

**REDC**



# WIN Worldwide View Survey

## *Attitudes to Gender Equality*

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Published: 8<sup>th</sup> March 2025

REF: 757224

# 1 in 5 women aged 18-34 faced sexual harassment in the past year

The WIN Worldwide View Survey on Gender Equality highlights persistent gender differences at home, work and in politics with women shouldering more daily household chores than men.

1

Incidences of sexual violence remain unchanged from last year, with 1 in 5 women aged 18-34 still highly exposed to sexual harassment—twice the rate experienced by younger men. However, incidents are also becoming more prominent among males aged 18-34.

2

1 in 12 have reported experiencing physical or psychological violence in the past year, with higher rates among those aged 18-34. Younger women are particularly vulnerable, facing the greatest exposure.

3

Women's views on gender equality are weaker in 2025, with a noticeable decline in the number who believe equality has been achieved at home and in the workplace. Perceptions of equality in politics are steadily declining since 2020.

4

Like in most nations, women in Ireland handle significantly more of the busier, regular daily household chores than men (i.e. laundry, tidying, and cooking). While men perform a consistent number of chores across all ages, women see a sharp increase as they age.

5

Women aged 35-54 face the most pressure, handling around 7 daily chores, compared to just 5 for middle-aged men. This imbalance may be a key factor in the declining perception of gender equality at home.

19%

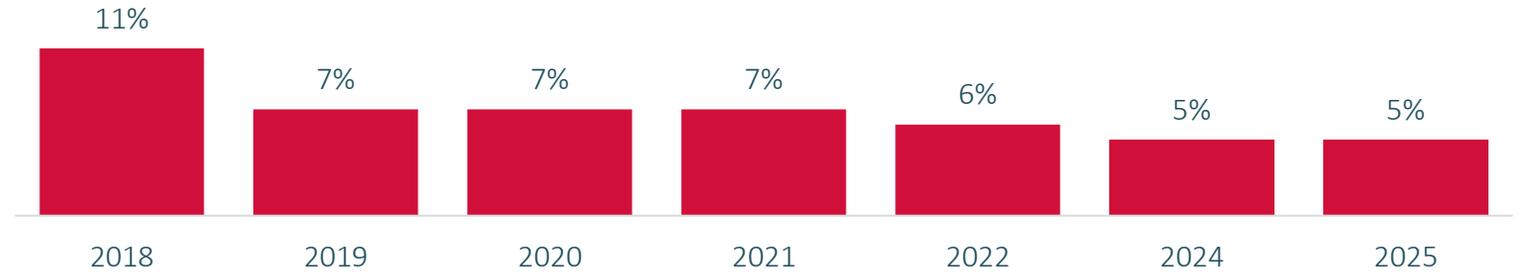
of 18-34-year-old  
women have  
experienced sexual  
harassment in the  
past year



5% of All ROI adults have experienced sexual harassment in the past year



Incidence of Sexual Harassment in past year (All ROI Adults)



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

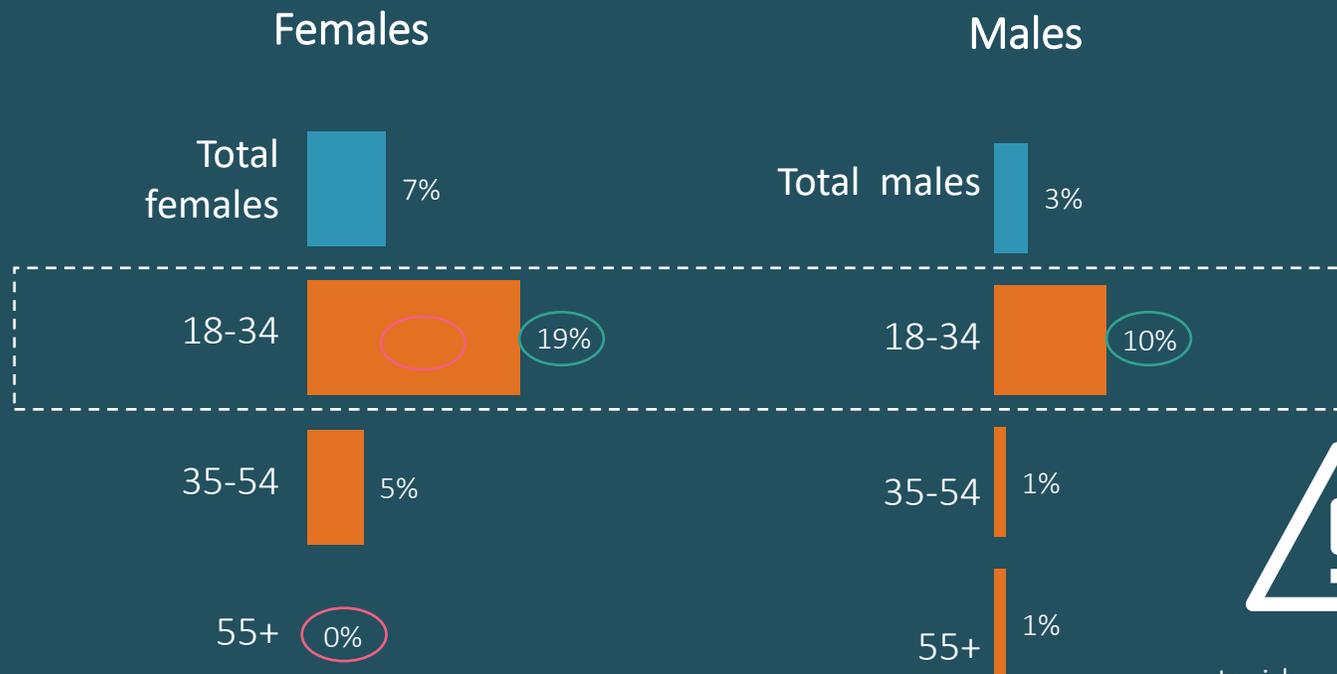
(Base: All adults in ROI aged 18+, n=1,013)

○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2024

**1 in 5 women aged 18-34 have experienced sexual harassment in the past year, twice that recorded by younger men**



### Incidence of sexual harassment in past year



Incidence of sexual harassment among 18-34 males has increased from **4% in 2024** to **10% in 2025**

# Sexual harassment incidence in Ireland at par with global average



Incidence is higher in countries like Mexico, Morocco, Malaysia, India, Ecuador and UK. However, incidences in Ireland are higher than most other European countries.



