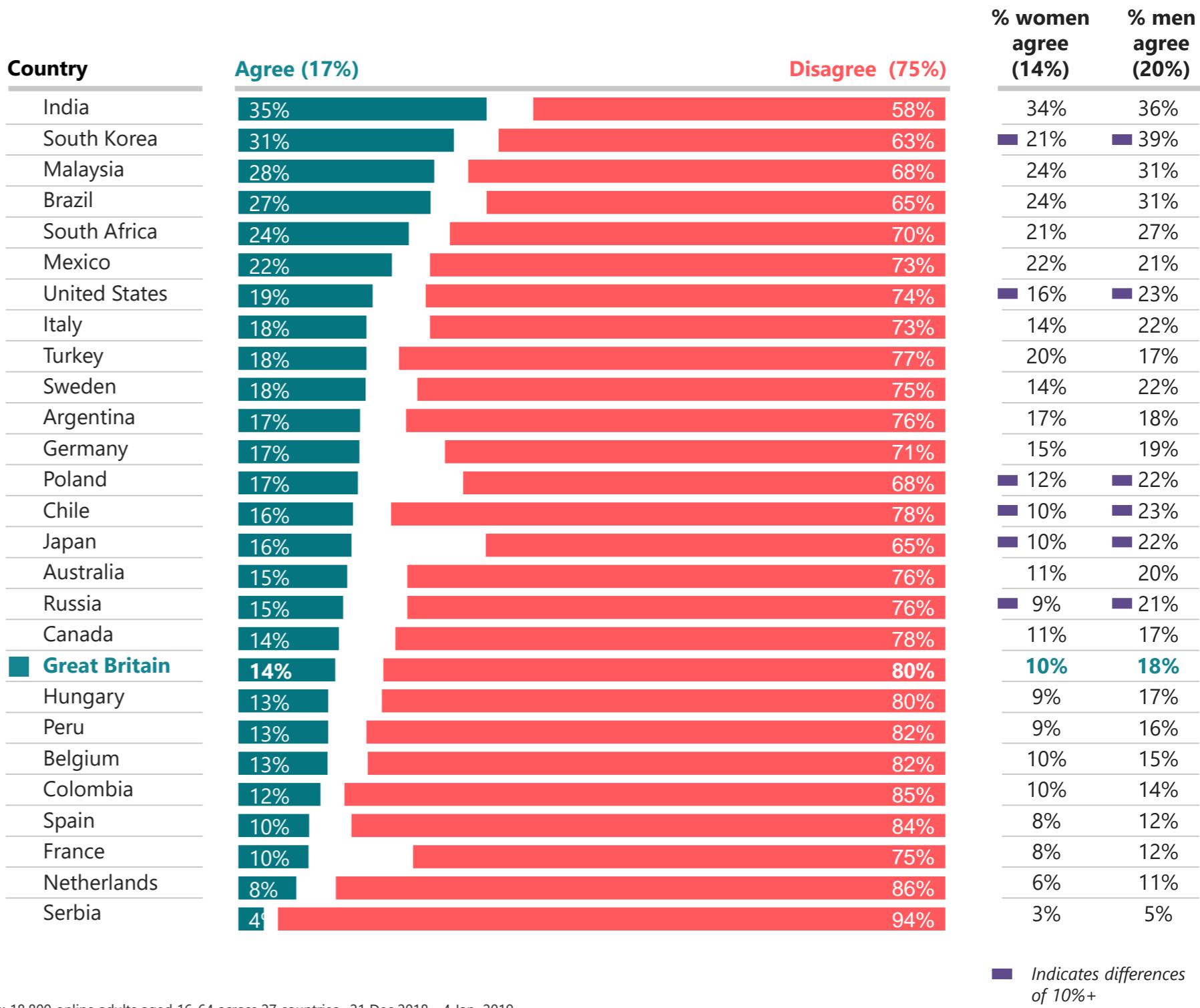
**The majority globally disagree that looking after children is emasculating for men – although not the case in South Korea**



**Q. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree that..**

**I'd feel uncomfortable if my boss was a woman**

**Three-quarters globally disagree they would feel uncomfortable with a female boss – but three in ten would in India, South Korea and Malaysia**



**Q. As you may or may not know, the #MeToo movement is a campaign that encourages women to speak out about their experiences of sexual harassment and sexual assault. It became widespread in 2017 after allegations of sexual abuse against women by high profile men.**

Now thinking about the #MeToo movement, do you think it has had a positive impact on society, a negative impact on society or has it made no difference?



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A positive impact

38%

Made no difference

21%

A negative impact

16%

Never heard  
of #MeToo

11%



A positive impact

37%

Democrat    Republican

64%    25%

Made no difference

16%

13%    16%

A negative impact

31%

11%    48%

Never heard  
of #MeToo

4%

4%    5%

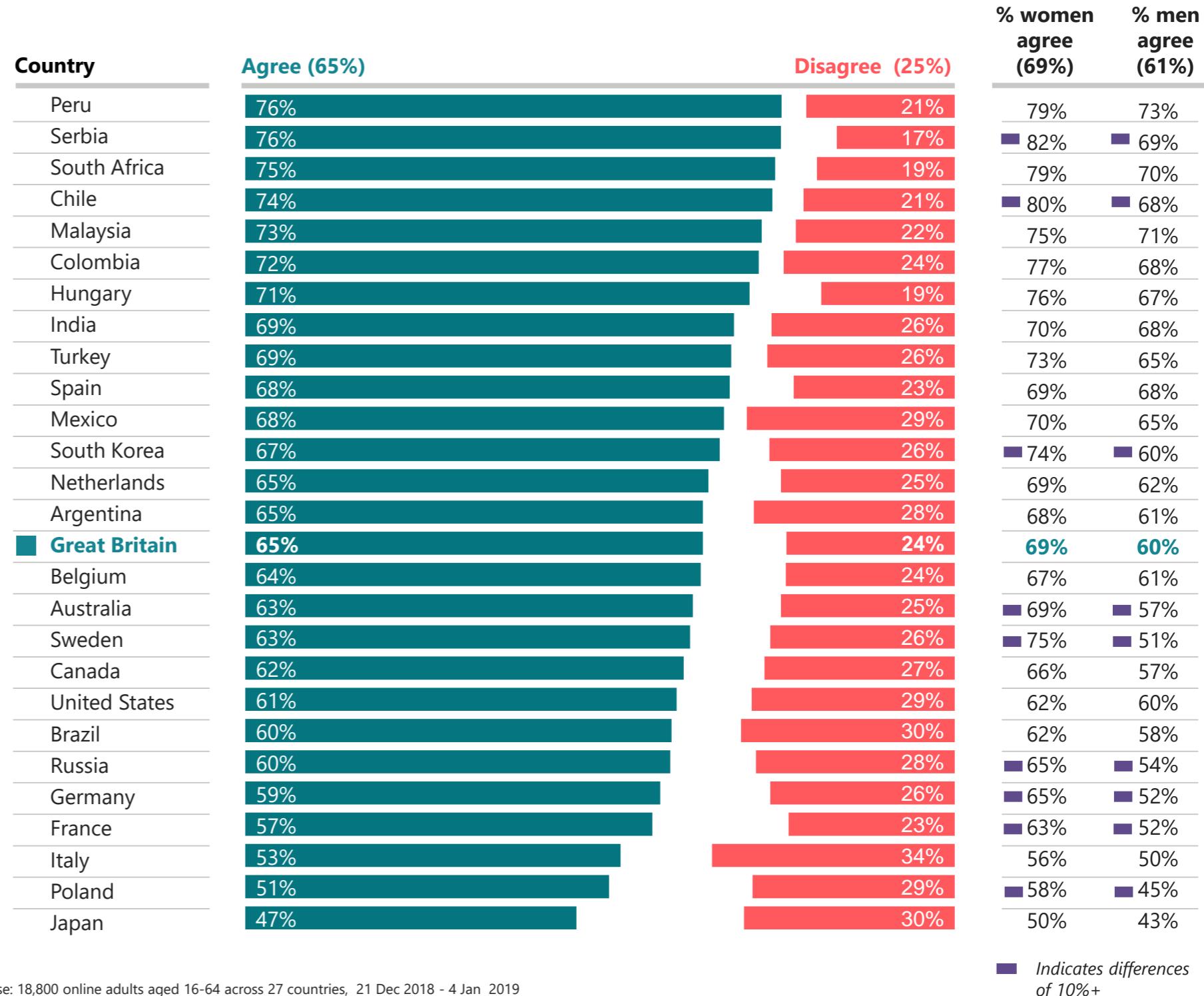


# MEN' S ROLE IN EQUALITY

**Q. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree that...**

**Women won't achieve equality in [country] unless men take actions to support women's rights too**

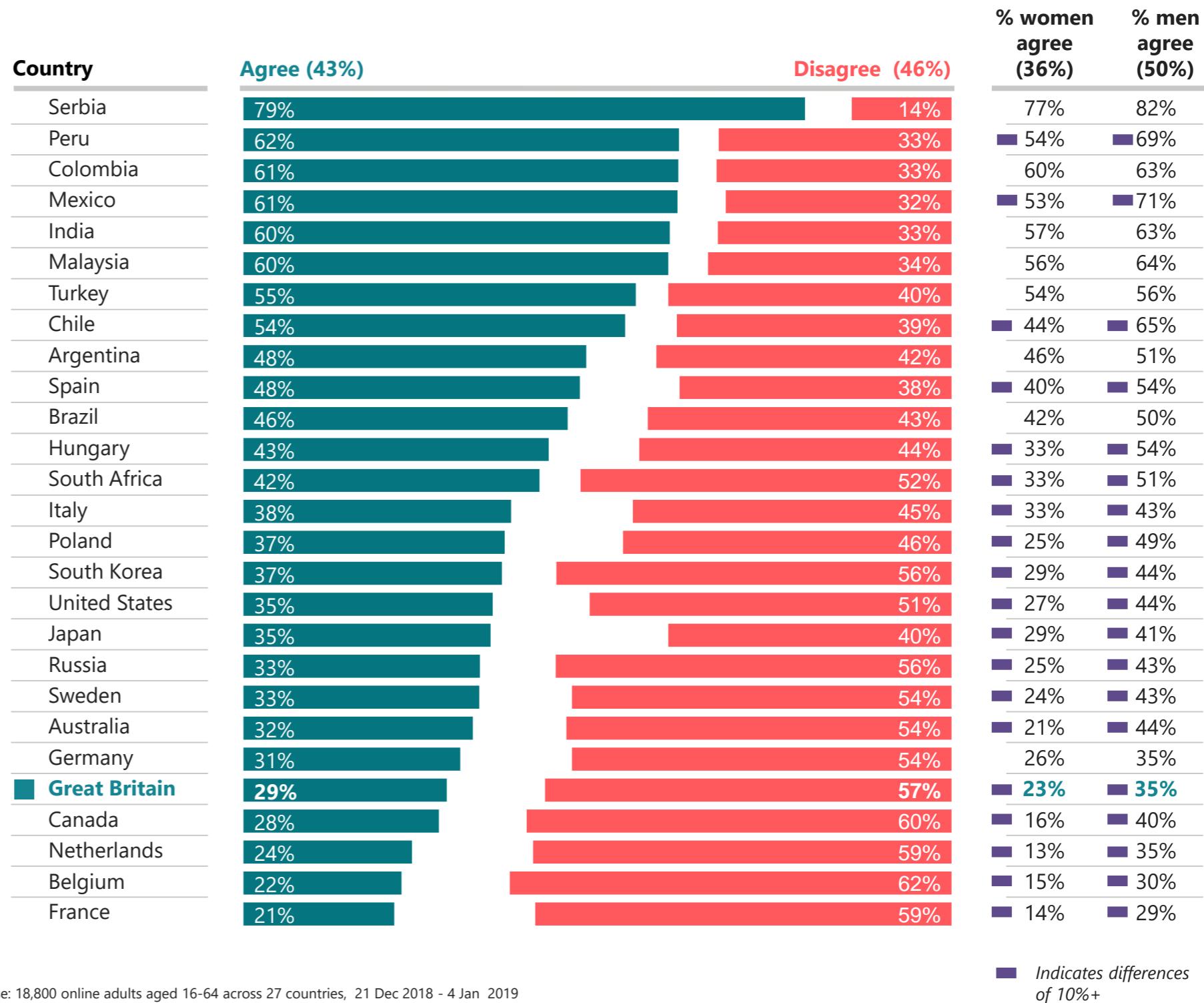
**Globally two-thirds agree that women won't achieve equality without the support of men – higher in Peru, Serbia, South Africa but lowest in Japan, Poland and Italy**



**Q. Please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree that**

**Men are being expected to do too much to support women's equality in [COUNTRY]**

***The majority in Serbia, many Latin American countries as well as India, Malaysia and Turkey think that too much is being expected of men to support women's equality – but on average more people disagree than agree this is the case***

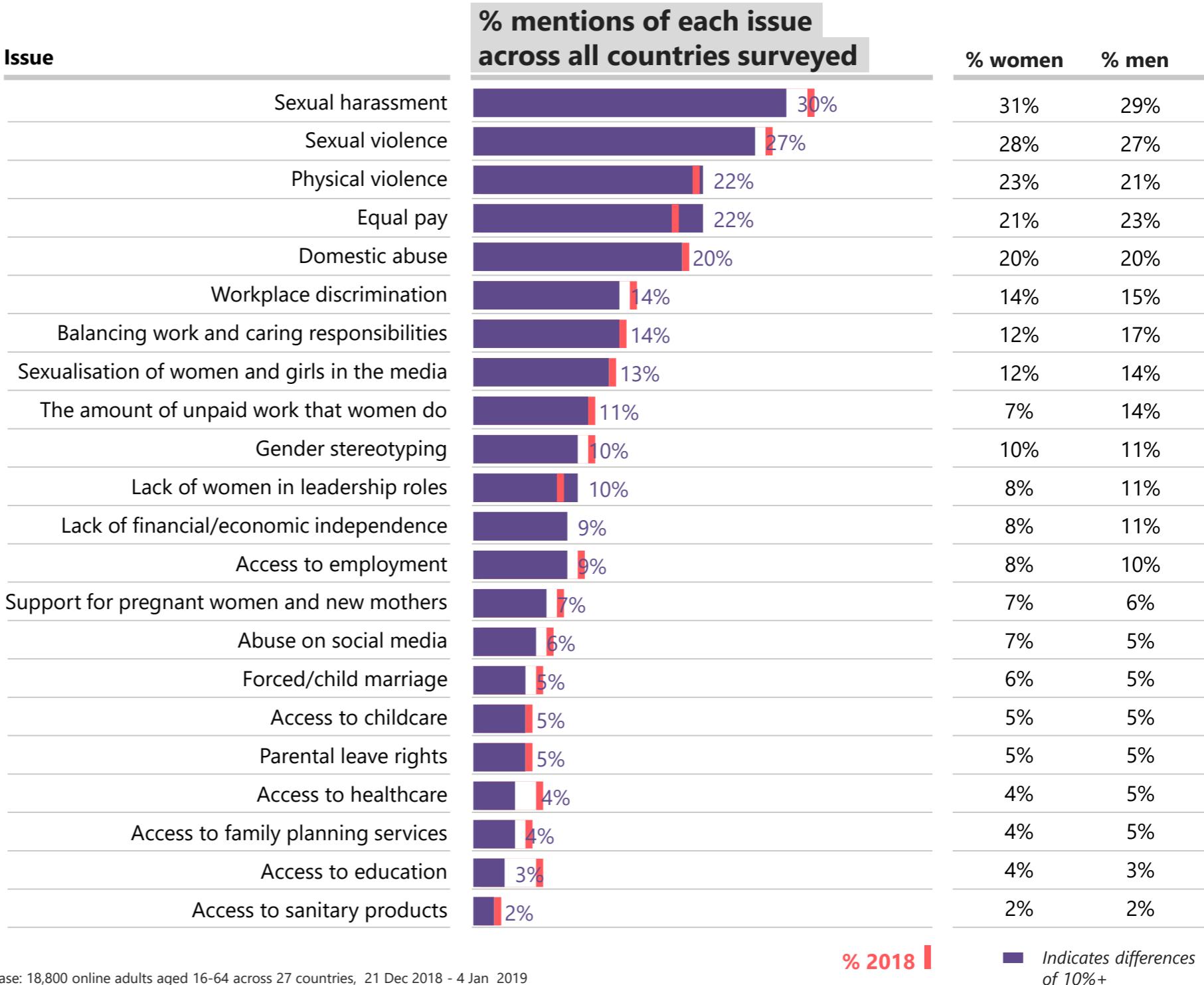




# **ISSUES FACING WOMEN**

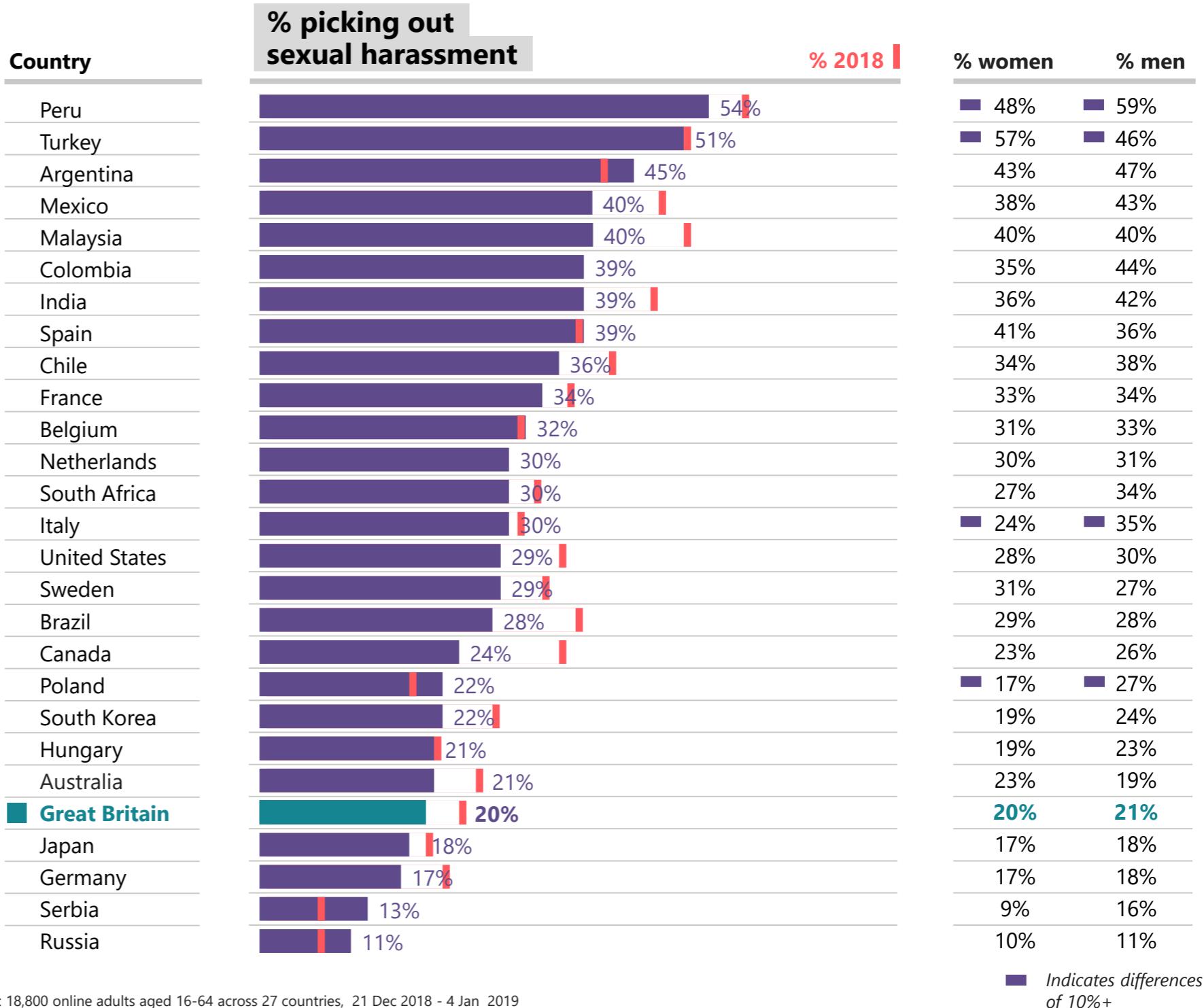
**Q. Which two or three, if any of the following, do you think are the most important issues facing women and girls in (COUNTRY)?**

