



INTERNATIONAL WOMEN'S DAY 2018



**Global Misperceptions of
Equality and the Need to
Press for Progress**

GAME CHANGERS





International
Women's Day

These are the findings from a special Ipsos survey conducted with International Women's Day to explore attitudes and misperceptions around the "*Press for Progress*" themes.

The results highlight how wrong people across the world are about some key equality issues.

PERCEPTIONS

ARE NOT ALWAYS

REALITY...

...AND WE'RE NOT AS

CLOSE TO EQUALITY

AS WE THINK...

GAME CHANGERS





International
Women's Day

MOST IMPORTANT ISSUES FACING WOMEN AND GIRLS



GAME CHANGERS



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

Across the study, 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. Women and men choose similar issues, although unpaid domestic labour is more of an issue for women



Issue	% mentions of each issue across all countries surveyed		% women	% men
	Issue	%		
Sexual harassment	32%	31%	33%	
Sexual violence	28%	29%	28%	
Physical violence	21%	21%	20%	
Domestic abuse	20%	20%	20%	
Equal pay	19%	20%	17%	
Workplace discrimination	15%	16%	14%	
Balancing work and caring responsibilities	14%	17%	11%	
Sexualisation of women & girls in media	13%	14%	13%	
Gender stereotyping	11%	10%	11%	
The amount of unpaid work that women do	11%	14%	8%	
Access to employment	10%	11%	9%	
Lack of women in leadership roles	8%	9%	7%	
Support for pregnant women & new mothers	8%	7%	8%	
Abuse on social media	7%	6%	8%	
Access to education	6%	6%	5%	
Access to healthcare	6%	7%	6%	
Forced/child marriage	6%	5%	6%	
Access to childcare	5%	5%	5%	
Access to family planning services	5%	6%	5%	
Parental leave rights	5%	5%	5%	
Access to sanitary products	2%	3%	2%	

Please see <http://perils.ipsos.com/> for full details of all sources.

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, Malaysia and Turkey more than half of people say sexual harassment is the most important issue facing women. In Russia, Poland and Serbia less than a fifth of people see this as the most important issue facing women.



Country	% picking out sexual harassment	% women	% men
Peru	58%	54%	62%
Malaysia	51%	52%	50%
Turkey	51%	51%	50%
Mexico	48%	52%	44%
India	47%	47%	47%
Chile	42%	44%	39%
Argentina	41%	39%	43%
Spain	38%	38%	39%
Brazil	38%	37%	39%
France	37%	35%	39%
United States	36%	35%	38%
Canada	36%	33%	40%
Sweden	34%	33%	35%
South Africa	33%	31%	35%
Belgium	31%	31%	31%
Italy	31%	32%	30%
South Korea	28%	28%	28%
China	27%	27%	28%
Australia	26%	22%	29%
Great Britain	24%	24%	23%
Germany	22%	19%	24%
Hungary	21%	16%	26%
Japan	20%	18%	22%
Saudi Arabia	19%	14%	23%
Poland	18%	17%	20%
Russia	7%	7%	7%
Serbia	7%	5%	9%

Please see <http://perils.ipsos.com/> for full details of all sources.

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

South American countries in the study and South Africa see sexual violence as the most important issue facing women today.

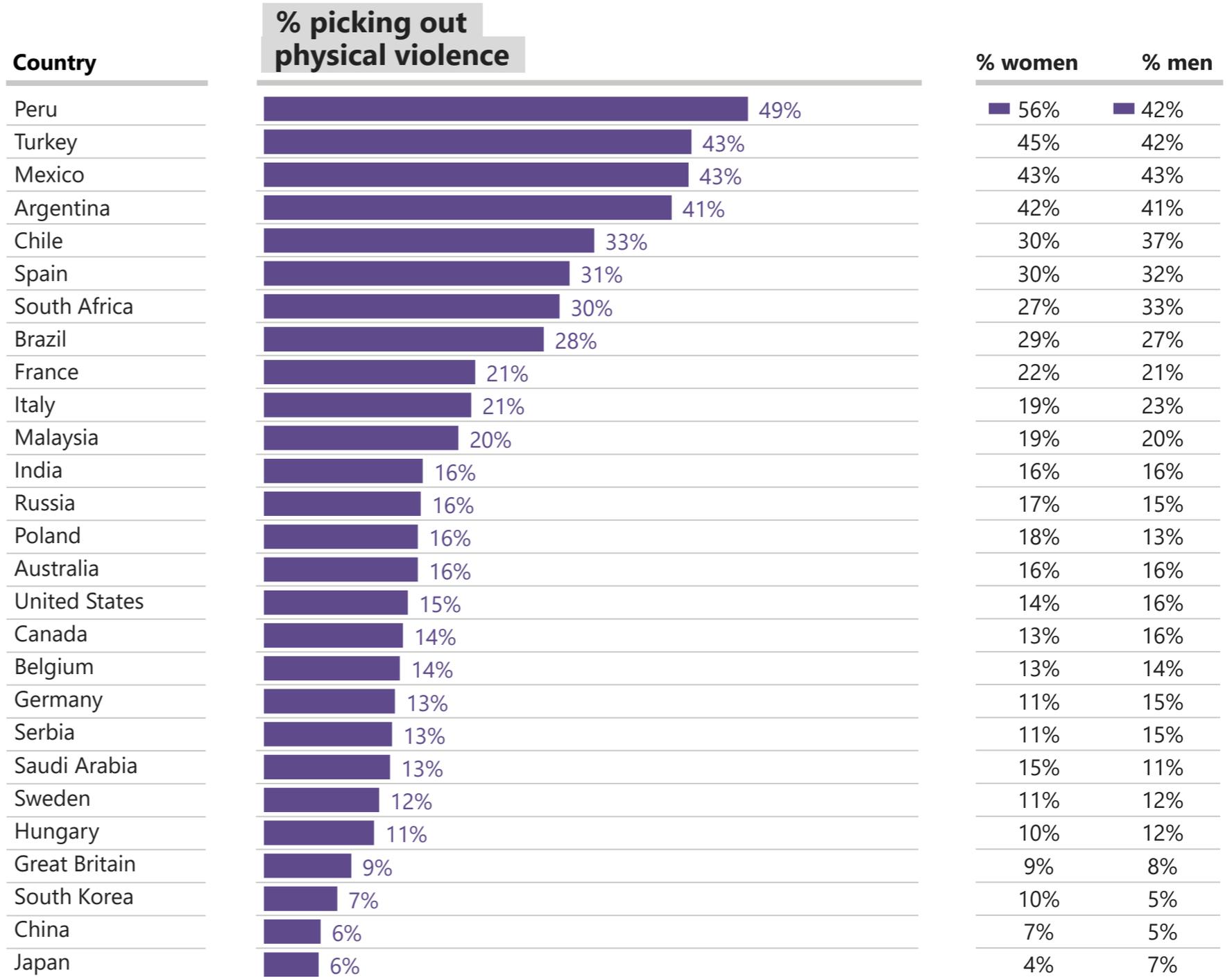


Country	% picking out sexual violence	% women	% men
Peru	67%	71%	63%
South Africa	50%	47%	52%
Brazil	47%	47%	47%
Mexico	43%	46%	39%
Chile	41%	43%	39%
India	36%	36%	37%
Argentina	36%	36%	35%
South Korea	35%	36%	34%
Spain	34%	35%	34%
Turkey	32%	37%	28%
Malaysia	31%	33%	28%
Italy	29%	29%	30%
United States	28%	26%	30%
France	28%	29%	26%
Canada	25%	24%	26%
Sweden	25%	26%	23%
Belgium	23%	19%	26%
Hungary	22%	24%	19%
Great Britain	21%	19%	23%
Japan	20%	15%	24%
Australia	19%	16%	22%
Germany	19%	16%	21%
Russia	18%	21%	14%
Poland	17%	17%	17%
China	12%	10%	13%
Serbia	8%	7%	8%
Saudi Arabia	7%	4%	9%

Please see <http://perils.ipsos.com/> for full details of all sources.

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

Half of people in Peru mention physical violence as the most important issue facing women. In Great Britain, China, South Korea and Japan it is mentioned by less than 10% of people.



Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

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 fifths of people in South Africa and Australia.

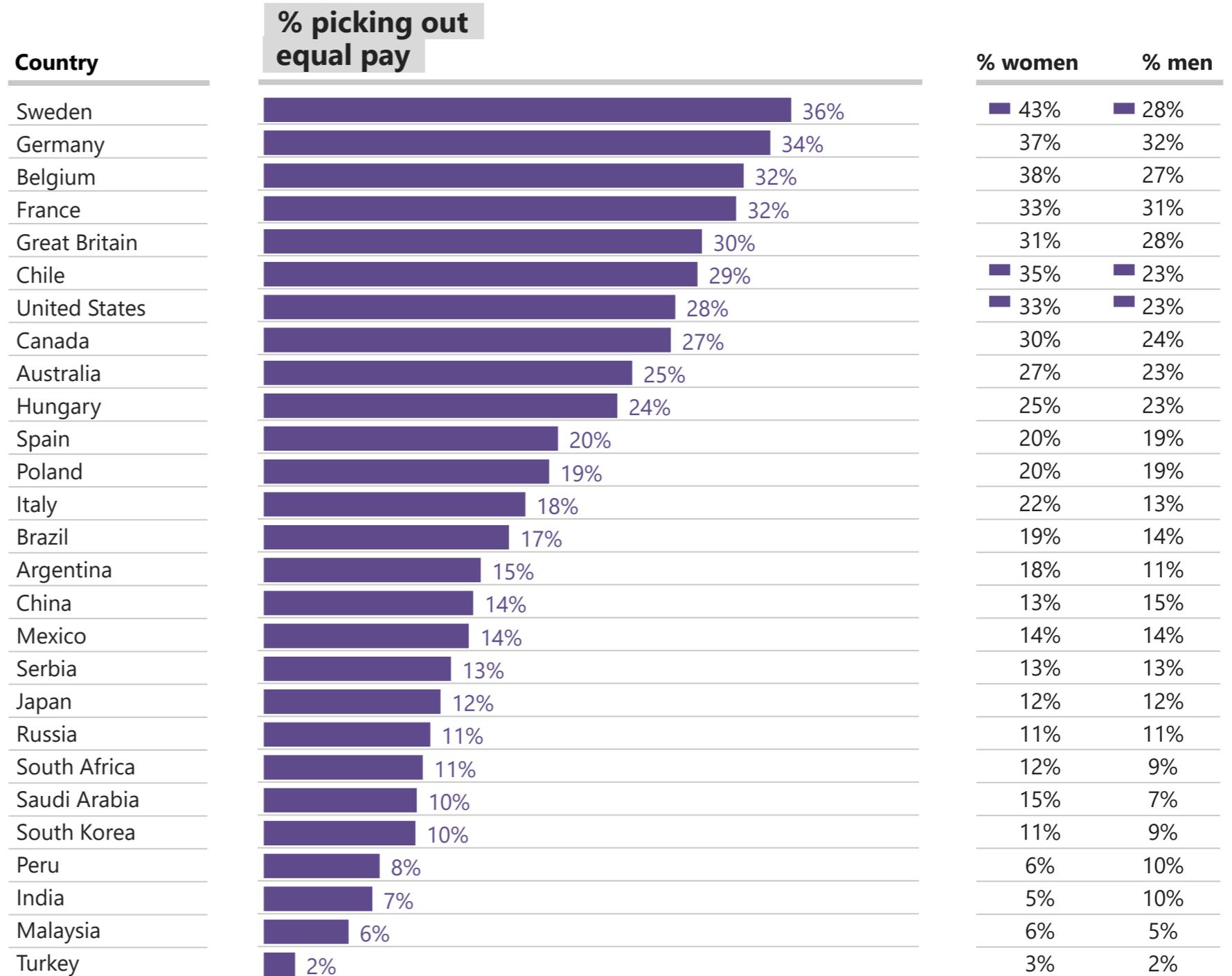
Country	% picking out domestic abuse	% women	% men
South Africa	37%	40%	34%
Australia	36%	35%	36%
Hungary	32%	29%	35%
France	31%	31%	31%
Italy	29%	30%	28%
Turkey	28%	28%	29%
Russia	27%	28%	27%
Serbia	25%	26%	23%
United States	23%	22%	24%
China	23%	24%	22%
Canada	22%	25%	20%
Poland	21%	20%	22%
Great Britain	20%	19%	22%
India	20%	25%	15%
Brazil	19%	21%	17%
Belgium	18%	17%	19%
Sweden	17%	17%	17%
Argentina	16%	14%	19%
Peru	14%	13%	15%
Mexico	14%	11%	16%
Germany	12%	14%	10%
Saudi Arabia	11%	10%	12%
Spain	11%	11%	11%
Chile	10%	9%	12%
Malaysia	8%	8%	9%
Japan	7%	7%	6%
South Korea	6%	4%	7%

Please see <http://perils.ipsos.com/> for full details of all sources.



