

**International Women's Day 2020** 







## Global attitudes to gender equality





## Q.

For each of the following statements, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.





#### % strongly/somewhat agree

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

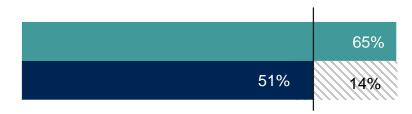


Women



/// Gap

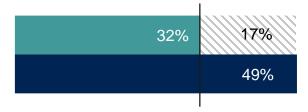
Women won't achieve equality with men in [COUNTRY] unless there are more female leaders in business and government



Women won't achieve equality in [COUNTRY] unless men take actions to support women's rights too



Workplaces in [COUNTRY] treat men and women equally





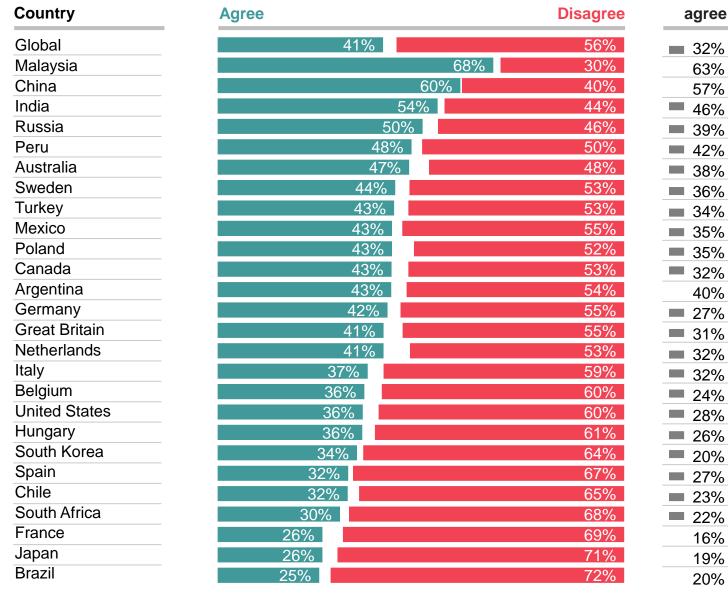




For each of the following statements, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Workplaces in [COUNTRY] treat men and women equally

The majority of people around the world do not think workplaces in their country treat men and women equally – and there is a big gender divide



Base: 19,704 online adults aged 16-74 across 26 countries, 24 January - 7 February 2020



Women

Men

agree

49%

72%

63%

62%

56%

51%

53%

52%

51%

54%

45%

51%

49%

42%

48%

44%

46%

48%

42%

40%

36%

33%

31%

**37%** 

**57%** 

**63%** 

**54%** 



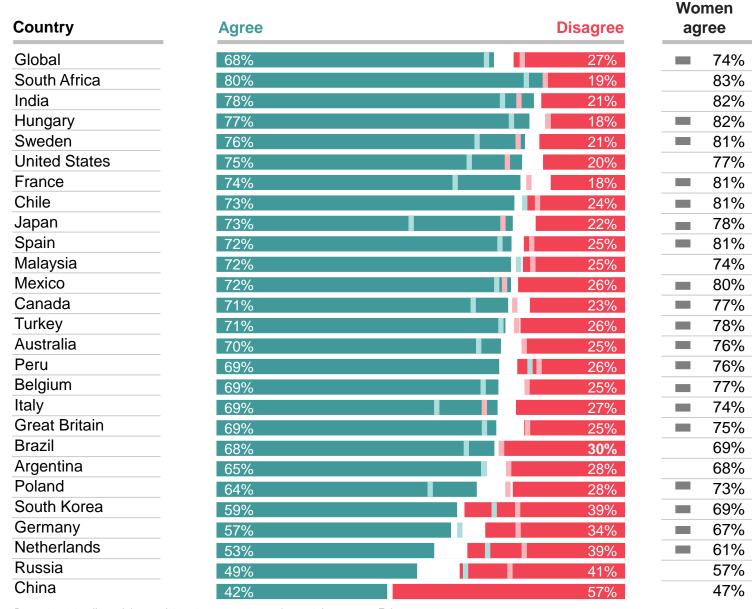


## Q.

For each of the following statements, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree. or strongly agree.

Women won't achieve equality in [COUNTRY] unless men take actions to support women's rights too

The majority of people acknowledge that men need to play their part in helping to achieve gender equality – although there is still a gender divide on this issue



Base: 19,704 online adults aged 16-74 across 26 countries, 24 January - 7 February 2020

% 2019 Agree (65%)

Indicates differences of 10%+

% 2019 Disagree (25%)





Men

agree

62%

78%

74%

71%

70%

72%

68%

64%

67%

64%

70%

64%

66%

63%

63%

62%

61%

64%

62%

67%

61%

54%

49%

47%

46%

40%

37%



For each of the following statements, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Women won't achieve equality with men in [COUNTRY] unless there are more female leaders in business and government

Two-thirds of women agree that we need more female leaders in business and government – although this is only half among men

