



Ipsos Global @dvisor

Equal Rights For Men And Women – Dream or Reality?

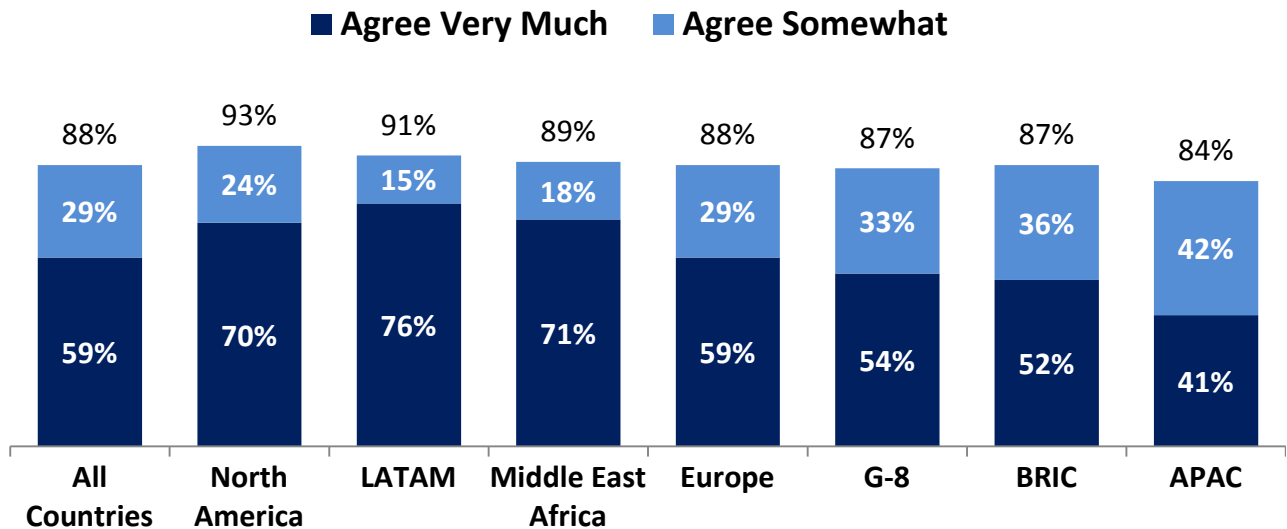
In anticipation of the International Women's Day, Ipsos asked respondents around the world their opinion on inequality between women and men in terms of their social, political and/or economic rights.



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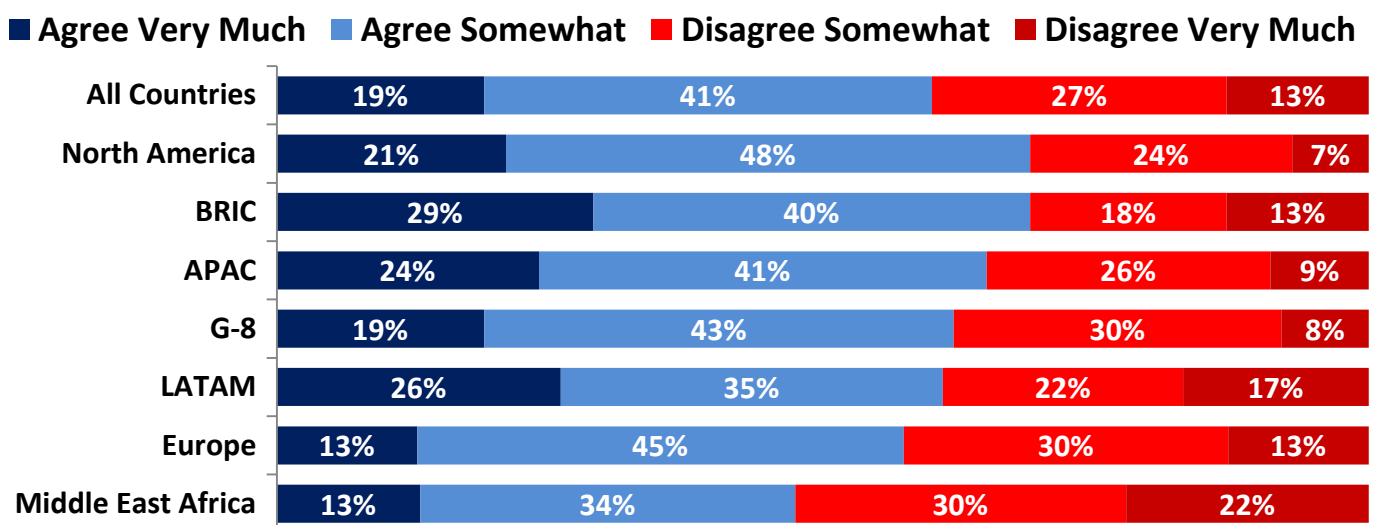
Does gender equality exist?

An overwhelming majority (88%) in 23 countries around the world believe in equal opportunities for men and women.



