

A photograph of two women wearing black hijabs driving a car. The woman on the left is in the driver's seat, holding the steering wheel. The woman on the right is in the passenger seat, looking towards the driver. The car's interior, including the dashboard, rearview mirror, and air vents, is visible. The background shows a blurred outdoor scene with trees and a building.

**Spotlight\* KSA**

# **Views On Gender Equality**

**June - 2021**

**GAME CHANGERS**





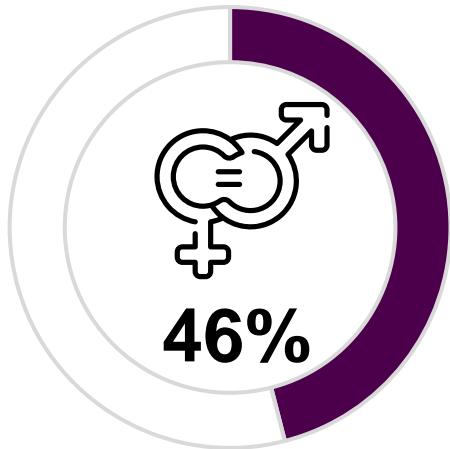
# Views on Gender Equality

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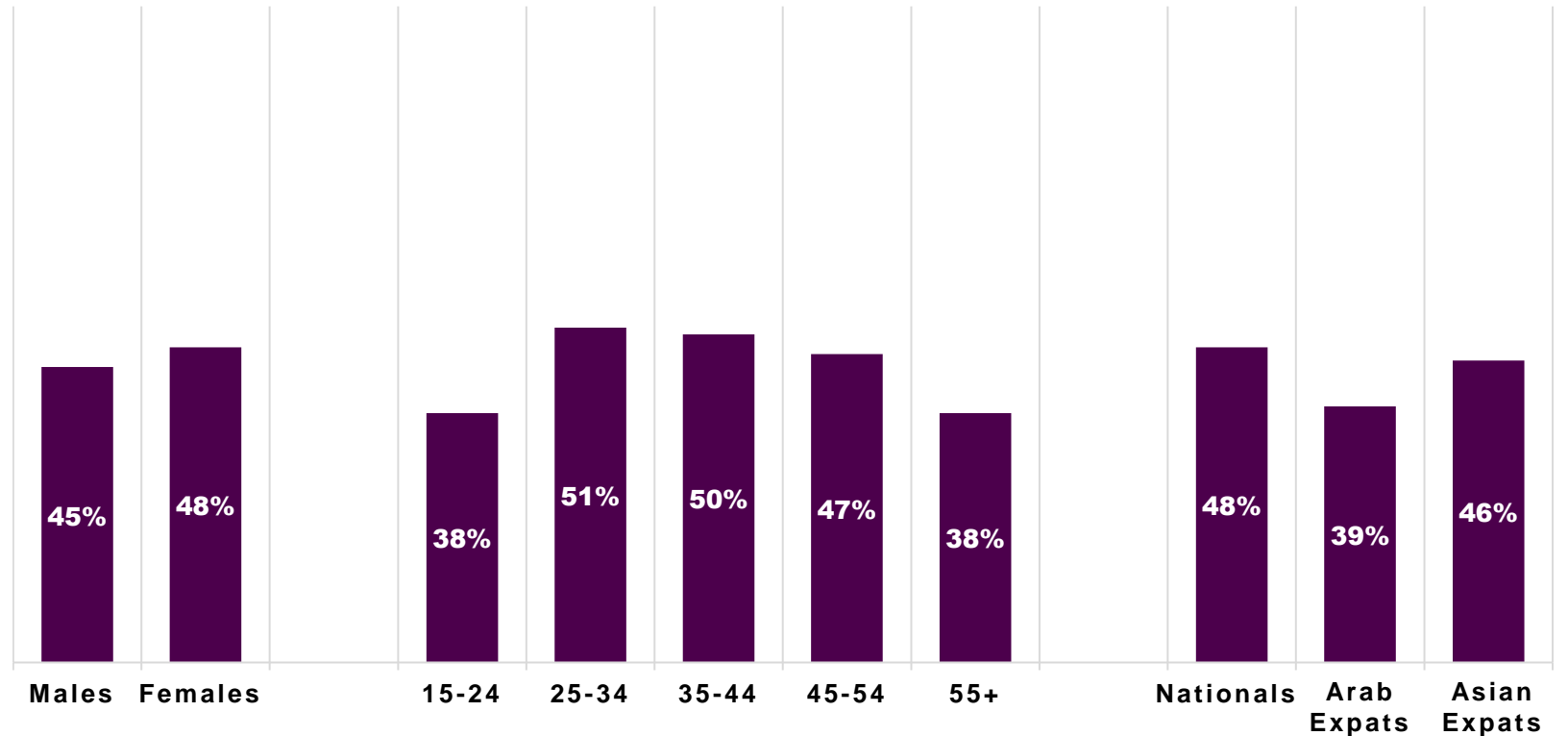