Suffered any kind of sexual harassment: % within total population



\*Not asked in Poland  
 (Base: All adults across 38 countries worldwide – n = 34,314)  
 ▲ ▼ Indicates significant difference vs. 2024

# 15%

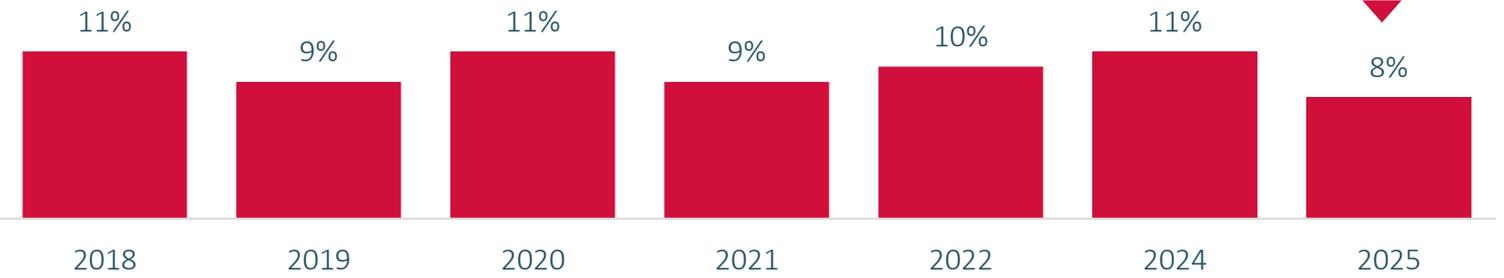
of women aged 18-34 have experienced violence in the past year





Fewer Irish adults have experienced violence in the past year – although this still stands at 1 in 12.

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



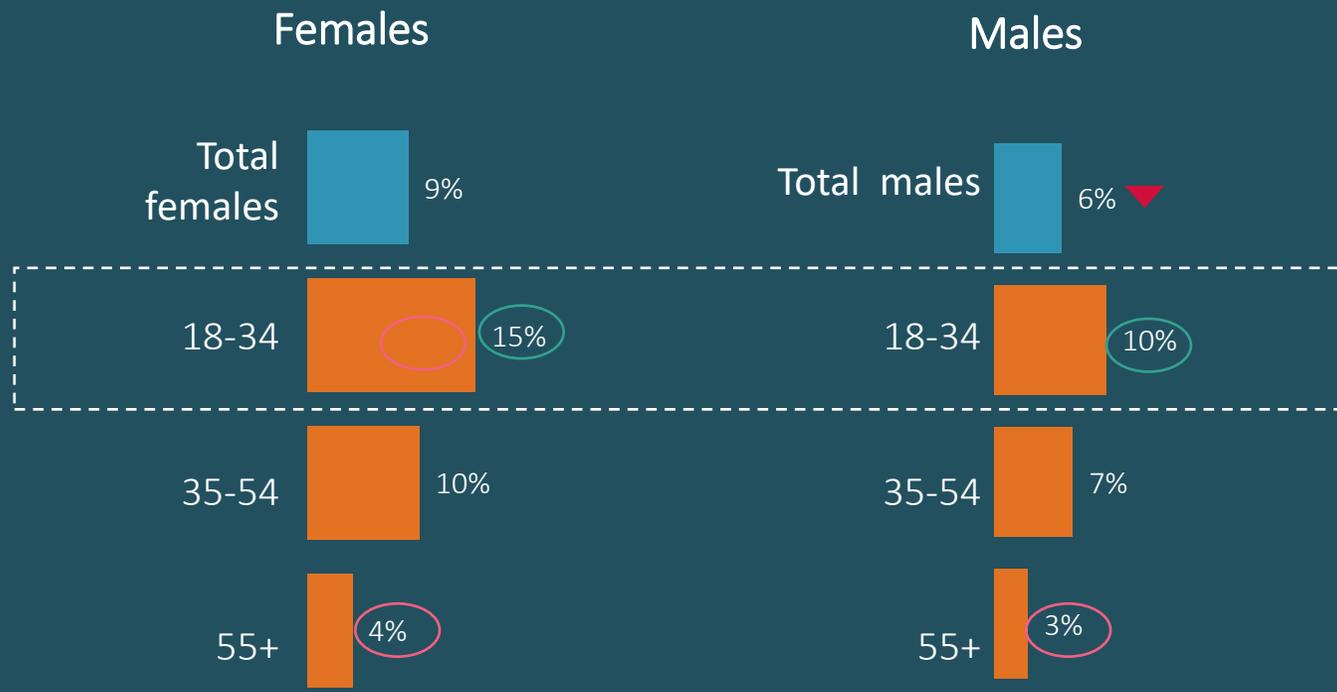
Have you suffered from any kind of violence (either physical or psychological) in the past year?  
(Base: All adults in ROI aged 18+, n=1,013)



**Significantly more younger women have experienced violence vs. their male counterparts.**



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?

