

REDC



WIN World Survey *Attitudes to Gender Equality*

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WIN Attitudes to Gender Equality Survey – Headlines Ireland



1

After two years of the COVID-19 pandemic and remote working for many, women are less convinced in 2021 that gender equality has been achieved at home.

2

Violence and sexual harassment remain a problem in Ireland, with 1 in 10 women overall and 1 in 4 women under 34 having experienced sexual harassment in the past year.

3

Just 1 in 3 women (34%) feel they have equal or more opportunities than men, whereas men are significantly more likely to believe they do have the same /better opportunities (57%).

4

Compared to the rest of the world, women in Ireland are less likely to feel they have the same or better opportunities than seen in many countries, and fall behind both the UK and USA

65%

Vs. 2020

-8%

of women feel
gender equality has
been achieved at
home

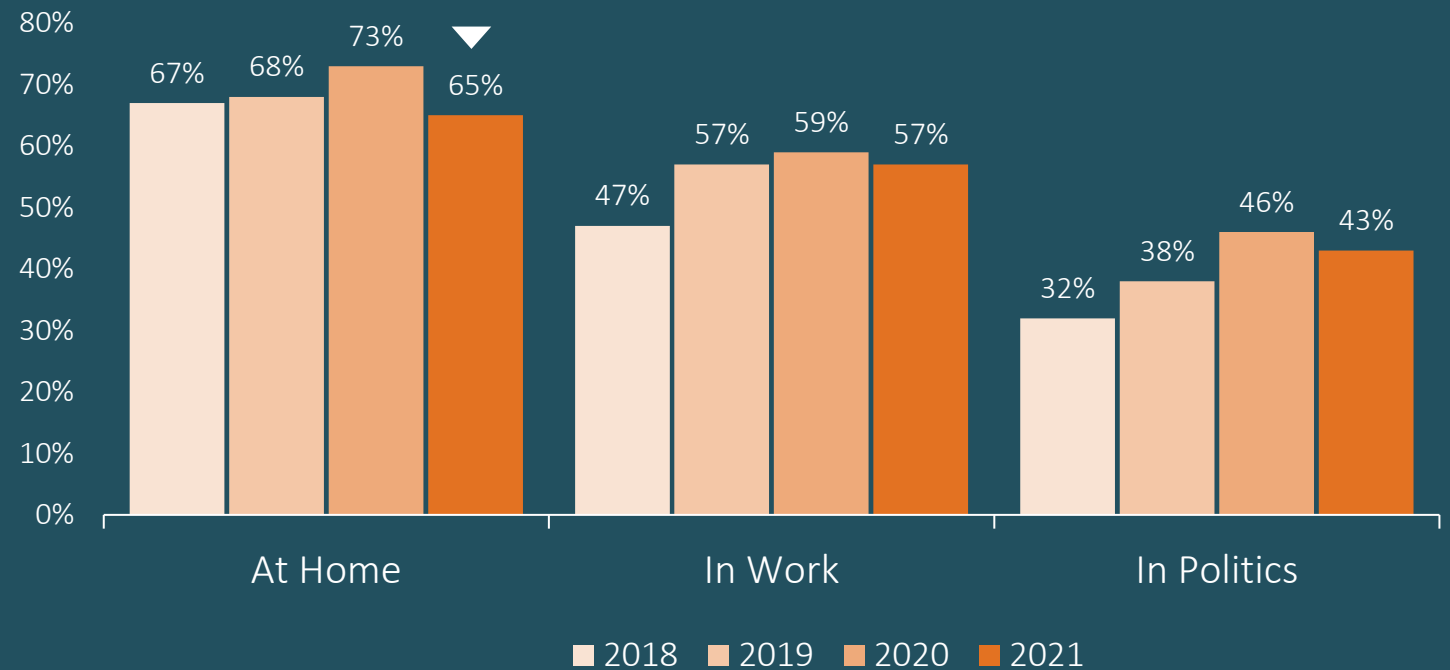




After 2 years of COVID-19 pandemic, we see significant decline in women who feel gender equality has been achieved at home

Whether Gender Equality has been achieved

(Base: Adult women in ROI aged 18+; n=540)



▲ ▼ Indicates significant difference vs. 2020

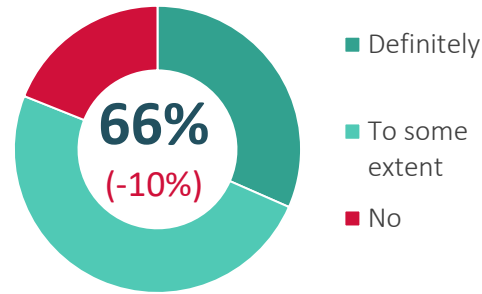
Broad decline in perceived equality at home since 2020

However, we see agreement is highest with regard to gender equality at home, followed by work and politics. Younger ages agreement has broadly declined in all three areas, which suggests they hold less traditional views and are open to change.