# Equal Treatment Between Genders

## % Agree- By Demographics

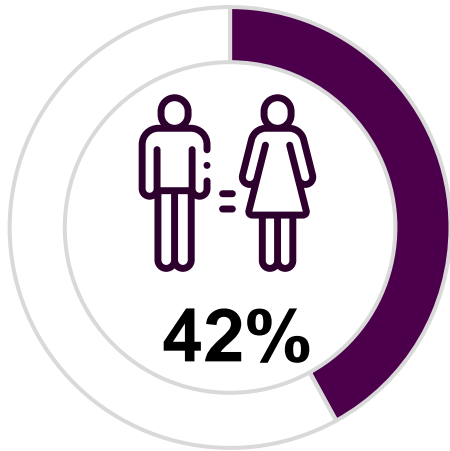


Believe Men & Women  
Are Treated Equally In  
Saudi Arabia

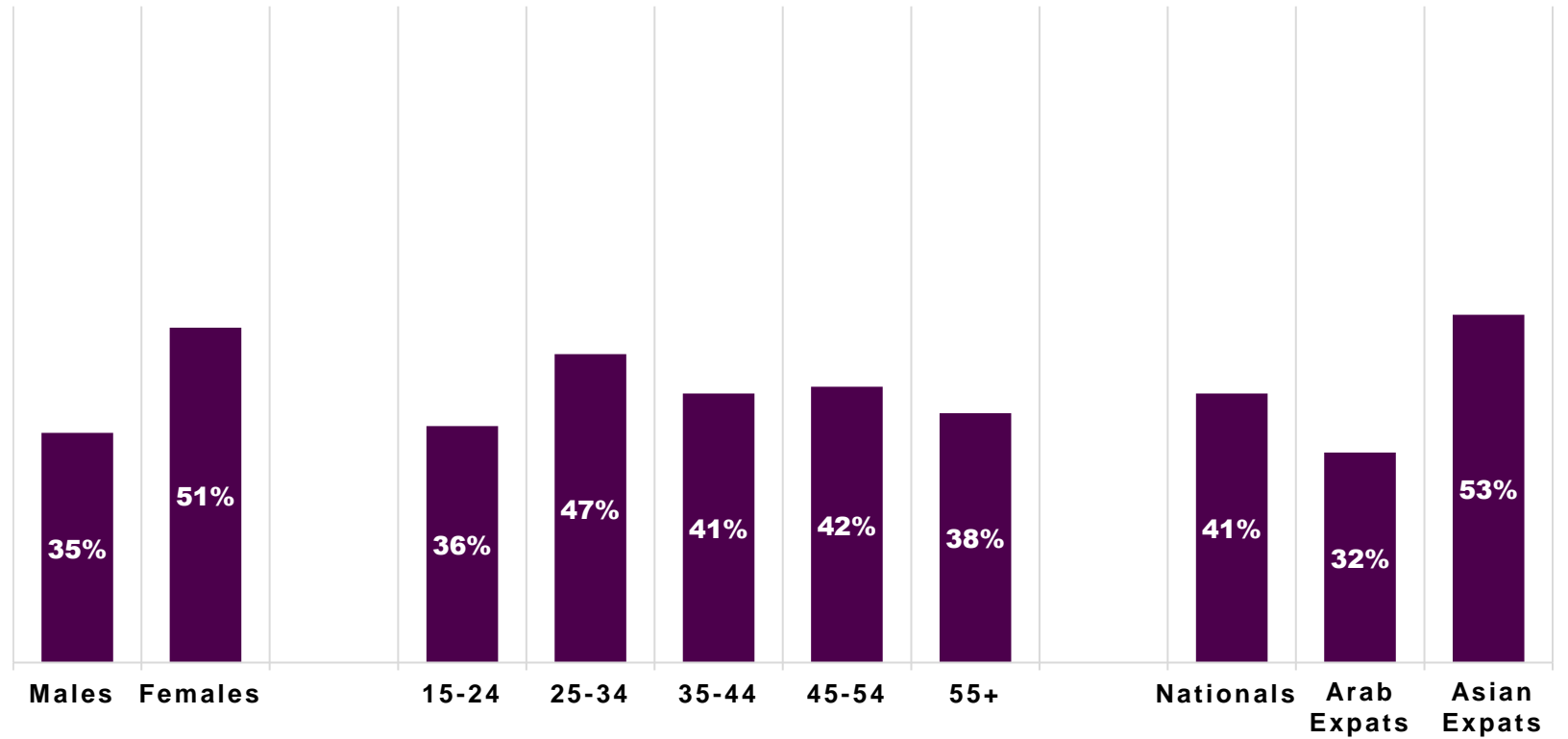


# Freedom Of Choice Between Genders

## % Agree- By Demographics



Believe Women Should Have The Same Freedom Of Choice As Men

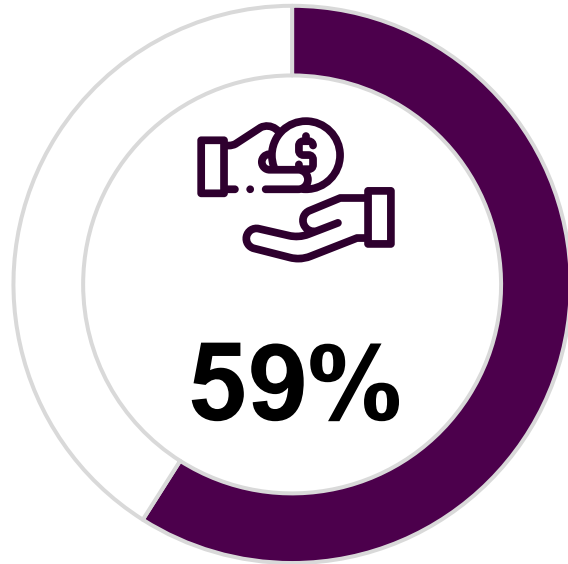




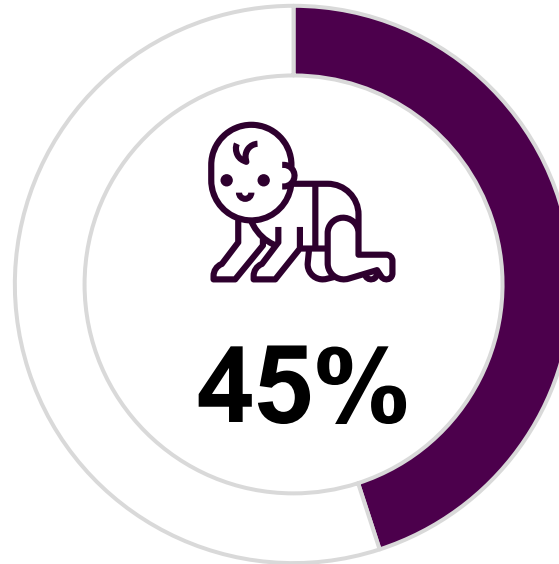
