











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 ...











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

Ipsos



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

% mentions of each issue across all

% men

33%

28%

20%

20%

17%

14%

11%

13%

11%

8%

9%

7%

8%

8%

5%

6%

6%

5%

5%

5%

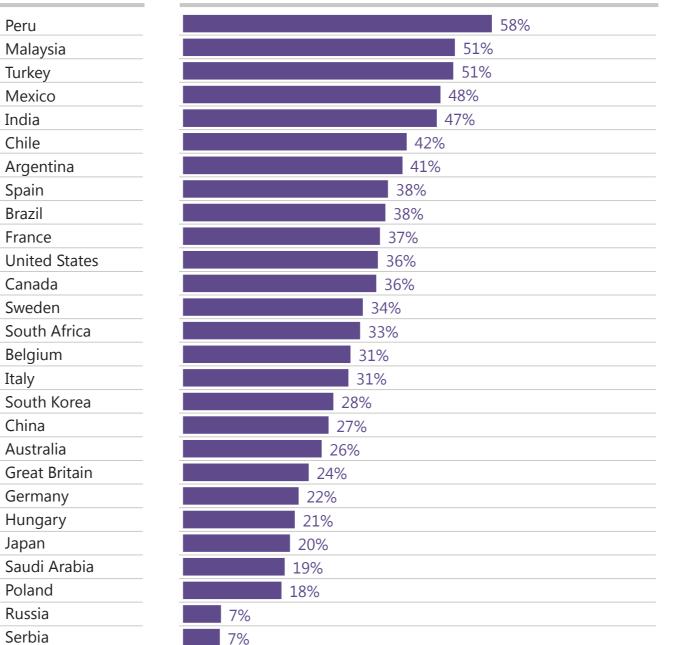
2%

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.

Ipsos



### % picking out sexual harassment



% women

54%

52%

51%

52%

47%

44%

39%

38%

37%

35%

35%

33%

33%

31%

31%

32%

28%

27%

22%

24%

19%

16%

18%

14%

17%

5%

% men

62%

50%

50%

44%

47%

39% 43%

39%

39%

39%

38%

40%

35%

35%

31%

30%

28%

28%

29%

23%

24%

26%

22%

23%

20%

7%

9%

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

Ipsos



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

4%

9%

Saudi Arabia

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.

Ipsos



### % picking out physical violence Country 49% Peru Turkey Mexico Argentina 41% Chile 33% Spain 31% South Africa 30% Brazil 28% France 21% Italy 21% Malaysia 20% India 16% Russia 16% Poland 16% Australia 16% **United States** 15% Canada 14% Belgium 14% Germany Serbia Saudi Arabia 13% Sweden Hungary 11% **Great Britain** South Korea China

Indicates differences of 10%+

% women

**56%** 

45%

43%

42%

30%

30%

27%

29%

22%

19%

19%

16%

17%

18%

16%

14%

13%

13%

11%

11%

15%

11%

10%

9%

10%

4%

% men

**42**%

42%

43%

41%

37%

32%

33%

27%

21%

23%

20%

16%

15%

13%

16%

16%

16%

14%

15%

15%

11%

12%

12%

8%

5%

5%

7%

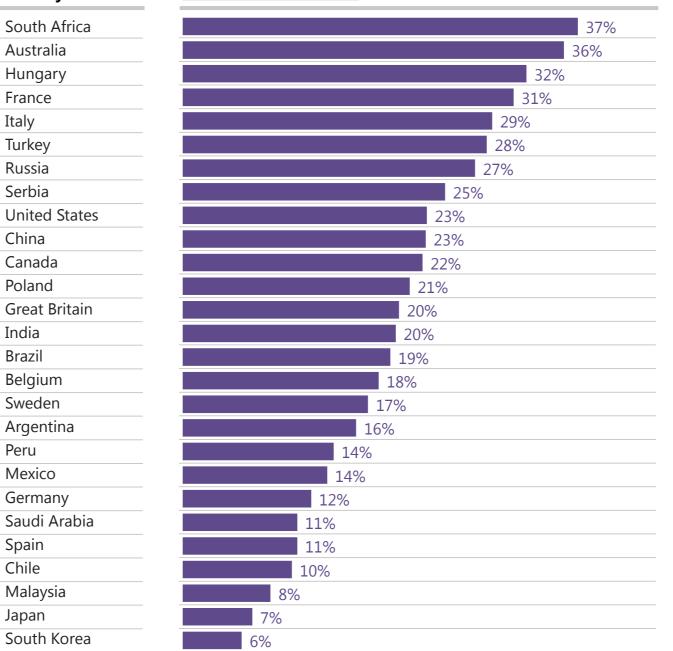
Japan

Domestic abuse is mentioned by two fifths of people in South Africa and Australia.

Ipsos



### % picking out domestic abuse



% women	% mer
40%	34%
35%	36%
29%	35%
31%	31%
30%	28%
28%	29%
28%	27%
26%	23%
22%	24%
24%	22%
25%	20%
20%	22%
19%	22%
25%	15%
21%	17%
17%	19%
17%	17%
14%	19%
13%	15%
11%	16%
14%	10%
10%	12%
11%	11%
9%	12%
8%	9%
7%	6%
4%	7%

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.