Country	Agree		Disagree	ag	ree
Global		58%	36%	_	65%
India		69%	29%		719
South Africa		69%	30%		75%
Japan		68%	27%		75%
Chile		66%	29%		74%
Turkey		66%	32%		809
Belgium		64%	27%		749
France		64%	26%		719
Hungary		63%	31%		709
Sweden		62%	32%		669
Spain		61%	35%		709
United States		60%	32%		649
Peru		60%	37%		679
Brazil		59%	38%		619
Great Britain		59%	35%		689
Italy		58%	35%		659
Australia		58%	35%		65%
Canada		58%	35%		689
Poland		56%	36%		629
Malaysia		55%	41%		599
Mexico		54%	43%		649
Argentina		53%	40%		599
South Korea		52%	47%		679
Germany		51%	42%		589
Netherlands		50%	41%		599
Russia		42%	49%		469
China		37%	61%		43%

Base: 19,704 online adults aged 16-74 across 26 countries, 24 January – 7 February 2020



Women

65%

71%

75%

75%

74%

80%

74%

70%

66%

70%

64%

61%

68%

65%

65%

68%

62%

59%

64%

59%

58%

59%

46%

43%

Men agree

51%

68%

62%

60%

58%

52%

53%

56%

57%

59%

52%

56%

51%

56%

49%

52%

51%

47%

49%

51%

44%

48%

37%

44%

41%

37%

32%



## Q.

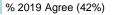
For each of the following statements, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

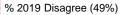
Opinion is divided on whether giving women equal rights has gone too far – and over half of men agree



Base: 19,704 online adults aged 16-74 across 26 countries, 24 January - 7 February 2020



Indicates differences of 10%+





Women

Men







# What is acceptable behaviour in the workplace?

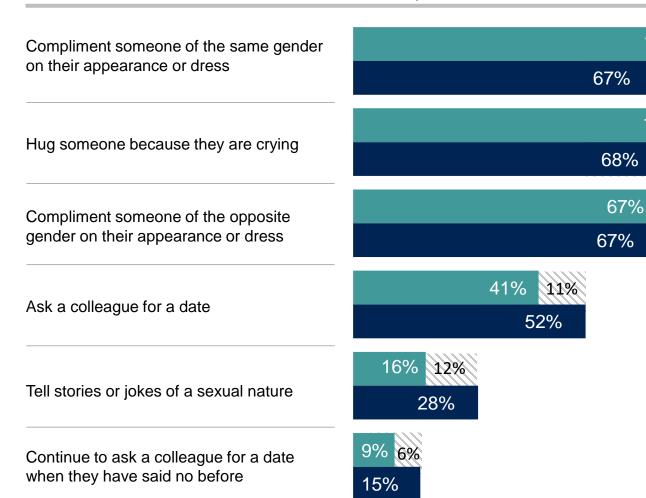






#### **Global totals**

#### % Acceptable



Show or display material of a sexual nature



Base: 19,704 online adults aged 16-64 across 26 countries,  $\,$  24 January - 7 February 2020





Women

Men

Gap

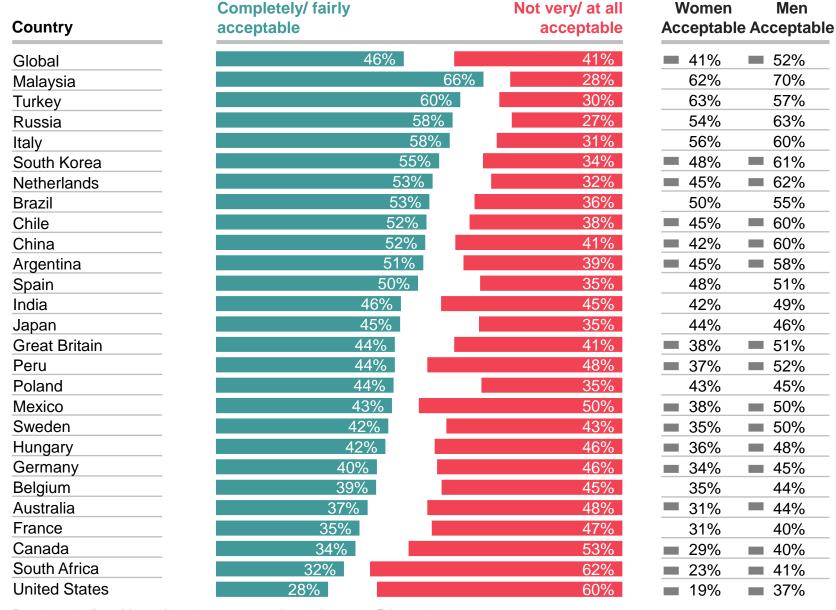
76%

75%

9%



Ask a colleague for a date











Continue to ask a colleague for a date when they have said no before

Country	Completely/ fairly acceptable	Not very/ at all acceptable	Women Acceptable	Men Acceptable
Global	12%	80%	9%	15%
Malaysia	29%	65%	27%	31%
India	26%	67%	22%	29%
China	22%	71%	<b>15%</b>	<b>30%</b>
Brazil	22%	68%	18%	26%
Poland	20%	57%	17%	24%
Turkey	16%	74%	<b>10%</b>	22%
Russia	14%	71%	11%	18%
South Korea	14%	81%	13%	15%
Hungary	12%	73%	10%	15%
Italy	11%	81%	8%	15%
Spain	11%	80%	13%	10%
Peru	11%	81%	8%	14%
Germany	10%	81%	6%	14%
Sweden	10%	82%	7%	13%
Japan	9%	79%	7%	10%
Netherlands	9%	80%	6%	11%
Australia	8%	86%	4%	12%
Argentina	8%	85%	6%	10%
South Africa	8%	88%	4%	11%
Chile	7%	86%	6%	9%
Canada	6%	90%	4%	9%
France	6%	85%	4%	8%
Mexico	6%	90%	4%	8%
United States	6%	91%	2%	10%
Belgium	6%	87%	4%	7%
Great Britain	5%	91%	4%	7%









