

REDC



WIN Worldviews Survey

Attitudes to Safety & Gender Equality

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Women's safety concerns persist in Ireland



The WIN Worldviews Survey show rising experiences of sexual harassment particularly among young women and an evident perception gap around safety, even as views on gender equality improve across Irish society.

1

Sexual harassment among young women is rising

Young women remain the most exposed to sexual harassment in Ireland. Over a third (34%) of women aged 18–34 report experiencing sexual harassment in the past year, a significant increase compared to last year. This group was already the most vulnerable, and the rise in reported incidents raises renewed concerns about whether enough progress is being made to ensure women's safety in everyday environments.

2

A persistent gender gap in perceptions of public safety

Perceptions of safety in public spaces remain a challenge. More than half of Irish women (53%) say they do not feel safe walking alone in their neighbourhood at night - more than double the proportion of men who say the same (25%). Women in Ireland also report feeling less safe than the global and European averages, highlighting a persistent gender gap in how public safety is experienced.

3

Harassment is becoming a broader societal issue

Physical and psychological harassment has increased slightly in Ireland. While women continue to report similar levels, there has been a noticeable rise among men, particularly younger men, with 16% reporting incidents in the past year. This suggests that harassment is affecting a broader range of people, highlighting the importance of awareness and supportive measures across all groups.

4

Perceptions of gender equality are improving, but gaps remain

Attitudes toward gender equality in Ireland have strengthened at home, in the workplace, and in politics, with notable gains also seen among women. Visibility of female leadership including Ireland's female presidency may be driving this shift. However, women remain less likely than the overall population to feel that full equality has been achieved. Ireland performs strongly versus the global average at home and work, with political equality perceptions broadly in line globally.

34%

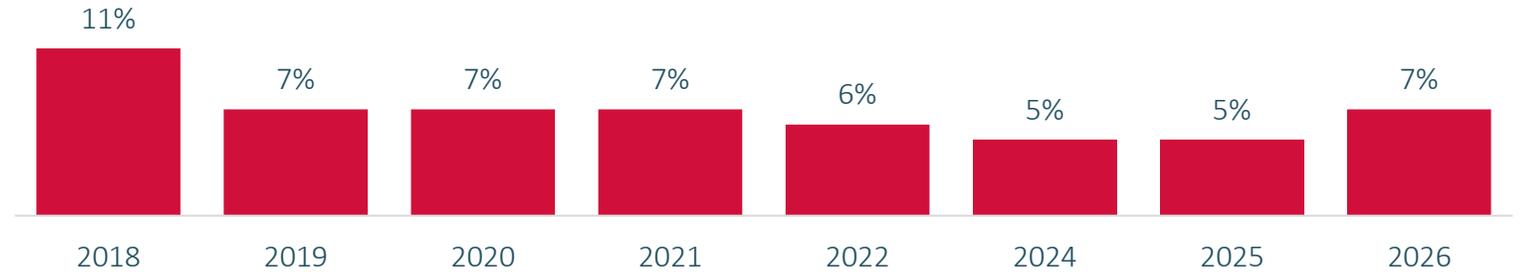
Significant rise in the proportion of women aged 18-34 who have experienced sexual harassment in the past year.



Sexual harassment incidents in Ireland have risen slightly, breaking the previous downward trend



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



Q3. Have you suffered from any kind of sexual harassment in the past year?

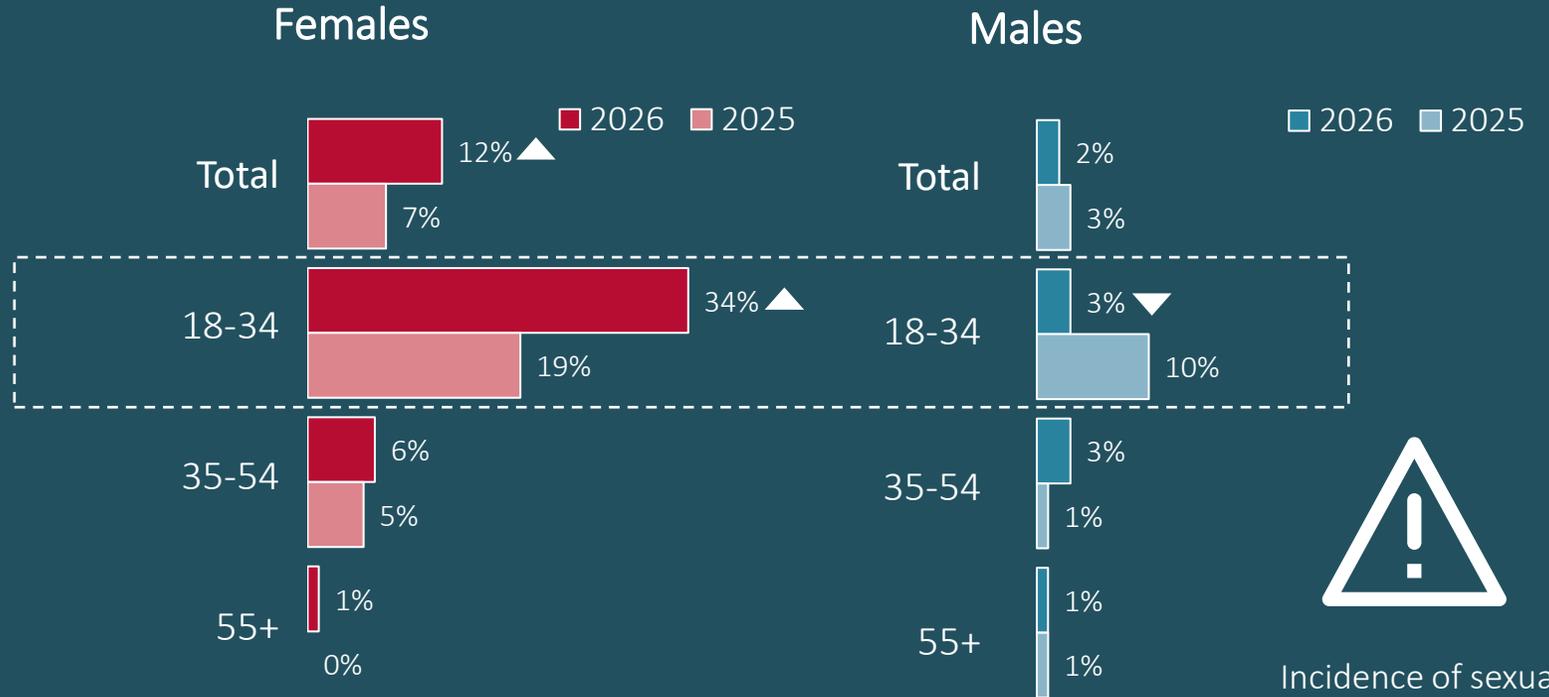
(Base: All adults in ROI aged 18+, n=1,003)

○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2025

Incidence of sexual harassment against women aged 18-34-years-old has increased significantly from 2025 from 1-in-5 to 1-in-3



Incidence of sexual harassment in past year



Incidence of sexual harassment among 18-34 females has increased from **19%** in 2025 to **34%** in 2026

Q3. Have you suffered from any kind of sexual harassment in the past year?

(Base: All adults in ROI aged 18+, n=1,003)

▲ ▼ Indicates significant difference vs. 2025

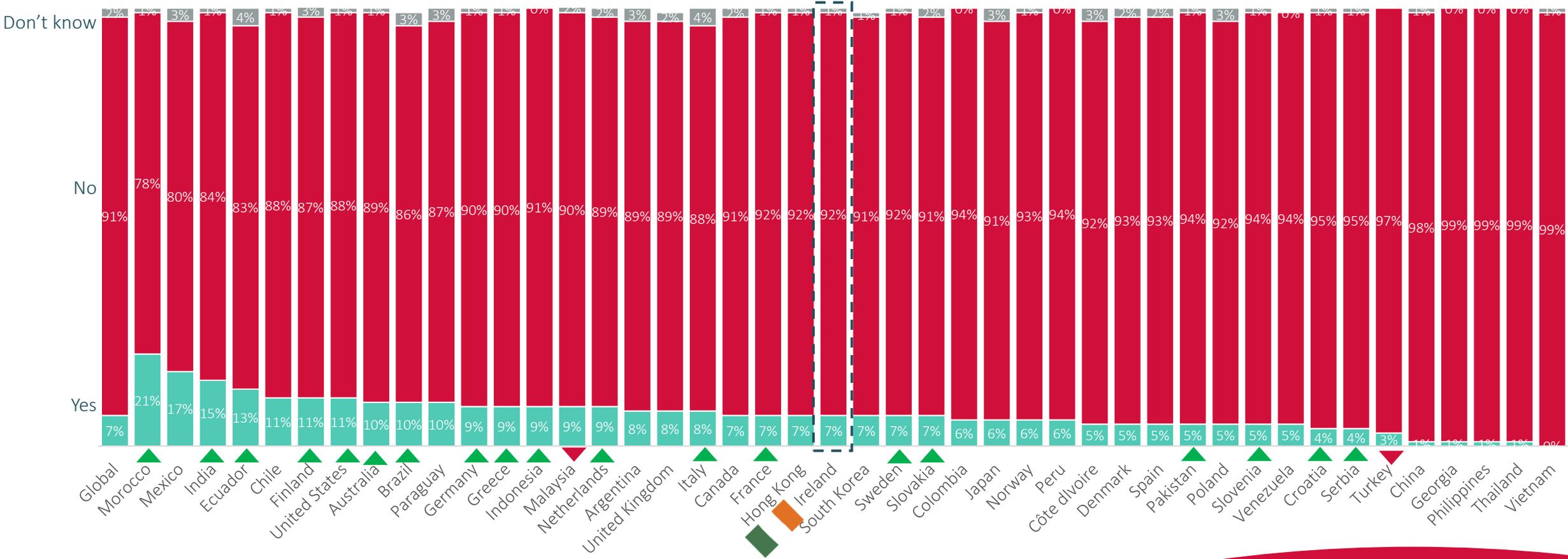
Sexual harassment incidence in Ireland at par with global average



Incidence are highest in countries like Morocco, Mexico, India and Ecuador.