Ipsos



### % picking out equal pay Country Sweden 36% 34% Germany Belgium 32% France **Great Britain** 30% Chile 29% **United States** 28% Canada Australia 25% Hungary 24% 20% Spain Poland 19% Italy 18% Brazil 17% Argentina China 14% Mexico 14% Serbia 13% Japan Russia South Africa 11% Saudi Arabia 10% South Korea 10% Peru India Malaysia Turkey

Indicates differences of 10%+

% women

**43**%

37%

38%

33%

31%

30%

27%

25%

20%

20%

22%

19%

18%

13%

14%

13%

12%

11%

12%

15%

11%

6%

5%

6%

3%

35% 33% % men

**28**%

32%

27%

31%

28%

23%

23%

24%

23%

23%

19%

19%

13%

14%

11%

15%

14%

13%

12%

11%

9%

7%

9%

10%

10%

5%

2%

### **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?

		*	**			*		*}			#		<b>(a)</b>		•	<b>(0</b> )	\$300 —	<b>(*</b>	4					<b>X</b>	戀	+	C*	
	тот	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%







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.

**Ipsos** 

Country	too low	% point difference (-12%)	too high	Avg. guess (51%)	Avg. guess (41%)	Actual (58%)
Poland		-2%		<b>3</b> 6%	<b>2</b> 6%	32%
USA		-3%		<b>6</b> 4%	<b>4</b> 9%	60%
Spain		-7%		47%	40%	50%
Hungary		-7%		<b>40</b> %	<b>=</b> 30%	42%
Italy		-10%		<b>4</b> 7%	<b>3</b> 4%	51%
Belgium		-12%		53%	44%	60%
Great Britain		-13%		58%	52%	68%
Germany	-19	%		43%	40%	60%
France	-24%			<b>=</b> 56%	<b>4</b> 6%	75%
Sweden	-25%			62%	51%	81%



Men

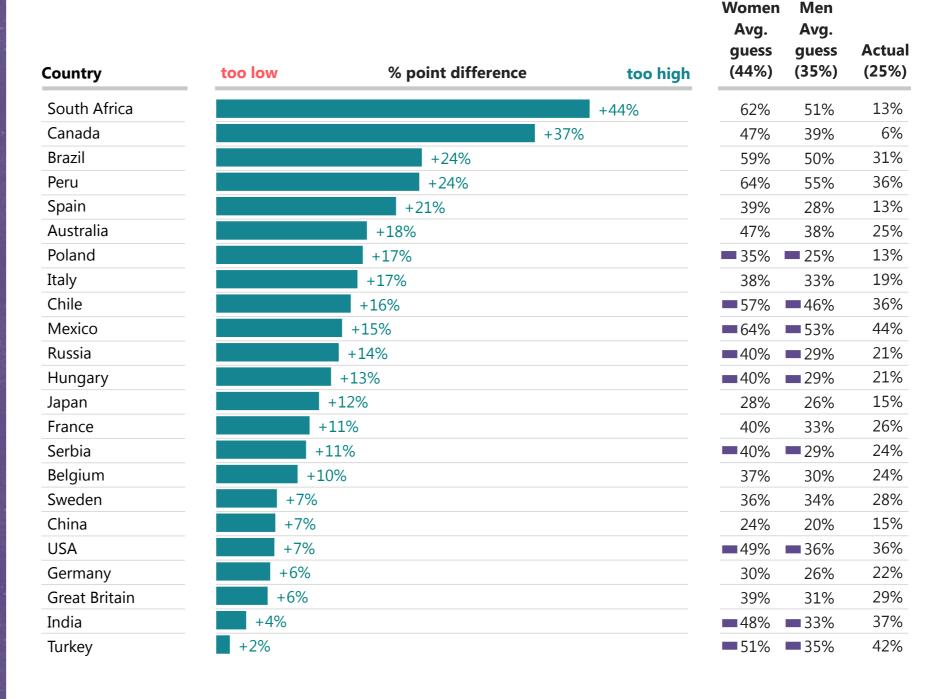
# PHYSICAL/ SEXUAL VIOLENCE BY PARTNER



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

International Women's Day



Ipsos



### EQUAL PAY

GAME CHANGERS Ipsos

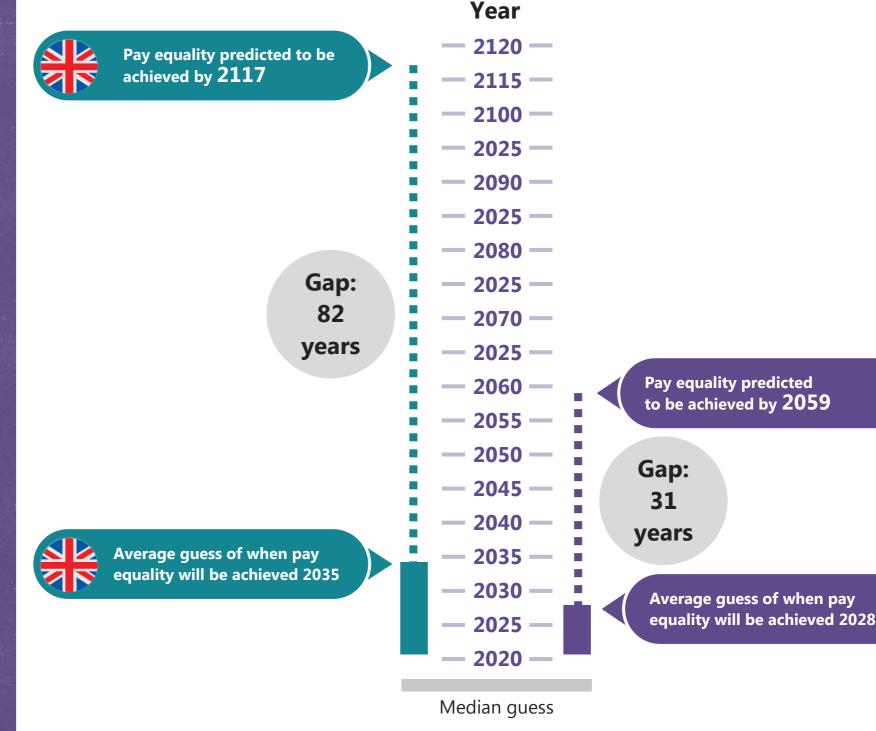


# At the current rate of progress, in which year will men and women have EQUAL PAY in [COUNTRY]?

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.