# **Gender Roles In The Household**

# Perceptions Towards Household Gender Roles

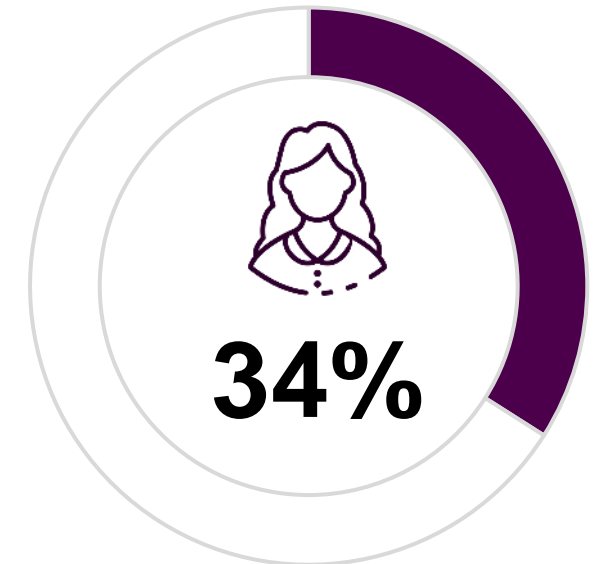
% Agree



**Believe Men Should Be The Main Financial Providers In The Household**



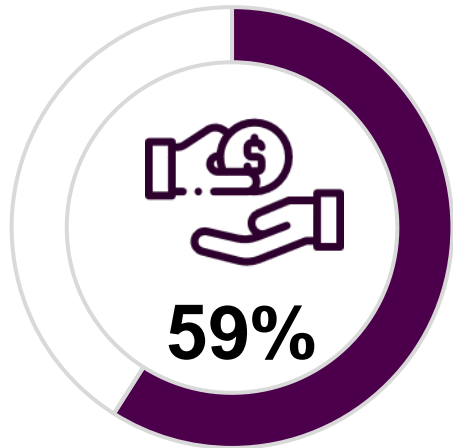
**Believe Men Today Have More Childcare & Home Responsibilities Than Before**



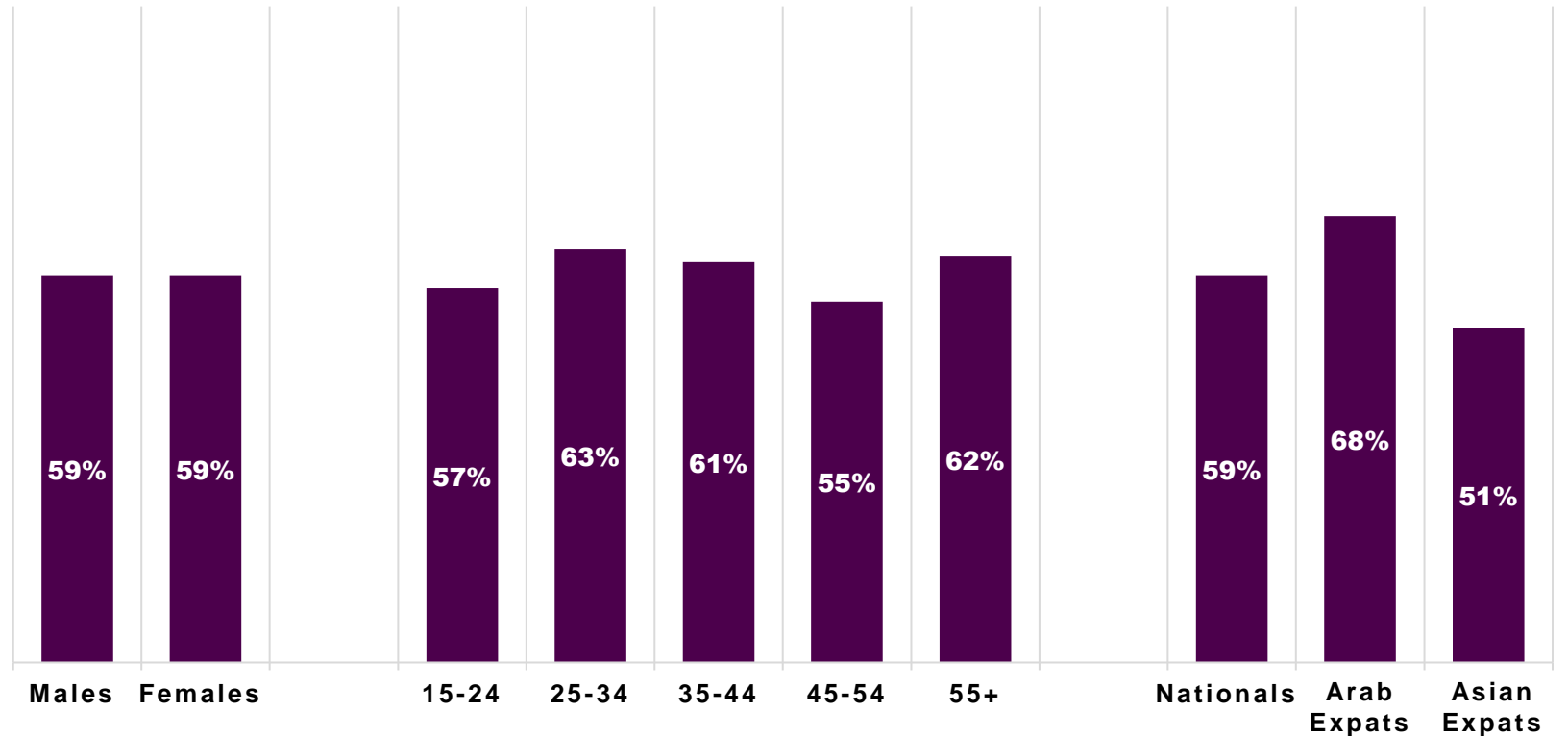
**Believe The Main Role For Women Is To Be Housewives**

