



# Attitudes to Gender Equality Ireland and the World WIN World Survey

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**REDC**

# WIN WORLD SURVEY

## Gender Equality – Key Findings



### Violence and Sexual Harassment

1. 1 in 10 women in Ireland claim to have suffered violence and sexual harassment in the past year.
2. Young women under 35 are most likely to have suffered, with 1 in 5 women under 35 claiming to have suffered sexual harassment in the past year.
3. The results remain stark this year, despite a positive improvement in cases since 2018, particularly for sexual harassment among women which has fallen by almost a third.
4. Ireland has one of the highest incidences of sexual harassment amongst women in European countries participating in the study.

### Pay Inequality


1. The majority of adults in Ireland (58%) believe that men earn more than women for the same job.

2. Perceptions of wage inequality are greater among women and those in older age groups, but encouraging are less among those in younger age groups.
3. Perceptions of inequality are seen much higher, among western countries, with Ireland performing relatively poorly; while in Asia there are not the same perceptions of inequality.

### Gender Equality

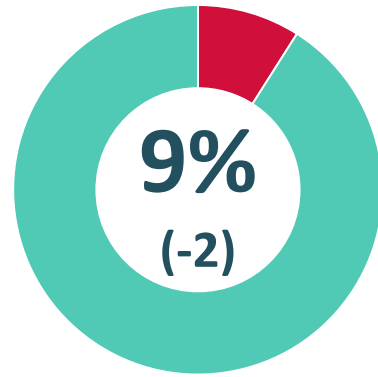
1. Just 1 in 10 of all adults in Ireland believe that there is definitely gender equality in Politics, and less than half feel there is quality to some extent.
2. The public also feels that there has been no improvement in this in the past year.
3. Only 1 in 6 also believe that gender equality has definitely been achieved in the workplace in Ireland, although the majority (62%) do believe that it has been achieved to some extent.

# Suffered Violence or Sexual Harassment in the Past Year

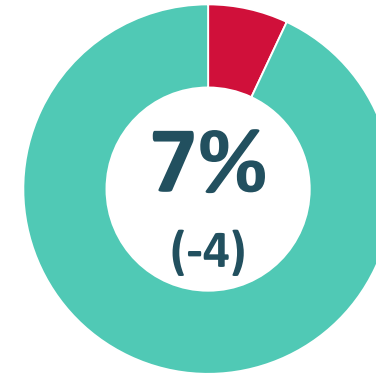
 Significant decrease vs 2018

(Base: All Adults Ireland n=1011)