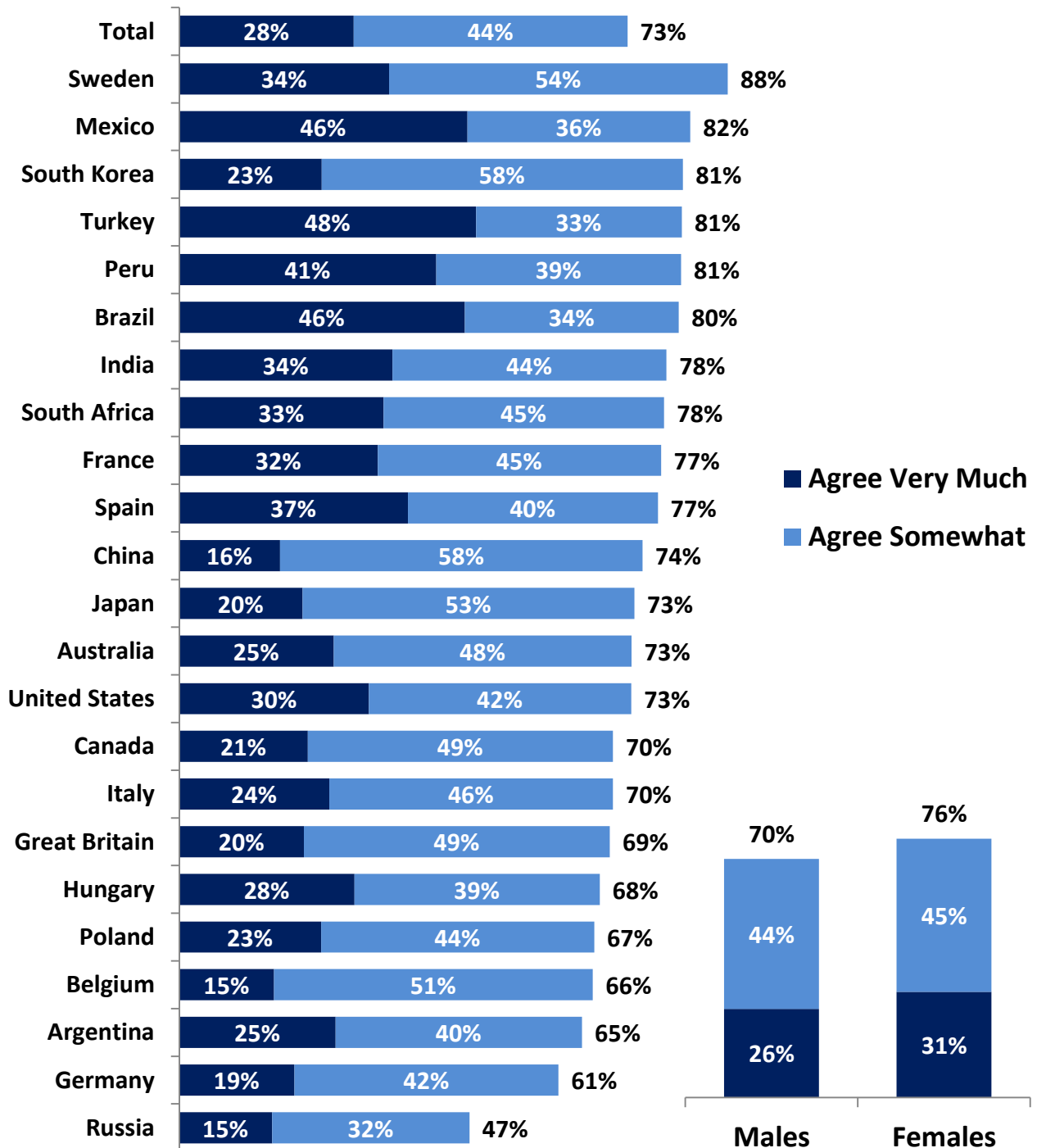
IR2_1. I believe in equal opportunities for men and women--that women should be treated equally to men in all areas based on their competency not their gender (Base N=17,040)

Despite the majority believing in equal treatment for both genders, women don't always experience it. When asked if they have full equality with men, four in 10 (40%) disagree.



IR1. Women only - In my country, I have full equality with men and the freedom to reach my full dreams and aspirations (Base N=8,528)

So does inequality exist? It appears so. Three quarters (73%) agree that there is currently inequality between women and men in terms of social, political and/or economic rights. Not surprisingly, more women (76%) than men (69%) agree.



IR2_5. I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country (Base N=17,040)

METHODOLOGY

- The survey instrument is conducted monthly in 23 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 17,040 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Mexico, Peru, Poland, Russia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output is comparable the general population. Of the 23 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Israel, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The eight remaining countries surveyed –Brazil (53% Internet penetration among the citizenry), China (46%), India (19%), Mexico (41%), Peru (40%), Russia (59%), South Africa (47%) and Turkey (47%)—have lower levels of connectivity therefore are not reflective of the general population; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

ABOUT IPSOS

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.
- With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues €1,669.5 (\$2,218.4 million) in 2014.
- Visit www.ipsos.com to learn more about Ipsos’ offerings and capabilities.