# Men As Main Financial Providers

## % Agree- By Demographics



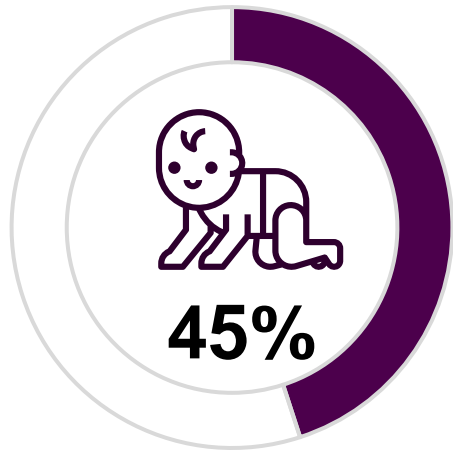
Believe Men Should Be  
The Main Financial  
Providers In The  
Household



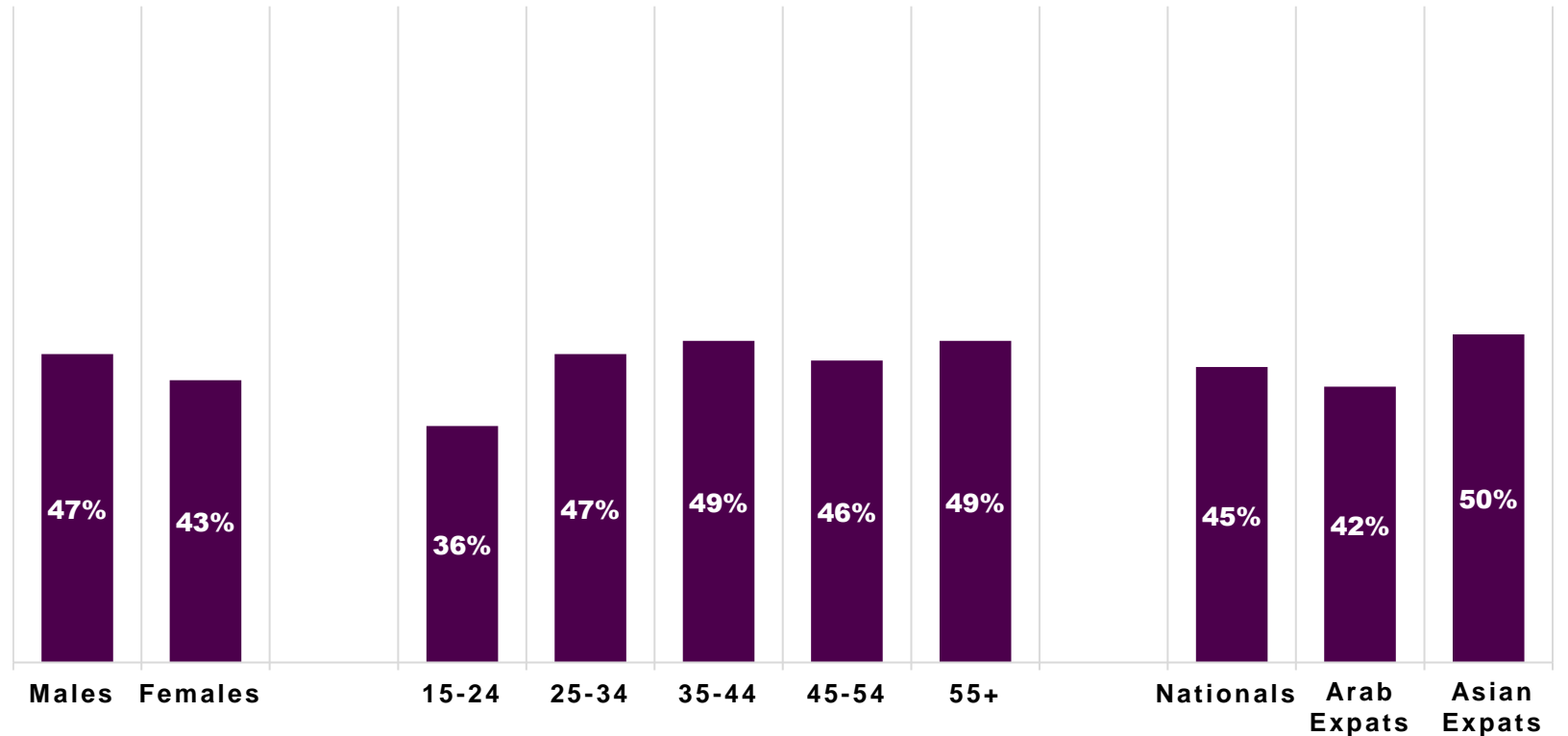