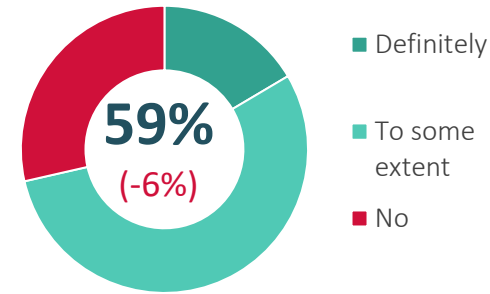


Has Gender Equality been achieved...

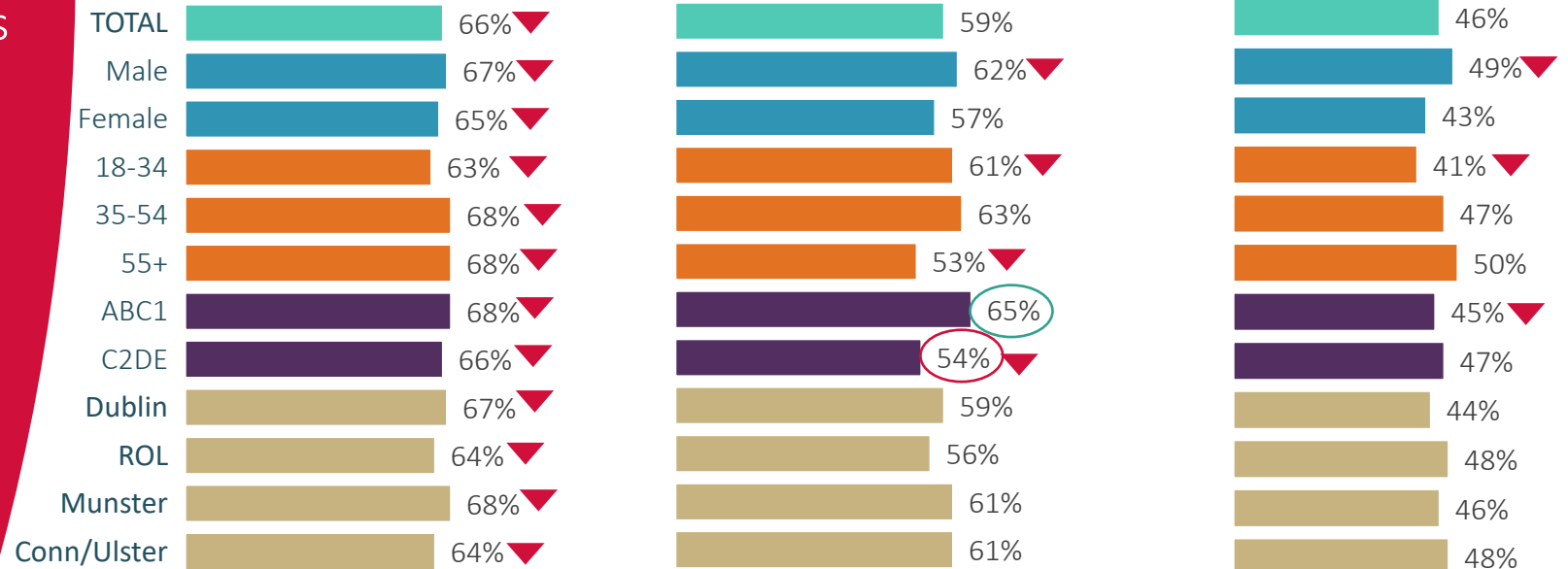
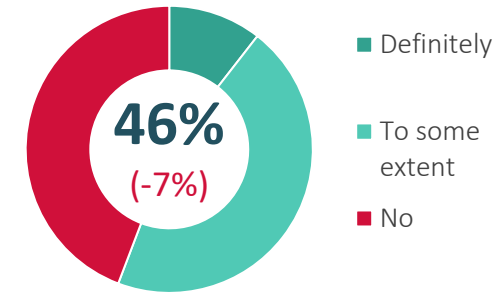
At Home