**Globally, sexual harassment is seen as the most important issue facing women. This is followed by sexual violence, with around one in five picking out physical violence, domestic abuse and equal pay.**



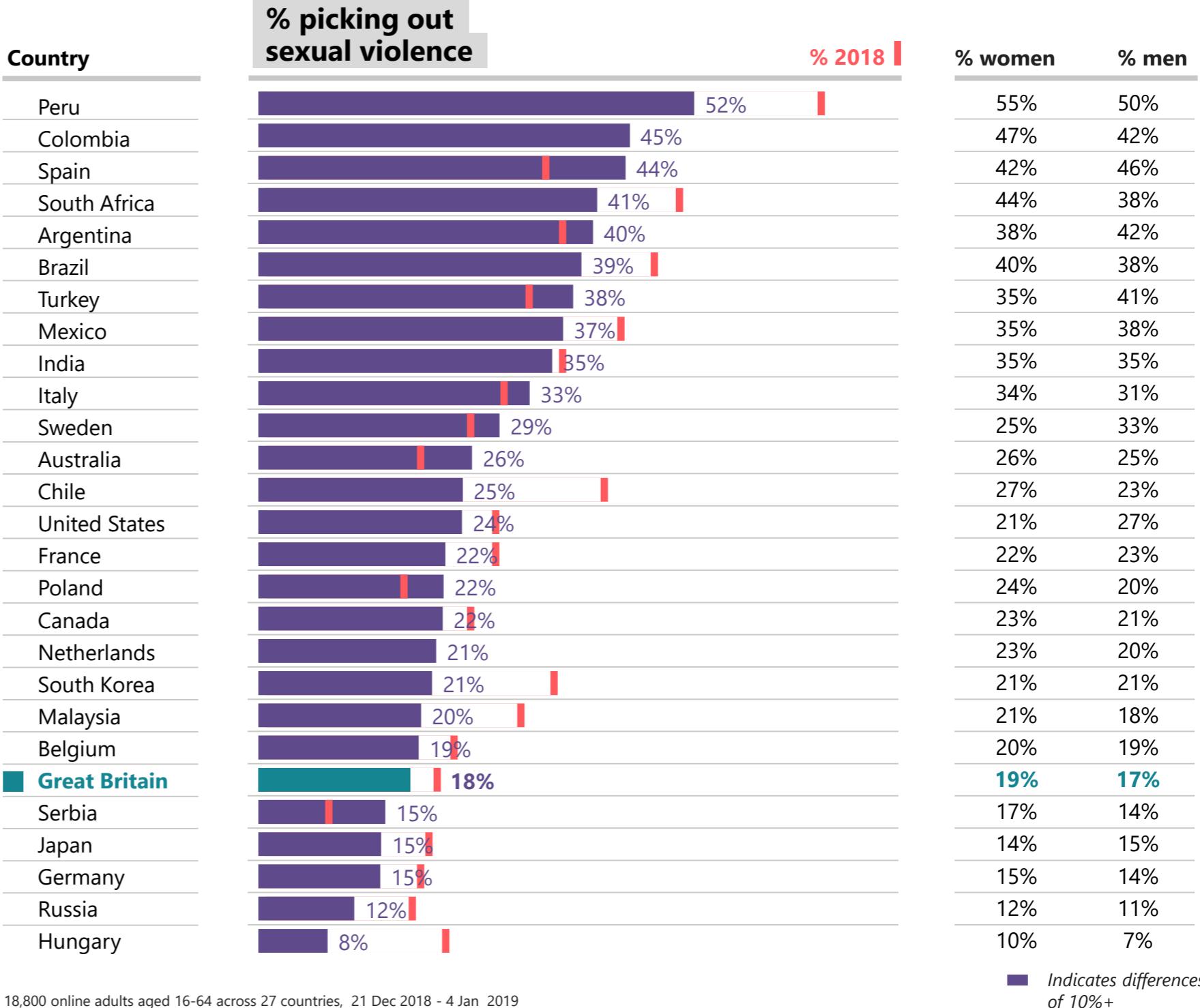
**Q. Which two or three, if any of the following, do you think are the most important issues facing women and girls in (COUNTRY)?**

*In Peru, and Turkey more than half of people say sexual harassment is the most important issue facing women whereas it is much less of an issue in Russia, Serbia and Germany*



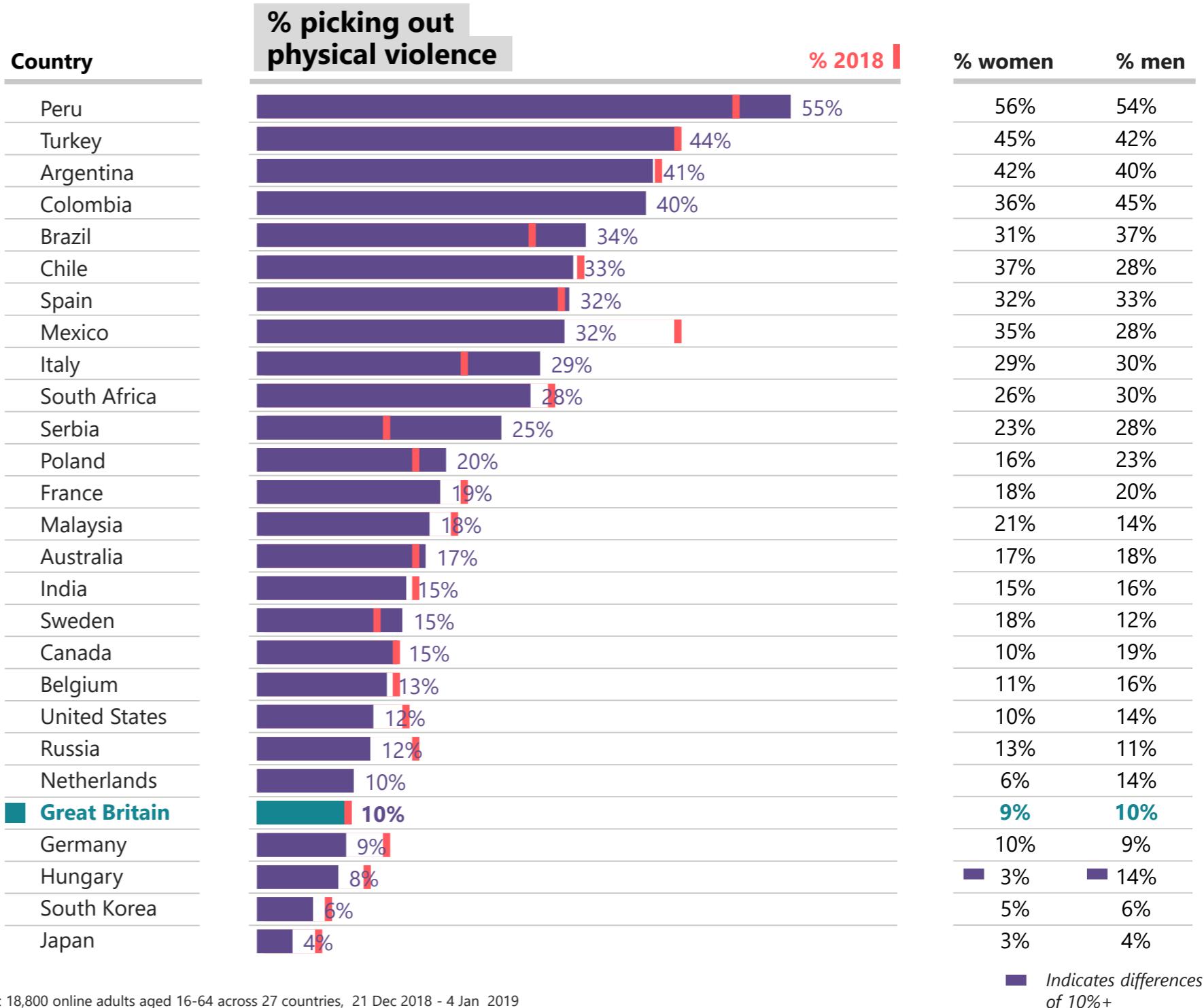
**Q. Which two or three, if any of the following, do you think are the most important issues facing women and girls in (COUNTRY)?**

***Sexual violence seen as more of an issue in many South American countries in the study and as well as Spain and South Africa***



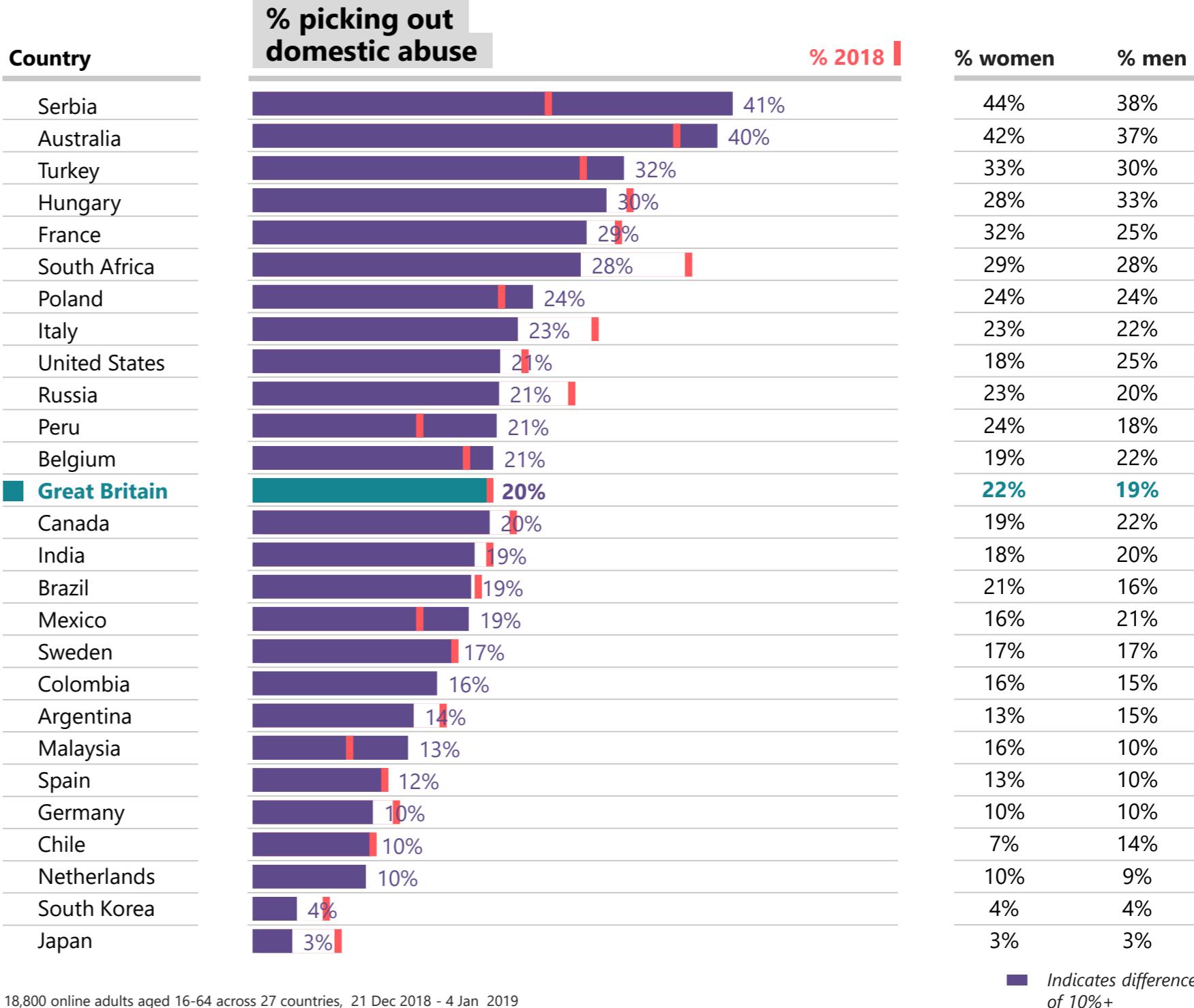
**Q. Which two or three, if any of the following, do you think are the most important issues facing women and girls in (COUNTRY)?**

**Over half of people in Peru mention physical violence as the most important issue facing women. In Germany, Hungary, South Korea and Japan it is mentioned by less than one in ten**



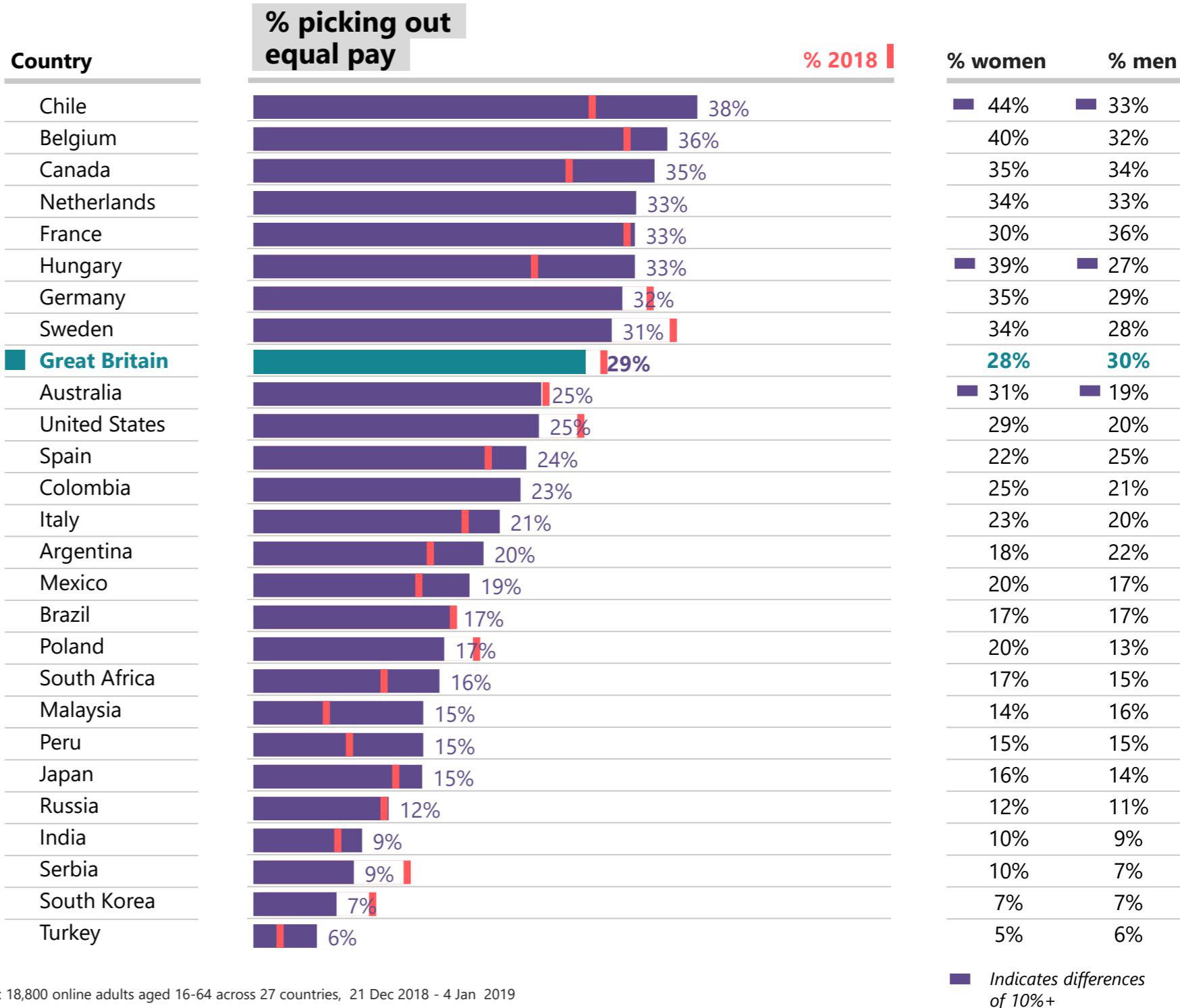
**Q. Which two or three, if any of the following, do you think are the most important issues facing women and girls in (COUNTRY)?**

***Domestic abuse is mentioned by two in five in Serbia and Australia, and one third of people in Turkey but is seen as much less of an issue in Japan and South Korea***



**Q. Which two or three, if any of the following, do you think are the most important issues facing women and girls in (COUNTRY)?**

**As well as Chile and Canada, equal pay is seen as an issue in many European countries such as Belgium, Netherlands, France, Hungary, Germany, Sweden and Britain**



# Issues Overview

# 2019

Top three issues:

- #1 worry in country
- #2 worry in country
- #3 worry in country

Which two or three, if any, of the following, do you think are the most important issues facing women and girls in your country?\*



	TOT	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	MAL	MEX	NLD	PER	POL	RSA	RUS	SER	ESP	SWE	TUR	USA
Sexual harassment	30%	45%	21%	32%	28%	24%	36%	39%	34%	20%	17%	21%	39%	30%	18%	22%	40%	40%	30%	54%	22%	30%	11%	13%	39%	29%	51%	29%
Sexual violence	27%	40%	26%	19%	39%	22%	25%	45%	22%	18%	15%	8%	35%	33%	15%	21%	20%	37%	21%	52%	22%	41%	12%	15%	44%	29%	38%	24%
Physical violence	22%	41%	17%	13%	34%	15%	33%	40%	19%	10%	9%	8%	15%	29%	4%	6%	18%	32%	10%	55%	20%	28%	12%	25%	32%	15%	44%	12%
Equal pay	22%	20%	25%	36%	17%	35%	38%	23%	33%	29%	32%	33%	9%	21%	15%	7%	15%	19%	33%	15%	17%	16%	12%	9%	24%	31%	6%	25%
Domestic abuse	20%	14%	40%	21%	19%	20%	10%	16%	29%	20%	10%	30%	19%	23%	3%	4%	13%	19%	10%	21%	24%	28%	21%	41%	12%	17%	32%	21%
Workplace discrimination	14%	11%	14%	15%	6%	13%	24%	14%	18%	15%	9%	16%	14%	18%	11%	20%	23%	18%	15%	15%	11%	17%	9%	12%	17%	13%	7%	16%
Balancing work and caring responsibilities	14%	11%	15%	18%	5%	18%	14%	7%	11%	19%	11%	24%	11%	4%	26%	31%	19%	8%	24%	5%	13%	12%	17%	25%	19%	8%	1%	14%
Sexualisation of women and girls in the media	13%	17%	15%	9%	13%	17%	13%	16%	11%	20%	11%	7%	18%	8%	5%	10%	19%	15%	13%	14%	18%	12%	8%	16%	10%	13%	14%	14%
The amount of unpaid work that women do e.g. cooking, cleaning, childcare	11%	11%	10%	15%	7%	9%	14%	13%	11%	9%	11%	19%	6%	13%	18%	13%	9%	6%	7%	7%	12%	5%	19%	18%	19%	6%	5%	5%
Gender stereotyping	10%	10%	8%	10%	7%	13%	13%	11%	11%	11%	6%	11%	10%	9%	13%	16%	12%	16%	4%	8%	15%	13%	12%	6%	10%	8%	9%	7%
Lack of women in leadership roles in business and public life	10%	5%	10%	14%	8%	10%	10%	11%	11%	11%	12%	14%	9%	8%	11%	7%	11%	7%	24%	9%	4%	12%	5%	6%	9%	9%	2%	10%
Lack of financial/economic independence	9%	6%	8%	8%	8%	5%	7%	4%	7%	8%	9%	13%	8%	16%	15%	8%	5%	15%	4%	8%	11%	17%	22%	7%	5%	10%	7%	
Access to employment	9%	7%	5%	7%	10%	5%	8%	14%	8%	5%	8%	20%	8%	13%	12%	14%	6%	9%	4%	6%	6%	9%	21%	16%	11%	5%	3%	4%
Support for pregnant women and new mothers	7%	3%	4%	3%	2%	3%	3%	4%	2%	4%	5%	12%	5%	7%	10%	13%	9%	6%	3%	5%	7%	5%	17%	35%	3%	4%	3%	6%
Abuse on social media	6%	7%	5%	6%	7%	4%	4%	5%	4%	5%	8%	2%	12%	7%	5%	3%	6%	7%	13%	5%	4%	5%	3%	4%	3%	10%	7%	3%

