

REDC



WIN World Survey

Attitudes to Gender Equality

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WIN World Survey – Attitudes to Gender Equality – Key Findings



In year of the pandemic (2020), there are signs of increased levels of violence among 18-34's compared to previous year

Overall the levels of violence and sexual harassment in Ireland are relatively steady since last year with 1 in 10 experiencing .

However, among our younger age groups, 18-34 year-olds we see signs of an increase to levels significantly higher than the national population. Could the lockdown have contributed to this? It seems likely given increased time behind closed doors and reports of increased levels of domestic disputes.

Compared to the global average, Ireland continues to have below average violence, while sexual harassment is on par for the global average.



Women in Ireland continue to report higher levels of sexual harassment than men, with this especially prevalent in 18-34's

Sexual harassment in Ireland holds relatively stable overall in 2020 compared to 2019. This is with a backdrop of fewer people in physical offices during periods of lockdown.

Among women and especially women under 35, we still see significantly higher levels of sexual harassment when compared to men, with 1 in 10 women experiencing sexual harassment in the past year versus less than 1 in 20 amongst men. This rises to 1 in 5 amongst 18–34-year-old women, highlighting the unbalanced experiences of women compared to men and the need to address it.



Irish women believe gender equality is improving, men continue to be more likely to believe this

Ireland appears to be going in the right direction with regard to gender equality at home, at work, and to a lesser degree in politics, with 73% of women now feeling it has been achieved at home, 59% at work, but only 46% in politics. Ireland also ranks higher than the global average for home and at work.

Despite this, men clearly are more likely to believe gender equality has been achieved, especially within the workplace and in politics, suggesting the need to continue working to ensure the voices of women are heard and their concerns addressed.

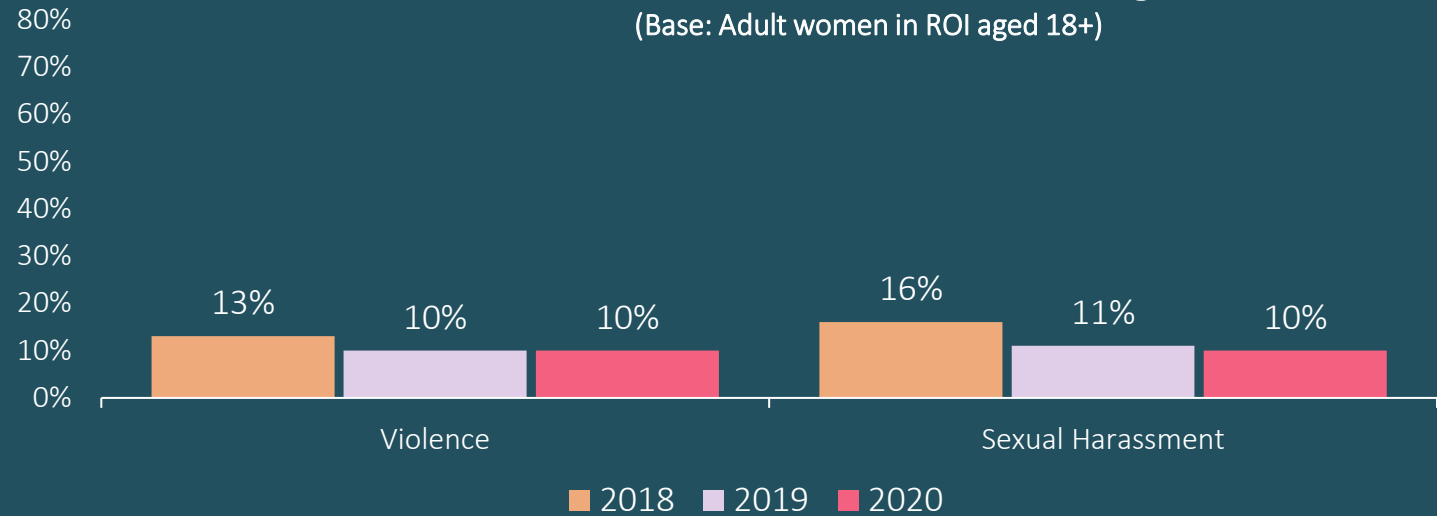


1 in 10 women still report violence or sexual harassment, with this even more prevalent amongst 18-34 year olds

This has increased slightly since last year for both men and women in this age group, suggesting this group are at risk domestically during Covid restrictions.