In Work



In Politics



(Base: All adults in ROI aged 18+, n=1,020)

○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2020

24%

1 in 4 of 18-34 year old women have experienced sexual harassment in the past year

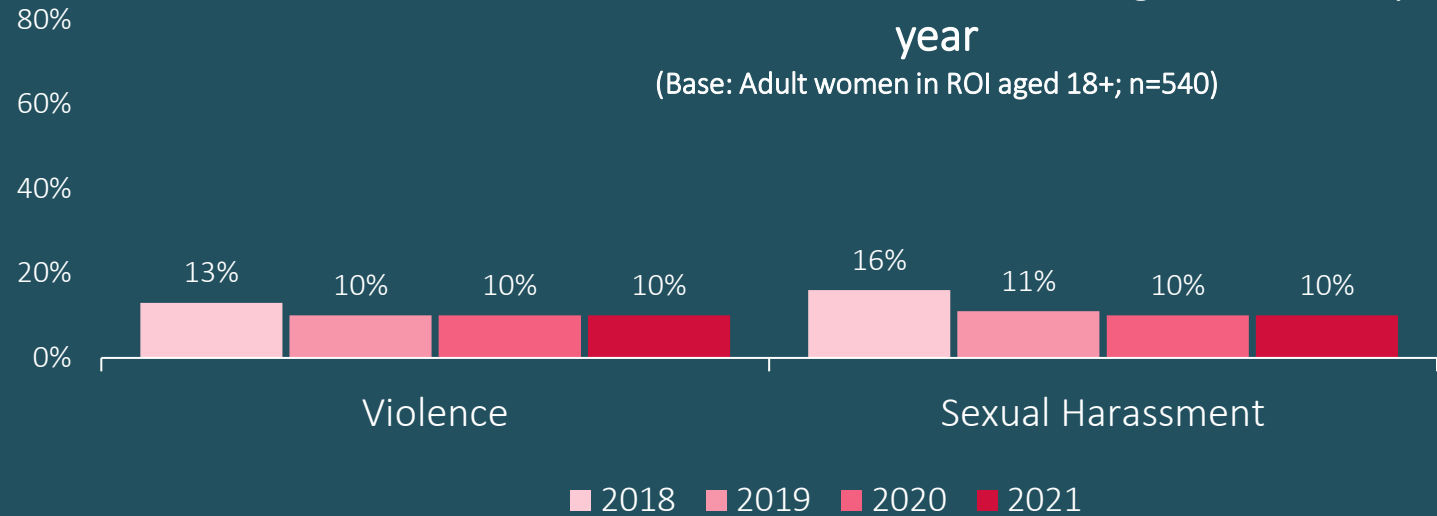




Sexual harassment amongst younger women has grown slightly since 2019, but remains lower versus 2018

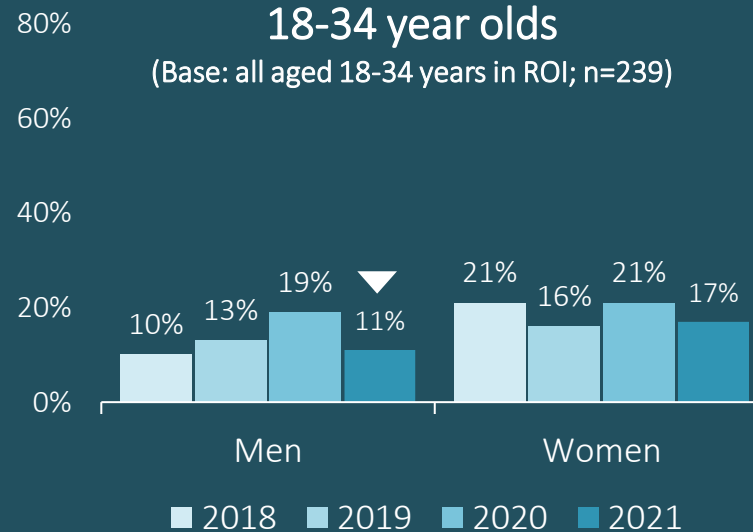
Violence and Sexual Harassment amongst women in past year

(Base: Adult women in ROI aged 18+; n=540)