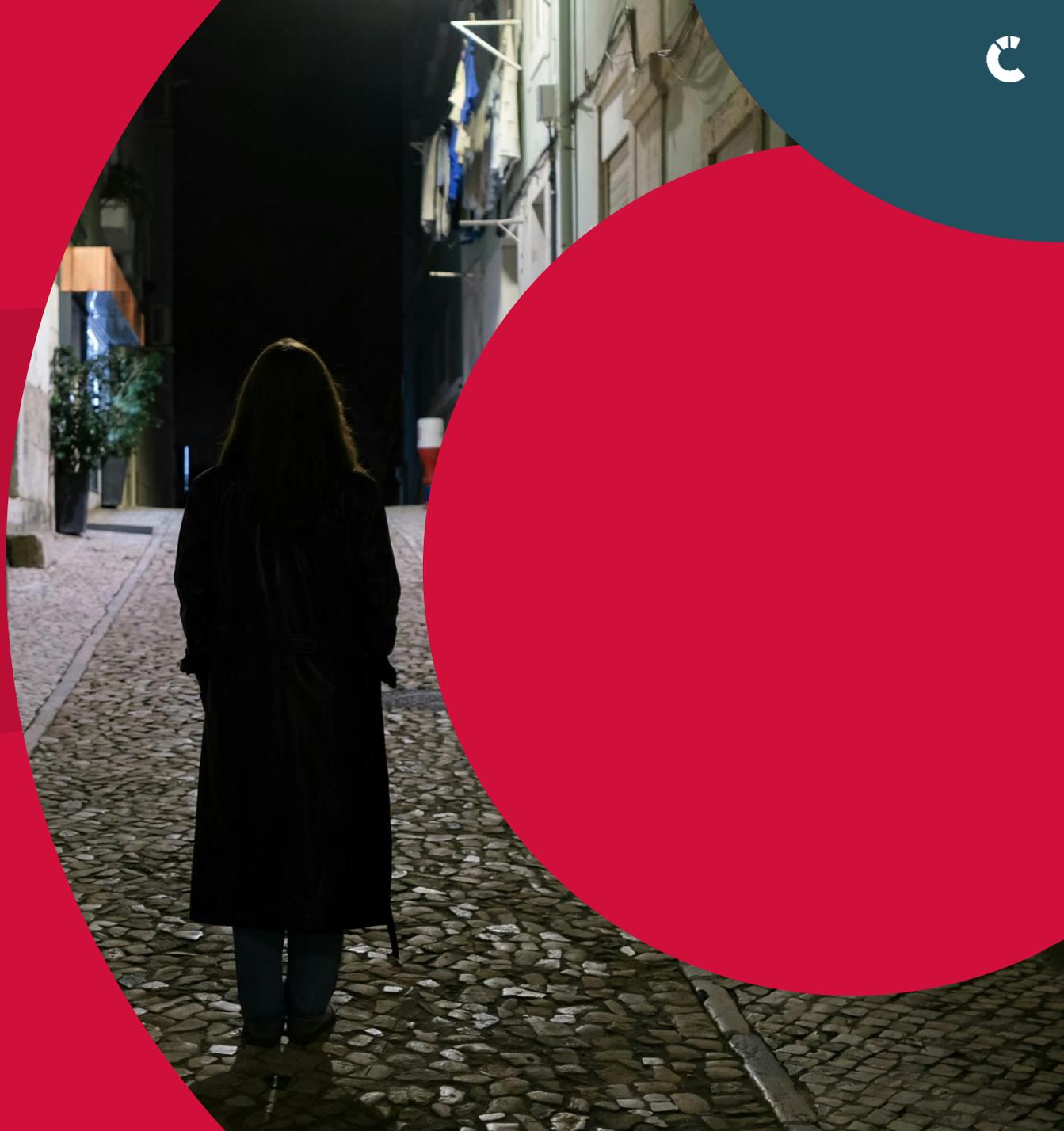
Suffered any kind of sexual harassment: % within total population



(Base: All adults across 44 countries worldwide – n = 44,000)

▲ ▼ Indicates significant difference vs. 2025

Ireland shows a larger
night time safety
gender gap (-28%)
than the global
average (-19%)

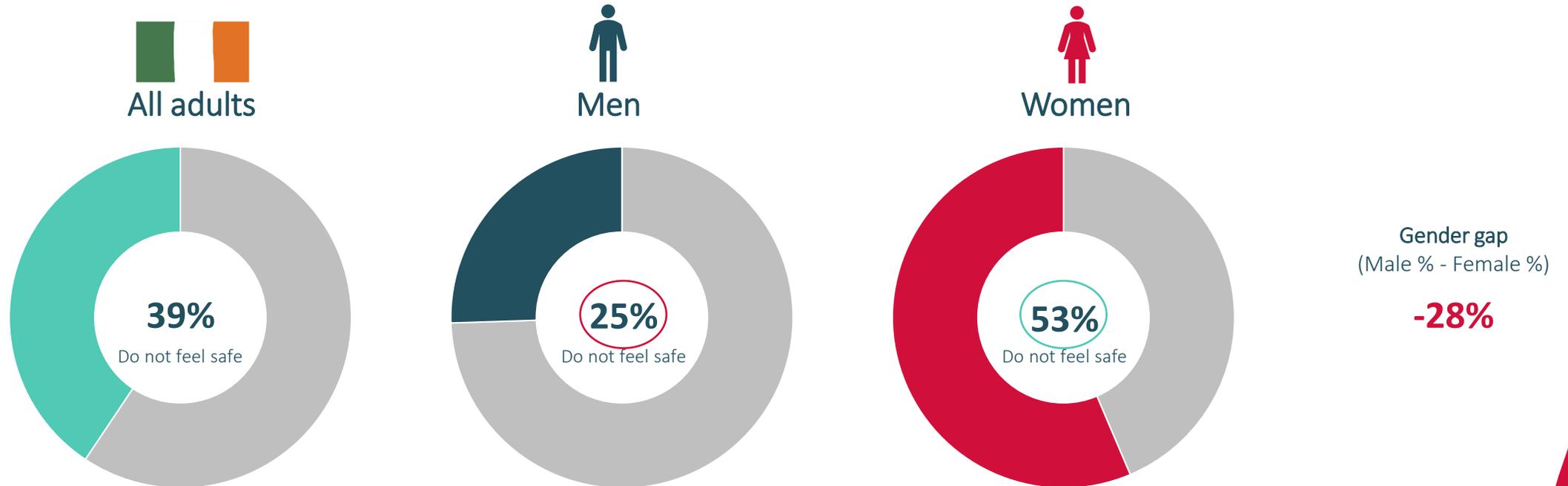


Women feel twice as unsafe as men walking alone at night



Perceptions surrounding night-time safety between men and women are stark, with just 1-in-4 men feeling unsafe walking alone at night compared to just over 1-in-2 women.

