

REDC



WIN World Survey *Attitudes to Gender Equality*

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Gender inequality remains prevalent in Ireland in 2024



The WIN World Survey on Gender Equality shows that clear gender differences remain in available opportunities, particularly in politics and in sports, but also with perceived safety, earnings, and sexual harassment.

1

Women's views on gender equality in 2024 strongly suggest that very little progress has been made in recent years to narrow the gender inequality gap, despite men increasingly feeling this gender equality is being achieved.

2

Gender inequality, based on perceptions of women, is especially stark within sports and politics, where only 2 in 5 feel political equality has been achieved and only 1 in 2 in sports. This translates as well on the global stage where Ireland lags slightly.

3

A drastic divide remains between men and women with views on equal pay and opportunities, with women significantly more likely to feel they have unequal pay and less opportunities. Ireland as a whole is slightly behind the global average in this area also.

4

Experience of violence differs between men and women, with a resurgence in young men experiencing violence and 18-34-year-old women more likely to experience harassment.

5

Safety perceptions, similarly, are drastically different between men and women, with nearly 3 in 5 women not feeling safe walking alone at night versus 1 in 3 men. Versus the global average, the Irish feel especially unsafe when walking at night.

57%

of women do
not believe
equality has
been achieved in
politics

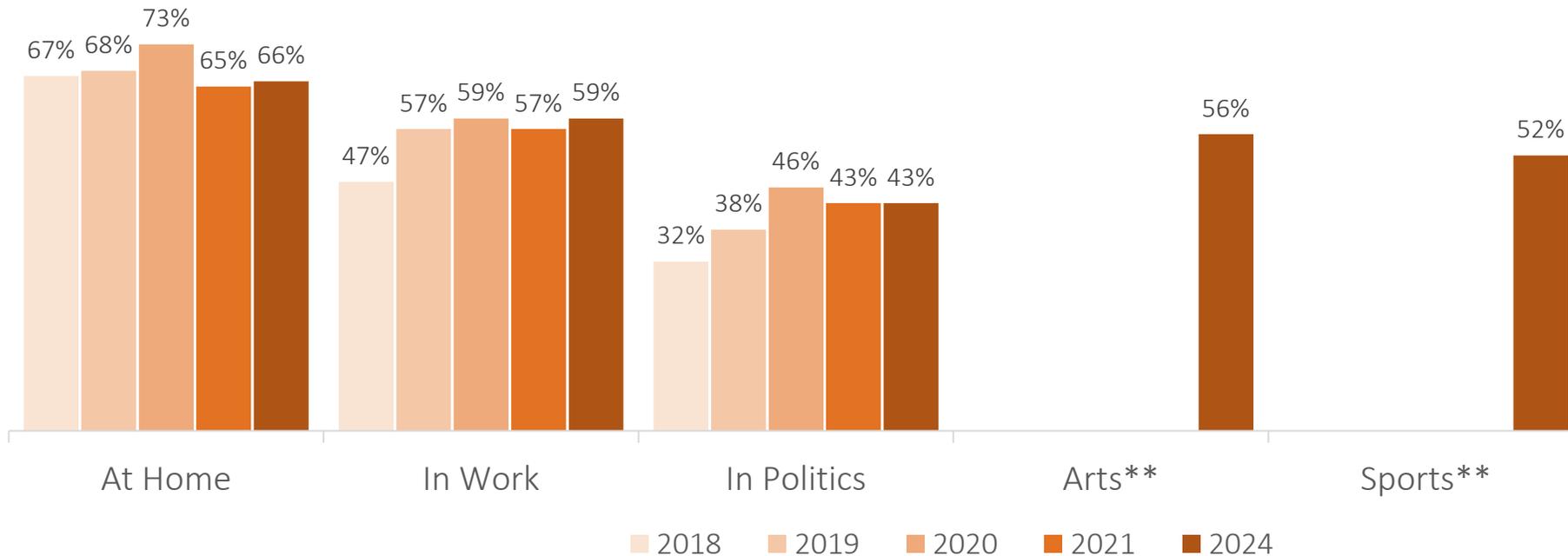


No inroads made in past 2 years with women's views on gender equality in Ireland

Over half of women believe gender equality has been attained in the realms of work, arts, and sports, but perception of equality in politics remains comparatively low.

Whether Gender Equality has been achieved*

(Base: Adult women in ROI aged 18+; n=553)



*Question not asked in 2022

**Added in 2024

To what extent has gender equality been achieved in Ireland in the following fields?

▲ ▼ Indicates significant difference vs. 2021



Women no likelier than 2022 to believe that gender equality is achieved at home or in work

Gain in perception of equality at home and in work is driven by men in particular, with women significantly less likely to think this is the case.

*Question not asked in 2022

**Added in 2024

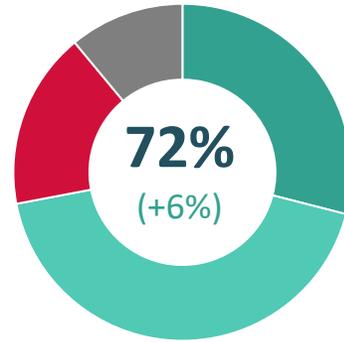
To what extent has gender equality been achieved in Ireland in the following fields?

(Base: All adults in ROI aged 18+, n=1,002)

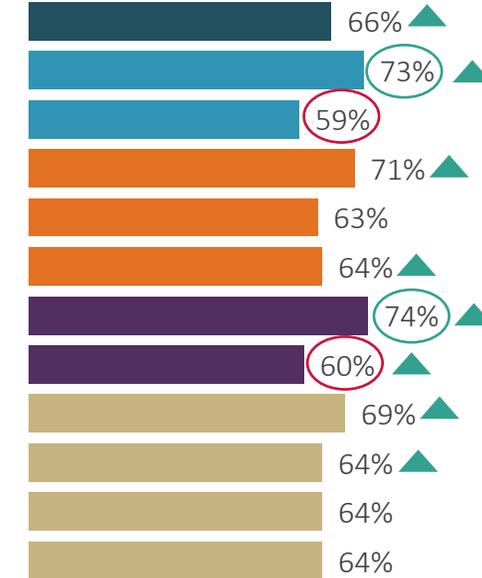
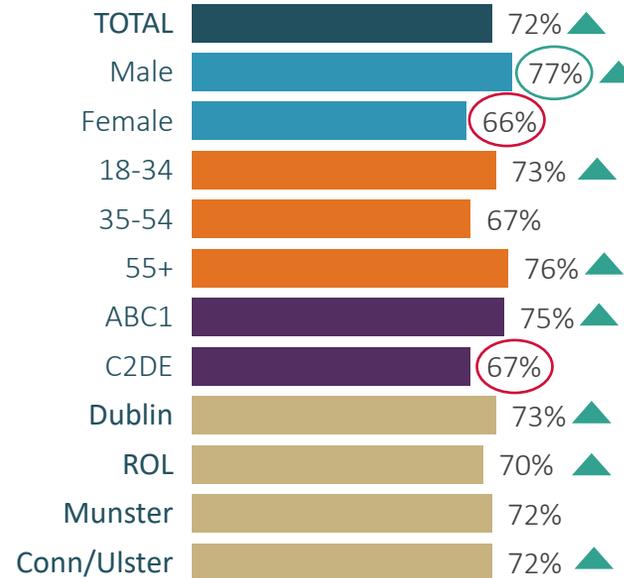
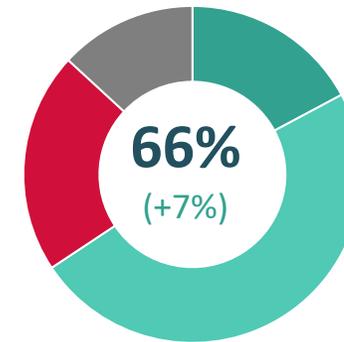
Has Gender Equality been achieved...

Definitely To some extent No Don't know

At Home



In Work



○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2021

Sizable portion of women do not think that gender equality has been achieved in politics, the arts, or sports

This view on achievement of gender equality remains static amongst women, while men are more likely this year to view politics as an area where gender equality is being achieved.