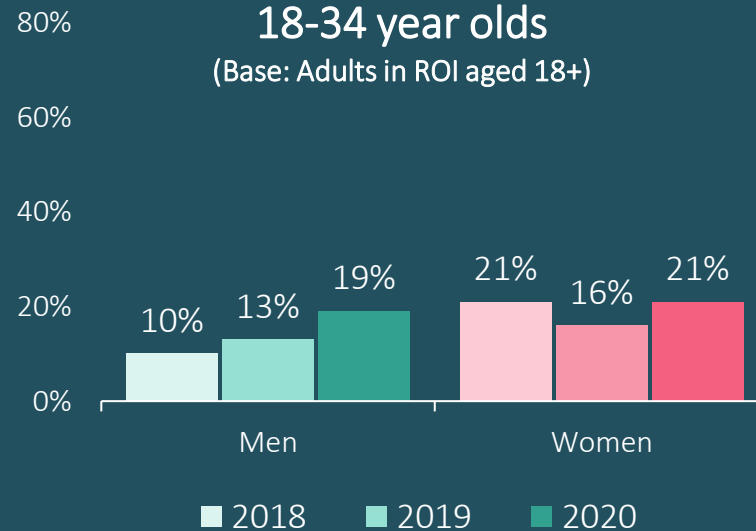
Violence and Sexual Harassment amongst women

(Base: Adult women in ROI aged 18+)



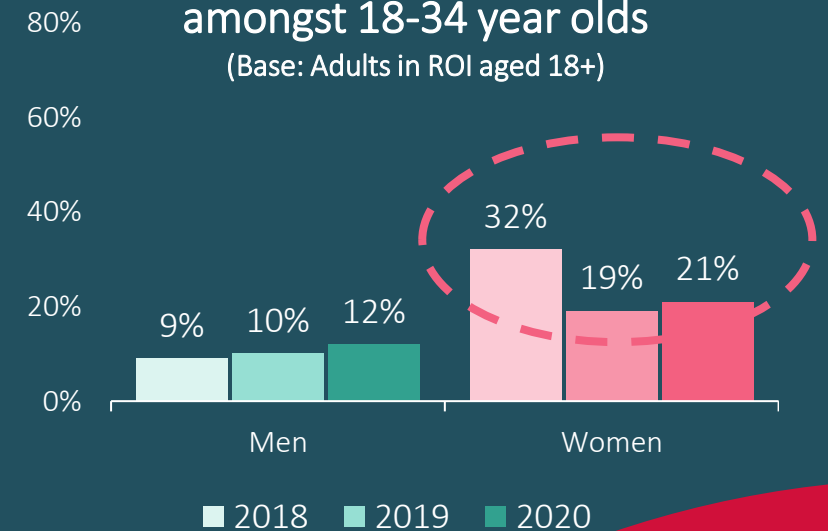
Violence amongst 18-34 year olds

(Base: Adults in ROI aged 18+)



Sexual Harassment amongst 18-34 year olds

(Base: Adults in ROI aged 18+)