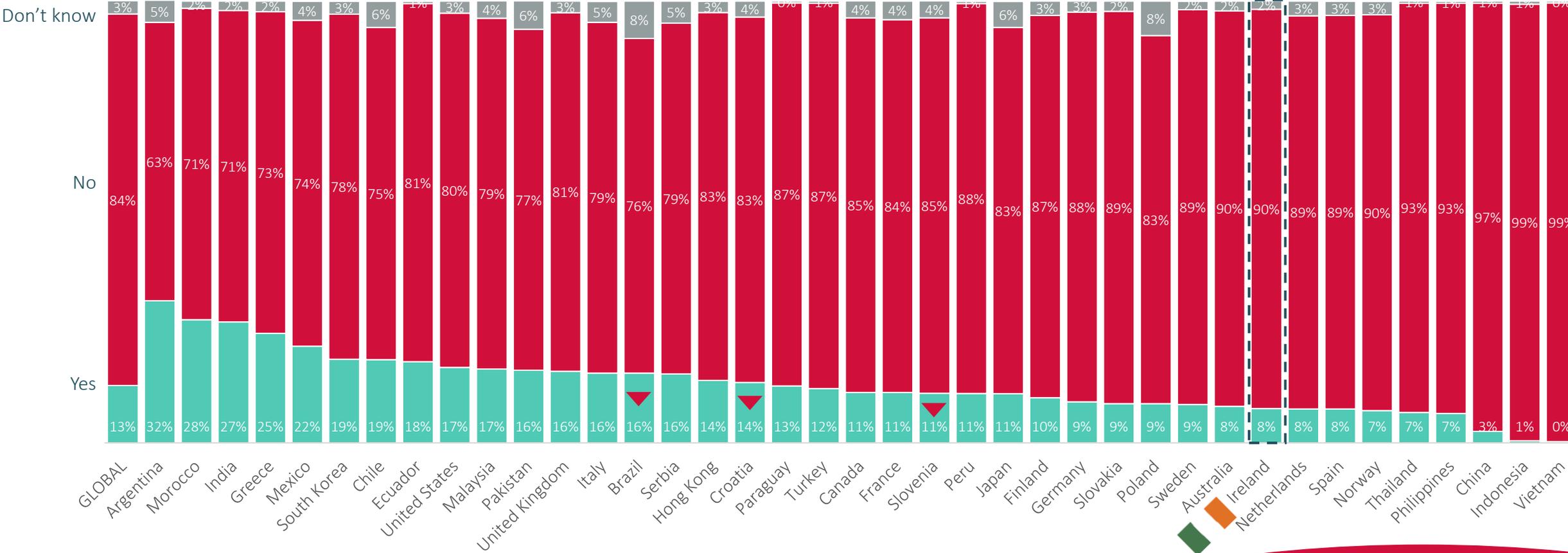
▲ ▼ Indicates significant difference vs. 2024

# Incidences of violence in Ireland is lower than global average



Over 1 in 4 in Argentina, Morocco, India and Greece have experienced violence in the past year.

Suffered any kind of violence: % within total population



(Base: All adults across 39 countries worldwide – n = 34,946)

▲ ▼ Indicates significant difference vs. 2024

66% → 61%

2024

2025

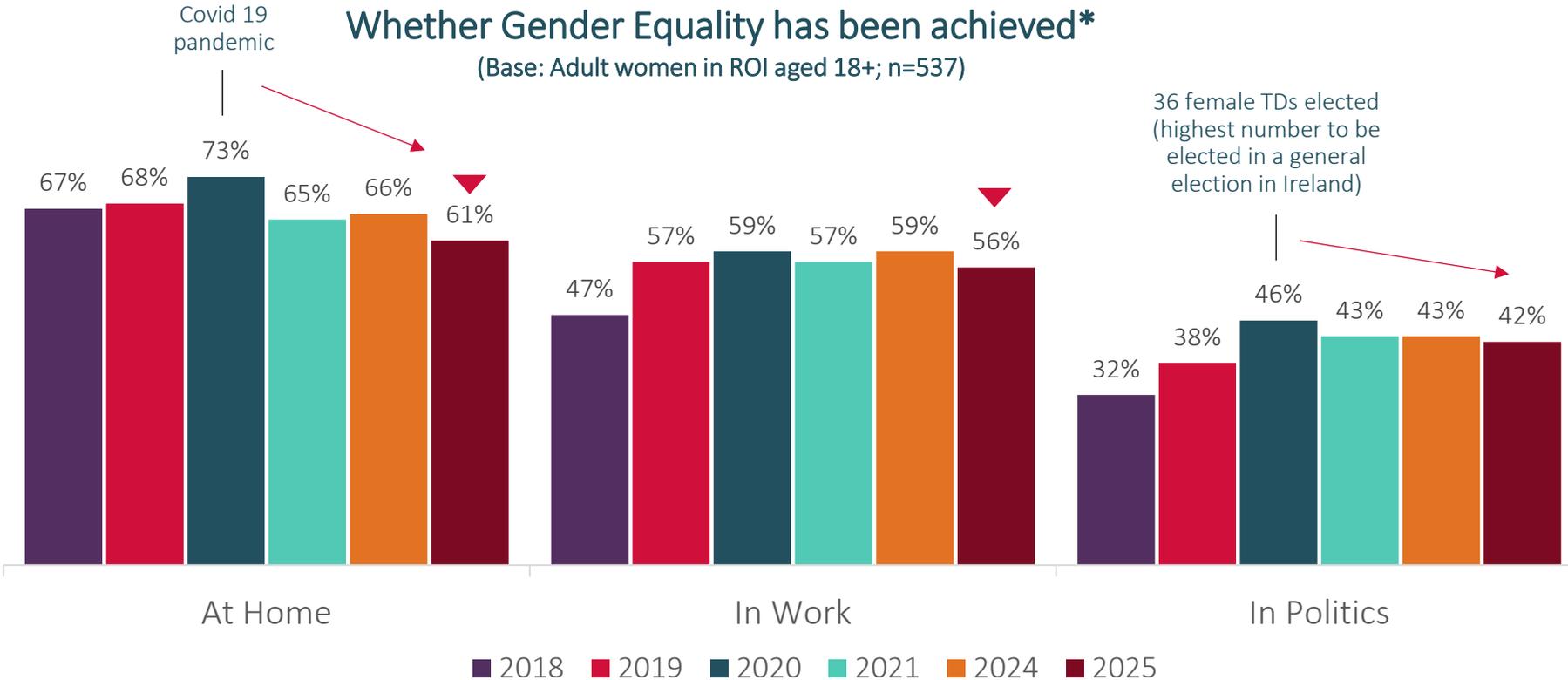
Fewer Irish women  
feel that they are  
getting equality in  
the home



# Fewer women think gender equality has been achieved at home and at work



There is also steady decline in women believing that equality has been achieved in Politics in Ireland.