**Ipsos** 





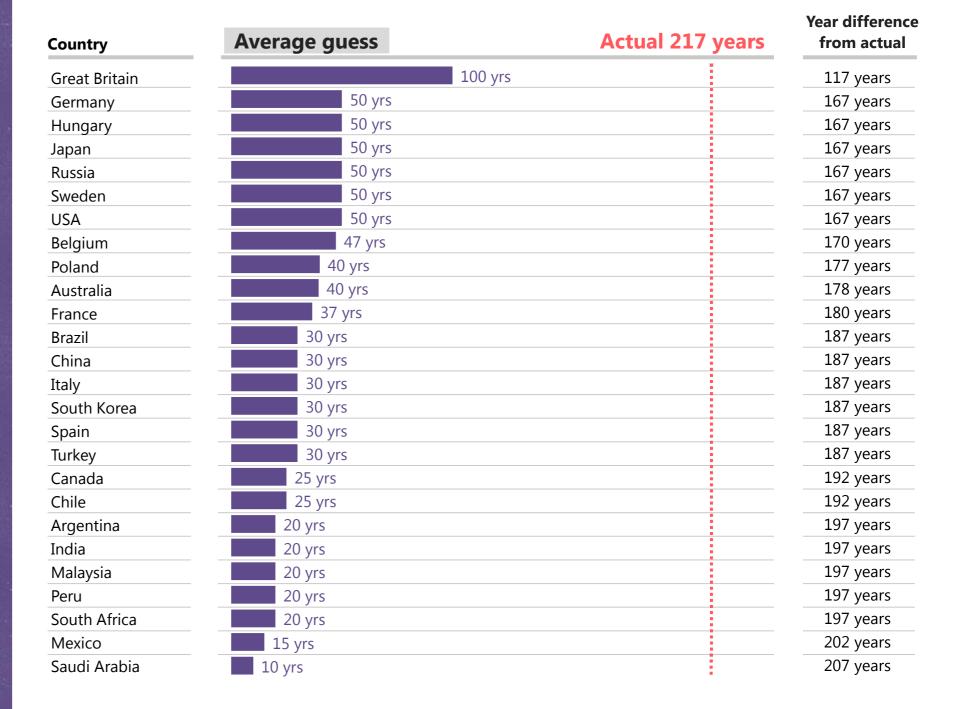


At the current rate of progress, how long in years will it take for men and women to have economic equality across the entire world?

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.

Ipsos

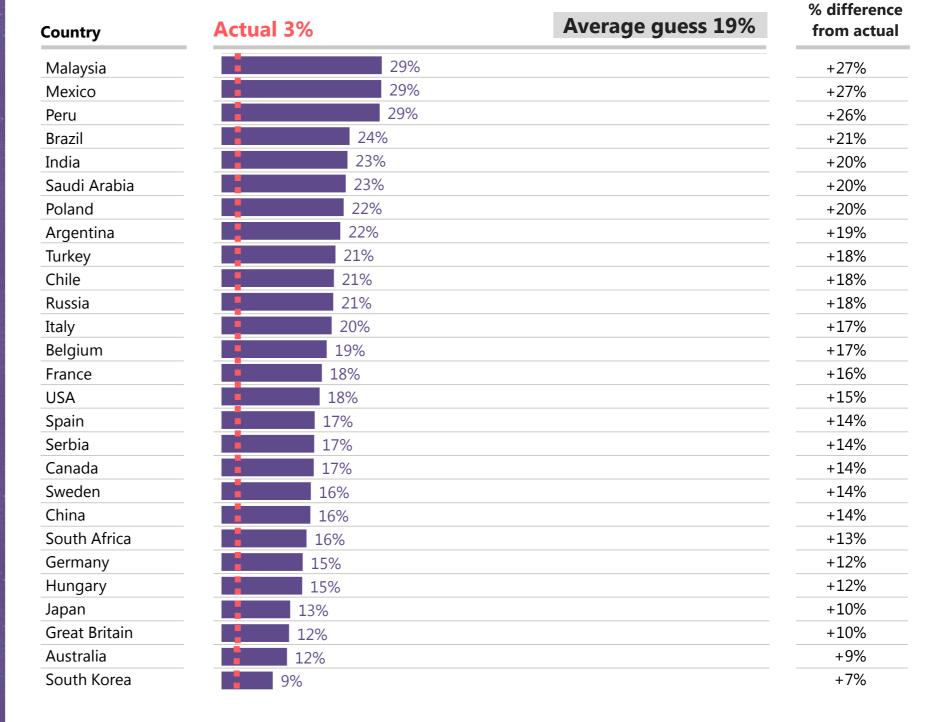






# What % of Chief Executive Officers (CEOs) of the world's largest 500 companies are women?

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.