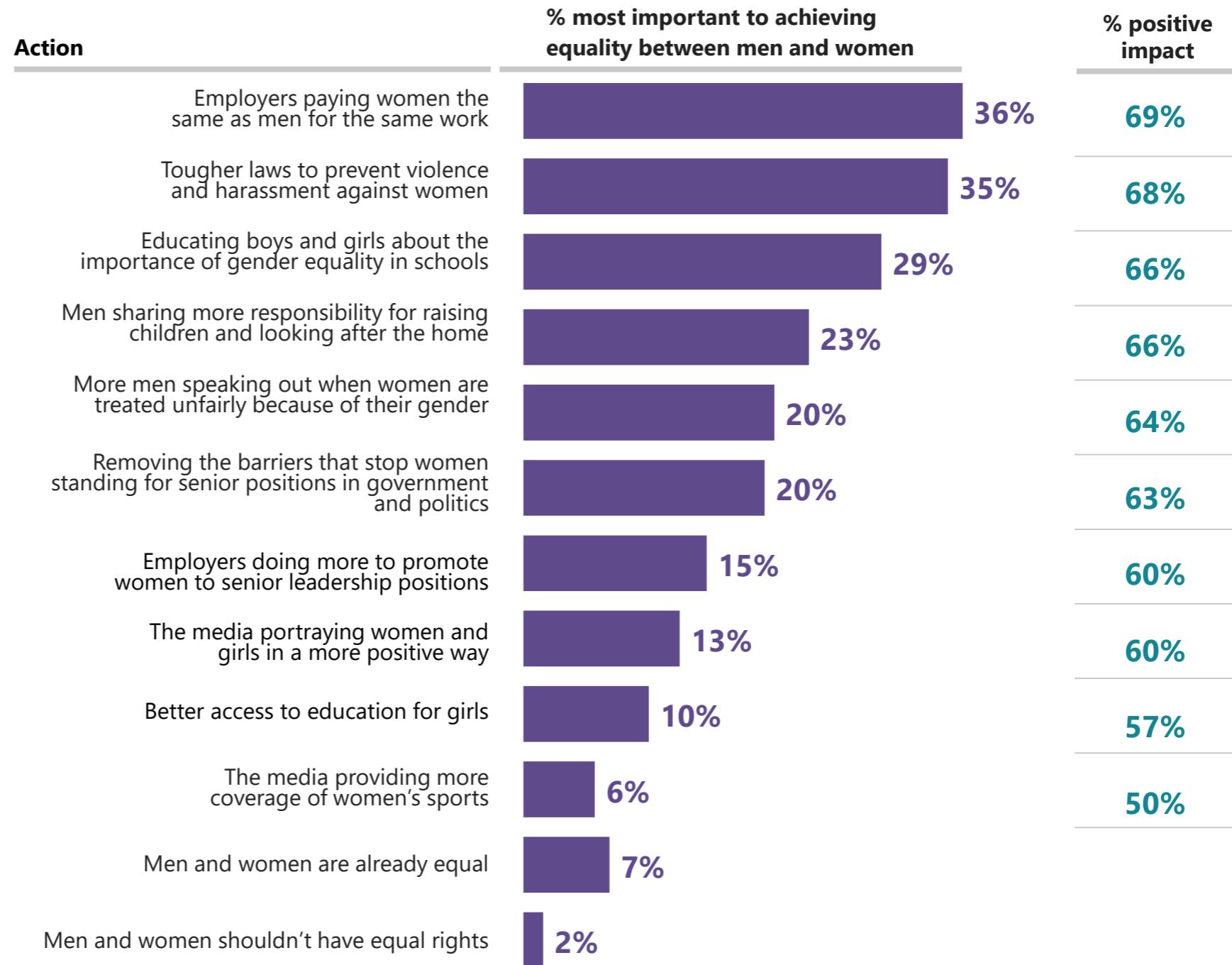
\* Only the top 15 issues are included in the table

# ACTIONS FOR CHANGE



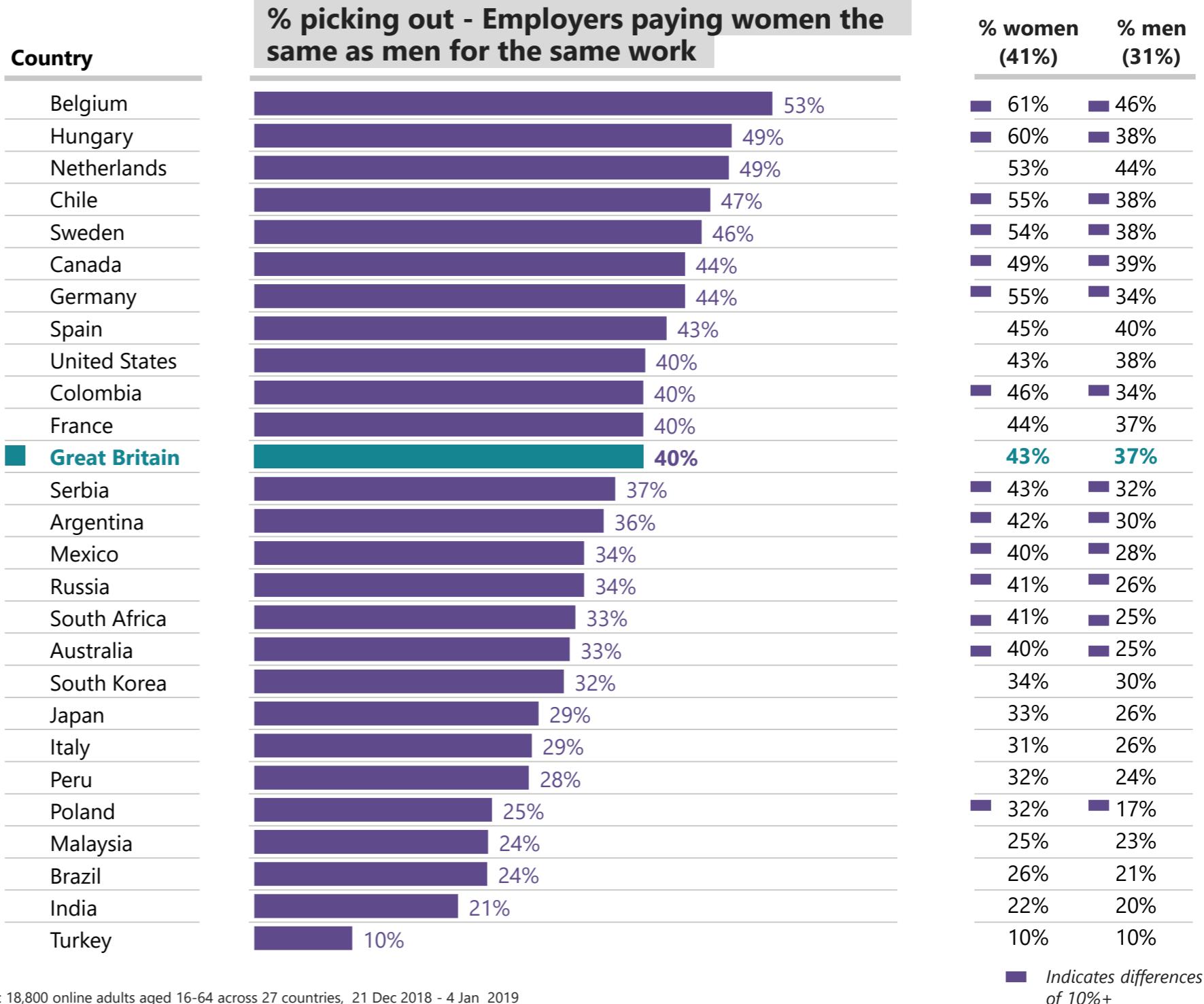
**Q. And which two or three of the following, if any, do you think are the most important in helping to achieve equality between men and women in [COUNTRY]?**

**Globally, the top actions that people feel would help to achieve equality between men and women are employers paying women the same as men for the same work (36%) and tougher laws to prevent violence and harassment against women (35%). Seven in ten think these actions would have a positive impact.**



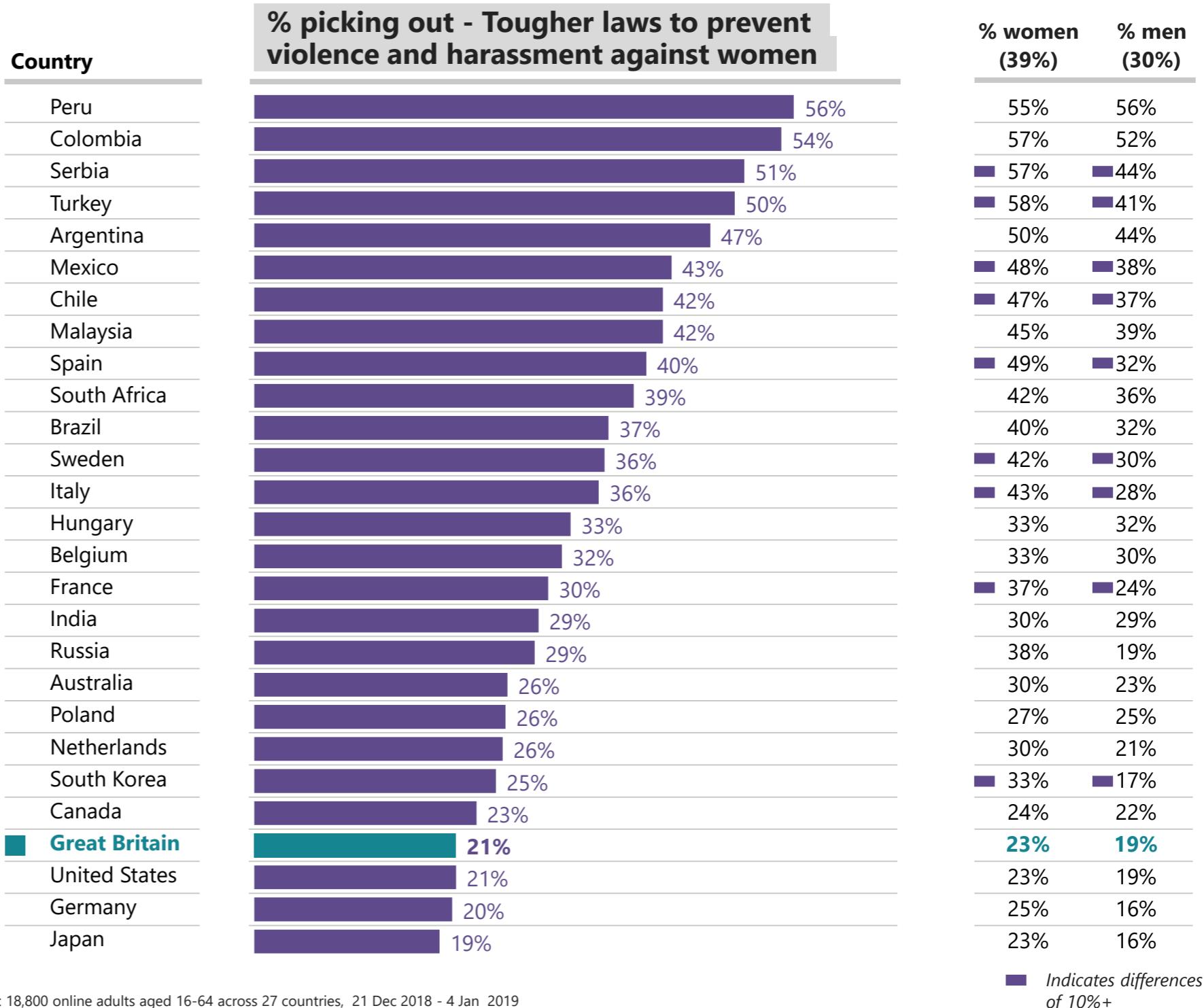
**Q. Which two or three of the following, if any, do you think are the most important in helping to achieve equality between men and women in [COUNTRY]?**

***Equal pay is much more likely to be picked out in Europe; Belgium (53%), Hungary and the Netherlands (both 49%). In most countries, women are significantly more likely than men to mention equal pay.***



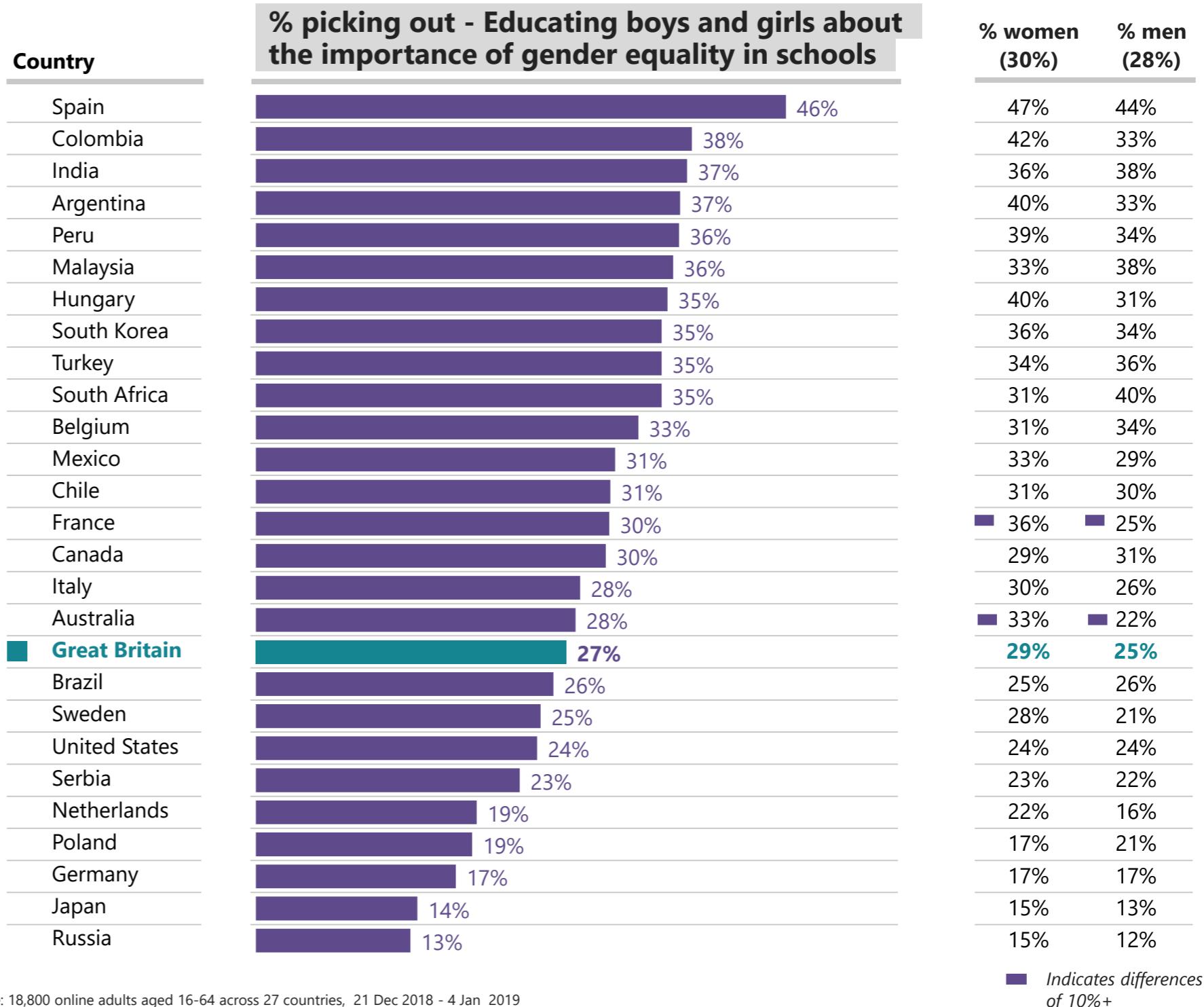
**Q. Which two or three of the following, if any, do you think are the most important in helping to achieve equality between men and women in [COUNTRY]?**

**Tougher laws to end violence and harassment are more likely to be picked out in Peru, Colombia, Serbia and Turkey. In most countries, women are more likely to think this action will have a positive impact than men.**



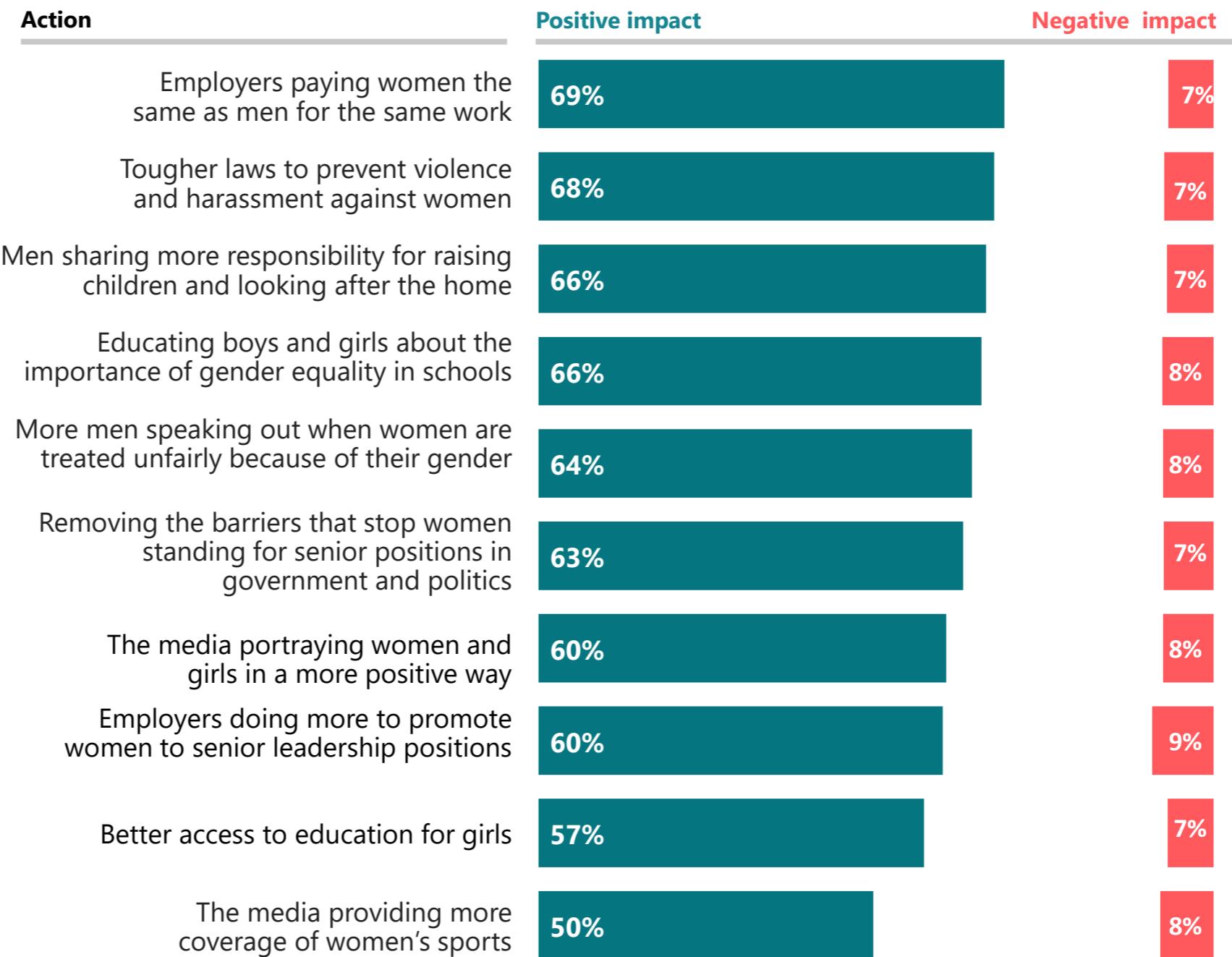
**Q. Which two or three of the following, if any, do you think are the most important in helping to achieve equality between men and women in [COUNTRY]?**