Only 23% of Irish TDs are women, who represent 51% of the 18+ Irish population – a gap of 28%



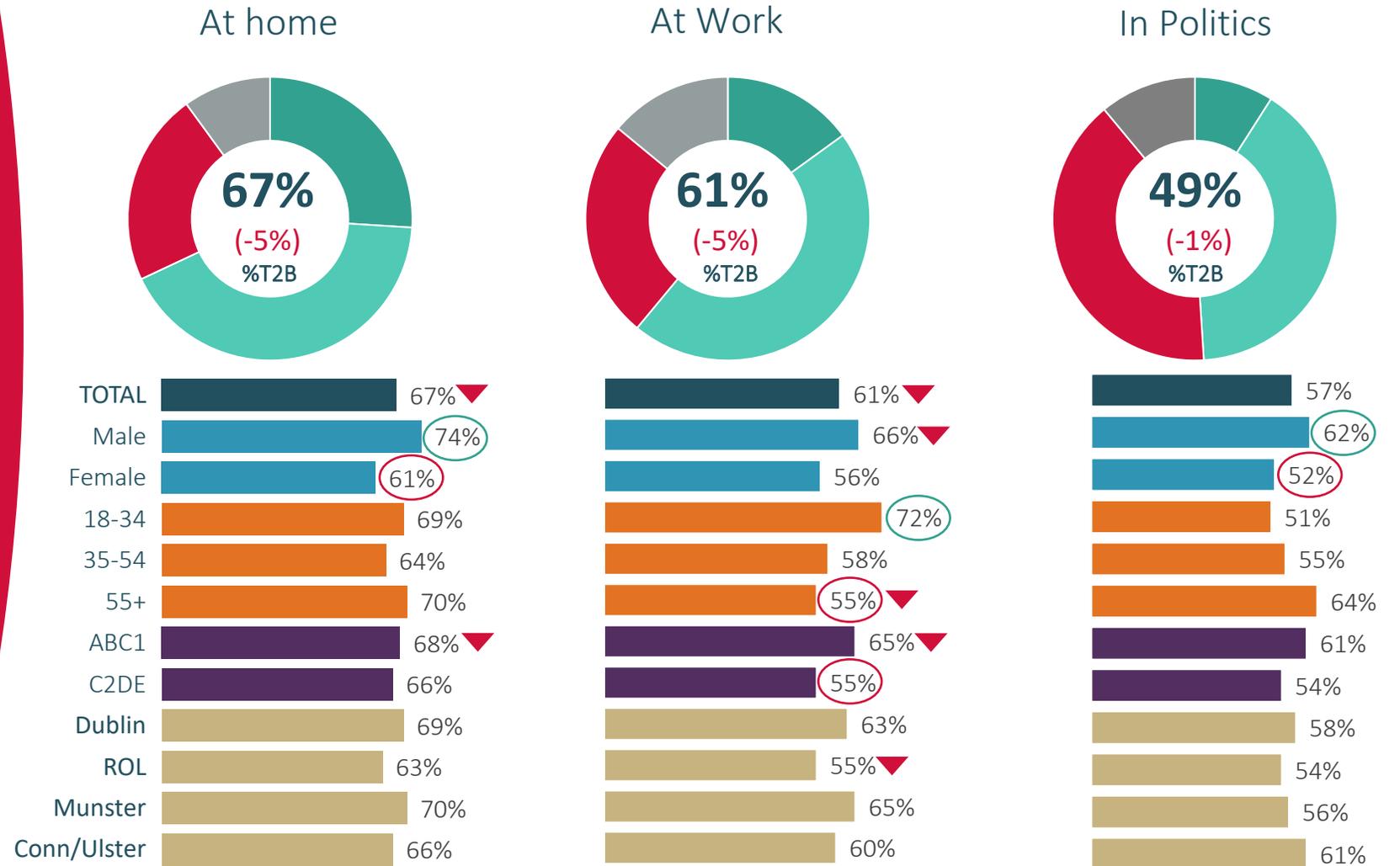
\*Question not asked in 2022

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

# More men think that gender equality has been achieved at home and in politics.

Nearly three quarters of adults 18-34 feel there is equality in the workplace.

## Has Gender Equality been achieved... (Males + Females)



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

(Base: All adults in ROI aged 18+, n=1,013)

