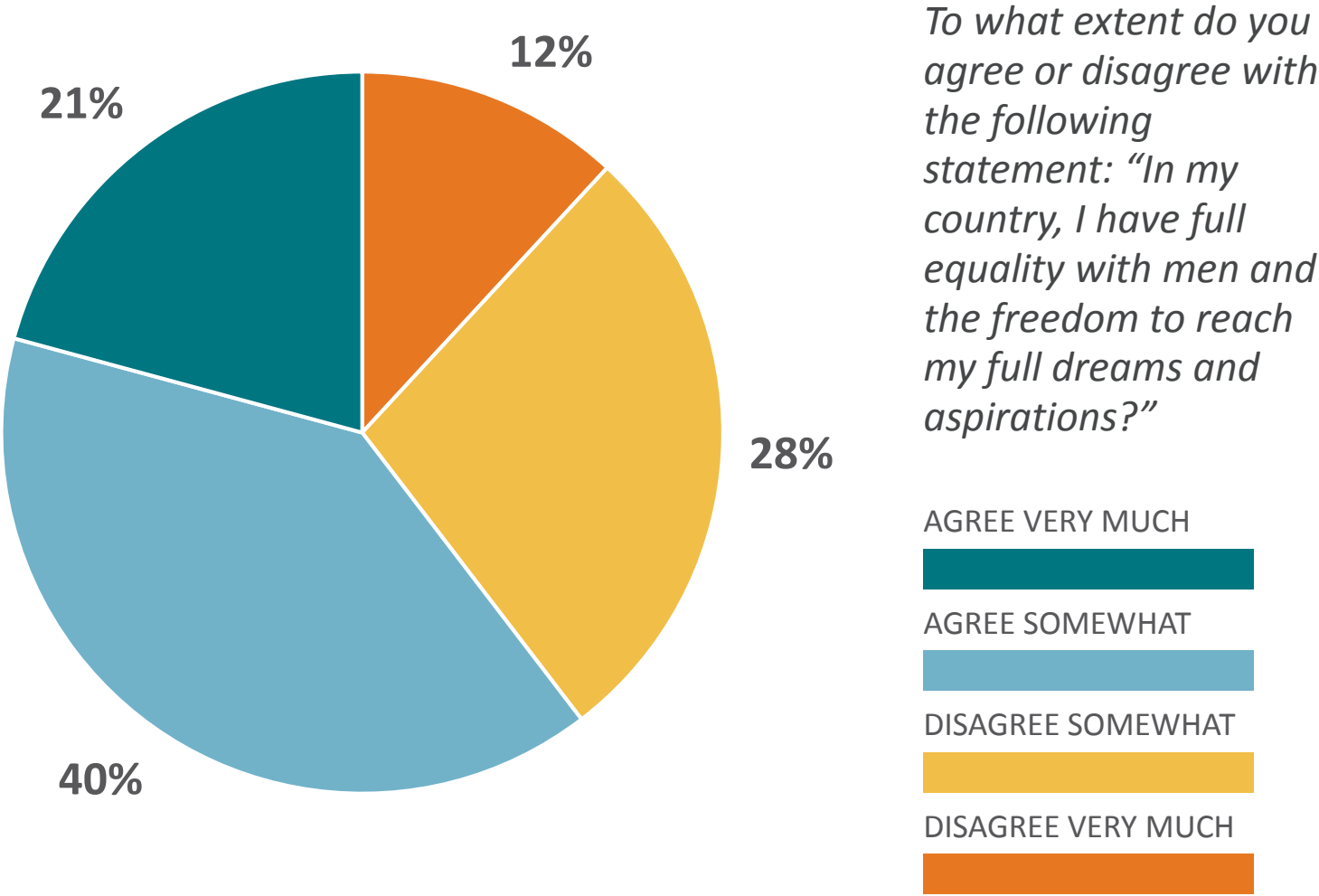


# FEMINISM AND GENDER EQUALITY AROUND THE WORLD

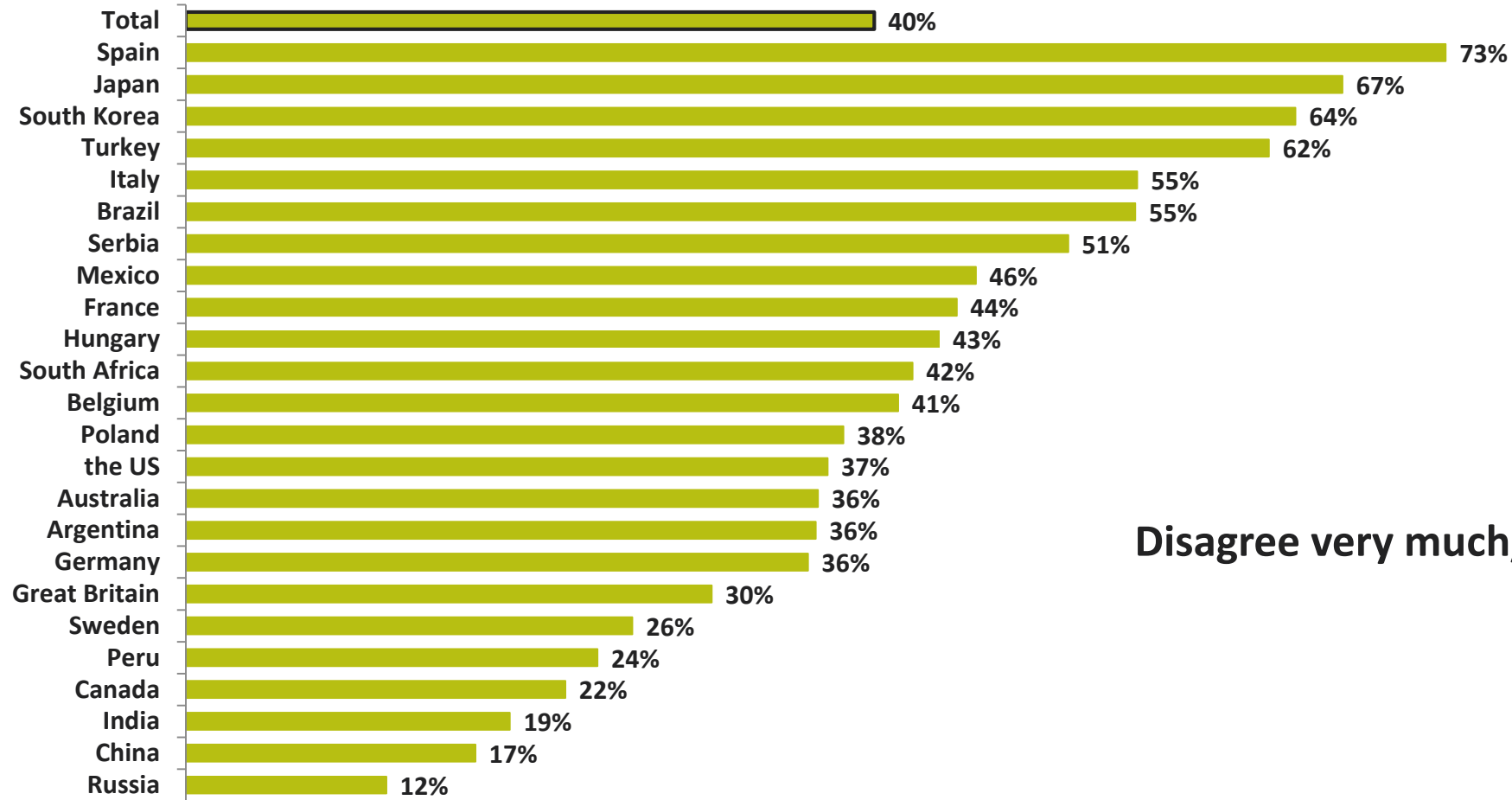
IPSOS GLOBAL @DVISOR

GAME CHANGERS

**Four in ten women around the world say they don't have equality with men or the freedom to reach their full dreams and aspirations**