***Educating boys and girls about the importance of gender equality comes top in Spain, where it is mentioned by nearly half. It also a popular choice in Colombia, India, and Argentina where two in five name this as a means of achieving equality.***



**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***Employers paying women the same as men for the same work is thought to have the most positive impact for achieving equality.***

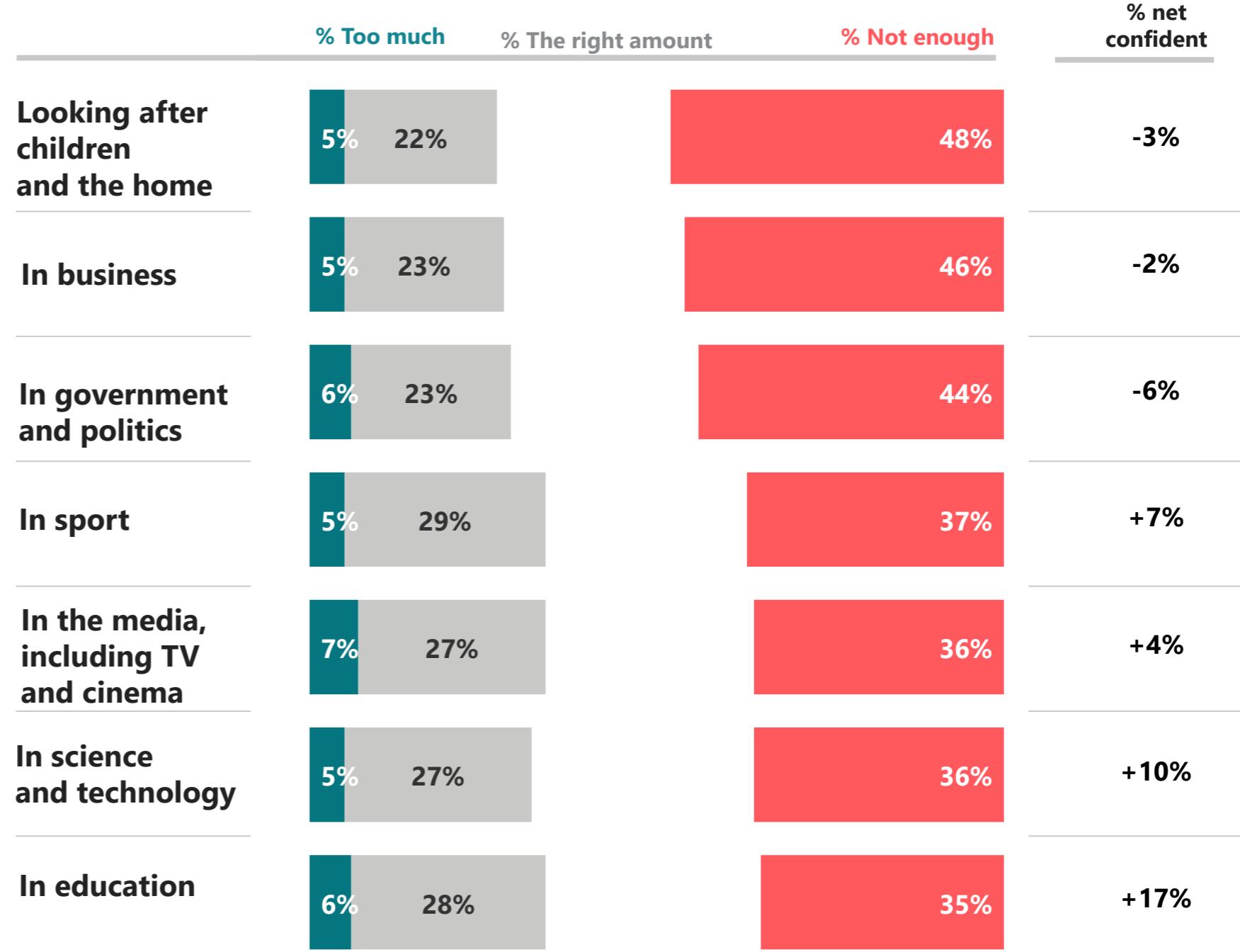




# ACHIEVING EQUALITY

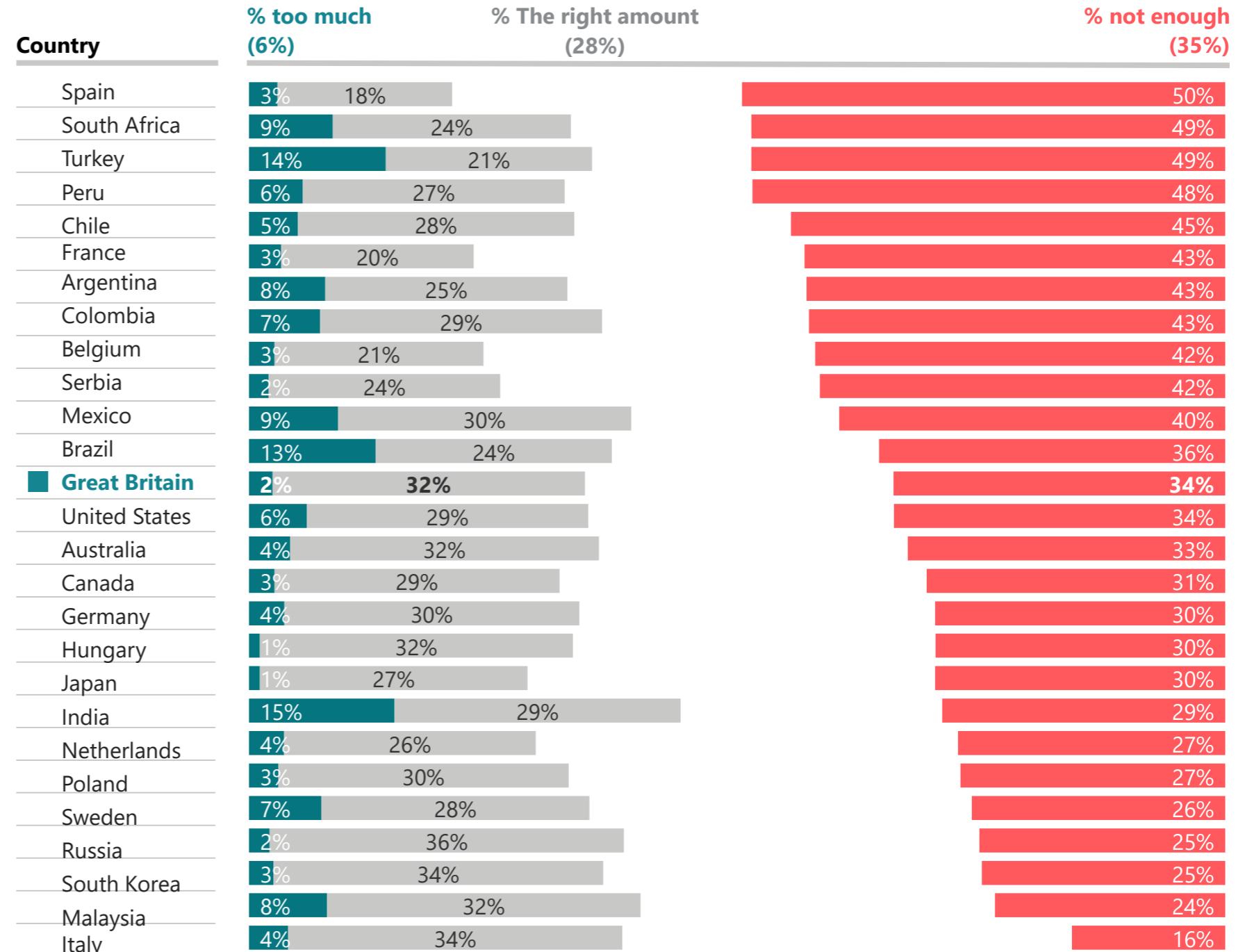
**Q. In each of the following areas, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

***Close to half (48%) believe that the area of life where not enough is being done to achieve equal rights between men and women is looking after children and the home. Business and government and politics are the next most commonly mentioned.***



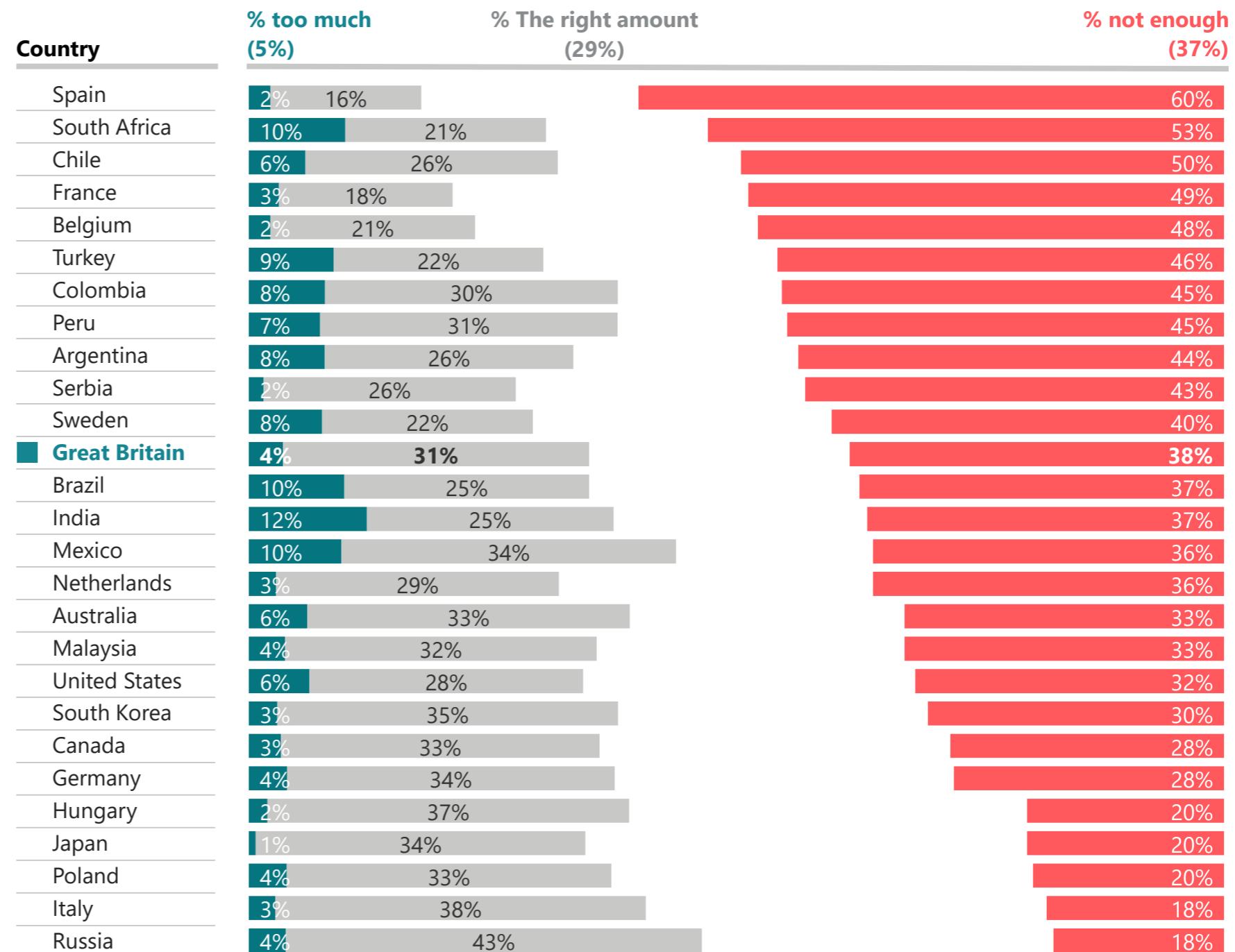
**Q. In education, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

**Half of those in Spain, South Africa Turkey and Peru say that not enough is being done to achieve equal rights between men and women in the field of education.**



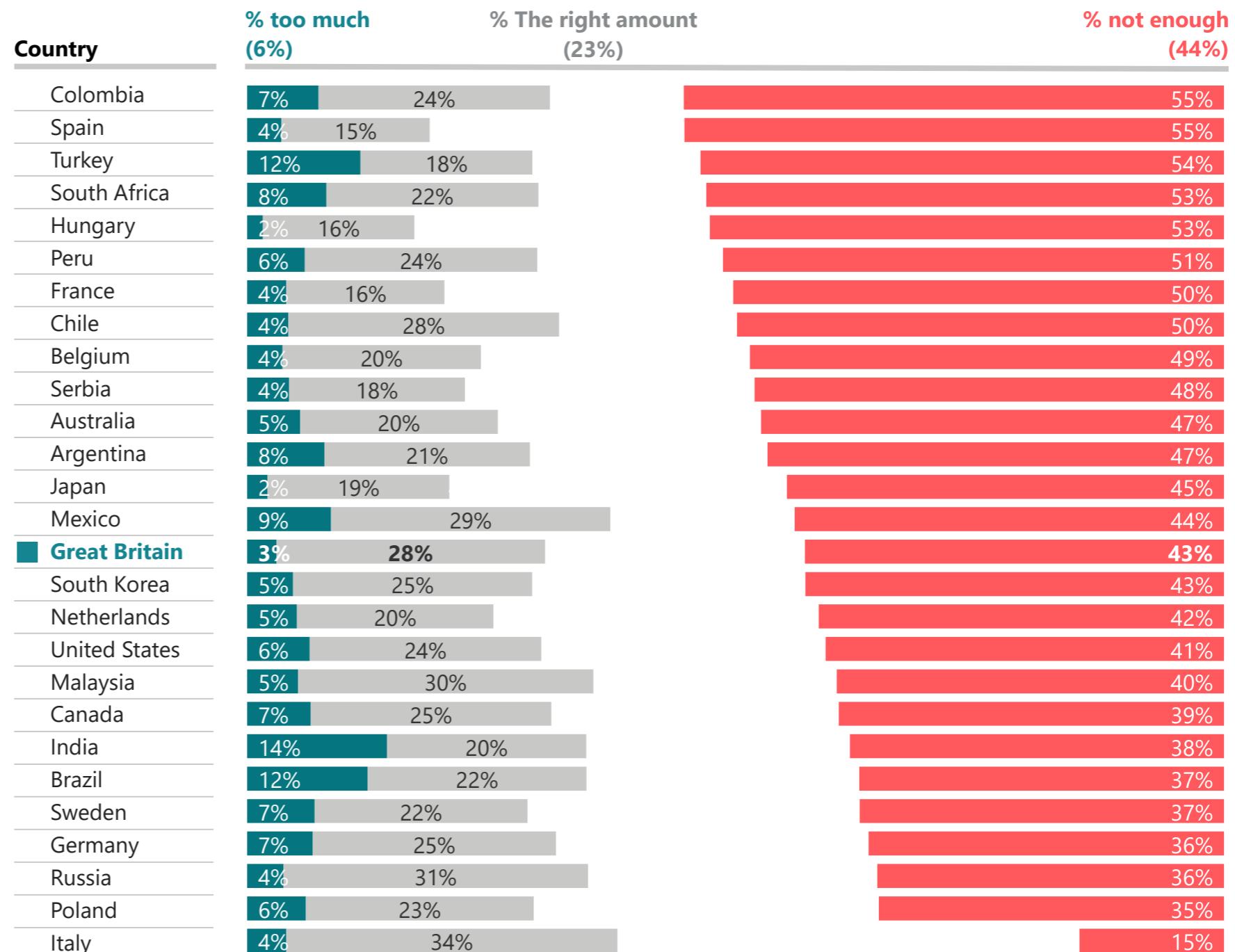
**Q. In sport, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

**Three in five people in Spain say 'not enough' is being done to achieve equal rights between men and women in sport. Half of those in South Africa, Chile, France and Belgium also state this.**



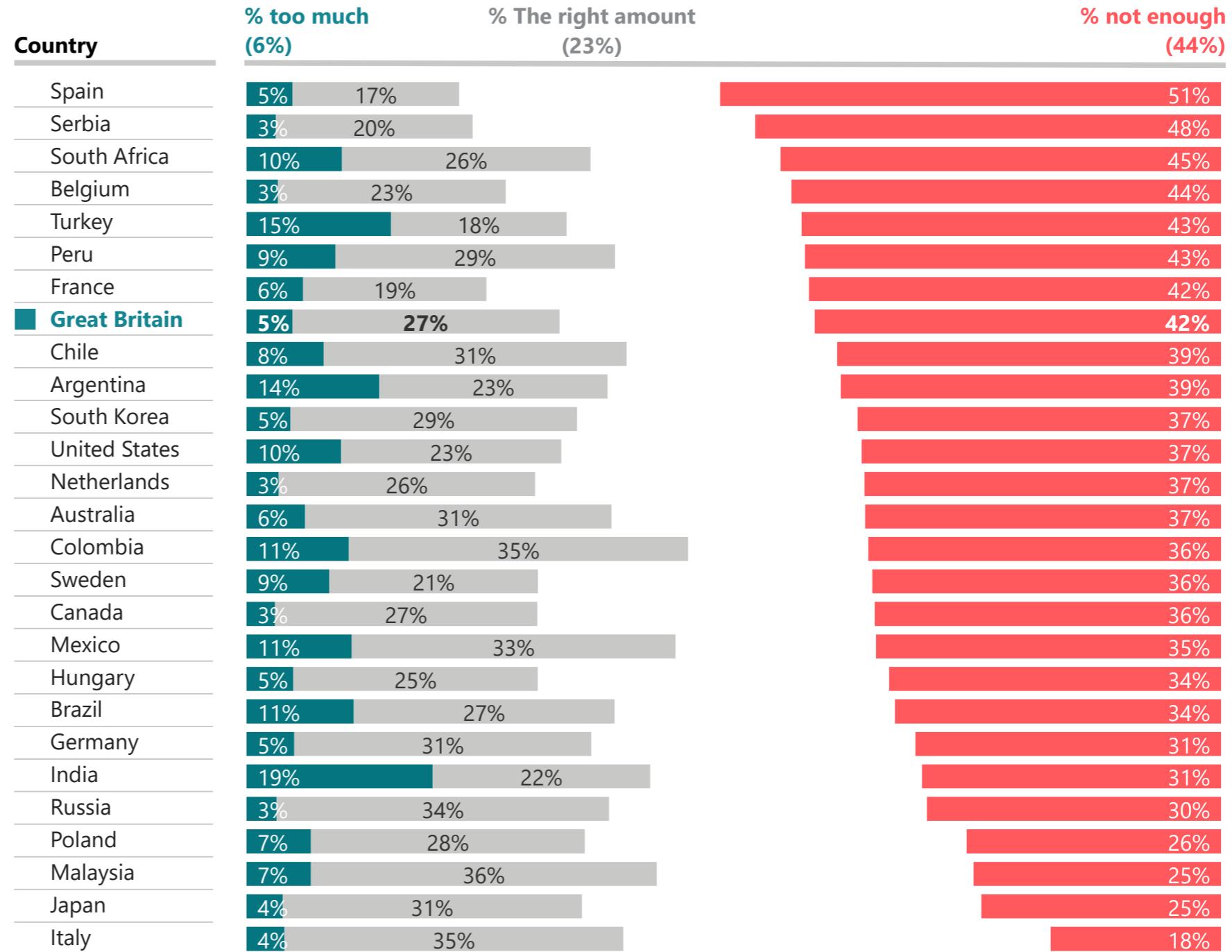
**Q. In government and politics, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

**Over half of those in Colombia, Spain, Turkey, South Africa and Hungary say 'not enough' is being done to achieve equal rights between men and women in government and politics. People in Italy are least likely to say not enough is being done here – mentioned by just one in six.**