Tell stories or jokes of a sexual nature

Country	Completely/ fairly acceptable	Not very/ at all acceptable	Women Men Acceptable Acceptable
Global	22%	71%	<b>1</b> 6% <b>2</b> 8%
Belgium	37%	51%	<b>27% 47%</b>
China	32%	60%	<b>17% 47%</b>
Russia	32%	60%	<b>21% 45%</b>
Spain	31%	61%	30% 33%
Hungary	31%	61%	<b>22% 41%</b>
India	29%	65%	24% 33%
Poland	27%	58%	23% 32%
Italy	26%	65%	<b>21% 31%</b>
France	24%	63%	<b>18% 30%</b>
Germany	24%	66%	<b>1</b> 9% <b>2</b> 9%
Netherlands	23%	70%	<b>17% 29%</b>
Sweden	23%	68%	<b>16% 30%</b>
Great Britain	22%	72%	<b>16% 28%</b>
Brazil	20%	71%	<b>15% 26%</b>
South Korea	19%	77%	<b>12% 26%</b>
Japan	18%	72%	15% 22%
Malaysia	18%	76%	<b>12% 24%</b>
Turkey	17%	74%	<b>11% 23%</b>
Australia	17%	77%	<b>1</b> 0% <b>2</b> 3%
Argentina	16%	77%	15% 18%
South Africa	15%	82%	11% 19%
Chile	15%	79%	<b>1</b> 0% <b>2</b> 0%
Peru	15%	79%	13% 17%
Canada	14%	81%	10% 18%
United States	10%	86%	6% 15%
Mexico	10%	85%	8% 13%