% Feel safe/ confident walking alone at night in my neighbourhood



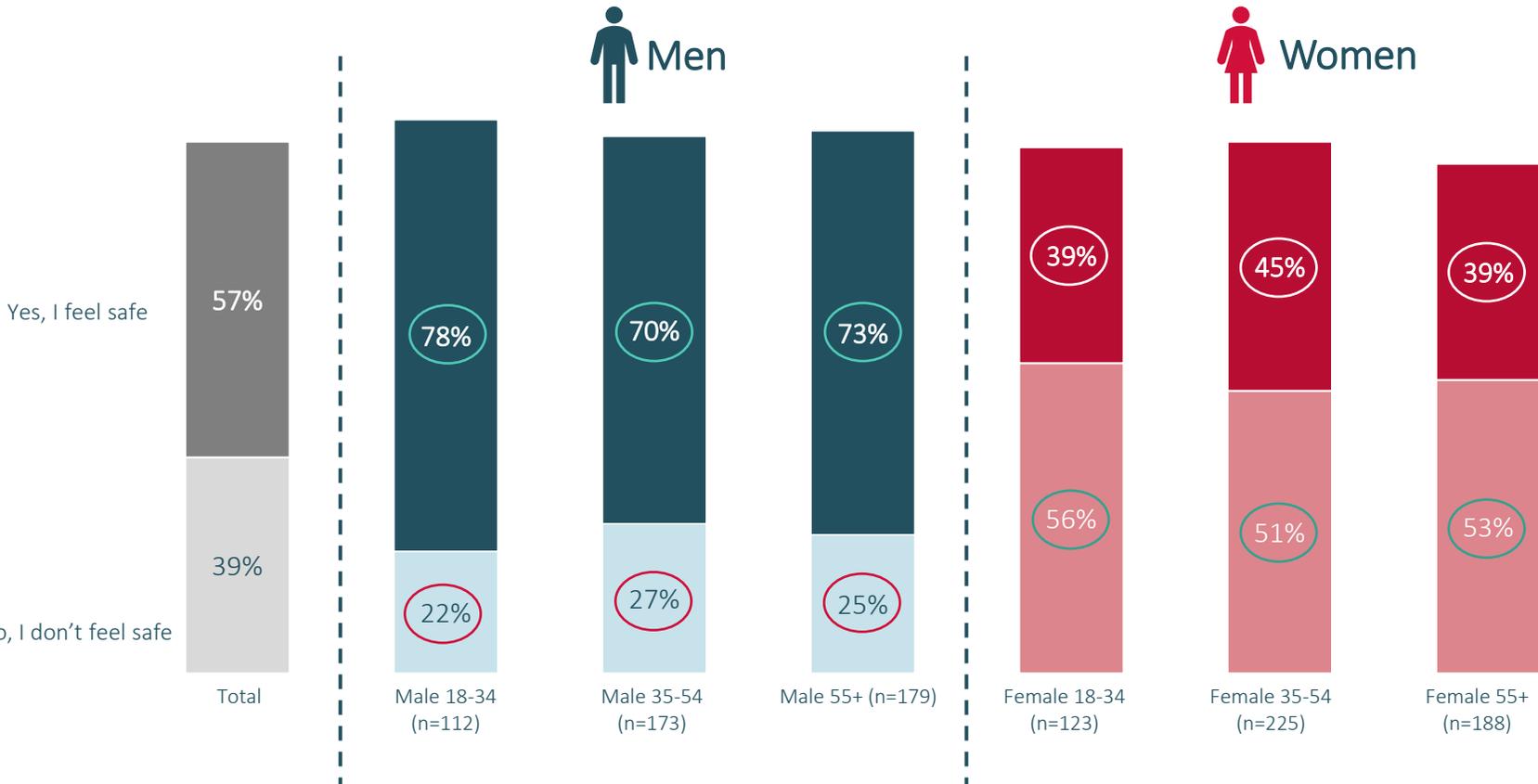
Q4. Do you feel safe/confident walking alone at night in your neighbourhood?
(Base: All adults in ROI aged 18+, n=1,003)

Indicates significant difference vs. Total

Irish women of all ages feel noticeably less safe than men walking alone at night



% Feel safe/ confident walking alone at night in my neighbourhood –
Gender x Age Cohorts



○ ○ Indicates significant difference vs. Total

Q4. Do you feel safe/confident walking alone at night in your neighbourhood?
(Base: All adults in ROI aged 18+, n=1,003)

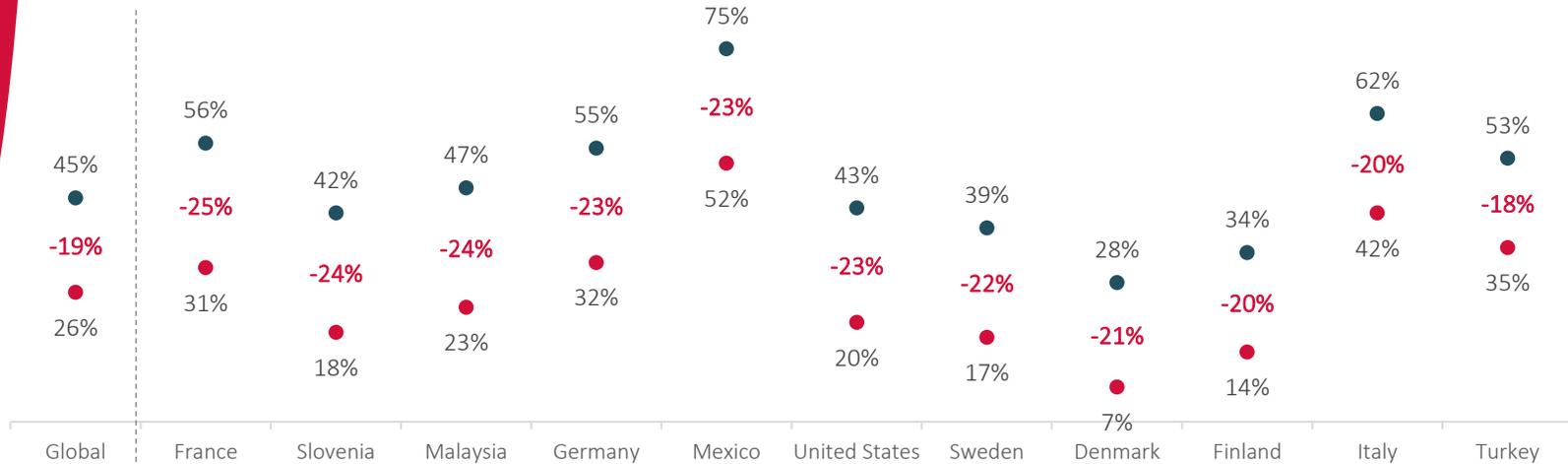
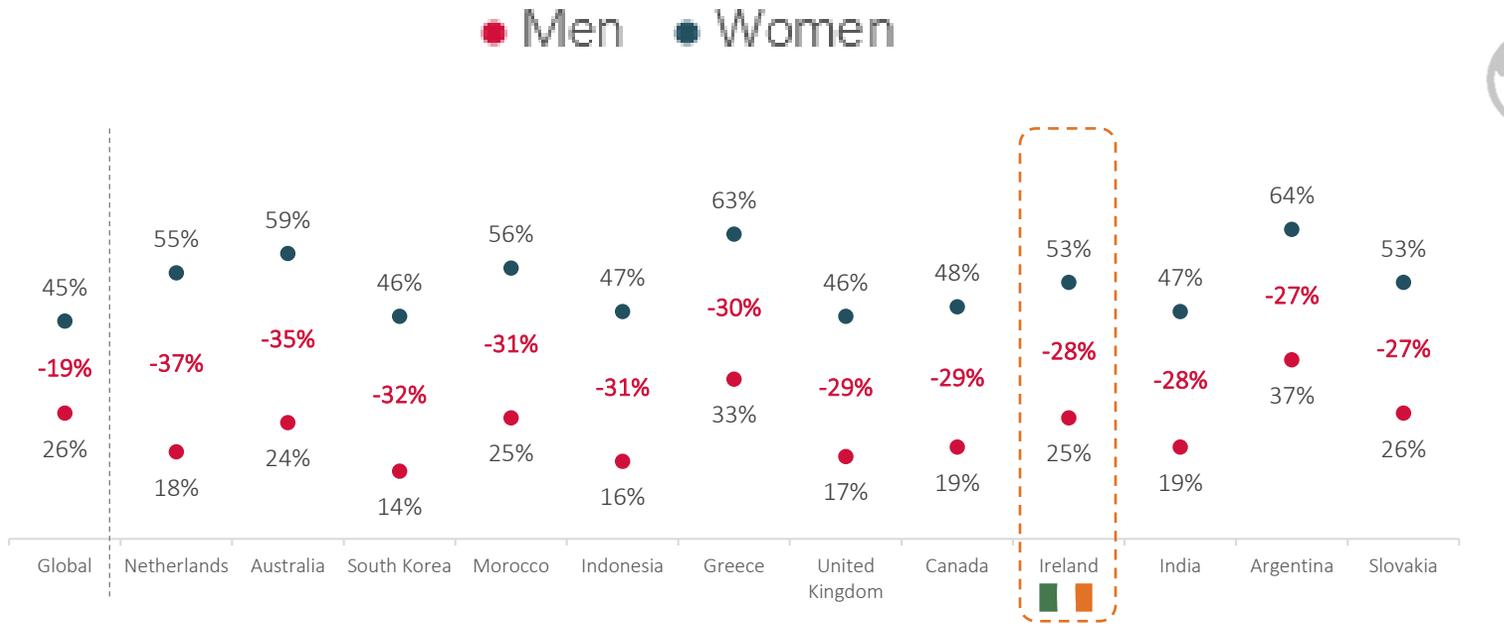
Irish gender safety gap is noticeably larger than the global average

Average global gender safety gap
-19%

The safety gender gap is calculated from difference in percentages of men and women who **do not feel safe or confident walking alone at night** in their neighbourhood. This gap summarises how differently men and women experience personal safety within each country

Negative gap: Means a *higher percentage of women do not* feel safe walking alone at night compared to men.