**Violence**  
(either physical or psychological)

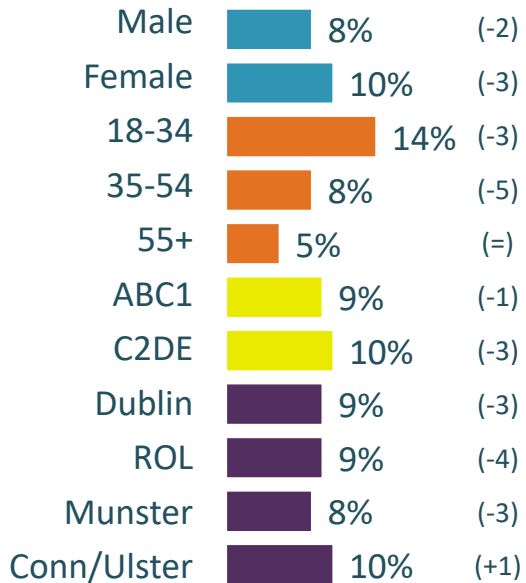


**Sexual Harassment**

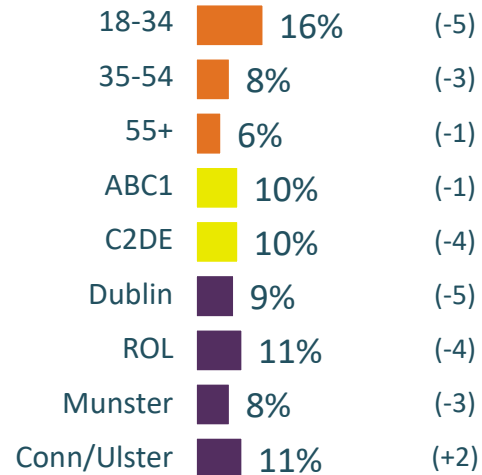


**All adults**

( ) – difference vs 2018

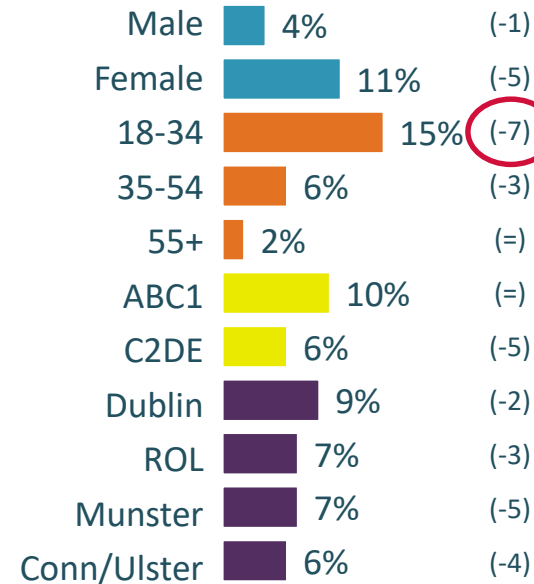


**Women**

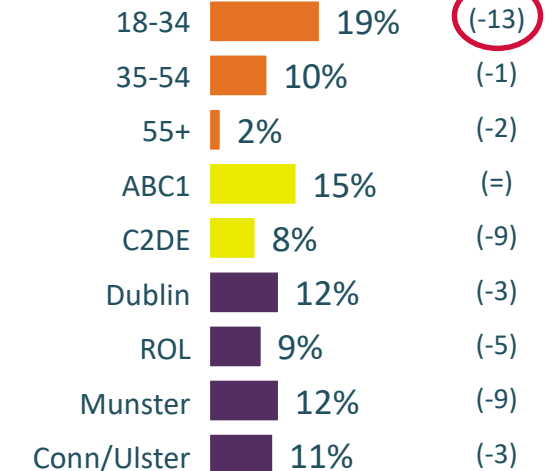


**All adults**

( ) – difference vs 2018



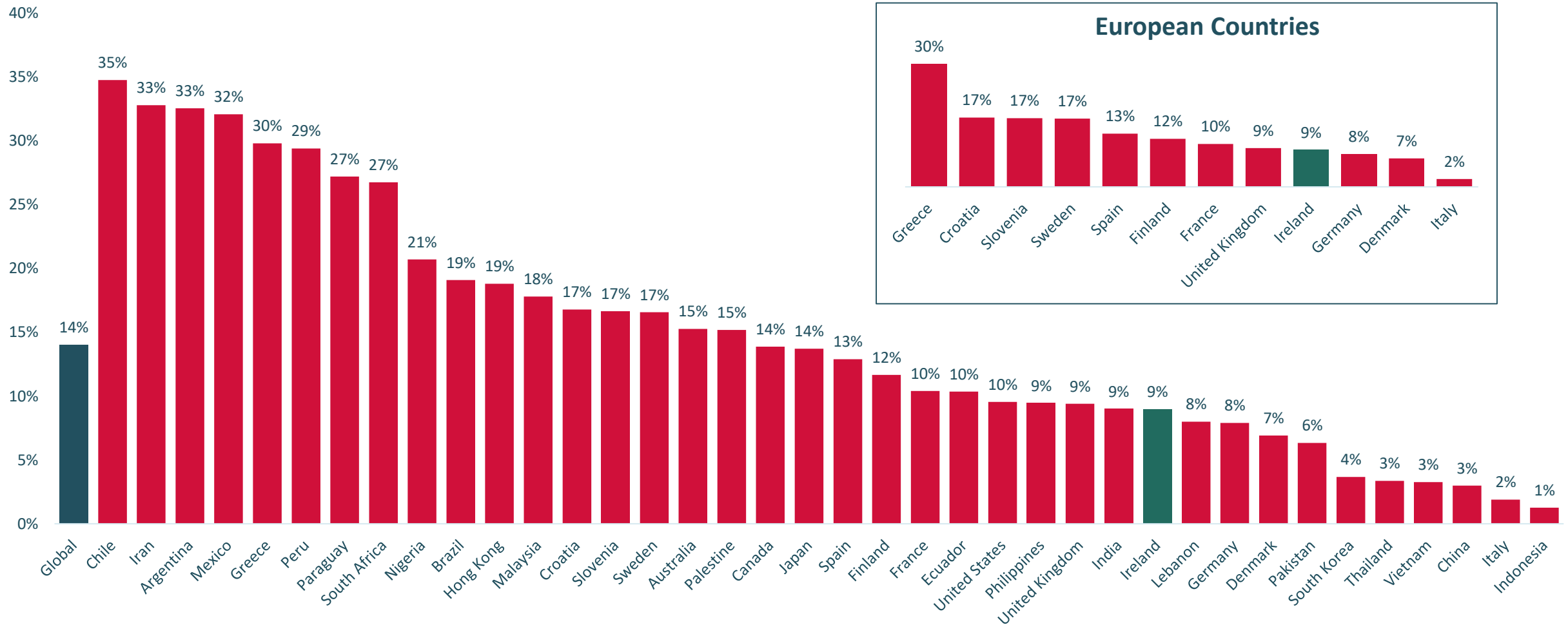
**Women**



Amongst all adults 18+ in Ireland, the proportion of those