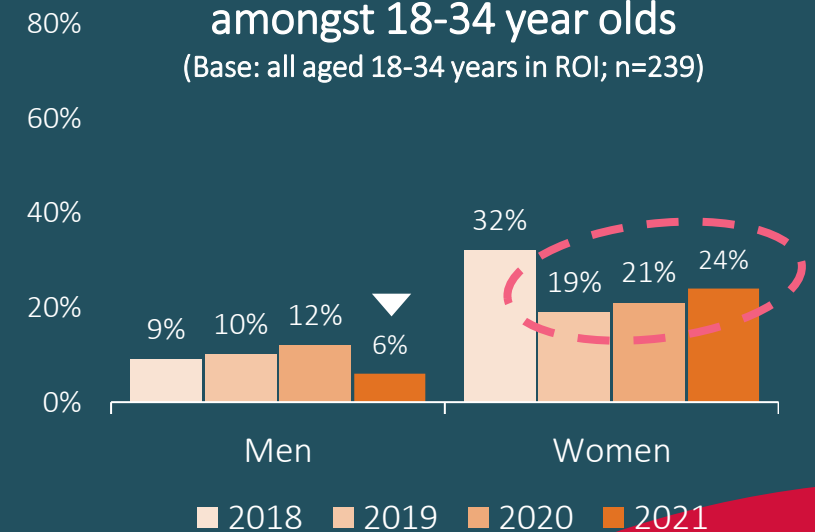
Violence amongst 18-34 year olds

(Base: all aged 18-34 years in ROI; n=239)



Sexual Harassment amongst 18-34 year olds

(Base: all aged 18-34 years in ROI; n=239)

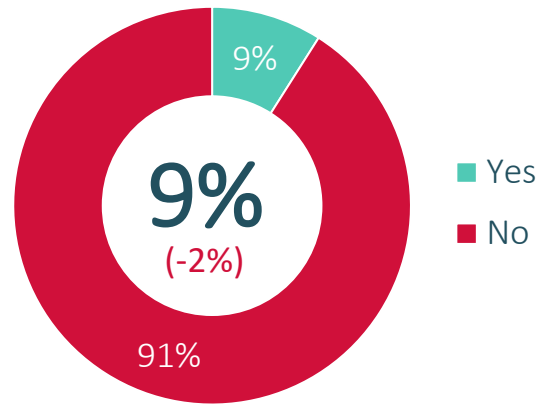


▲ ▼ Indicates significant difference vs. 2020