# Men With Childcare & Home Responsibilities

## % Agree- By Demographics

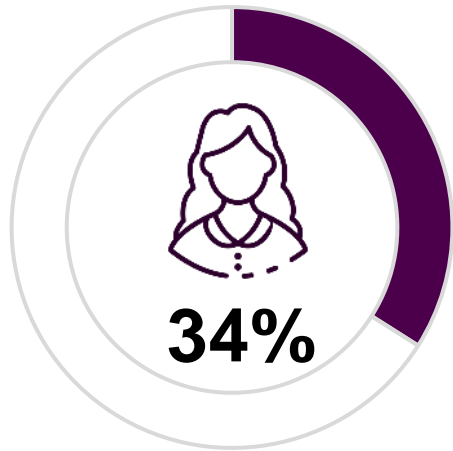


Believe Men Today Have More Childcare & Home Responsibilities Than Before

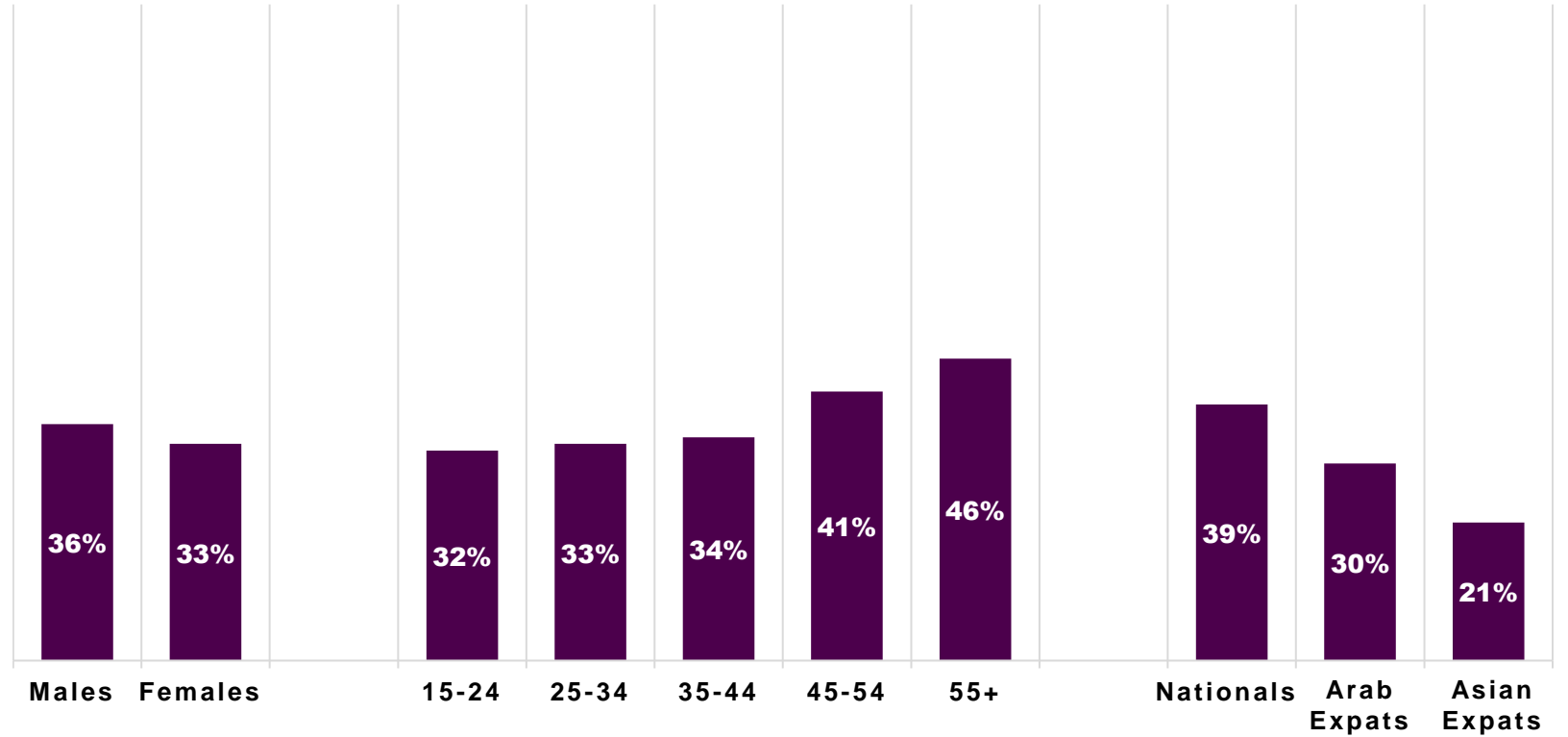


