



Attitudes to Gender Equality Ireland and the World WIN World Survey

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Job Reference: 341118



REDC

WIN WORLD SURVEY

Gender Equality – Main Findings



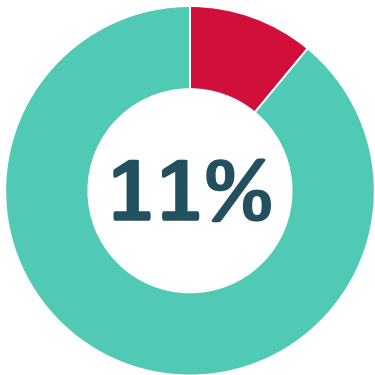
1. Just over 1 in 10 adults in Ireland claim to have suffered Violence, while the same proportion claim to have suffered Sexual Harassment.
2. Ireland has the worst levels of claimed sexual harassment when compared to all European countries covered, and is towards the top end when compared vs. the world.
3. Women are much more likely to have suffered sexual harassment, while younger age groups are more likely to have suffered either violence or harassment.
4. 32% of Irish women aged 18-34 claim to have experienced some type of sexual harassment in the past year.
5. Mexico, Chile and Paraguay have the highest levels of claimed sexual harassment – at 16-20% having experienced this in the past year.
6. Over half (55%) of the citizens of Ireland believe that the gender equality balance in Ireland either sometimes or always favours men, while just under 1 in 5 feel it sometimes or always favours women.
7. Not dissimilar to many countries Irish citizens believe that feel social attitudes and behaviours favour men versus women. The worst countries include Croatia, France and Spain (with Brazil having very high levels of always favouring men)
8. 68% of women in Ireland think that the balance sometimes or always favours men.
9. In Ireland, citizens are most likely to believe gender equality has been achieved in the home and in social settings, and least likely in politics and work.
10. There is a clear disparity between the views of men and women with regards to gender balance in politics and at work.
11. Ireland's citizens have a lower opinion vs. the world in terms of gender balance in politics, but have a much stronger position vs the world in terms of equality in social settings.
12. The citizens of Finland are most happy with gender balance.

Suffered Violence or Sexual Harassment in the Past Year

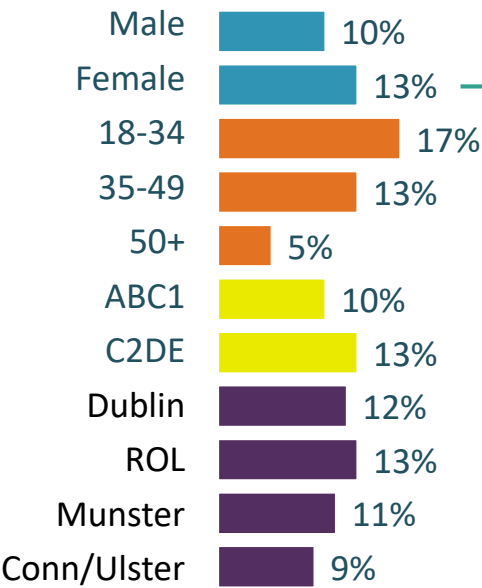
(Base: All Adults Ireland n=1015)

Violence

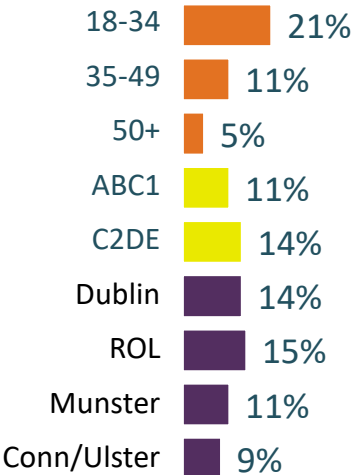
(either physical or psychological)