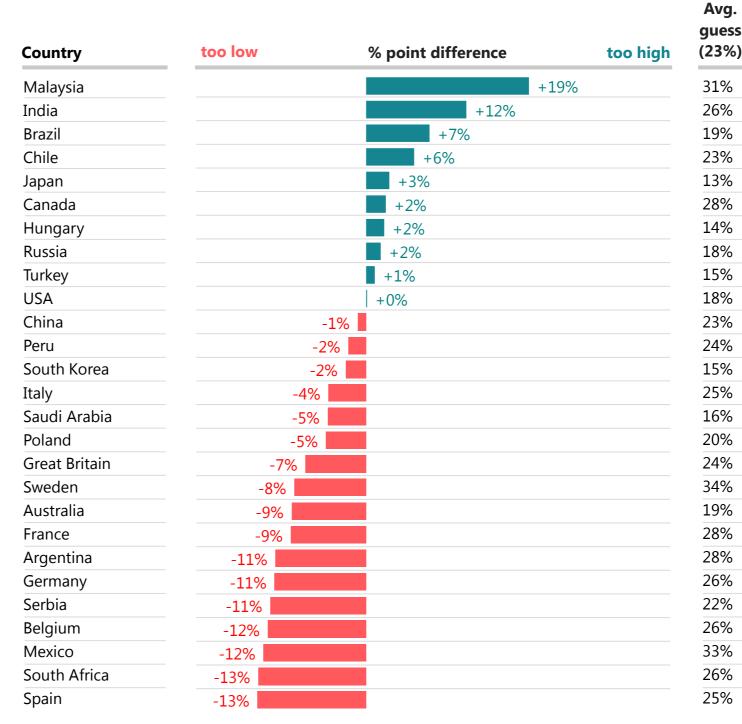


### FEMALE **POLITICIANS**



### 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.



Men

Avg.

guess

(24%)

28%

22%

18%

20%

11%

29%

10%

18%

17%

20%

23%

28%

14%

28%

15%

26%

26%

37%

22%

32%

29%

27%

24%

27%

29%

29%

28%

Actual

(26%)