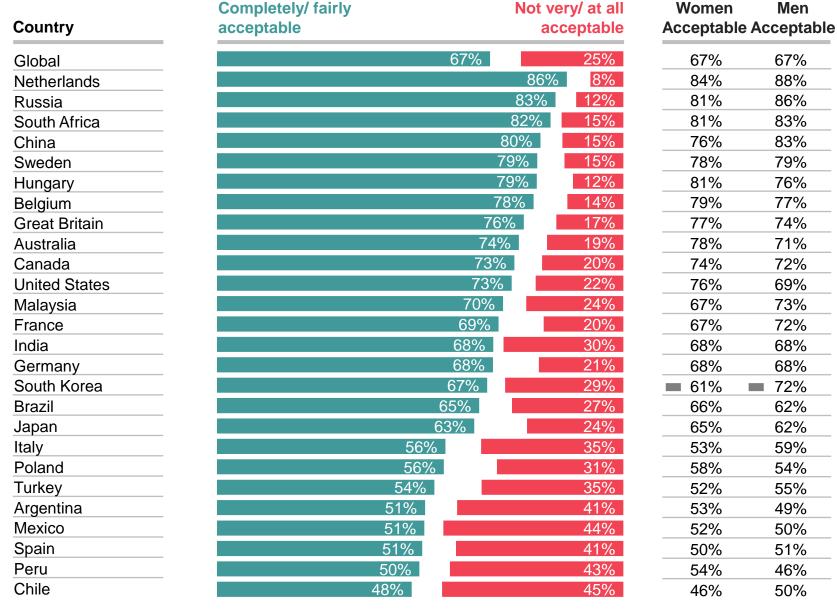








Compliment someone of the opposite gender on their appearance or dress



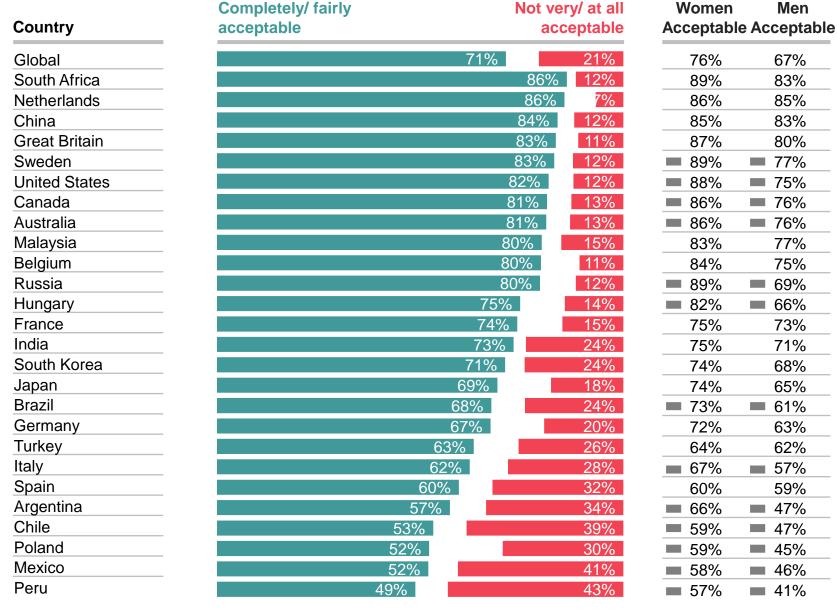








Compliment someone of the same gender on their appearance or dress



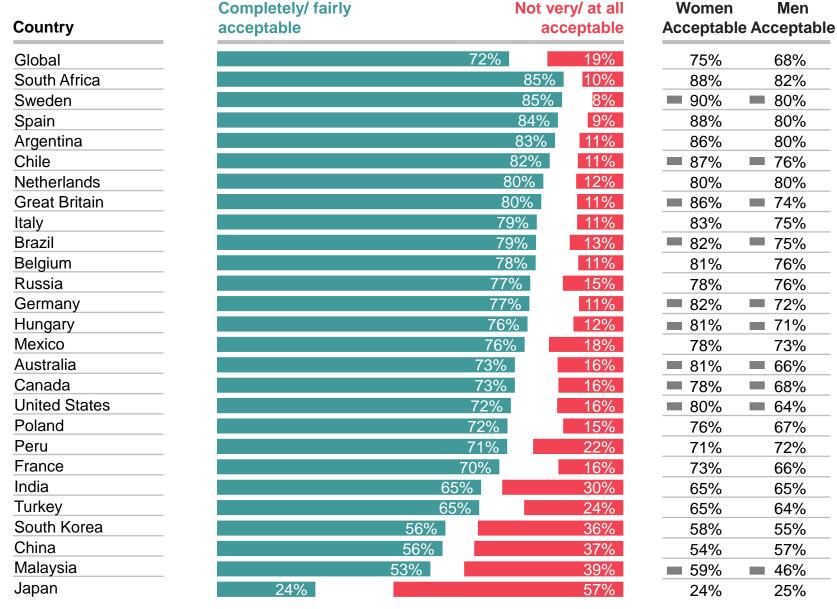








Hug someone because they are crying











Show or display material of a sexual nature

Country	Completely/ fairly acceptable	Not very/ at all acceptable	Women Acceptable	Men Acceptable
Global	10%	83%	7%	13%
India	25%	68%	23%	27%
China	22%	70%	<b>13%</b>	<b>32</b> %
Malaysia	15%	80%	<b>10%</b>	20%
Brazil	14%	77%	11%	17%
Spain	13%	81%	11%	15%
South Korea	13%	83%	9%	17%
Russia	12%	79%	7%	17%
Turkey	10%	82%	7%	14%
Sweden	10%	81%	6%	14%
Italy	10%	84%	6%	13%
Belgium	9%	84%	6%	13%
Poland	9%	80%	8%	11%
Argentina	9%	84%	6%	12%
Germany	9%	82%	6%	12%
Australia	8%	88%	4%	13%
Chile	8%	86%	5%	11%
Hungary	8%	85%	5%	11%
South Africa	8%	89%	5%	10%
Peru	7%	87%	6%	8%
Netherlands	7%	86%	2%	11%
United States	7%	91%	3%	11%
Great Britain	7%	90%	4%	9%
France	6%	85%	3%	9%
Japan	6%	86%	4%	8%
Canada	6%	91%	4%	8%
Mexico	5%	90%	4%	6%







## Calling out inappropriate behaviour



Q.

And how confident, if at all, would you feel to do each of the following?