## Women in Spain, Japan, South Korea and Turkey most feel they lack equality

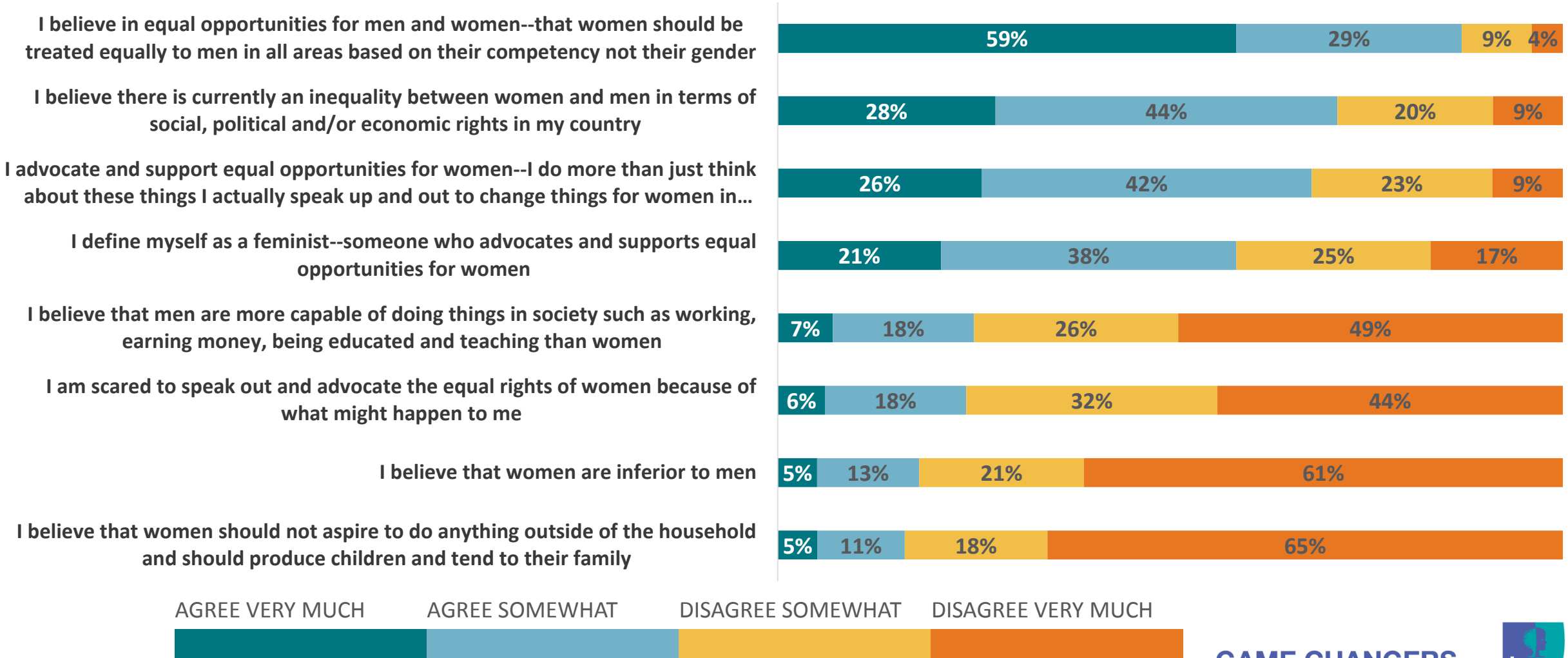


Disagree very much/ Disagree somewhat

*To what extent do you agree or disagree with the following statement: "In my country, I have full equality with men and the freedom to reach my full dreams and aspirations"?*