10%

12%

11%

16%

9%

26%

10%

16%

15%

19%

24%

28%

17%

31%

20%

28%

32%

44%

29%

39%

39%

37%

34%

38%

43%

40%

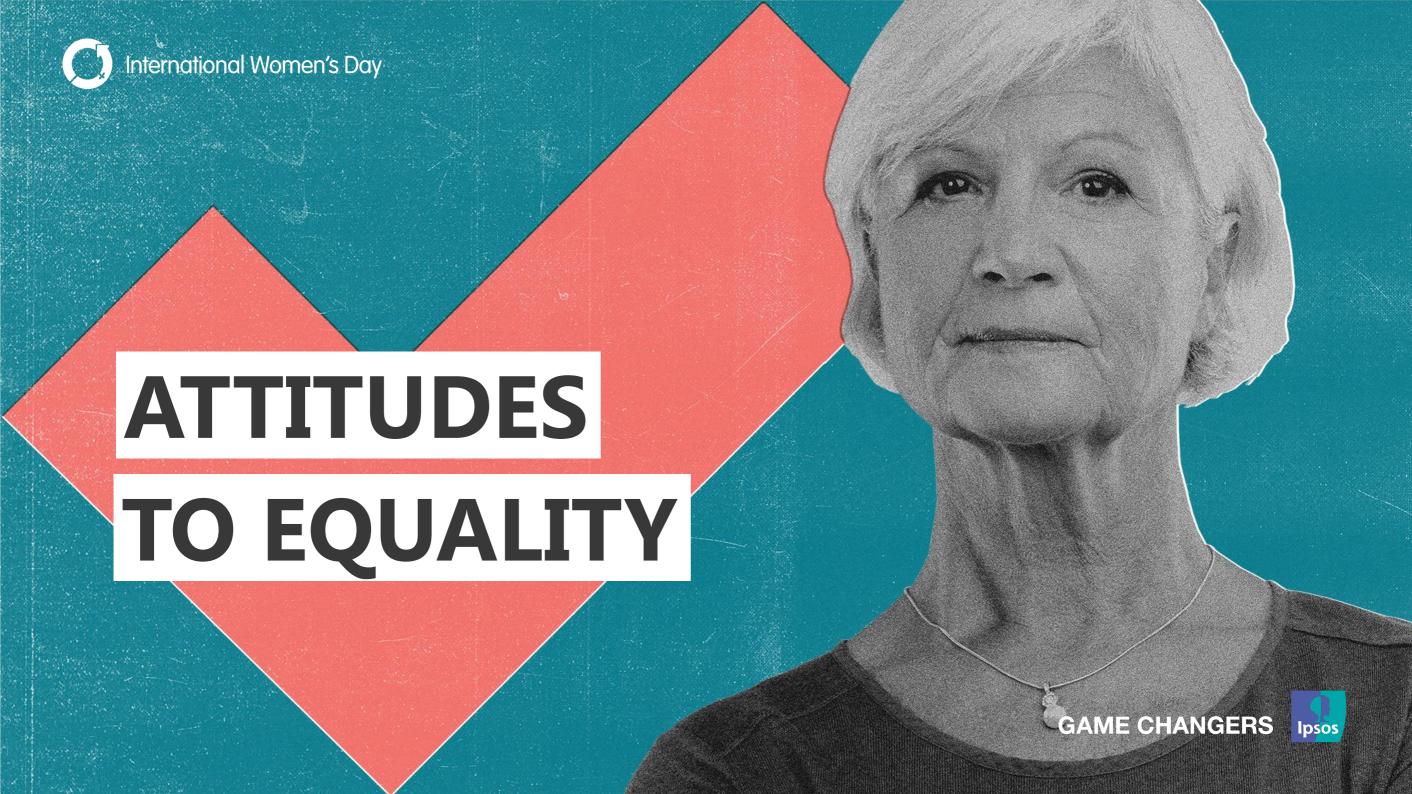
39%

Women



**Ipsos** 

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



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

International Women's Day

Country	Agree (70%)	Disagree (21%)	agree (74%)	agree (66%)
Peru	83%	15%	85%	80%
Turkey	82%	14%	87%	78%
South Africa	82%	14%	86%	77%
China	82%	12%	86%	77%
India	80%	16%	82%	78%
Spain	80%	13%	84%	76%
Serbia	80%	14%	81%	79%
Chile	78%	16%	<b>83</b> %	<b>—</b> 73%
Italy	76%	16%	81%	72%
Germany	74%	15%	75%	72%
Mexico	73%	22%	69%	77%
Canada	73%	19%	<b>78</b> %	<b>68</b> %
France	70%	16%	74%	67%
United States	70%	22%	71%	70%
South Korea	69%	23%	<b>83</b> %	<b>56</b> %
Argentina	68%	21%	<b>—</b> 74%	<b>62</b> %
Brazil	68%	21%	70%	66%
Hungary	68%	24%	70%	65%
Sweden	65%	29%	<b>72</b> %	<b>60%</b>
Australia	65%	21%	<b>7</b> 0%	<b>6</b> 0%
Malaysia	65%	27%	<b>=</b> 70%	<b>60%</b>
Belgium	64%	22%	65%	64%
Great Britain	64%	22%	<b>=</b> 70%	<b>58</b> %
Poland	64%	23%	<b>72</b> %	<b>5</b> 6%
Saudi Arabia	58%	30%	58%	57%
Russia	48%	38%	<b>58</b> %	<b>38</b> %
Japan	39%	37%	<b>46</b> %	<b>33</b> %

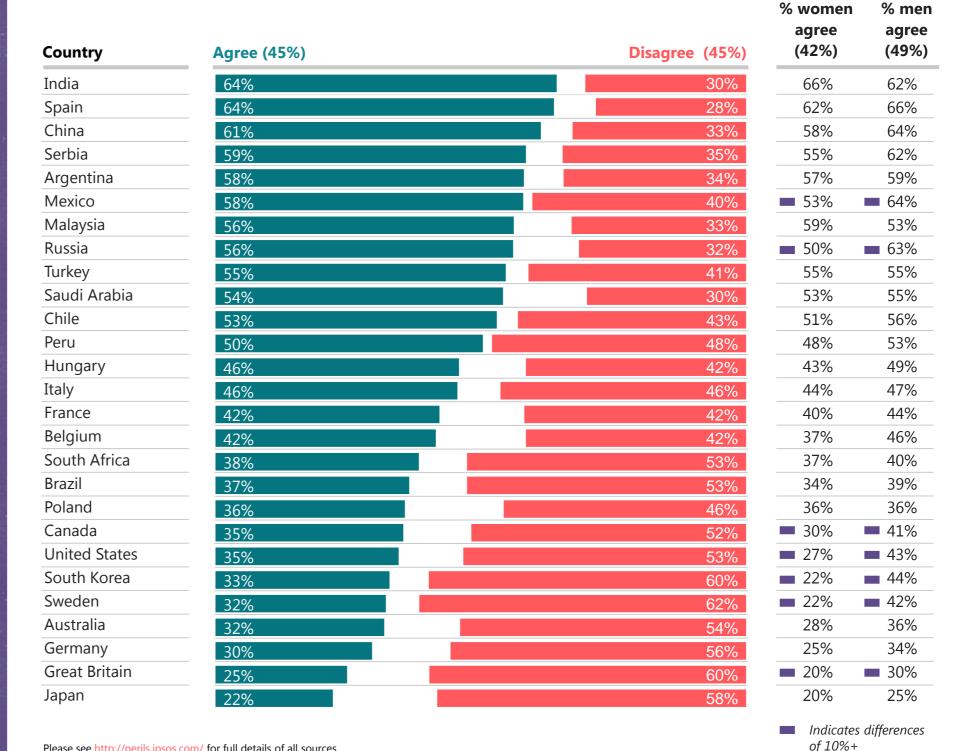
% women

*Indicates differences* 

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



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.

Ipsos

International Wom

Country	Agree (57%)	Disagree (32%)	agree (62%)	agree (53%)
South Africa	75%	20%	78%	72%
India	74%	18%	<b>81</b> %	<b>67</b> %
Italy	72%	21%	<b>81</b> %	<b>64</b> %
China	70%	21%	<b>7</b> 6%	<b>62</b> %
Peru	69%	27%	<b>85</b> %	<b>53</b> %
Mexico	69%	29%	67%	73%
Spain	66%	24%	72%	61%
Chile	66%	31%	<b>78</b> %	<b>5</b> 4%
France	63%	24%	66%	59%
Saudi Arabia	62%	26%	59%	64%
Canada	60%	28%	<b>65</b> %	<b>5</b> 5%
Argentina	59%	34%	<b>64</b> %	<b>=</b> 53%
United States	57%	33%	58%	56%
Malaysia	57%	36%	<b>62</b> %	<b>52</b> %
Sweden	56%	35%	<b>65</b> %	<b>45</b> %
Turkey	56%	36%	<b>69%</b>	<b>44</b> %
Brazil	56%	31%	59%	53%
Poland	54%	33%	<b>=</b> 61%	<b>48</b> %
Belgium	53%	31%	54%	51%
Great Britain	53%	33%	57%	49%
Australia	52%	33%	<b>=</b> 59%	<b>44</b> %
Serbia	51%	40%	52%	50%
Hungary	47%	37%	51%	44%
South Korea	46%	42%	43%	49%
Germany	41%	41%	41%	40%
Russia	38%	50%	37%	39%
Japan	35%	37%	<b>2</b> 9%	<b>40</b> %