*Question not asked in 2022

**Added in 2024

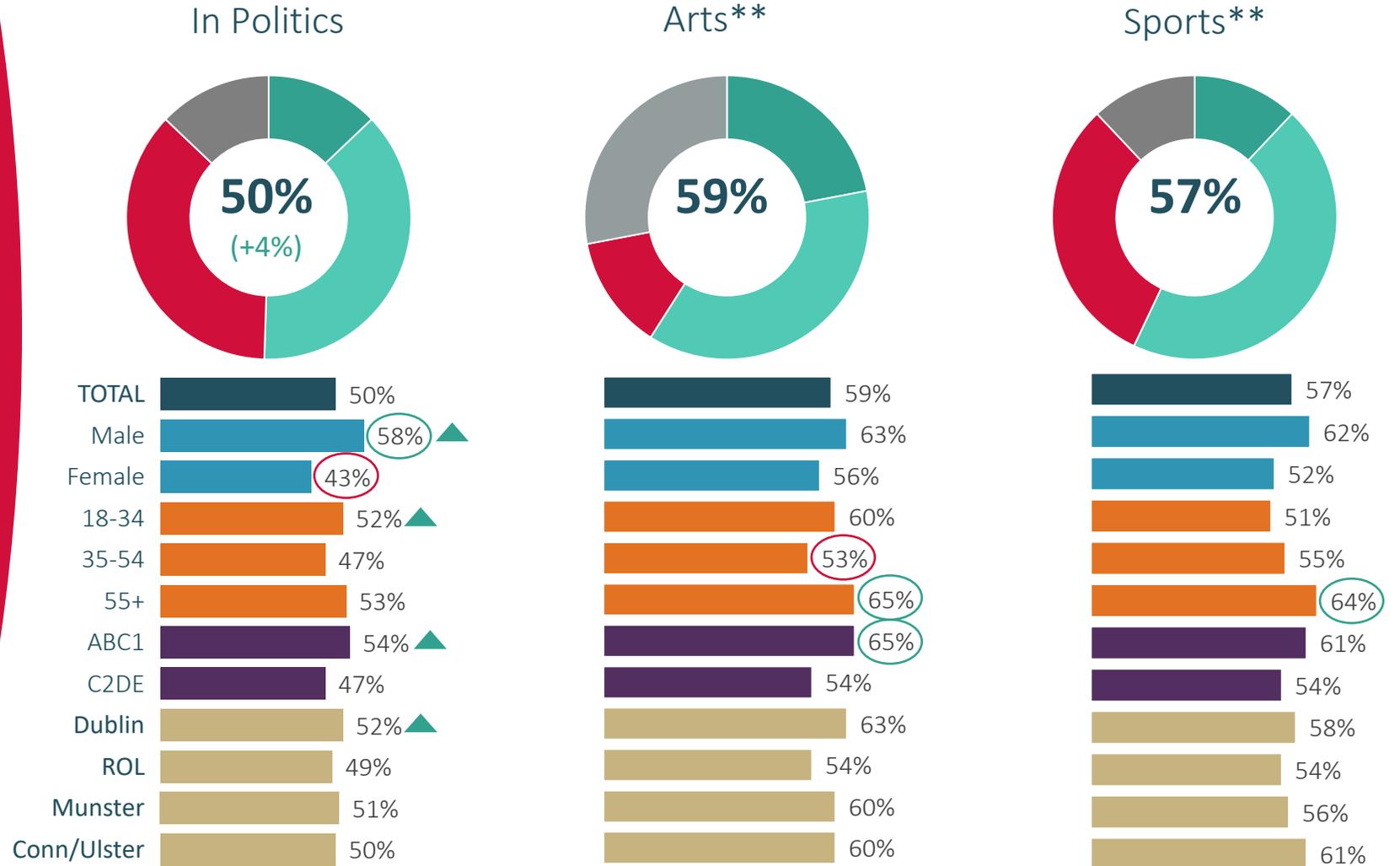
To what extent has gender equality been achieved in Ireland in the following fields?

(Base: All adults in ROI aged 18+, n=1,002)

Has Gender Equality been achieved...



■ Definitely ■ To some extent ■ No ■ Don't know

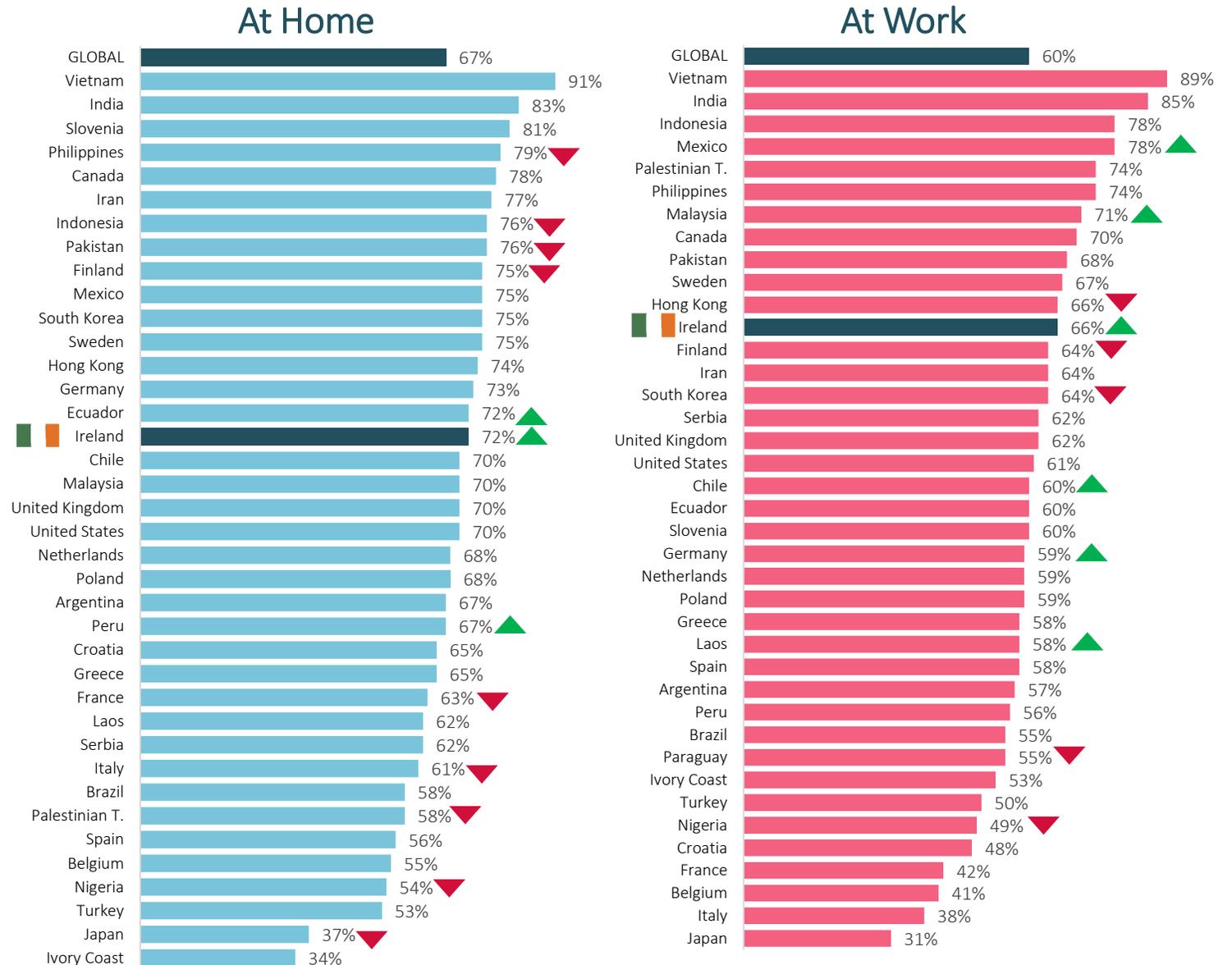


○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2021

Ireland somewhat ahead of global average on perception that equality is being attained both at home and in the workplace.

Japan is especially behind in both equality at home and at work, while Vietnam leads in both of these areas.

Has Gender Equality been Achieved in these Sectors?