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

Equal pay is seen as an issue in advanced European countries such as Sweden, Germany and France – and is often much more likely to be mentioned by women than men, particularly in Sweden, Belgium, Chile and the US.



Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

ISSUES OVERVIEW

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	CHN	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MAL	MEX	PER	POL	RSA	RUS	SER	ESP	SWE	TUR	USA
Sexual harassment	32%	41%	26%	31%	38%	36%	42%	27%	37%	24%	22%	21%	47%	31%	20%	28%	19%	51%	48%	58%	18%	33%	7%	7%	38%	34%	51%	36%
Sexual violence	28%	36%	19%	23%	47%	25%	41%	12%	28%	21%	19%	22%	36%	29%	20%	35%	7%	31%	43%	67%	17%	50%	18%	8%	34%	25%	32%	28%
Physical violence	21%	41%	16%	14%	28%	14%	33%	6%	21%	9%	13%	11%	16%	21%	6%	7%	13%	20%	43%	49%	16%	30%	16%	13%	31%	12%	43%	15%
Domestic abuse	20%	16%	36%	18%	19%	22%	10%	23%	31%	20%	12%	32%	20%	29%	7%	6%	11%	8%	14%	14%	21%	37%	27%	25%	11%	17%	28%	23%
Equal pay	19%	15%	25%	32%	17%	27%	29%	14%	32%	30%	34%	24%	7%	18%	12%	10%	10%	6%	14%	8%	19%	11%	11%	13%	20%	36%	2%	28%
Workplace discrimination	15%	14%	13%	18%	9%	19%	19%	30%	21%	18%	11%	19%	12%	21%	14%	20%	15%	12%	13%	10%	14%	11%	8%	12%	20%	14%	6%	14%
Balancing work and caring responsibilities	14%	7%	16%	21%	5%	13%	9%	21%	11%	18%	15%	16%	12%	18%	27%	30%	11%	15%	7%	2%	18%	8%	20%	28%	4%	15%	5%	12%
Sexualisation of women and girls in the media	13%	18%	15%	10%	18%	17%	17%	10%	10%	22%	6%	12%	15%	7%	7%	12%	8%	30%	8%	20%	14%	12%	8%	9%	12%	12%	11%	16%
The amount of unpaid work that women do e.g. cooking, cleaning, childcare	11%	10%	8%	12%	7%	7%	12%	19%	8%	6%	9%	15%	10%	20%	21%	10%	6%	7%	14%	7%	15%	4%	18%	13%	17%	6%	5%	5%
Gender stereotyping	11%	16%	9%	10%	7%	10%	12%	7%	11%	14%	7%	11%	11%	12%	10%	16%	5%	10%	22%	7%	17%	9%	10%	7%	13%	6%	10%	9%
Access to employment	10%	6%	6%	7%	15%	6%	9%	19%	10%	4%	8%	16%	8%	14%	9%	14%	17%	7%	4%	2%	8%	10%	18%	27%	13%	11%	3%	3%
Lack of women in leadership roles in business and public life	8%	5%	8%	12%	8%	10%	5%	7%	7%	13%	7%	10%	9%	7%	10%	9%	12%	8%	7%	7%	7%	12%	5%	8%	10%	10%	4%	10%
Support for pregnant women and new mothers	8%	6%	5%	3%	2%	5%	4%	5%	2%	3%	8%	11%	4%	10%	10%	10%	4%	9%	6%	7%	10%	5%	24%	39%	4%	5%	3%	5%
Abuse on social media	7%	13%	10%	7%	6%	6%	7%	3%	5%	9%	10%	5%	9%	7%	10%	3%	14%	8%	9%	9%	3%	7%	2%	1%	7%	9%	7%	5%
Access to healthcare	6%	4%	5%	2%	10%	6%	6%	7%	2%	5%	7%	8%	7%	2%	2%	2%	7%	7%	6%	3%	9%	6%	11%	17%	3%	12%	2%	7%
Forced/child marriage	6%	3%	4%	6%	5%	3%	2%	4%	5%	5%	6%	2%	12%	2%	1%	1%	15%	7%	3%	2%	4%	6%	4%	1%	6%	8%	41%	3%
Access to education	6%	6%	3%	3%	15%	4%	5%	7%	2%	3%	12%	3%	13%	1%	2%	2%	8%	5%	10%	7%	2%	8%	5%	13%	3%	7%	4%	3%
Access to family planning services such as contraception and abortion services	5%	11%	3%	1%	4%	4%	7%	6%	1%	3%	6%	5%	4%	4%	3%	10%	5%	6%	8%	5%	22%	3%	3%	5%	2%	6%	3%	10%
Access to childcare	5%	2%	5%	5%	6%	7%	5%	9%	3%	7%	10%	3%	3%	2%	8%	6%	8%	7%	2%	2%	8%	2%	13%	7%	2%	5%	1%	7%
Parental leave rights	5%	4%	4%	3%	1%	3%	3%	10%	2%	2%	6%	2%	4%	4%	10%	14%	5%	6%	2%	1%	2%	2%	10%	15%	8%	7%	1%	4%
Access to sanitary products	2%	0%	2%	1%	1%	2%	1%	3%	1%	4%	1%	4%	10%	2%	2%	4%	4%	2%	1%	0%	2%	11%	1%	2%	1%	2%	1%	1%
Other	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	-	2%	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	1%



International
Women's Day

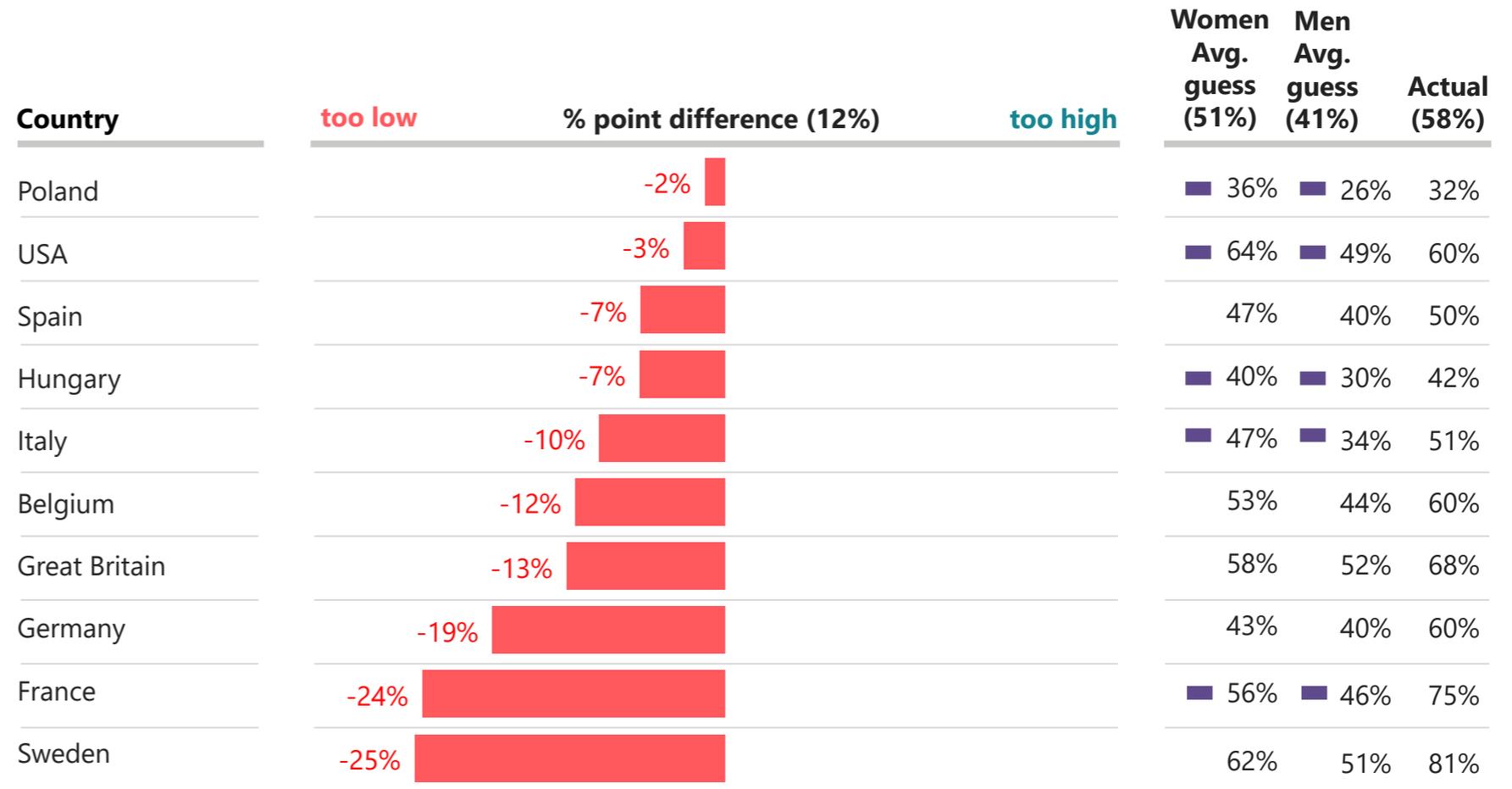
SEXUAL HARRASSMENT

GAME CHANGERS



Out of every 100 women in [COUNTRY] how many do you think say they have experienced any form of sexual harassment *since the age of 15?

People in all countries underestimate how many women say they have experienced sexual harassment since the age of 15.