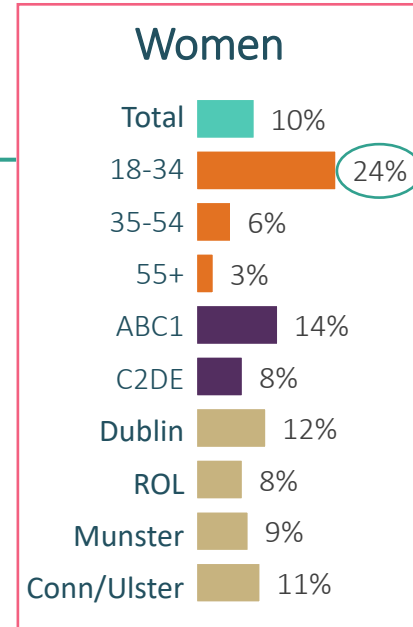
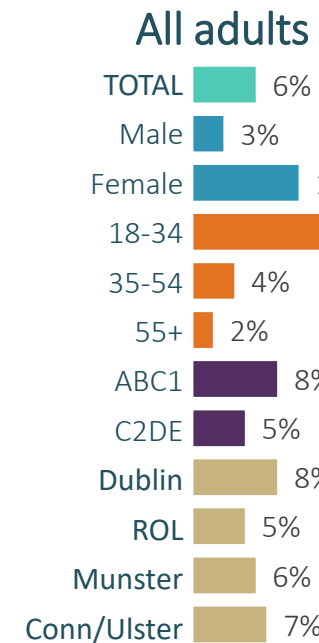
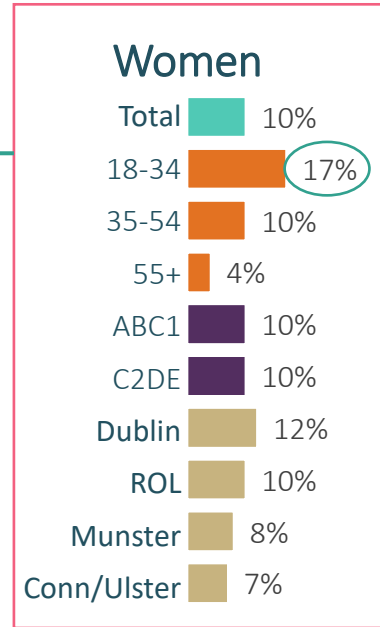
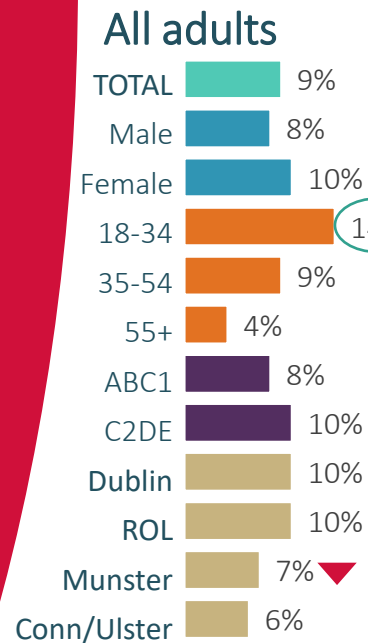
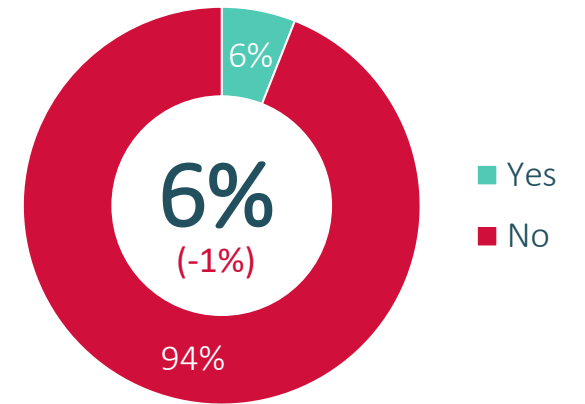
Nearly 1 in 10 women in Ireland claim to have suffered violence or sexual harassment in the past year