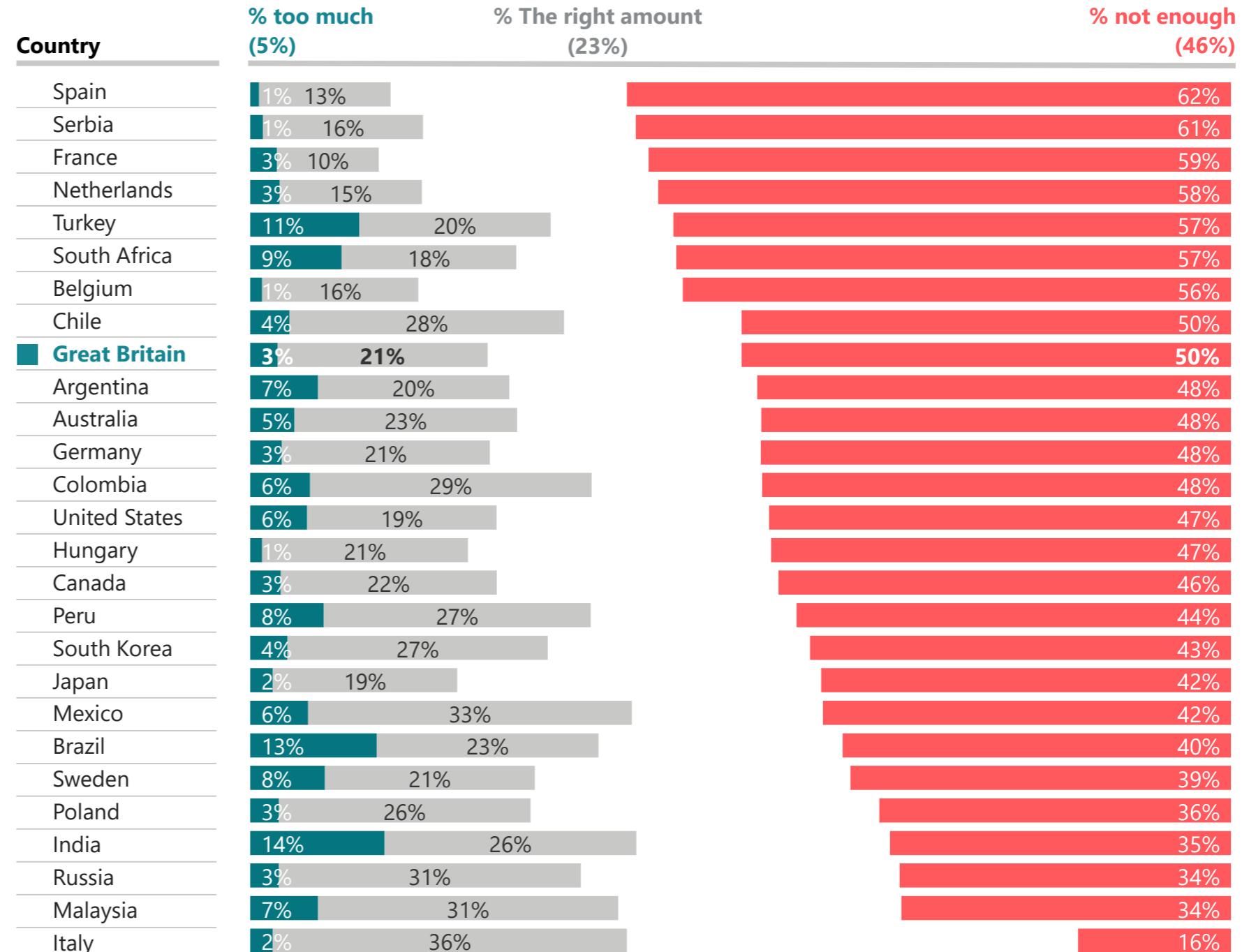
**Q. In the media including TV and media, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

**Half of those in Spain and Serbia say 'not enough' is being done to achieve equal rights between men and women in the media including TV and cinema. In India, one in five say 'too much' is being done here, as do one in six in Turkey.**



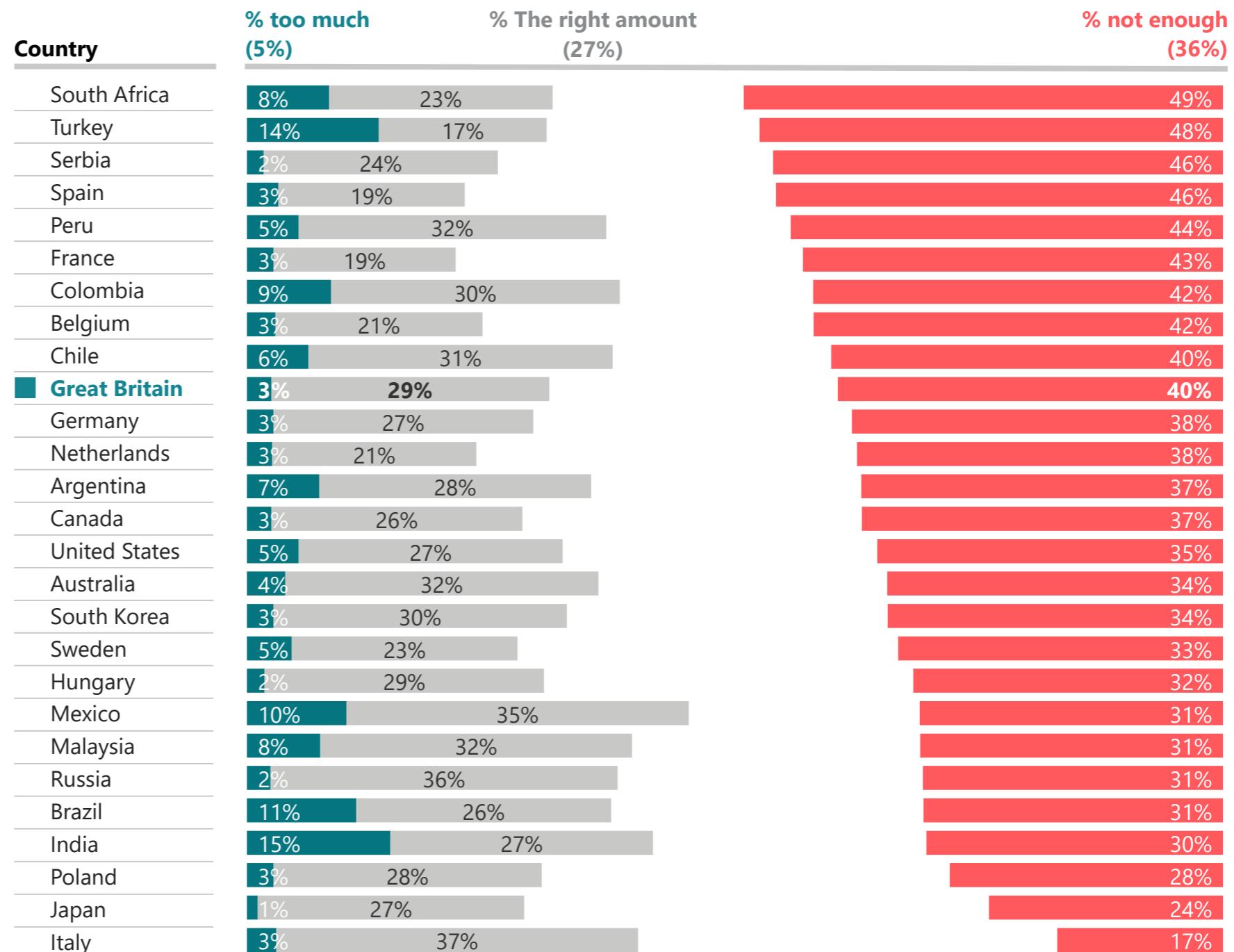
**Q. In business, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

***Three in five of those in Spain, Serbia and France think 'not enough' is being done to achieve equal rights between men and women in business. People in Italy are least likely to think not enough is being done here – only 16% cite this. Conversely, one in ten people in Turkey and South Africa think 'too much' is being done.***



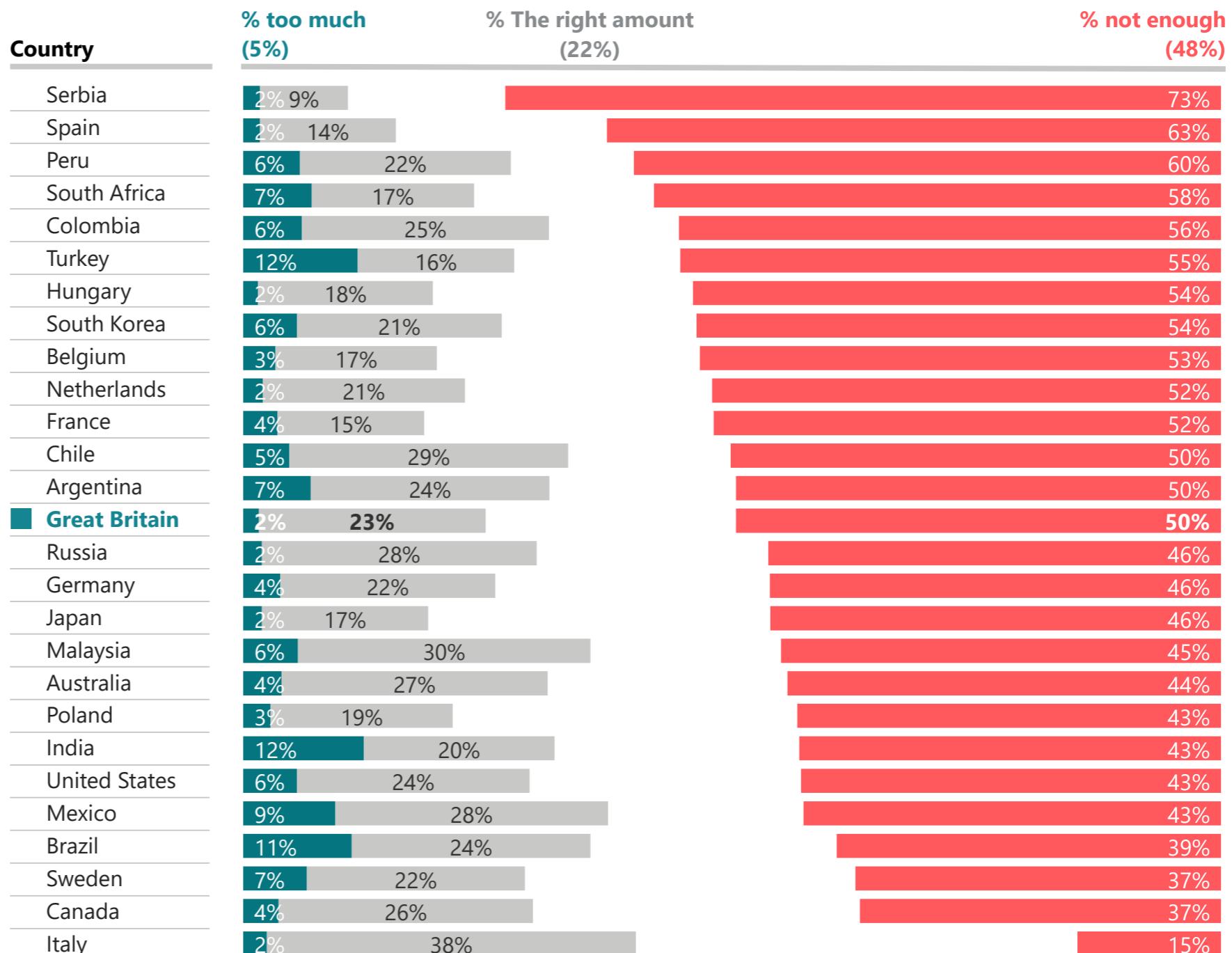
**Q. In science and technology, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

**Half of people in South Africa and Turkey think 'not enough' is being done to achieve equal rights between men and women in science and technology. People in Italy are least likely to say not enough is being done in this sphere.**



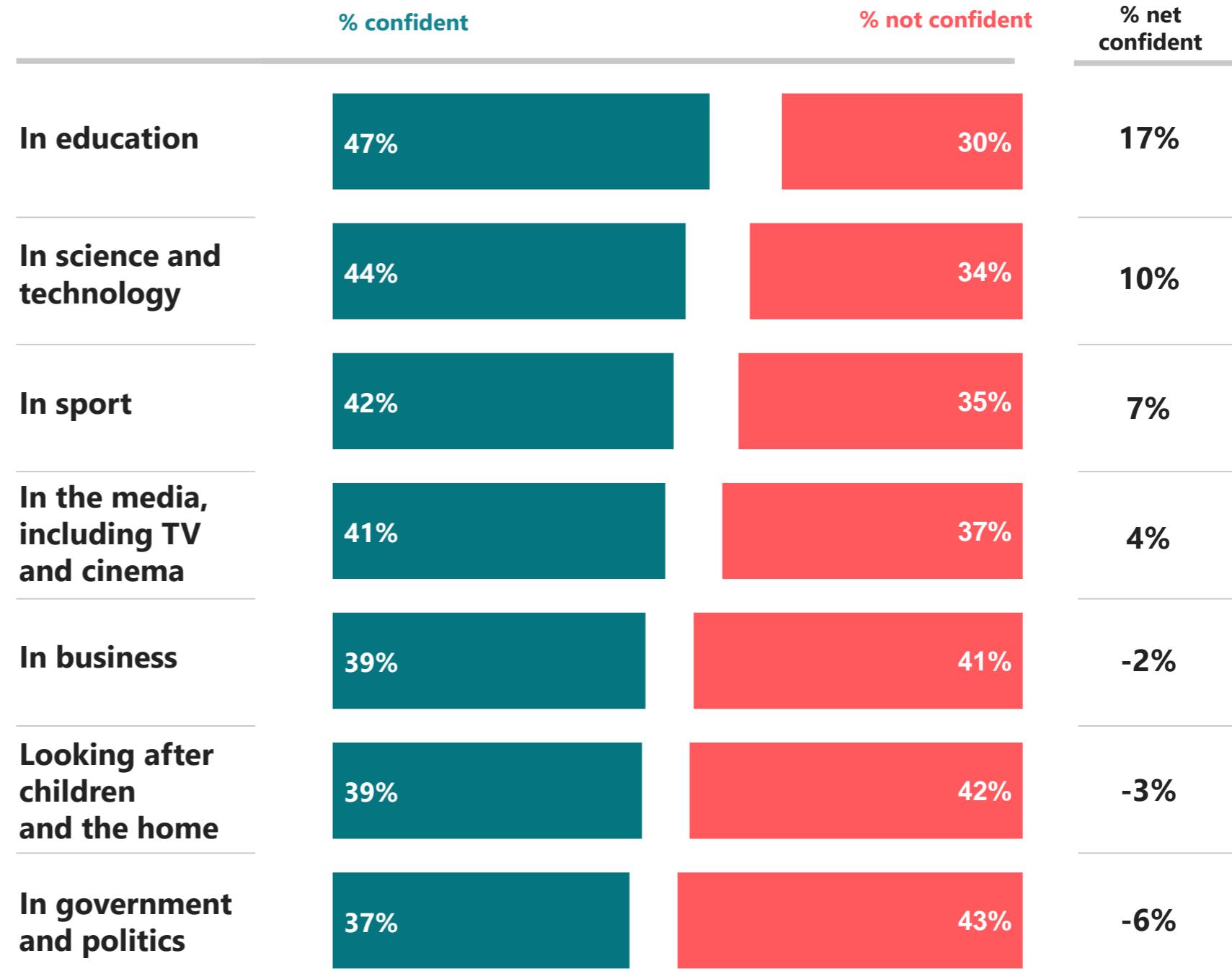
**Q. Looking after children and the home, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women in [COUNTRY]?**

**Three quarters of people in Serbia think 'not enough' is being done to achieve equal rights between men and women in relation to looking after children and the home. It is also a key issue in Spain and Peru where three in five give this answer.**



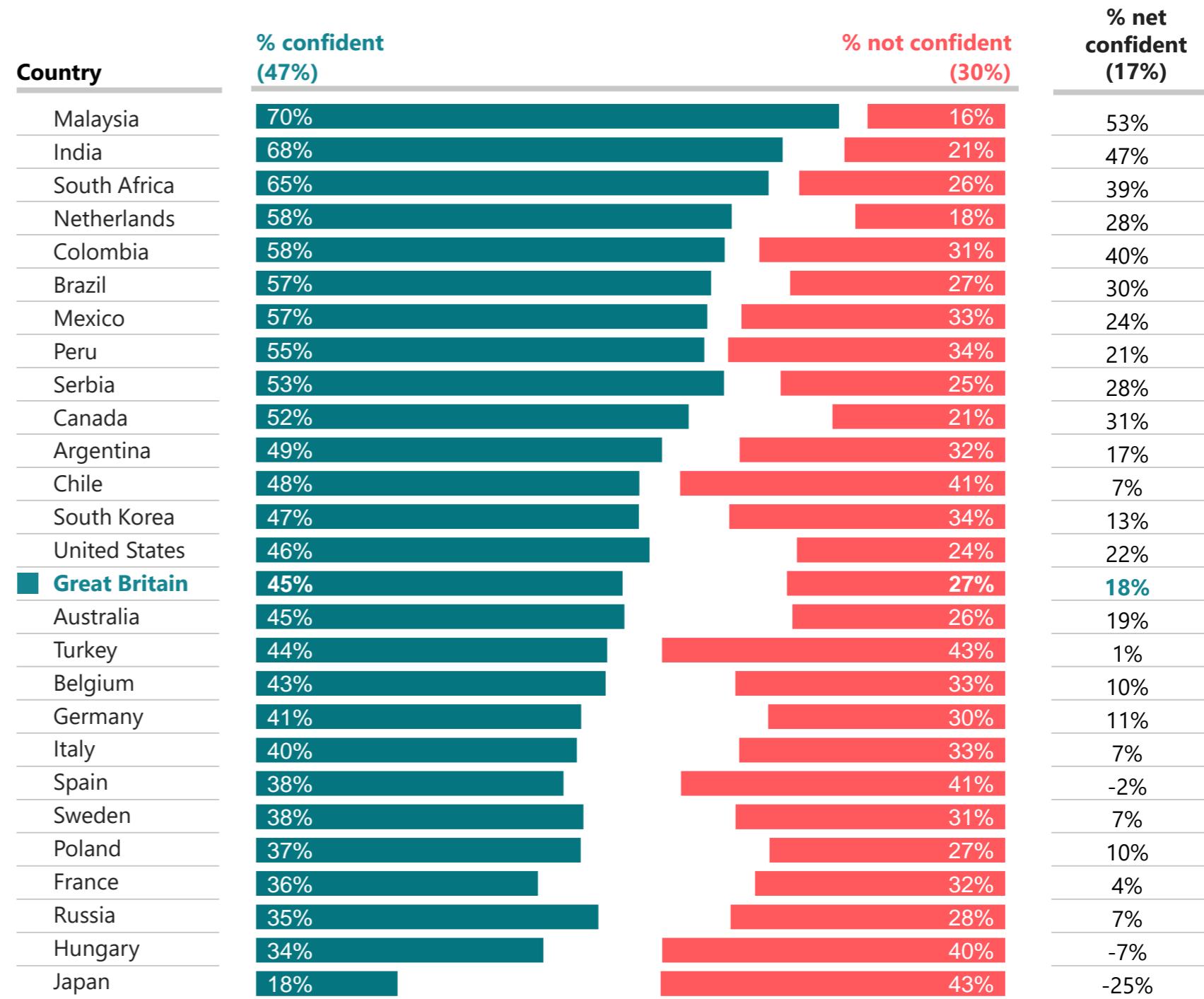
**Q. For each of these areas, how confident, if at all, do you feel that discrimination against women in [COUNTRY] will have ended in the next 20 years?**

***People are most confident that, in 20 years, discrimination against women will have ended in education. Science and technology is the next most commonly mentioned. People are least optimistic about discrimination against women ending in government and politics.***