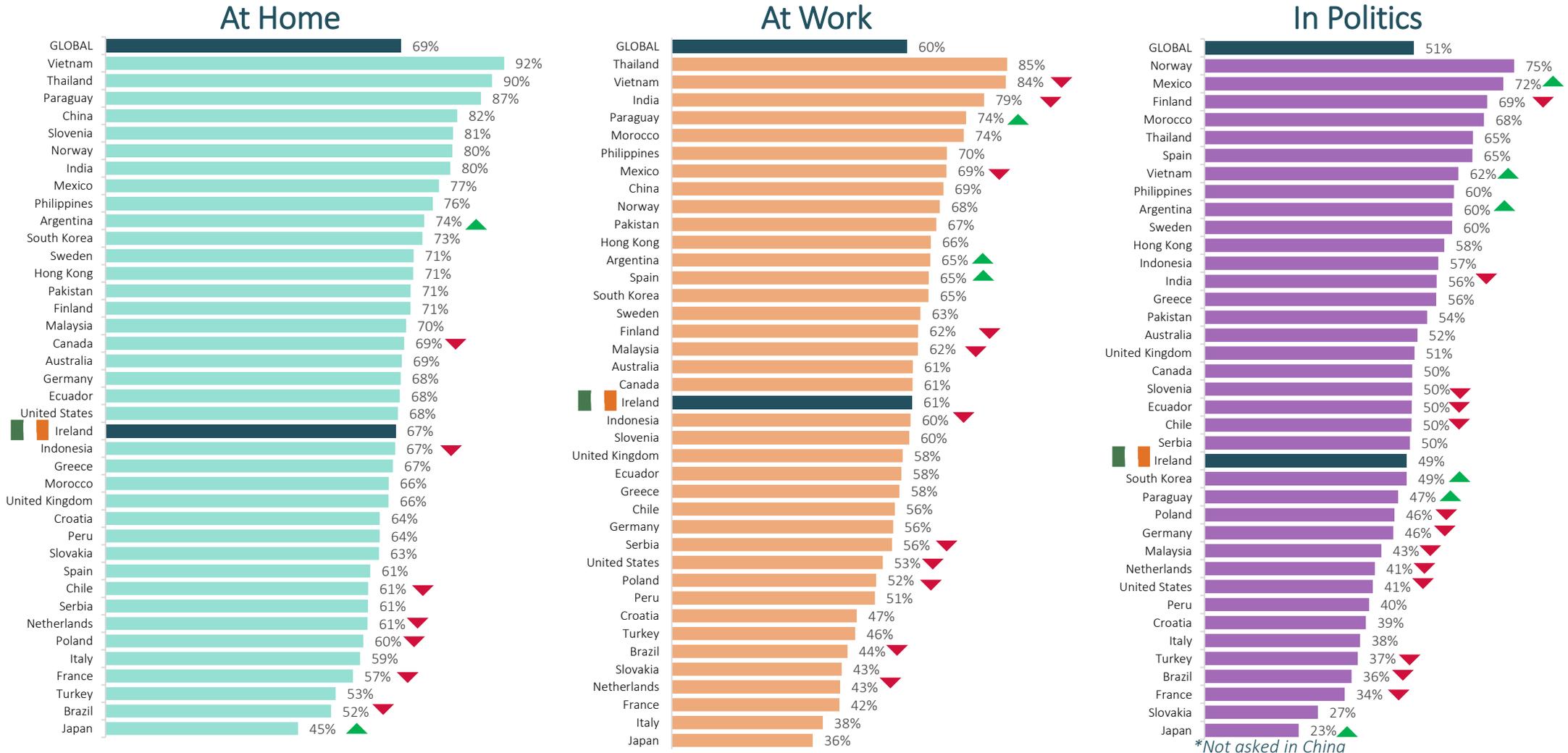
○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2024

# Ireland is on par with global averages

Ireland ranks 22<sup>nd</sup> for equality at home, 20<sup>th</sup> for equality at work and 23<sup>rd</sup> for equality in politics among 39 countries.



## % T2B - Has Gender Equality been Achieved in these Sectors?



(Base: All adults across 39 countries worldwide – n = 34,946)

▲ ▼ Indicates significant difference vs. 2024

# 6.13

Average number of daily household chores done by females is significantly higher than by men (4.81).



# Women across all age groups do more daily household chores daily than men

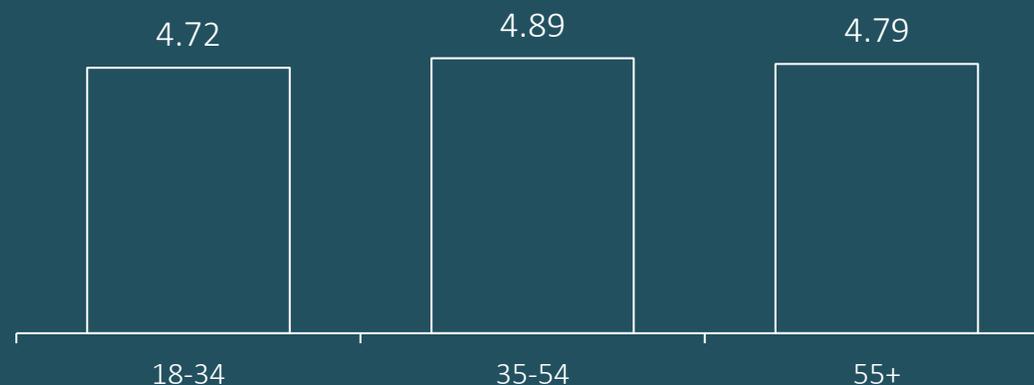
The discrepancy is more pronounced among those aged 35 and older.



Men

*Avg. no. of chores daily*

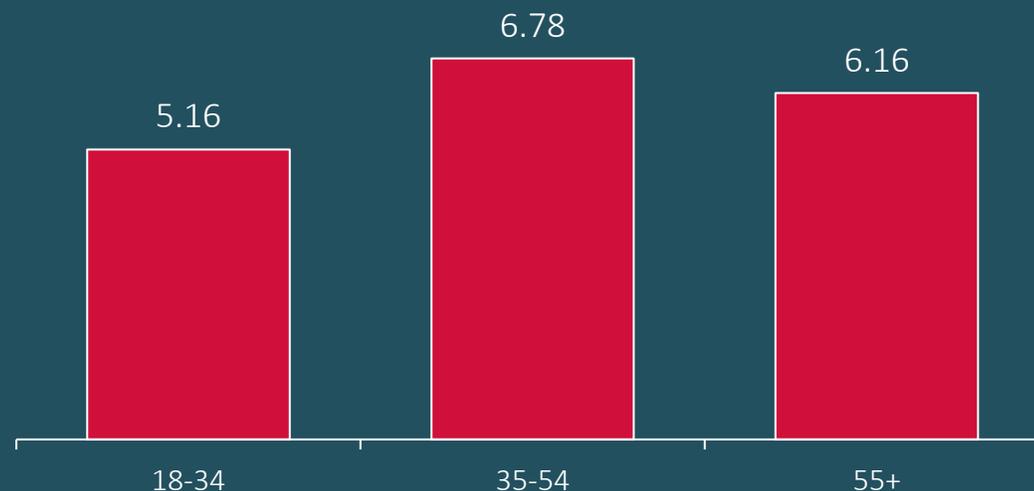
**4.81**



Women

*Avg. no. of chores daily*

**6.13**



Q. Which of the following household chores did you do yesterday?

Base: All (Base: All adults in ROI aged 18+, n=1,013)

