

## 1 in 5 young women in Ireland have experienced sexual harassment in the past year.

1. Twice as many women 18-34 have experienced sexual violence when compared to male counterparts
2. 15% of women aged 18-34 have experienced any form of violence in the past year.
3. Fewer Irish women feel that they are getting equality in the home, from 66% in 2024 to 61% in 2025.
4. Women in Ireland perform significantly more daily household chores (6.18) compared to men (4.81).

The **Worldwide Independent Network of MR (WIN)**, the leading global association of independent market research and polling firms, has released its Worldviews Survey. This year's survey captures the perspectives and beliefs of 34,946 individuals across 39 countries. WIN's latest findings shed light on **miscorrelation between perception of gender equality and behaviour, violence, and measures to promote women's rights**. The survey has tracked progress across all these markets over 6 years, since it began in 2019, and it assesses whether equal opportunities and rights are improving worldwide.

### HEADLINES – IRELAND

**A stark new report from RED C and the WIN Network highlights the alarming prevalence of sexual violence in Ireland, particularly among young women.**

The findings show that 19% of women aged 18-34—nearly one in five—have faced sexual violence in the past year alone. Overall, 5% of adults aged 18 and over in the Republic of Ireland reported experiencing sexual violence within the same period. While incidents among men under 35 have also risen, they remain at half the rate recorded among women.

The report also indicates that sexual harassment rates in Ireland are in line with global averages but remain higher than those in most other European countries, underscoring an urgent need for action.

### Young Women Aged 18-34 Remain Most Vulnerable to Violence Despite Overall Decline

The RED C / WIN report also reveals that while physical violence in Ireland has fallen to its lowest level (8%) since 2018, with a significant three-point drop from last year, young women aged 18-34 remain disproportionately affected. Among this group, 15% report experiencing violence, highlighting their continued vulnerability.

On a global scale, Ireland reports lower incidences of both physical and psychological violence than many other countries, reflecting positive progress while underscoring the need for continued efforts to protect the most at-risk groups.

## Perceptions of Equality Among Irish Women Are Declining

Findings from the RED C / WIN poll reveal a weakening perception of equality among women in Ireland, with significant declines reported across home, work, and politics. Overall, perceptions of equality have dropped by 5 percentage points at home and in the workplace, and by 1 percentage point in politics.

Women are driving this decline, with fewer believing equality is being achieved at home (-5 points vs. 2024) and at work (-3 points vs. 2024). Additionally, perceptions of political equality among women have been steadily falling since 2020.

While Ireland aligns with global equality standards, its rankings remain low. Among 39 countries, Ireland places 22nd for equality at home, 20th for workplace equality, and 23rd for political equality—highlighting ongoing challenges in achieving gender parity.

### **Women lived reality backs the perception of inequality at home.**

Irish women take on significantly more household chores than men, averaging 6.18 chores per day compared to 4.81 for men. The biggest gender gaps are in tasks like cooking, tidying up, and laundry, whereas men are more likely to buy groceries and take out the bins.

Despite this imbalance, Ireland's gender gap in daily chores is smaller compared to other countries globally.

**Ciara Reilly, Group Director of RED C Research, said:**

*“These findings highlight a troubling reality—while progress has been made in some areas, too many women in Ireland still feel that true equality is out of reach. The decline in perceptions of equality at home, in the workplace, and in politics signals an urgent need for action. We must listen to women’s voices and work collectively to remove the barriers that continue to hold them back”*

## HEADLINES WORLD

### 1. Household chores are still being done by women

Despite 69% of people globally believing household equality has definitely or to an extent been achieved, the distribution of housework tells a different story. All chores are still predominantly done by women, except for 'taking out the rubbish' (the only thing done more frequently by men in 23 out of 39 countries; 56% men versus 53% women), and 'groceries' which is shared by both genders (46% men versus 49% women). 'Laundry' (in all countries, done more by women) and 'Cooking' (in 38 out of 39 countries done by women) showed the biggest gender gap at 27%. This is a stark contrast to high-end cuisine, where renowned chefs have been men historically. The findings underscore that traditional gender roles still dominate in domestic responsibilities.