This is more prevalent amongst younger ages, and especially so amongst younger women.

Incidence of Violence in past year (either physical or psychological)



Incidence of Sexual Harassment in past year



(Base: All adults in ROI aged 18+, n=1,020)

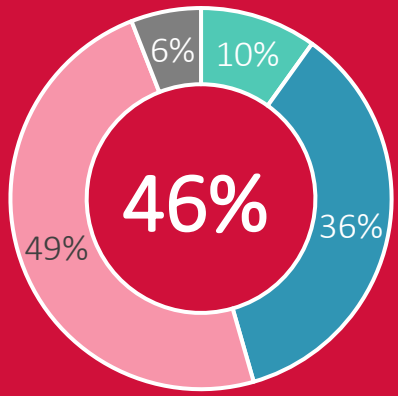
○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2020

34%

Just 1 in 3 women
feel that they have
more or the same
opportunities as men



Majority of women feel they have less opportunities than men

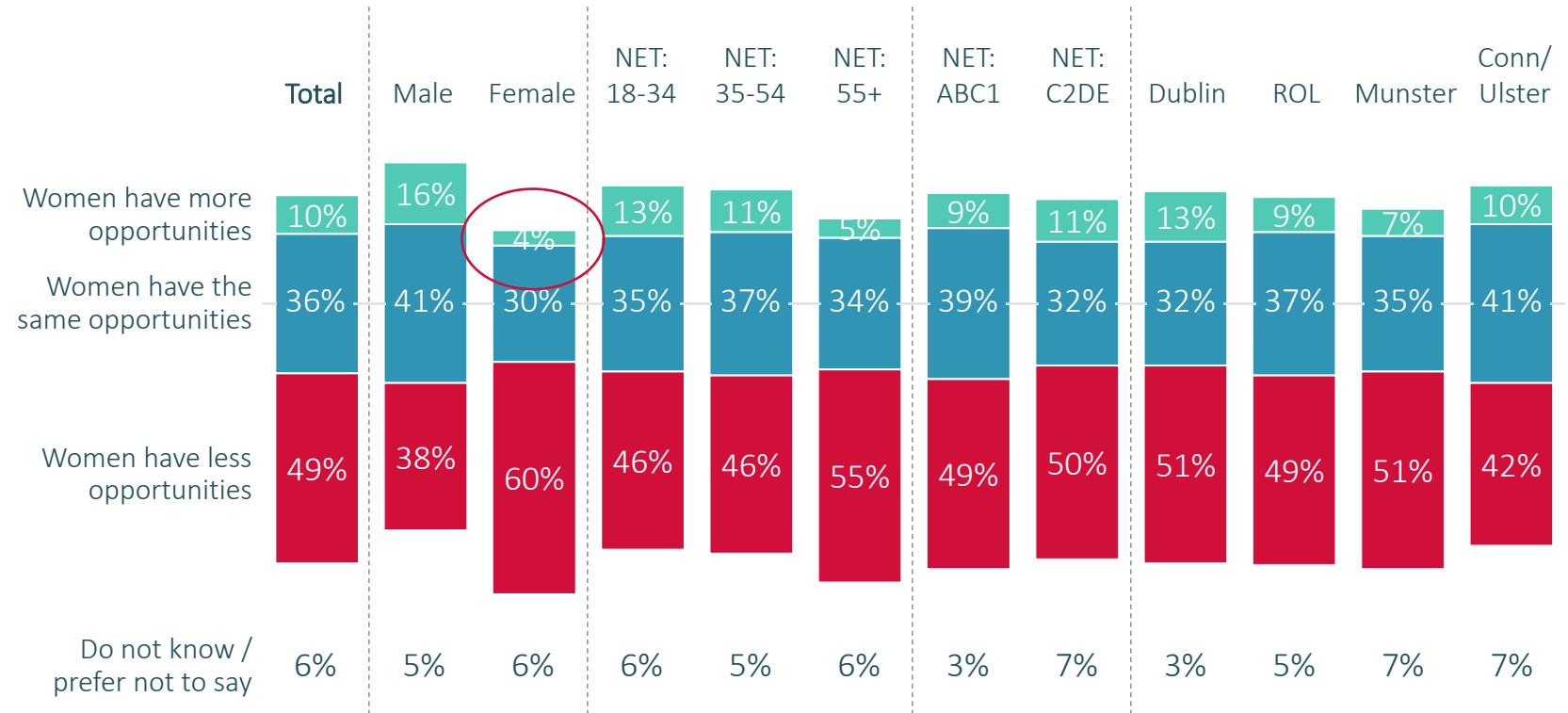


- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / prefer not to say

(Base: All adults in ROI aged 18+, n=1,020)



Do women have same, more or less opportunities than men..



02

Where does
Ireland stand
globally in its
views of gender
equality?