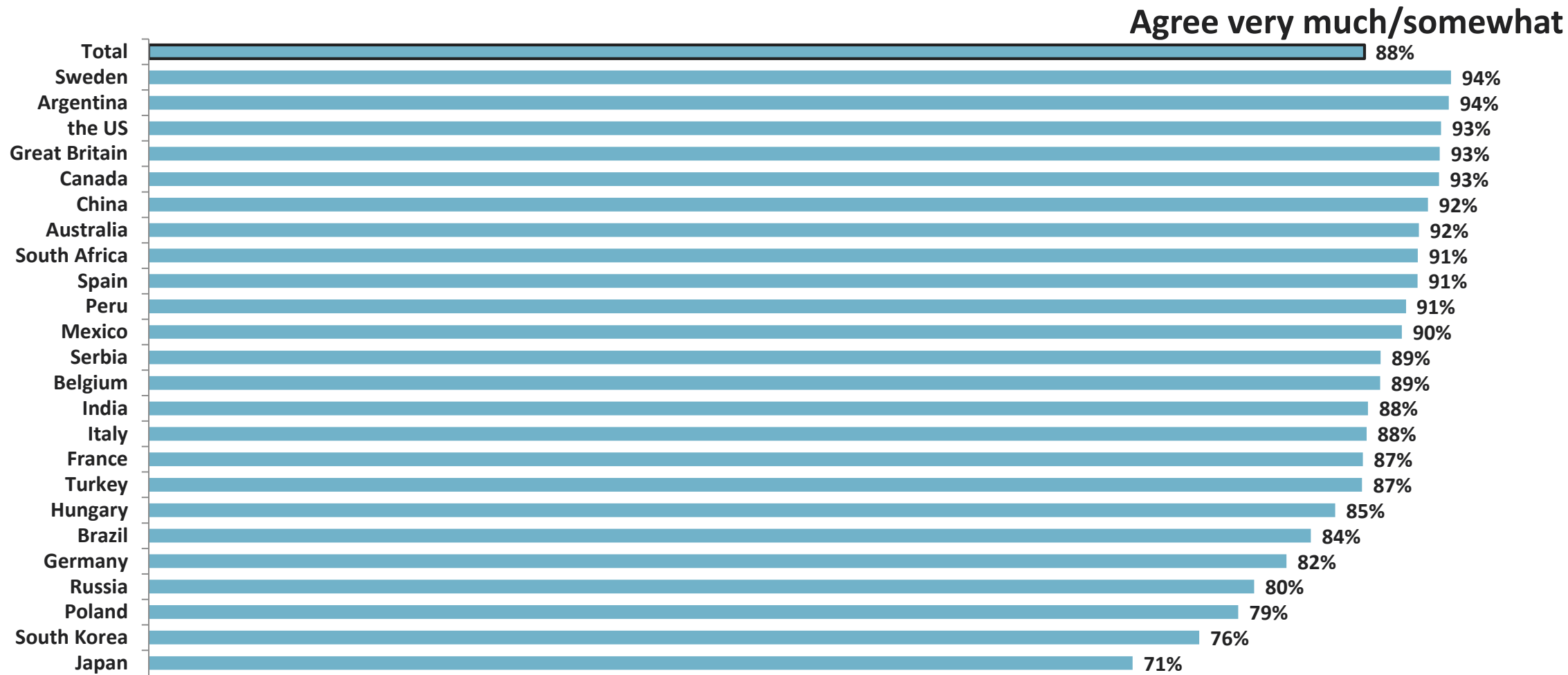
GLOBAL @DVISOR: FEMINISM AND GENDER EQUALITY AROUND THE WORLD

# Most believe in equal rights – but few think it exists



GLOBAL @DVISOR: FEMINISM AND GENDER EQUALITY AROUND THE WORLD

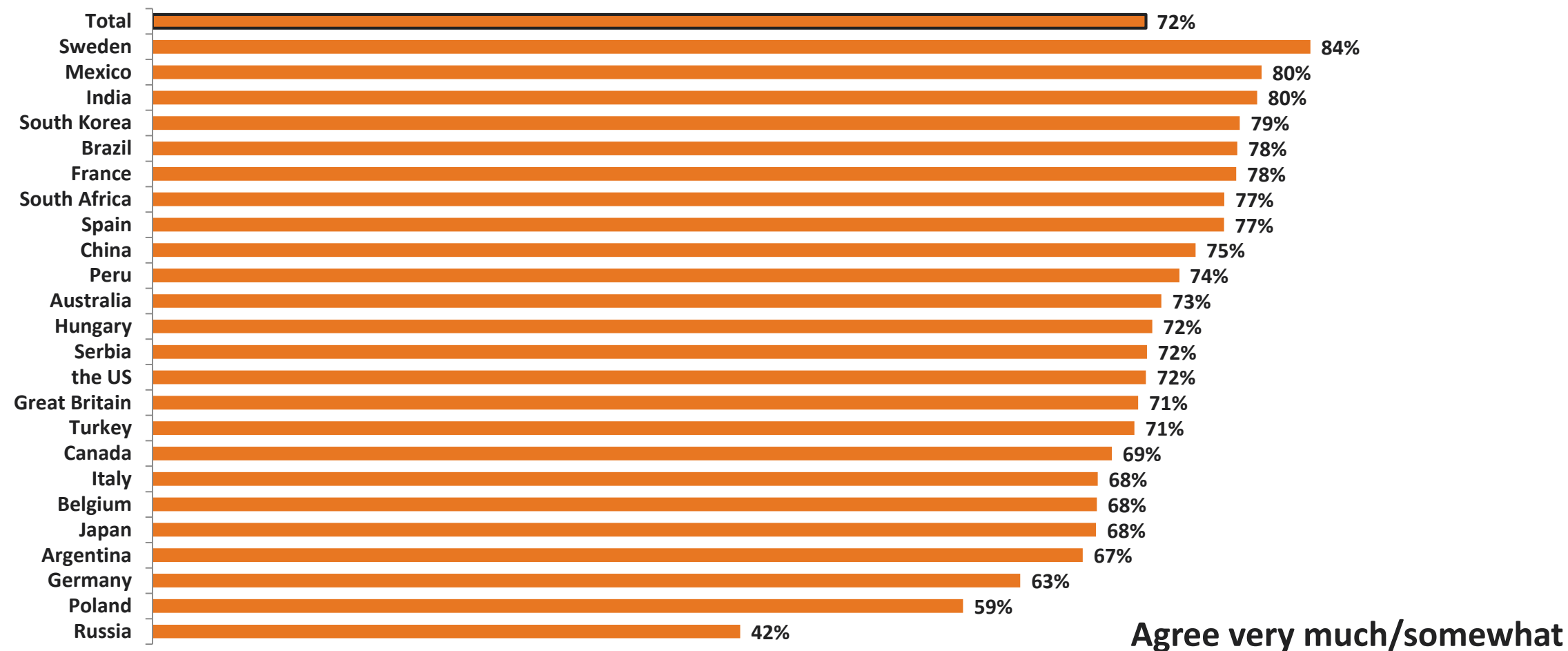
Nearly all around the world say they believe in equal opportunities



To what extent do you agree or disagree with the following statement: “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”?

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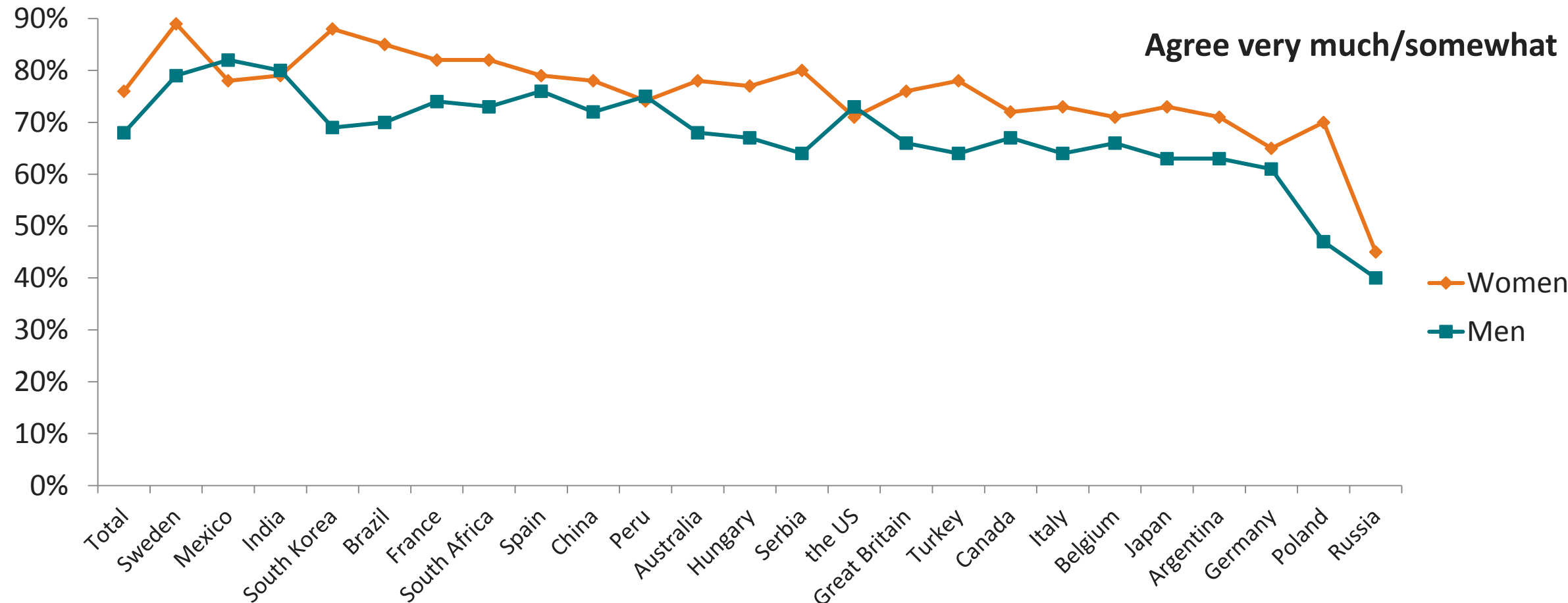
But at the same time most think equality still not achieved (except in Russia)



To what extent do you agree or disagree with the following statement: “I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country”?

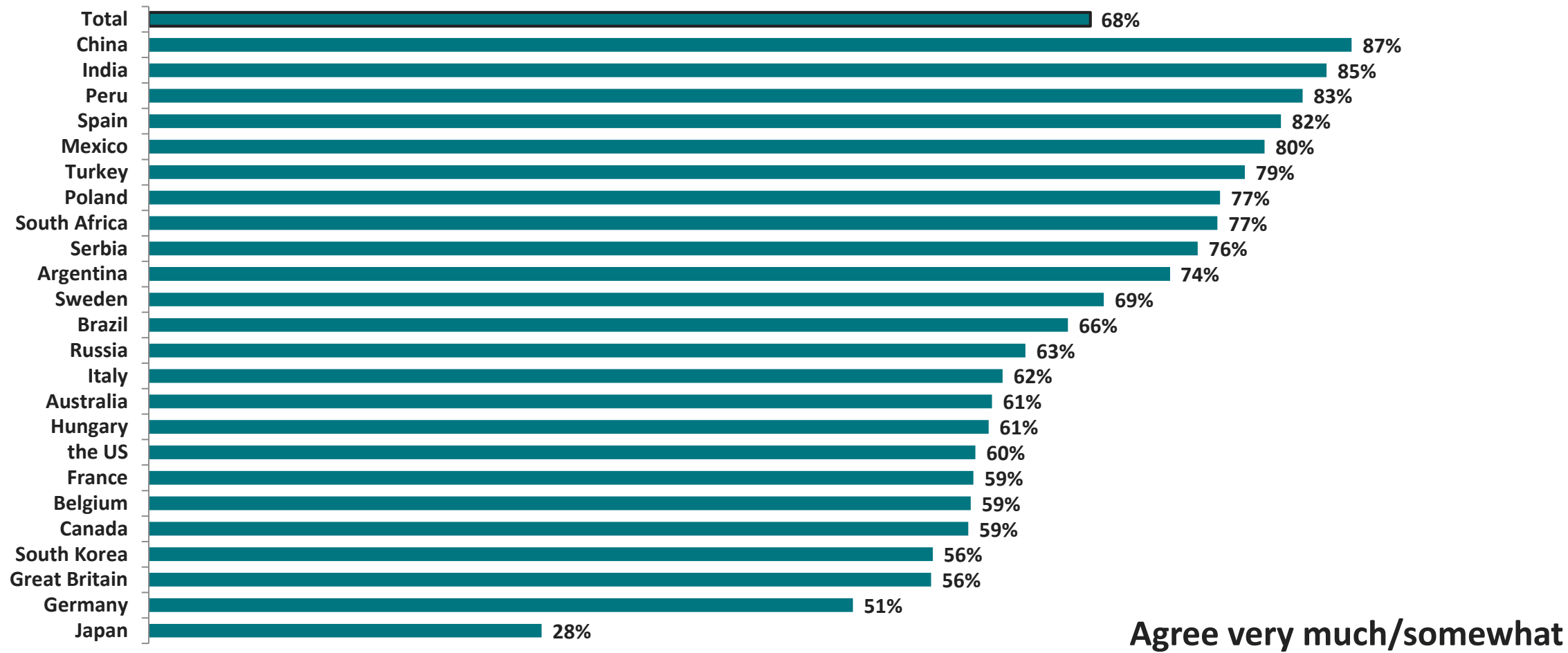


Women more likely than men to believe inequality exists – especially in Poland and South Korea



To what extent do you agree or disagree with the following statement: “I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country”?