saying they have been sexually harassed in the past year as declined from 2018, now at less than 1 in 10, driven primarily by 18-34 year olds and especially women. There has also been some marginal decline in those who have suffered violence in the past year.

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

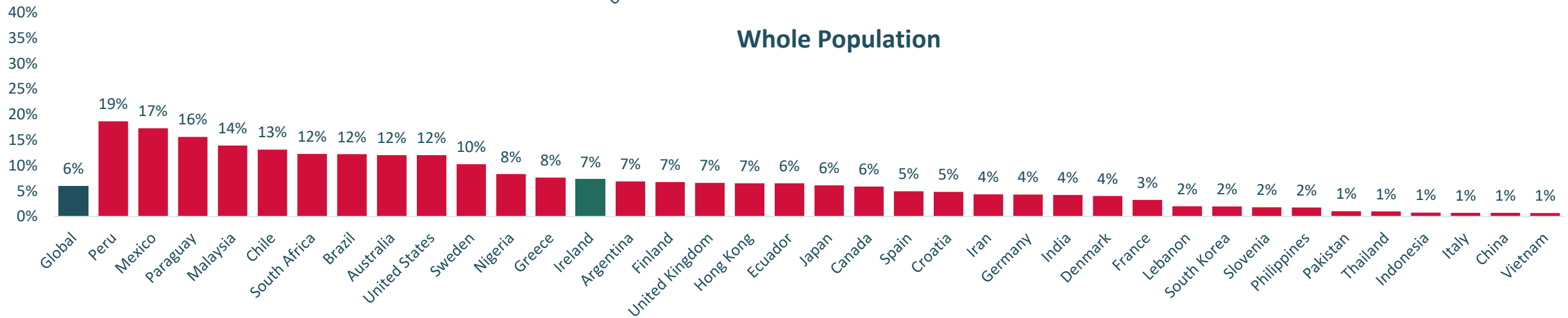
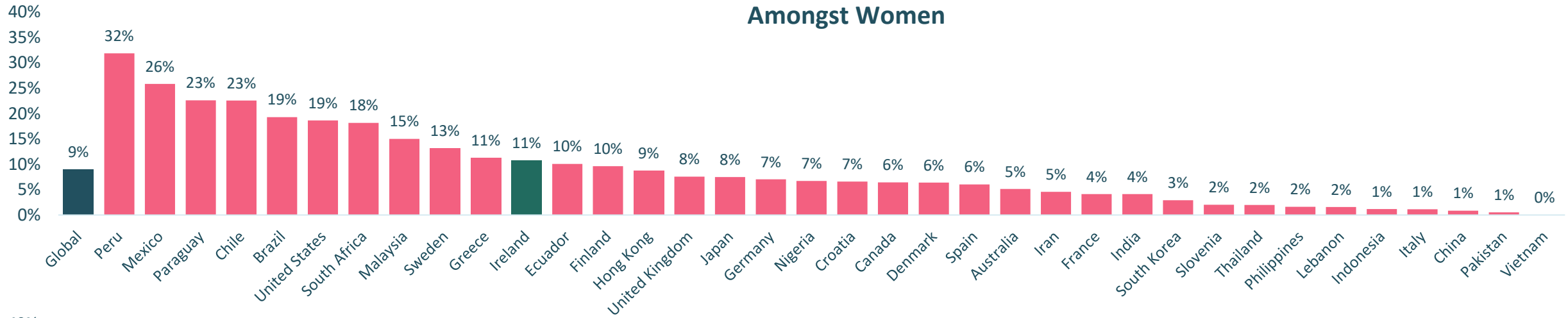
(Base: All adults across 38 countries worldwide – n = 29,875)