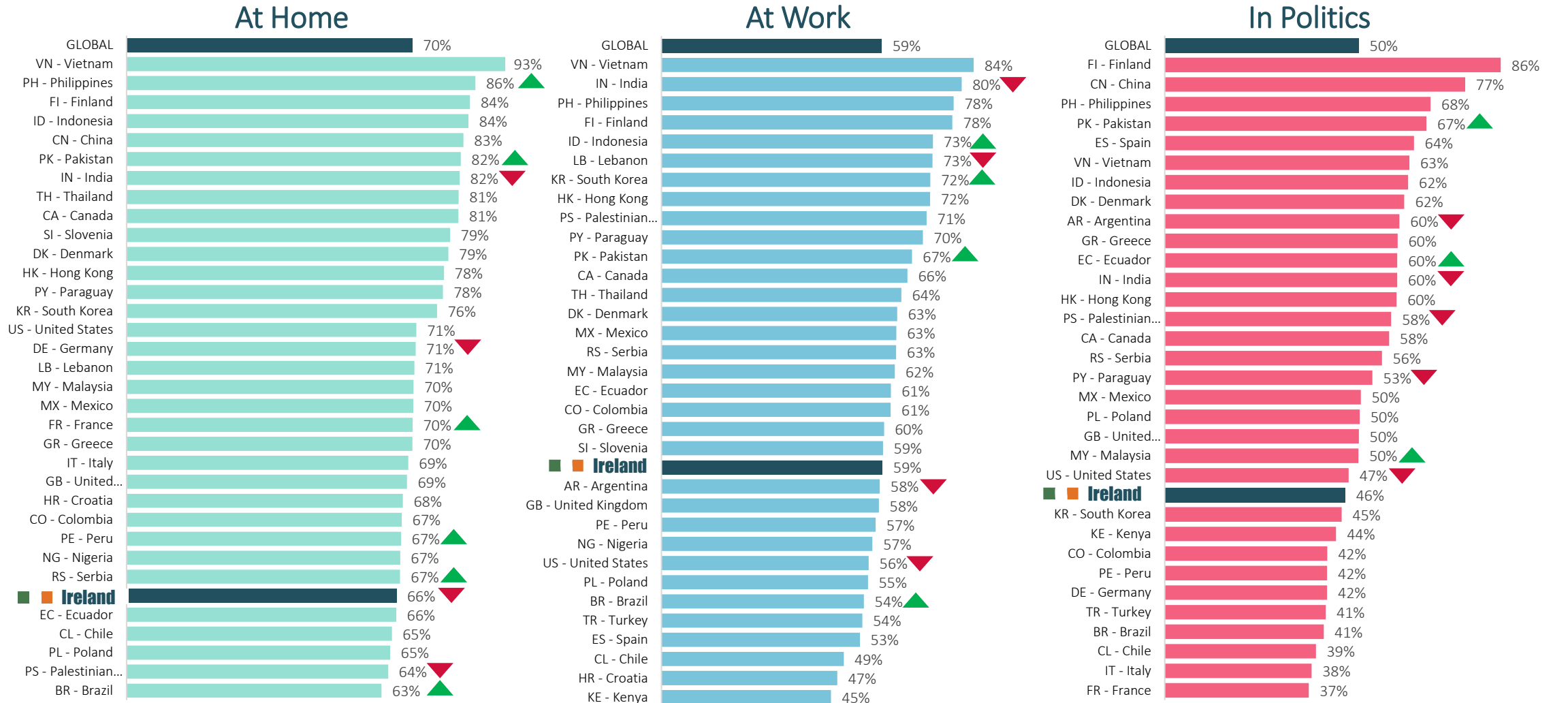


Ireland behind global average for equality at home & in politics



There is an evident drop in perception of equality at home in Ireland along with other countries like Pakistan, Germany & Palestinian territories

Has Gender Equality been Achieved in these Sectors?



(Base: All adults across 39 countries worldwide – n = 33,236)

*Not asked in China

▲ ▼ Indicates significant difference vs. 2020

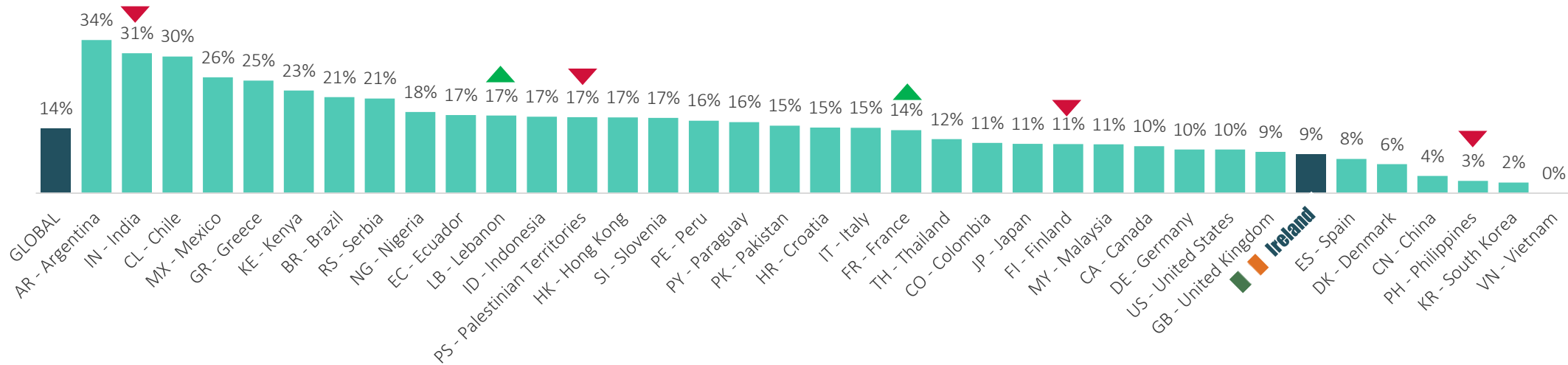
Level of violence in Ireland is below the global average