*since age of 16 not asked in the US
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+



International
Women's Day

PHYSICAL/ SEXUAL VIOLENCE BY PARTNER

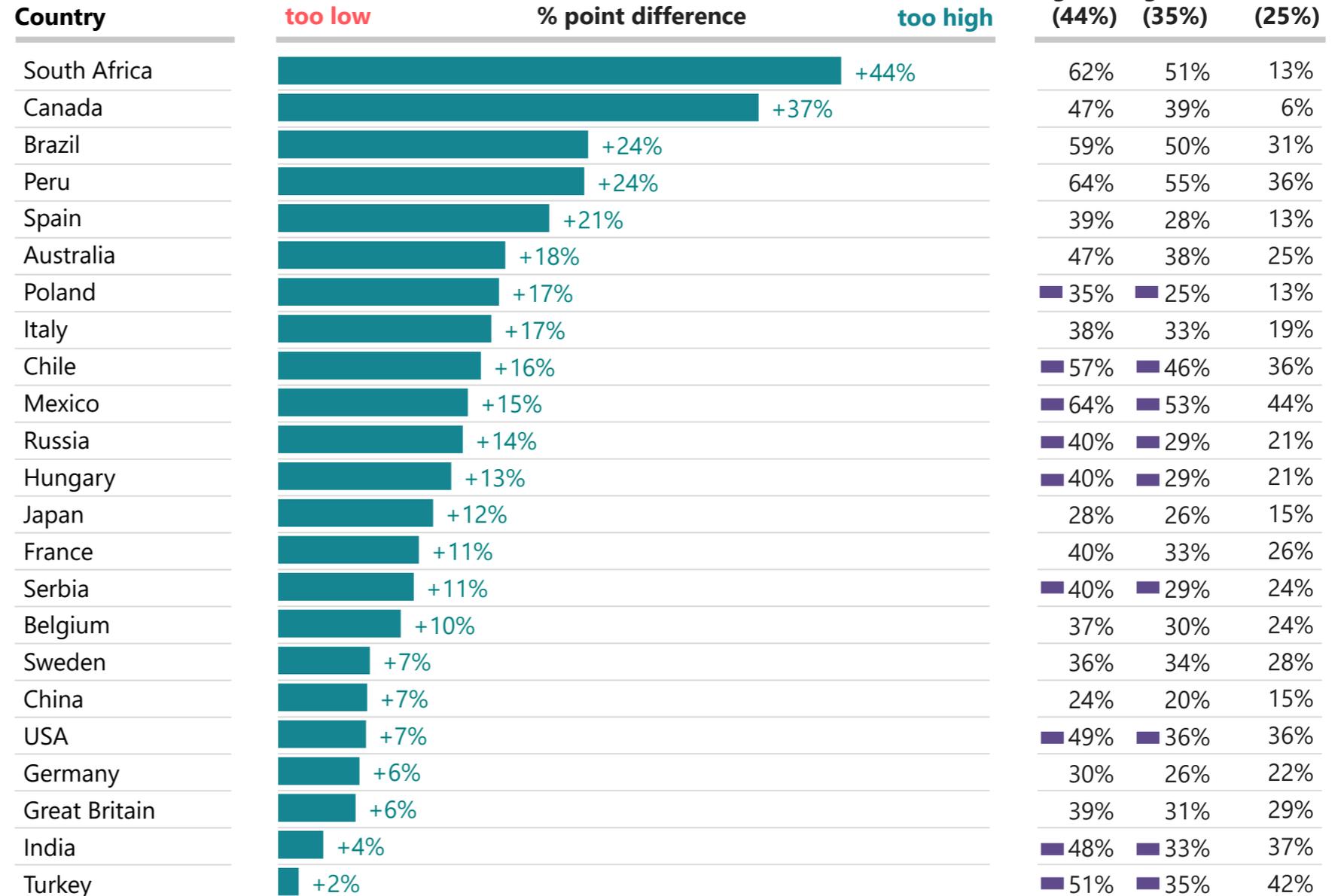


GAME CHANGERS



Out of every 100 women in [COUNTRY], how many do you think say they have been a victim of physical and/or sexual violence by a current or former partner or spouse at some point in their life?

Every country overestimates the scale of violence women experience from partners, which is likely to reflect the level of concern people have about physical/sexual violence against women



■ Indicates differences of 10%+



International
Women's Day

EQUAL PAY

GAME CHANGERS



At the current rate of progress, in which year will men and women have EQUAL PAY in [COUNTRY]?

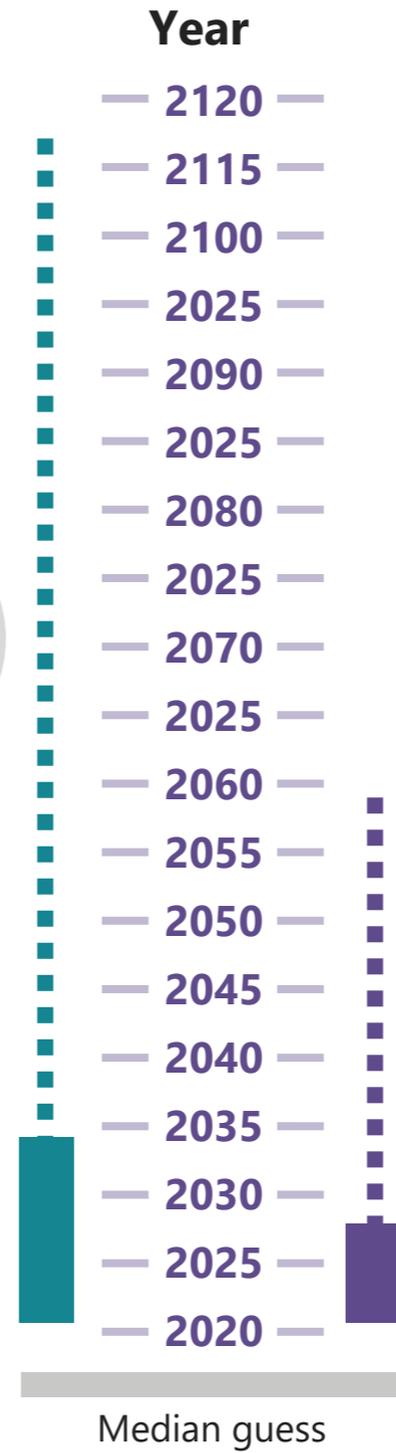
In Great Britain and the US people are way too optimistic about how long it will take for men and women to have equal pay in their country, at current rates of progress: people in the US think it will be 2028 on average, when it will actually be 2059, and in the UK people think it will be 2035 when will actually be 2117.



 Pay equality predicted to be achieved by 2117

 Average guess of when pay equality will be achieved 2035

Gap: 82 years



 Pay equality predicted to be achieved by 2059

Gap: 31 years

 Average guess of when pay equality will be achieved 2028

Please see <http://perils.ipsos.com/> for full details of all sources.



ECONOMIC EQUALITY

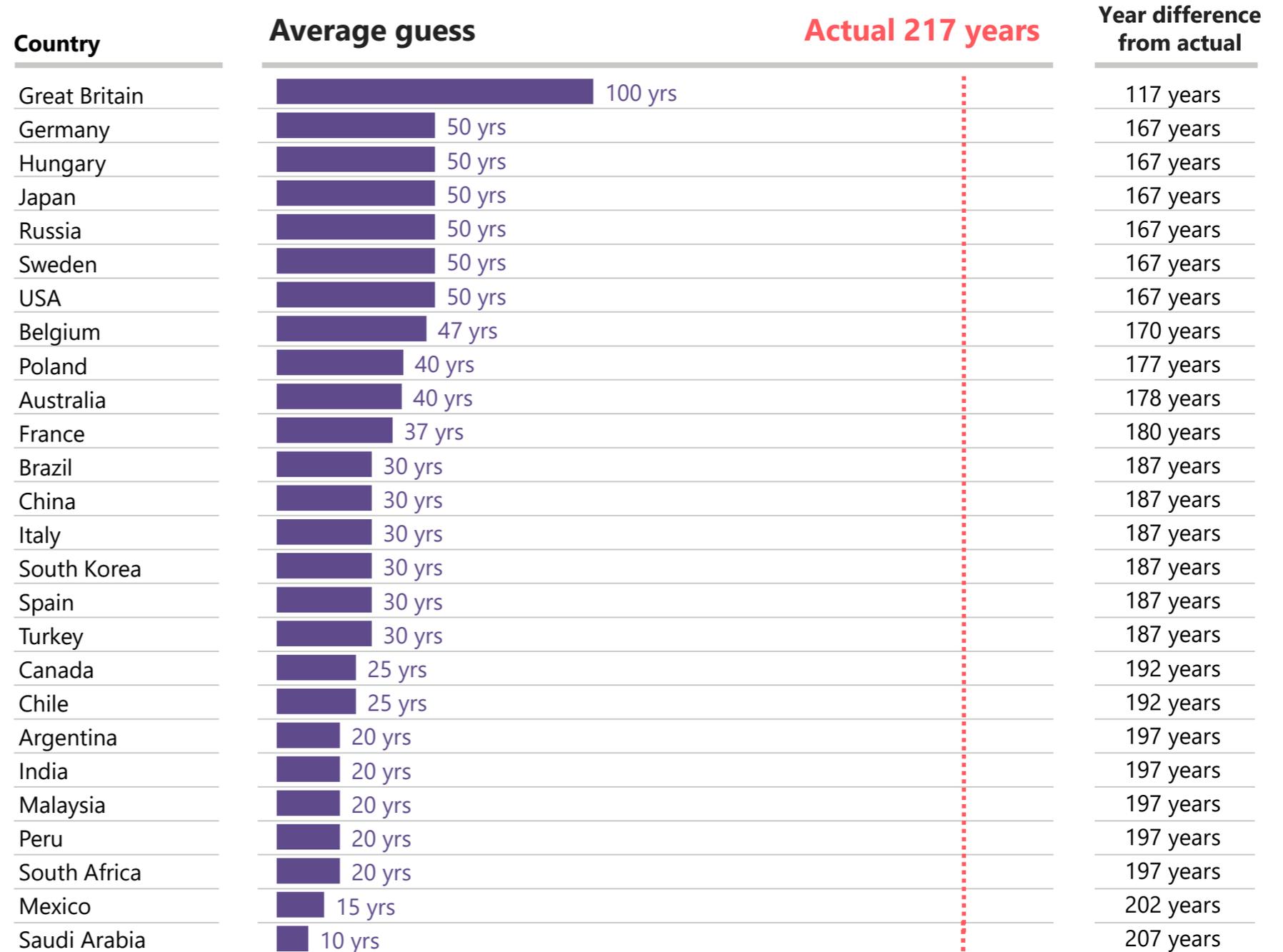
GAME CHANGERS



At the current rate of progress, how long in years will it take for men and women to have economic equality across the entire world?

Every country hugely underestimates how long it will take for women to have economic equality across the world, with some guessing over 200 years too early.

Economic equality is defined as equality between women and men based on economic, health, education and political indicators.





International
Women's Day

FEMALE CEOS



GAME CHANGERS



What % of Chief Executive Officers (CEOs) of the world's largest 500 companies are women?

ALL countries hugely overestimate the proportion of female CEOs in the world's top 500 largest companies: the actual figure is only 3%, but guesses average 19%, and are up to 29% in Malaysia, Mexico and Peru.