Confront a man who is harassing a woman in a public place





Tell off family or friends who make a sexist comment



Tell off a senior colleague who makes a sexist comment



Tell off a junior colleague who makes a sexist comment

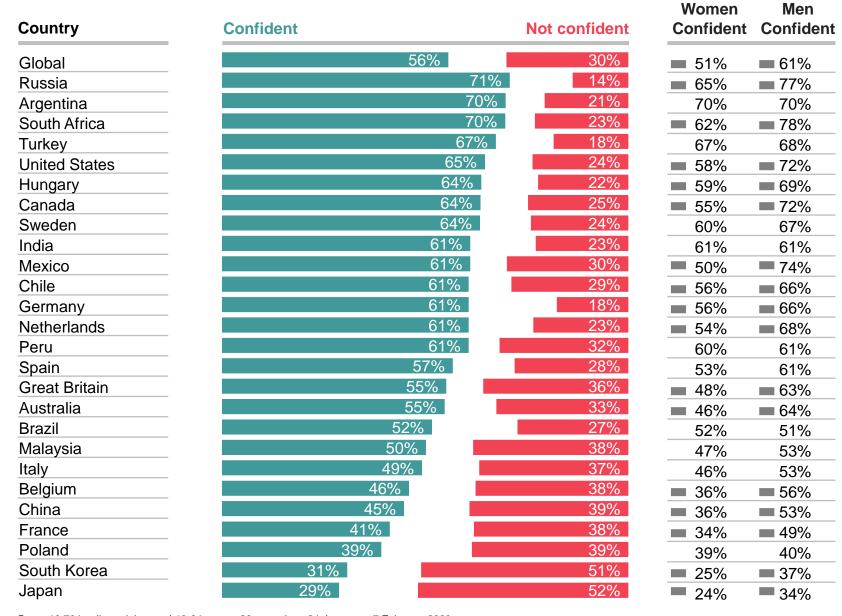








Confront a man who is harassing a woman in a public place



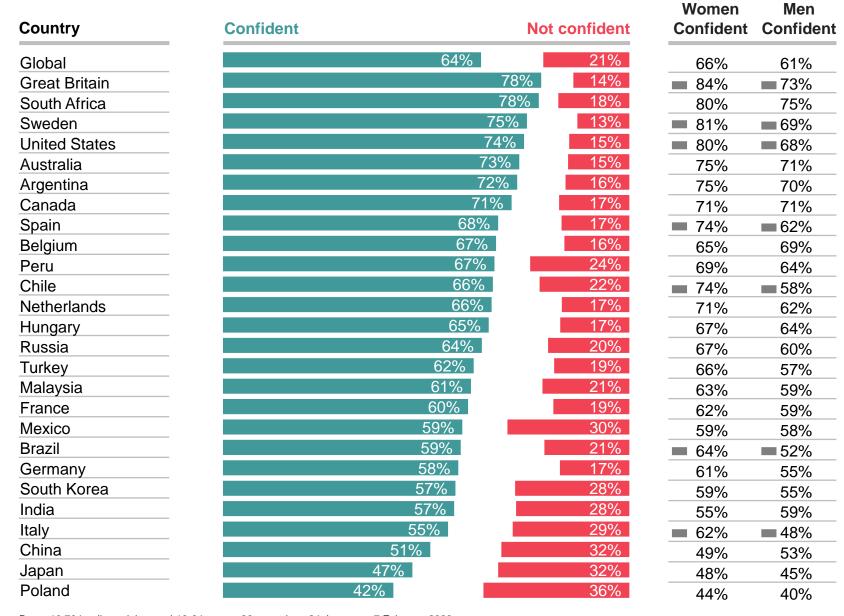








Tell off family or friends who make a sexist comment



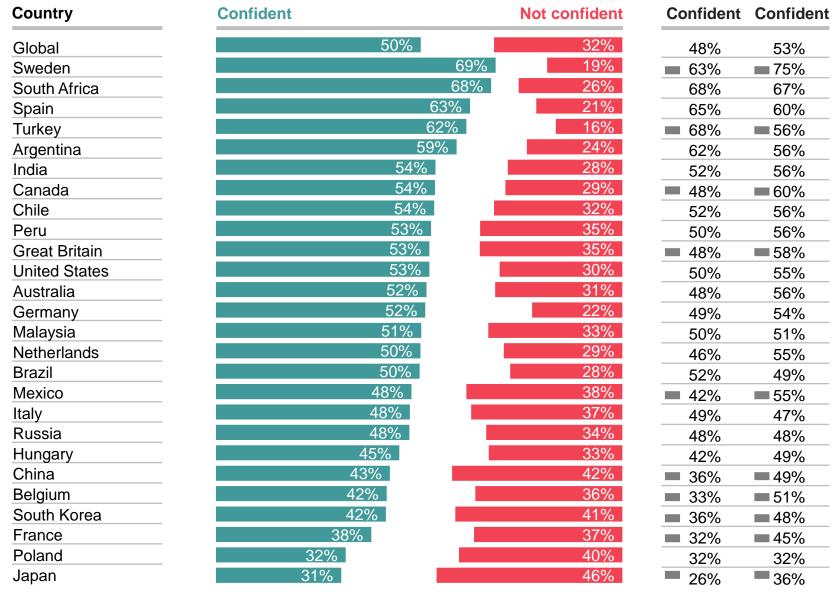








Tell off a senior colleague who makes a sexist comment



Base: 19,704 online adults aged 16-64 across 26 countries, 24 January - 7 February 2020