*Not asked in Paraguay

▲ ▼ Indicates significant difference vs. 2022

*Question not asked in 2022

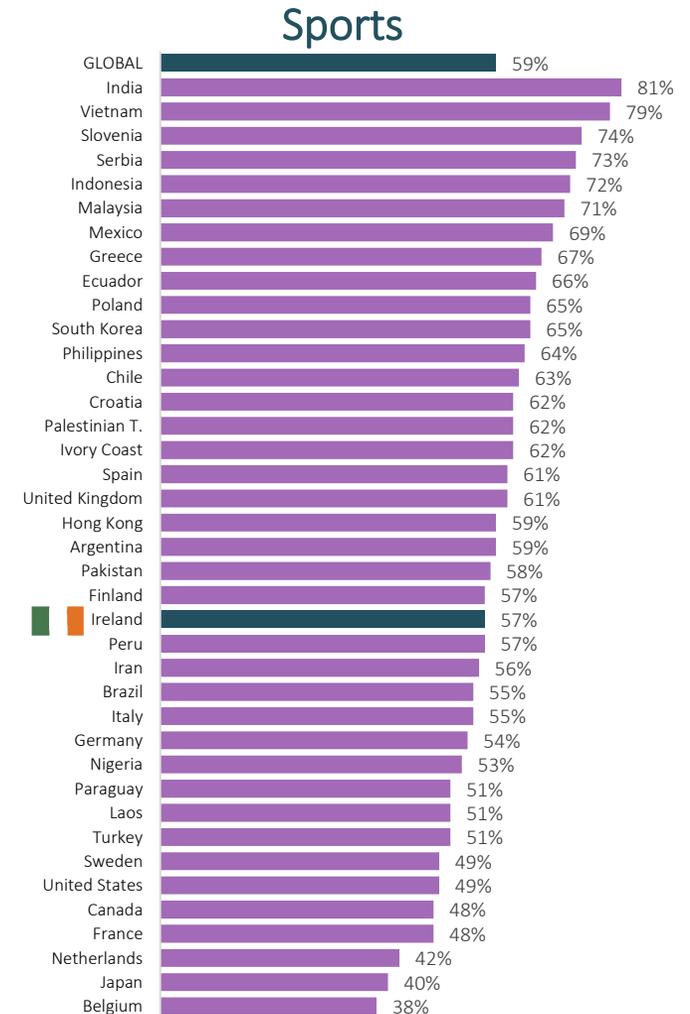
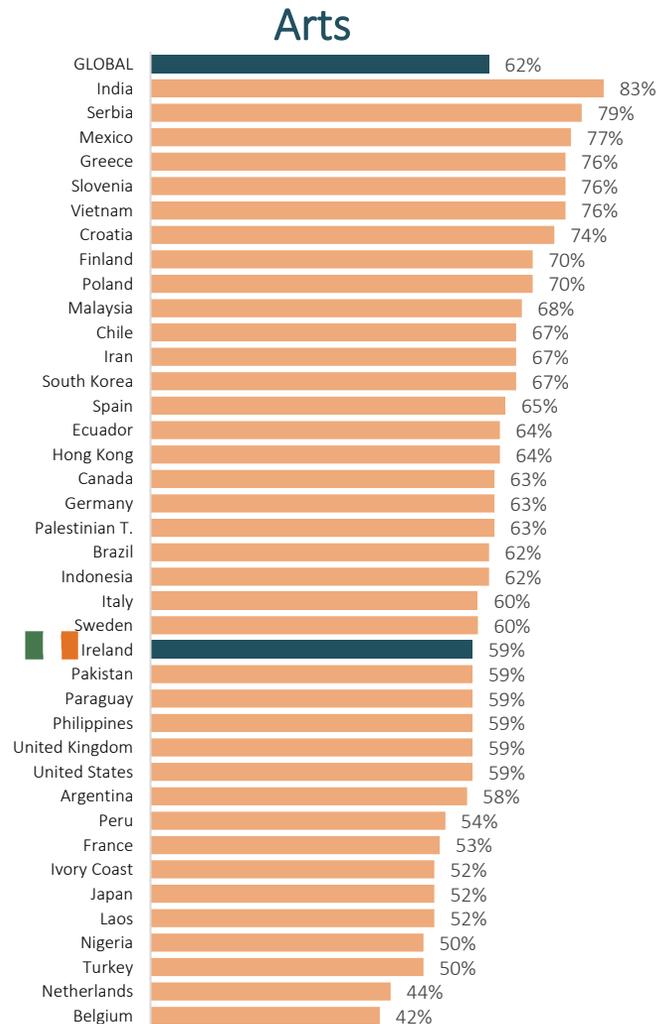
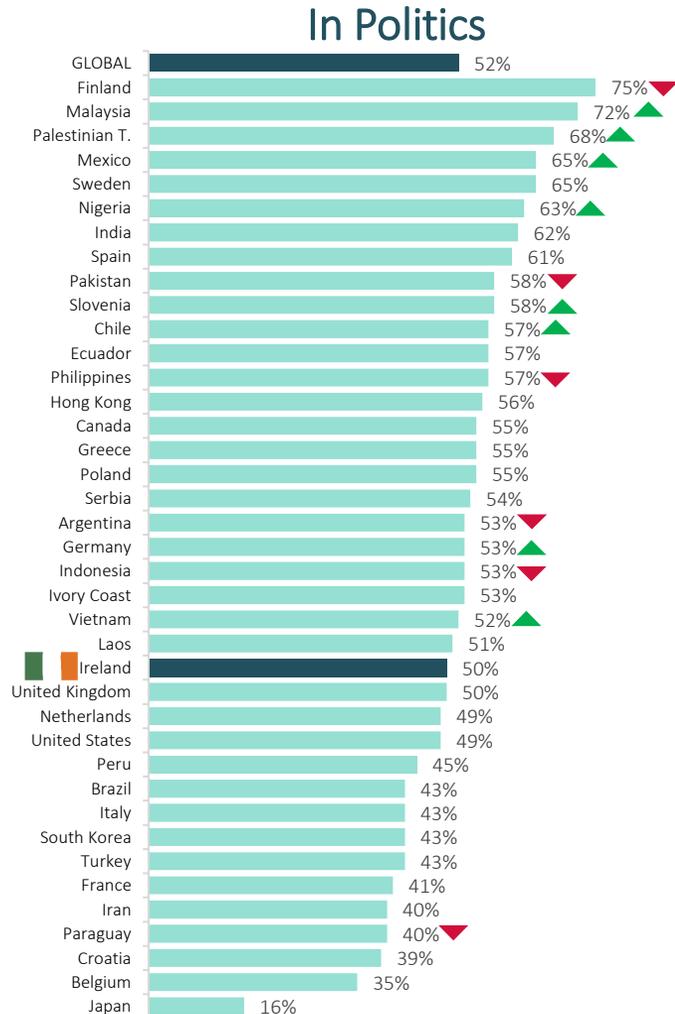
(Base: All adults across 39 countries worldwide – n = 33,866)

However, we lag in achieving equality in Politics, Sports & Arts



Gender equality is improving overall across many countries, but there is some worsening in views versus 2022.

Has Gender Equality been Achieved in these Sectors?



*Question not asked in 2022 **Added in 2024 (Base: All adults across 39 countries worldwide – n = 33,236)

▲ ▼ Indicates significant difference vs. 2022

60%

of women feel
that they have
less opportunities
than men

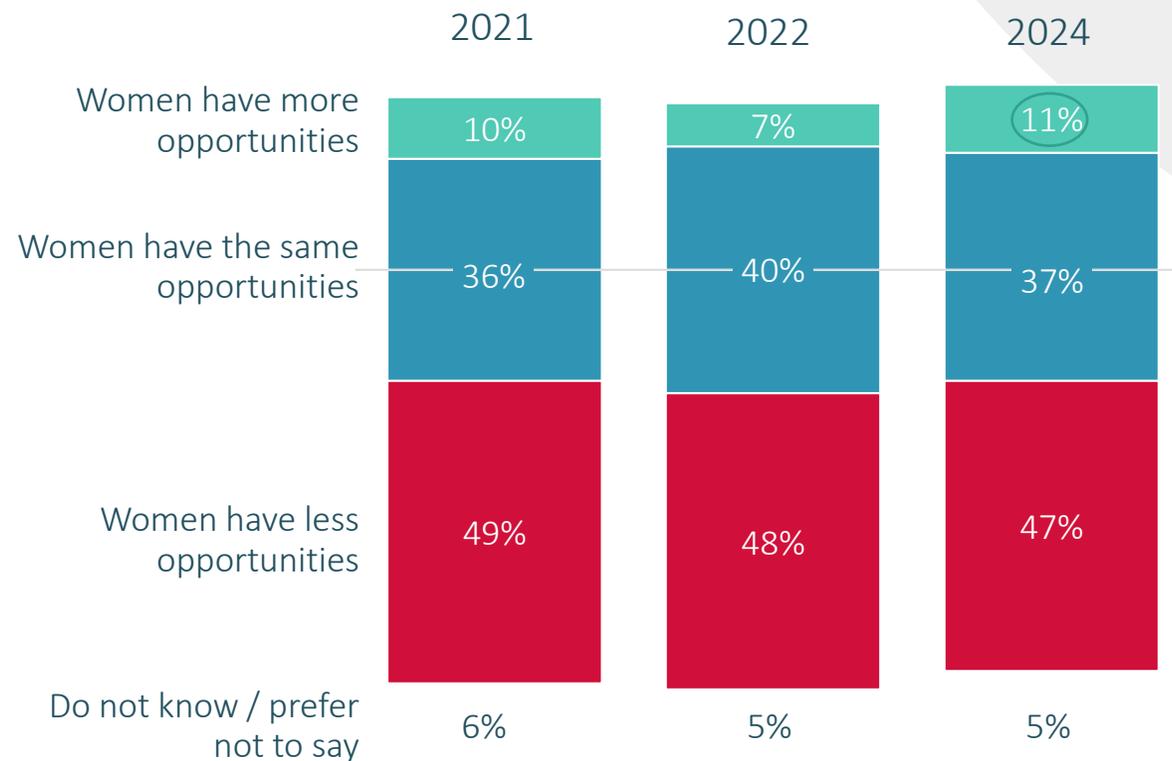




Nearly half of the Irish public still perceive women as having less opportunities than men

There is a rebound in those who feel women have more opportunities, but only 1 in 10 believe this versus 1 in 2 who feel women have less opportunities.

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



In Ireland, do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

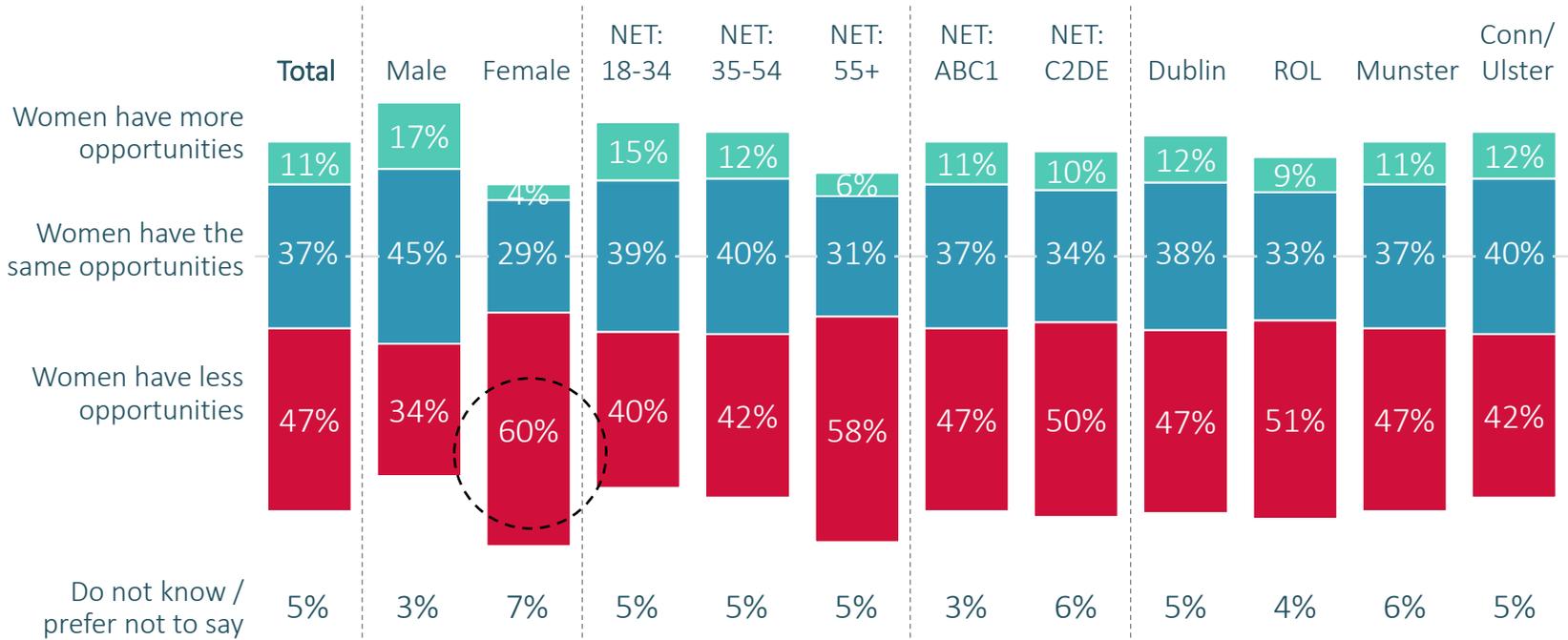
(Base: All adults in ROI aged 18+, n=1,002)



Men and women hold drastically different views with regard to equal opportunities

While 3 in 5 women feel that women have less opportunities than men, only 1 in 3 men hold this same view.