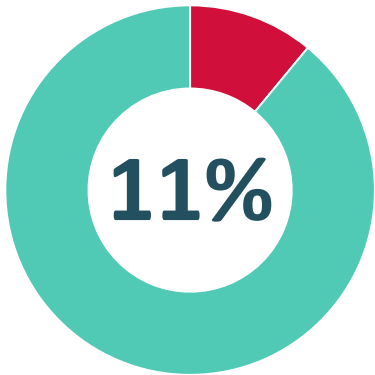
All adults



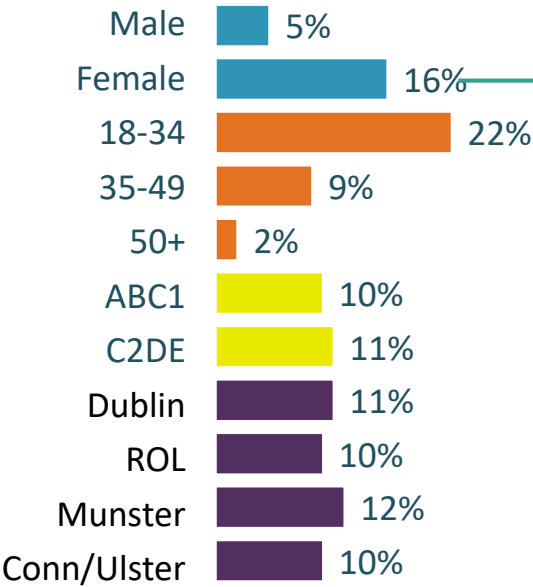
Women



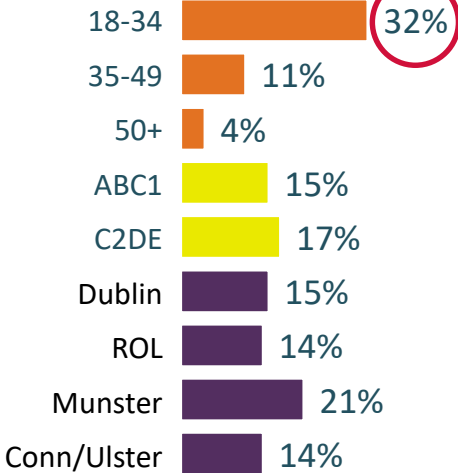
Sexual Harassment



All adults



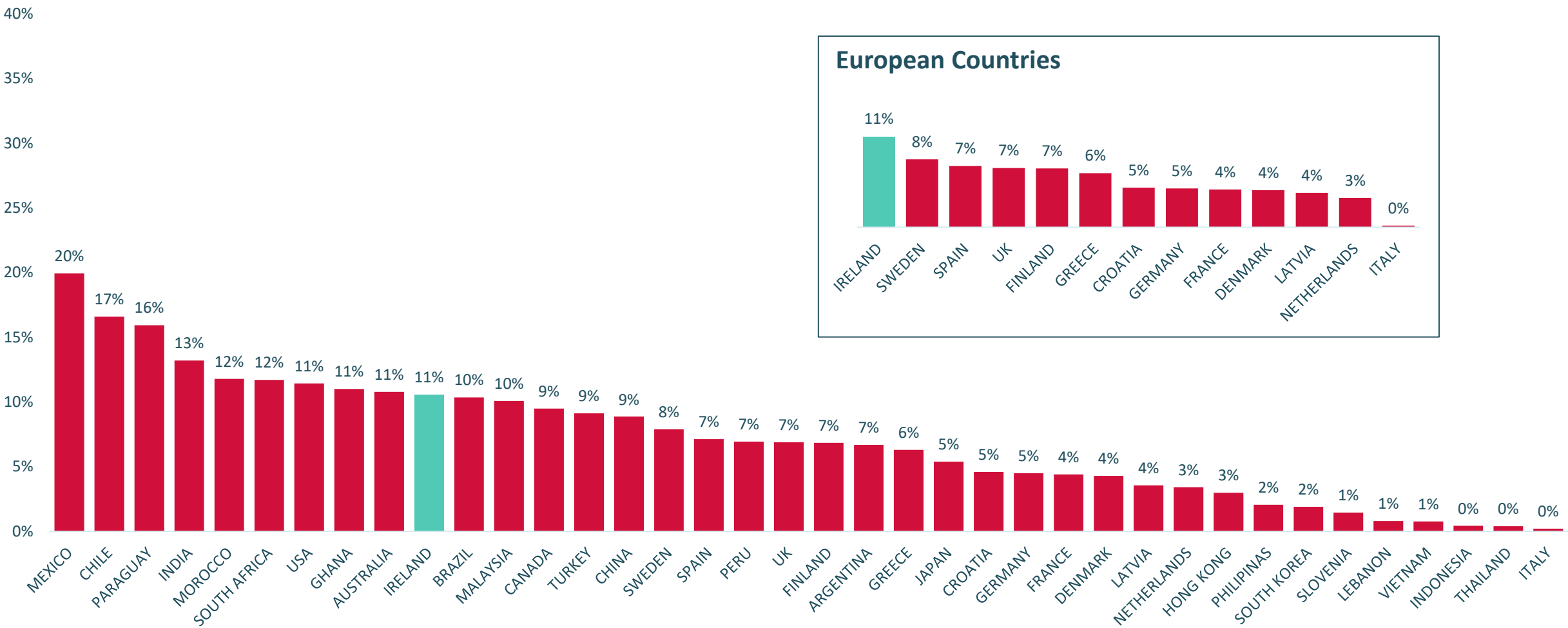
Women



Just over 1 in 10 adults in Ireland claim to have suffered Violence, and a similar proportion claim to have suffered Sexual Harassment. Women are much more likely to have suffered sexual harassment, while younger age groups are more likely to have suffered either violence or harassment.

Proportion who have suffered from any kind of Sexual Harassment in the past year?

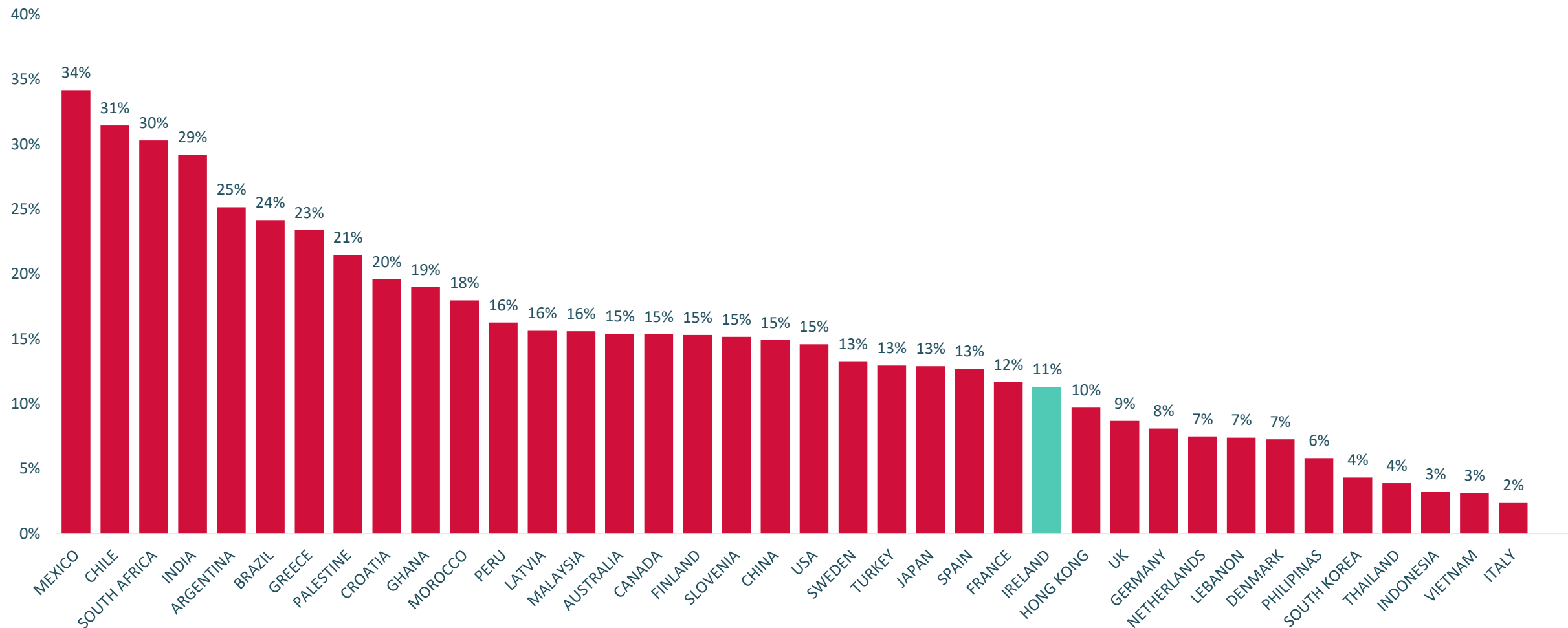
(Base; all adults across 40 countries worldwide – n = 30,883)