Ireland performs well in terms of experiencing violence in the last year, well below the global average, and to the lower end in Europe. Citizens of South American countries tend to have the highest incidence of violence, with around 1 in 3 adults in Chile, Argentina and Mexico experiencing violence in the past year, while Iran and Greece also feature prominently.

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

(Base: All adults across 38 countries worldwide – n = 29,875)



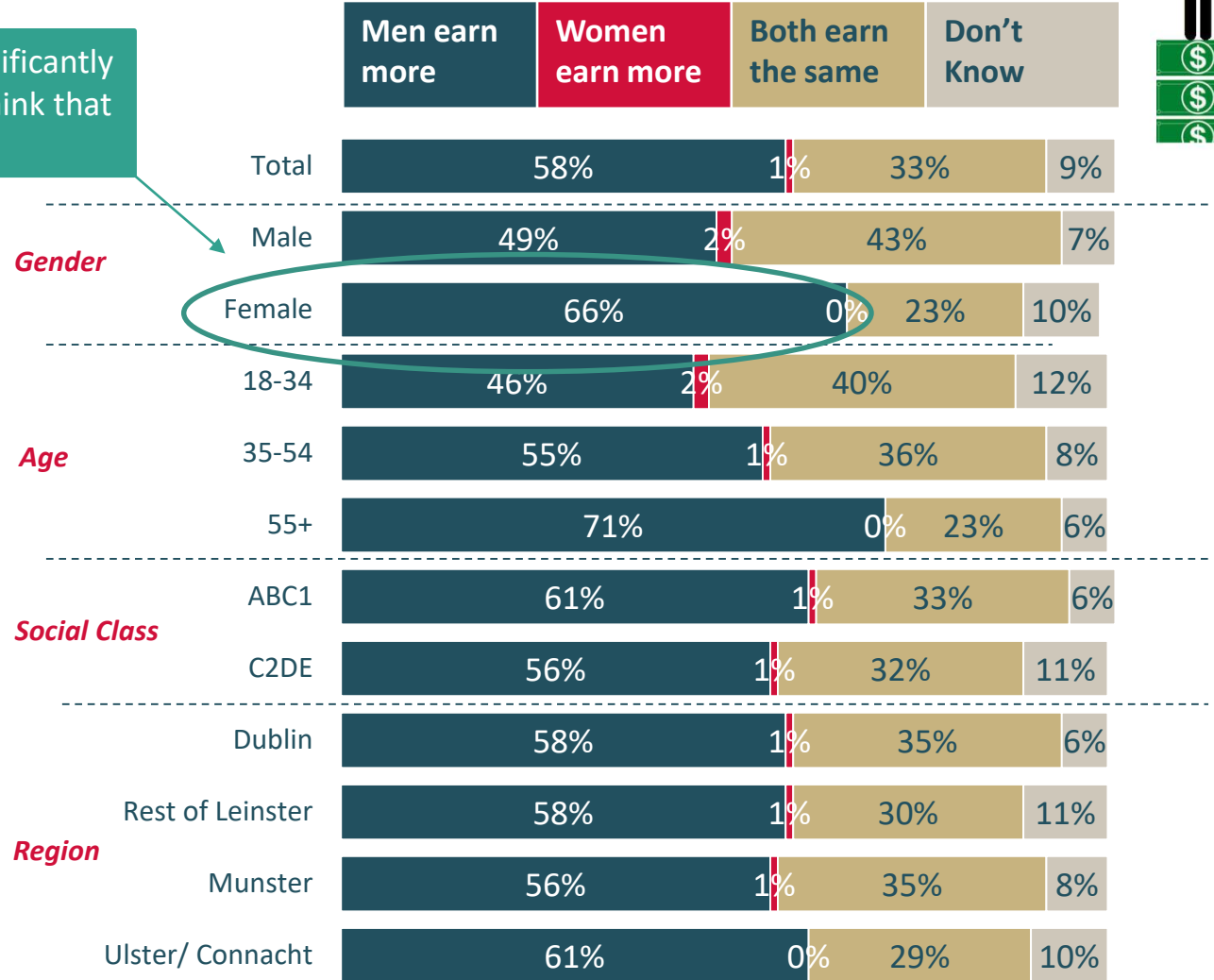
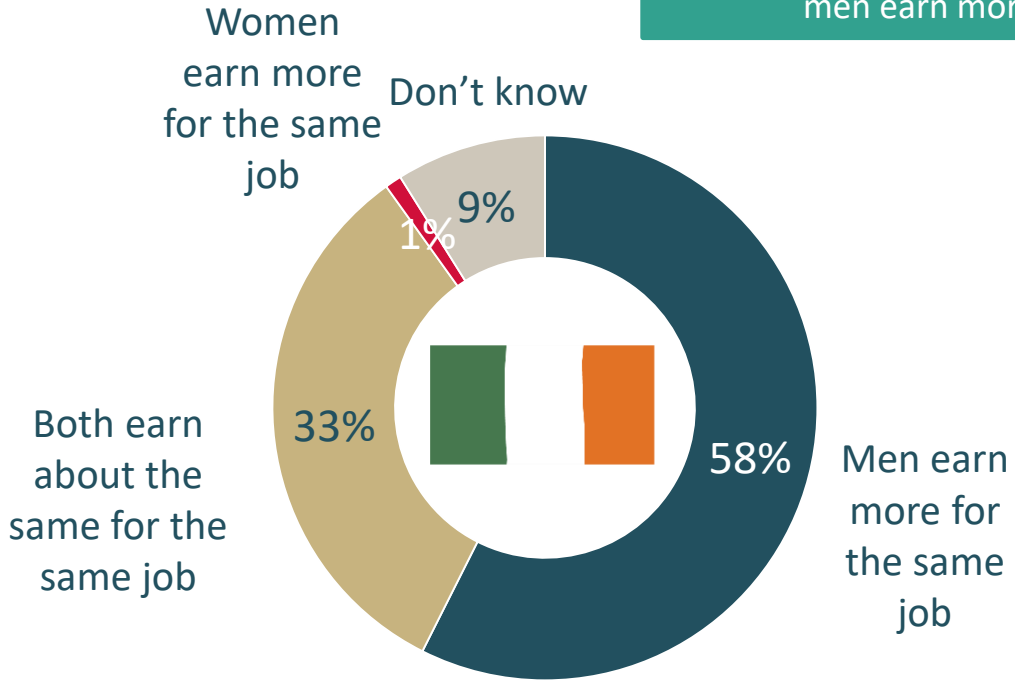
Despite year-on-year improvements, Ireland compares poorly to the rest of the world on sexual harassment, with one of the highest levels among participating European countries. As with suffering of violence, South American countries rank highly with levels of levels of harassment.

