

FOR IMMEDIATE RELEASE

Monday, March 8, 2010

## **Majority (74%) Of Global Citizens Don't Believe**

### ***"A Woman's Place Is In the Home"***

***But India (54%), Turkey (52%), Japan (48%), China (34%), Russia (34%), Hungary (34%) and South Korea (33%) Most Likely To Agree***

NEW YORK — A new Reuters News poll conducted by Ipsos and released today on International Women's Day indicates that three quarters (74%) of adults surveyed in 23 countries (representing 75% of the world's GDP) don't agree with the statement that "a woman's place is in the home". In the alternate, the survey of over 24,000 adults — 1000+ respondents per country — shows that 26% agree with the statement.

Those countries with citizens most likely to disagree that "a woman's place is in the home" are from Argentina (9%), France (9%), Mexico (9%), Sweden (10%) and Brazil (10%). Those countries where inhabitants are most likely to agree that "a woman's place is in the home" are from India (54%), Turkey (52%), Japan (48%), China (34%), Russia (34%), Hungary (34%) and South Korea (33%).

The following list of findings **begins with** the countries where citizens are *most likely to agree* that “a women’s place is in the home” and ascends to those countries where citizens are *least likely to agree* with the proposition:

India	54% agree /46% disagree
Turkey	52% agree /48% disagree
Japan	48% agree/52% disagree
China	34% agree/66% disagree
Russia	34% agree/66% disagree
Hungary	34% agree/66% disagree
South Korea	33% agree/67% disagree
Czech Republic	28% agree/72% disagree
Australia	25% agree/75% disagree
United States	25% agree/75% disagree

Great Britain	22% agree/78% disagree
Netherlands	20% agree/80% disagree
Canada	20% agree/80% disagree
Italy	19% agree/81% disagree
Poland	18% agree/82% disagree
Belgium	16% agree/84% disagree
Germany	14% agree/86% disagree
Spain	12% agree/88% disagree
Brazil	10% agree/90% disagree
Sweden	10% agree/90% disagree
Mexico	9% agree/91% disagree
France	9% agree/91% disagree
Argentina	9% agree/91% disagree

### ***Busting some stereotypes...***

Going through a country by country assessment on which part of the population in each is most likely to agree that “a woman's place is in the home” yields some “stereotype busting” –given that most might believe that it is men and those who are older who are most likely to hold this view.

The gender gap does indeed exist: of those who hold this view, men are more likely to do so...but in most cases the gender difference is not that great: in India it's 56% of men and 46% women who believe "a woman's place is in the home"; in Japan it's 45% of men as well as 49% women; in China 39% men and 27% women; in South Korea 39% men and 27% women; in Australia 29% men and 22% women; in the US 27% men and 23% women; in Great Britain 23% men and 20% women; in Canada 23% men and 18% women; in Poland 22% men and 14% women; in Italy, 21% men and 17% women; and in Belgium 17% men and 15% women.

And in the countries where few in the population believe "a woman's place is in the home" the differences between men and women are similarly close as those above: in Netherlands 22% men and 17% women; in Germany 17% men and 11% women; Spain 12% men and 11% women; in Brazil 13% men and 11% women; in Mexico 12% men and 5% women; in Argentina 11% men and 6% women; in Sweden 12% men and 11% women; and in France 9% men and 9% women.

Only occasionally are there more pronounced gender gaps: in Turkey 57% men and 36% women; in the Czech Republic 37% men and 18% women; in Hungary it's 40% men and 28% women; and in Russia 41% men and 15% women.

In fact, it appears that in countries where there is a predominance of opinion that "a woman belong in the house it is most likely that many women think similarly; and, in the alternate – where a country is less likely to believe that the place for women is in the home – gender differences are also slim.

But where the stereotype is shattered to pieces is in differences in age.

The age groups 18-34, 35-54 and 55+ in all 23 countries were examined. Of those who hold the view that "a woman's place is in

the home” it is *most* likely the 18-34 year old group to hold this view, not the older ages. In fact, in 65% (2/3rds) of the 23 countries examined those most likely to hold that view is aged 18-34 compared to 9% aged 35-54 and 17% aged 55+. Two countries had no differences between the age groups.

The top 10 countries where youth (>35) dominated the age groups among those who hold the view that “a woman's place is in the home” are in ranked order by percent as follows:

1. India	58%
2. Turkey	57%
3. Australia	31%
4. Czech Republic	30%
5. United States	32%
6. Canada	27%
7. Great Britain	26%
8. Netherlands	22%
9. Italy	22%
10. Belgium	20%

The four countries where the oldest age category (55+) dominated the age groups among those who hold the view that “a woman's place is in the home” are in ranked order by percent as follows:

Japan	53%
South Korea	50%
Russia	45%
Poland	28%

*These are the findings of an Ipsos poll conducted between November 4<sup>th</sup>, 2009 and January 13<sup>th</sup>, 2010, on behalf of Thompson Reuters News Service. For this survey an international sample of 24,077 adults aged 18+ were interviewed in a total of 23 countries representing 75% of the world's GDP.*

*The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, and South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement G@6 L3.*

**-30-**

**For more information on this news release, please contact:**

***John Wright  
Senior Vice President  
Ipsos Public Affairs  
316.324.2002  
[john.wright@ipsos.com](mailto:john.wright@ipsos.com)***

***For all Reuters/Ipsos Polls go to:  
<http://www.ipsos-na.com/news/reuters/>***

***For information about Ipsos and access to all Media and Polling  
Releases go to:  
<http://www.ipsos.com>***

**About Ipsos**

Ipsos is the second largest global survey-based market research company, owned and managed by research professionals that assess market potential and interpret market trends for over 5,000 worldwide clients to develop and test emergent or existing products or services, build brands, test advertising and study audience responses to various media, and, measure public opinion on issues and reputation. With over 9,100 employees working in wholly owned operations in 64 countries, Ipsos conducts advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and a full line of custom, syndicated, omnibus, panel, and online research products and services in over 100 countries. Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2009, Ipsos generated global revenues of €943.7 million (\$1.33 billion U.S.). Listed on Eurolist by NYSE - Euronext Paris, Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System. Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.

**About Thomson Reuters**

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare and science and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people and operates in over 100 countries. Thomson Reuters shares are listed on the Toronto Stock Exchange (TSX: TRI) and New York Stock Exchange (NYSE: TRI). For more information, go to [www.thomsonreuters.com](http://www.thomsonreuters.com).