Ireland is towards the top end when compared vs. the world in terms of claimed sexual harassment. Mexico, Chile and Paraguay have the highest levels, with Ireland having the worst levels of sexual harassment when compared to all European countries covered.

Proportion who have suffered from any kind of Violence (either physical or psychological) in the past year?

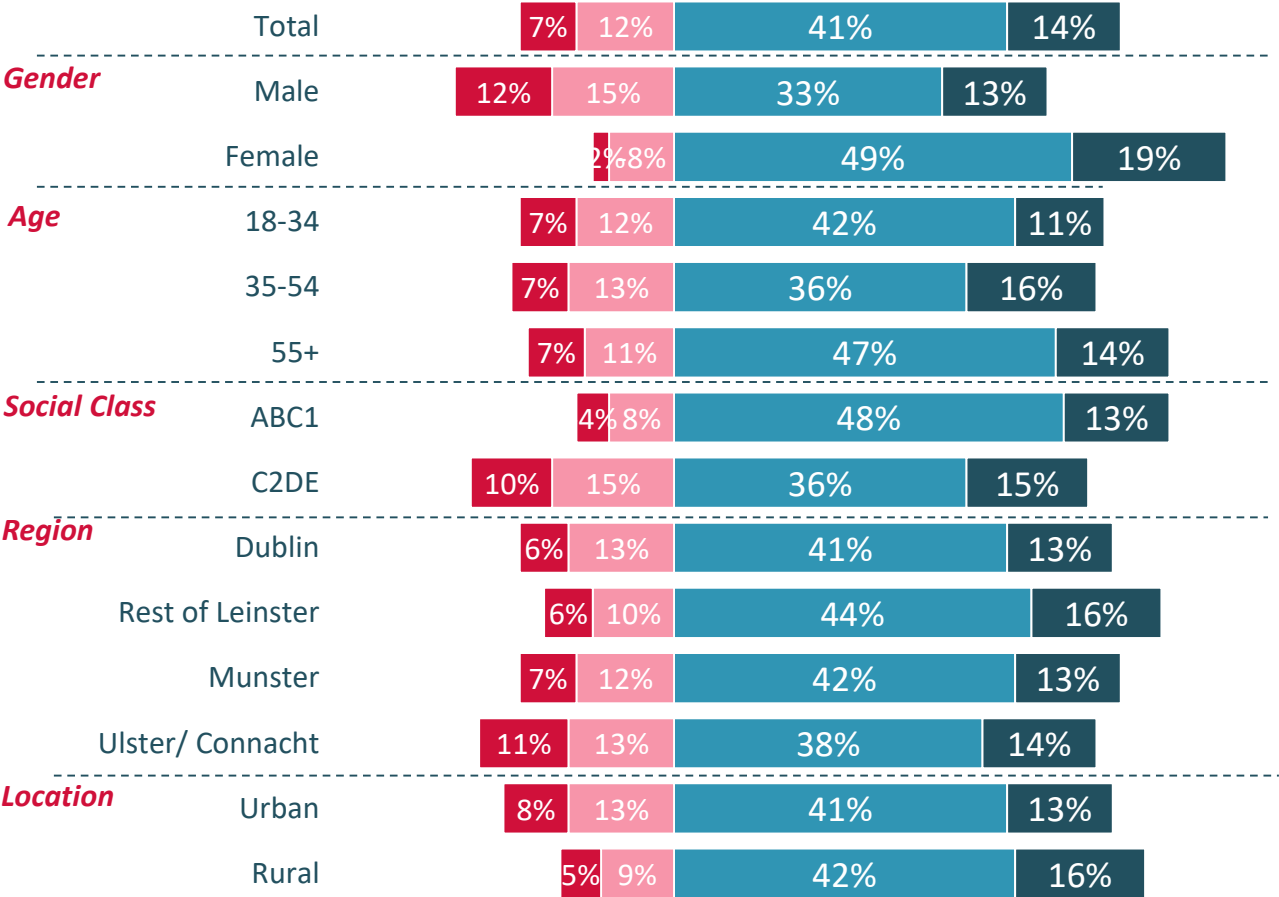
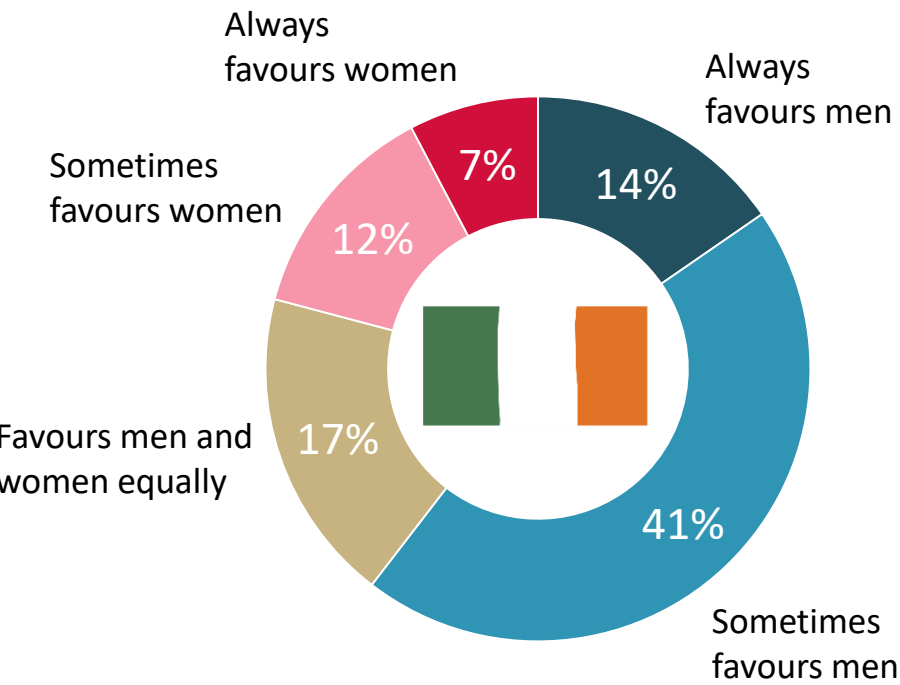
(Base; all adults across 40 countries worldwide – n = 30,883)