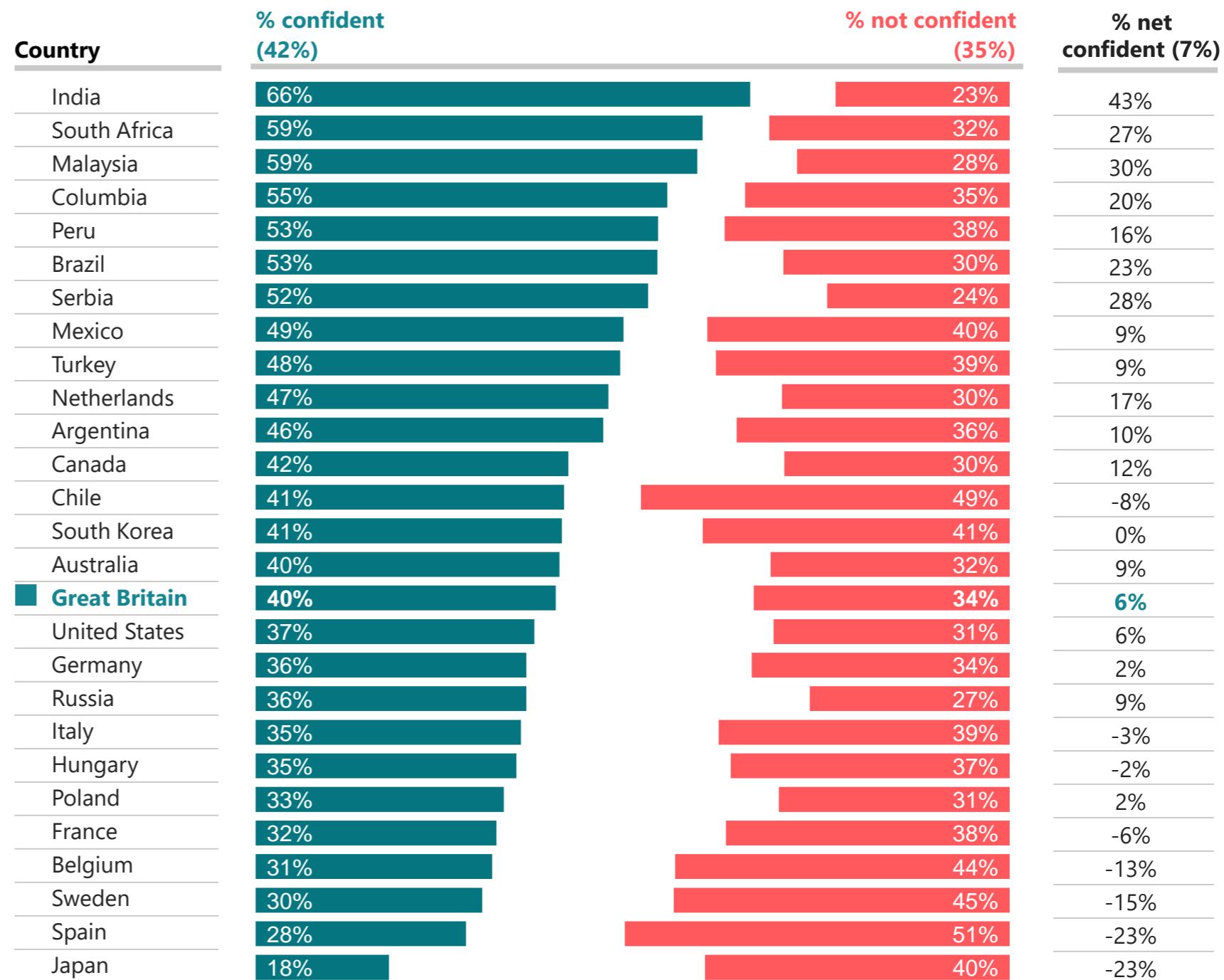
**Q. In education, how confident, if at all, do you feel that discrimination against women in [COUNTRY] will have ended in the next 20 years?**

**People in Malaysia and India are most confident that discrimination against women in education will have ended in education in the next twenty years, where seven in ten cite this. At the other end of the spectrum, people in Japan are least confident on this point; only one in five are confident discrimination will have ended – twice as many are not confident.**



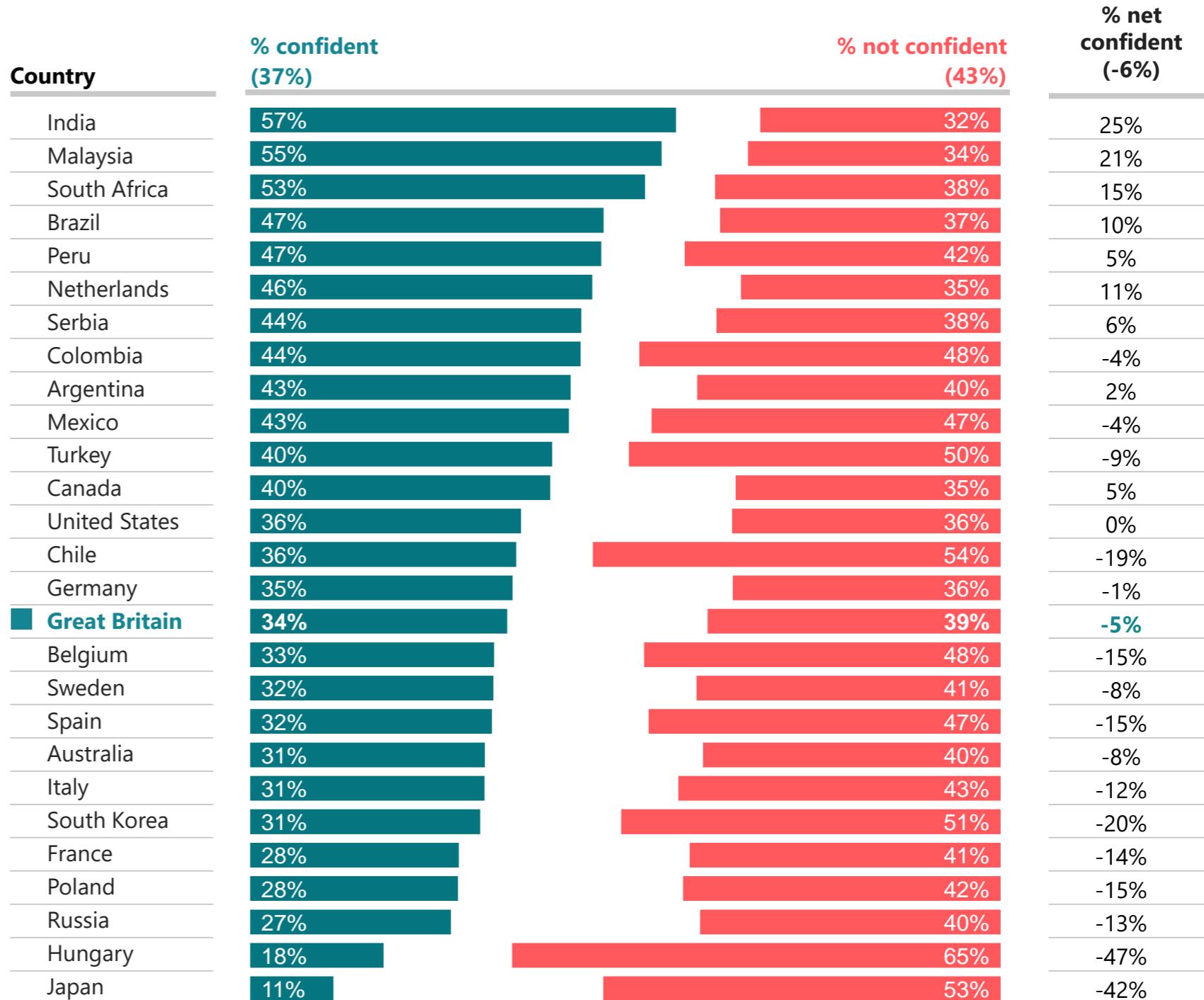
**Q. In sport, how confident, if at all, do you feel that discrimination against women in [COUNTRY] will have ended in the next 20 years?**

***Two thirds in India are confident that discrimination against women in sport will have ended in 20 years' time. Next most confident are people in South Africa and Malaysia, where three in five state this. In Japan, only one in five are confident about discrimination against women in sport ending in the next 20 years.***



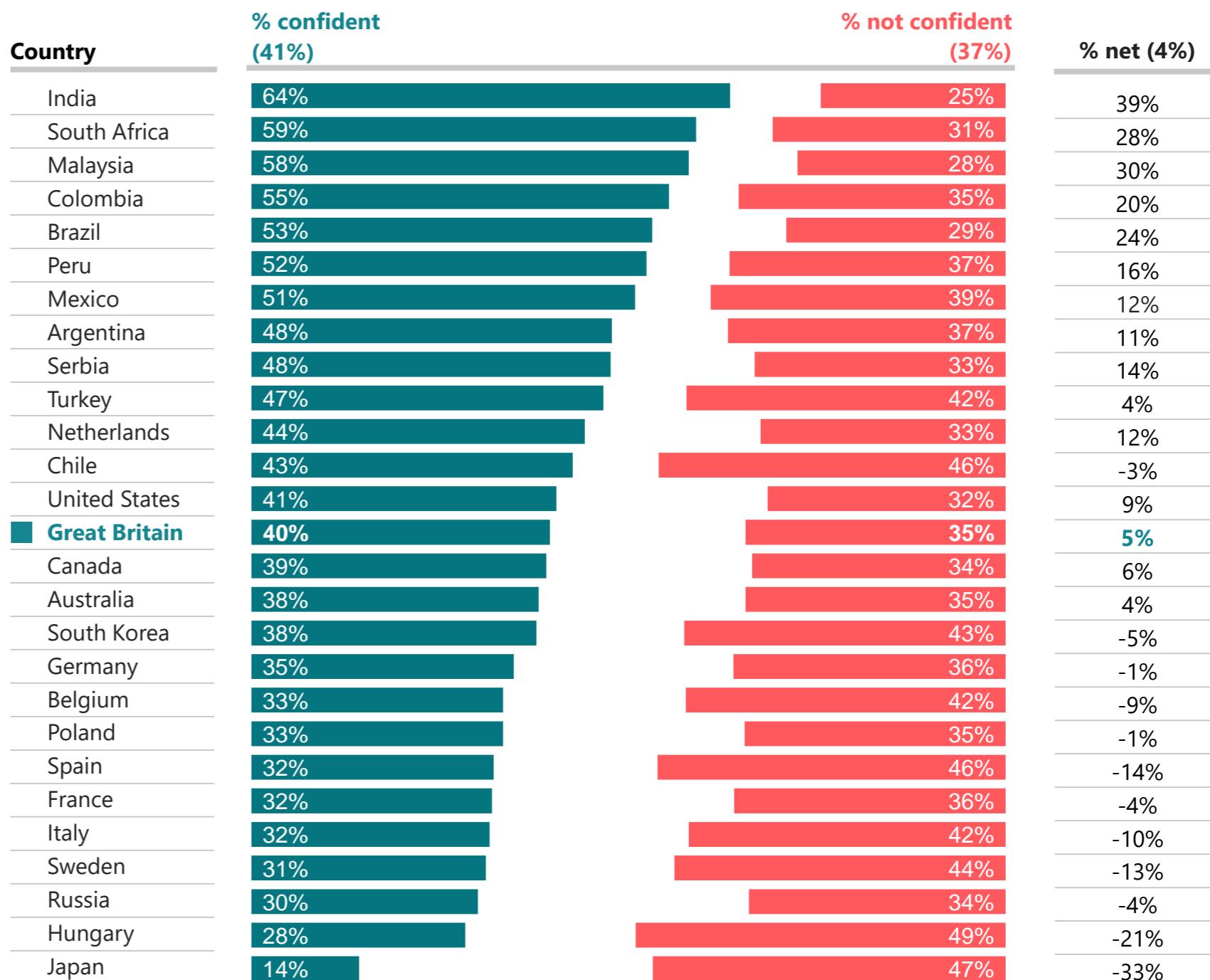
**Q. In government and politics,  
how confident, if at all, do you  
feel that discrimination against  
women in [COUNTRY] will have  
ended in the next 20 years?**

**Over half in India, Malaysia and South Africa are confident that discrimination against women in government and politics will have ended in the next 20 years. In Great Britain a third are confident about this – more or less in line with the global average. Least confident are those in Hungary – two thirds say that they are not confident about this happening.**



**Q. In the media including TV and media, how confident, if at all, do you feel that discrimination against women in [COUNTRY] will have ended in the next 20 years?**

***Two thirds of people in India are confident that discrimination against women in the media including TV and cinema will have ended in the next 20 years. Three in five of those in South Africa and Malaysia also think this. Least confident are Japan and Hungary where nearly half state that they are not confident that this will happen.***



**Q. In business, how confident, if at all, do you feel that discrimination against women in [COUNTRY] will have ended in the next 20 years?**

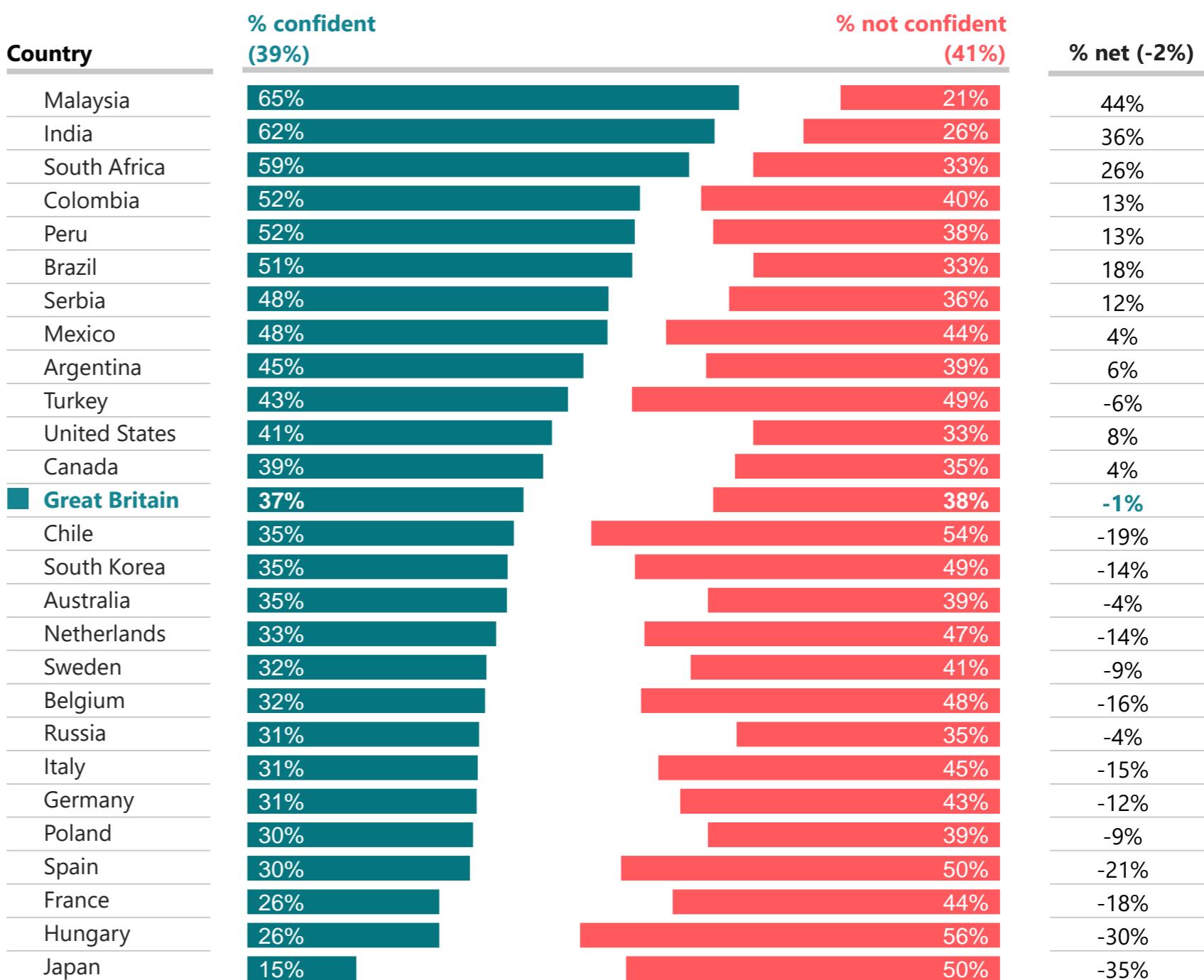
***Two thirds in Malaysia are confident that discrimination against women in business will have ended in the next 20 years. Three in five in India and South Africa think the same. Least confident are people in Japan, Hungary and France.***



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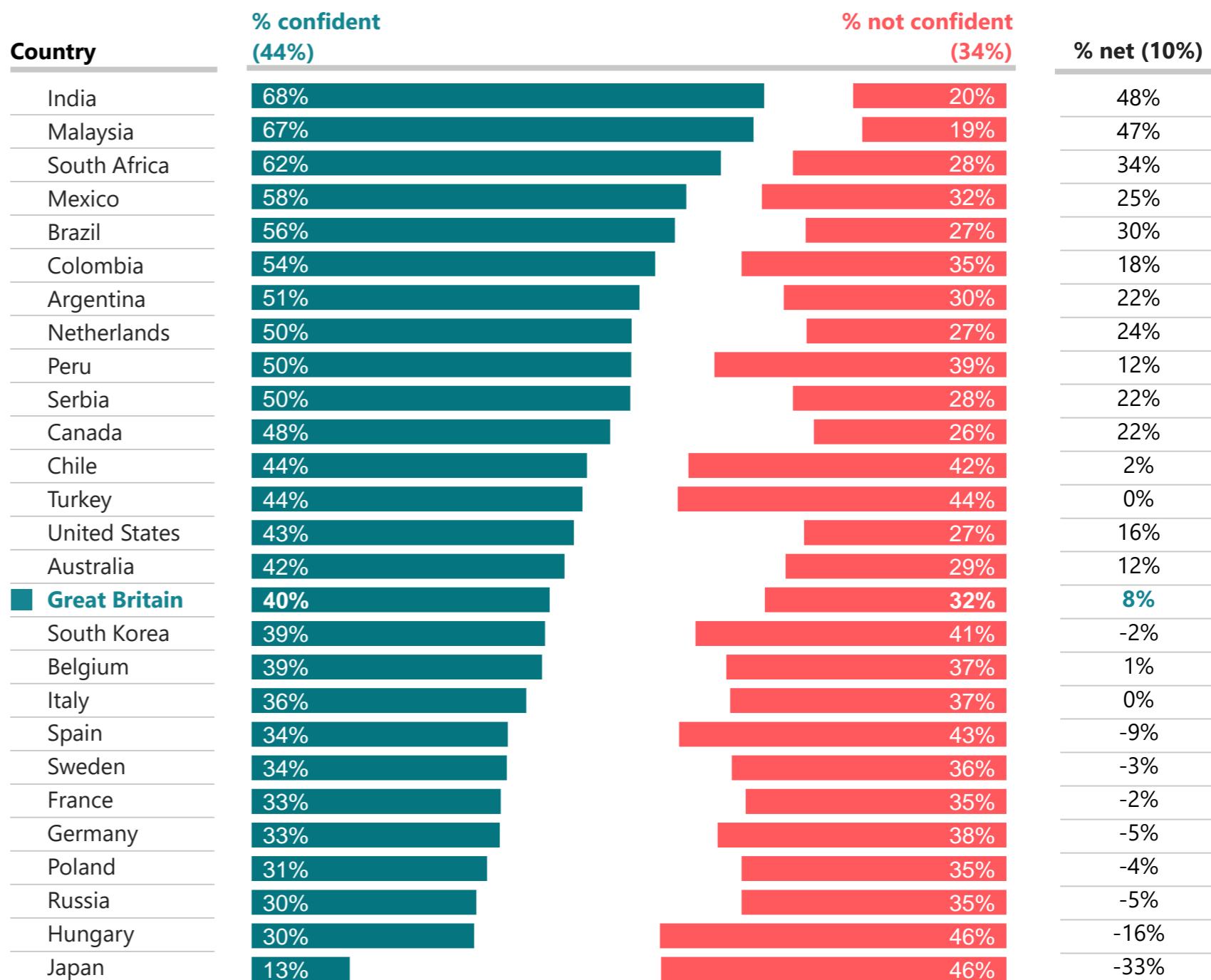
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LONDON



