



IPSOS GLOBAL AFFAIRS WOMEN'S EMPOWERMENT

2019

Insights and Capabilities

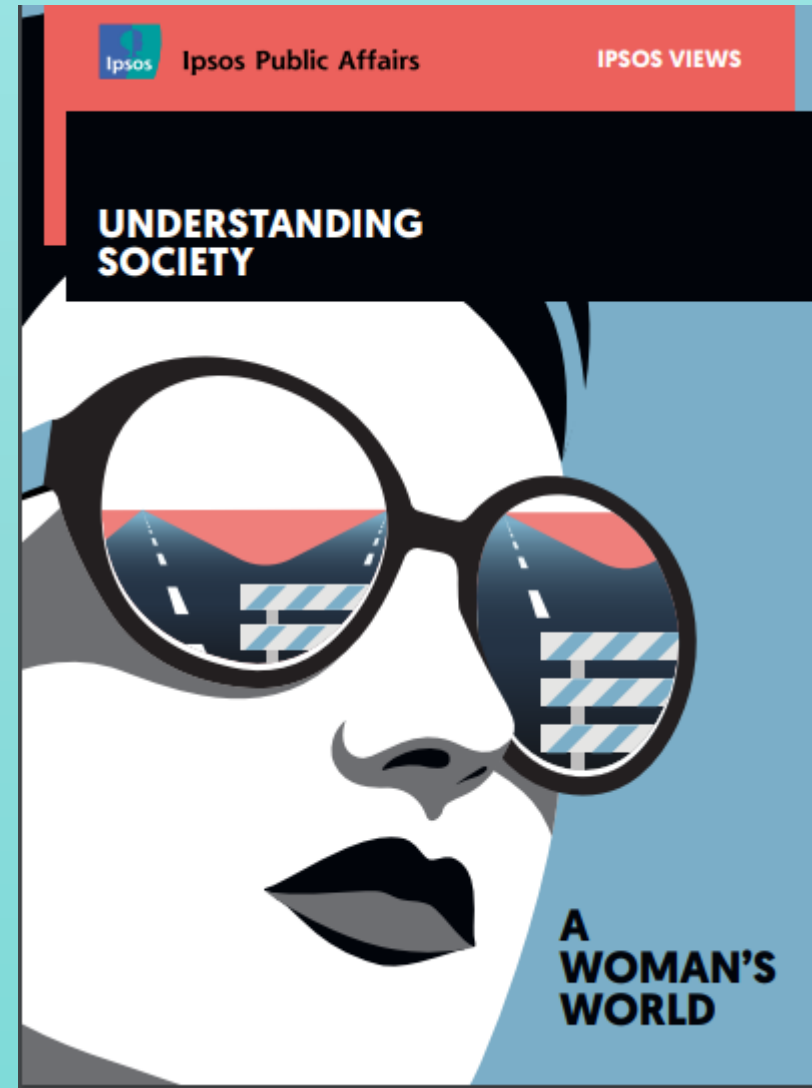


© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

When women work,
economies grow.

When women participate,
communities benefit.

When women are equal,
society progresses.

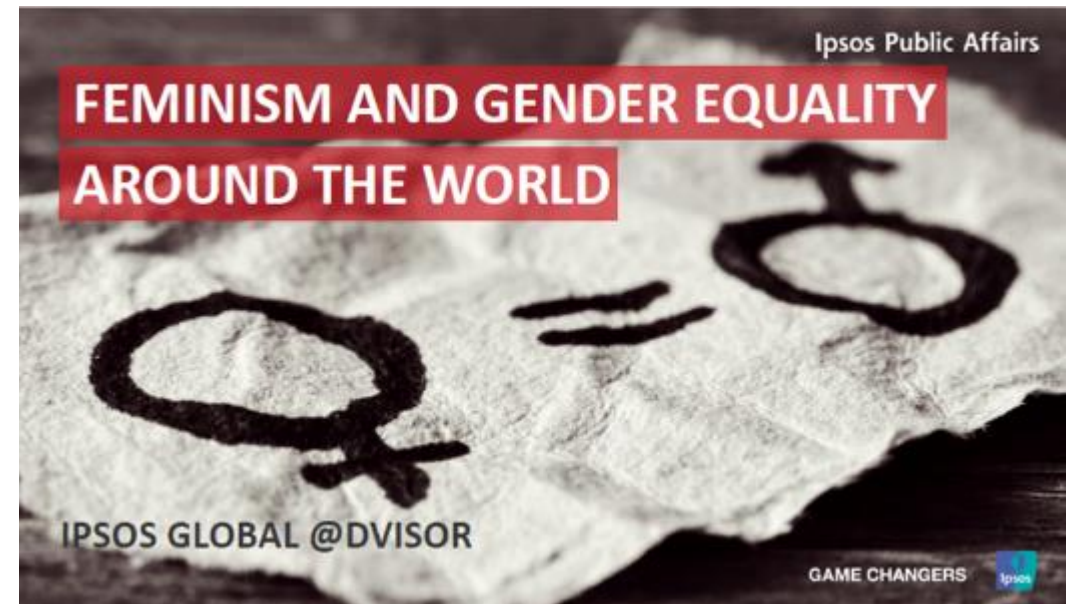


Gender equality around the world

Rights and equalities – including gender equality – have declined in recent years, even in rich, democratic countries. Is progress really progress if it doesn't apply to everyone?

