

# Annual world survey shows an improvement in Gender Equality but still a long way to achieve it

WIN International, the world's leading association in market research and polling, has published the 2019 WIN World Survey (WWS) exploring the views and beliefs of 29,274 people from 39 countries across the globe about Gender Equality, Violence, Sexual Harassment and Perception of Equal Pay.

## HEADLINES

### Gender Equality at work, in politics, at home, in social settings and in the media:

- Compared to 2018, a higher percentage of the total sample believes that Gender Equality has been achieved at home: figures rise up to 10 points compared to the previous measurement (from 38 to 48 net index<sup>1</sup>). On the other hand, Gender Equality at work, compared to 2018, is 12 points higher (from 13 to 25 net).
- Politics is still the last context and environment where Gender Equality is perceived to be reached (from -1 to 4 net).
- Compared to 2018, results remain stable when considering the perceived Gender Equality at home (Male 54 net/Female net) and in the media (Male 33 net/Female 23 net).
- However, Gender Equality, is still perceived very differently between men and women at work and in the political field. Compared to 2018, the gap between men and women's views is reduced. In 2018, the discrepancies between men and women were between 20 points (at work) and 15 points (in the media). This new wave shows that the differences are now between 15 (at work) and 10 points (in the media).

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<sup>1</sup> Net % = (% Definitely achieved + To some extent achieved) – (% Not really achieved + Not at all achieved)

- Lebanon ranks first in the Gender Equality net index both in media and social settings. On the other hand, Japan shows the worst figures: a negative index was recorded in all the environments and settings. Vietnam and Philippines show the highest index in gender equality in work and home respectively.

### **Violence (physical or psychological)**

- Unfortunately, compared to 2018, data didn't show an improvement in terms of percentage of women worldwide who suffered either physical or psychological violence: 16% of women stated they suffered violence in the past year.

- The percentage of women who suffered violence are higher in Latin American countries. Chile shows the highest figures (44%), followed by Argentina (43%) and Peru (40%).

- The countries with the lowest percentages of women who suffered violence are Indonesia (1%) and Pakistan (2%).

- When considering age, women between 18 and 24 years register the highest incidence rate of violence, physical or psychological (21%) compared to women in other age groups.

- 2 out of 10 women with postgraduate studies have suffered either physical or psychological violence. The same situation is registered among unemployed women.

### **Sexual Harassment**

- Results show little improvement in this area: 9% of women interviewed worldwide suffered sexual harassment in the last year, compared to 10% in the previous year.

- Serious levels of sexual harassment are reported by women in Peru (32%).

- 17% of women 18-24 years old report sexual harassment in 2019. And 17% of female students report the same situation.

### **Perception of equal pay**

- Half of respondents believe that men earn more than women for the same job. However, almost 40% think that both earn the same for the same activities.

- When considering female respondents, 55% think that men earn more, while 44% of men believe they both receive the same salary.

- In Vietnam and Philippines, respondents believe that men and women earn the same for the same job (72% and 71%, respectively). However, according to German and French respondents, men earn more than women for the same job (77% and 75%, respectively).

**Vilma Scarpino, President of WIN International Association**, said:

“People believe gender equality has been reached more at home than, for example, in politics, where scores remain quite low. On a positive note, figures from this year show an improvement compared to our previous survey: men and women’s opinions are less distant from each other compared to 2018.

The survey also reveals alarmingly high levels of women having experienced sexual harassment and violence in the last year, without improvements compared to the previous year. Although the levels of harassment and violence differs a lot by country, young females are still the ones who report more harassment and violence.

Despite the social progresses that the world has made through international movements for women’s rights , our global survey with data from people across 39 countries shows that the world still has a long way to go in order to achieve gender equality and safety for all women around the world.”

-ENDS-

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**NOTES FOR EDITORS**

**Methodology:**

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people’s thoughts, expectations, worries and perceptions related to relevant topics for society and business.

**Sample Size and Mode of Field Work:**

A total of 29,875 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2019 – December 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according the covered adult population of the surveyed countries.