(Base: All adults across 44 countries worldwide – n = 44,000)



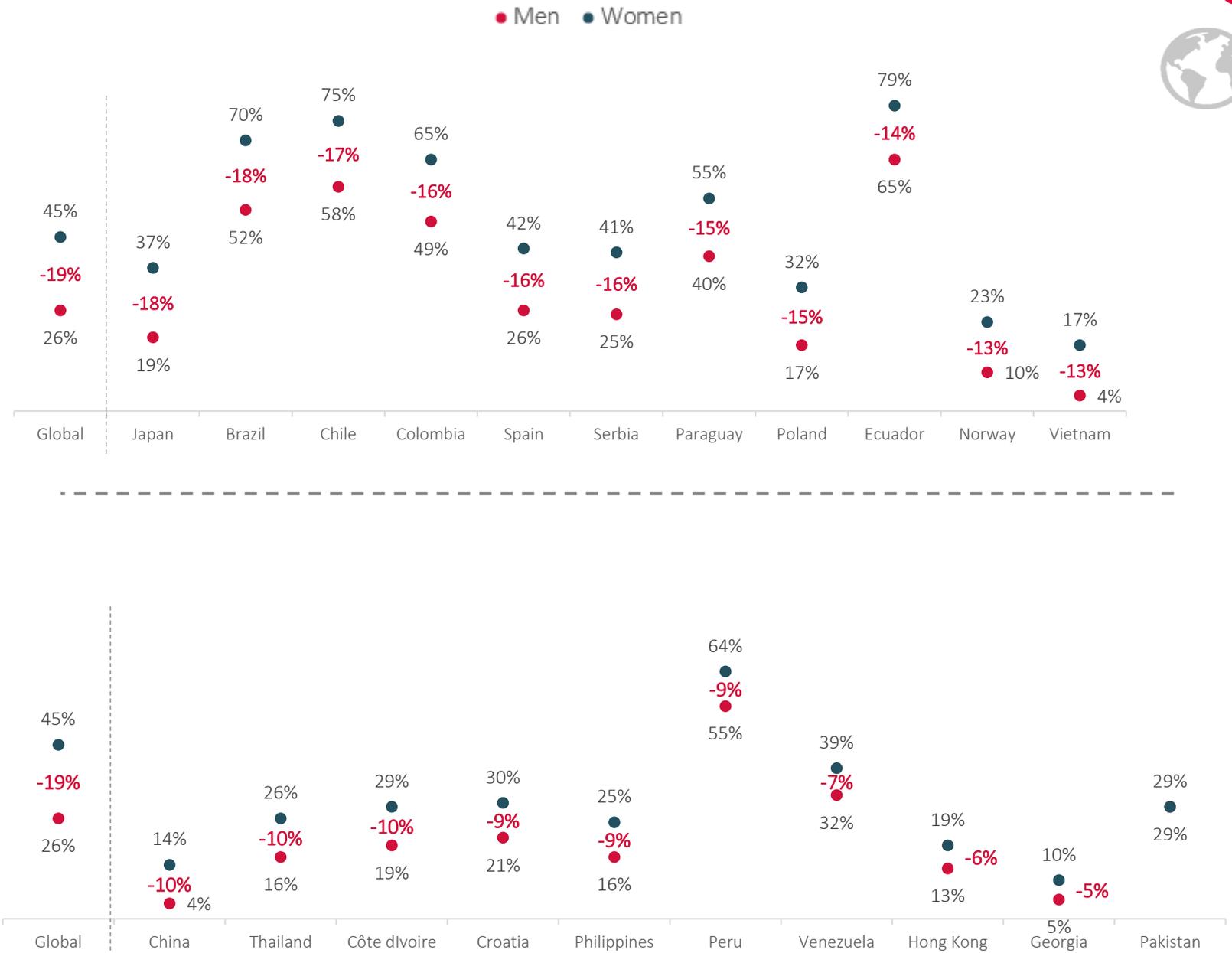
Safety levels are low in some countries across men and women, thus creating a smaller gap

Average global gender safety gap

-19%

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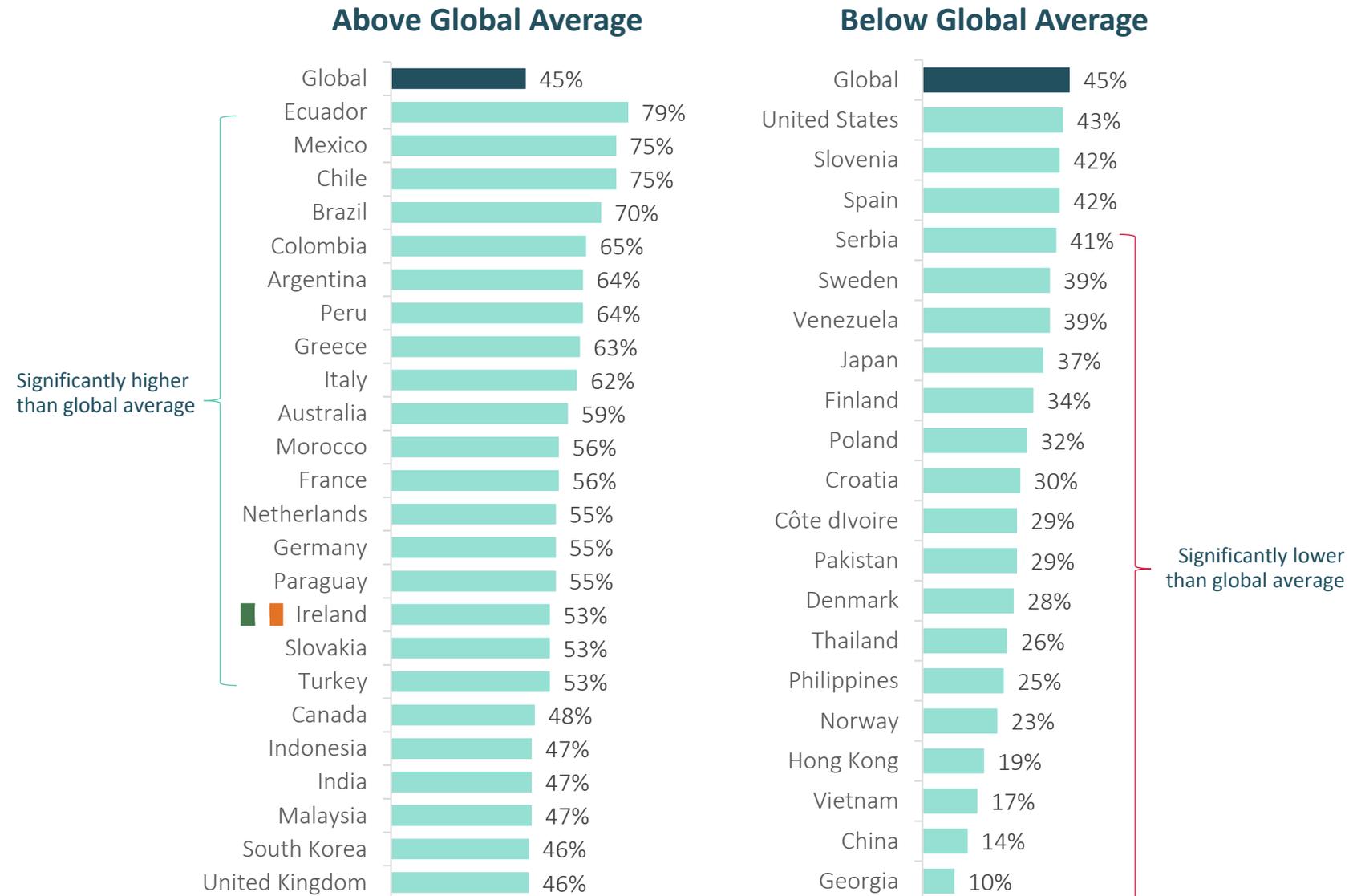


(Base: All adults across 44 countries worldwide – n = 44,000)



Perceived safety at night varies globally with Ireland is well above the average, Latin America reports the highest fear, and parts of Europe and Asia the lowest

Females that do not feel safe/ confident walking alone at night in their neighbourhood