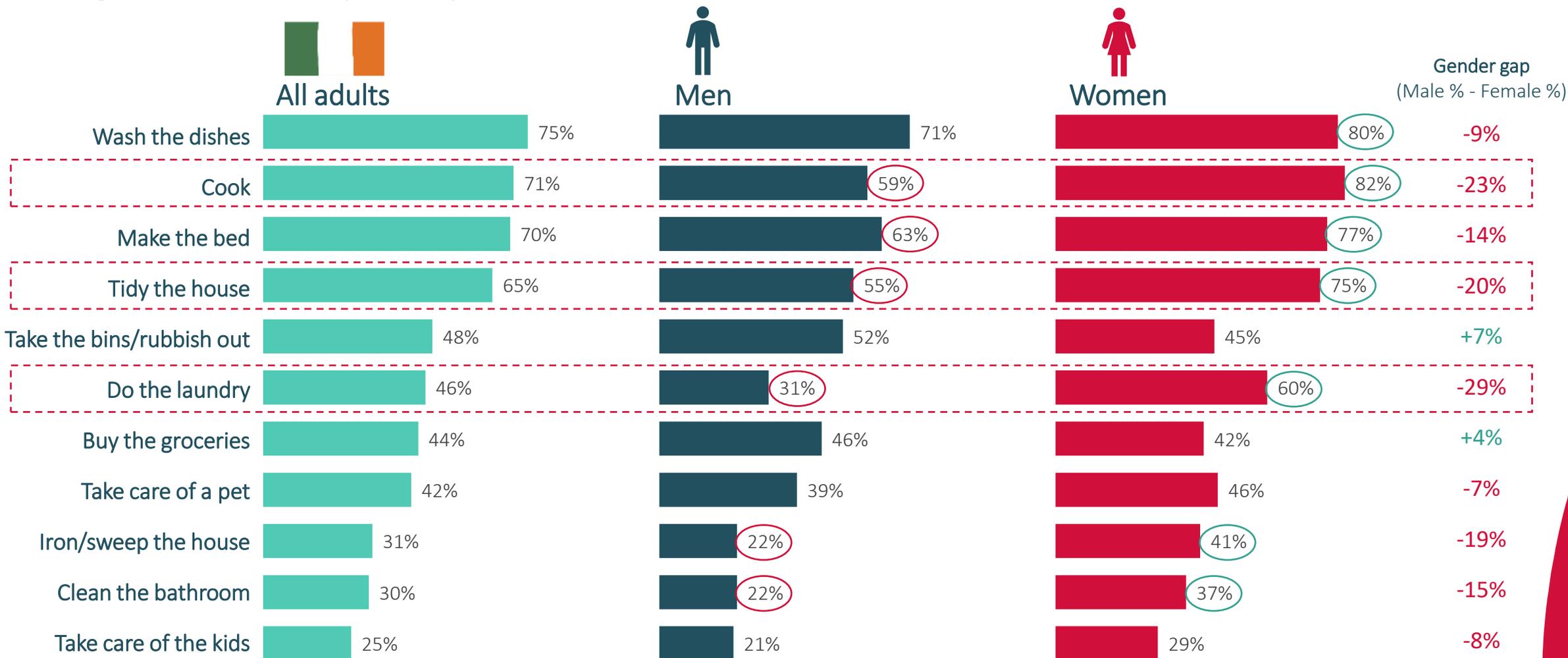


# Women are taking on higher share of daily chores load



Women in Ireland do significantly more cooking, tidying up, and laundry than males. However, men are more likely to buy groceries and take out the bins than females.

## % Doing household chores yesterday



Q. Which of the following household chores did you do yesterday?  
 Base: All (Base: All adults in ROI aged 18+, n=1,013)

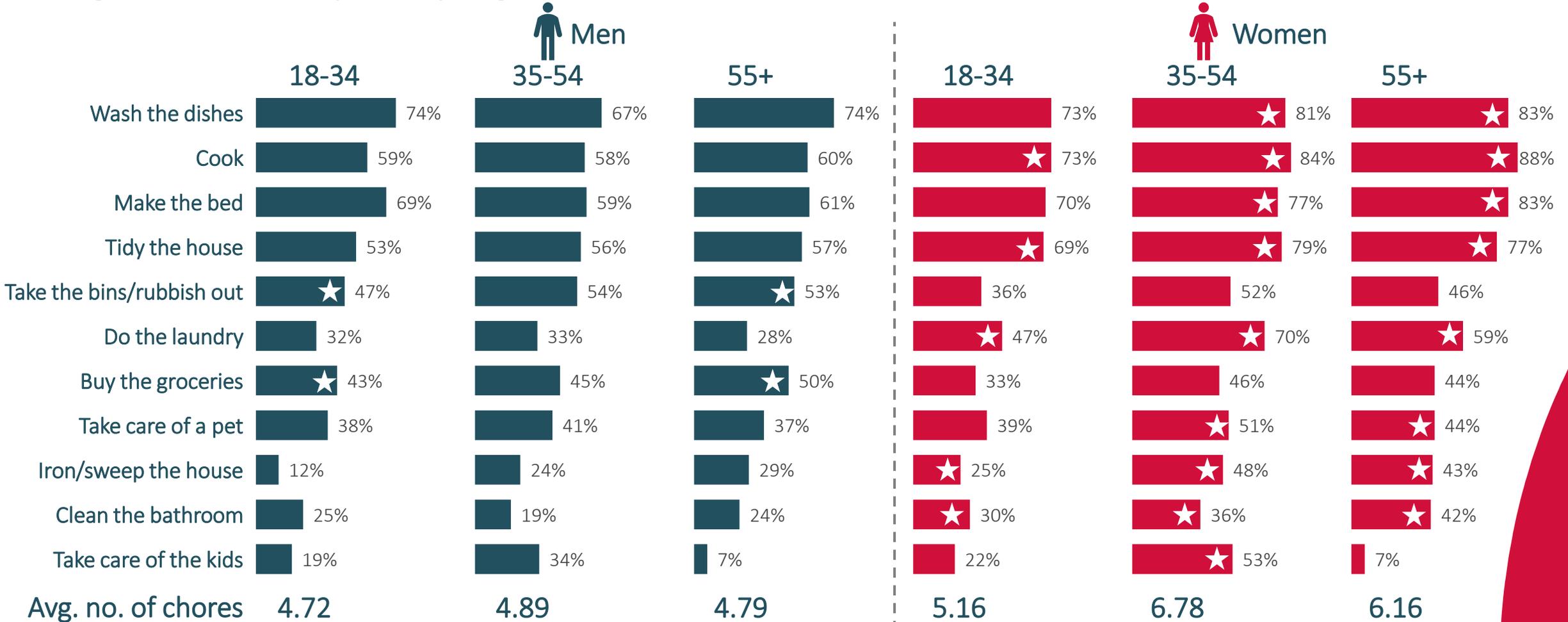
○ ○ Indicates significant difference vs. Total