% women

### 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.

Country	Agree (37%)	Disagree (48%)
India	57%	33%
Saudi Arabia	53%	34%
South Africa	49%	39%
Spain	45%	42%
Malaysia	44%	45%
Chile	41%	49%
Canada	41%	45%
Mexico	40%	50%
France	40%	43%
China	38%	49%
Turkey	38%	54%
Brazil	38%	45%
Italy	38%	50%
Great Britain	37%	46%
Peru	36%	54%
Sweden	36%	53%
Australia	36%	48%
Argentina	35%	50%
Belgium	35%	40%
United States	34%	53%
Poland	33%	53%
South Korea	33%	53%
Germany	28%	53%
Hungary	24%	61%
Japan	17%	50%
Russia	16%	68%



% women

agree

(42%)

54%

**67%** 

**61**%

**51**%

**59%** 

**47**%

49%

**47%** 

**43**%

**46%** 

41%

**43**%

**46**%

**45**%

35%

35%

37%

40%

27%

26%

13%

18%

**38**%

40%

51%

41%

% men

agree

(32%)

52%

**48**%

**36%** 

**40%** 

**27**%

**35**%

32%

**31%** 

**33**%

**30%** 

32%

**30%** 

**28**%

**25%** 

35%

34%

31%

25%

29%

21%

21%

14%

**28%** 

37%

31%

40%

### 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.

International Women's Day

Country	Agree (55%)	Disagree (28%)	agree (54%)	agree (57%)
Peru	77%	18%	78%	75%
Mexico	72%	25%	69%	76%
India	72%	21%	72%	71%
China	71%	16%	71%	70%
Chile	70%	23%	68%	71%
Spain	67%	18%	69%	65%
South Africa	65%	22%	<b>60%</b>	<b>70</b> %
Turkey	64%	23%	62%	65%
Argentina	63%	20%	63%	64%
Brazil	63%	20%	65%	61%
Italy	61%	24%	62%	60%
Canada	60%	21%	56%	64%
United States	59%	22%	54%	63%
Serbia	58%	21%	54%	62%
Australia	57%	23%	57%	56%
Malaysia	56%	31%	54%	58%
Saudi Arabia	51%	28%	54%	49%
Poland	51%	27%	51%	51%
South Korea	48%	39%	45%	51%
Great Britain	46%	30%	47%	45%
Hungary	43%	41%	<b>36</b> %	<b>4</b> 9%
Sweden	42%	44%	41%	44%
France	41%	31%	45%	38%
Belgium	37%	30%	<b>30</b> %	<b>45</b> %
Japan	37%	36%	36%	39%
Germany	37%	43%	<b>32</b> %	<b>42</b> %
Russia	26%	52%	25%	26%

Ipsos

% women

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.

Ipsos

International Women's Day

Country	Agree (50%)	Disagree (40%)	agree (55%)	agree (45%)
Peru	75%	24%	<b>85</b> %	<b>64</b> %
Turkey	72%	21%	<b>80%</b>	<b>64</b> %
Mexico	62%	33%	<b>69</b> %	<b>5</b> 4%
Chile	62%	36%	<b>72</b> %	<b>=</b> 51%
South Korea	60%	34%	<b>71</b> %	<b>49</b> %
Brazil	59%	30%	61%	56%
Serbia	59%	36%	63%	54%
France	55%	31%	59%	50%
Italy	55%	37%	62%	<b>47</b> %
Spain	53%	37%	56%	51%
India	52%	42%	<b>58</b> %	<b>47</b> %
Malaysia	52%	40%	54%	50%
South Africa	52%	42%	<b>58</b> %	<b>45</b> %
Argentina	51%	42%	53%	49%
Poland	51%	34%	<b>61</b> %	<b>41</b> %
China	50%	41%	52%	48%
Saudi Arabia	48%	32%	47%	49%
Russia	45%	43%	<b>52</b> %	<b>3</b> 6%
Belgium	44%	42%	47%	41%
Hungary	44%	48%	<b>49</b> %	<b>38</b> %
Canada	40%	52%	41%	38%
United States	38%	53%	38%	39%
Germany	38%	47%	40%	35%
Australia	34%	53%	40%	<b>2</b> 9%
Sweden	32%	57%	35%	29%
Great Britain	30%	57%	34%	26%
Japan	30%	43%	<b>3</b> 6%	<b>23</b> %

% women

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.

Peru Chile Mexico Argentina Serbia South Korea Turkey India France Canada Spain Belgium Italy **United States Great Britain** South Africa Brazil China Australia Poland Germany Malaysia Saudi Arabia Hungary Sweden Japan Russia

Country

Agree (64%)	Disagree (23%)	(68%)
81%	16%	85%
80%	13%	<b>85</b> %
76%	19%	74%
75%	16%	<b>80%</b>
75%	15%	78%
73%	19%	<b>7</b> 9%
71%	19%	<b>80%</b>
71%	23%	74%
70%	14%	<b>7</b> 5%
69%	20%	72%
68%	21%	70%
66%	17%	68%
66%	22%	<b>73</b> %
66%	24%	<b>71</b> %
65%	20%	68%
63%	27%	<b>69</b> %
62%	22%	66%
61%	26%	<b>66%</b>
60%	24%	63%
57%	23%	59%
53%	31%	55%
52%	33%	53%
51%	27%	51%
51%	34%	50%
50%	37%	<b>53%</b>
48%	26%	55%
45%	35%	48%



Ipsos



% women

agree

% men agree

(60%)

77%

77%

72%

68%

65%

66%

64%

62%

57% **=** 56%

58%

54%

51%

51%

52%

53%

42%

41%

**48%** 

**59%** 

**61%** 

**55**%

75%

**70%** 

**67**%

**63**%

**64**%

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.