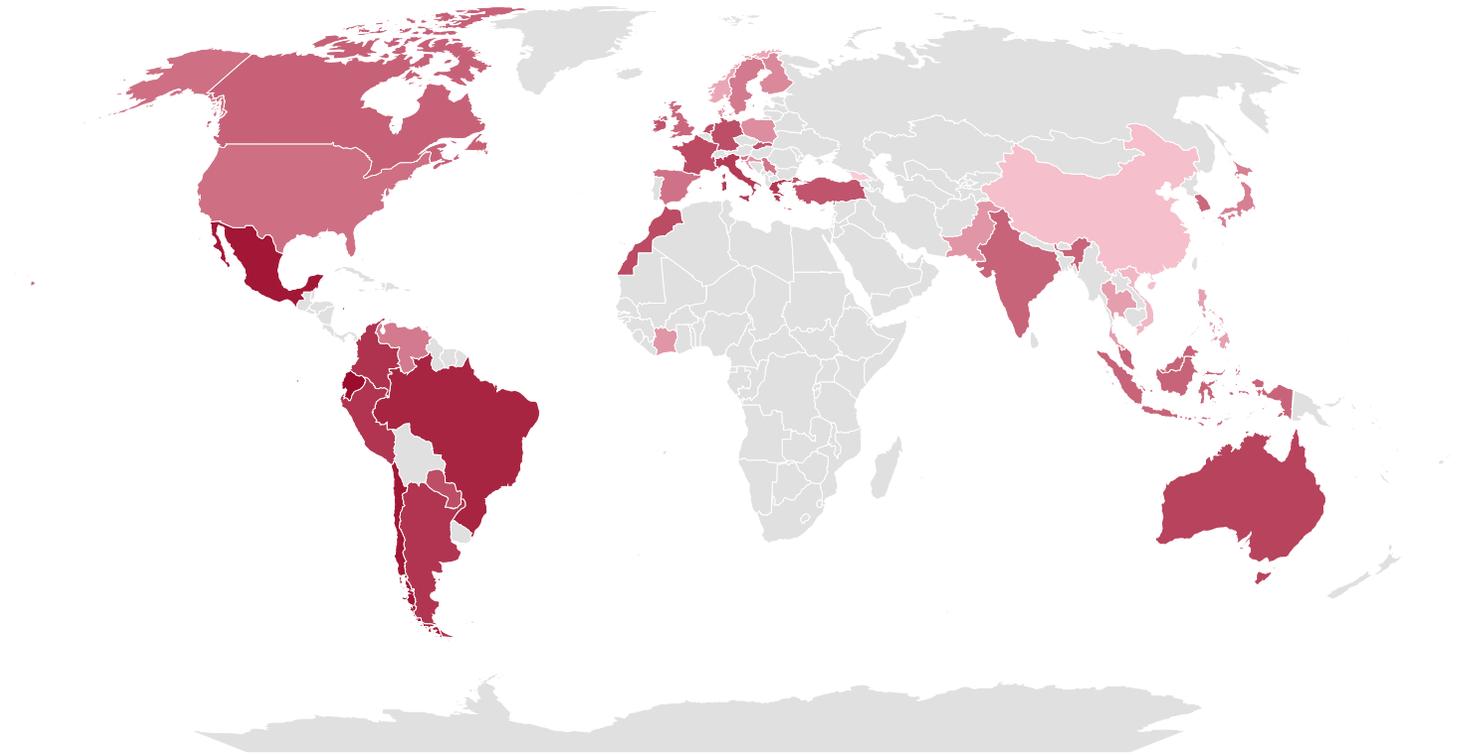
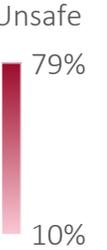


(Base: All adults across 44 countries worldwide – n = 44,000)

○ ○ Indicates significant difference vs. Total

Compared to European counterparts, Ireland ranks quite highly

Females that do not feel safe/ confident walking alone at night in their neighbourhood



10%

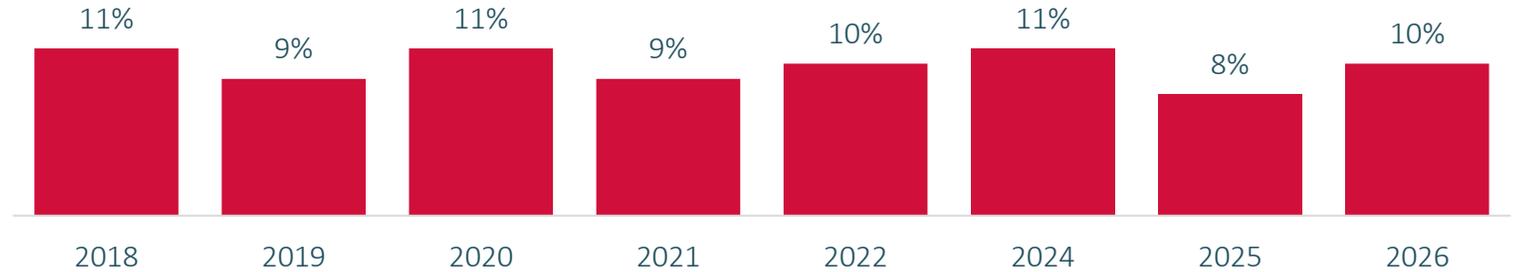
of men have experienced violence in the past year, this is significantly higher than last year.





The incidence of physical or psychological harassment has also increased marginally among Irish adults

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



Q2. Have you suffered from any kind of violence (either physical or psychological) in the past year?

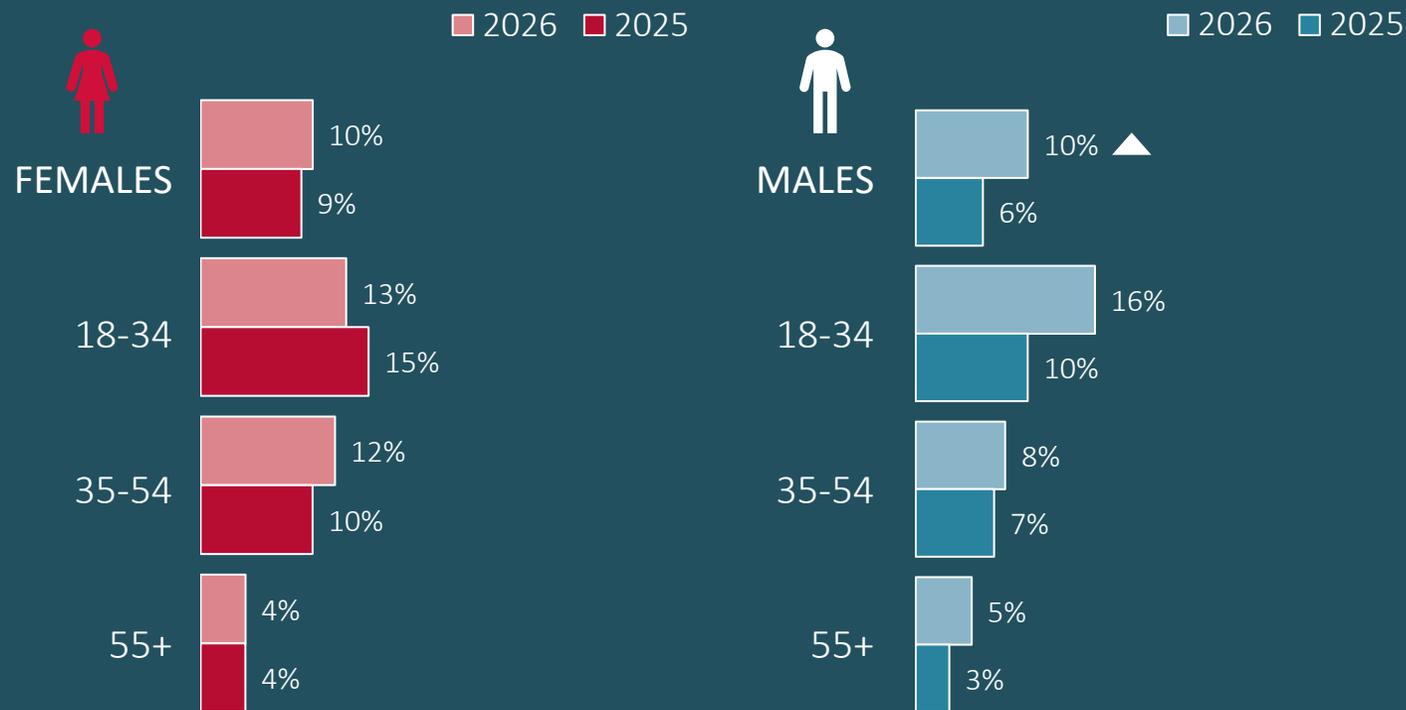
(Base: All adults in ROI aged 18+, n=1,003)

▲ ▼ Indicates significant difference vs. 2025

While harassment remains a prevalent issue among females, incidents have increased significantly among males



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



Q2. Have you suffered from any kind of violence (either physical or psychological) in the past year?

