CHANGING PERCEPTIONS, DRIVING GENDER EQUALITY

Highlights from the Gender Equality Attitudes Pilot Study conducted by Kantar and UN Women
THERE IS WILLINGNESS FOR CHANGE

8 in 10 respondents agree or strongly agree with "It is essential for society to treat women as equals to men"

Yet the findings of the pilot study reflect that behaviours and attitudes continue to be a barrier to gender equality.
GENDER EQUALITY AT HOME

Aggression

1 in 4 men still think there are acceptable circumstances for someone to hit their spouse or partner.

Safety

Only 1 in 2 respondents think that most women feel “safe” in their own home.

Consent

1 in 4 respondents do not believe women should be free to refuse sex with her husband/partner.
GENDER EQUALITY IN THE WORKPLACE

Discussing appearance

- **3 in 10** respondents agree that “it is appropriate for men to discuss a female colleague’s appearance at work”

Responsible for the welfare of children

- **41%** of respondents agree that when a mother works for pay, the children suffer
- **23%** of respondents agree that when a father works for pay, the children suffer

Pay

- **29%** of respondents believe “for the same job, men should be paid more than women”
### GENDER EQUALITY IN WIDER SOCIETY

#### Dress

| 3 in 5 | respondents agree that “women call attention to themselves based on how they dress”, with no major differences between gender |

#### Running for elected office

| 63% | of respondents feel it is ‘easy’ or ‘very easy’ for men to run for elected office |
| 35% | of respondents feel it is ‘easy’ or ‘very easy’ for women to run for elected office |

#### The media and stereotypes

| 54% | of respondents either ‘agree’ or ‘strongly agree’ that “media in my country only portrays women in certain roles” |
| 53% | of respondents either ‘agree’ or ‘strongly agree’ that “media in my country only portrays men in certain roles” |
ABOUT THIS STUDY

The Unstereotype Alliance/UN Women Gender Equality Attitudes Study was conducted by Kantar during 2018 with additional analysis conducted by UN Women. The study was a 15 minutes questionnaire conducted amongst the following samples in the following countries:

- Colombia: 500 men, 500 women
- India: 500 men, 500 women
- Japan: 500 men, 500 women
- Kenya: 500 men, 500 women
- Nigeria: 500 men, 500 women
- Philippines: 500 men, 500 women
- Sweden: 500 men, 500 women
- UAE: 500 men, 500 women
- Turkey: 500 men, 500 women
- US: 500 men, 500 women
- Egypt: 500 men, 500 women
- Indonesia: 500 men, 500 women
- Pakistan: 500 men, 500 women
- South Korea: 500 men, 500 women
- Tunisia: 500 men, 500 women
- Zimbabwe: 500 men, 500 women

The questionnaire explored gender attitudes across the following broad topics:
- Education
- Work/Employment
- Healthcare
- Leadership and Participation
- Marriage and Family Life
- Control of Personal Decisions
- Safety/Violence
- Access to Physical Property
- Control of Personal Finances

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