Country	Actual 3%	Average guess (19%)	% difference from actual
Malaysia		29%	+27%
Mexico		29%	+27%
Peru		29%	+26%
Brazil		24%	+21%
India		23%	+20%
Saudi Arabia		23%	+20%
Poland		22%	+20%
Argentina		22%	+19%
Turkey		21%	+18%
Chile		21%	+18%
Russia		21%	+18%
Italy		20%	+17%
Belgium		19%	+17%
France		18%	+16%
USA		18%	+15%
Spain		17%	+14%
Serbia		17%	+14%
Canada		17%	+14%
Sweden		16%	+14%
China		16%	+14%
South Africa		16%	+13%
Germany		15%	+12%
Hungary		15%	+12%
Japan		13%	+10%
Great Britain		12%	+10%
Australia		12%	+9%
South Korea		9%	+7%

Please see <http://perils.ipsos.com/> for full details of all sources.



International
Women's Day



FEMALE POLITICIANS

GAME CHANGERS



What percentage of MPs in [COUNTRY] are women?

People are relatively accurate at guessing the proportion of female MPs in their country though more than half of countries underestimate the actual share.

Country	too low	% point difference	too high	Women Avg. guess (23%)	Men Avg. guess (24%)	Actual (26%)
Malaysia		+19%		31%	28%	10%
India		+12%		26%	22%	12%
Brazil		+7%		19%	18%	11%
Chile		+6%		23%	20%	16%
Japan		+3%		13%	11%	9%
Canada		+2%		28%	29%	26%
Hungary		+2%		14%	10%	10%
Russia		+2%		18%	18%	16%
Turkey		+1%		15%	17%	15%
USA		+0%		18%	20%	19%
China	-1%			23%	23%	24%
Peru	-2%			24%	28%	28%
South Korea	-2%			15%	14%	17%
Italy	-4%			25%	28%	31%
Saudi Arabia	-5%			16%	15%	20%
Poland	-5%			20%	26%	28%
Great Britain	-7%			24%	26%	32%
Sweden	-8%			34%	37%	44%
Australia	-9%			19%	22%	29%
France	-9%			28%	32%	39%
Argentina	-11%			28%	29%	39%
Germany	-11%			26%	27%	37%
Serbia	-11%			22%	24%	34%
Belgium	-12%			26%	27%	38%
Mexico	-12%			33%	29%	43%
South Africa	-13%			26%	29%	40%
Spain	-13%			25%	28%	39%



Please see <http://perils.ipsos.com/> for full details of all sources.



International
Women's Day

ATTITUDES TO EQUALITY

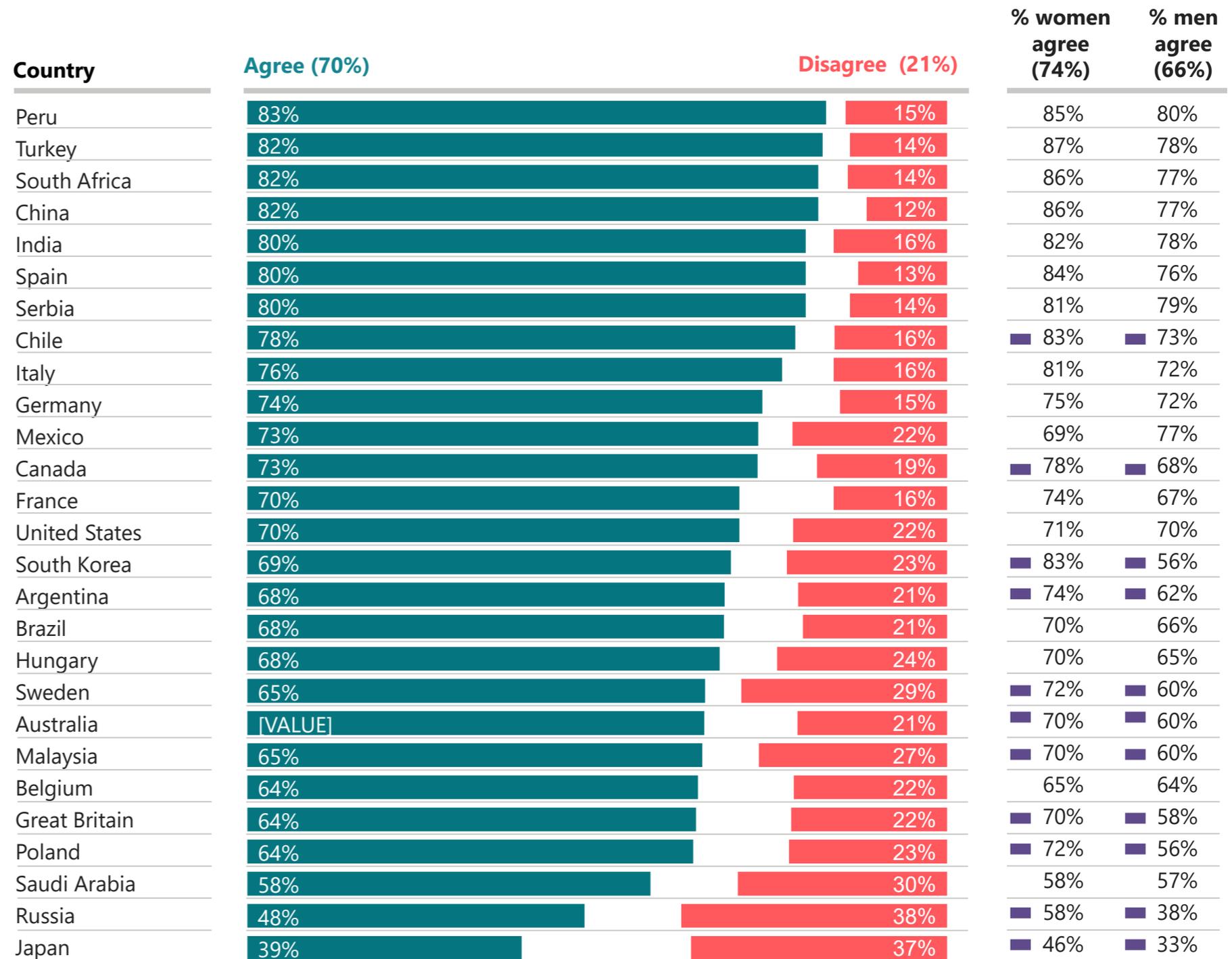
GAME CHANGERS



Below is a list of statements.
For each, please indicate
whether you strongly disagree,
somewhat disagree, somewhat
agree, or strongly agree.

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

The large majority in most
countries agree achieving gender
equality is important to them,
with some notable exceptions,
particularly in Russia and Japan



■ Indicates differences of 10%+

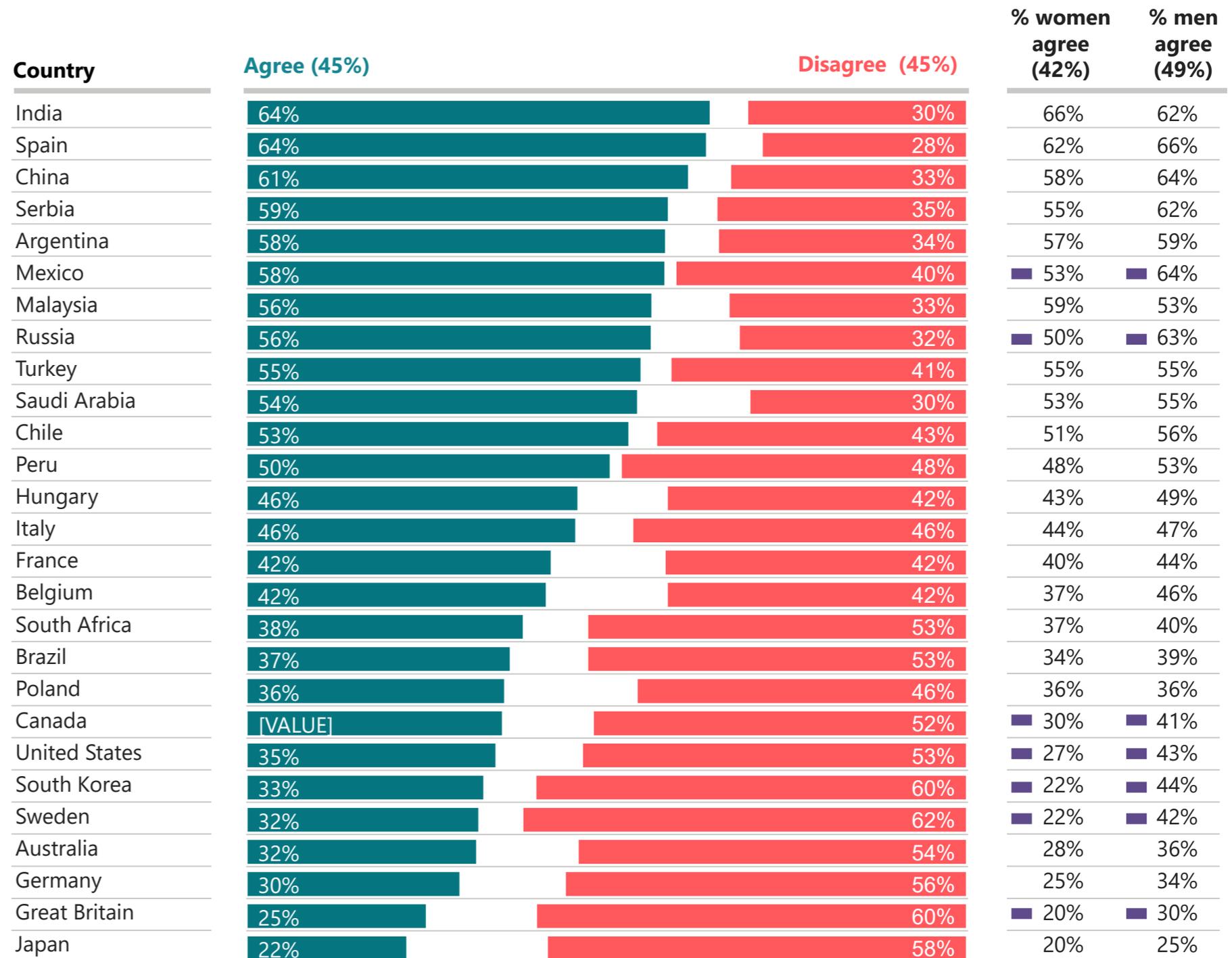
Below is a list of statements.
For each, please indicate
whether you strongly disagree,
somewhat disagree, somewhat
agree, or strongly agree.

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

There are signs of significant
complacency about how much has
been achieved on equality, with a
majority in a large number of
countries agreeing that equal rights
for women has gone far enough.