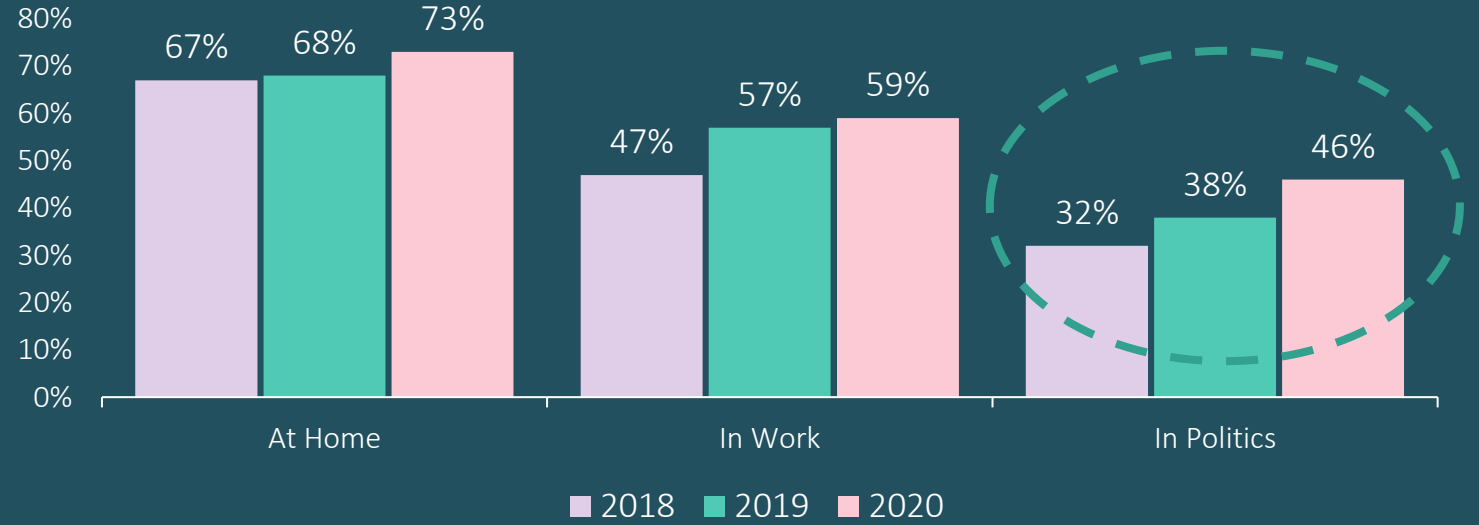


There are some indications Gender Equality is improving, but perceptions differ between men and women

Men are more likely than women to feel that gender equality has been achieved, with this especially the case within the workplace.

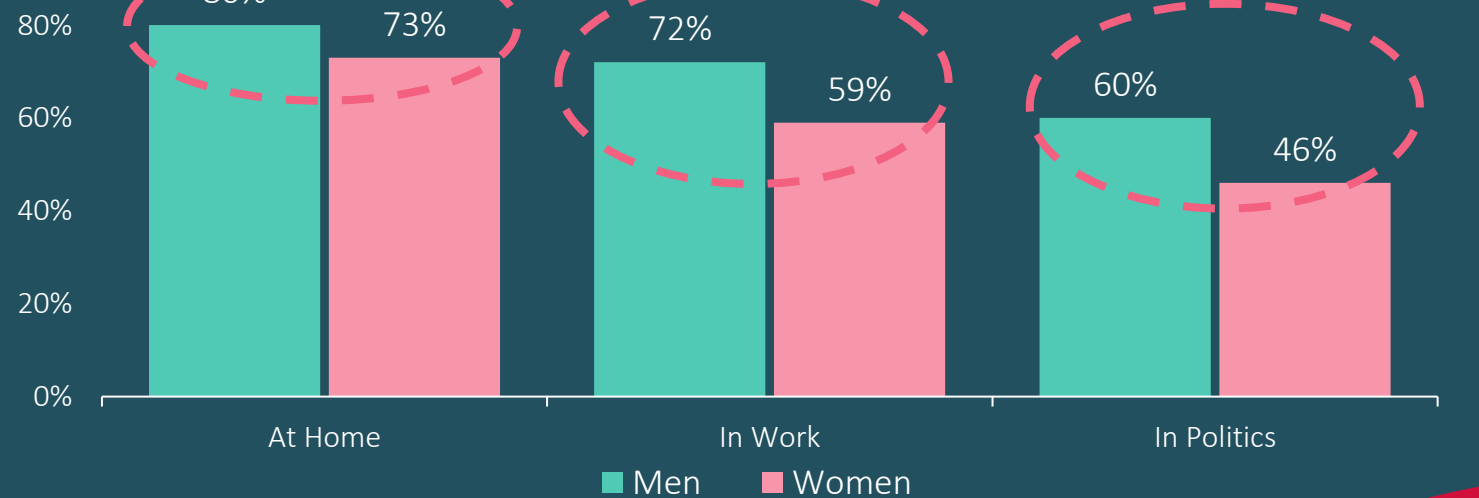
Whether Gender Equality has been achieved

(Base: Adult women in ROI aged 18+ - 1,001)



Whether Gender Equality has been achieved

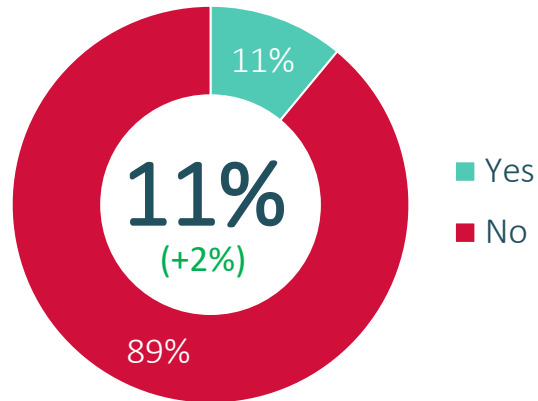
(Base: All adults in ROI aged 18+)