# Irish perceptions of gender wage inequality

(Base: All Adults Ireland n=1011)



In Ireland, women are significantly more likely than men to think that men earn more.



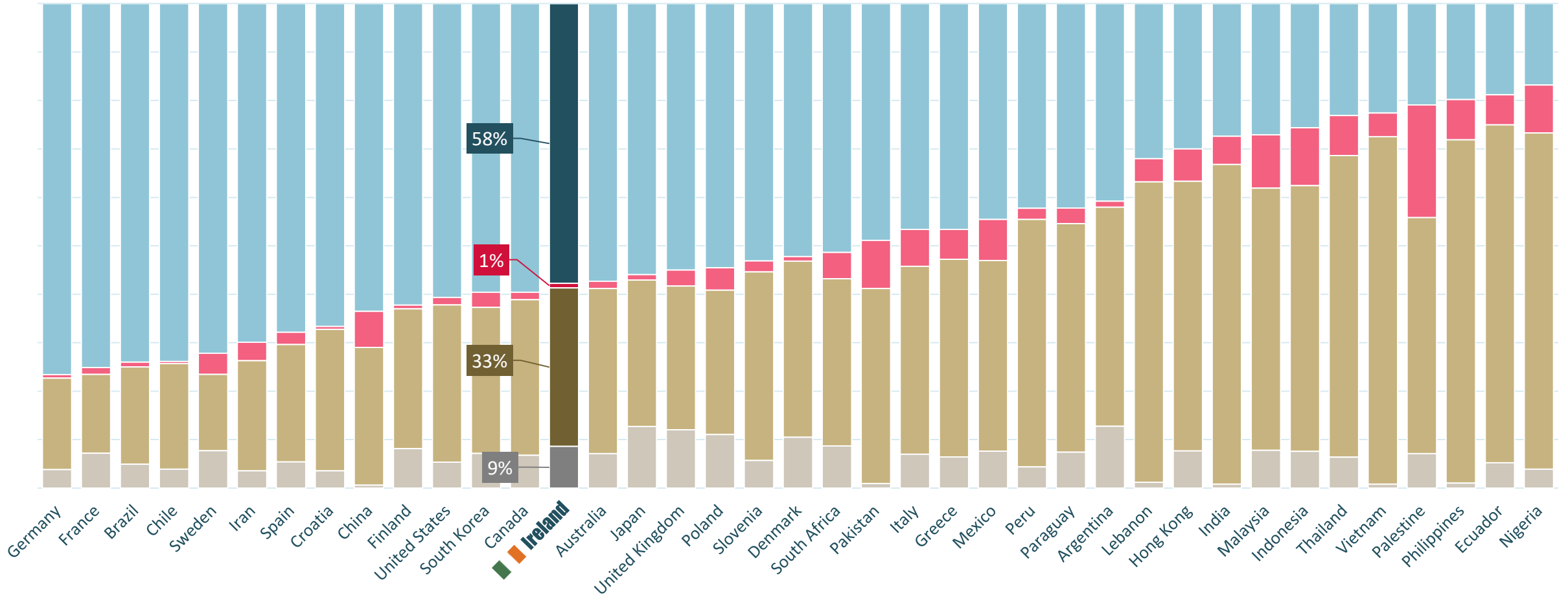
6 in 10 Irish adults believe men earn more for the same job as women, while just over 3 in 10 say they earn the same. There is a significant gap in perceptions of wage inequality between men and women, with women suggesting there is room for improvement in this space.

# International attitudes towards gender wage equality

(Base: All adults across 38 countries worldwide – n = 29,875)



■ Men earn more for the same job    
 ■ Women earn more for the same job    
 ■ Both earn about the same for the same job    
 ■ Do not know / no response




Our EU partners France and Germany have the highest proportion of adults believing men are paid more than women for the same job, with Ireland not featuring as prominently but also having a high proportion relative to the rest of the world.



# Has Gender Equality been Achieved in these Sectors?

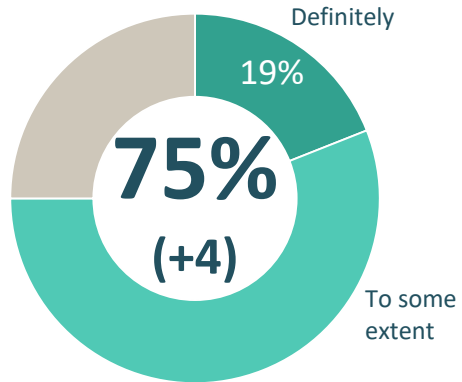
(Base: All Adults Ireland n=1011)