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



In Ireland, do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

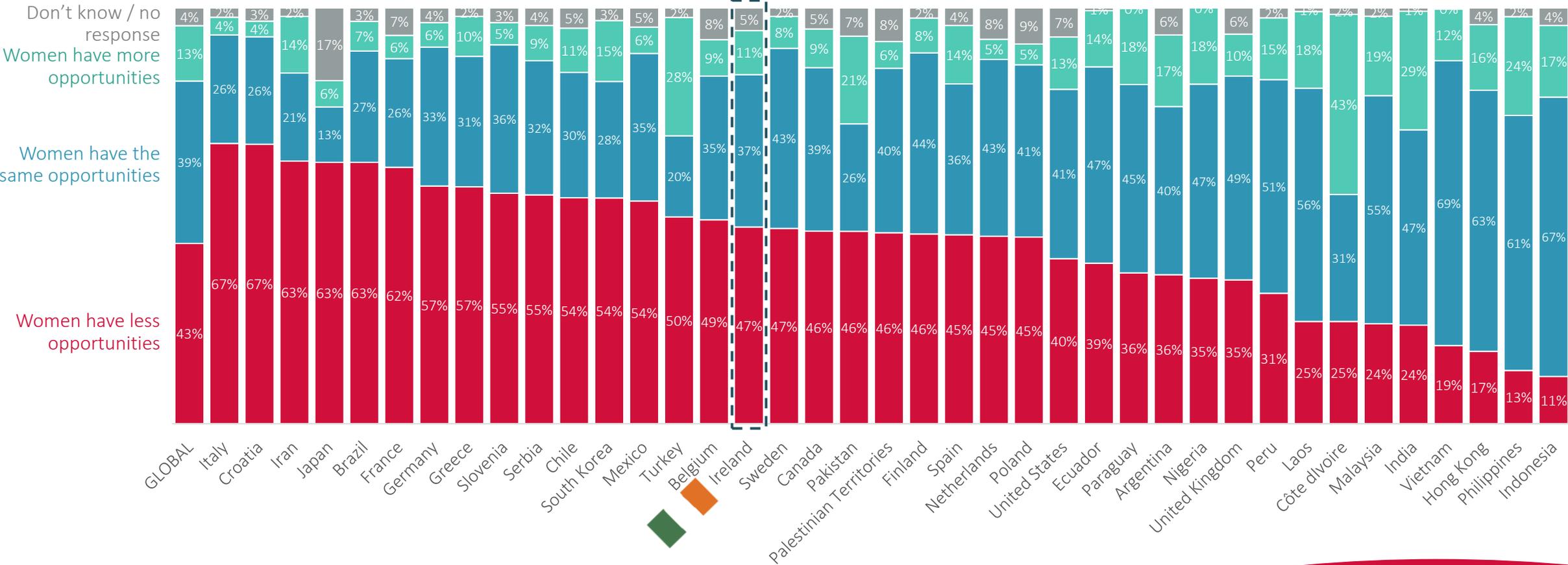
(Base: All adults in ROI aged 18+, n=1,002)

Irish perception lags behind global view on job opportunities



Over 2 in 3 in Italy & Croatia believe women have less opportunities than men. Conversely, some Asian countries like Vietnam, Hong Kong, Philippines & Indonesia, majority feel that there are equal opportunities available.

Job opportunities and career: % within total population



(Base: All adults across 39 countries worldwide – n = 33,866)

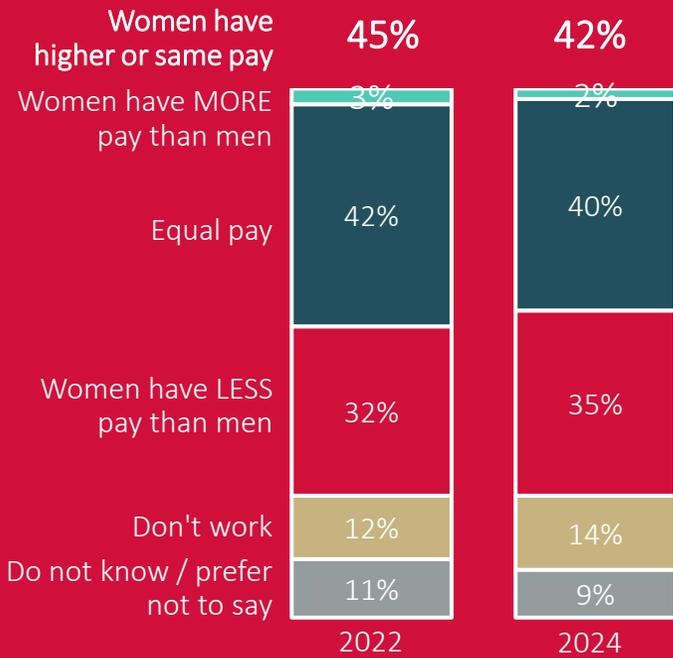
42%

of women claim
they earn less
than men in the
workplace





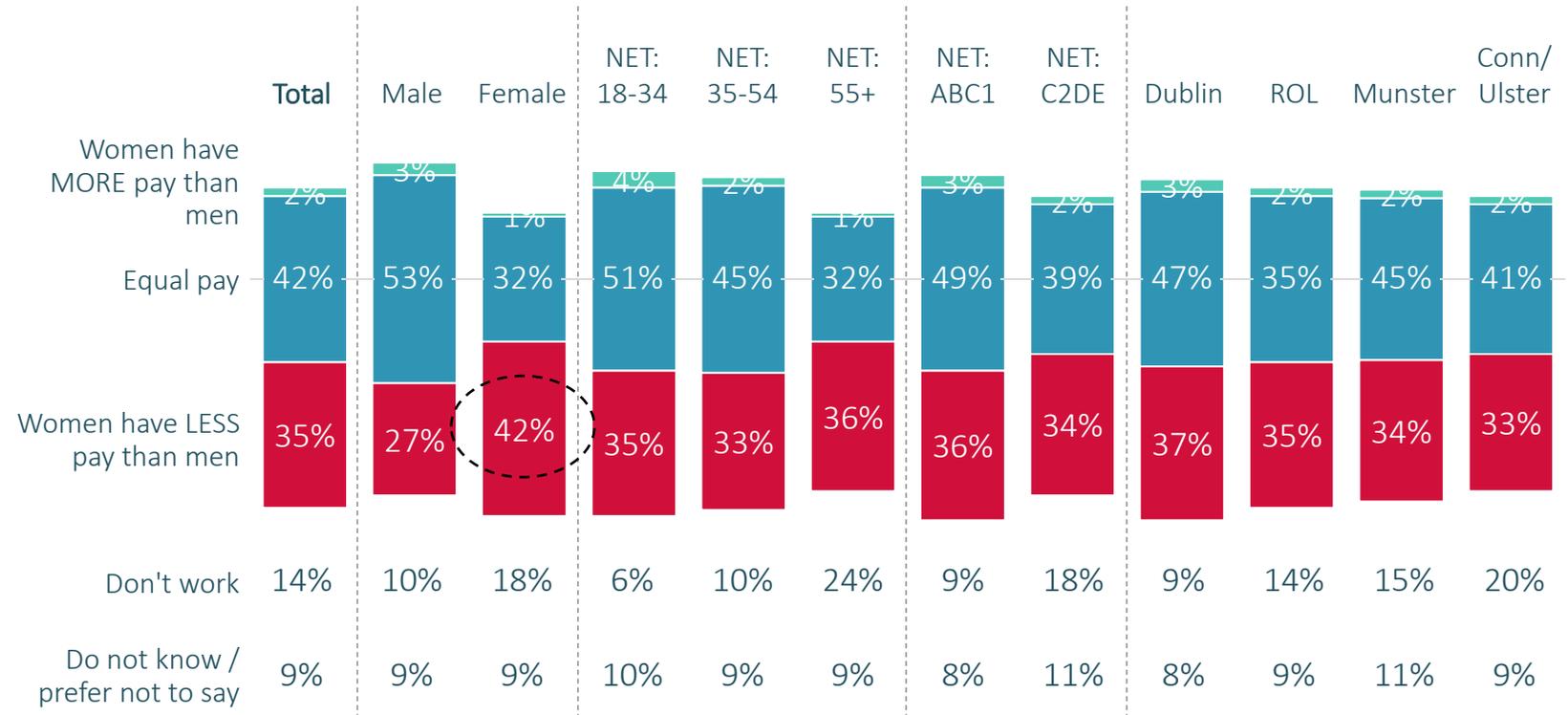
Perception of equal pay weakens compared to last year, 2 in 5 women stating pay is lower than men



In comparison to the men in your workplace, do you feel that women's salary is higher, lower, or equal to the men's salary?