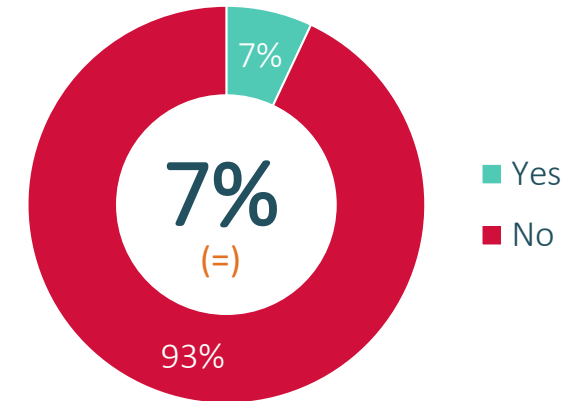
1 in 10 women in Ireland claim to have suffered violence and sexual harassment in the past year

This is especially prominent amongst the 18-34 year old age category, which sees a marginal increase compared to last year. We do however see a decline in women from higher social grades who have experienced sexual harassment.

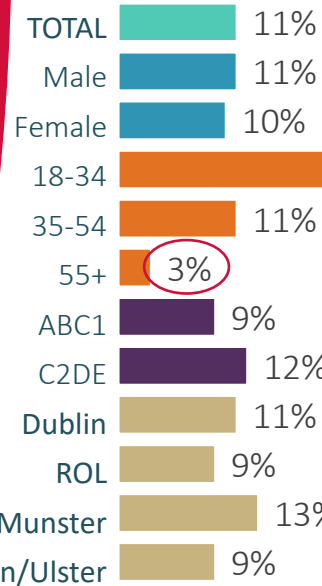
Incidence of...
Violence
(either physical or psychological)