International
Women's Day



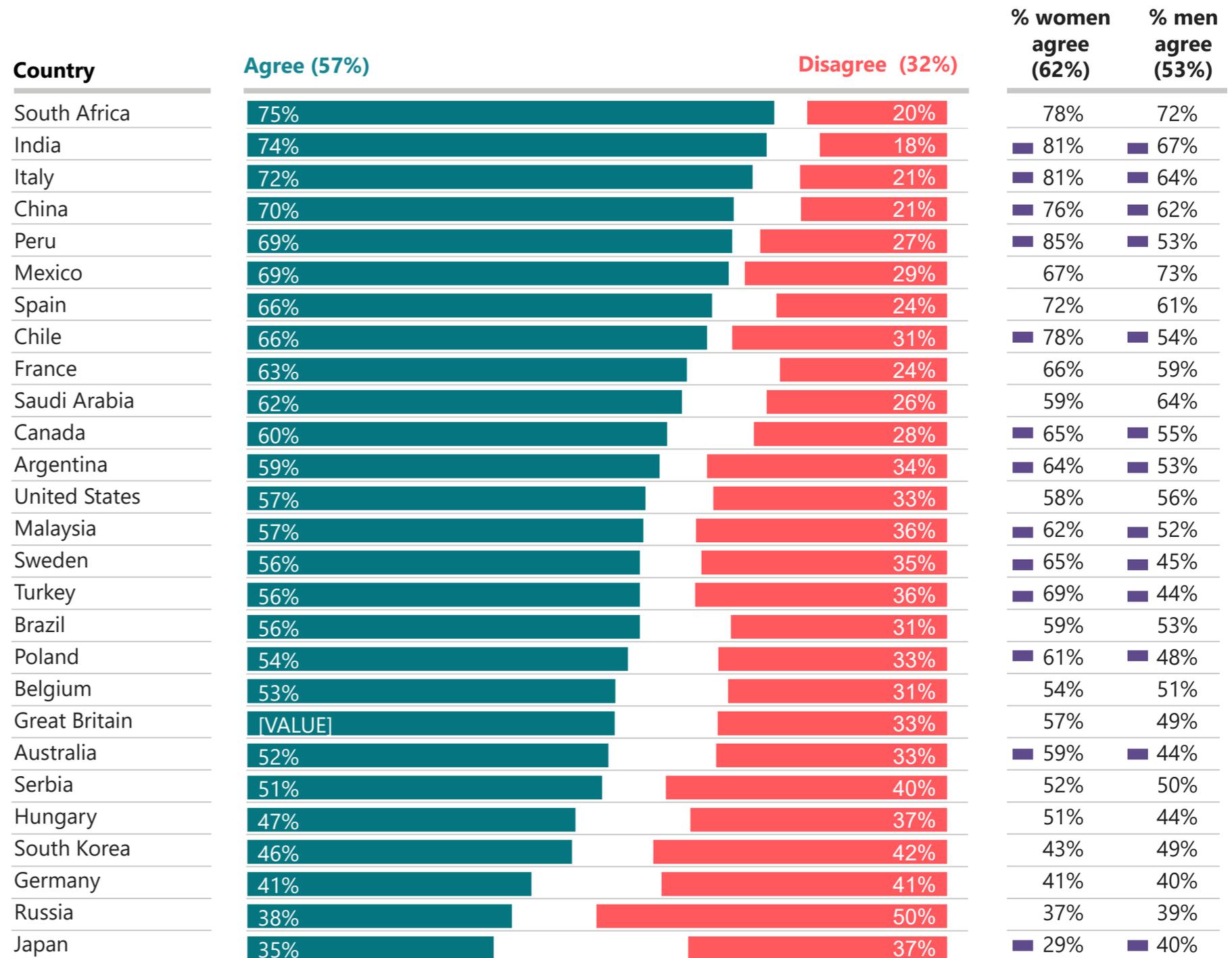
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences
of 10%+

Below is a list of statements.
For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

I define myself as a feminist - someone who advocates and supports equal opportunities for women

The majority in most countries agree they are feminists when this is defined as someone who supports equal rights, including a slim majority of men.



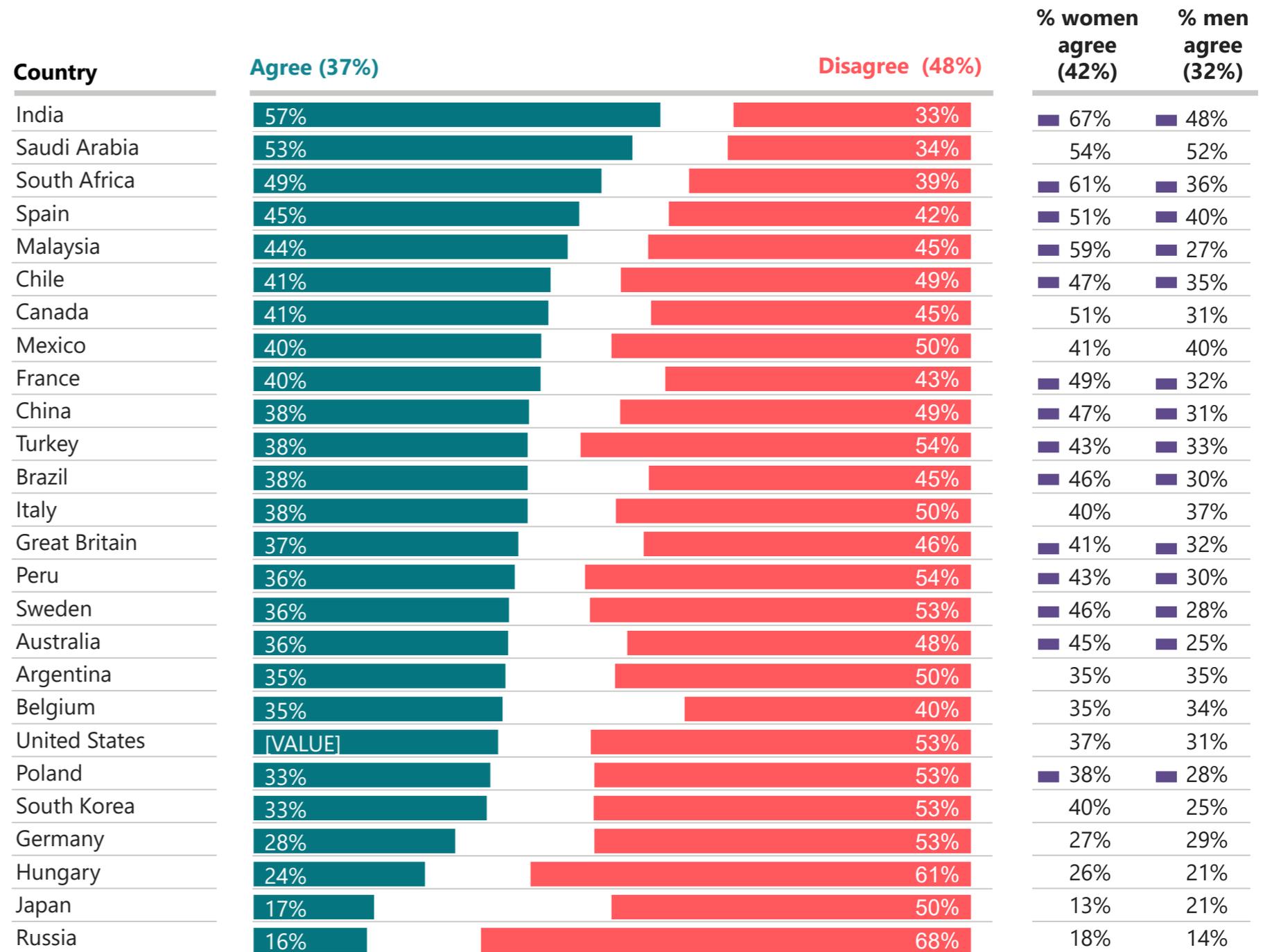
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

Below is a list of statements.
For each, please indicate
whether you strongly disagree,
somewhat disagree, somewhat
agree, or strongly agree.

I define myself as a feminist

But when we do not define
“feminist” in terms of equal rights,
many fewer in all countries say
they identify with the term, across
both men and women.



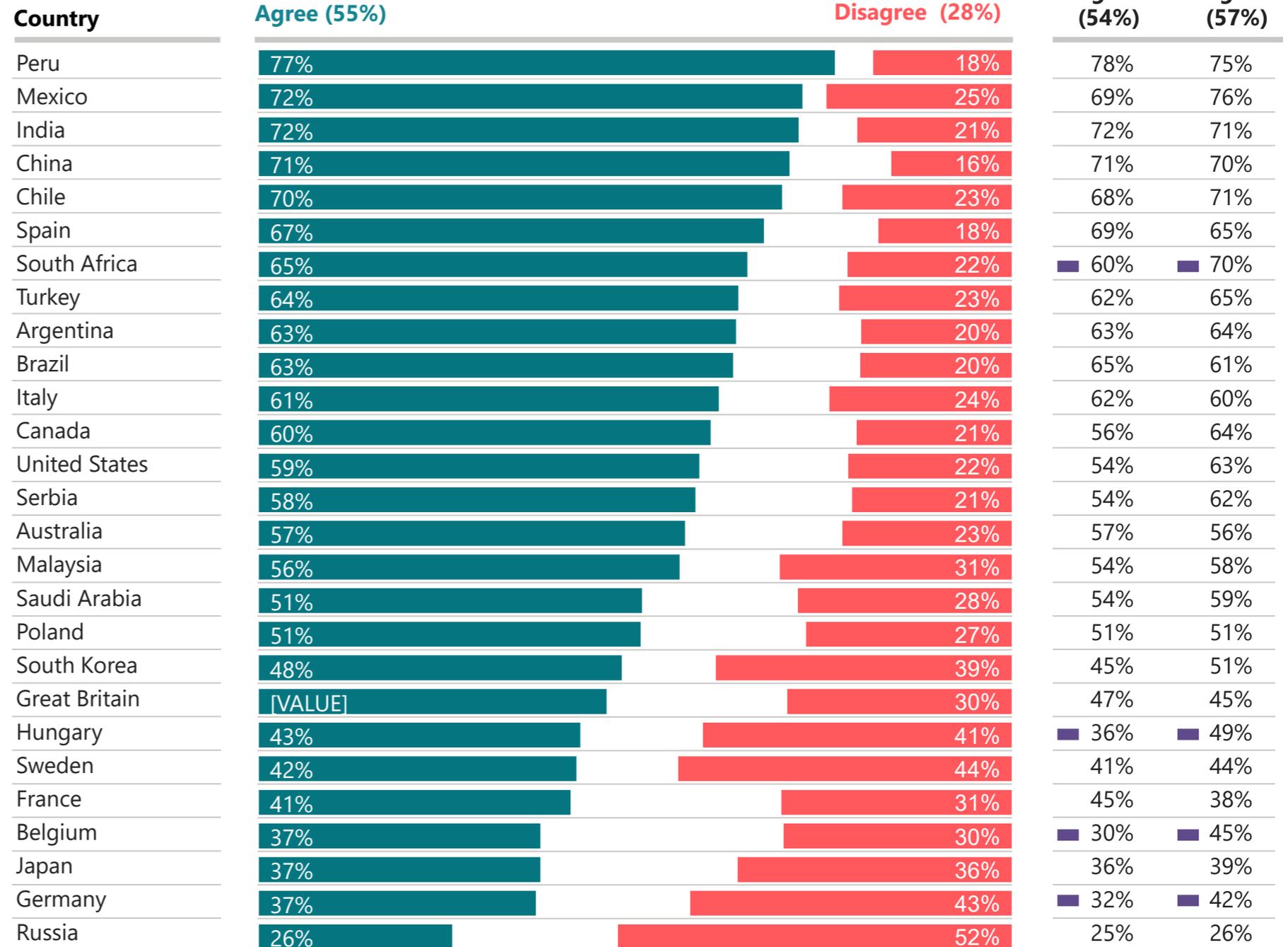
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

Below is a list of statements.
For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

There are actions I can take to help promote equality between men and women

Majorities in most countries believe they personally can help promote equality – but significant proportions disagree in many, including many Western European countries.