Women

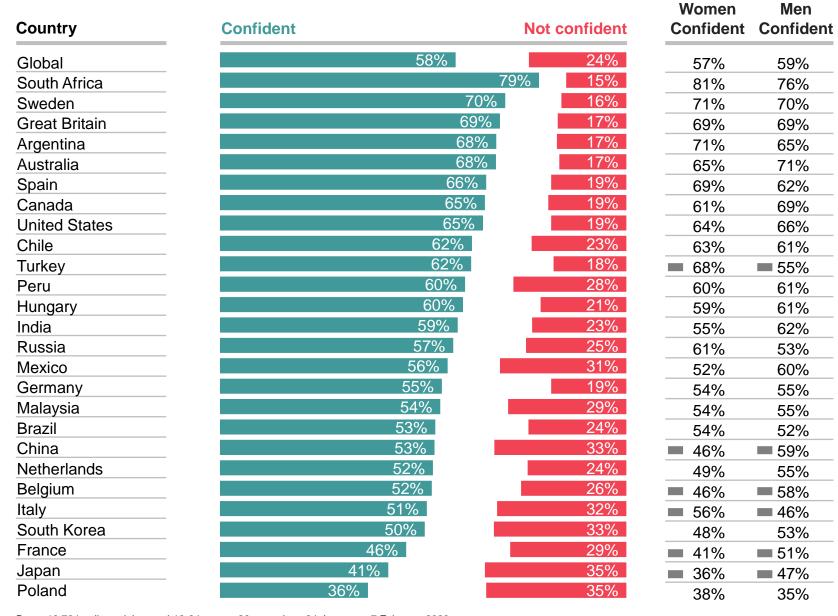
Men







Tell off a junior colleague who makes a sexist comment

















Global totals	More likely to damage the career of a woman	the career of a man
Having childcare responsibilities during the working day	35%	8%
Rejecting a colleague who wanted a date or romantic relationship	26%	7%
Prioritising your family over work	25%	9%
Being unable or unwilling to work beyond your contracted hours	16%	9%
Working part-time	15%	10%
Talking about your family life	14%	6%
Being unable or unwilling to socialise with colleagues outside of working hours	12%	9%
Working from home regularly	12%	7%
Having different interests or hobbies to your colleagues	7%	6%

More likely to damage







Being unable or unwilling to socialise with colleague outside of working hours

Global	12% 33% 18% 24%	
	100/	9%
Saudi Arabia	10% 24%	15%
United States	16% 33%	8%
Spain	16% 54%	6%
Great Britain	16% 32%	7%
India	15% 30%	16%
Australia	15% 33%	9%
Canada	15% 33%	6%
South Africa	15% 32%	6%
Italy	15% 34%	9%
Brazil	15% 30%	11%
Mexico	14% 32%	8%
Turkey	13% 30%	11%
Sweden	13% 31%	11%
Argentina	12% 35%	4%
Chile	12% 30%	4%
Netherlands	11% 28%	7%
Hungary	11% 32%	7%
South Korea	11% 34%	13%
France	10% 24%	5%
Germany	10% 31%	7%
Peru	9% 40%	10%
Belgium	9% 31%	5%
China	9% 37%	15%
Poland	8% 40%	11%
Malaysia	7% 37%	11%
Japan	5% 29%	13%
Russia	5% 26%	5%

Equally likely to damage

More likely to damage

Base: 20,204 online adults aged 16-74 across 27 countries, 24 January - 7 February 2020







Working from home regularly

		kely to damage eer of a woman	Equally likely to damage the career of both	More likely to damage the career of a man
Global	12%	21%		7%
Spain	24%	45%		6%
Sweden	19%	22%		4%
Brazil	17%	19%		7%
South Africa	16%	22%		7%
Great Britain	15%	21%		3%
Australia	14%	24%		7%
Saudi Arabia	14%	18%		14%
United States	14%	20%		6%
Italy	14%	24%		7%
Chile	13%	20%		7%
Canada	13%	20%		5%
South Korea	12%	26%		9%
Malaysia	12%	23%		10%
India	11%	21%		13%
Germany	11%	23%		7%
France	11%	21%		4%
Turkey	10%	23%		10%
Hungary	10%	17%		5%
Argentina	10%	22%		4%
China	9%	22%		13%
Netherlands	9%	22%		5%
Belgium	9%	15%		4%
Poland	9%	18%		6%
Peru	9%	16%		4%
Mexico	7% 2	23%		6%
Russia	5% 14	1%		4%
Japan	3%18%	6		8%







**Working part-time** 

Country	the career of a woman	the career of both	the career of a man
Global	15% 27%		10%
Spain	35%	40%	7%
Sweden	28%	37%	11%
Great Britain	27%	7%	8%
Germany	24% 27%		12%
Italy	22% 32%		10%
France	21% 29%		6%
Belgium	20% 30%		8%
Netherlands	20% 24%		17%
Australia	19% 26%		8%
United States	18% 23%		6%
Saudi Arabia	16% 21%		15%
Canada	15% 25%		5%
South Korea	15% 24%		12%
Hungary	15% 22%		6%
Brazil	13% 22%		10%
Chile	13% 28%		5%
India	11% 22%		13%
South Africa	11% 24%		9%
Mexico	10% 29%		8%
Russia	10% 28%		8%
Argentina	8% 31%		5%
Turkey	8% 20%		15%
Poland	<b>7</b> % 31%		7%
China	7% 28%		12%
Japan	6% 17%		20%
Peru	5% 25%		8%
Malaysia	4%31%		10%

**Equally likely to damage** 

More likely to damage

Base: 20,204 online adults aged 16-74 across 27 countries, 24 January - 7 February 2020







**Having childcare** responsibilities during the working day

Country	More likely to damage the career of a woman	Equally likely to damage the career of both	More likely to damage the career of a man
Global	35%	27%	8%
Spain	54%	28%	6%
Chile	48%	24%	5%
Great Britain	47%	27%	7%
Italy	46%	22%	7%
Russia	42%	27%	3%
South Korea	42%	30%	11%
Argentina	41%	30%	5%
South Africa	41%	28%	9%
United States	40%	29%	6%
Mexico	39%	26%	7%
Australia	38%	27%	8%
Canada	38%	29%	7%
Turkey	37%	19%	7%
Brazil	33%	29%	8%
Germany	33%	26%	10%
France	32%	28%	5%
Peru	31%	32%	6%
Poland	30%	32%	5%
Netherlands	30%	29%	13%
Belgium	29%	34%	6%
Hungary	29%	24%	6%
China	26% 25	%	8%
India	26% 299	%	11%
Saudi Arabia	25% 25%		15%
Malaysia	24% 30%		10%
Japan	17% 25%		17%
Sweden	15% 22%		10%