 Significant increase vs 2018

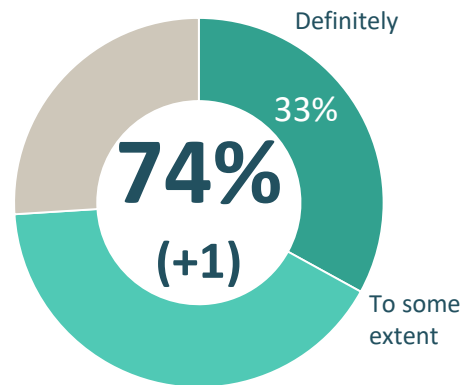
NET: Definitely/To some extent achieved

( ) – difference vs 2018

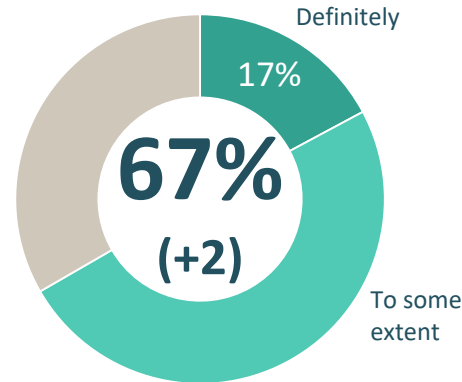
## In Social Settings



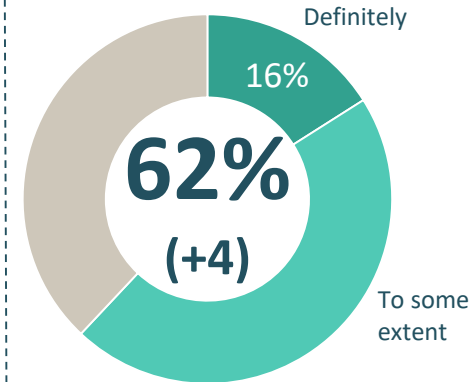
## At Home



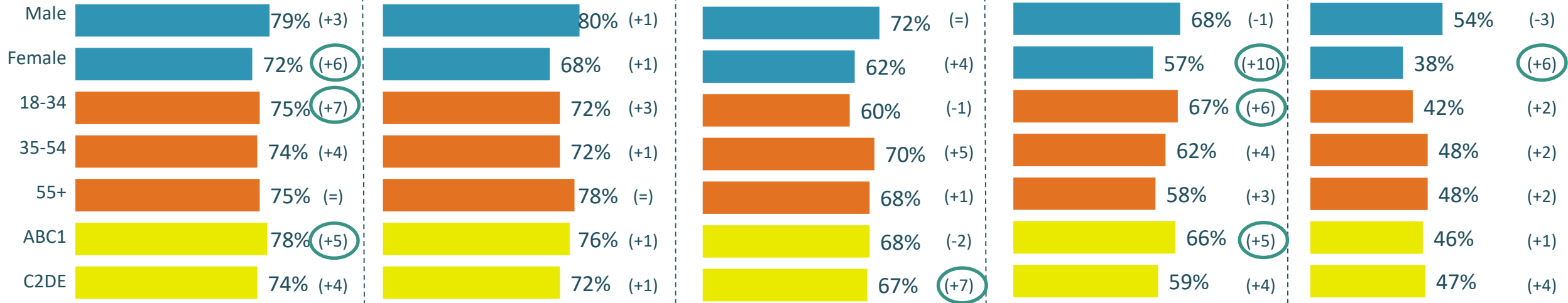
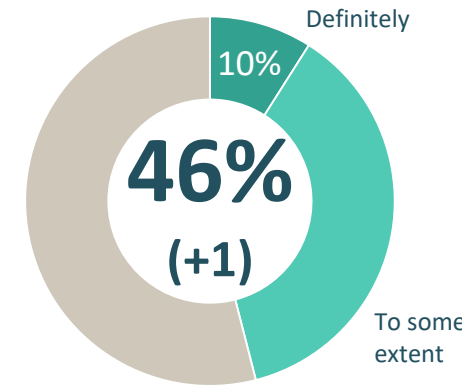
## In the Media