# The Role Of Women

## % Agree- By Demographics



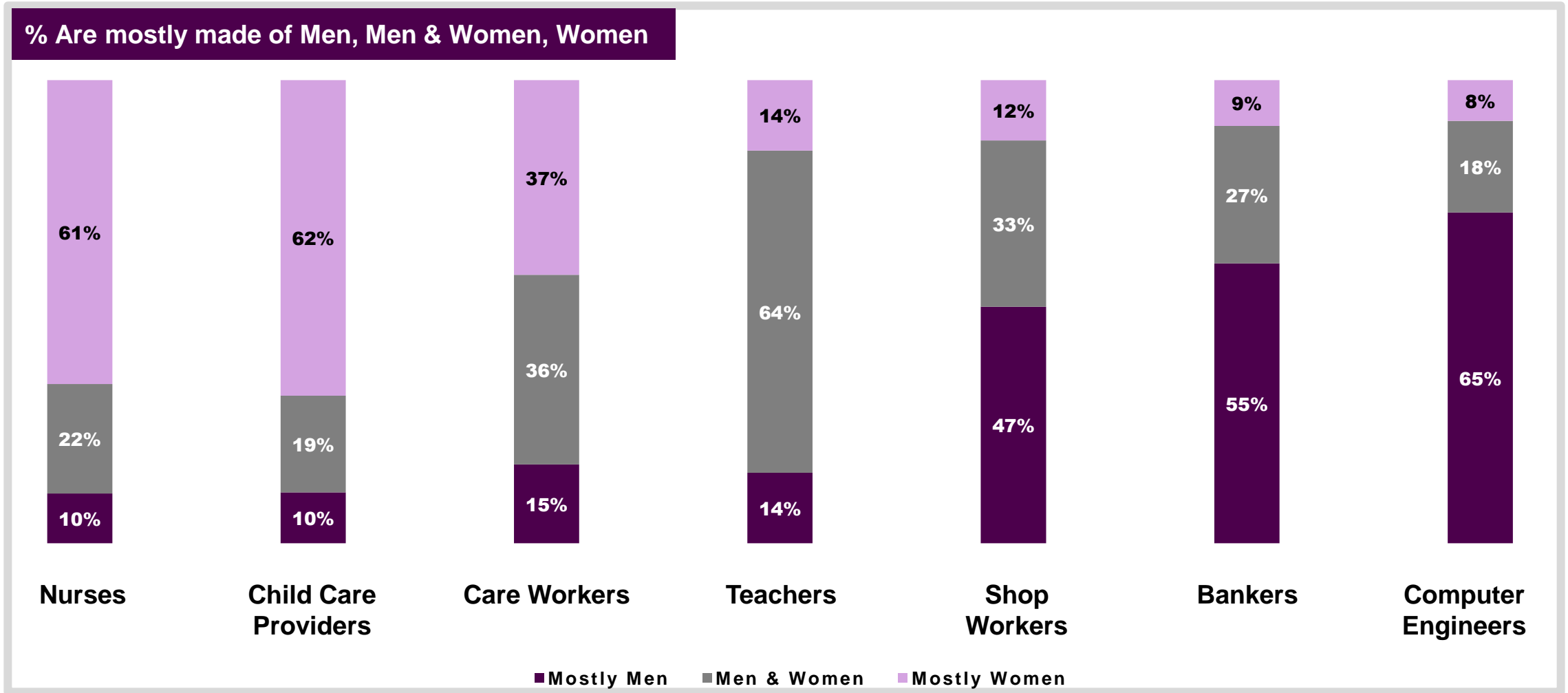
Believe The Main Role  
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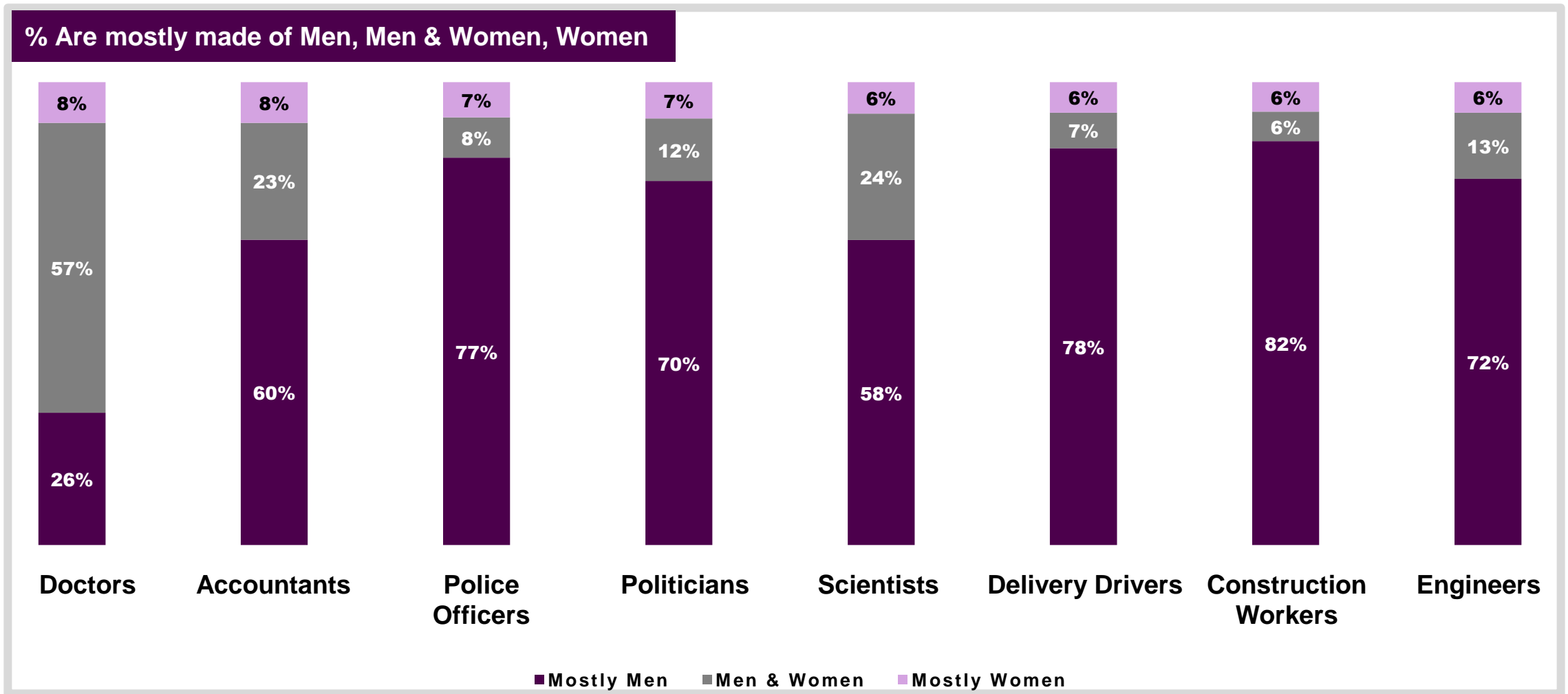