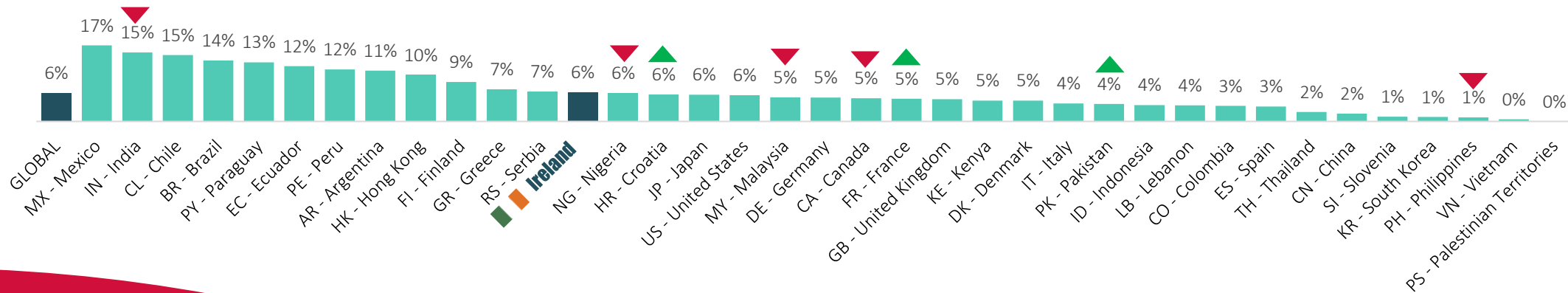
With regard to sexual harassment, however, Ireland is on par for global average, with Mexico, India, and Chile both featuring quite prominently.

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

Violence (either physical or psychological) in the past year



Sexual Harassment in the past year



*Not asked in Poland & Turkey
(Base: All adults across 37 countries worldwide – n = 31,729)

▲ ▼ Indicates significant difference vs. 2020

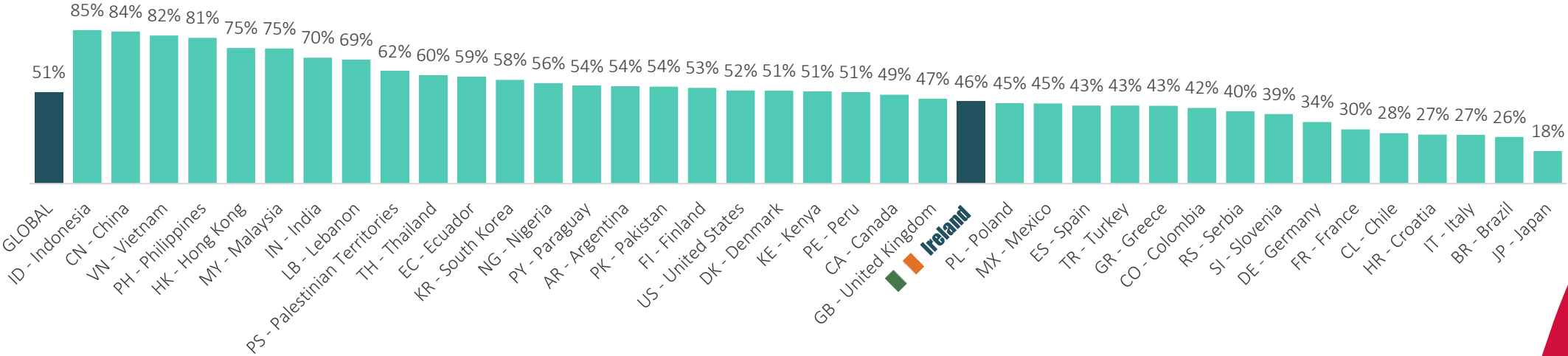
Ireland below average for perceived women's opportunities



Asian countries lead the way in this regard, while Japan is lowest of all countries.

% who say that..

Women have more/same opportunity as men



(Base: All adults across 39 countries worldwide – n = 33,236)

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 33,236 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2021 – December 2021. 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



GENDER EQUALITY

3. To what extent has gender equality achieved in your country in the following fields? (ROTATE LIST, SHOW CARD WITH SCALE) (2018/2019/2020)

	<u>Definitely achieved</u>	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. In your Country, do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career? (new) (SPSS-Q4)
1. Women have more opportunities
 2. Women have the same opportunities
 3. Women have less opportunities
 9. Do not know / no response
5. Have you suffered from any kind of violence (either physical or psychological) in the past year? (ONLY ONE ANSWER). (2018/2019/2020) (SPSS-Q5)
1. Yes.
 2. No.
 9. Do not know / no response
6. Have you suffered from any kind of sexual harassment in the past year? (2018/2019/2020) (SPSS-Q6)
1. Yes.
 2. No.
 9. 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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