GLOBALLY, WOMEN:

- Do 90% of the world's unpaid work
- Make up 39% of the formal workforce
- Earn less than 75% of men's salaries
- Control only 30% of the world's private wealth
- Are less than one-third of senior management
- Lead less than 5% of Fortune 500 companies
- Constitute less than 25% of elected officials



<https://www.ipsos.com/sites/default/files/2017-03/global-advisor-feminism-charts-2017.pdf>

Women are powerful but underrepresented consumers

Women make up the majority of the world's consumers, making purchasing decisions for their families and households. Yet, they are under-represented in product development and advertising.

REDUNDANT STEREOTYPES

- Most people, especially women, do not see themselves represented in advertising.

PURCHASING AFFECTED

- People are more likely to intend to buy products that promote gender equality in advertising.



<https://www.ipsos.com/en-us/news-polls/Advertising-out-of-sync-with-consumers>

Women are half of the workforce but not the leadership

Women add significant value to business, but consistently find it harder to get hired, are unable to make it into the upper ranks of business, and find it more challenging than men to gain support for their independent ventures.

EXPERIENCE OF BIAS

- Women do not feel that they are offered the same opportunities as men – including pay - in the workplace.

CARING RESPONSIBILITIES

- Women find it challenging to balance work demands with inequitable domestic caring responsibilities.



<https://www.ipsos.com/en-us/news-polls/International-Womens-Day>

Women experience discrimination and violence

Sexual harassment, sexual violence, physical violence, and domestic abuse are significant issues facing women around the world, with almost two-thirds having experienced harassment.

VIOLENCE IS NORMAL

- Globally, two-thirds of women report experiencing harassment, and one-quarter have experienced violence.

LIMITED TRUST IN REDRESS

- Women often do not report harassment and violence because they do not trust mechanisms for redress.



<https://www.ipsos.com/en/iwd2019-perceptions-violence-against-women-france-and-united-states>

Women are catalysts of progress and sustainable development

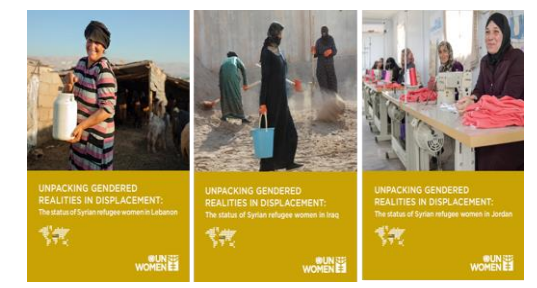
Women participating in household, community, and political decision-making leads to better sustainable development outcomes for families, communities, workplaces, and societies around the world.

WOMEN ARE POOREST

- Focusing on the poorest members of communities have the most potential impact for development.

WOMEN ARE UNDERUTILIZED

- When women are included in household and community decision-making, communities develop.



<https://www.ipsos.com/en/women-water-ripple-effect>

<https://www.ipsos.com/en-us/news-polls/access-financial-products-training-helps-women-expand-businesses-create-jobs>

<https://www.ipsos.com/en-us/knowledge/society/un-women-reports-2018>

A framework for women's empowerment

WOMEN'S EMPOWERMENT IS MULTI-DIMENSIONAL

- Women exist in multiple arenas, and her realities interact with her self-perceptions and cultural norms.

WOMEN'S EMPOWERMENT IS NON-LINEAR

- All dimensions must be addressed to realize women's empowerment.

	ARENAS OF EMPOWERMENT			
	INDIVIDUAL	HOUSEHOLD	WORK	COMMUNITY
REALITY	<ul style="list-style-type: none">• Education and skills• Access to goods and services• Access to technology• Individual legal rights• Bodily rights	<ul style="list-style-type: none">• Influence over assets and decisions• Physical and emotional safety• Ability to enter and exit freely	<ul style="list-style-type: none">• Work inside and outside of the home• Available work opportunities• Pay and income• Respect for role	<ul style="list-style-type: none">• Participation in community activities• Participation in political life• Ability to move freely and safely
SELF-PERCEPTION	<p>Do women feel:</p> <ul style="list-style-type: none">• Free and able to make choices about education, work, goods and services, daily life?• In control of their circumstances and future?	<p>Do women feel:</p> <ul style="list-style-type: none">• Confident about making decisions for the household?• Able to express opinions within their household?• Respected and safe?	<p>Do women feel:</p> <ul style="list-style-type: none">• Confident that they can do their job well?• That they have equal access to the work opportunities?• Treated with respect in their roles?	<p>Do women feel:</p> <ul style="list-style-type: none">• Able to participate in community activities and organizations?• Free to participate in political life?• Respected and safe in their community?
NORMS	<p>Should women:</p> <ul style="list-style-type: none">• Have equal access to education, the workforce, legal rights, goods, public and private and services, and technology?	<p>Should women:</p> <ul style="list-style-type: none">• Participate equally in household decision-making?• Be safe in their household, able to enter and exit freely?	<p>Should women:</p> <ul style="list-style-type: none">• Have equal access to opportunities and benefits?• Enjoy equal expectations and respect?	<p>Should women:</p> <ul style="list-style-type: none">• Be equal contributors to community and public life?• Be treated respectfully in community and public life?