Even in countries where gender equality is perceived as more advanced, housework remains unevenly distributed – just to a lesser degree. The smallest gender gaps are in Sweden (0.7%), the US (-2.5%), Norway (-2.7%), and Canada (-3.2%). On the opposite extreme are Pakistan where the gap is a staggering -50.7%, Indonesia (-48%), Vietnam (-28.1%, despite ranking highest in positive perception of household equality at 92%), the Philippines (-28%), and Turkey (-26.3%) who report the widest disparities.

### 2. Perceptions of gender equality do not translate to household behaviour

Perceptions of gender equality at home globally have slightly improved compared to 2024, but this shift is largely driven by men, while women remain less optimistic. People's views on gender equality at home and in politics across the world remain consistent across age groups this year (varying by just 1% in positive views at home, and just 2% in politics across ages 18 to over 65). However, there is a negative correlation between age and positive perception that gender equality has been achieved at work. 63% of 18 to 24 year-olds globally believe it has been achieved, while only 50% of those over 65 do. All fields (at home, at work, in politics) generally increase with education, rising from 63% positive sentiment for home equality among those with no or basic education to 70% for those with a master's degree or PhD. Interestingly, Vietnam (92%) and Thailand (90%) rank highest for perceived household equality, surpassing countries with strong gender equality reputations like Norway (80%) and Finland (71%).

However, when comparing these perceptions to actual household chore distribution, there is near-zero correlation (using Spearman analysis). This suggests that subjective beliefs about gender equality – whether at home, work, or in politics – do not reflect real-life behaviour. While Japan, which ranks lowest in gender equality perceptions in all fields, shows alignment between perception and household task division, countries like Pakistan, Indonesia, and Vietnam – despite their high rankings in perceived equality – have the largest gender gaps in housework. Conversely, Poland reports lower confidence in gender equality yet ranks well in shared domestic responsibilities. This disconnect underscores the need for further research on what influences perceptions of gender equality – how societal, cultural or economic factors affect perceptions, or whether the country's historical trajectory regarding equality plays a role in shaping responses.

### 3. Concerns linger amidst decreased violence against women

Women reporting experiences of physical and/or psychological violence globally dropped from 20% in 2024 to 14% this year. However, this decline is partly due to the inclusion of countries with lower violence rates, such as China and Thailand (where 97% and 90%, respectively,

answered 'no' when asked if they've suffered violence), Slovakia and Norway (88% of women reported no), while Nigeria – the highest-ranking country for violence against women in 2024 – did not participate this year. Similarly, reports of sexual harassment have fallen from 10% to 7%, influenced by the same factors.

Both violence and harassment are strongly age-related, with younger women most affected – a persistent trend since 2019. Amongst women aged 18–24, 18% report experiencing violence, and 16% have faced sexual harassment in 2025. These figures drop significantly as women age, with women over 65 reporting at 5% and 1%, respectively.

Country-specific trends further highlight the complexity of these issues. In Turkey, reports of violence increased from 13% in 2024 to 18% this year. There has been growing awareness following publicised femicides and public outcry, potentially influencing their perception. Meanwhile, Brazil demonstrates how policy efforts can drive change. Reports of violence among women fell from 31% to 19%, and sexual harassment from 20% to 10%, following initiatives such as reinstating the Ministry of Women in 2023, relaunching 24/7 women's hotlines and women's houses, and enacting over 10 new women's rights laws.

Brazil's example is particularly relevant for Latin America, where five of the top 15 countries for reported violence against women and seven of the top 15 for women reporting sexual harassment are located. Argentina ranks highest for violence at 39%, while Mexico leads in sexual harassment reports at 28%. The data underscores the importance of sustained efforts to protect women's rights and ensure progress is not only perceived but also reflected in lived experiences.

**Richard Colwell, President of WIN International Association,** said:

*"The findings from this research highlight a stark contrast between the perception of gender equality and the lived realities of women. These unsettling figures serve as a reminder that safety and inequality remain pressing global issues. WIN hopes that by shedding light on these challenges, we can ignite conversations, raise awareness, and drive tangible progress toward a world that is safer and more just for women everywhere."*

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### IRELAND DATA

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## NOTES FOR EDITORS

### Methodology:

The survey was conducted in 39 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

### Sample Size and Mode of Field Work:

A total of 34,945 people were interviewed. See below for sample details. The fieldwork was conducted in December 2024, January 2025 and February 2025. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

### About WIN:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

### Our assets

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made 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: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

# Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 24 – 9 Jan 25
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	WC 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025

30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025