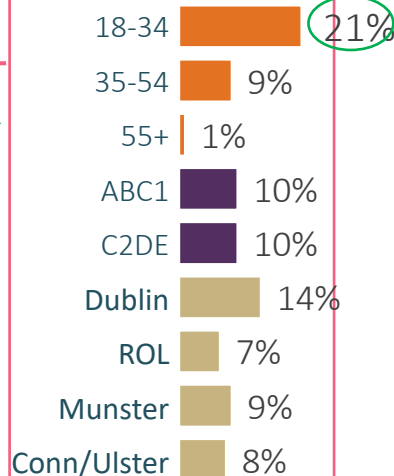
Incidence of...
Sexual Harassment



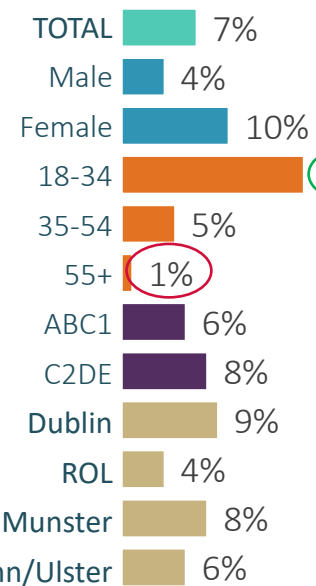
All adults



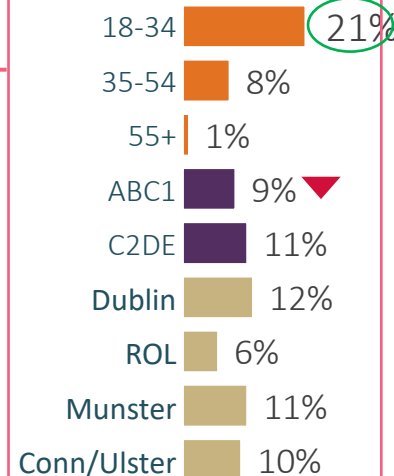
Women



All adults



Women

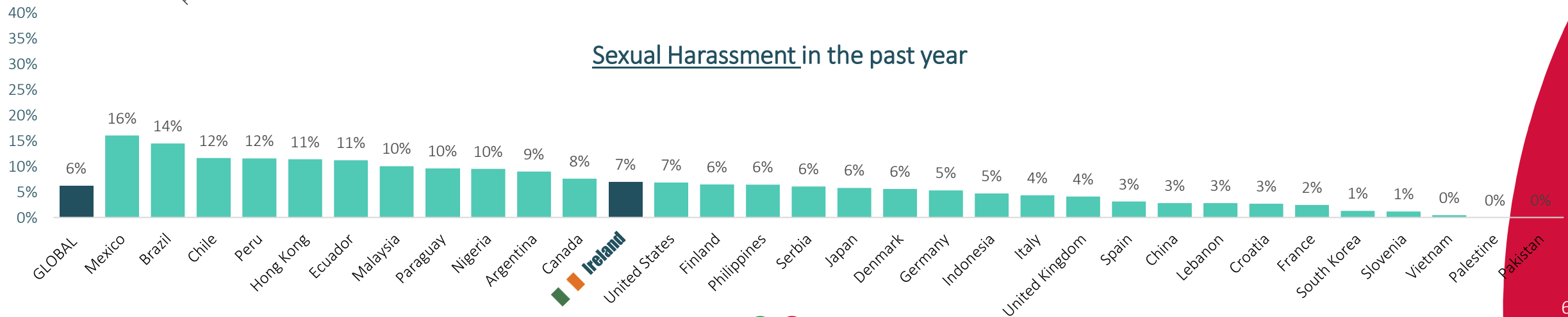
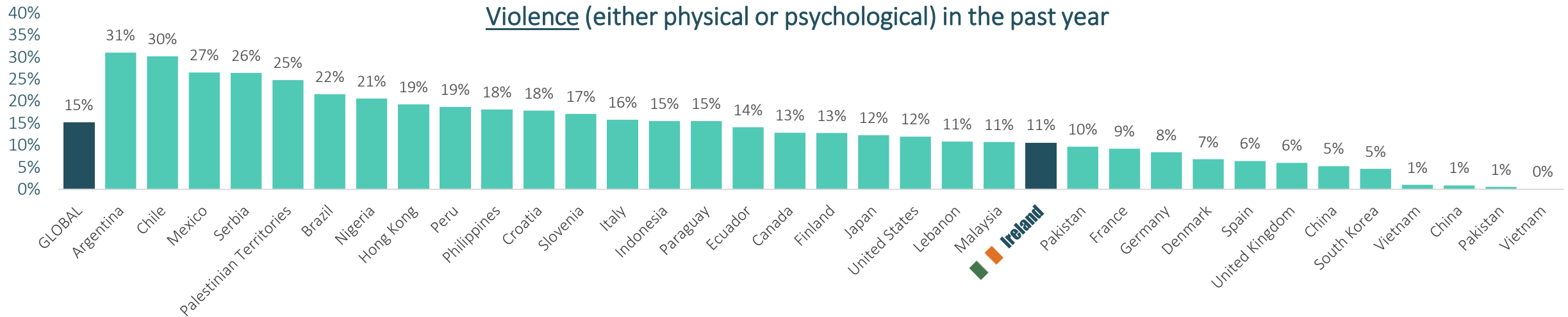


Overall, global average is steady despite pandemic



Ireland's rank for violence and sexual harassment is relatively similar to the previous year, and is below average for violence and on par for the global average with sexual harassment.

Proportion of adults aged 18+ who have suffered from any kind of...



(Base: All adults across 34 countries worldwide – n = 29,252)

○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2019

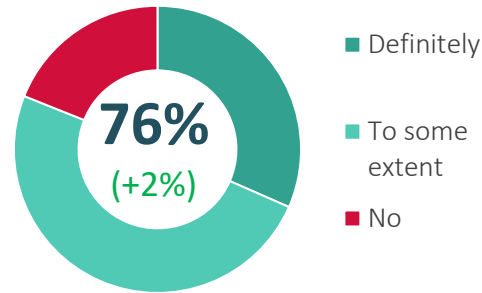
Women are significantly less likely to feel that gender equality has been achieved in workplace and politics

Less than half of women in Ireland feel gender equality has been achieved in politics, and only 6 in 10 feel this is the case for the workplace. There has, however, been a warmer of attitudes generally in the political realm, women included.