Ireland’s experience of violence is at the lower end when compared to other countries, but remains some way above Italy which records the lowest levels. Citizens of Mexico, Chile, South Africa and India experience much higher levels of violence with almost a thirsd of all citizens having experienced violence in the past year.

To what extent do social attitudes and behaviours favour Men vs. Women

(Base: All Adults Ireland n=1015)

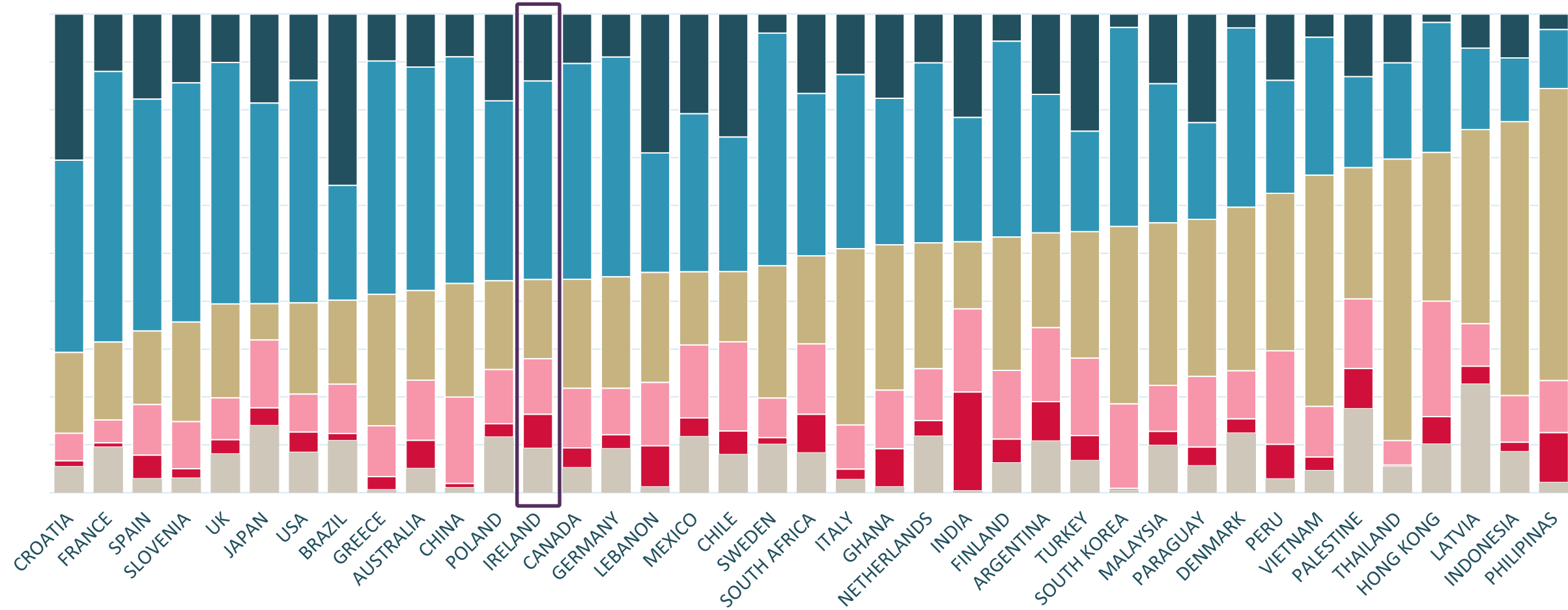


Over half of Irish citizens believe that on the whole, the gender equality balance in Ireland either sometimes or always favours men, while just under 1 in 5 feel it sometimes or always favours women. 68% of women in Ireland think that the balance sometimes or always favours men.