(Base: All adults in ROI aged 18+, n=1,015)

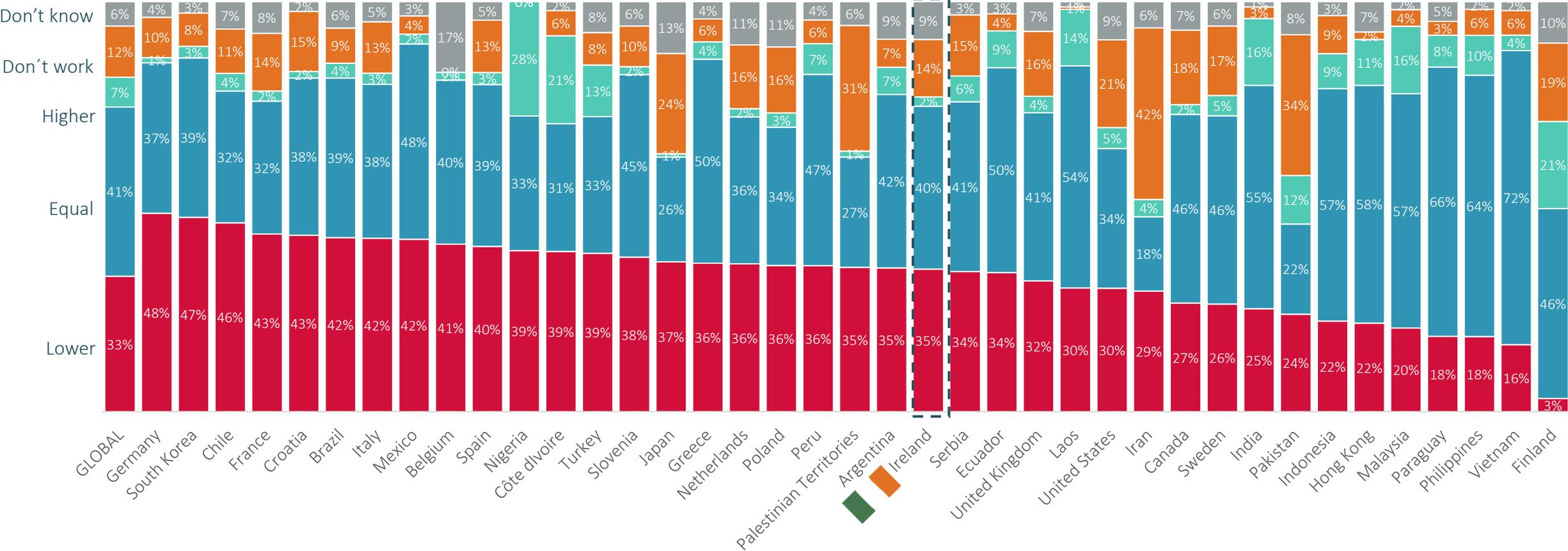
Do women have equal, higher, or lower salary in the workplace than men..



Irish opinion aligns with the global perspective on salary disparities C

Majority in Asian countries such as Indonesia, Hong Kong, Malaysia, Philippines and Vietnams claim women have equal pay, while this perception is weakest in Germany, South Korea and Chile.

Perception of women's salary: % within total population



(Base: All adults across 39 countries worldwide – n = 33,866)

58%

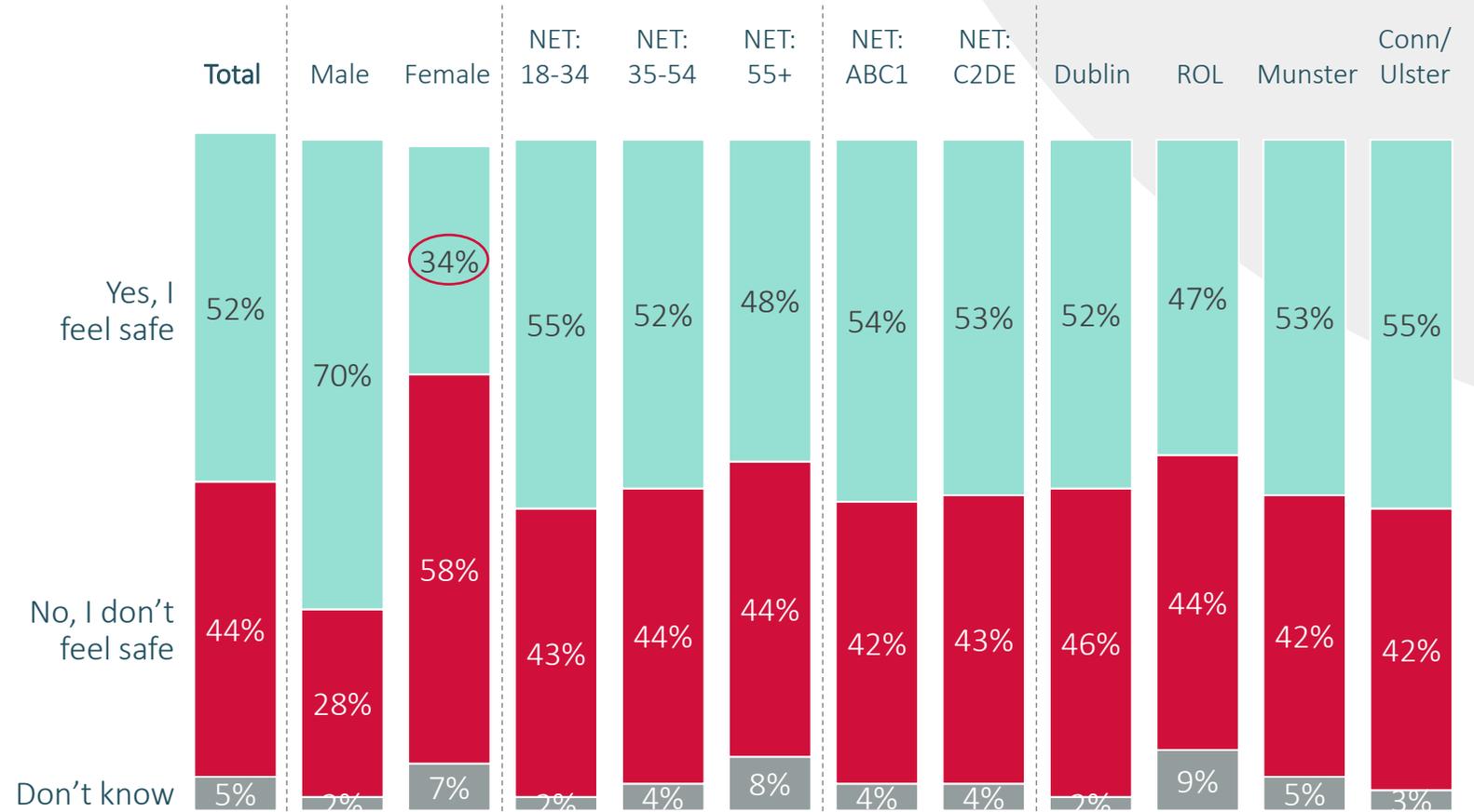
of women feel
unsafe/not confident
walking alone at
night in your
neighbourhood



Evident disparity between men and women in terms of feeling safe/confident walking alone at night in their neighbourhood



Feeling safe/confident walking alone at night in your neighbourhood



Base: All adults in ROI aged 18+, n=1,002

Do you feel safe/confident walking alone at night in your neighbourhood?

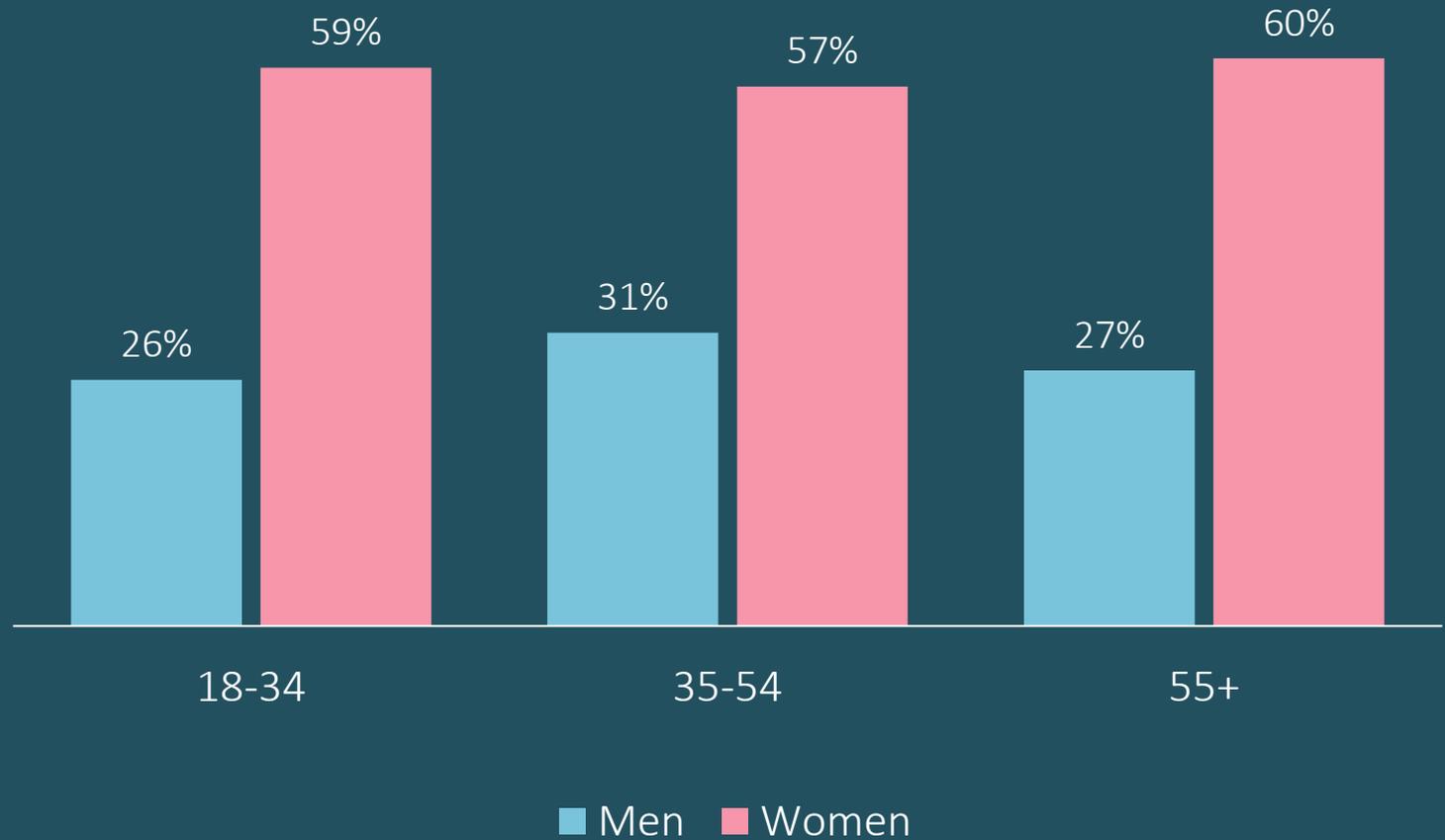
Women across all age groups feel more unsafe than men at night in their neighbourhood