# Gender Equality In The Workplace

# Perceived Gender Make Up Of Occupations

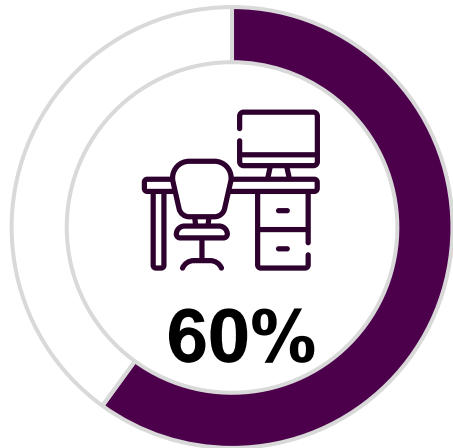


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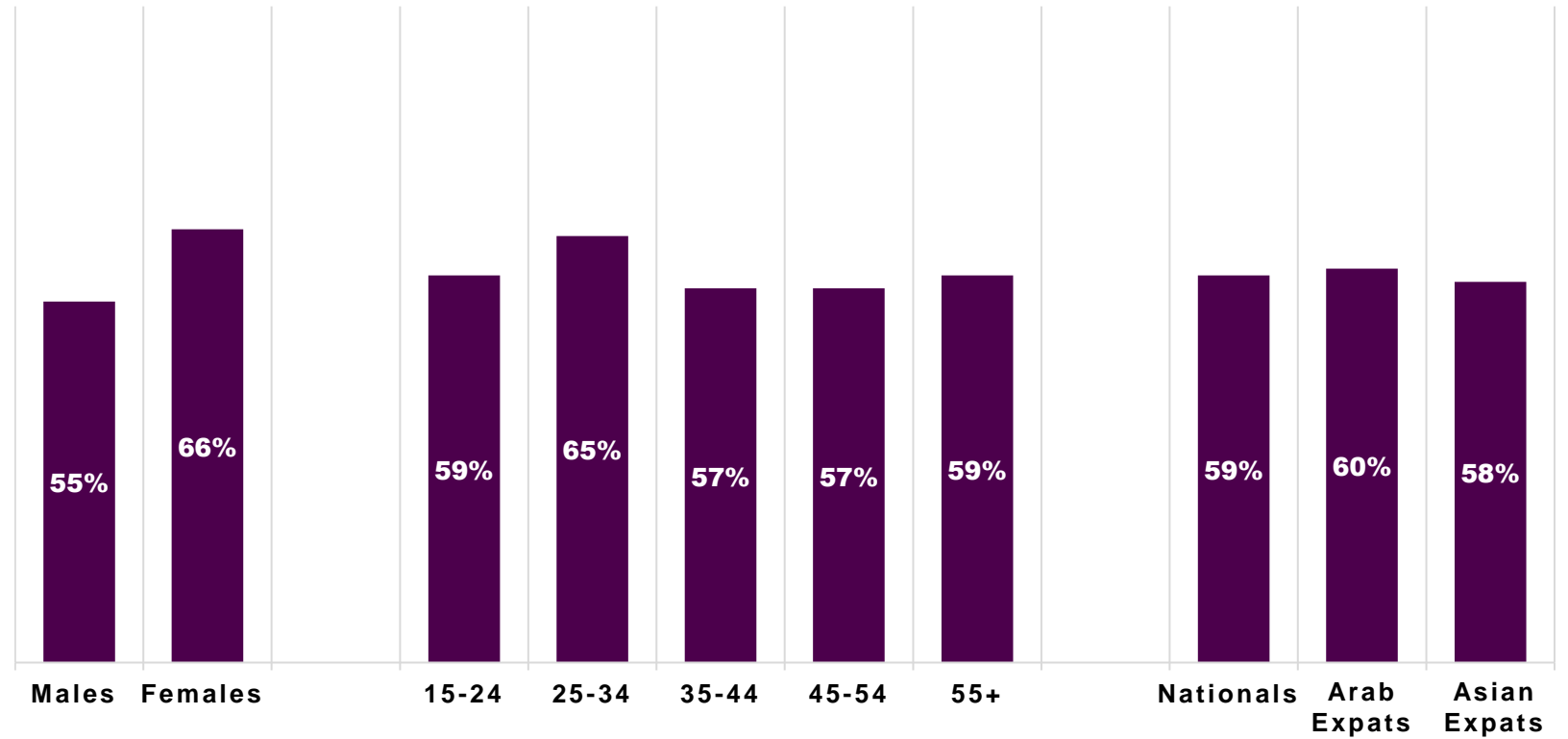