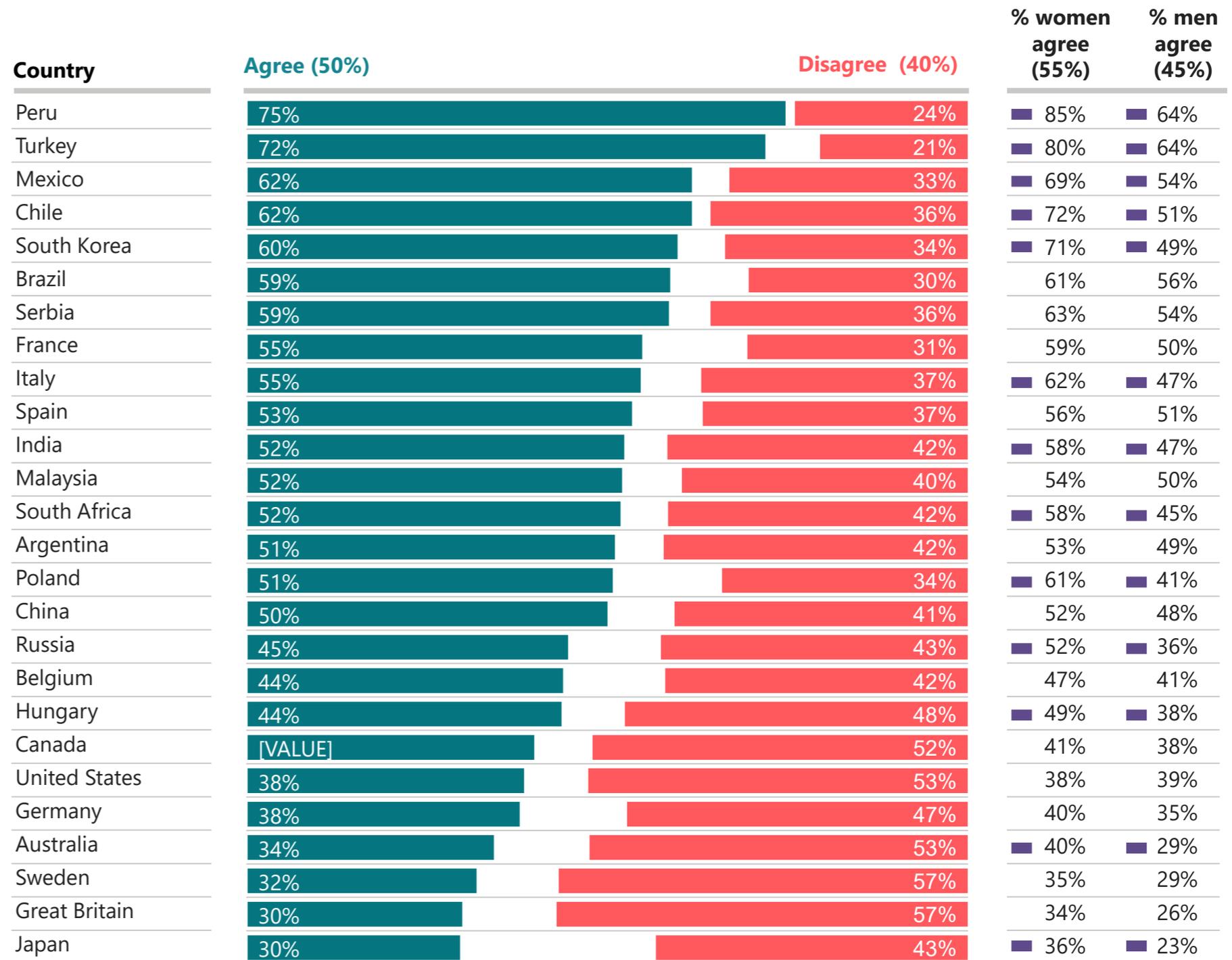
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

These days, reports of sexual harassment are generally ignored.

Opinion is divided on whether reports of harassment are ignored, with a wide range between countries from Peru at one end to Britain and Japan at the other.



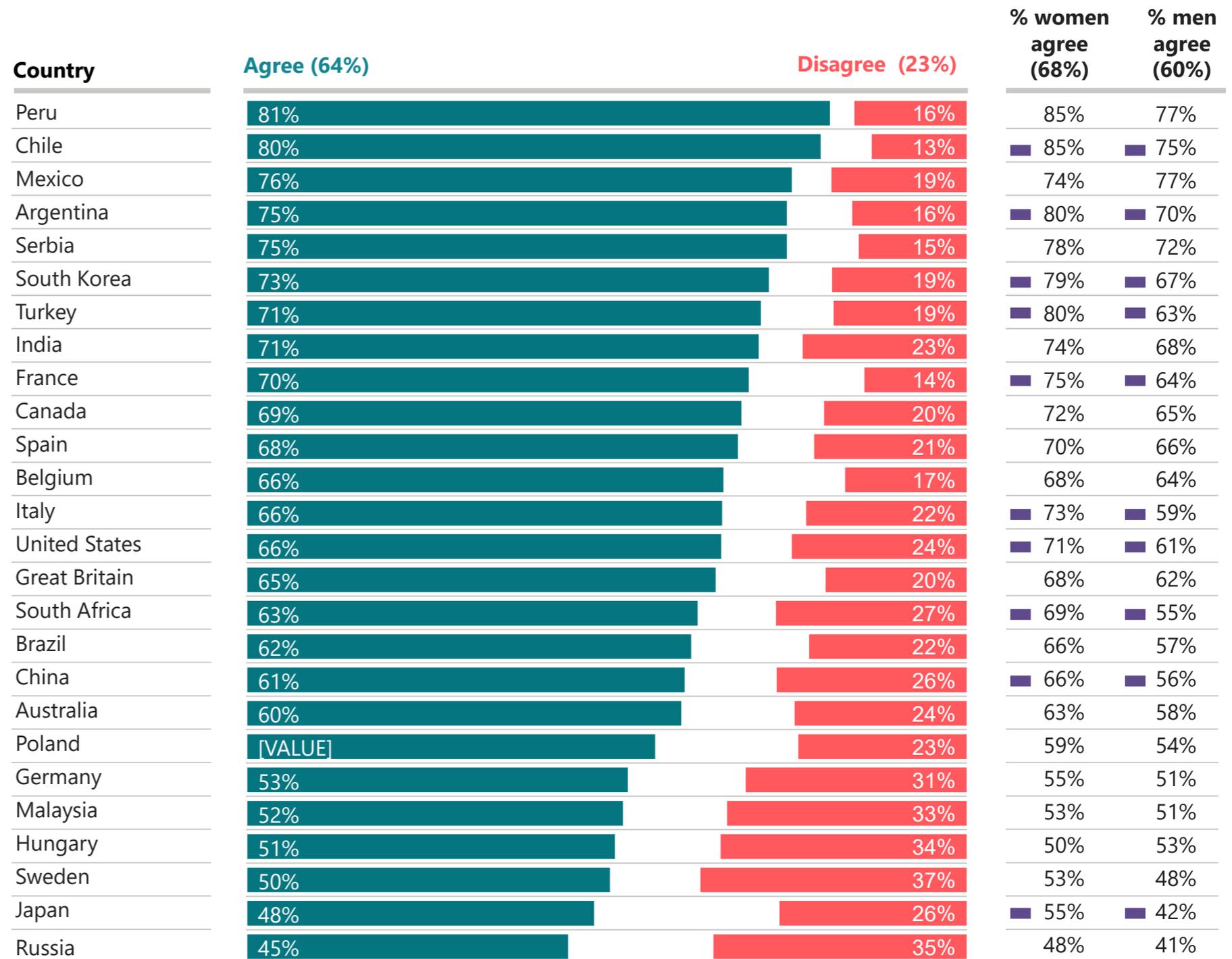
■ Indicates differences of 10%+

Please see <http://perils.ipsos.com/> for full details of all sources.

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Five years ago, reports of sexual harassment were generally ignored.

But there is much more agreement that harassment was ignored five years ago – reflecting a sense that reports are now being taken more seriously.



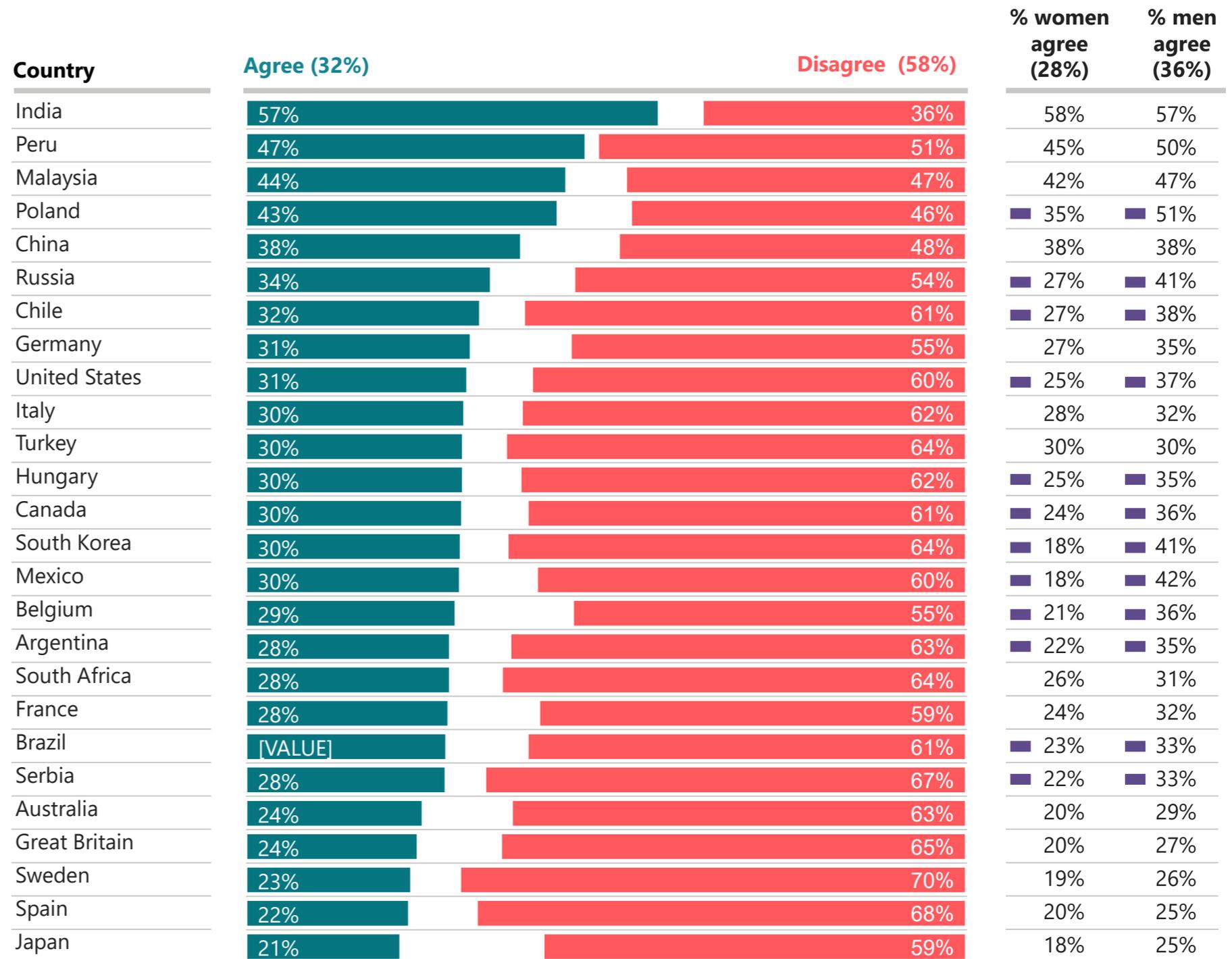
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

Below is a list of statements.
For each, please indicate
whether you strongly disagree,
somewhat disagree, somewhat
agree, or strongly agree.