International Women's Day

Country	Agree (32%)	Disagree (58%)	agree (28%)	agree (36%)
India	57%	36%	58%	57%
Peru	47%	51%	45%	50%
Saudi Arabia	46%	38%	52%	42%
Malaysia	44%	47%	42%	47%
Poland	43%	46%	<b>35</b> %	<b>51</b> %
China	38%	48%	38%	38%
Russia	34%	54%	<b>27</b> %	<b>41</b> %
Chile	32%	61%	<b>27</b> %	<b>38</b> %
Germany	31%	55%	27%	35%
United States	31%	60%	<b>25</b> %	<b>37</b> %
Italy	30%	62%	28%	32%
Turkey	30%	64%	30%	30%
Hungary	30%	62%	<b>25</b> %	<b>35</b> %
Canada	30%	61%	<b>2</b> 4%	<b>3</b> 6%
South Korea	30%	64%	<b>1</b> 8%	<b>41</b> %
Mexico	30%	60%	<b>1</b> 8%	<b>42</b> %
Belgium	29%	55%	<b>21</b> %	<b>3</b> 6%
Argentina	28%	63%	<b>22</b> %	<b>35</b> %
South Africa	28%	64%	26%	31%
France	28%	59%	24%	32%
Brazil	28%	61%	23%	33%
Serbia	28%	67%	<b>22</b> %	<b>33</b> %
Australia	24%	63%	<b>20</b> %	<b>2</b> 9%
Great Britain	24%	65%	20%	27%
Sweden	23%	70%	19%	26%
Spain	22%	68%	20%	25%
Japan	21%	59%	18%	25%

% women

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.

International Women's Day

Country	Agree (75%)	Disagree (16%)	agree (78%)	agree (72%)
Peru	84%	14%	86%	82%
South Africa	84%	12%	88%	80%
Chile	82%	14%	<b>88</b> %	<b>7</b> 5%
Canada	81%	10%	84%	77%
Spain	81%	10%	82%	79%
Australia	80%	10%	83%	77%
Turkey	80%	13%	<b>8</b> 6%	<b>7</b> 5%
China	79%	15%	80%	77%
Malaysia	78%	15%	79%	77%
United States	78%	14%	80%	75%
India	78%	17%	81%	74%
France	77%	11%	82%	73%
Great Britain	77%	12%	79%	74%
Italy	77%	14%	81%	72%
Serbia	75%	11%	73%	77%
Argentina	75%	17%	79%	71%
Poland	75%	15%	76%	73%
Hungary	74%	17%	74%	74%
Brazil	74%	15%	76%	70%
Belgium	72%	14%	73%	71%
Sweden	71%	21%	<b>79%</b>	<b>64</b> %
Saudi Arabia	70%	18%	64%	74%
Germany	69%	16%	71%	68%
Mexico	69%	27%	<b>75</b> %	<b>62</b> %
South Korea	66%	24%	69%	62%
Russia	57%	23%	<b>62</b> %	<b>52</b> %
Japan	57%	23%	<b>62</b> %	<b>52</b> %

Ipsos

% women

### 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.

Ipsos

International Women's Day

Country	Agree (47%)	Disagree (37%)	agree (46%)	agree (49%)
India	66%	25%	71%	62%
Peru	66%	27%	64%	68%
China	61%	24%	63%	58%
Argentina	56%	27%	59%	51%
South Africa	55%	35%	54%	56%
Malaysia	55%	31%	54%	56%
Chile	55%	37%	54%	56%
Mexico	55%	33%	54%	55%
Saudi Arabia	54%	28%	54%	54%
United States	52%	33%	45%	<b>58</b> %
Canada	49%	35%	47%	52%
South Korea	49%	41%	<b>43</b> %	<b>55</b> %
Australia	48%	33%	48%	49%
Turkey	47%	46%	48%	46%
Spain	45%	39%	45%	45%
Serbia	45%	39%	40%	<b>51</b> %
Italy	43%	42%	42%	44%
Russia	43%	38%	42%	43%
Germany	43%	39%	42%	44%
Brazil	42%	37%	44%	39%
France	40%	36%	37%	44%
Great Britain	40%	42%	40%	40%
Poland	39%	37%	36%	42%
Hungary	39%	48%	38%	41%
Belgium	37%	39%	32%	41%
Sweden	33%	54%	29%	37%
Japan	25%	51%	24%	25%