Most claim to actively support womens’ rights too

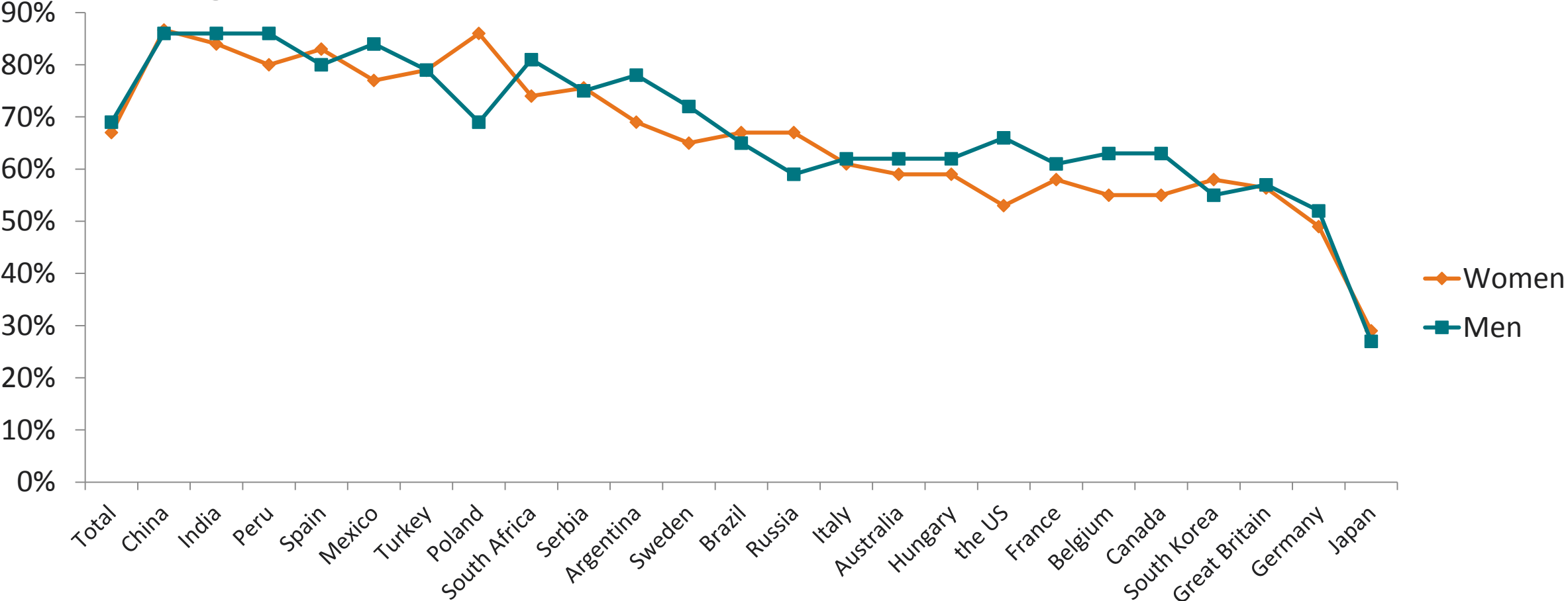


To what extent do you agree or disagree with the following statement: “I advocate and support equal opportunities for women--I do more than just think about these things I actually speak up and out to change things for women in my country”?



In some countries, men are more likely than women to say they speak up for women’s rights

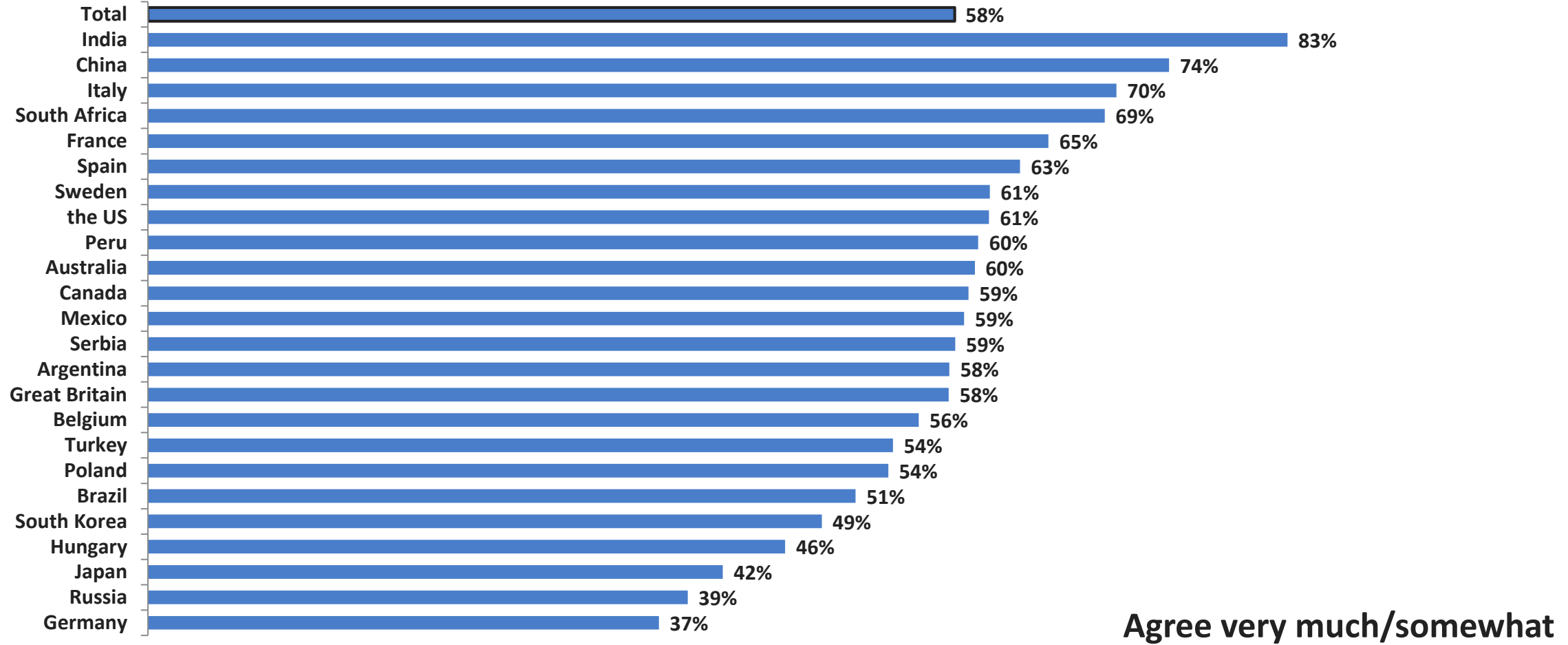
Agree very much/somewhat



To what extent do you agree or disagree with the following statement: “I advocate and support equal opportunities for women--I do more than just think about these things I actually speak up and out to change things for women in my country”?