When thinking about an average day in your life, how much free time do you think you have? Think about free time as a moment where you do something you choose just like relaxing, going for a walk, watching TV/other devices, or do a hobby/sport

(Base: All adults in ROI aged 18+, n=1,015)

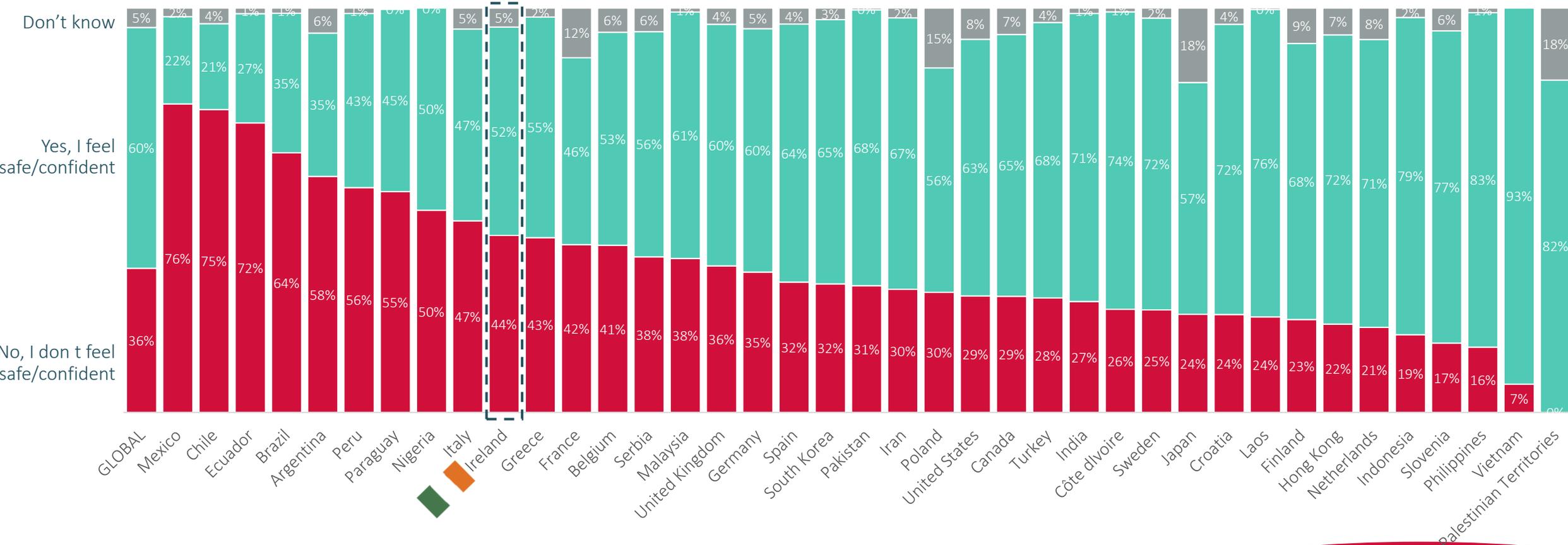
Those who feel unsafe/not confident walking alone at night in your neighbourhood



More Irish adults feel unsafe in their neighbourhoods than globally

Mexico, Chile and Ecuador have the highest proportion who feel unsafe walking in their neighbourhood at night.

Feel safe/confident walking alone at night in your neighbourhood: % within total population



(Base: All adults across 39 countries worldwide – n = 33,866)

19%

of women aged
18-34 have
experienced
violence in the
past year

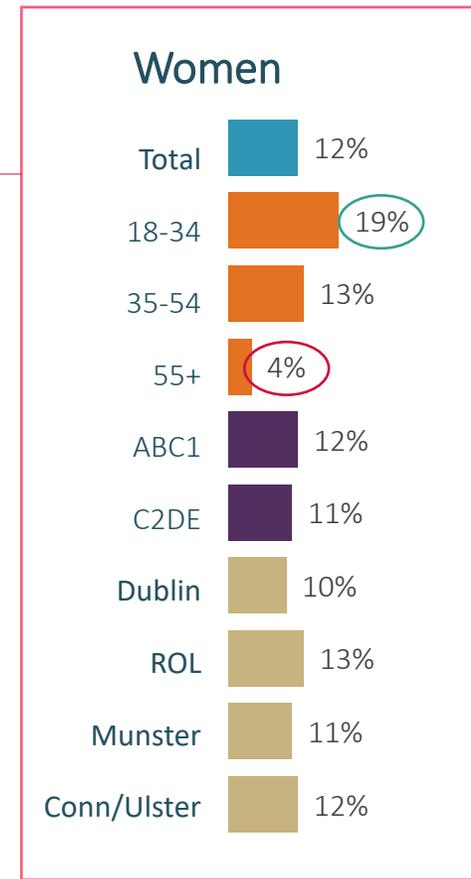
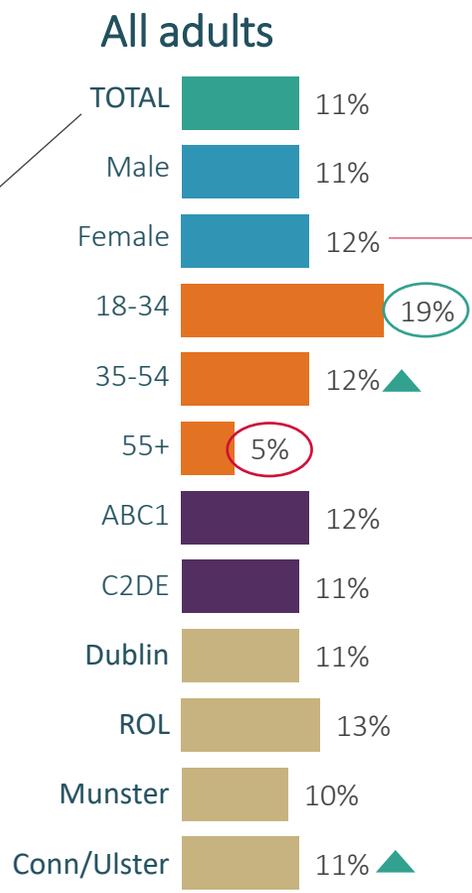
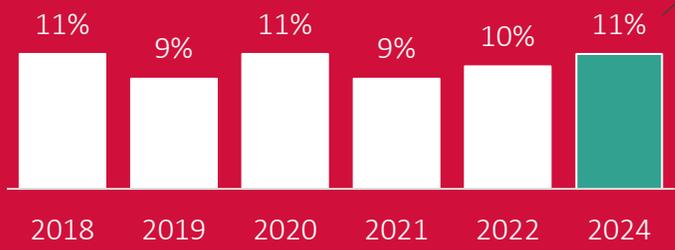




Slight rise in violence experienced versus 2021, but relatively steady overall since 2018

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

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



Have you suffered from any kind of violence (either physical or psychological) in the past year?

(Base: All adults in ROI aged 18+, n=1,002)

○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2021

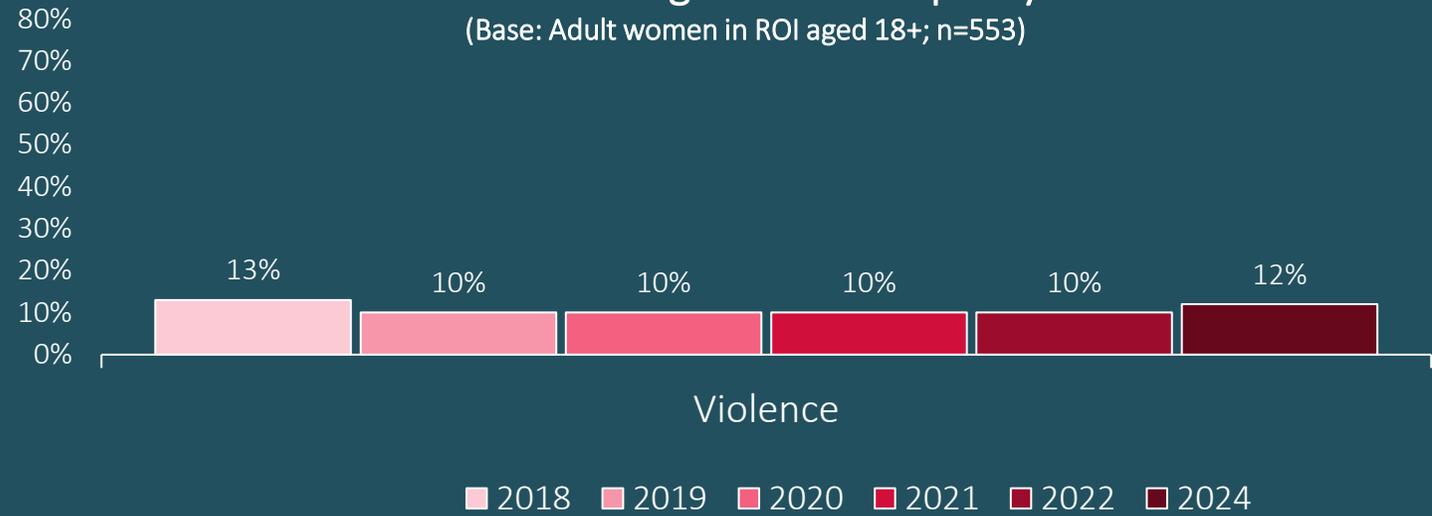
A resurgence of violence among 18-34-year-old men now on par with that of women in the same age group



Have you suffered from any kind of violence (either physical or psychological) in the past year?