Nearly all instances of sexual harassment would end if the woman simply told the man to stop.

Most people in most countries are skeptical that it just takes women to say stop for sexual harassment to end, although men in a number of countries are significantly more likely to believe that.



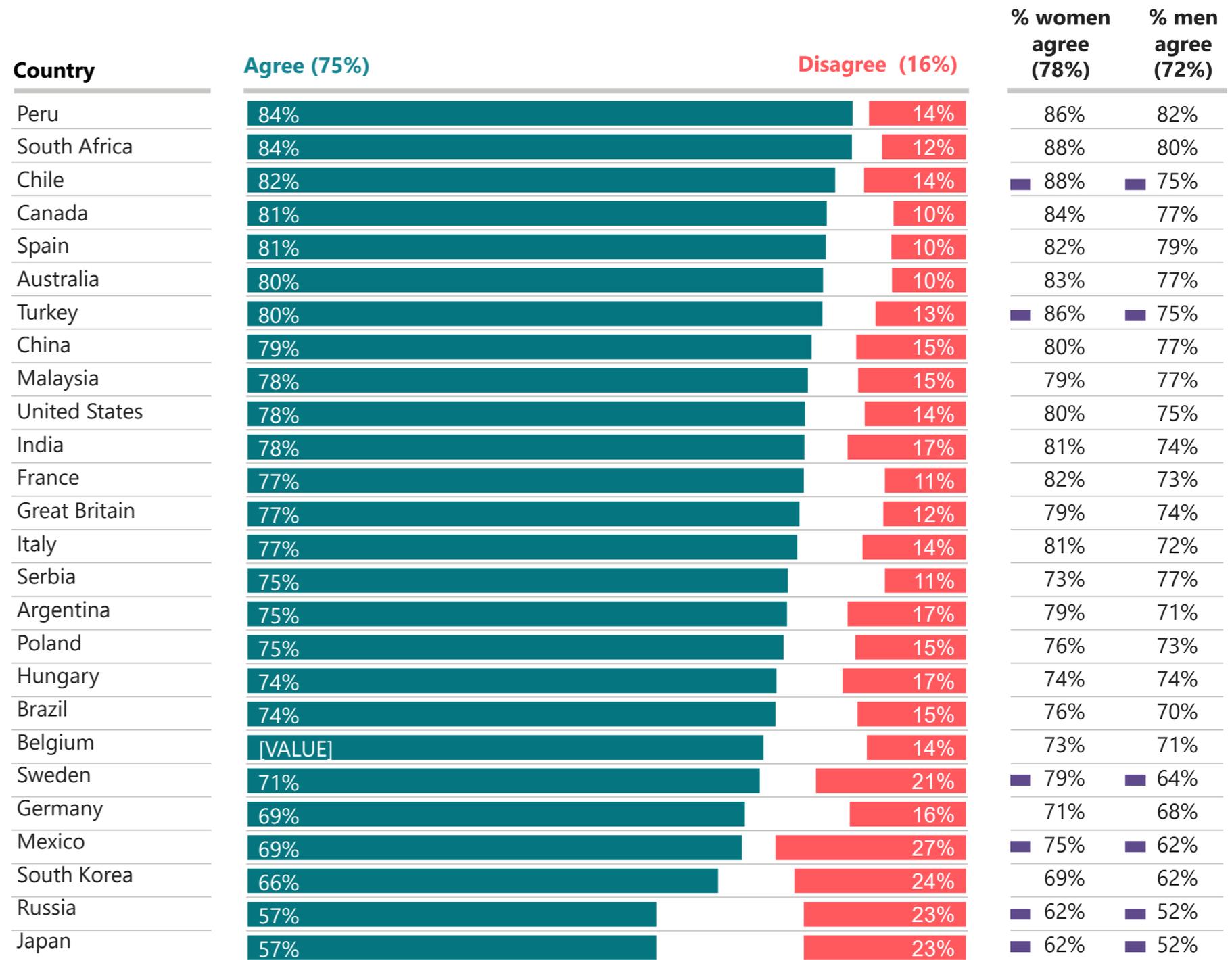
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

Below is a list of statements.
For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

A zero-tolerance policy for sexual harassment is essential to bringing about change in our society

There is very widespread support for a zero tolerance policy on sexual harassment across just about all countries.



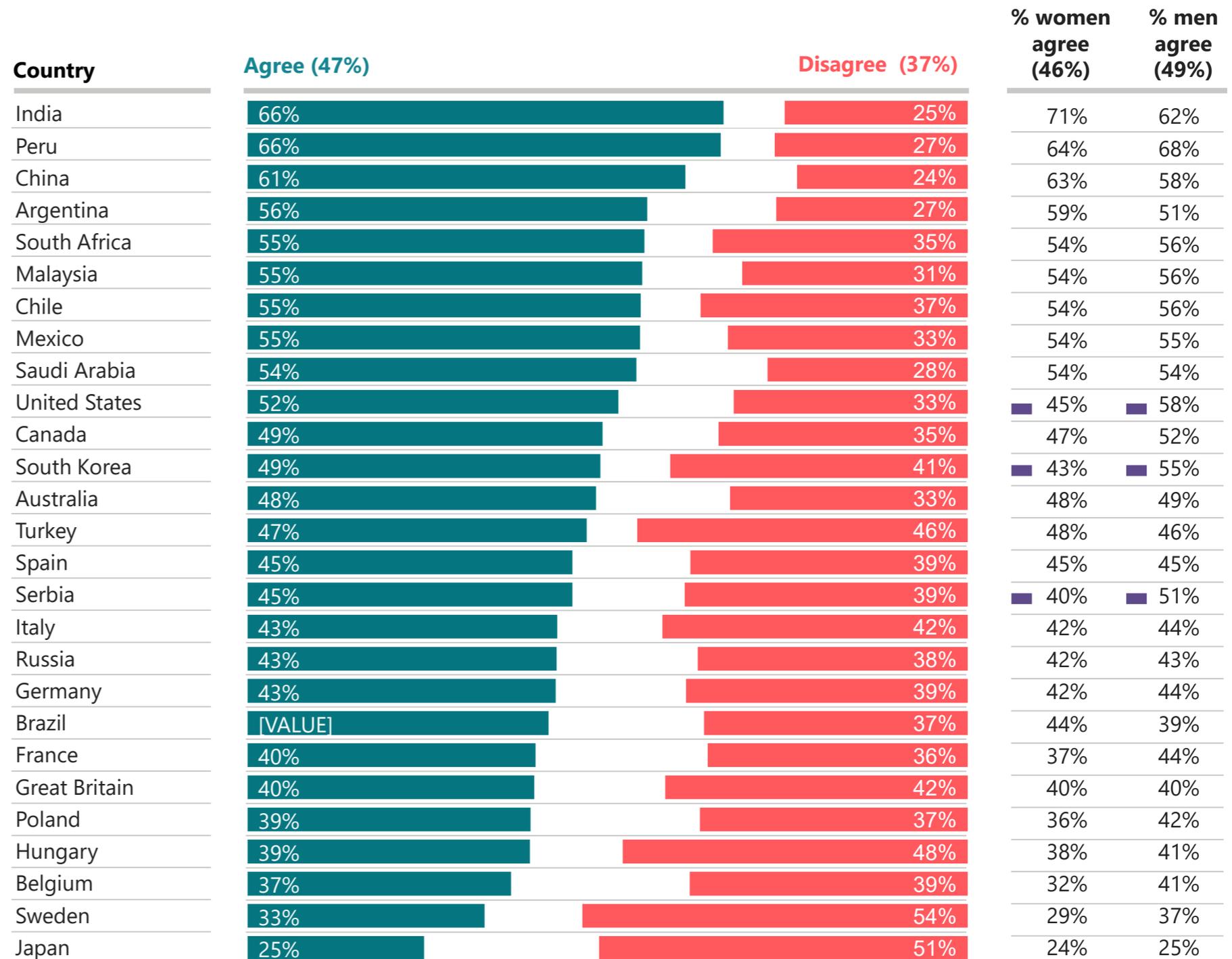
Please see <http://perils.ipsos.com/> for full details of all sources.

■ Indicates differences of 10%+

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Equality between men and women will be achieved in my lifetime

Reflecting earlier misperceptions on the pace of improvements in equality, significant proportions believe that equality will be achieved in their lifetime.