# Females aged 35+ perform the most chores in a day



The average number of chores remains fairly stable across all male age cohorts but rises significantly for females aged 35-54 compared to those aged 18-34.

## % Doing household chores yesterday X Age cohorts



Q. Which of the following household chores did you do yesterday?  
Base: All (Base: All adults in ROI aged 18+, n=1,013)

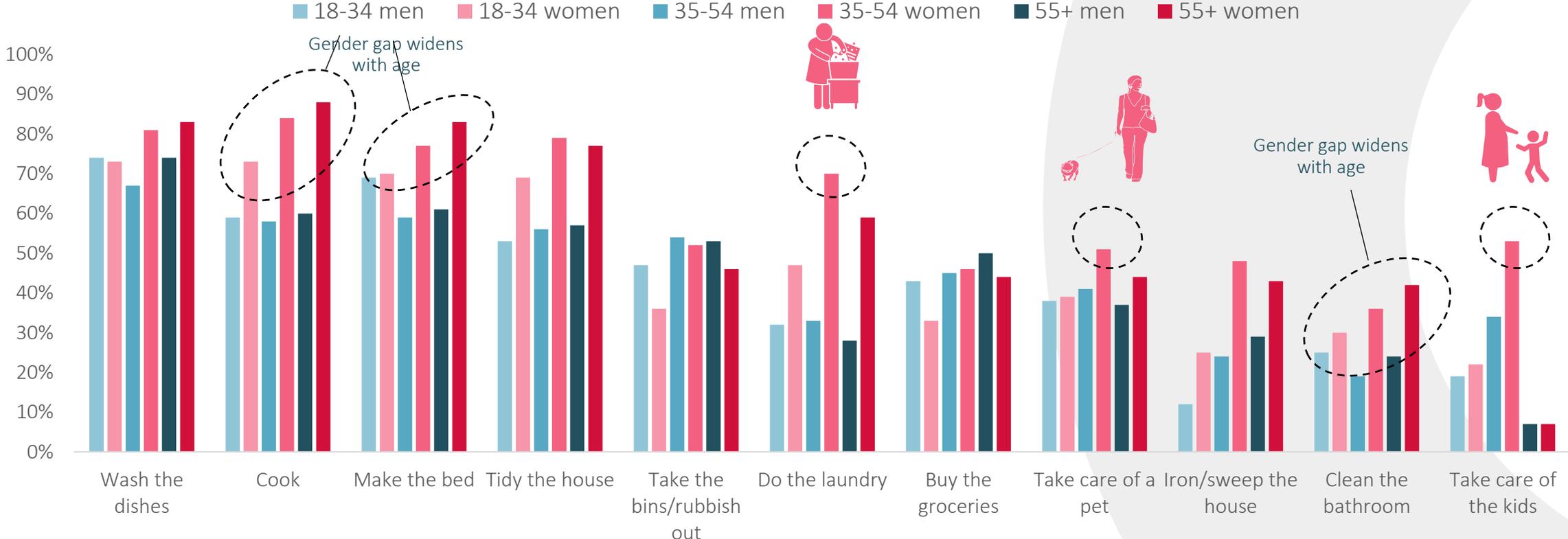
★ Denotes <5% point vs the opposite gender

# Daily household chore gap especially prevalent with 35+ ages



There are some daily house activities such as cooking, making the bed, and cleaning the bathroom, where the daily household chore gap widens over time, suggesting traditional gender roles are prevalent in 55+ ages.

% Doing household chores yesterday X Age cohorts



Q. Which of the following household chores did you do yesterday?  
 Base: All (Base: All adults in ROI aged 18+, n=1,013)

# Irish gender gap on daily chores is lower than the global average

Average global gender gap

**-15.3%**

The **average gender gap** is calculated from the difference in the number of tasks performed by men and women in a country. This gap reflects, in summary, how evenly or unequally the household chores are distributed between the genders in each country.

**Positive gap:** Means that men do more chores than women on average.

**Negative gap:** Means that women do more chores than men on average.

(Base: All adults across 39 countries worldwide – n = 34,946)

Country	Gender gap (sorted from smallest to largest)
Sweden	0,70%
United States	-2,50%
Norway	-2,70%
Canada	-3,20%
Finland	-5,00%
Malaysia	-5,10%
Ecuador	-5,30%
Australia	-6,30%
Hong Kong	-7,40%
Netherlands	-8,80%
Spain	-9,10%
France	-9,70%
United Kingdom	-9,80%
Germany	-10,30%
 Ireland	-12,00%
South Korea	-13,10%
Slovenia	-13,40%
Serbia	-14,10%
Poland	-14,20%
Slovakia	-14,30%
Greece	-14,40%
China	-14,50%
Argentina	-14,50%
Croatia	-15,10%
Chile	-16,10%
Italy	-17,10%
India	-17,30%
Thailand	-17,70%
Mexico	-18,40%
Brazil	-19,90%
Morocco	-20,50%
Paraguay	-20,80%
Japan	-21,10%
Peru	-22,90%
Turkey	-26,30%
Philippines	-28,00%
Vietnam	-28,1%
Indonesia	-48,0%
Pakistan	-50,7%