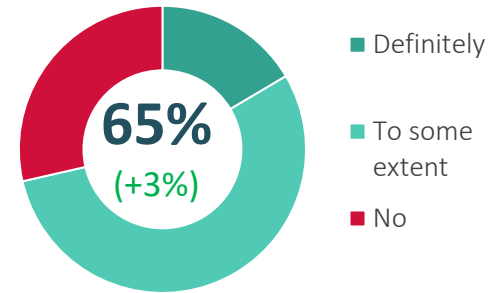


Has Gender Equality been achieved...

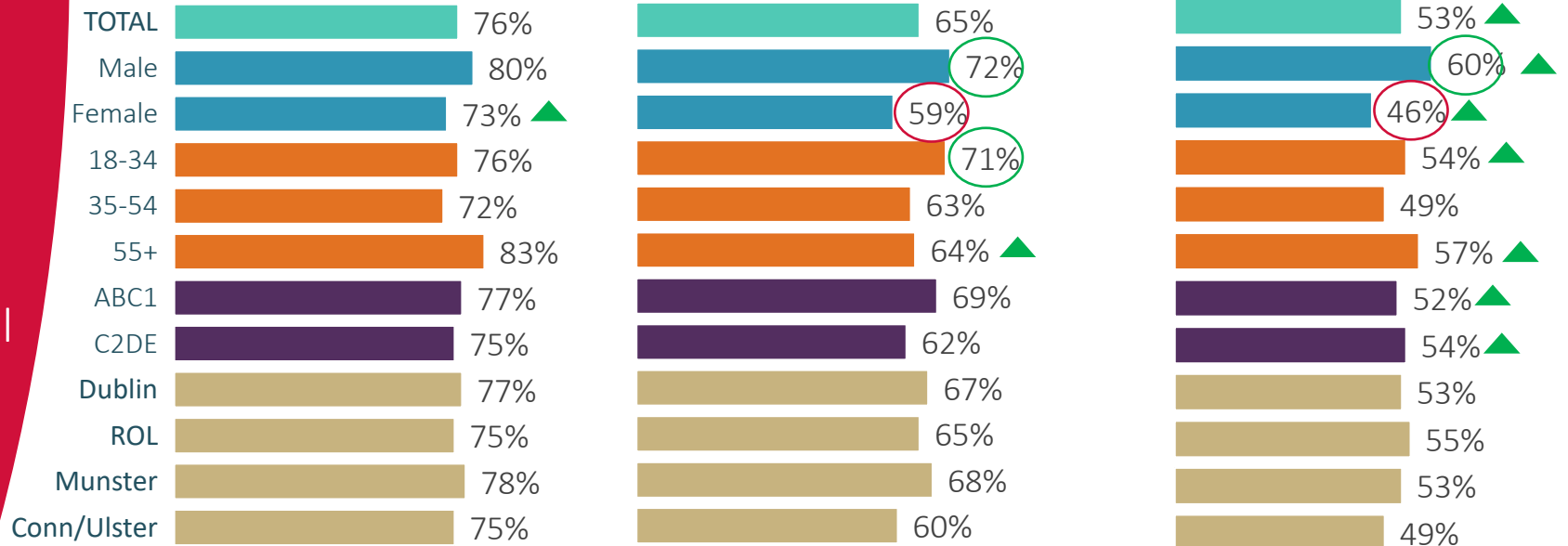
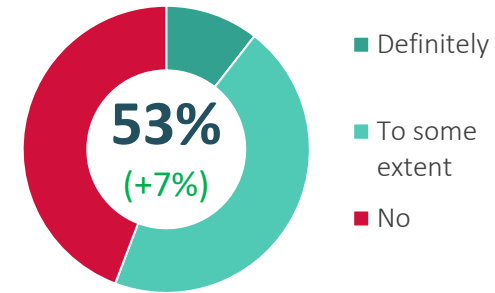
At Home