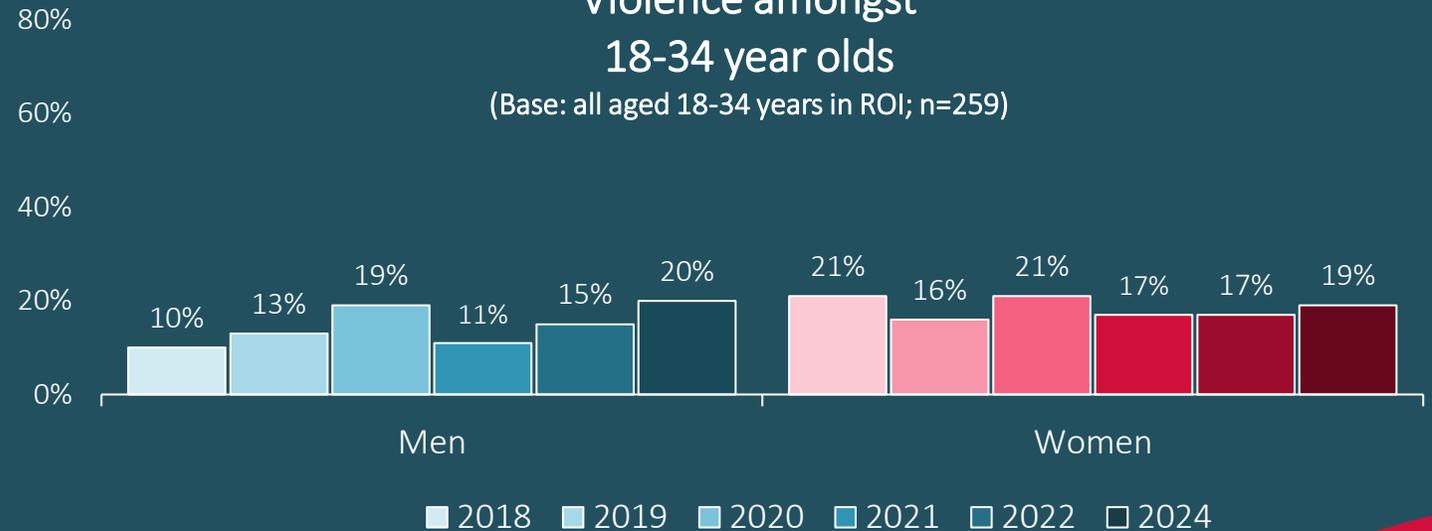
Violence amongst women in past year

(Base: Adult women in ROI aged 18+; n=553)



Violence amongst 18-34 year olds

(Base: all aged 18-34 years in ROI; n=259)



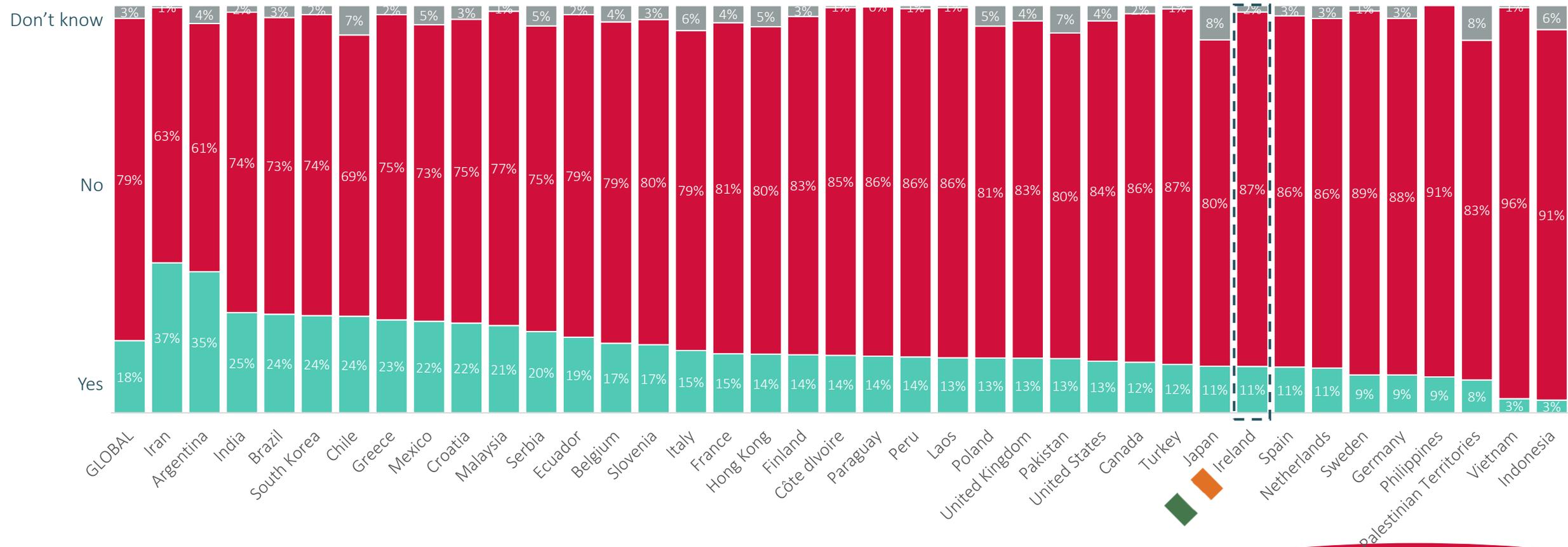
▲ ▼ Indicates significant difference vs. 2022

Violence experienced by Irish adults is below the global average



Those in Iran and Argentina most likely to have experienced violence in the past year.

Suffered any kind of violence: % within total population



(Base: All adults across 39 countries worldwide – n = 33,866)

18%

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

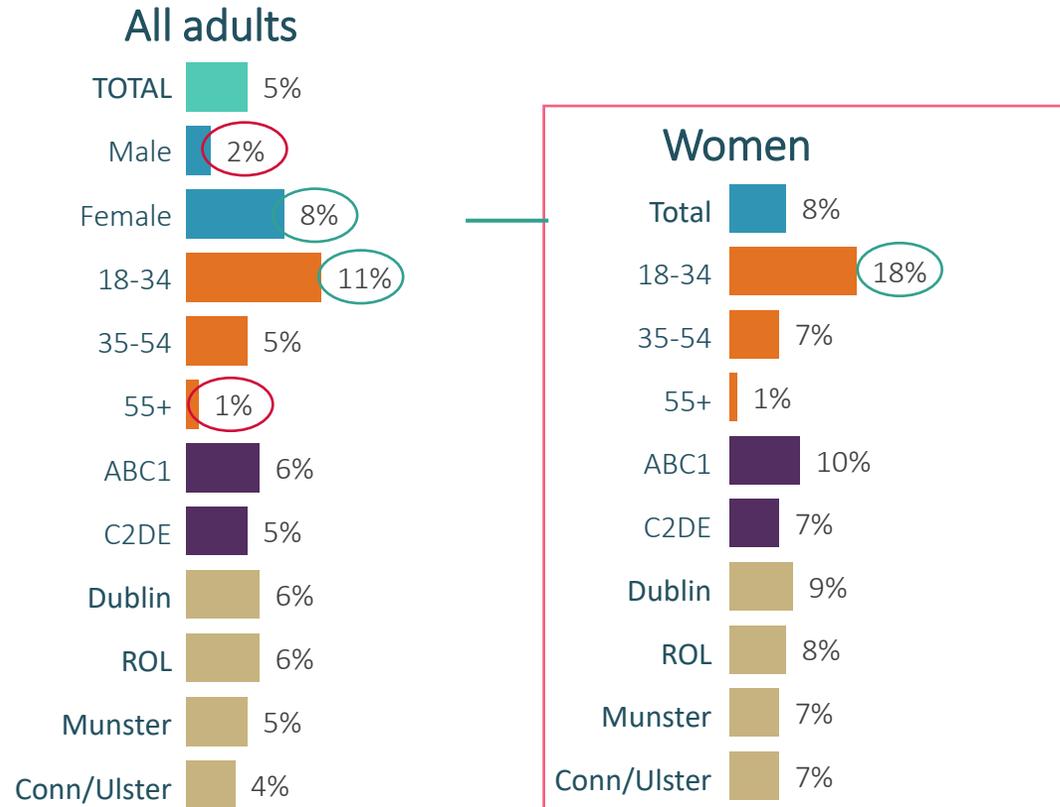




Incidence of women reporting sexual harassment is significantly higher than that of men

This level of incidence amongst women corresponds with age, with 18-34-year-old women more likely to experience this.