# GLOBAL @DVISOR: FEMINISM AND GENDER EQUALITY AROUND THE WORLD

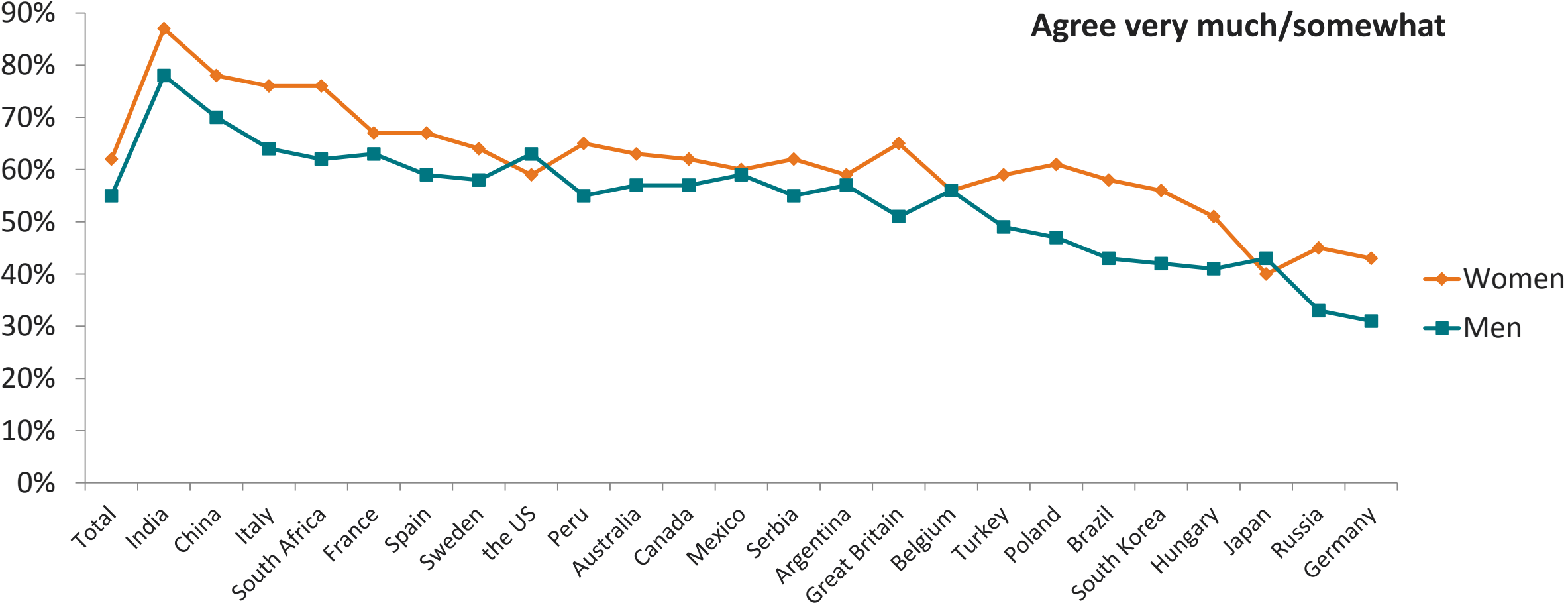
## On average, just over half define themselves as feminist – but varies by country, and only a minority in Japan, Russia and Germany



To what extent do you agree or disagree with the following statement: “I define myself as a feminist--someone who advocates and supports equal opportunities for women”?

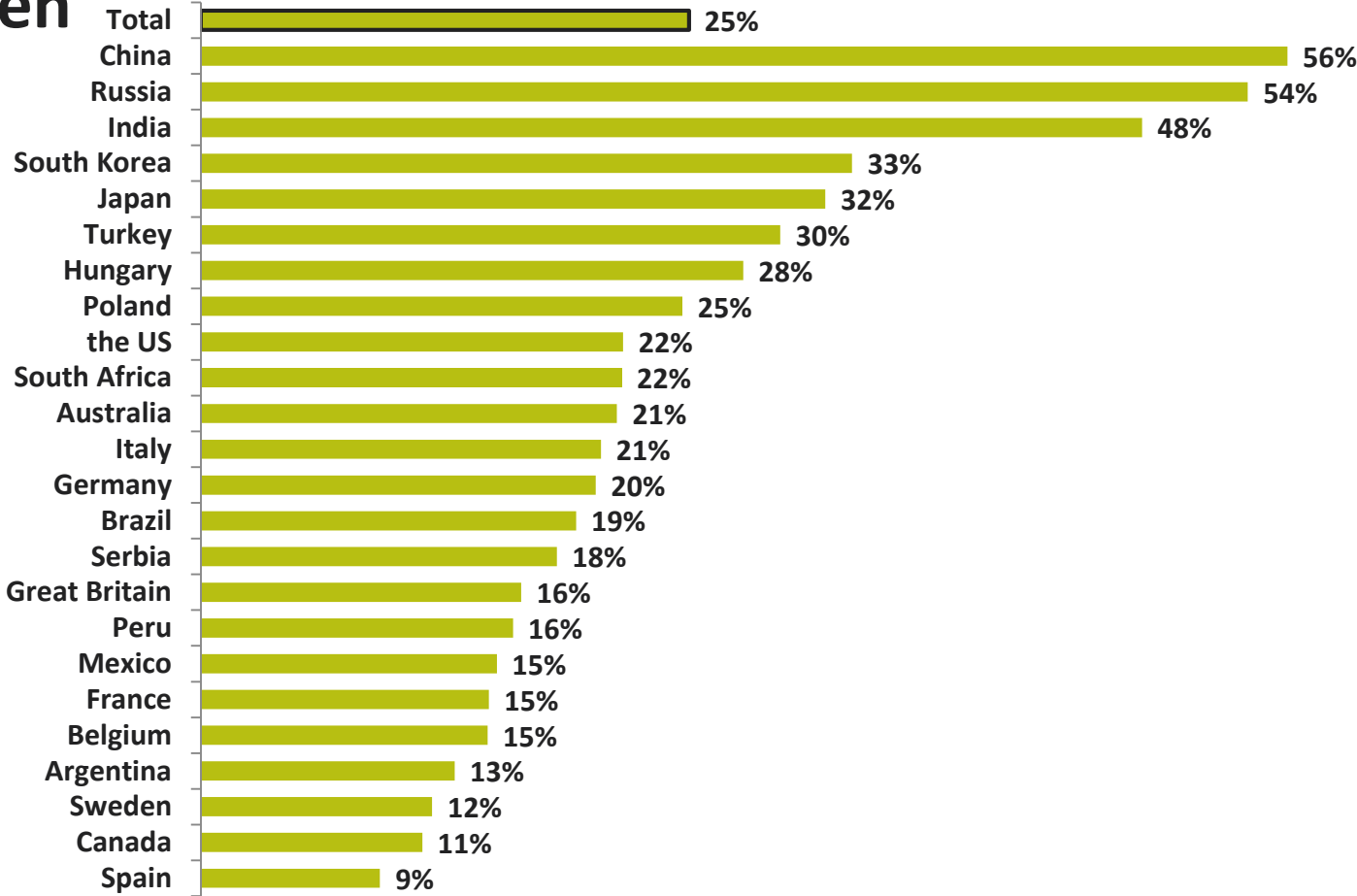
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**In most countries, women are more likely to describe themselves as feminist – especially Britain, South Africa, Poland, Brazil, South Korea, Russia and Germany**



*To what extent do you agree or disagree with the following statement: “I define myself as a feminist--someone who advocates and supports equal opportunities for women”?*