Being unable or unwilling to work beyond your normal working hours

Country	More likely to the career of		Equally likely to damage the career of both	More likely to damage the career of a man
Global	16%	47%		9%
Spain	23%	52%		7%
Italy	23%	44%		9%
Great Britain	22%	54%		6%
Saudi Arabia	20%	24%		17%
United States	20%	54%		7%
Australia	19%	50%		9%
Sweden	19%	48%		9%
Canada	19%	51%		5%
South Africa	19%	53%		8%
Brazil	18%	41%		10%
Chile	18%	51%		5%
Netherlands	18%	45%		9%
South Korea	17%	41%		12%
Mexico	16%	56%		7%
France	16%	46%		6%
India	15%	39%		16%
Belgium	15%	51%		5%
Argentina	14%	60%		4%
Hungary	13% 50	0%		5%
Poland	12% 55	5%		8%
Germany	12% 49	%		8%
Malaysia	12% 42	%		14%
Peru	10% 51%	, 0		6%
Turkey	10% 44%			9%
China	8% 42%			13%
Japan	7% 34%			16%
Russia	7% 54%			8%







Rejecting a colleague who wanted a date or romantic relationship

#### Country the career of a woman the career of both the career of a man 26% 26% Global 41% 22% 5% **United States** 38% 33% 6% Spain 36% 23% 9% Sweden 6% 36% 24% Canada 8% 34% 23% Australia 34% 25% 6% South Africa 5% 32% 25% **Great Britain** 32% 26% 8% Italy 31% 27% 4% Chile 30% 6% 36% Mexico 30% 20% 5% **Netherlands** 30% 30% 6% Argentina 26% 5% 28% France 25% 18% 7% South Korea 7% 24% 25% Germany 24% 27% 8% **Brazil** 24% 21% 5% Hungary 5% 23% 32% Belgium 22% 21% 15% India 22% 30% 8% Poland 20% 33% 7% Peru 20% 17% Russia 19% 21% 16% Saudi Arabia 17% 25% 7% Turkey 18% 5% 16% Japan 35% Malaysia 13% China

Equally likely to damage

More likely to damage

Base: 20,204 online adults aged 16-74 across 27 countries, 24 January - 7 February 2020







Talking about your family life

Country	the career of a woman	the career of both the career of a mai
Global	14% 24%	6%
Spain	29%	<b>5%</b>
South Korea	19% 24%	6%
Sweden	18% 17%	6%
Italy	18% 26%	<u>5%</u>
United States	18% 19%	4%
Canada	18% 20%	39
Great Britain	17% 15%	4%
South Africa	16% 25%	6%
Mexico	16% 26%	2%
Chile	16% 20%	4%
Saudi Arabia	16% 30%	17%
Brazil	16% 33%	8%
Australia	15% 17%	8%
Germany	14% 21%	5%
France	14% 24%	5%
Netherlands	13% 13%	7%
Belgium	13% 19%	<u> </u>
Argentina	12% 25%	·%
India	12% 27%	13%
China	12% 22%	11%
Hungary	11% 17%	4%
Poland	11% 38%	6%
Russia	10% 24%	2% -
Turkey	10% 31%	8%
Malaysia	9% 27%	8%
Peru	9% 25%	7%
Japan	5% 15%	4%

**Equally likely to damage** 

More likely to damage

Base: 20,204 online adults aged 16-74 across 27 countries, 24 January - 7 February 2020







Having different interests or hobbies to your colleagues

Country	the career of a woman	the career of both	the career of a man
Global	<b>7%</b> 20%		6%
Saudi Arabia	12% 18%		15%
Spain	10% 45%		6%
Brazil	10% 21%		8%
Canada	9% 18%		4%
Italy	9% 23%		7%
Sweden	8% 19%		8%
United States	8% 17%		5%
South Africa	8% 18%		5%
India	8% 23%		12%
Turkey	8% 16%		5%
Australia	7% 20%		6%
Great Britain	<b>7%</b> 19%		5%
South Korea	7% 23%		9%
Chile	6% 22%		5%
China	6% 21%		8%
Hungary	6% 17%		4%
Netherlands	6% 21%		4%
Germany	6% 19%		6%
Mexico	6% 23%		5%
France	5% 17%		3% 🔣
Argentina	5% 23%		4%
Peru	5% 22%		6%
Poland	4% 19%		6%
Malaysia	4% 21%		7%
Russia	4%13%		6%
Belgium	3%16%		5%
Japan	3%15%		4%

Equally likely to damage

More likely to damage

Base: 20,204 online adults aged 16-74 across 27 countries, 24 January - 7 February 2020







Prioritising your family over work

#### Country the career of a woman the career of both the career of a man Global 25% 34% 48% 36% 5% Spain 38% 30% 9% Italy 36% 7% **Great Britain** 36% 34% 28% 10% Sweden 6% 31% **United States** 36% 30% 36% 8% Australia 29% 35% 6% Canada 29% 32% South Korea 28% 36% 4% Chile 27% 35% Belgium 27% 36% South Africa 25% 5% 40% Argentina 25% 37% Germany 25% 33% 12% Netherlands 24% 36% 5% Hungary 24% 36% 7% France 23% 6% 40% Mexico 23% 36% Russia 21% 31% Brazil 20% 41% Poland 17% 35% China 14% 17% 24% Saudi Arabia 15% 17% 32% 15% India 16% 34% 8% Peru 23% 10% 15% Turkey 30% Malaysia 24% Japan