To what extent do social attitudes and behaviours favour Men vs. Women

(Base; all adults across 40 countries worldwide – n = 30,883)

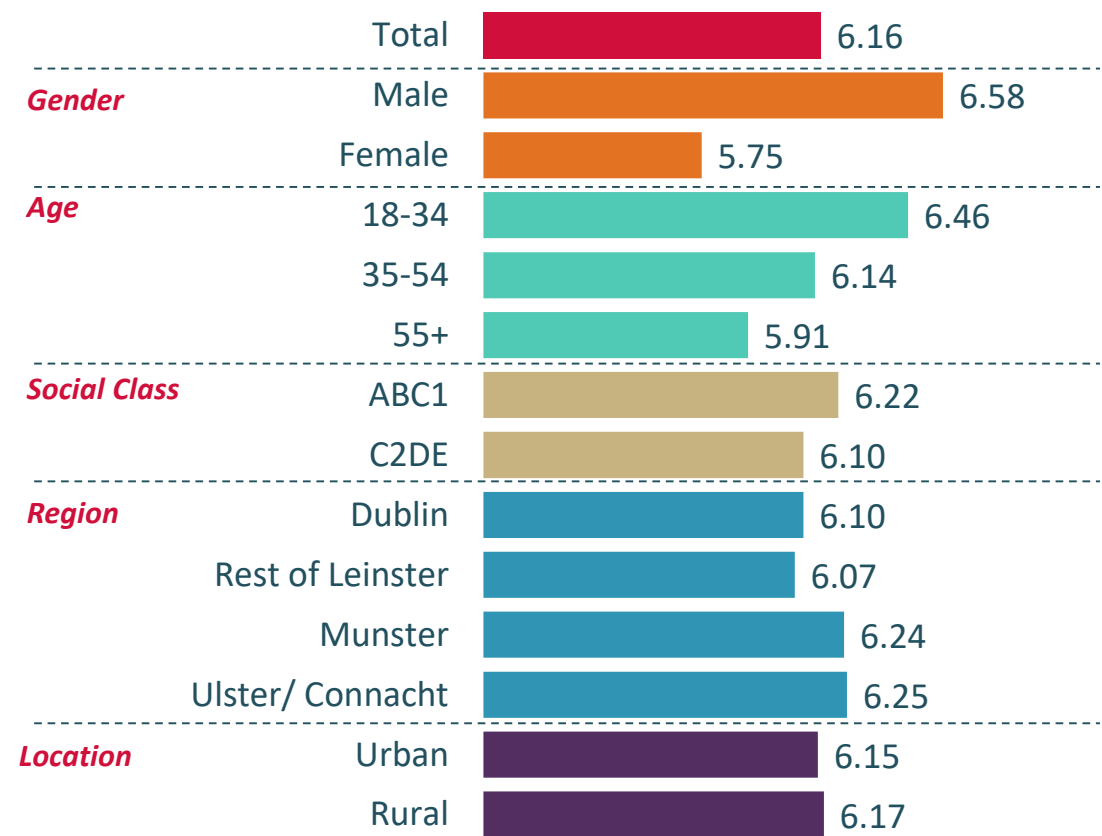
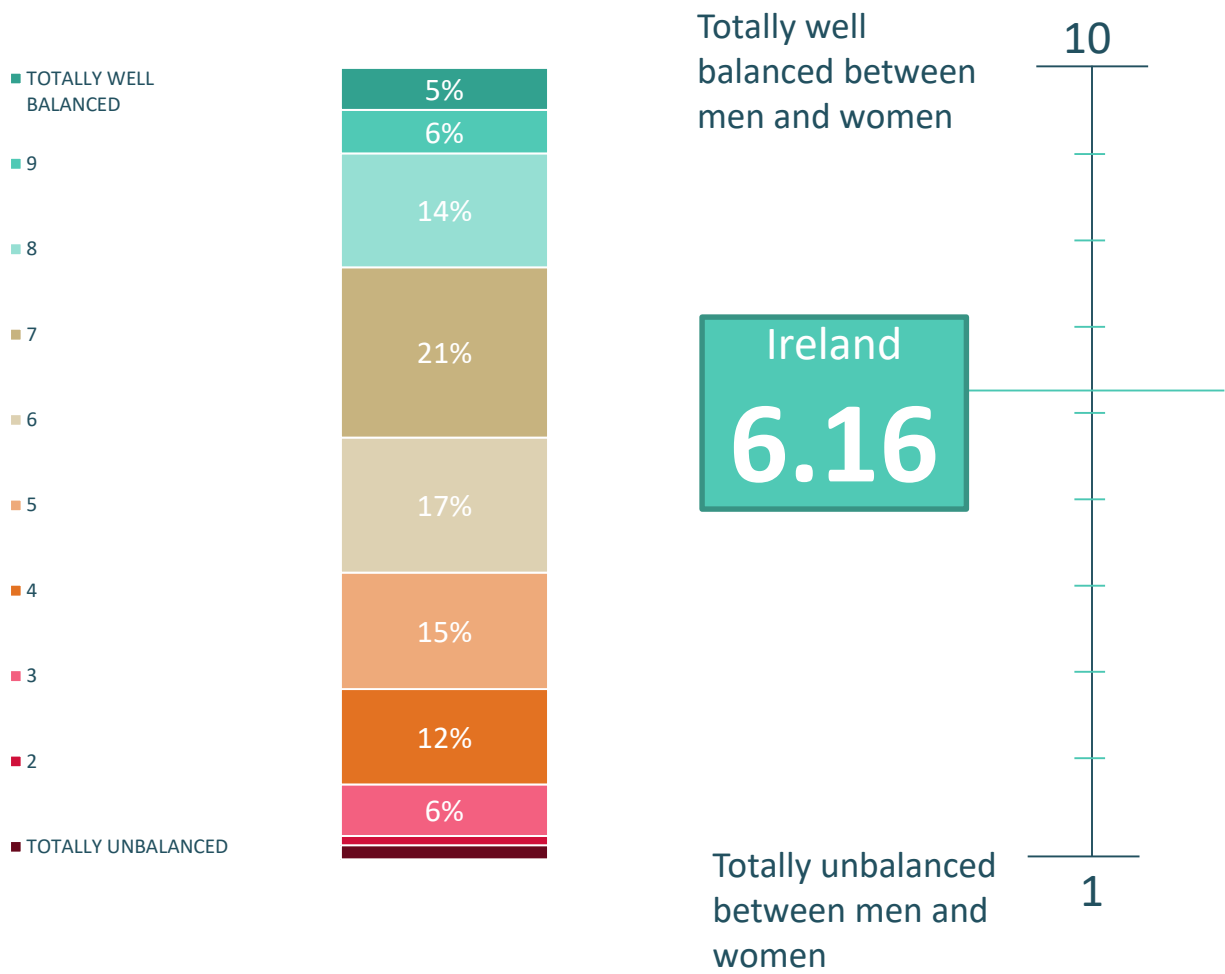
■ ALWAYS FAVOURS MEN ■ SOMETIMES FAVOURS MEN ■ SOMETIMES FAVOURS WOMEN ■ ALWAYS FAVOURS WOMEN ■ D/K