## At Work



## In Politics



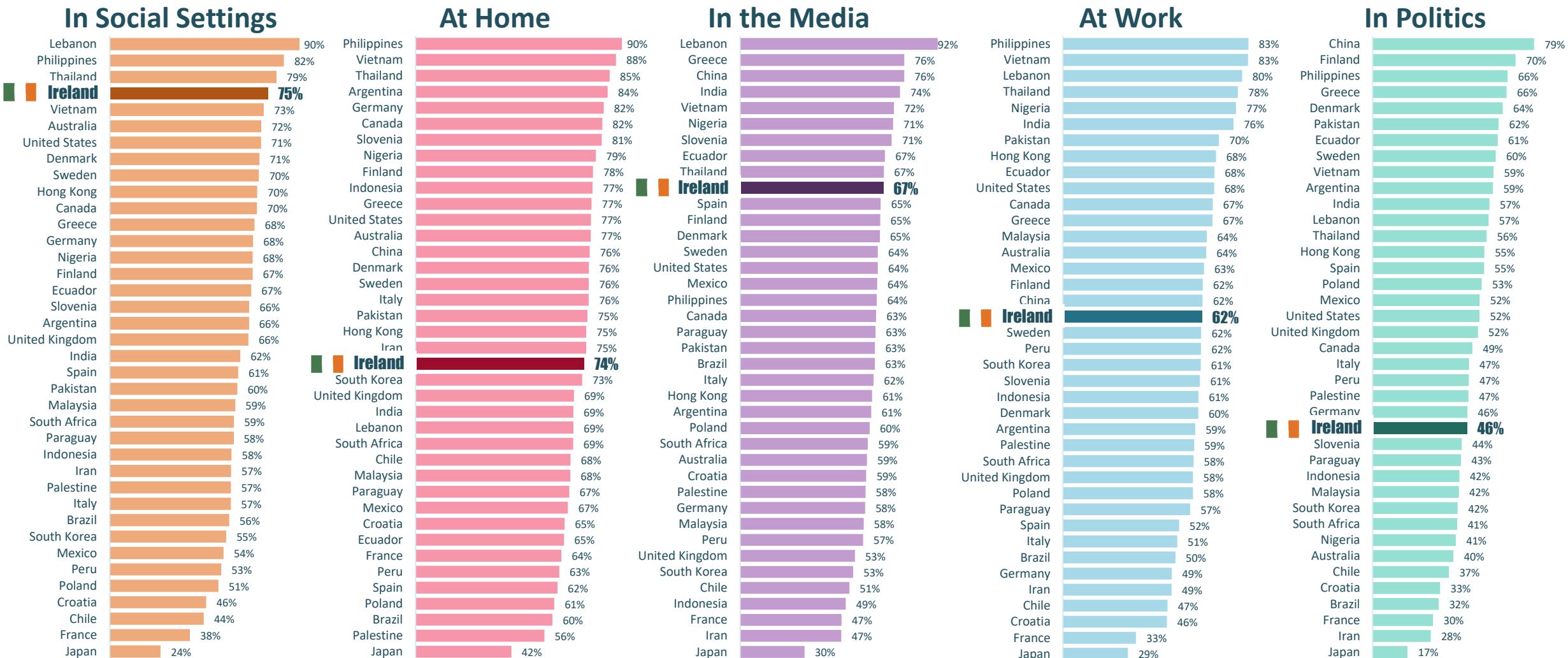
3 in 4 Irish adults 'definitely' or 'to some extent' have achieved gender equality in social settings and in the home, with some indications this has improved for social settings and at work and that women are driving this. There is clear evidence that the political space is the most in need of attention, although women's views have warmed here since 2018.



# Has Gender Equality been Achieved in these Sectors?

(Base: All adults across 38 countries worldwide – n = 29,875)

**NET: Definitely/To some extent achieved**



Ireland performs well internationally in terms of gender inequality in social settings and in the media, but ranks lower on the worldwide list on equality, at home, and especially for politics. This is reflective of the results of the Irish General Election in early February '20, in which only 23% of TDs are women, with no female TD elected in almost 1 in 3 constituencies.

# 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 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 to the share of the covered adult population of the surveyed countries.

# Questionnaire – Gender Equality

2. Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in Ireland? (ROTATE LIST, SHOW CARD WITH SCALE) (2018)

	Definitely achieved	To some extent achieved	Not really achieved	Not at all achieved	Do not know	
At work	1	2	3	4	9	Col: 34
In politics	1	2	3	4	9	Col: 35
At home	1	2	3	4	9	Col: 36
In social settings	1	2	3	4	9	Col: 37
In media	1	2	3	4	9	Col: 38

3. Have you suffered from any kind of violence (either physical or psychological) in the past year? (ONLY ONE ANSWER). (2018) Col: 39
1. Yes.
  2. No.
  9. Do not know / no response (CATI&PAPI: DO NOT READ. Online: Show)
4. In the past year, would you say you've experienced sexual harassment? (2018) Col: 40
1. Yes.
  2. No.
  9. Do not know / no response (CATI&PAPI: DO NOT READ. Online: Show)
5. In Ireland, do you feel that men earn more for the same job, women earn more for the same job, or both earn about the same for the same job? (2019) Col: 41
1. Men earn more for the same job
  2. Women earn more for the same job
  3. Both earn about the same for the same job
  9. Do not know / no response (CATI&PAPI: DO NOT READ. Online: Show)

# 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: tailormade 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**

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