Jones, M. **Re-conceptualizing Empowerment: Ipsos' Approach to understanding & Measuring Women's Empowerment**, 2019, <https://www.ipsos.com/en-us/knowledge/society/understanding-and-measuring-womens-empowerment>.

Understanding women's empowerment at Ipsos



Rigorous Evidence Base

Insight and strategy generation using the rigorous evidence base provided by Ipsos' global research and data collection services.



Multi-Sector Engagement

Operating at the intersection of the public, private and non-profit sectors facilitates partnership and collaboration.



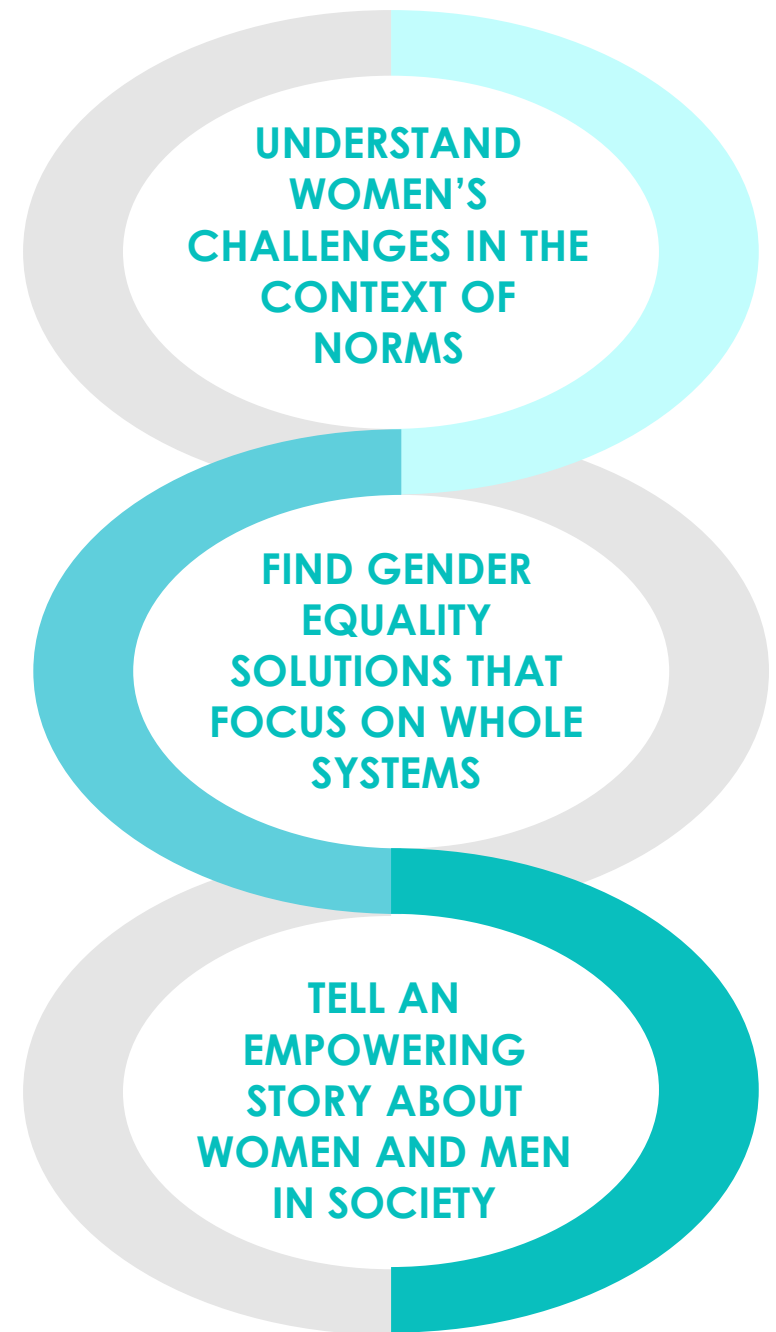
Breadth of Expertise

Deep knowledge of commercial trends combined with expertise in traditionally "social" issues, including sustainable development.



Global Footprint

Locally-based experts understand local issues, and go deep into supply chains and communities.



Ipsos appearances (2019)



IWD @ Ipsos/KCL
London/Washington DC
March-April, 2019



USCCF IWD
Washington, DC
March 6-7, 2019



The FQ Lounge @ SXSW
Austin, TX
March 8-10, 2019



Women Deliver 2019
Vancouver, BC
June 3-6, 2019



IPSOS GLOBAL AFFAIRS CONTACT

MEGHANN.JONES@IPSOS.COM



© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.