As a country our citizens are in the top half of countries that feel social attitudes and behaviours favour men, the worse countries include Croatia, France and Spain (with Brazil having very high levels of always favouring men). The citizens of the Philippines, Indonesia and Hong Kong are most likely to feel the balance is right.

Perception of Gender Equality Balance in Ireland

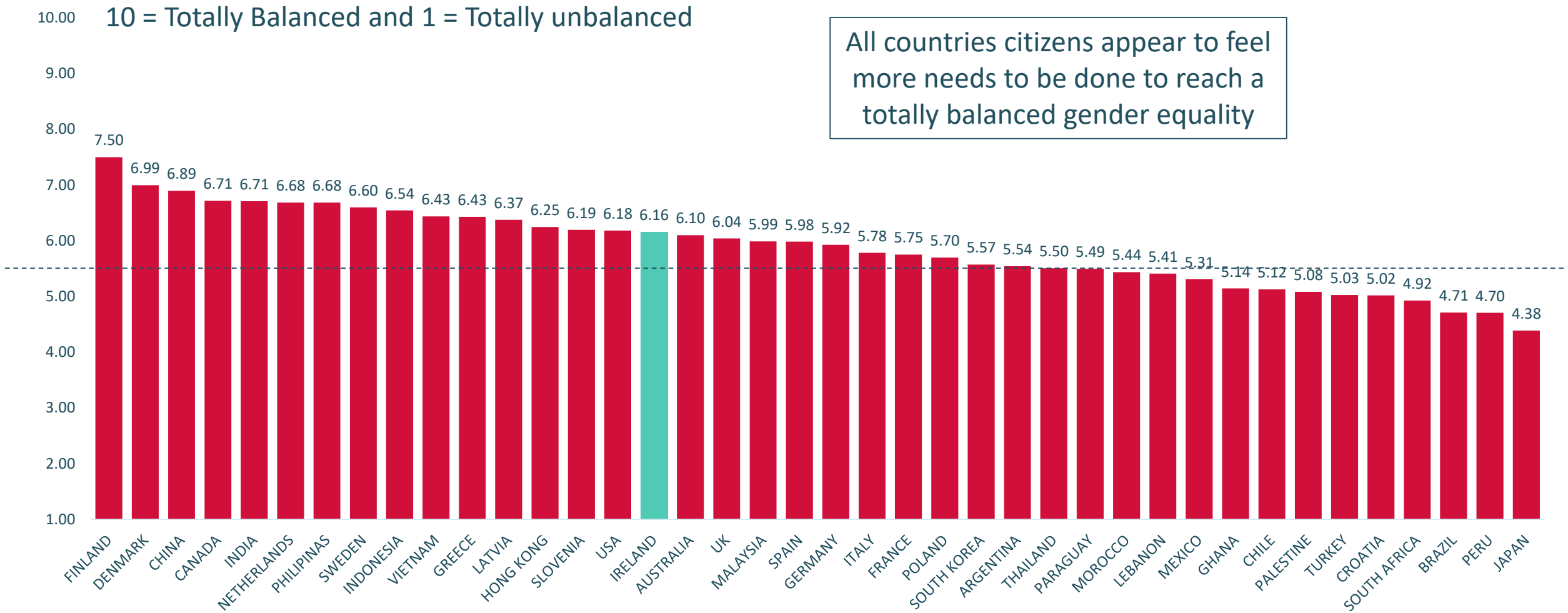
(Base: All Adults Ireland n=1015)



On average, people in Ireland believe as a nation, we are somewhere in between being totally balanced, and totally unbalanced. Men and younger age groups are more likely to think we are balanced, while women and those in older age groups are less likely to believe this to be the case

Perception of Gender Equality Balance in Country

(Base; all adults across 40 countries worldwide – n = 30,883)