(Base: All adults in ROI aged 18+, n=1,003)

▲ ▼ Indicates significant difference vs. 2025

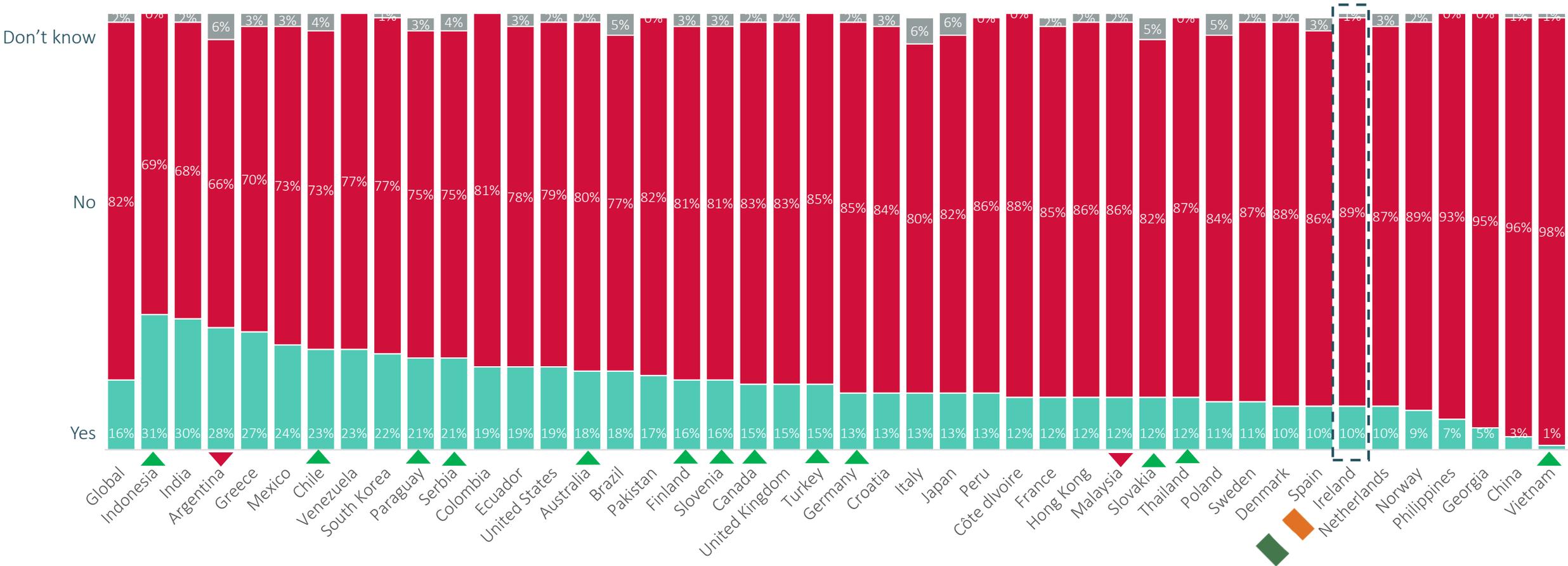
Incidences of violence in Ireland is lower than global average



Almost 1-in-3 have experienced any kind of violence in Indonesia, India and Argentina. Almost double the global average.



Suffered any kind of violence: % within total population



(Base: All adults across 44 countries worldwide – n = 44,000)

▲ ▼ Indicates significant difference vs. 2025

There has been an increase in the proportion of women that feel Ireland have achieved gender equality at home, in work and in politics



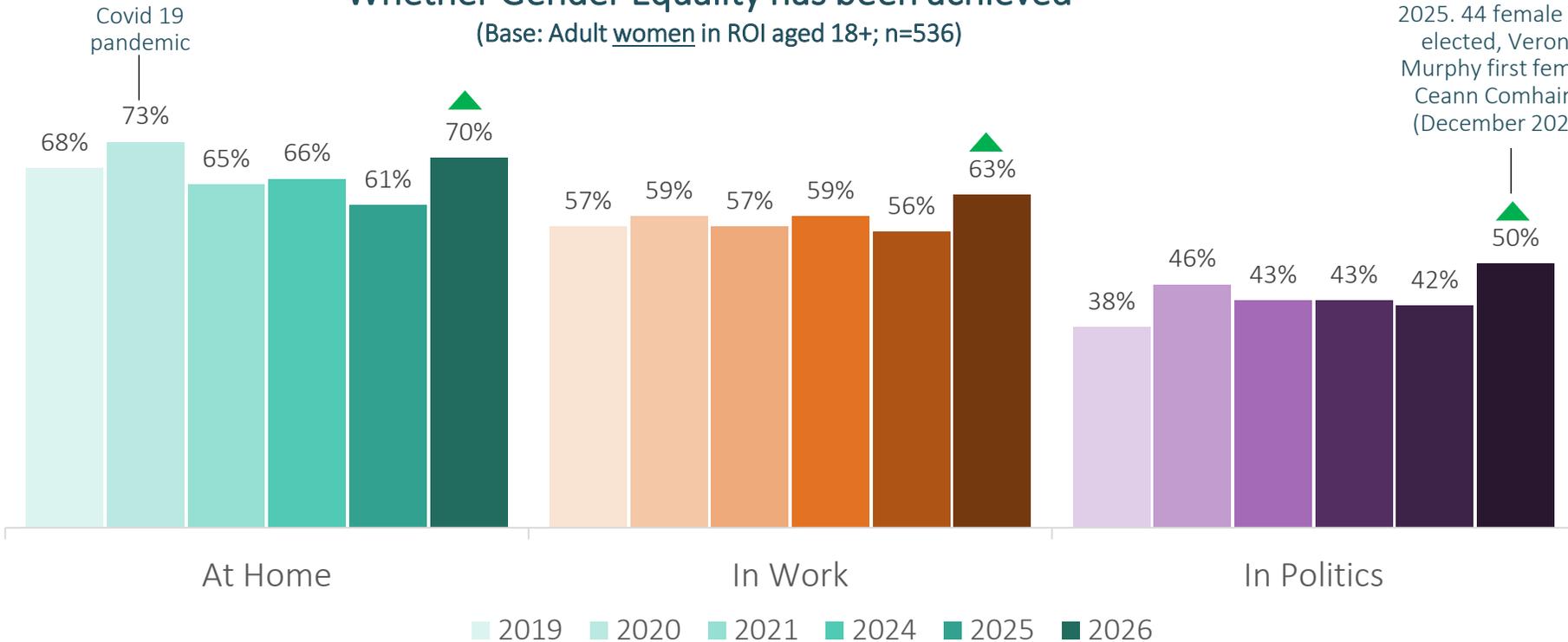
Significant increase in gender equality perceptions from 2025 across all fields



Gender equality at the workplace and in politics is at its highest point since 2019, however, there is still work to be done in this area

Whether Gender Equality has been achieved*

(Base: Adult women in ROI aged 18+; n=536)



Catherine Connolly elected as President of Ireland, November 2025. 44 female TDs elected, Verona Murphy first female Ceann Comhairle (December 2024)

Women make up about half of Ireland's adult population, but only one quarter of TDs



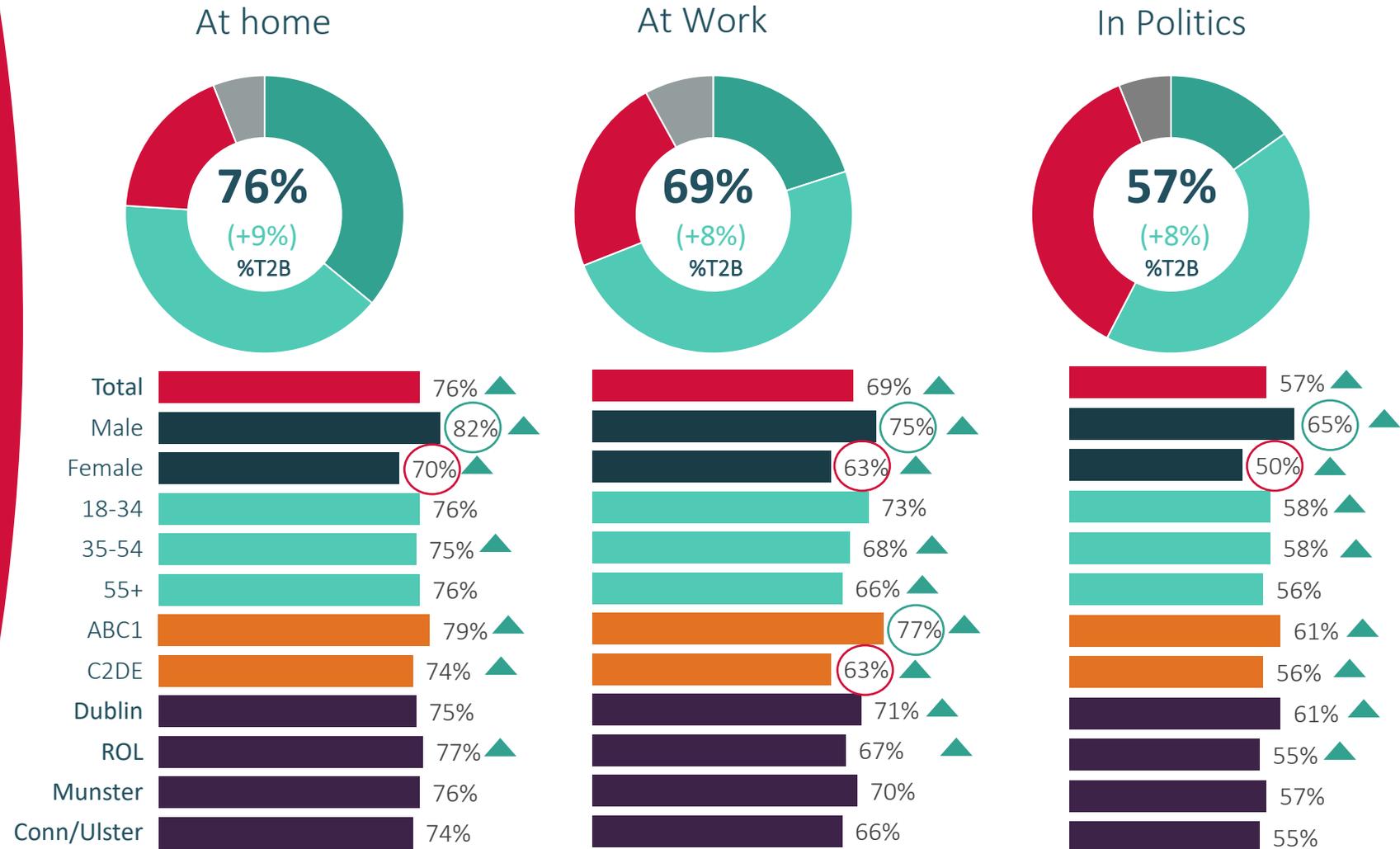
*Question not asked in 2022

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

Although female perceptions surrounding gender equality are up significantly from last year, they are still lower than total perceptions.