# Washing dishes & cooking are the most common chores in Ireland



	Wash the dishes	Cook	Make the bed	Tidy the house	Take bins/rubbish out	Buy the groceries	Do the laundry	Take care of a pet	Clean the bathroom	Iron/sweep the house	Take care of the kids
<b>GLOBAL</b>	66%	61%	61%	53%	55%	49%	44%	35%	33%	32%	29%
Argentina	74%	67%	65%	69%	62%	60%	55%	49%	42%	35%	24%
Australia	76%	71%	68%	45%	52%	43%	51%	40%	24%	26%	25%
Brazil	69%	60%	64%	51%	54%	31%	40%	39%	35%	28%	21%
Canada	58%	56%	49%	42%	28%	28%	29%	30%	18%	14%	17%
Chile	69%	58%	69%	57%	51%	41%	46%	49%	43%	33%	32%
China	75%	76%	43%	51%	74%	43%	70%	23%	48%	26%	38%
Germany	59%	59%	61%	67%	54%	39%	39%	33%	24%	14%	20%
Ecuador	44%	39%	45%	55%	41%	49%	32%	31%	30%	43%	28%
Spain	76%	77%	79%	58%	64%	62%	42%	39%	37%	37%	23%
Finland	64%	67%	53%	59%	50%	54%	36%	29%	9%	26%	14%
France	68%	68%	65%	58%	51%	49%	41%	45%	26%	34%	23%
UK	71%	66%	67%	30%	46%	47%	47%	40%	31%	27%	24%
Greece	71%	63%	68%	53%	64%	58%	43%	34%	32%	30%	31%
Hong Kong	64%	60%	56%	40%	69%	52%	55%	30%	34%	25%	28%
Croatia	71%	62%	75%	52%	70%	40%	38%	42%	34%	30%	31%
Indonesia	55%	49%	65%	64%	76%	53%	52%	15%	51%	52%	40%
<b>Ireland</b>	75%	71%	70%	65%	48%	44%	46%	42%	30%	31%	25%
India	63%	67%	65%	28%	38%	67%	48%	56%	46%	39%	41%
Italy	61%	69%	66%	48%	46%	50%	47%	38%	38%	48%	30%
Japan	70%	59%	51%	51%	47%	53%	55%	18%	47%	24%	14%
South Korea	68%	53%	58%	62%	55%	40%	53%	15%	26%	22%	15%
Morocco	53%	58%	53%	41%	45%	43%	35%	19%	30%	14%	31%
Mexico	72%	72%	75%	43%	68%	47%	47%	51%	40%	45%	44%
Malaysia	69%	51%	52%	36%	42%	40%	53%	25%	32%	31%	29%
Netherlands	66%	55%	47%	48%	35%	47%	40%	37%	10%	32%	21%
Norway	64%	74%	47%	68%	60%	49%	41%	31%	13%	9%	20%
Peru	74%	55%	82%	75%	63%	54%	50%	51%	59%	68%	46%
Philippines	68%	73%	51%	69%	59%	26%	54%	40%	47%	48%	44%
Pakistan	41%	42%	43%	35%	39%	62%	32%	31%	31%	37%	60%
Poland	63%	52%	61%	40%	46%	61%	31%	33%	14%	26%	17%
Paraguay	60%	62%	70%	73%	57%	50%	50%	51%	45%	-	39%
Serbia	75%	66%	83%	55%	75%	75%	35%	40%	34%	29%	31%
Sweden	69%	66%	53%	65%	58%	47%	32%	37%	19%	15%	23%
Slovenia	69%	63%	64%	61%	62%	50%	33%	40%	27%	17%	26%
Slovakia	74%	57%	70%	41%	52%	43%	34%	38%	19%	16%	26%
Thailand	66%	48%	35%	30%	59%	72%	49%	35%	26%	30%	22%
Turkey	62%	64%	72%	73%	69%	67%	48%	35%	51%	47%	58%
United States	47%	41%	40%	33%	26%	25%	28%	33%	21%	14%	12%
Vietnam	74%	65%	63%	78%	83%	56%	68%	15%	53%	84%	44%

(Base: All adults across 39 countries worldwide – n = 34,946)

# 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 34,946 people were interviewed globally. See below for sample details. The fieldwork was conducted in January 2025. 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

6. 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? (2018/2019/2020/2021/2023) (ROTATE LIST, SHOW CARD WITH SCALE)

	Definitely achieved	To some extent achieved	Not really achieved	Not at all achieved	Do not know	
At work (2018, 2019, 2020, 2021, 2023)	1	2	3	4	9	(SPSS-Q6_01)
In politics (2018, 2019, 2020, 2021, 2023)	1	2	3	4	9	(SPSS-Q6_02)
At home (2018, 2019, 2020, 2021, 2023)	1	2	3	4	9	(SPSS-Q6_03)

## RANDOMISE A-B

7. In the past year, have you suffered from...
- A. Any kind of violence (either physical or psychological)? (ONLY ONE ANSWER). (2018/2019/2020/2021/2022/2023) (SPSS-Q7)
  - B. Any kind of sexual harassment (2018/2019/2020/2021/2023) (SPSS-Q7b)
- 1. Yes.
  - 2. No.
  - 9. Do not know / no response

## SCRIPTER: RANDOMISE

9. Which of the following household chores did you do yesterday? (New) (SPSS-Q9\_01) (SPSS-Q9\_02) (SPSS-Q9\_03) (SPSS-Q9\_04) (SPSS-Q9\_05) (SPSS-Q9\_06) (SPSS-Q9\_07) (SPSS-Q9\_08) (SPSS-Q9\_09) (SPSS-Q9\_10) (SPSS-Q9\_11)
- 1. Make the bed
  - 2. Cook
  - 3. Do the laundry
  - 4. Wash the dishes
  - 5. Take care of the kids
  - 6. Clean the bathroom
  - 7. Buy the groceries
  - 8. Iron/sweep the house
  - 9. Take care of a pet
  - 10. Take the bins/rubbish out
  - 11. Tidy the house
  - 12. None of these

# 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.



RESEARCH  
EVALUATION  
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