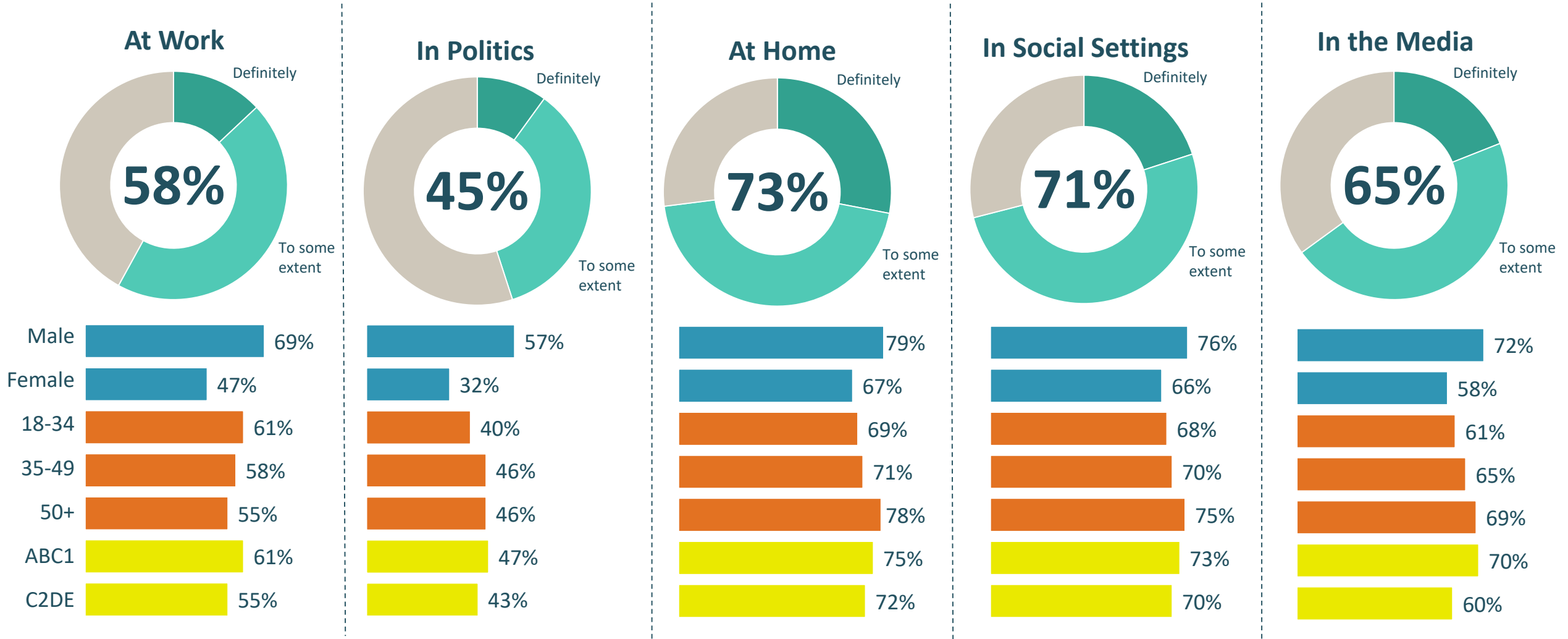


Ireland’s population perception on gender equality balance lies 16th out of 40 countries covered, with Finland and Denmark leading the way. While the balance is seen to be poorest among citizens of Brazil, Peru and Japan.

Whether Gender Equality has been Achieved in each Aspect in Ireland

(Base: All Adults Ireland n=1015)

NET: Definitely/To some extent achieved



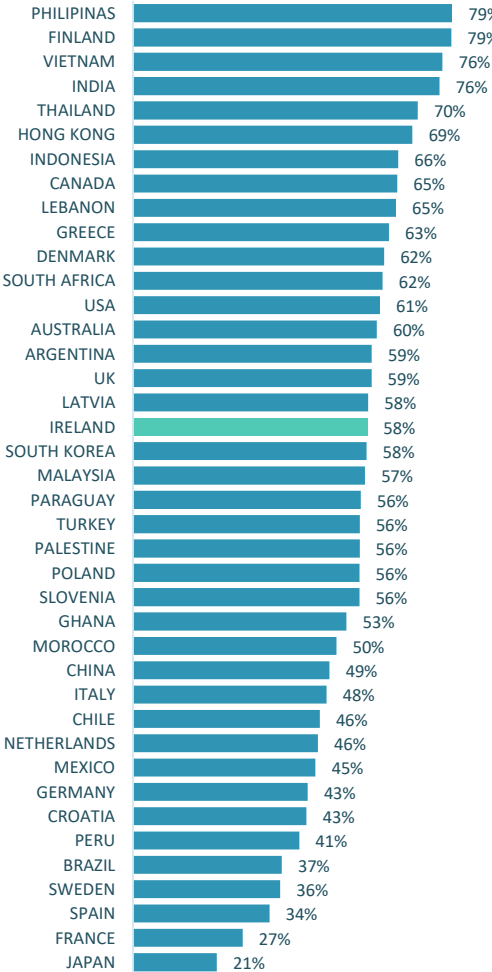
In Ireland, citizens are most likely to believe gender equality has been achieved in the home and in social settings, and least likely in politics and work. There is a clear disparity between the views of men and women with regards to gender balance in politics and at work.

Whether Gender Equality has been Achieved in each Aspect

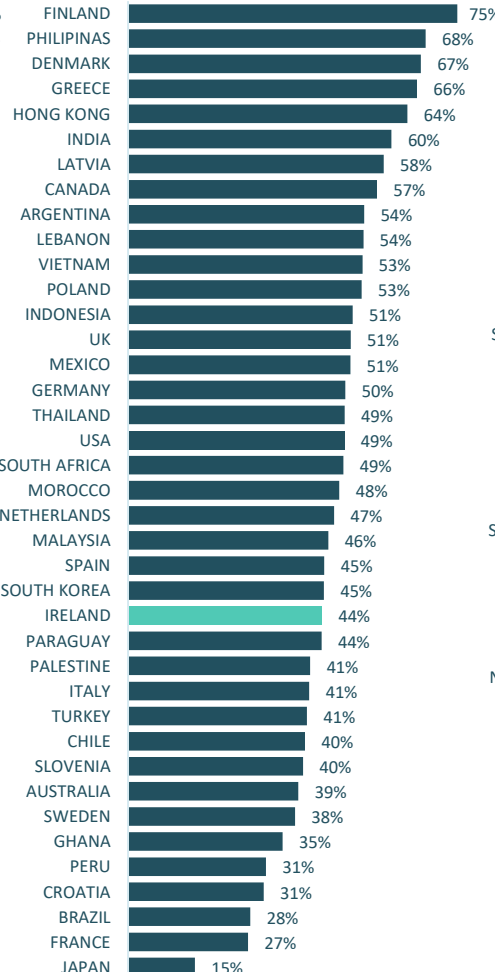
(Base: All Adults Ireland n=1015)