Around half in China, Russia and India believe men are more capable than women

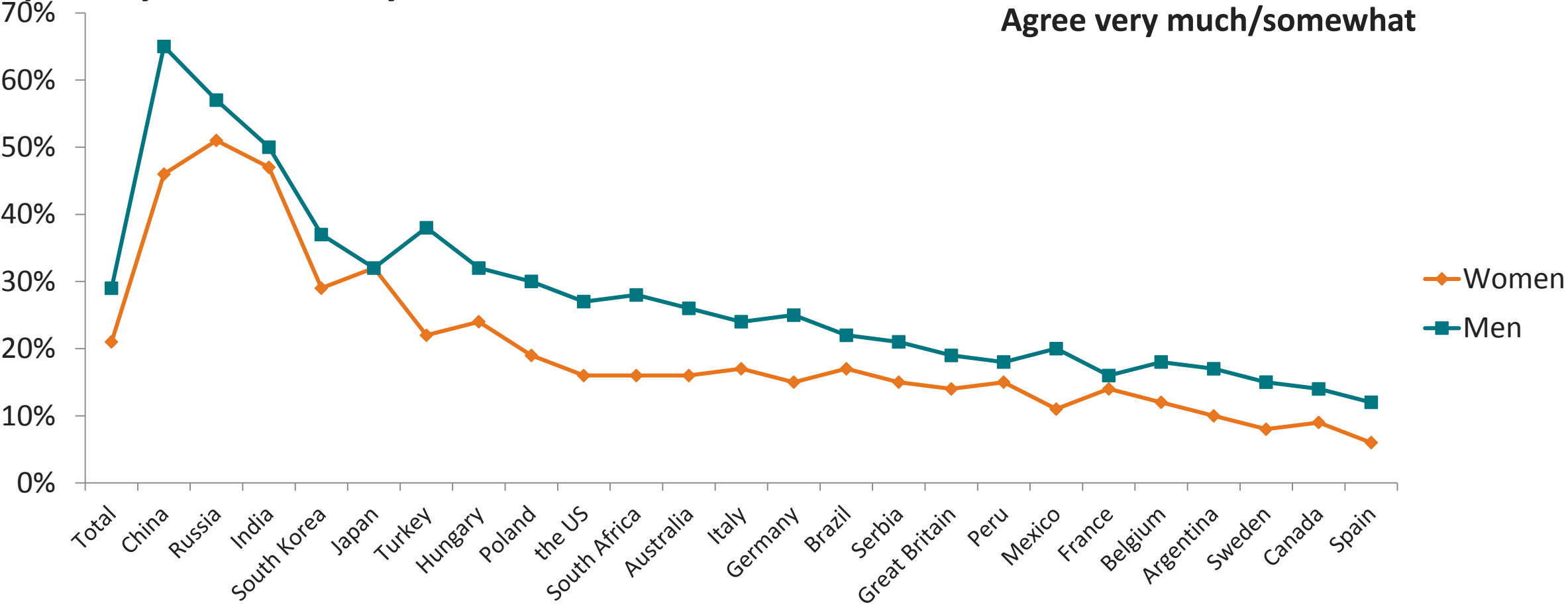


Agree very much/somewhat

To what extent do you agree or disagree with the following statement: “I believe that men are more capable of doing things in society such as working, earning money, being educated and teaching than women”?

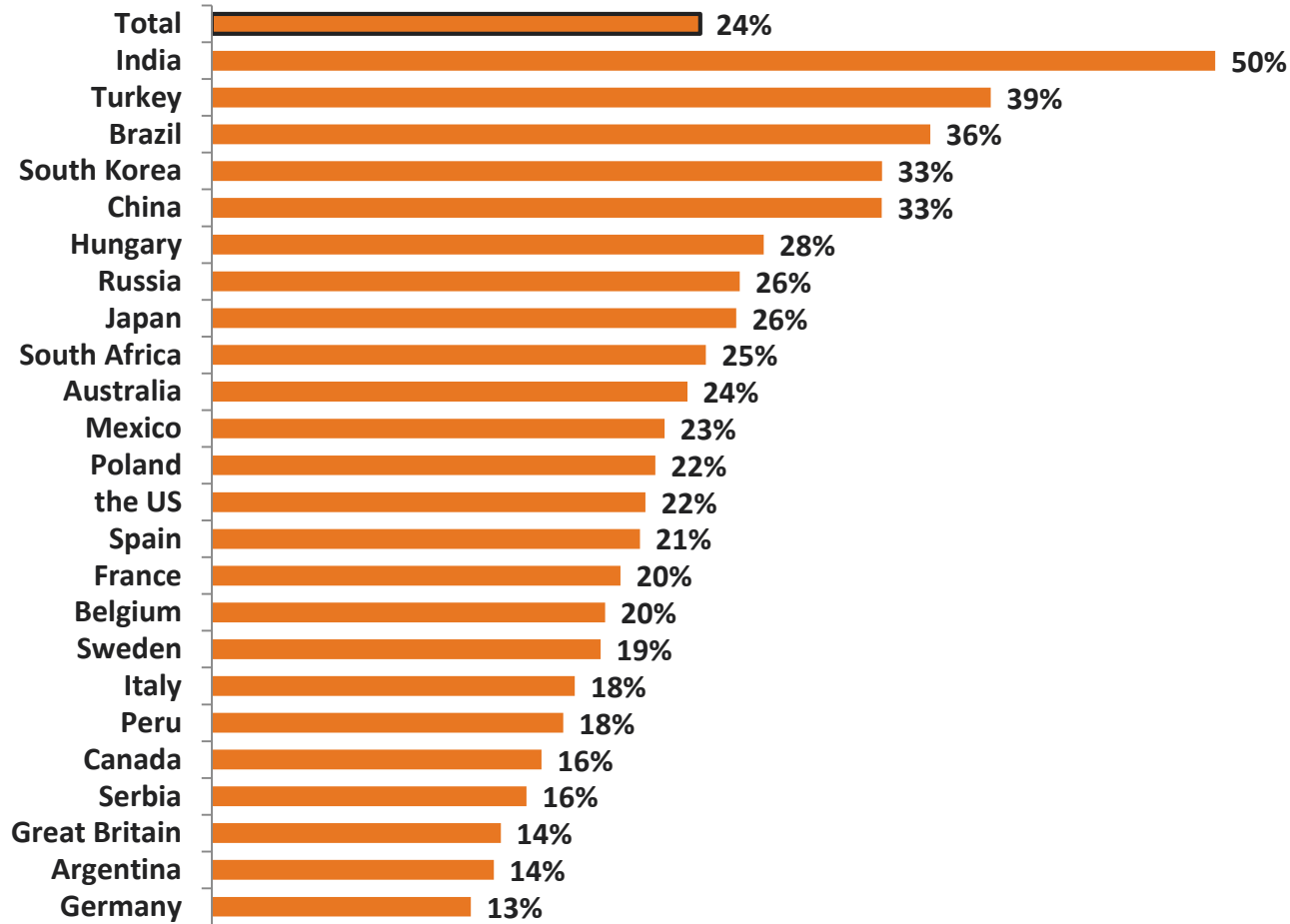
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In most countries, men are more likely than women to say men are more capable – especially China, Turkey, South Africa, Poland and the US



To what extent do you agree or disagree with the following statement: “I believe that men are more capable of doing things in society such as working, earning money, being educated and teaching than women”?

## Half in India feel scared to speak up for equal rights for women

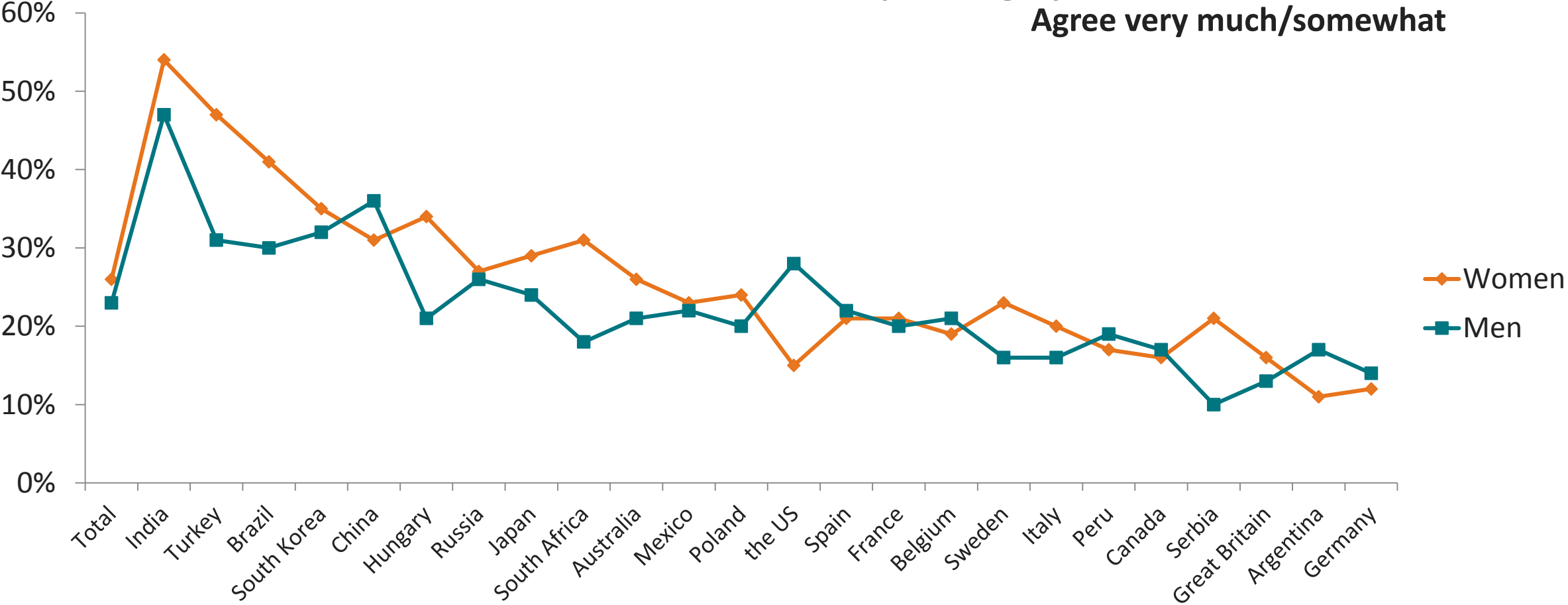


**Agree very much/somewhat**

*To what extent do you agree or disagree with the following statement: "I am scared to speak out and advocate the equal rights of women because of what might happen to me"?*