**About the WIN survey:**

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	Field Dates
1	ARGENTINA	Voices! Research & Consultancy	CATI	519	8 MAIN CITIES	DEC 2019
2	AUSTRALIA	Bastion Latitude	CAWI	1000	NATIONAL	NOV 2019
3	BRAZIL	Market Analysis	CAWI	560	NATIONAL	NOV 2019
4	CANADA	Leger 360	ON LINE	500	NATIONAL	NOV 2019
5	CHILE	Activa Research	CAWI	1000	NATIONAL	DEC 2019
6	CHINA	Wisdom Asia	CAWI	1000	URBAN	NOV 2019
7	CROATIA	Mediana	CAWI	501	NATIONAL	NOV 2019
8	DENMARK	DMA Research A/S	CAWI	500	NATIONAL	NOV 2019
9	ECUADOR	CEDATOS	CAPI	600	National TWO CITIES	DEC 2019
10	FINLAND	Taloustutkimus Oy	CAWI	1000	National Except Aland Islands	DEC 2019
11	FRANCE	BVA	CAWI	1000	NATIONAL	NOV 2019
12	GERMANY	Produkt + Markt	CAWI	1000	NATIONAL	OCT/NOV 2019
13	GREECE	Alternative Research Solutions	CAWI	500	NATIONAL	OCT 2019
14	HONG KONG	CSG (Consumer Search Group)	CAWI	537	NATIONAL	NOV 2019
15	INDIA	DataPrompt International	CAWI	500	NATIONAL	NOV 2019
16	INDONESIA	Deka International	CAPI	1032	5 MAIN CITIES	NOV/DIC 2019
17	IRAN	EMRC	CATI	700	URBAN	NOV/DIC 2019
18	IRELAND	RED C Research and Marketing Ltd	CAWI	1011	NATIONAL	OCT/NOV 2019
19	ITALY	BVA DOXA	CAPI	1000	NATIONAL	OCT 2019
20	JAPAN	NRC (Nippon Research Center)	CAWI	1000	NATIONAL	NOV 2019
21	LEBANON	REACH SAL	CATI	500	National	OCT/NOV 2019
22	MALAYSIA	Compass Insights	CAWI	502	URBAN PENINSULAR	OCT/NOV 2019
23	MEXICO	Brand Investigation S.A de C.V (Brain)	CAWI ON LINE	500	URBAN	NOV/DIC 2019
24	NIGERIA	MARKET TRENDS GROUP	CAWI	1000	NATIONAL	NOV 2019

25	PALESTINE	PCPO Palestinian Centre for Public Opinion	TAPI	120	NATIONAL	DEC 2019
26	PAKISTAN	Gallup Pakistan	CAPI FACE TO FACE	1000	NATIONAL	DEC 2019
27	PARAGUAY	ICA Consultoría Estratégica	CATI 25% CAWI 75%	500	NATIONAL	DEC 2019
28	PERU	DATUM Internacional	CAWI	1000	NATIONAL	DEC 2019
29	PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	PAPI	1000	NATIONAL	NOV 2019
30	POLAND	MARECO POLSKA	CAWI	500	NATIONAL	OCT 2019
31	SLOVENIA	Mediana	CAWI	511	NATIONAL	NOV 2019
32	SOUTH AFRICA	Freshly Ground Insights (FGI)	CAPI/CAWI	744	NATIONAL	DEC 2019
33	SOUTH KOREA	Gallup Korea	PAPI	1500	NATIONAL	NOV 2019
34	SPAIN	Instituto DYM	CAWI	1017	NATIONAL	NOV 2019
35	SWEDEN	Origo Group	CAWI	500	NATIONAL	DEC 2019
36	THAILAND	Infosearch co.ltd	F2F	600	NATIONAL	OCT/NOV 2019
37	TURKEY	Barem	CATI	601	NATIONAL	NOV/DEC 2019
38	UK	ORB International (Opinion Research Business)	CAWI	1000	NATIONAL	DEC 2019
39	USA	SSRS	CAWI	509	NATIONAL	NOV 2019
40	VIETNAM	Indochina Research	F2F	501	TWO PROVINCES	2019