Across the board, the perception that gender equality has been achieved at home and at the workplace has increase significantly from last year

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=1,003)

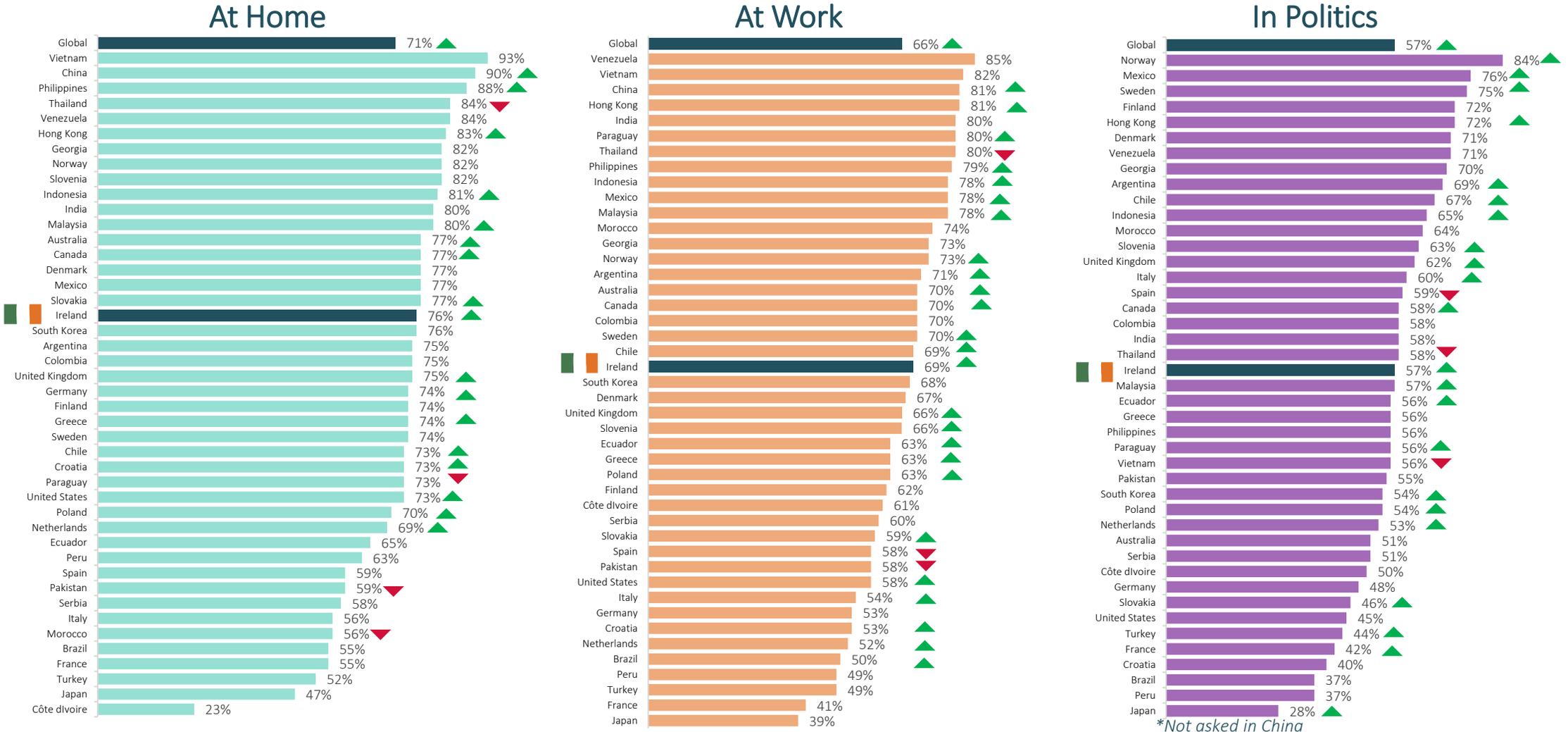
○ ○ Indicates significant difference vs. Total ▲ ▼ Indicates significant difference vs. 2025

Ireland is above global averages at home and the workplace



Ireland ranks 18th for equality at home, 20th for equality at work and 21st for equality in politics among 44 countries.

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



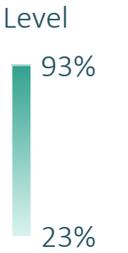
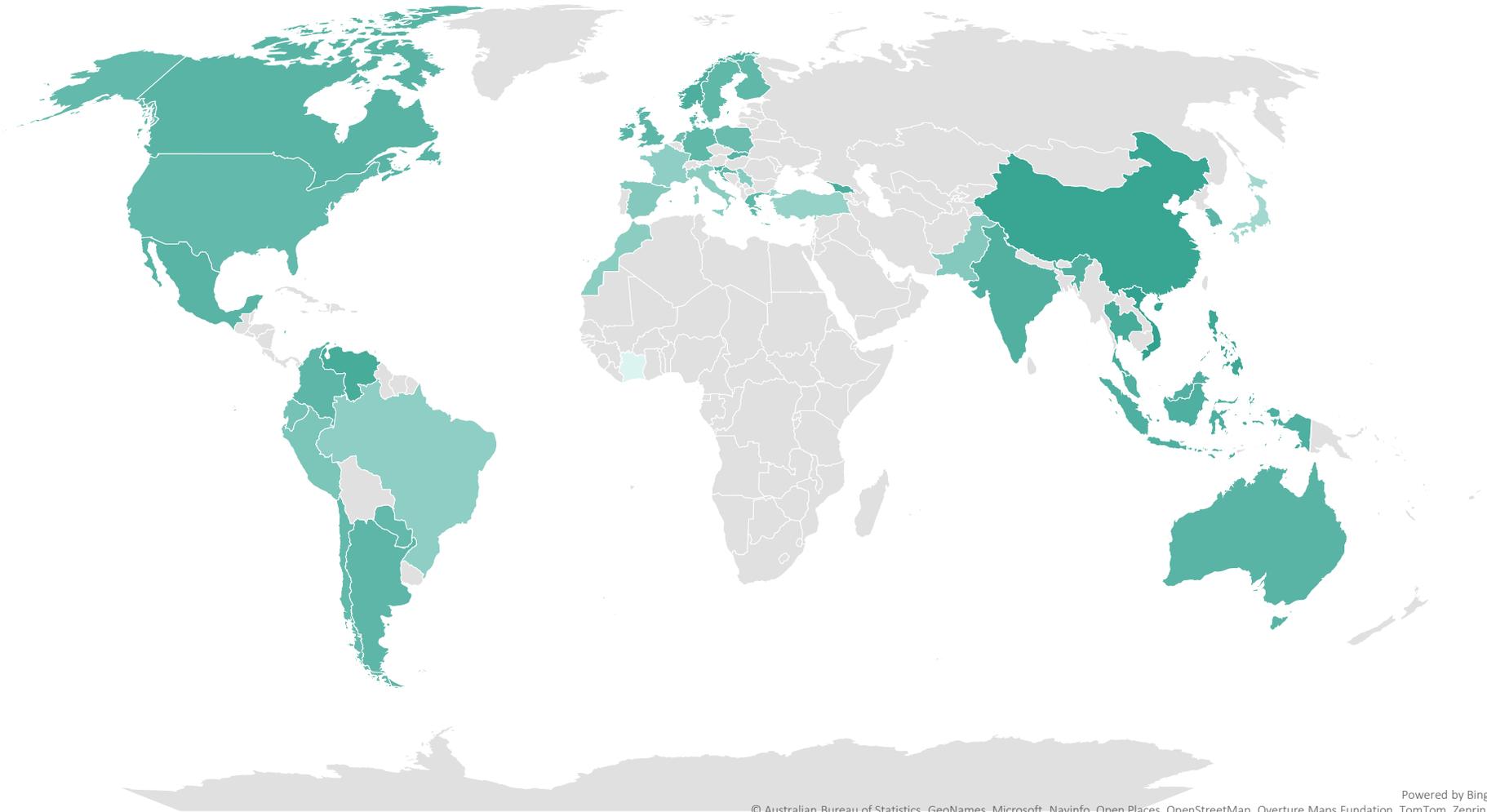
(Base: All adults across 44 countries worldwide – n = 44,000)

*Not asked in Denmark, Venezuela, Georgia, Colombia or Côte d'Ivoire in 2025

Support for gender equality at home varies dramatically worldwide, with some countries far ahead and others lagging