Base: 18,800 online adults aged 16-64 across 27 countries, 21 Dec 2018 - 4 Jan 2019

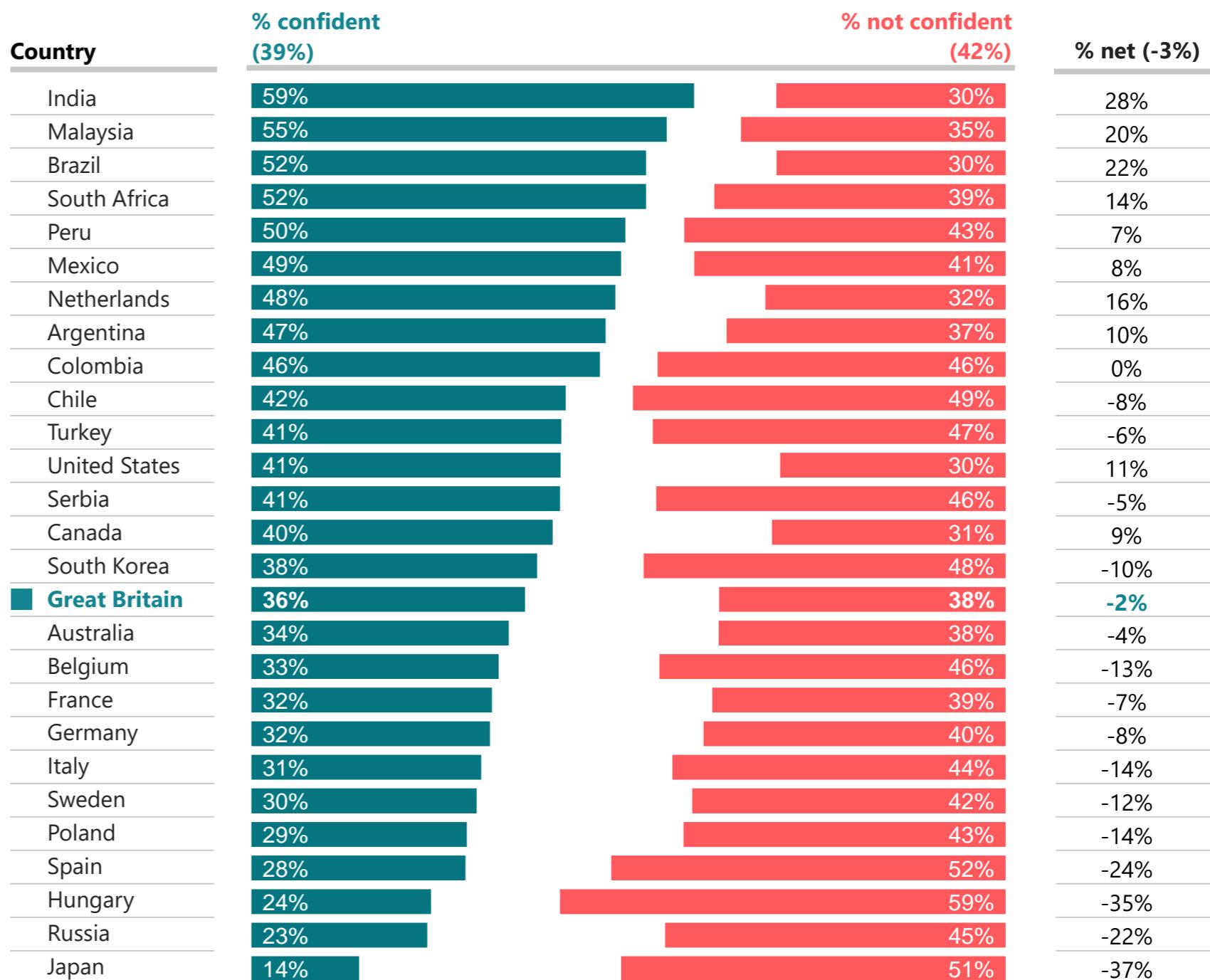
**Q. In science and technology,  
how confident, if at all, do you  
feel that discrimination against  
women in [COUNTRY] will have  
ended in the next 20 years?**

***Two thirds of those in India and Malaysia are confident that discrimination against women will have ended in science and technology in 20 years' time. Next most confident are those in South Africa and Mexico, where three in five are confident. People in Japan and Hungary are least confident on this. In both countries nearly half state that they are not confident that this will happen.***



**Q. Looking after children and the home, how confident, if at all, do you feel that discrimination against women in [COUNTRY] will have ended in the next 20 years?**

***Three in five people in India are confident that discrimination against women will have ended in relation to looking after children and the home in 20 years' time. Over half of those in Malaysia, Brazil and South Africa are also confident on this point. People in Japan are least confident – just 14% think this will happen while half are not confident.***



- The survey is an international sample of 18,800 adults aged 18-64 in the United States and Canada and 16-64 in all other countries. Interviews were conducted between 21 December 2018 – 4 January 2019.
- The survey was conducted in 27 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.
- Approximately 1000 individuals were surveyed in Australia, Brazil, Canada, France, Germany, Italy, Japan, Spain, Great Britain, and the USA.  
Approximately 500 individuals were surveyed in Argentina, Belgium, Chile, Colombia, Hungary, India, Mexico, Malaysia, Netherlands, Peru, Poland, Russia, Serbia, South Africa, South Korea, Sweden, Turkey.
- Where results do not sum to 100 or the 'difference' appears to be +/- 1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population. 16 of the 27 countries surveyed generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland,, South Korea, Spain, Sweden, and United States). Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Serbia, South Africa and Turkey produce a national sample that is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

## **For more information, please contact:**

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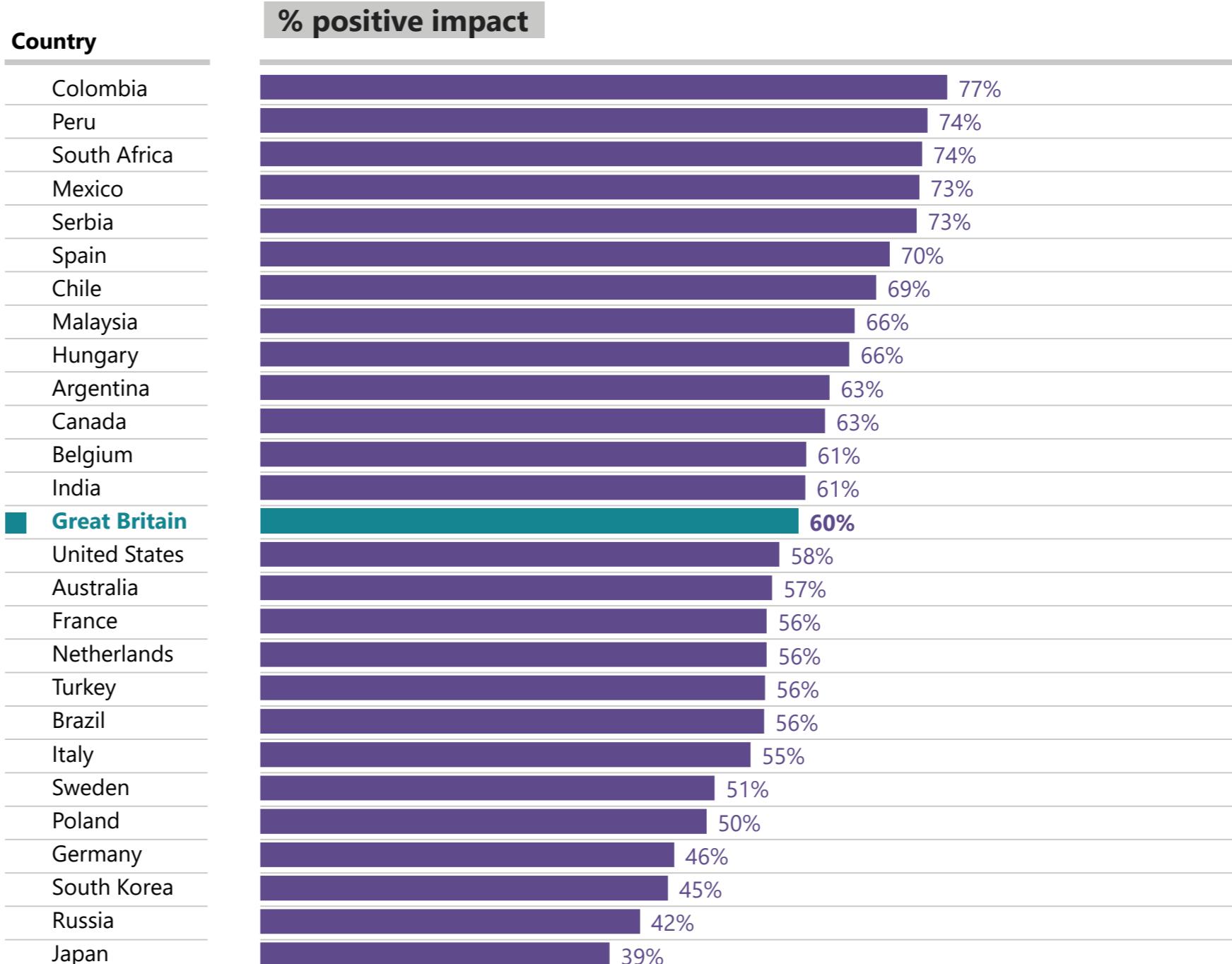
**Kyra Xypolia**

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# Appendix slides

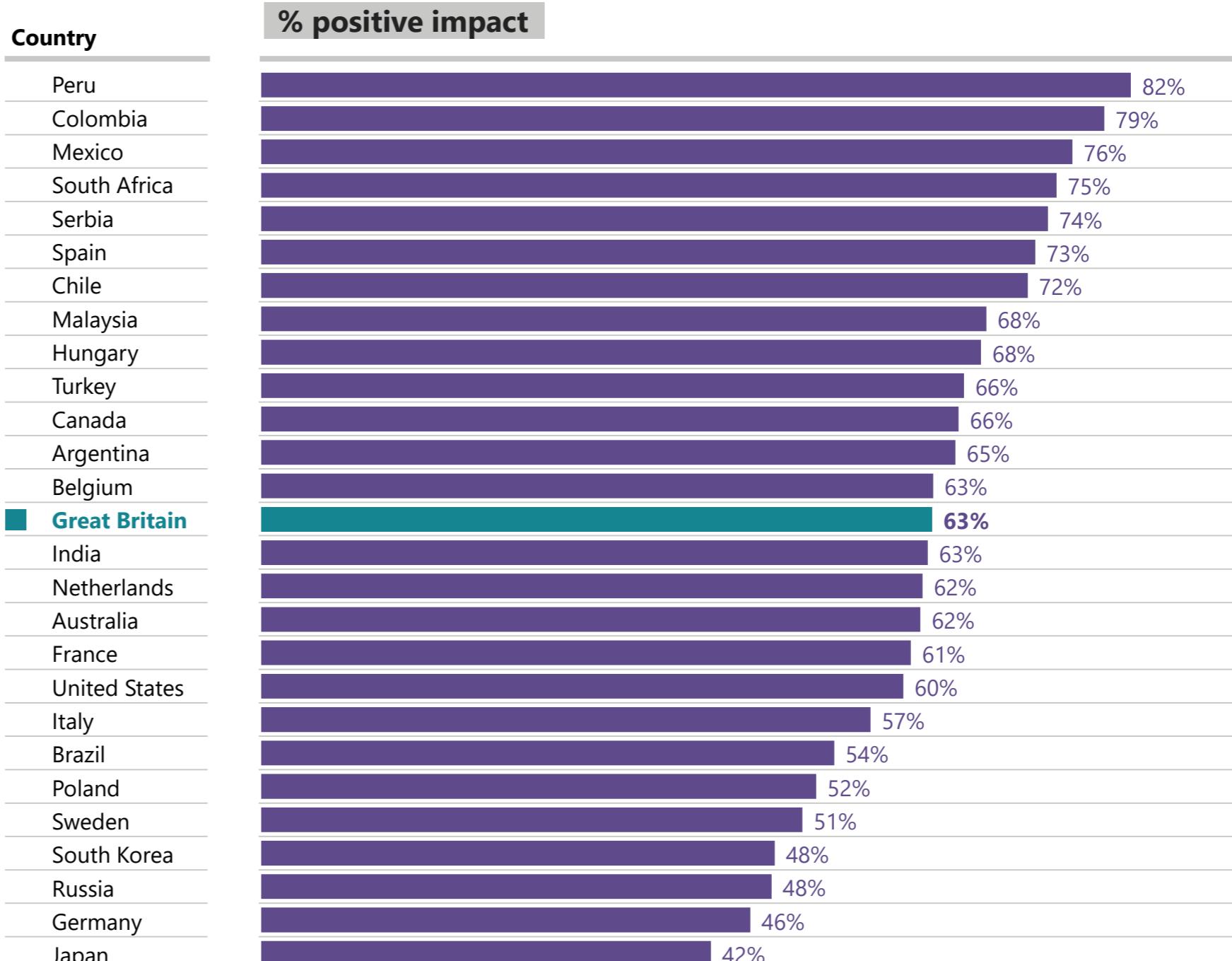
**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***Employers doing more to promote women to senior leadership positions***



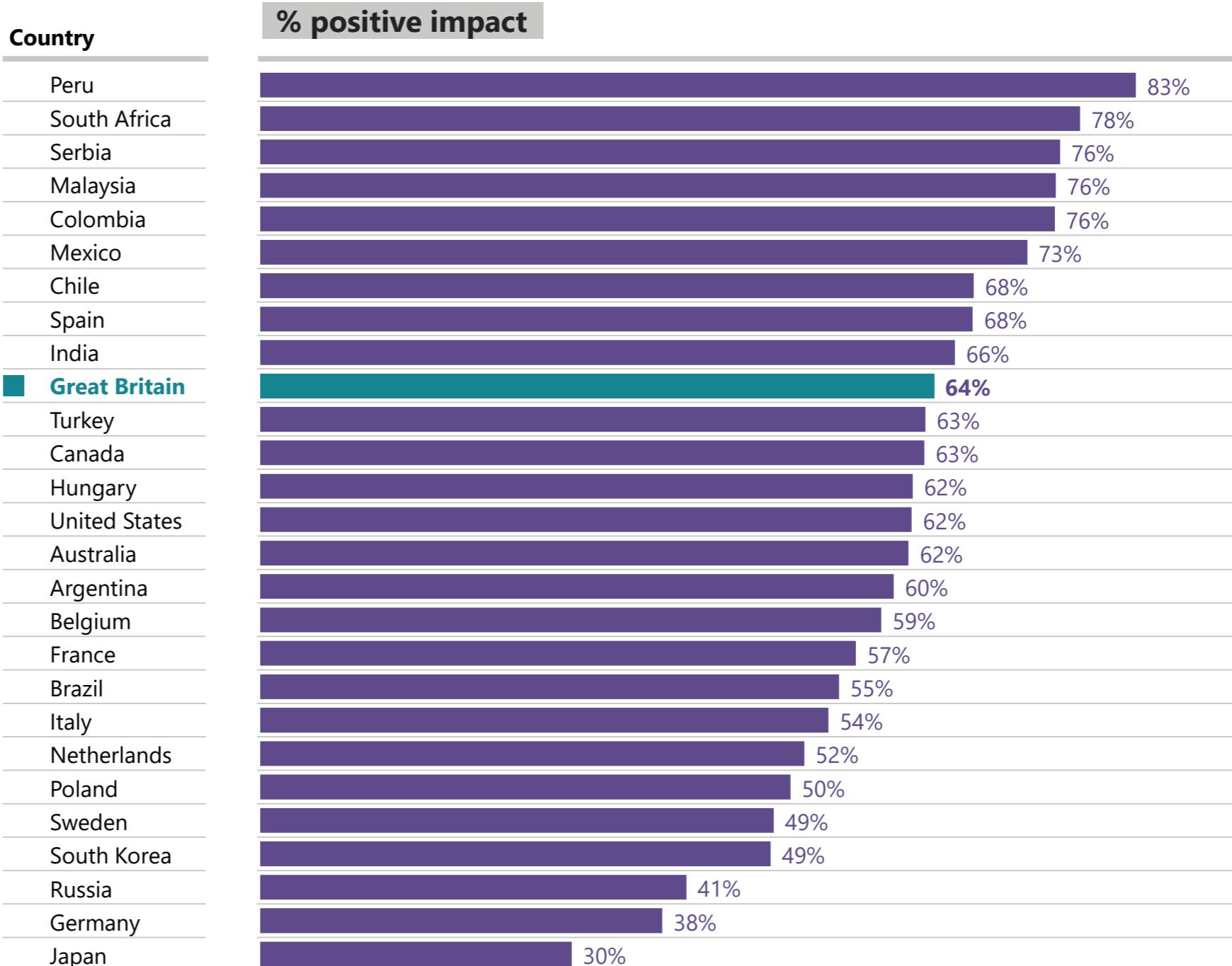
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***Removing the barriers that stop women standing for senior positions in government and politics***



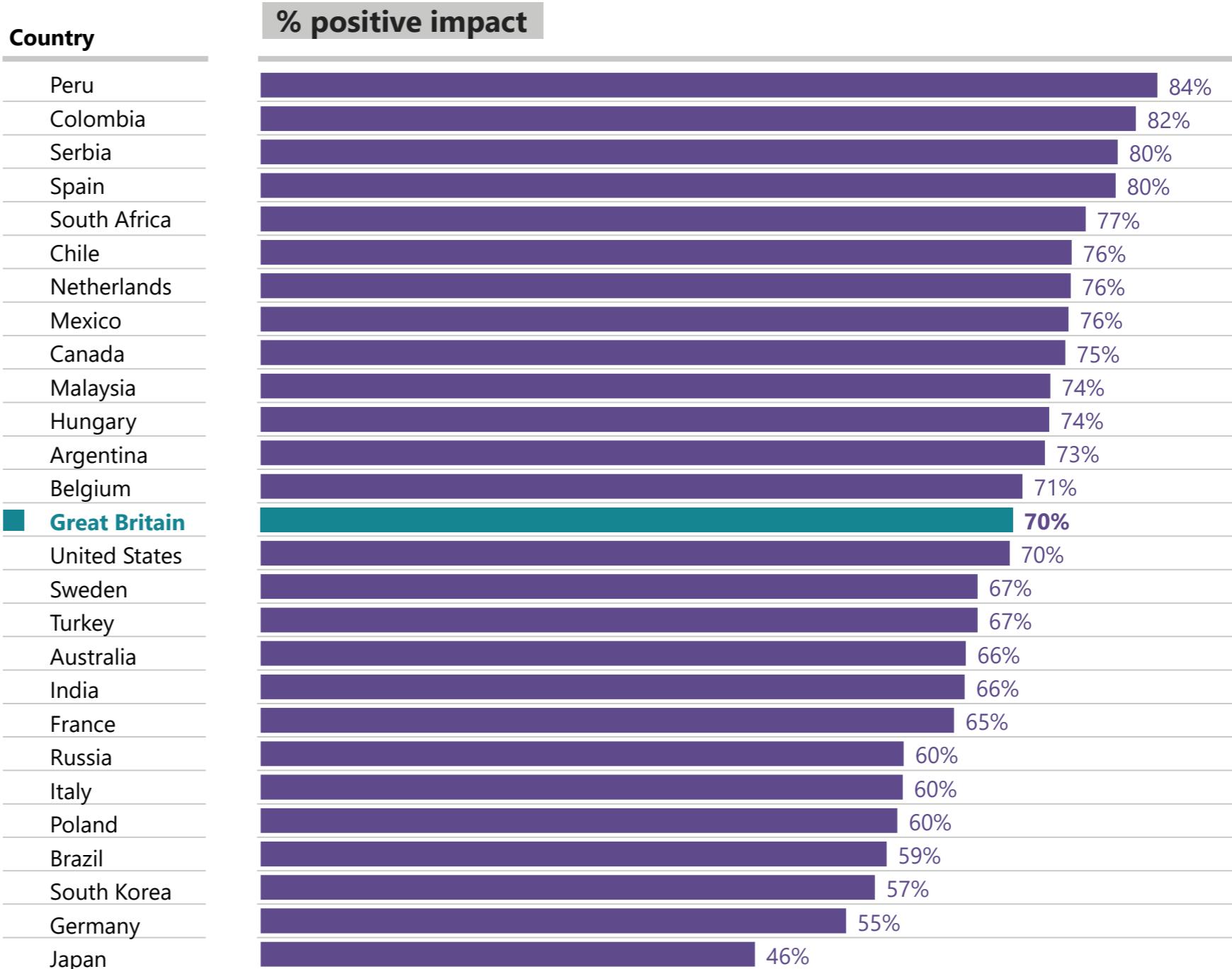
**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***The media portraying women and girls in a more positive way***