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Women particularly more likely to feel scared in Turkey, Brazil, Hungary, South Africa and Serbia – but in the US men are more scared about speaking up

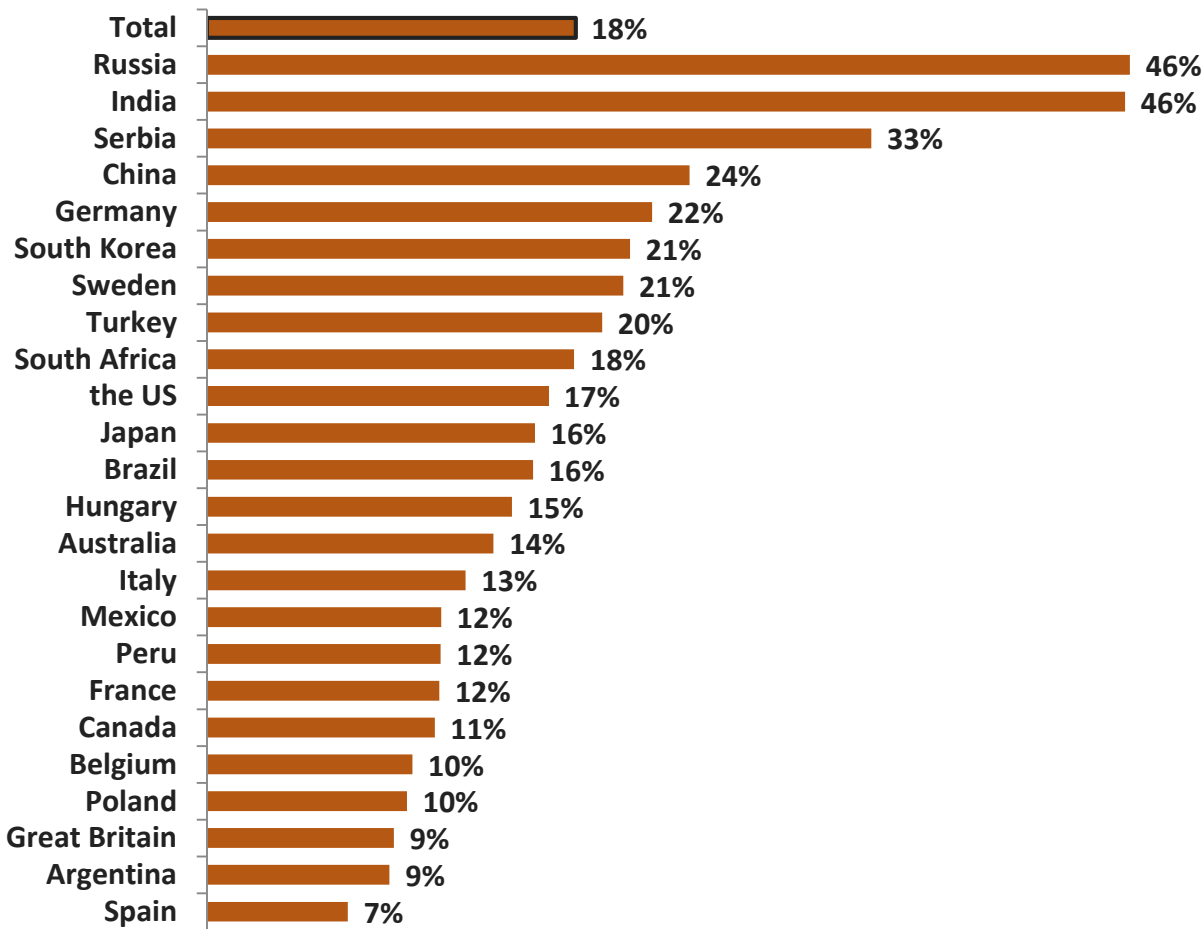


To what extent do you agree or disagree with the following statement: “I am scared to speak out and advocate the equal rights of women because of what might happen to me”?



# GLOBAL @DVISOR: FEMINISM AND GENDER EQUALITY AROUND THE WORLD

On average, one in six believe women are inferior to men – and almost half in Russia and India

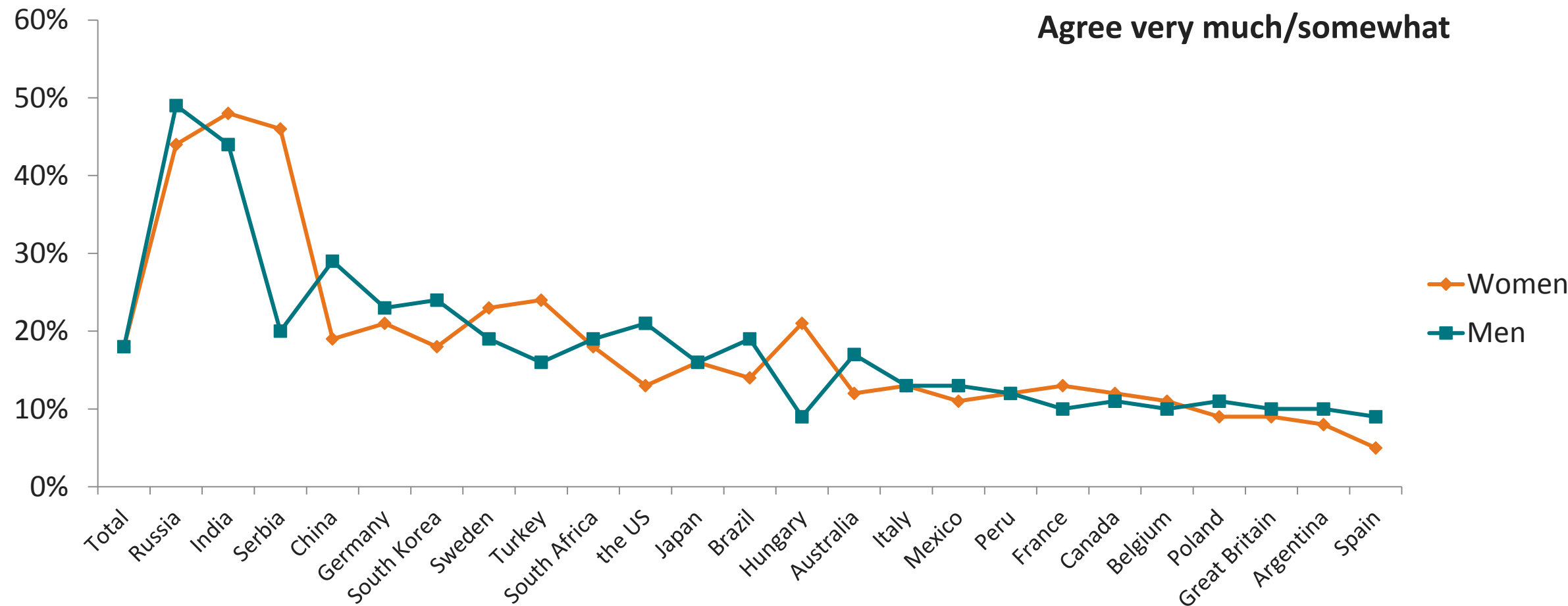


Agree very much/somewhat

To what extent do you agree or disagree with the following statement: “I believe that women are inferior to men”?