# Gender Equality In The Workplace

## % Agree- By Demographics

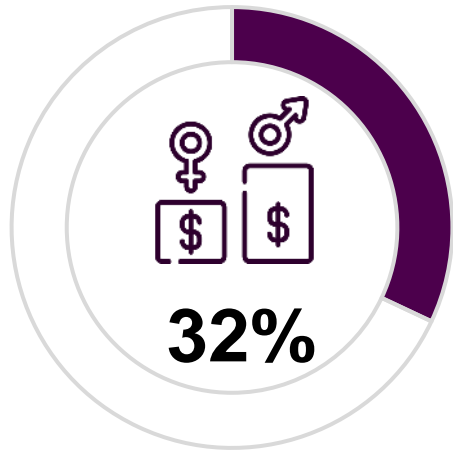


Believe Men & Women Should Be Paid Equally For The Same Job Positions

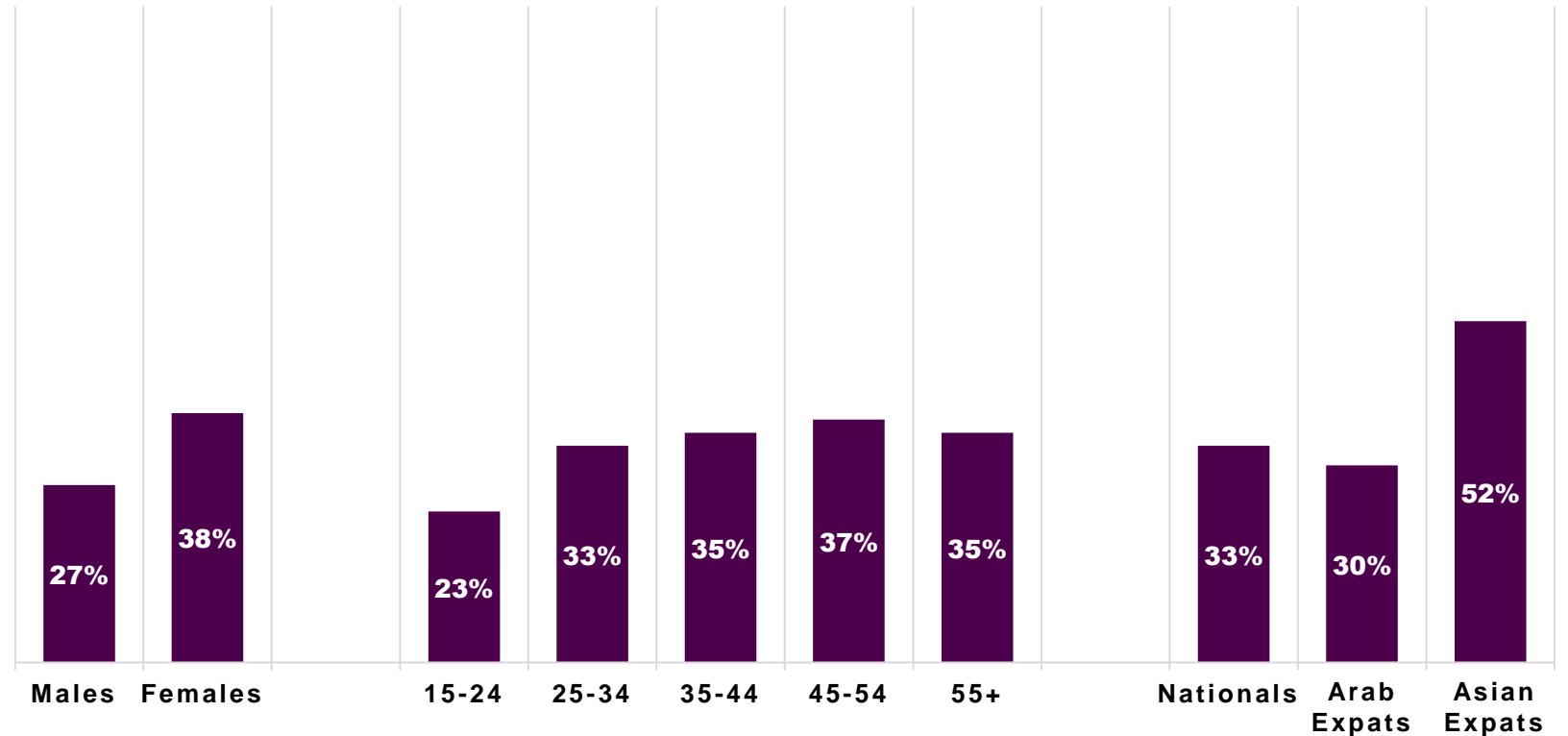


# Closing The Gender Pay Gap Should Be A Top Priority

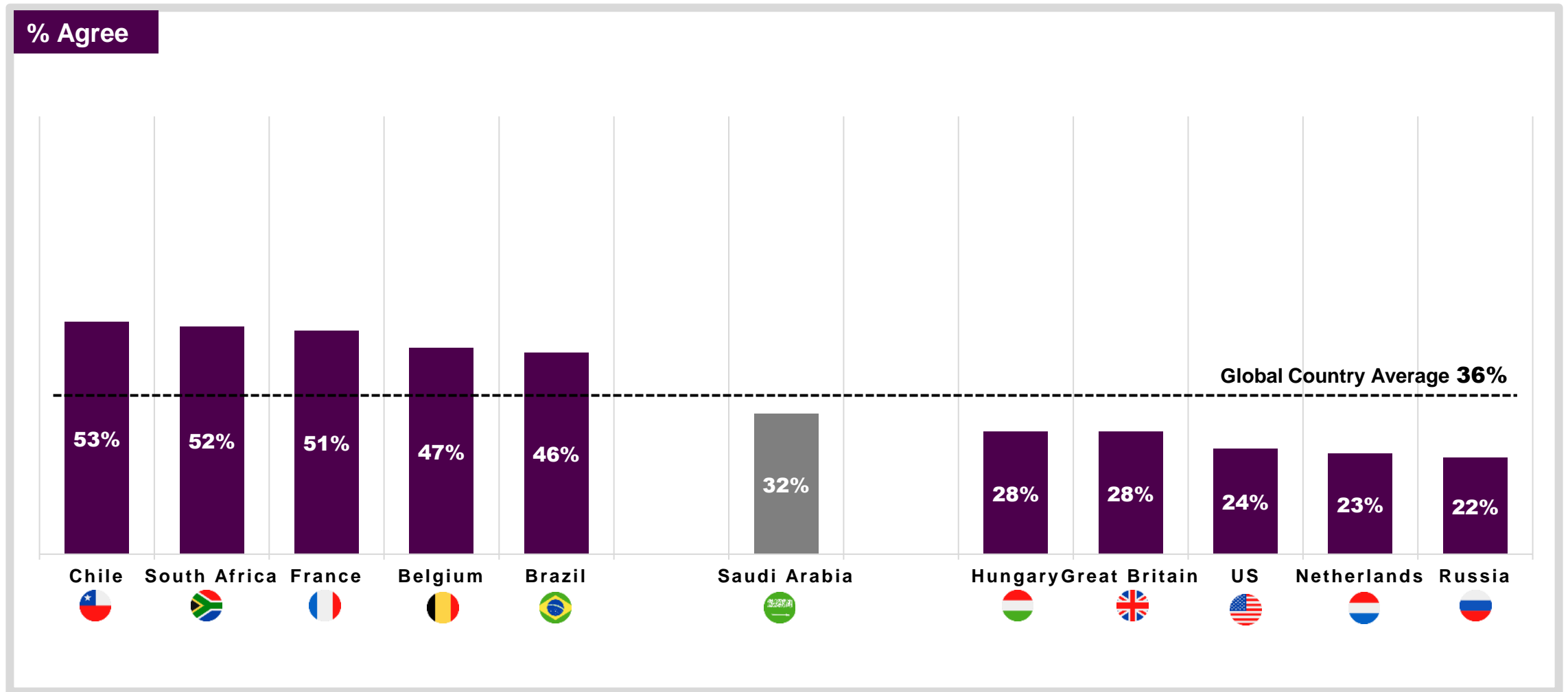
## % Agree- By Demographics



Closing the gender pay gap should be one of our top priorities right now



# Closing The Gender Pay Gap Should Be A Top Priority





# Methodology

## Study Sources:



### Sample Size

1000 respondents

**Ipsos Consumer Pulse**



### Sample Criteria

General Public



### Methodology

The Survey Was Conducted Via The Ipsos Online Panel



### Geographical Coverage

Saudi Arabia was covered amongst 9 other MENA countries

**Ipsos Global Advisor**

500 Respondents

General Public

The Survey Was Conducted Via The Ipsos Online Panel.

Saudi Arabia was covered amongst 28 other countries



A photograph of two women wearing black hijabs sitting in the front seats of a car. They are looking at each other and smiling. The car's interior, including the dashboard, steering wheel, and rearview mirror, is visible. A blue car is visible through the windshield. In the top left corner, there are two diagonal stripes, one teal and one blue.

## For More Information:

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**GAME CHANGERS**