NET: Definitely/To some extent achieved

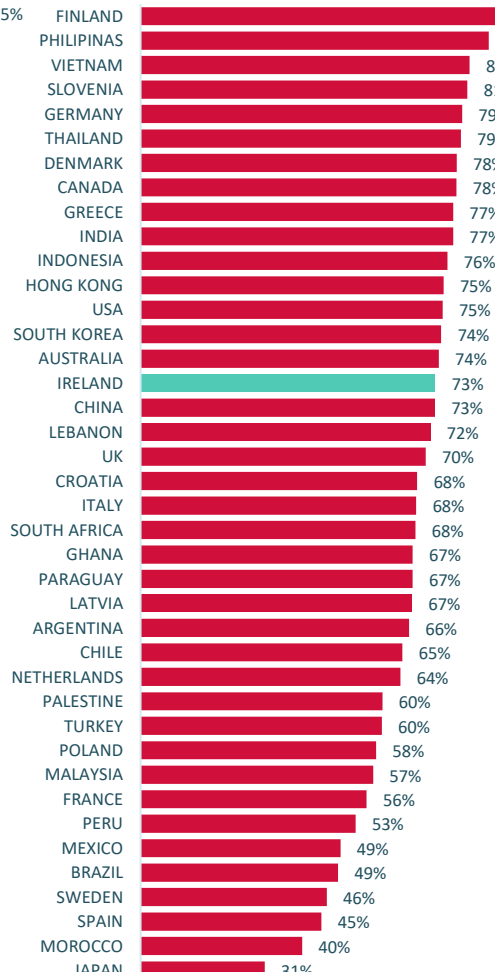
At Work



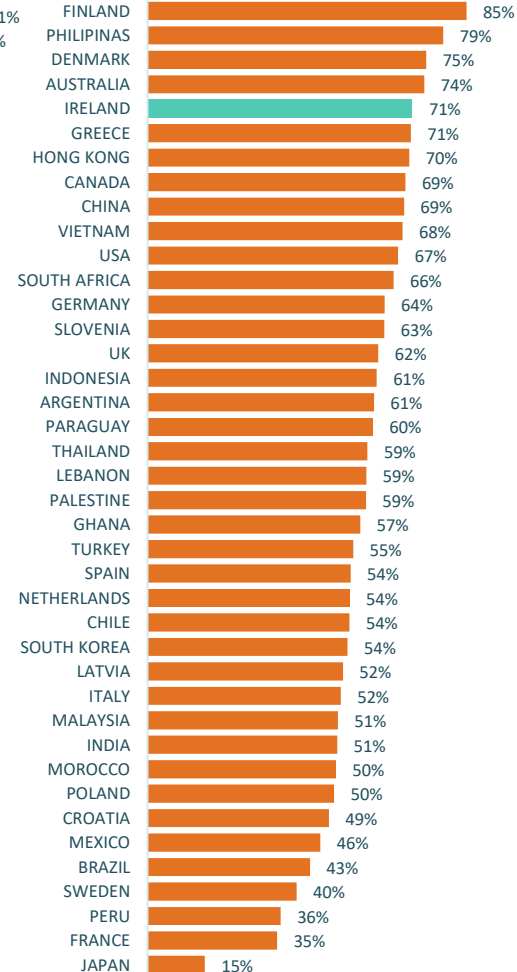
In Politics



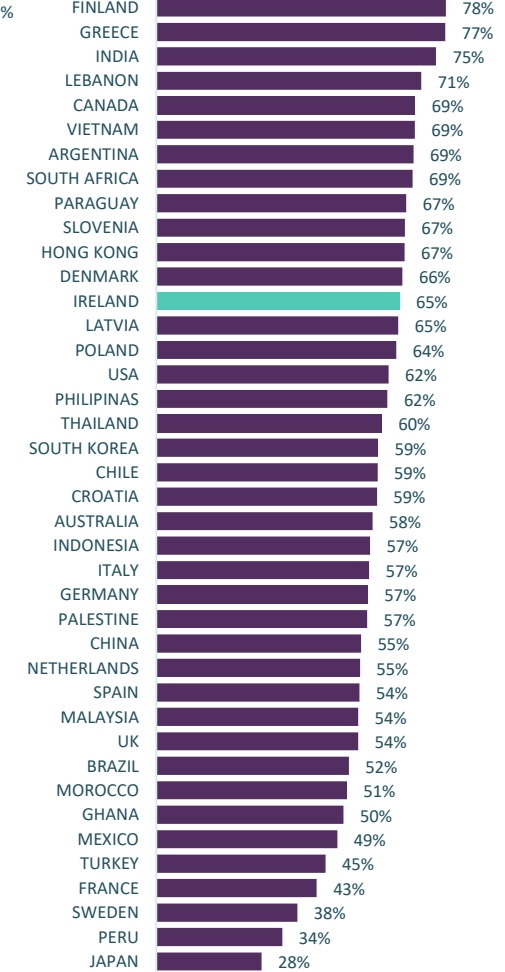
At Home



In Social Settings



In the Media



Ireland's citizens have a lower opinion vs. the world in terms of gender balance in politics, but have a much stronger position vs the world in terms of equality in social settings. The citizens of Finland are most happy with gender balance.

Sample and Methodology

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 30,890 persons were interviewed globally. See below for sample details. The fieldwork was conducted during October 2018 – January 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 to the share of the covered adult population of the surveyed countries.

About the WIN Survey

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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: Third World issues, advertising and media research as well as retail, economics, and corporate research.

**THANK
YOU**

REDCThe logo for REDC, featuring the word "REDC" in a bold, sans-serif font. The letters "RED" are dark blue, and the letter "C" is red with a small teal segment at the top.