

GLOBAL ADVISOR

Global attitudes toward gender

January 2020





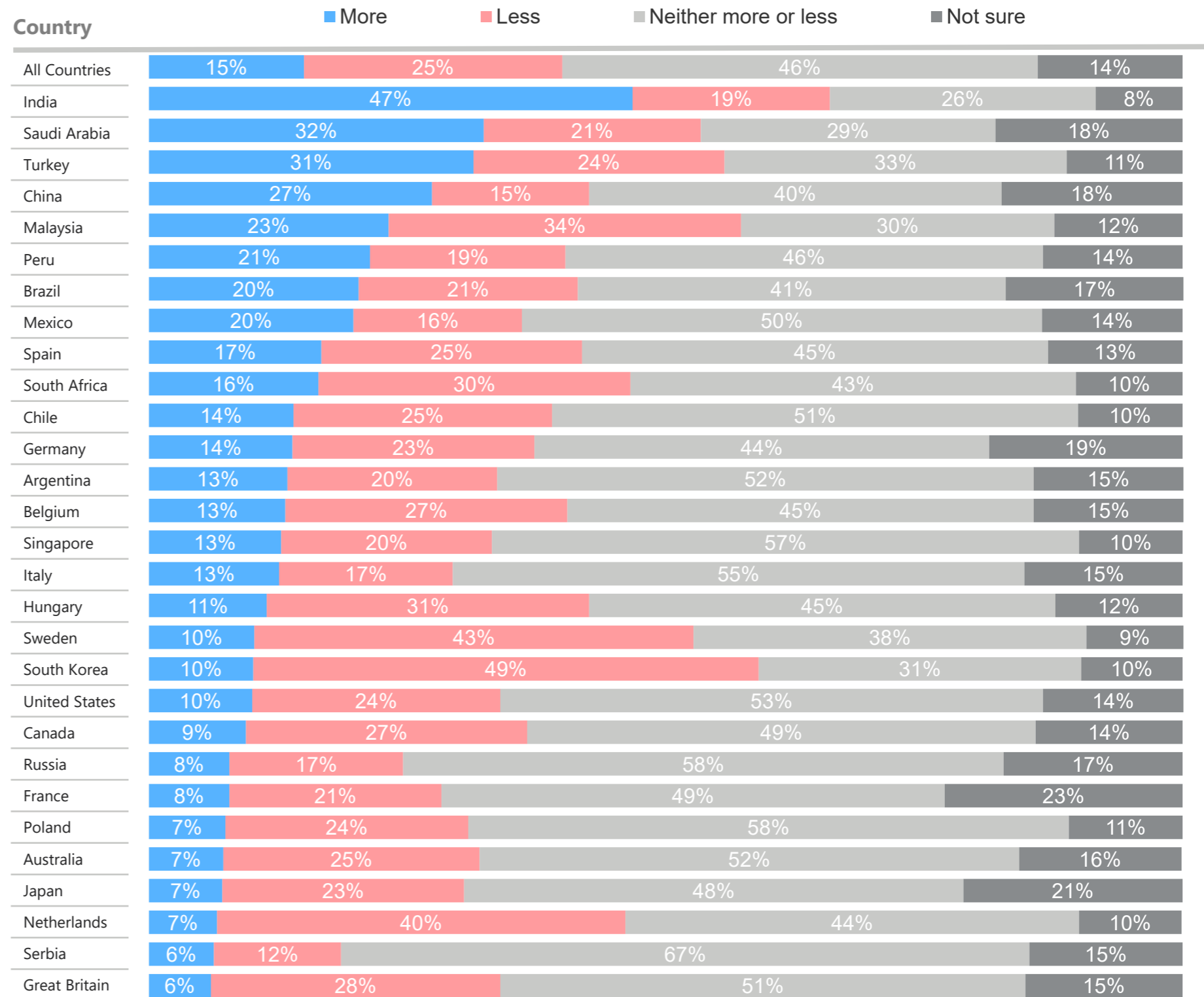
FUTURE PREDICTIONS



Q1. In five years from now, do you think people in [country] will associate characteristics, household tasks and occupations with one gender over another more or less than they do today?

India is the most likely to think that characteristics, household tasks and occupations will be associated more with one gender over in five years.

South Korea is most likely to think the opposite: almost half (49%) believe that they will be associated less with one gender over another in five years.



Base: 20,448 online adults aged 18-74 across 29 countries, September - October 2019

- These are the findings of a 29-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between September 20th-October 4th, 2019.
- The sample consists of 1000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, and the United States, and 500+ in each of Argentina, Belgium, Chile, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, Singapore, South Africa, South Korea, Sweden and Turkey.
- Online surveys can be taken as representative of the general adult population under the age of 75 in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Singapore, Spain, Sweden, and the United States.
- Online samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. [Click here for more information on the Ipsos use of credibility intervals.](#)
- 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.

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