Equally likely to damage

More likely to damage

Base: 20,204 online adults aged 16-74 across 27 countries, 24 January - 7 February 2020





## How choices impact on your career?

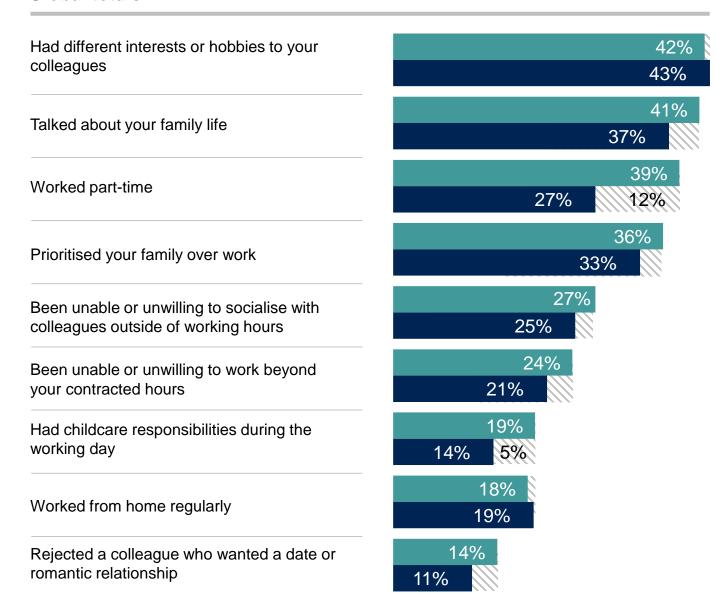


### Q.

And which, if any, of the following have you done at work in the last five years?



#### **Global totals**









Women

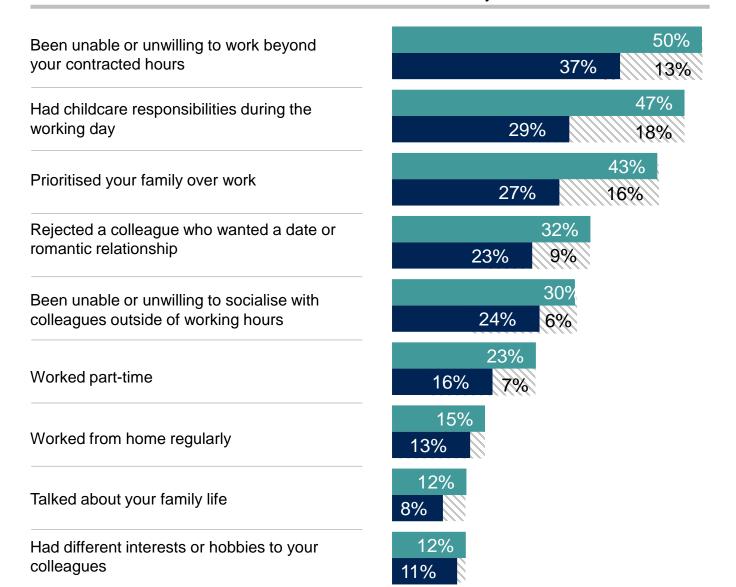
Gap

## And what impact, if any, has each of the following had on your career?



#### **Global totals**

#### % Harmed your career







Women

Gap

## Technical note

- These are the findings of a survey conducted in 27 countries via Global Advisor, the online survey platform of lpsos, between 24 January - 7 February 2020. For this survey, lpsos interviewed a total of 20,204 adults aged:
  - 16-74 in Argentina, Australia, Belgium, Brazil, Chile, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Spain, and Sweden;
  - 18-74 in Canada, South Africa, Turkey, and the United States of America;
  - 19-74 in South Korea;
- The sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and of 500+ individuals in each of the other countries surveyed.
- The data is weighted so each country's sample composition best reflects the demographic profile of its adult population according to the most recent census data, and to give each country an equal weight in the total "global" sample. Online surveys can be taken as representative of the general working-age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, and the United States. Online samples in other countries surveyed 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 online surveys conducted on Global Advisor is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/-3.5 percentage points for countries where the sample is 1,000+ and +/- 4.8 points for countries where the sample is 500+. For more information on the Ipsos use of credibility intervals, please go to: <a href="https://www.ipsos.com/sites/default/files/2017-03/lpsosPA\_CredibilityIntervals.pdf">https://www.ipsos.com/sites/default/files/2017-03/lpsosPA\_CredibilityIntervals.pdf</a>.
- 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.





## For more information

Kelly Beaver Managing Director kelly.beaver@ipsos.com

Suzanne Hall Research Director suzanne.hall@ipsos.com

Maelys Bablon Senior Research Executive maelys.bablon@ipsos.com Kully Kaur-Ballagan Research Director kully.kaur-ballagan@ipsos.com

Cameron Garrett
Senior Research Executive
cameron.garrett@ipsos.com