# GLOBAL @DVISOR: FEMINISM AND GENDER EQUALITY AROUND THE WORLD

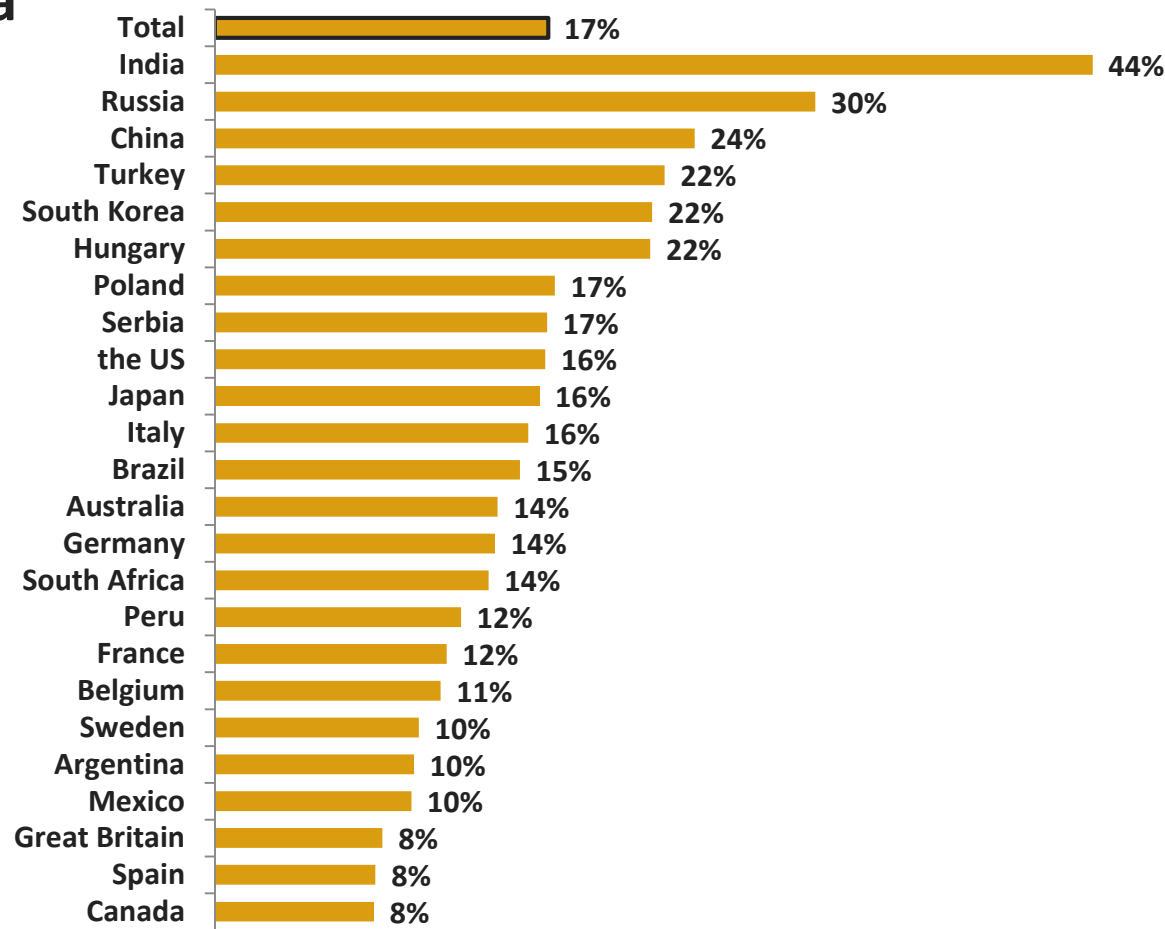
In most countries, both sexes equally likely to believe women are inferior to men



To what extent do you agree or disagree with the following statement: “I believe that women are inferior to men”?

# GLOBAL @DVISOR: FEMINISM AND GENDER EQUALITY AROUND THE WORLD

## Similar minority think women should just stay at home – but highest again in India and Russia

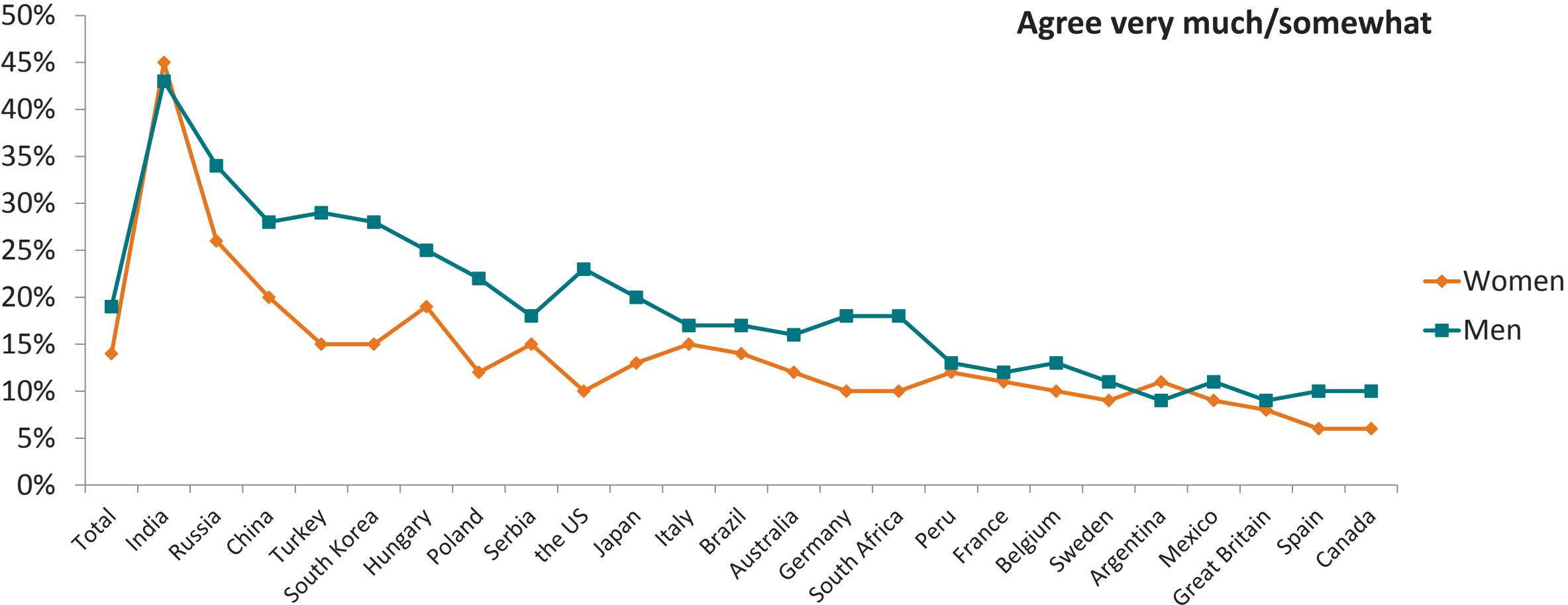


Agree very much/somewhat

*To what extent do you agree or disagree with the following statement: “I believe that women should not aspire to do anything outside of the household and should produce children and tend to their family”?*

GLOBAL @DVISOR: FEMINISM AND GENDER EQUALITY AROUND THE WORLD

**Men are more likely to think women should stay at home – especially in Turkey, South Korea and the US**



To what extent do you agree or disagree with the following statement: “I believe that women should not aspire to do anything outside of the household and should produce children and tend to their family”?

# GLOBAL @DVISOR: POWER TO THE PEOPLE?

## Methodology

- These are the findings of a Global @dvisor survey into attitudes towards feminism and gender equality around the world. The survey instrument is conducted monthly in 24 countries 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, Serbia, 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 17,551 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between January 20th and February 3rd, 2017. Approximately 1000+ individuals participated in each country with the exception of Argentina, Belgium, Hungary, India, Mexico, Peru, Poland, Russia, Serbia, 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 generally reflects the overall population. 16 of the 24 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, China, India, Mexico, Peru, Russia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.

## ABOUT IPSOS

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Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

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## GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarises our ambition.

**GAME CHANGERS**