Incidence of Sexual Harassment in past year



(Base: All adults in ROI aged 18+, n=1,002)

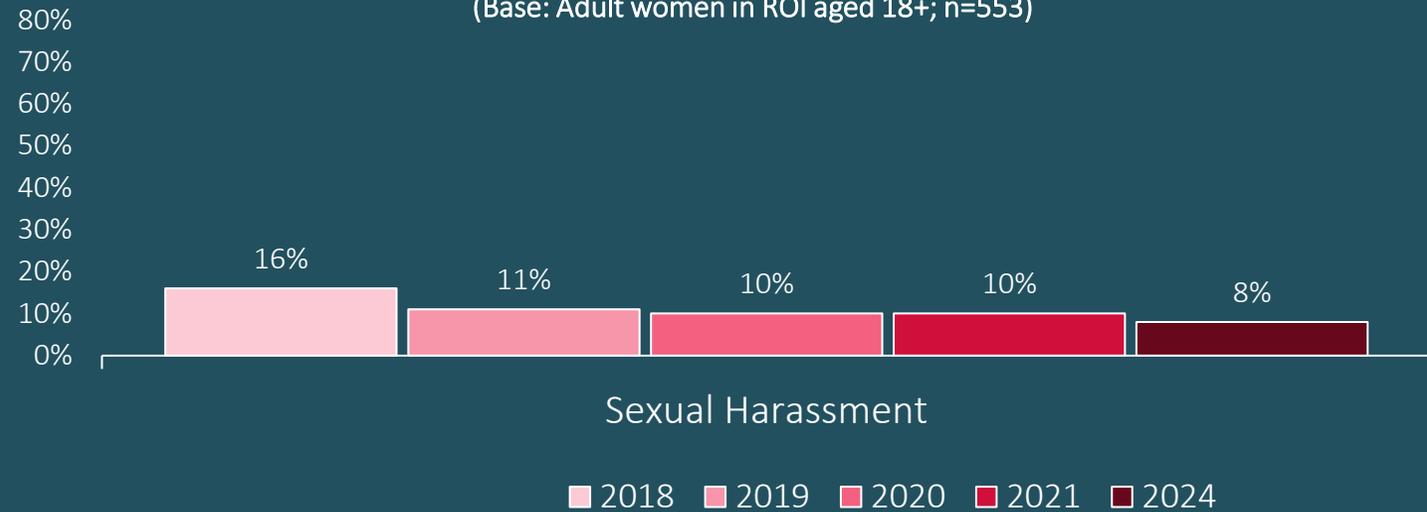
Significantly more women than men aged 18-34 experience sexual harassment

Self-reported sexual harassment amongst 18-34-year-old women declines and is back on par with pre-Covid period in 2019, but nonetheless significantly more women in this age group are experiencing sexual harassment than men.

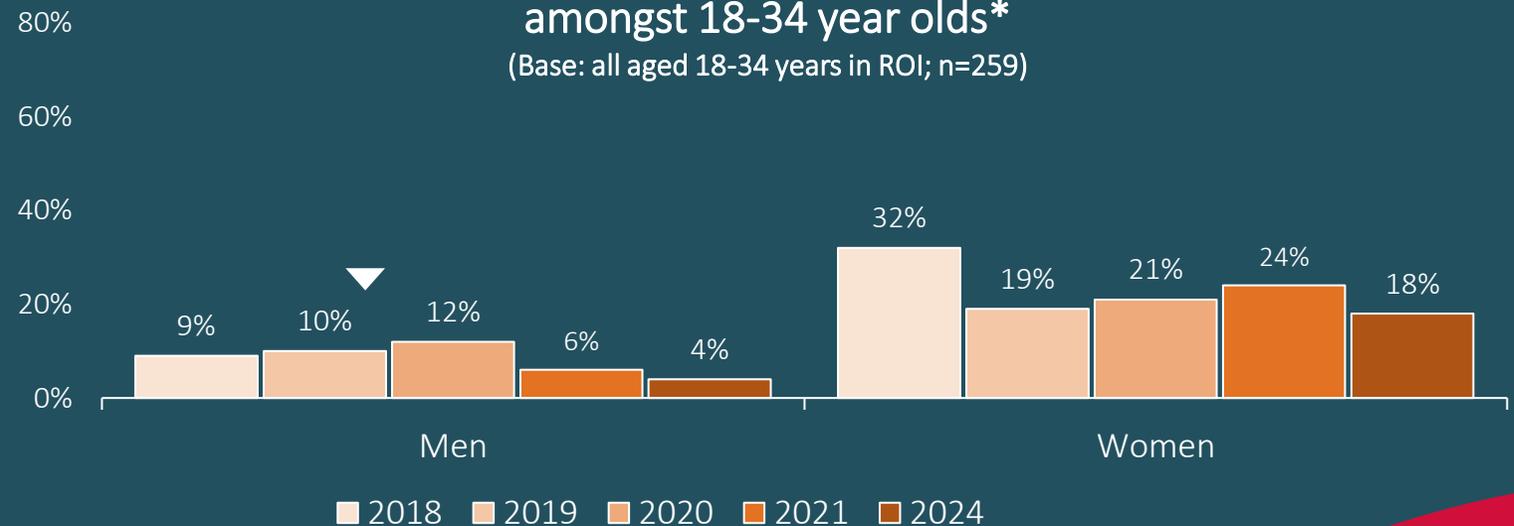
*Not asked in 2022

Have you suffered from any kind of sexual harassment in the past year?

Sexual Harassment amongst women in past year*
(Base: Adult women in ROI aged 18+; n=553)



Sexual Harassment amongst 18-34 year olds*
(Base: all aged 18-34 years in ROI; n=259)



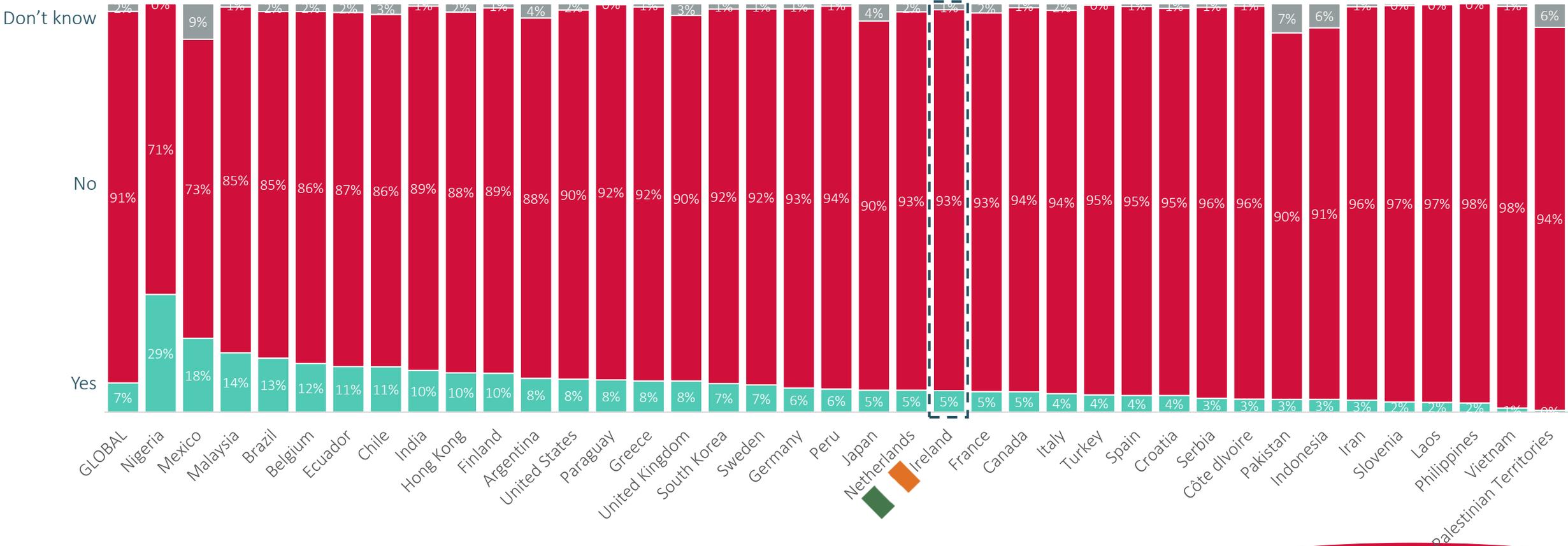
▲ ▼ Indicates significant difference vs. 2020

Sexual harassment incidence is lower in Ireland vs other countries



Nigerians reports much higher incidence levels than those in any other countries.

Suffered any kind of sexual harassment: % within total population



*Not asked in Poland

(Base: All adults across 38 countries worldwide – n = 32,786)

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 33,866 people were interviewed globally. See below for sample details. The fieldwork was conducted in December 2023 and January 2024. 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

5. To what extent has gender equality been achieved in Ireland in the following fields? **(ROTATE LIST, SHOW CARD WITH SCALE) (2018/2019/2020/2021)**

	Definitely achieved	To some extent achieved	Not really achieved	Not at all achieved	Do not know	
At work	1	2	3	4	9	(SPSS-Q5_01)
In politics	1	2	3	4	9	(SPSS-Q5_02)
At home	1	2	3	4	9	(SPSS-Q5_03)
Arts (New)	1	2	3	4	9	(SPSS-Q5_04)
Sport (New)	1	2	3	4	9	(SPSS-Q5_05)

6. In Ireland, do you think women have the same opportunities, more opportunities, or fewer opportunities than men in jobs and careers? **(2021/2022) (SPSS-Q6)**
1. Women have more opportunities
 2. Women have the same opportunities
 3. Women have fewer opportunities
 9. Do not know / no response
7. Looking at your workplace, do you think that women earn the same as the men, less than the men or more than the men? **(2022 new wording) (SPSS-Q7)**
1. Women earn more than the men
 2. Women earn the same as the men
 3. Women earn less than the men
 8. Don't work
 9. Do not know / no response

RANDOMIZE 8-9

In the past year, have you suffered from...

- 8: Any kind of violence (either physical or psychological)? **(ONLY ONE ANSWER). (2018/2019/2020/2021) (SPSS-Q8)**

- 9: Any kind of sexual harassment **(2018/2019/2020/2021) (SPSS-Q9)**

1. Yes.
2. No.
9. Do not know / no response

10. Do you feel safe/confident walking alone at night in your neighborhood? **(New) (SPSS-Q10)**

1. Yes, I feel safe/confident walking alone at night in my neighbourhood
2. No, I don't feel safe/confident walking alone at night in my neighbourhood
9. Do not know / no response

About the WIN Survey



Media enquiries (worldwide data)

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com

Local Media Enquires (Irish data)

Sinead Mooney, Managing Director RED C Research

+35318186316

info@redcresearch.ie

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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