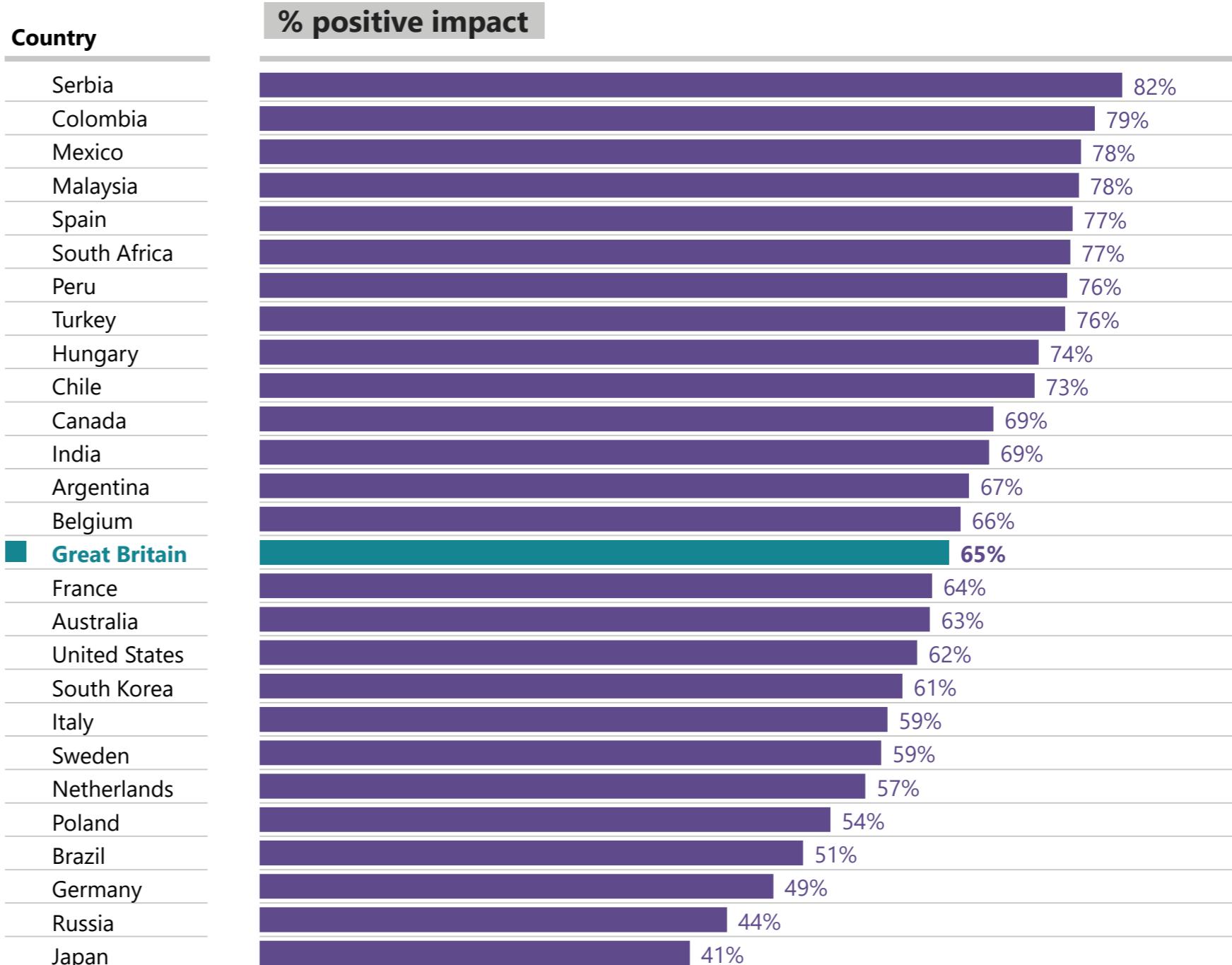
**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***Employers paying women the same as men for the same work***



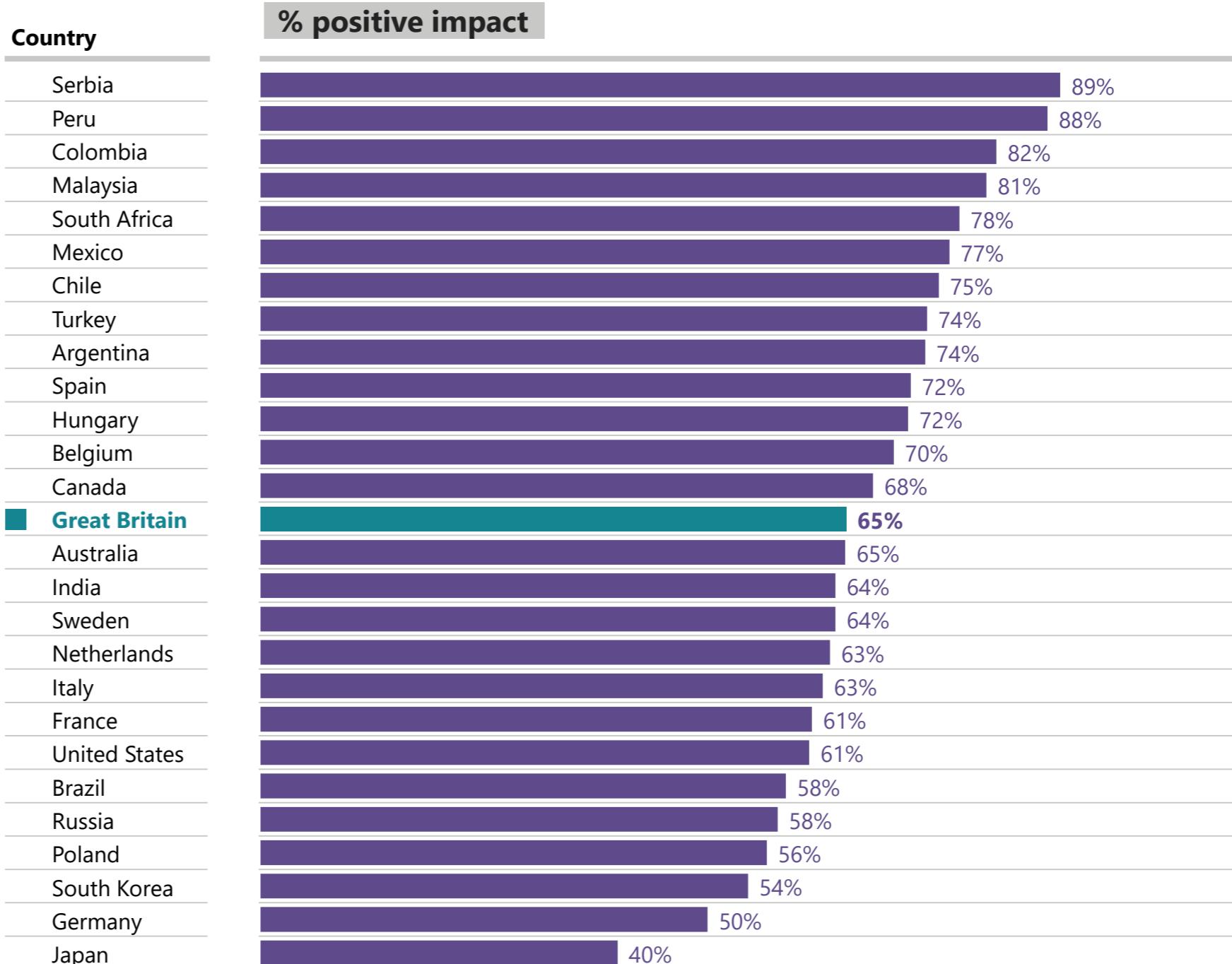
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***Educating boys and girls about the importance about the importance***



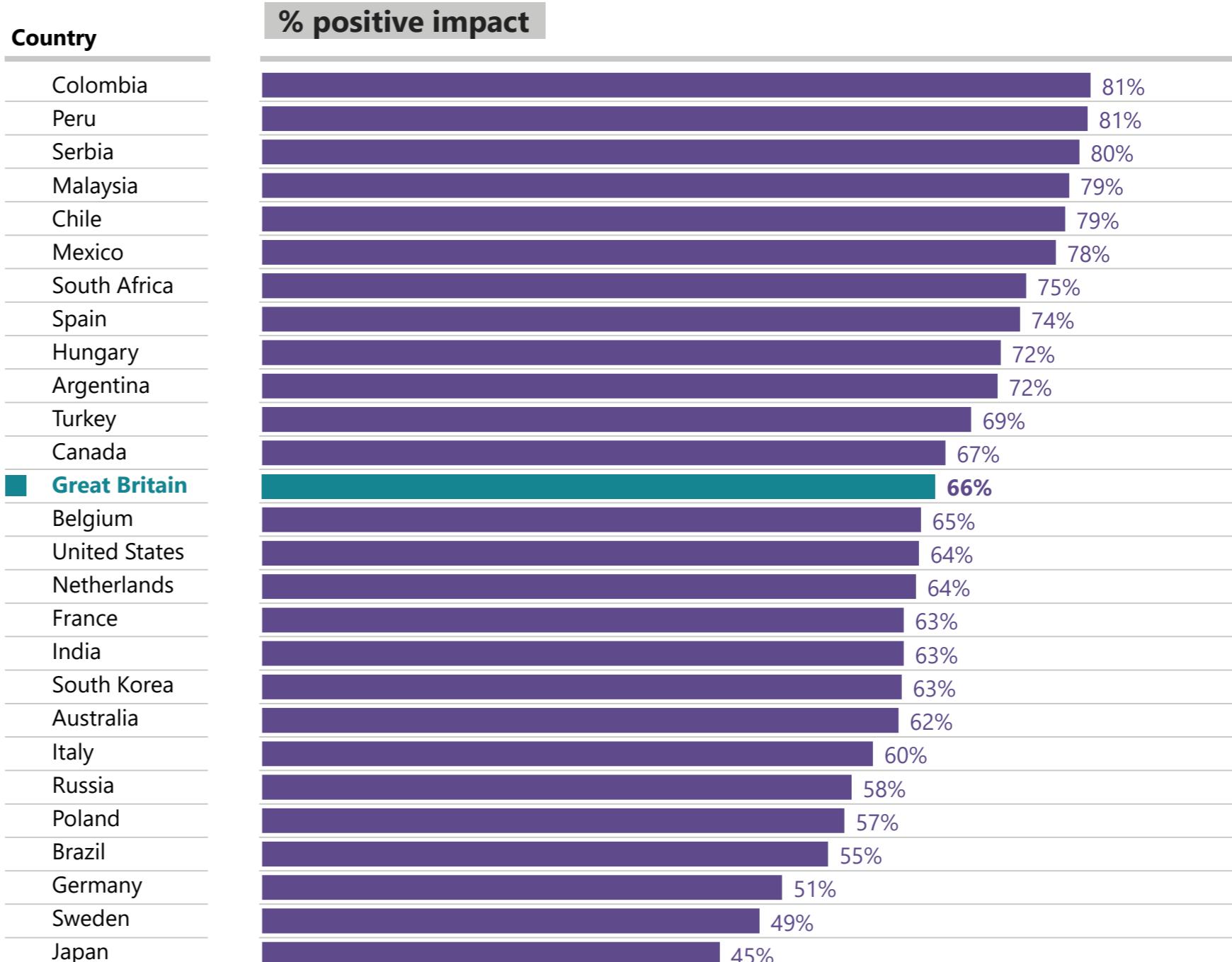
**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***Tougher laws to prevent violence and harassment against women***



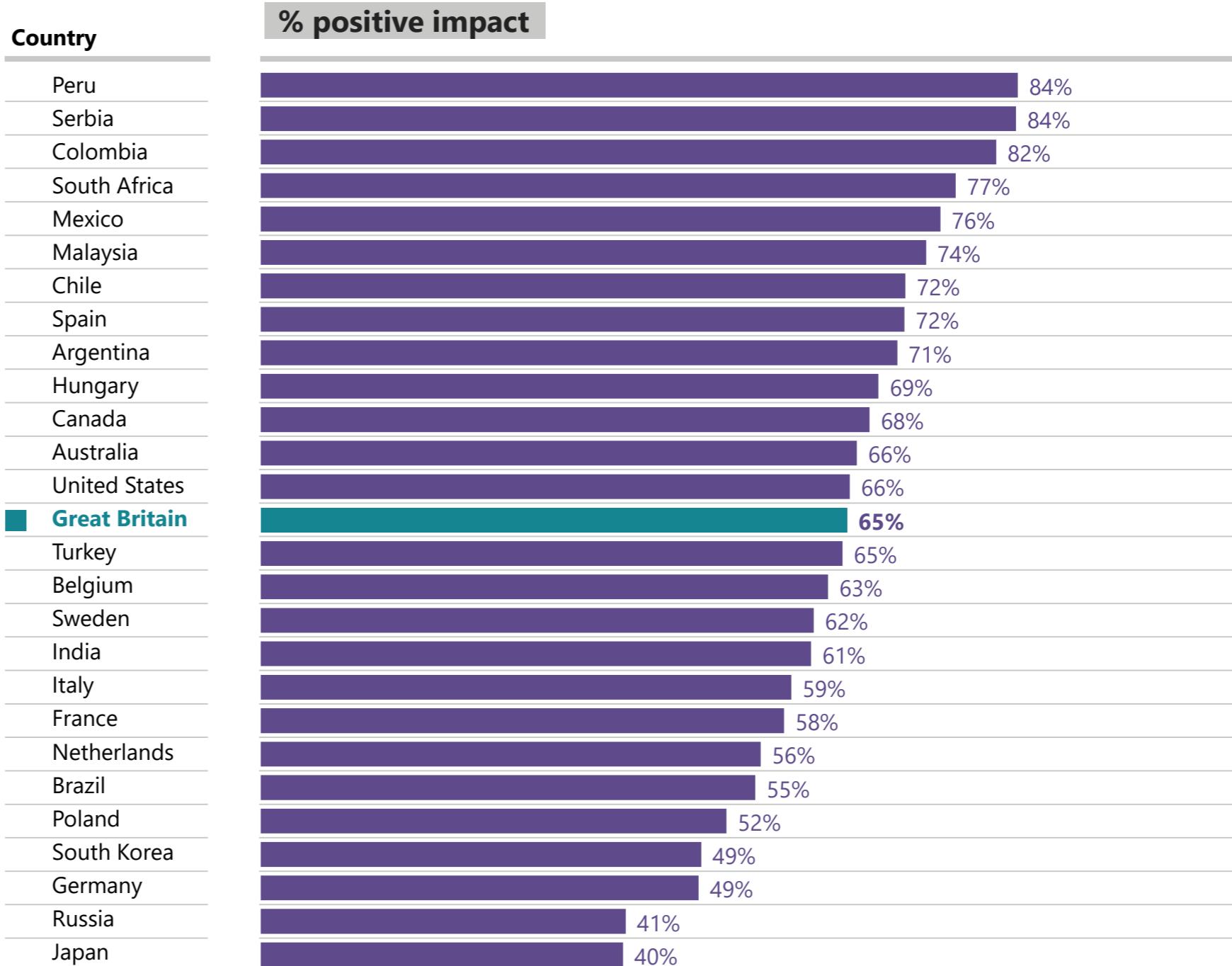
**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***Men sharing more responsibility for raising children and looking after the home***



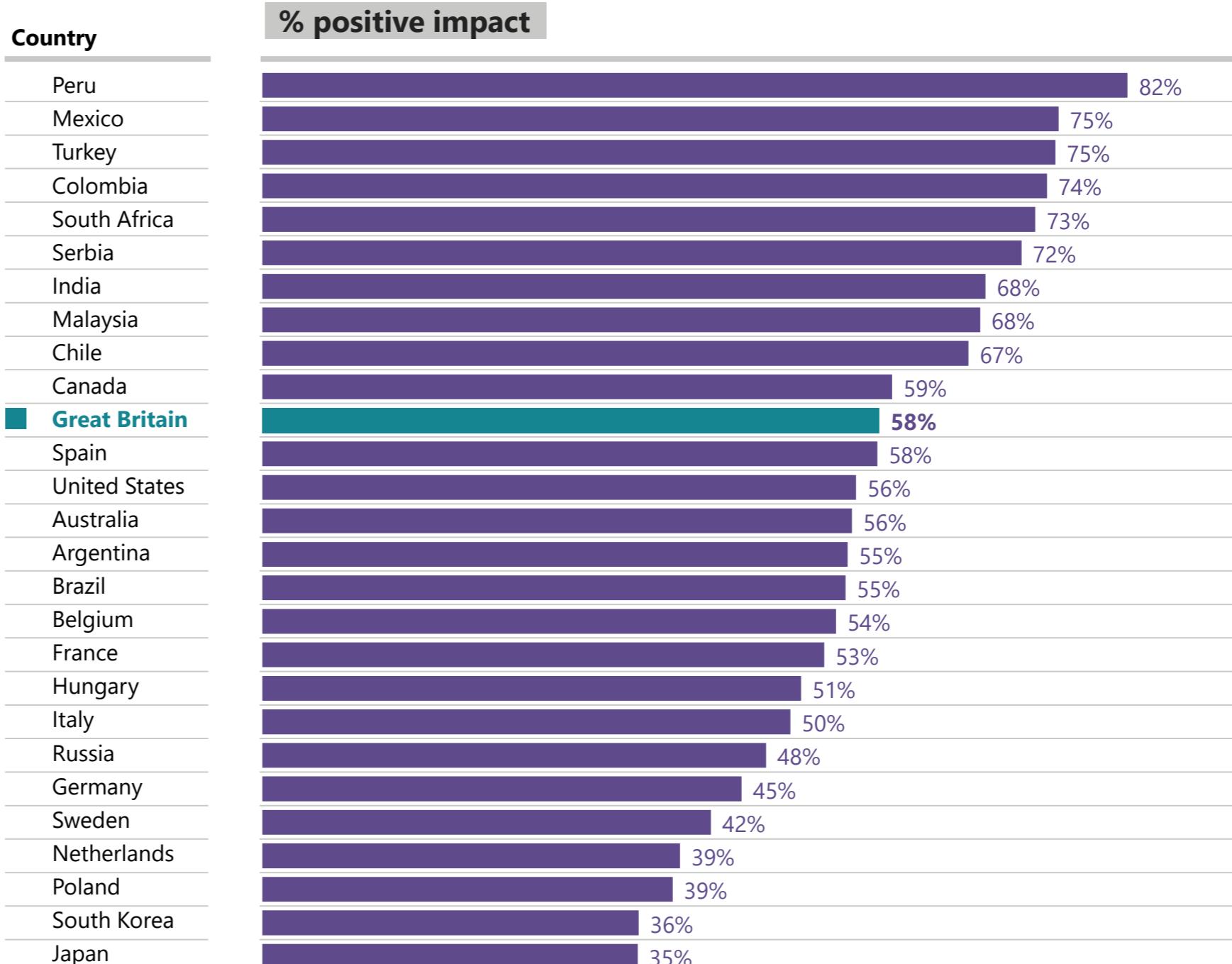
**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***More men speaking out when women are treated unfairly because of their gender***



**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

**Better access to education for girls**



**Q. Below is a list of actions that may help to achieve equal rights between men and women in [COUNTRY]. For each one, please say to what extent, if at all, you think it would make a positive impact or negative impact to achieving equality between men and women, or would it make no difference?**

***The media providing more coverage of women's sports***