% T2B - Has Gender Equality been Achieved at Home



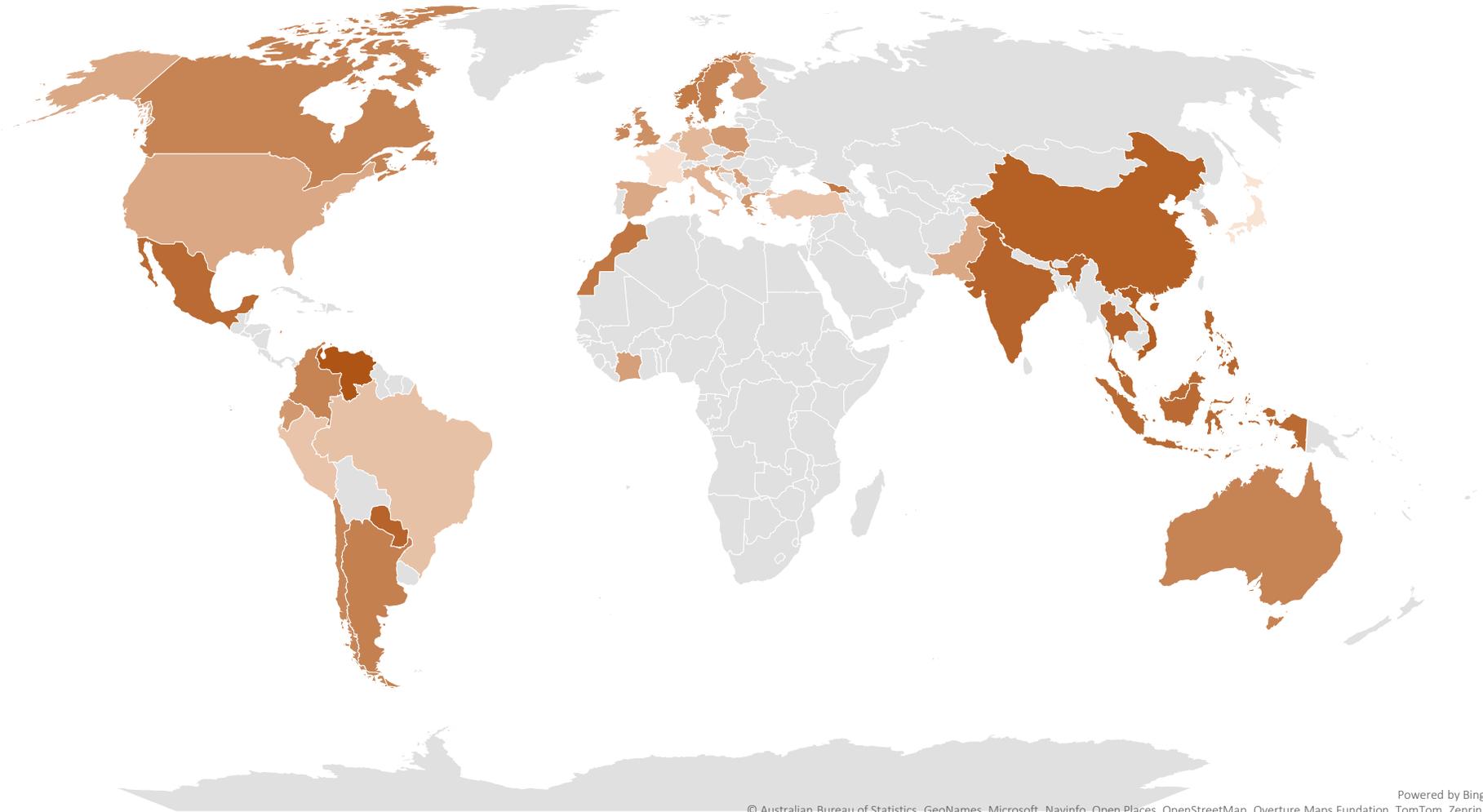
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(Base: All adults across 44 countries worldwide – n = 44,000)

With a global average of 66%, the map highlights that perceptions of workplace equality are strongest across Asia and Oceania



% T2B - Has Gender Equality been Achieved in the Workplace?



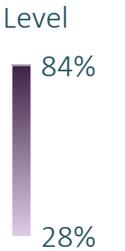
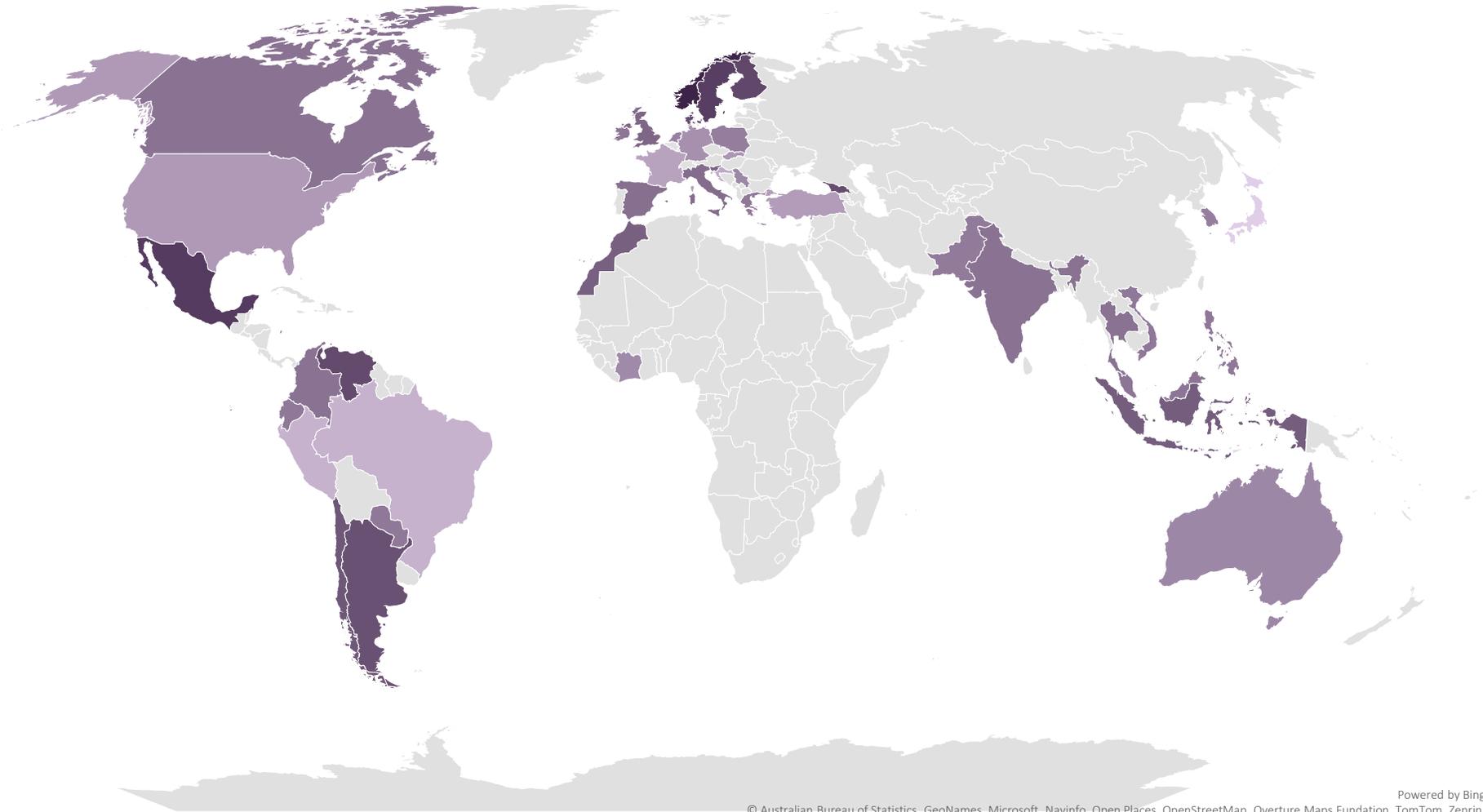
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(Base: All adults across 44 countries worldwide – n = 44,000)

With a global average of 57%, data shows that Nordic countries stand out with much higher perceptions of gender equality



% T2B - Has Gender Equality been Achieved in Politics?



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(Base: All adults across 44 countries worldwide – n = 44,000)

**Not asked in China*

Sample and Methodology



Methodology:

The WWS (WIN Worldviews 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 44,000 people were interviewed globally. See below for sample details. The fieldwork was conducted in January 2026. 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



1. 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 your country?

(2018, 2019, 2020, 2021, 2023,2025) (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, 2023,2025)	1	2	3	4	99	(SPSS-Q1_01)
In politics (2018, 2019, 2020, 2021, 2023,2025)	1	2	3	4	99	(SPSS-Q1_02)
At home (2018, 2019, 2020, 2021, 2023,2025)	1	2	3	4	99	(SPSS-Q1_03)

2. Have you suffered from any kind of violence (either physical or psychological) in the past year? (2018/2019/2020/2021/2022/2023/2025) (SPSS-Q2)

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

3. Have you suffered from any kind of sexual harassment in the past year? (2018/2019/2020/2021/2023/2025) (SPSS-Q3)

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

4. Do you feel safe/confident walking alone at night in your neighbourhood? (2023) (SPSS-Q4)

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
99. 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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