In Work



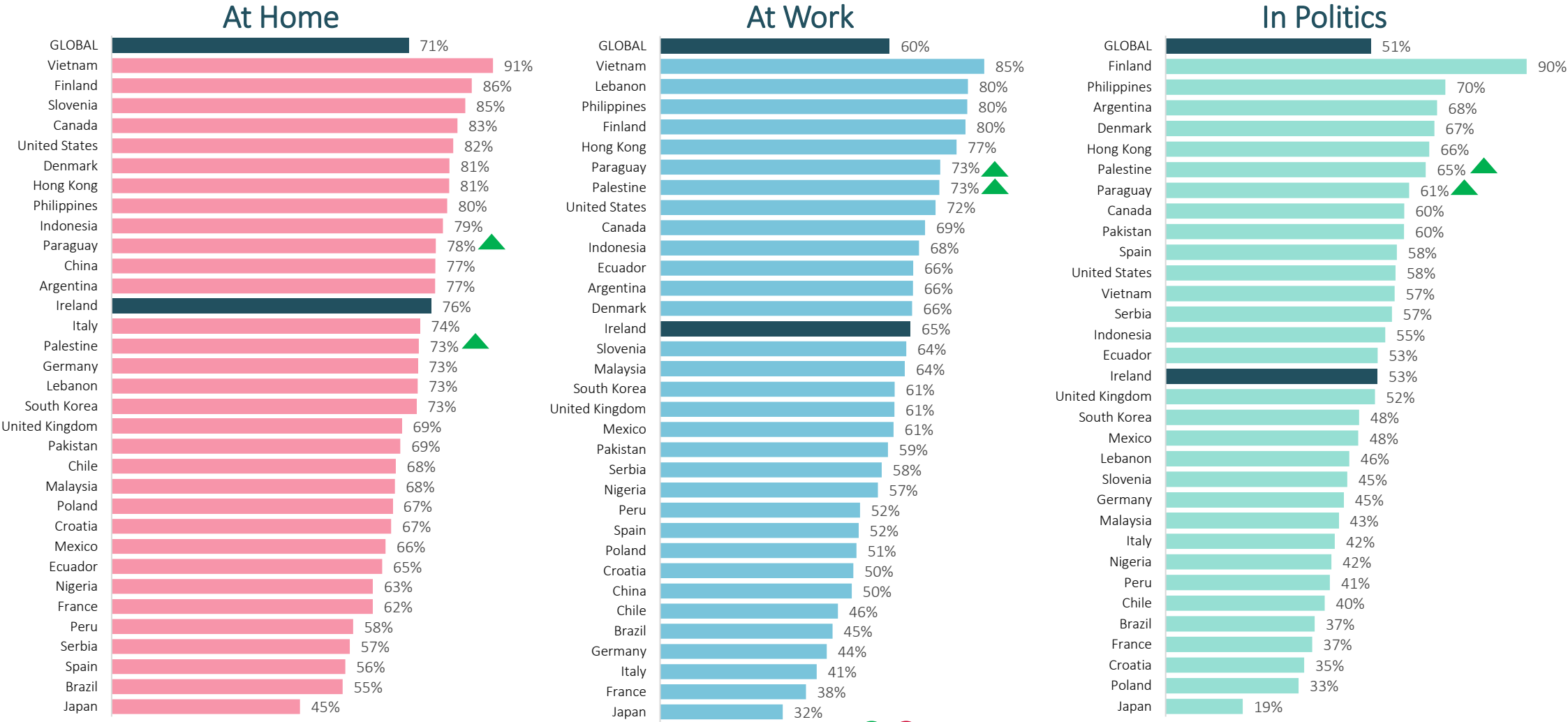
In Politics



Global average holds steady for equality at home, work, in politics

Ireland remains above the global average for equality within the home and also at work, and is on par for the global average in politics. Vietnam does well at home and also in work, with Finland also featuring prominently.

Has Gender Equality been Achieved in these Sectors?



(Base: All adults across 34 countries worldwide – n = 29,252)

  Indicates significant difference vs. Total   Indicates significant difference vs. 2019

Sample and Methodology



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 29,252 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2020 – December 2020. 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



3. To what extent has gender equality been achieved in Ireland in the following fields? (ROTATE LIST, SHOW CARD WITH SCALE) (2018/2019)

	Definitely achieved	To some extent achieved	Not really achieved	Not at all achieved	Do not know	
At work	1	2	3	4	9	SPSS-Q3_1
In politics	1	2	3	4	9	SPSS-Q3_2
At home	1	2	3	4	9	SPSS-Q3_3

4. Have you suffered from any kind of violence (either physical or psychological) in the past year? (ONLY ONE ANSWER). (2018/2019) (SPSS-Q4)
1. Yes.
 2. No.
 9. Do not know / no response
5. Have you suffered from any kind of sexual harassment in the past year? (2018/2019) (SPSS-Q5)
1. Yes.
 2. No.
 3. Do not know / no response

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.

RED C Research are the Irish members of the WIN network

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.



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