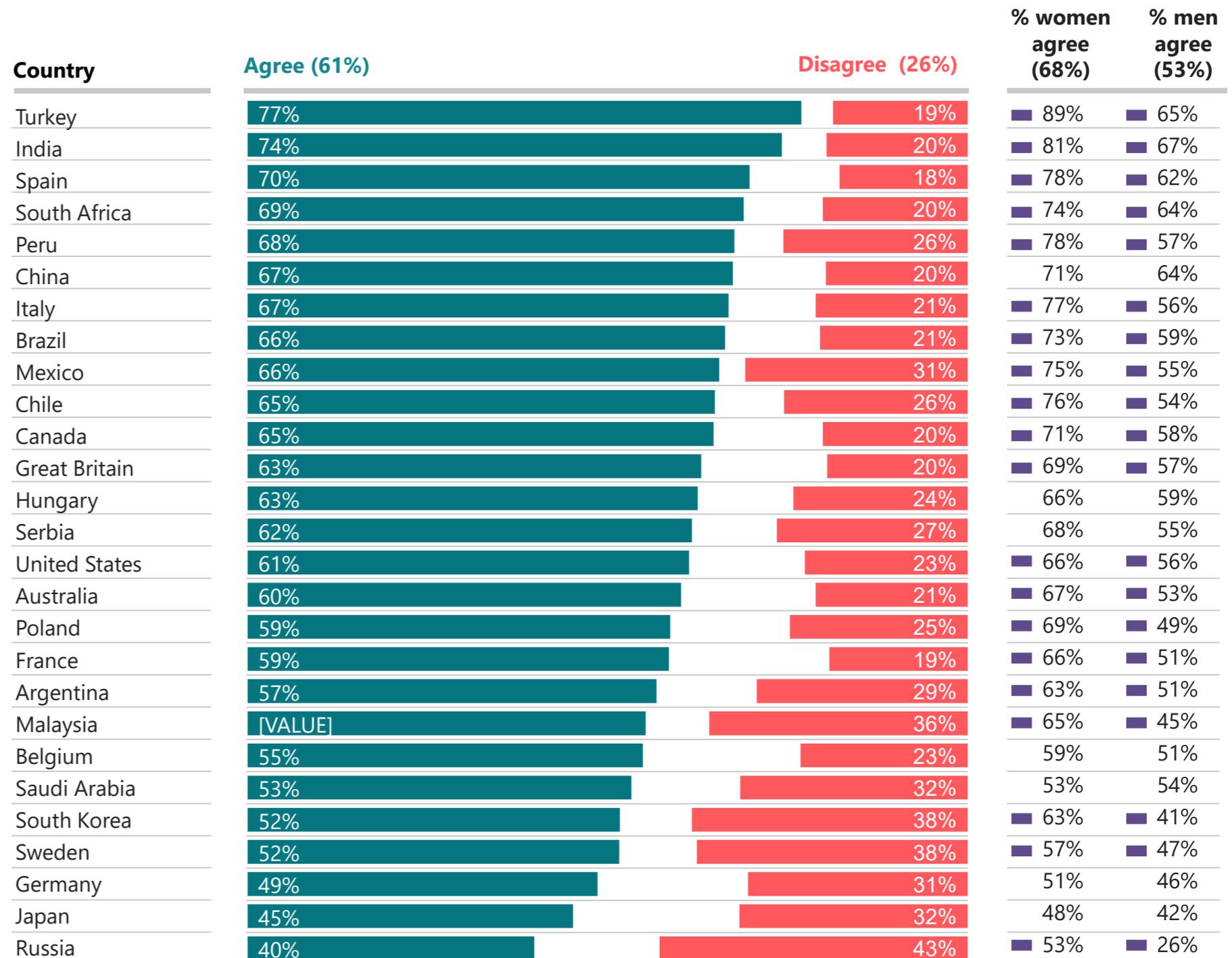


■ Indicates differences of 10%+

Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Things would work better if more women held positions with responsibilities in government and companies

There is widespread belief that things would work better if women held more positions of responsibility, although there is often a significant gap between women and men.



Indicates differences of 10%+



International
Women's Day

TALKING ABOUT ISSUES

GAME CHANGERS

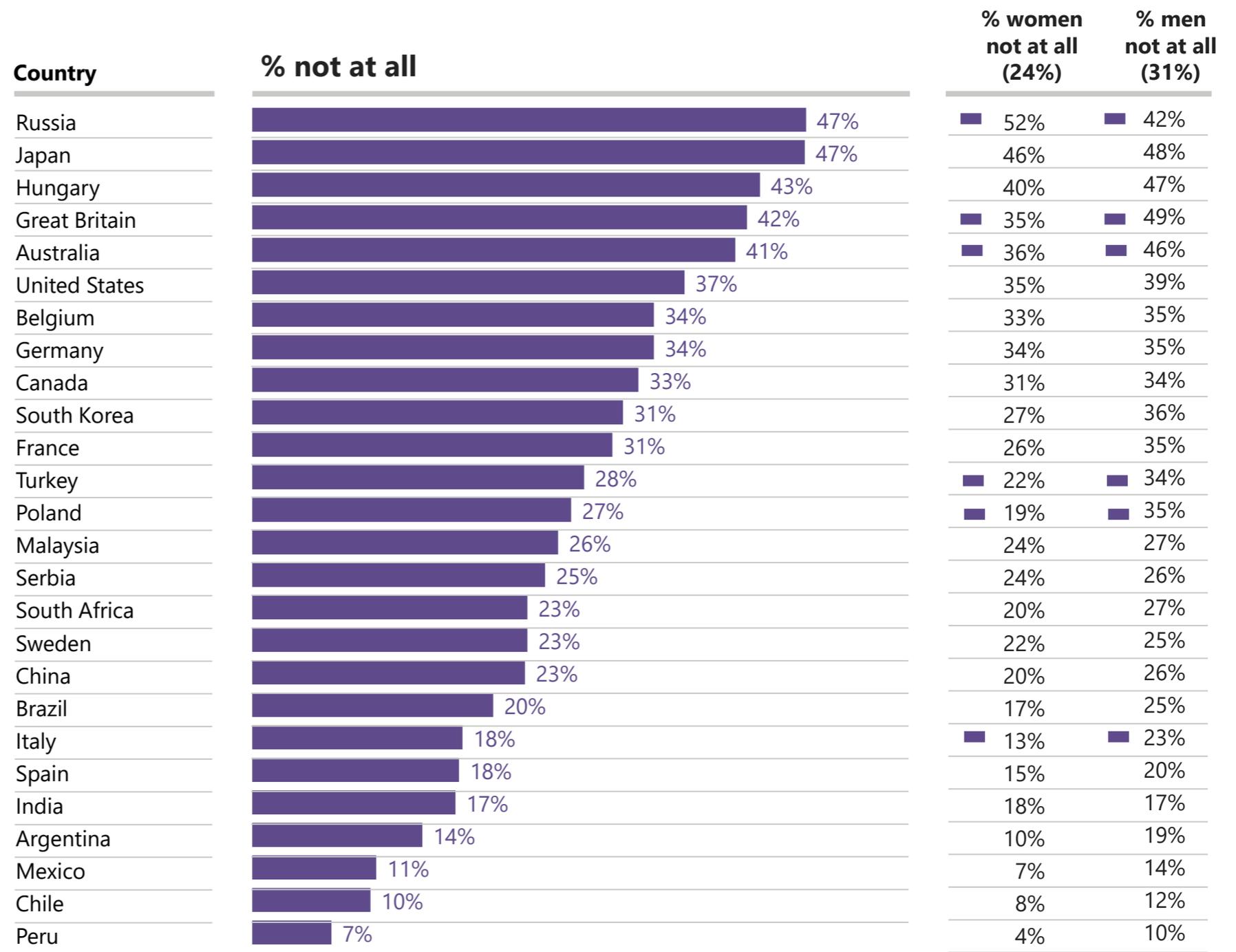


How much are you currently talking about *sexual discrimination and gender stereotyping* with your family?

There is a very wide variation across countries in the proportion saying they are not talking at all about sexual discrimination and gender stereotyping in their families, with Russia and Japan least likely to be.



International Women's Day

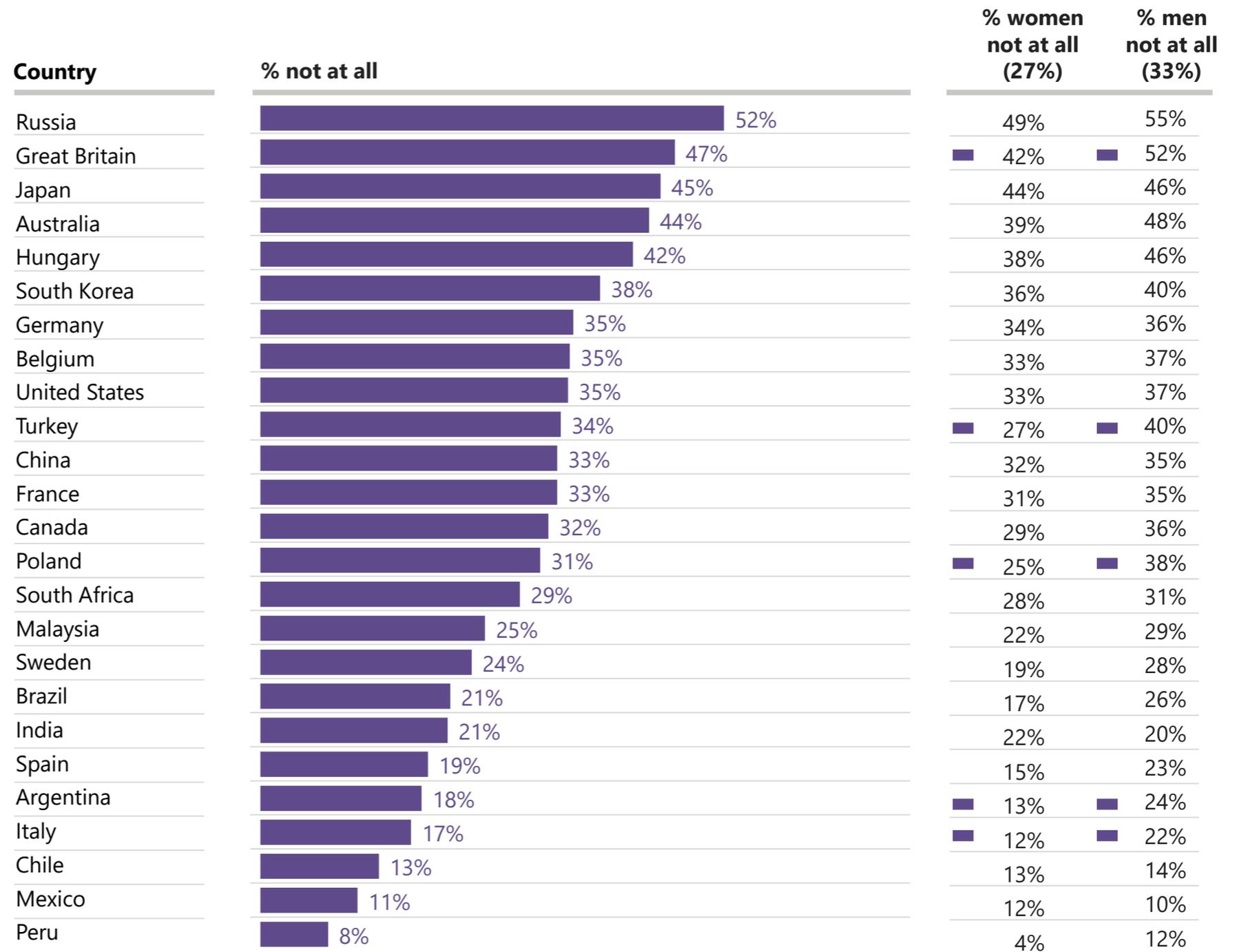


■ Indicates differences of 10%+

Please see <http://perils.ipsos.com/> for full details of all sources.

How much are you currently talking about *sexual harassment* with your family?

There is a similar wide variation across countries in the proportion saying they are not talking at all about sexual harassment in their families, with Russia and Japan again near the top, joined by Britain.



■ Indicates differences of 10%+

Please see <http://perils.ipsos.com/> for full details of all sources.

- In total 19,428 interviews were conducted between 26 January – 9 February, 2018.
- The survey was conducted in 27 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.
- Approximately 1000 individuals aged 16-64 or 18-64 were surveyed in Australia, Brazil, Canada, China, France, Italy, Japan, Russia, Spain, Great Britain, and the USA. Approximately 500 individuals aged 16-64 were surveyed in Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Saudi Arabia, Serbia, South Africa, South Korea, Sweden, Turkey.
- The “actual” data for each question is taken from a variety of verified sources. A full list of sources/links to the actual data can be found on the Ipsos website.
- 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, Poland, Serbia, South Korea, Spain, Sweden, and United States). Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, 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.



International
Women's Day

GAME CHANGERS



INTERNATIONAL

WOMEN'S DAY

2018



International
Women's Day

For more information, please contact:

Bobby Duffy

Bobby.Duffy@ipsos.com

@BobbyIpsosMORI

Kully Kaur-Ballagan

Kully.Kaur-Ballagan@ipsos.com

Suzanne Hall

Suzanne.Hall@ipsos.com

James Stannard

James.Stannard@ipsos.com

GAME CHANGERS