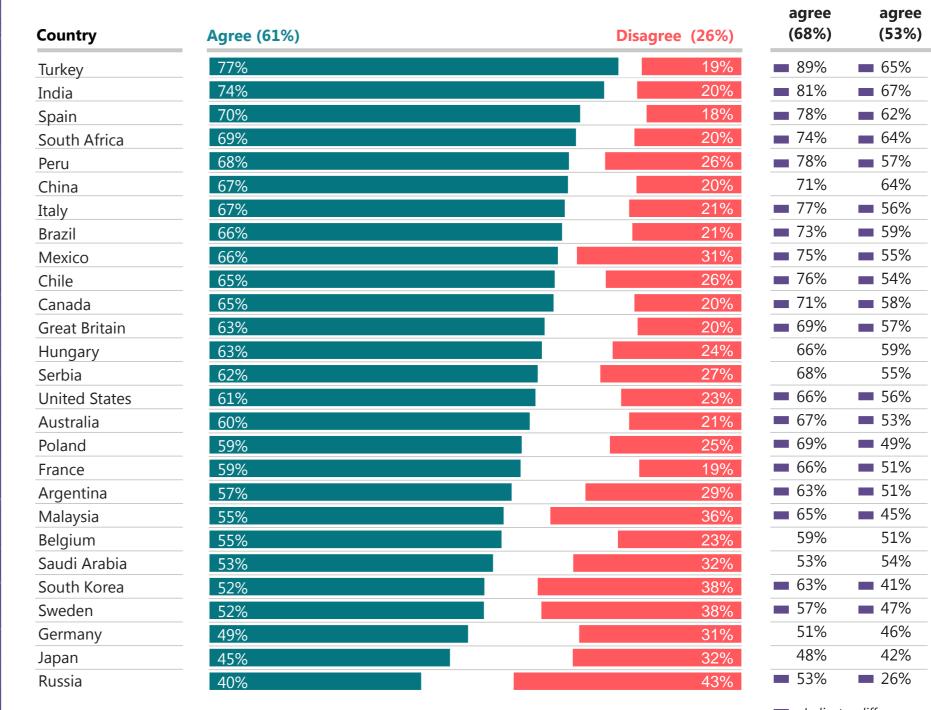
% women

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.

**Ipsos** 





% women



## **TALKING** ABOUT ISSUES

GAME CHANGERS Ipsos

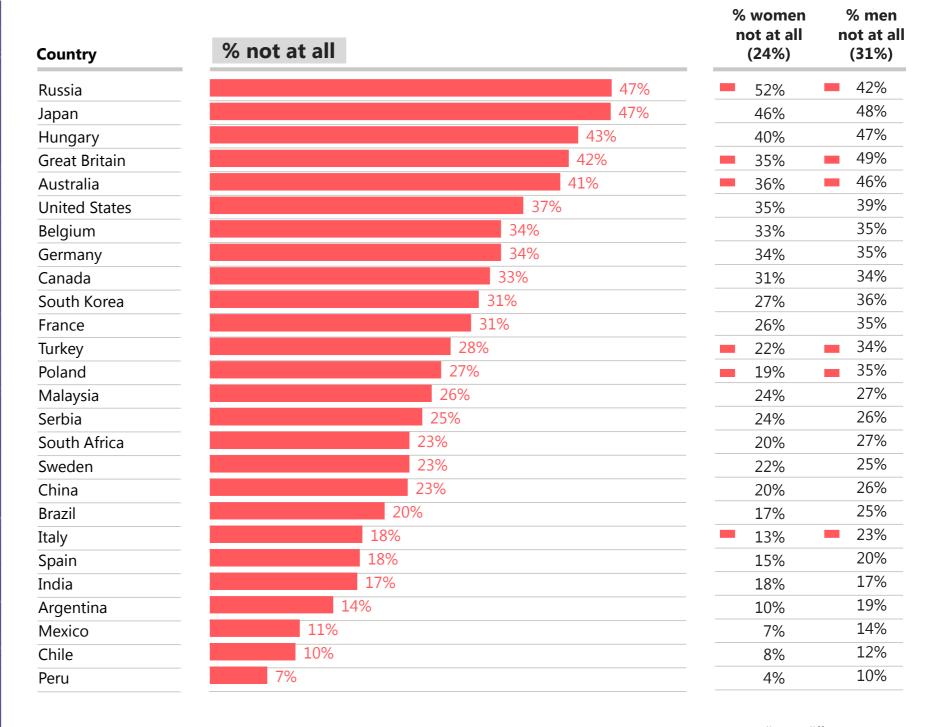




How much are you currently talking about sexual discrimination and gender stereotyping with your family?

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

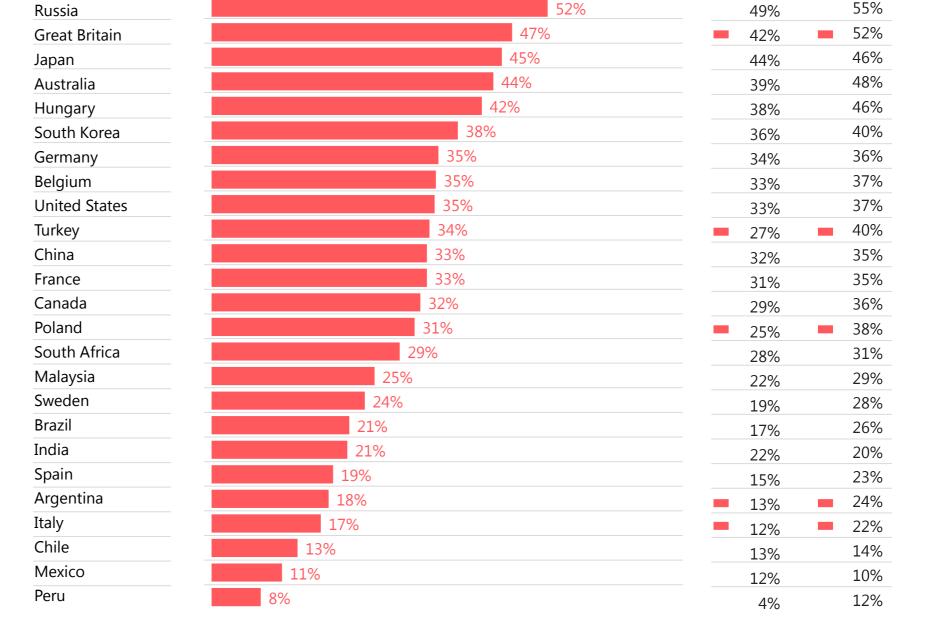




Ipsos

### 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.





% women

not at all

(27%)

% men

not at all

(33%)

55%

% not at all

Country

- 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 2018

### For more information, please contact:

Bobby Duffy Bobby.Duffy@ipsos.com @BobbyIpsosMORI Kully Kaur-Ballagan@ipsos.com

Suzanne Hall **Suzanne.Hall@ipsos.com** 

James Stannard@ipsos.com



