

REDC



WIN WORLDWIDE VIEWS SURVEY

EQUAL PAY DAY

SEPTEMBER 2026

Nearly half of Ireland sees inequality in both pay & career opportunity



Unequal pay remains widely perceived

Nearly half of Irish adults (48%) believe men earn more for the same job, while 38% believe pay is broadly equal. Just 2% believe women earn more, showing that perceptions are far more likely to point to male advantage than female advantage.



Women see a much sharper pay divide

Women's views differ sharply from men's: 56% of women believe men earn more, compared with 39% of men. Meanwhile, half of men (50%) say pay is equal, versus only 26% of women revealing a clear gender perception gap.



Career opportunity perceptions have barely shifted

The view that women have fewer career opportunities has changed little, easing from 49% in 2021 to 47% in 2026. Only 7% now believe women have more opportunities, suggesting the perceived imbalance remains firmly established.



Ireland sits between global and European sentiment

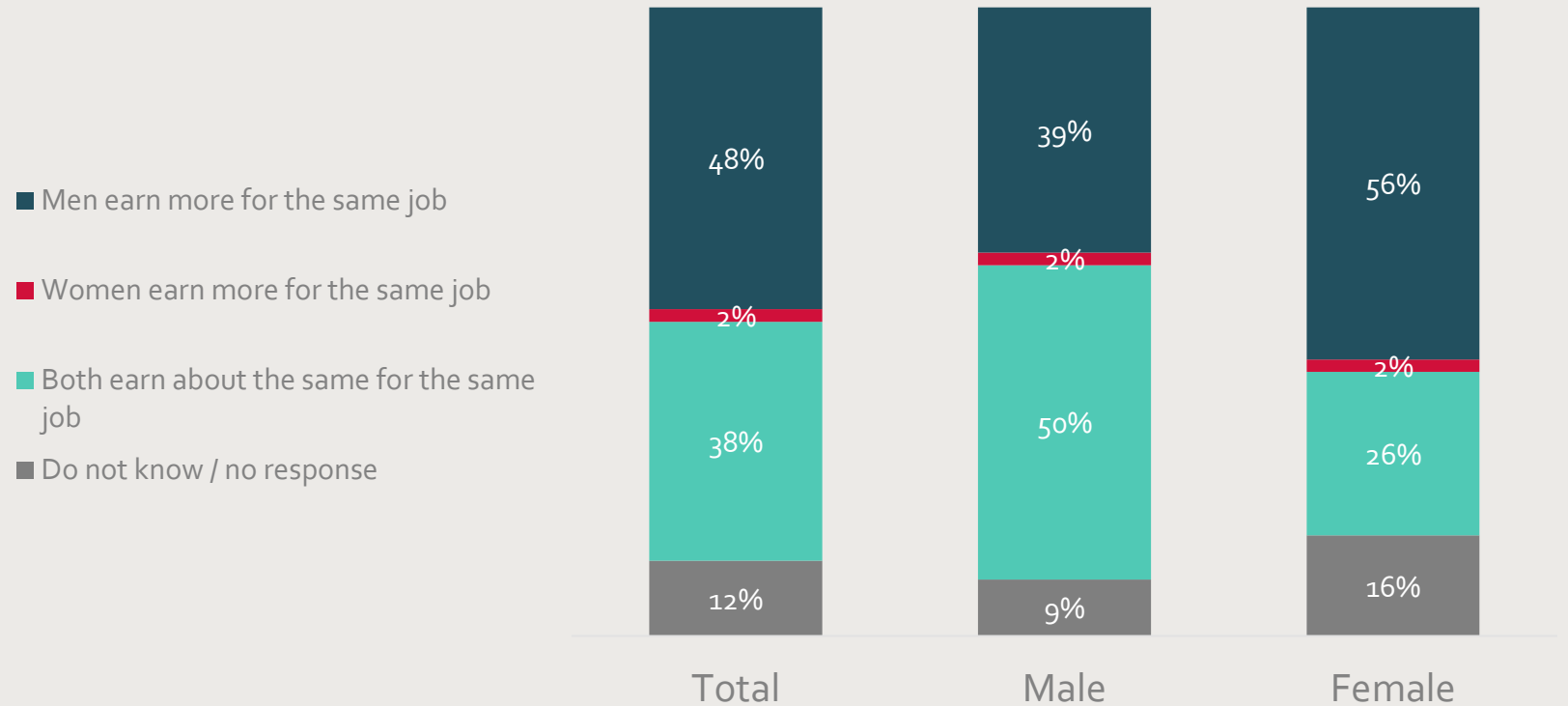
Ireland's 47% is above the global average of 42%, but below Europe's 51%. Among Irish women, concern rises to 59% above the 52% global female average, though below Europe's 63%.

Nearly half of Irish adults believe men earn more for the same job than women



Views on equal pay are divided, 56% of women believe men earn more, compared with 39% of men

Perceptions of Gender-Based Pay Differences in Ireland



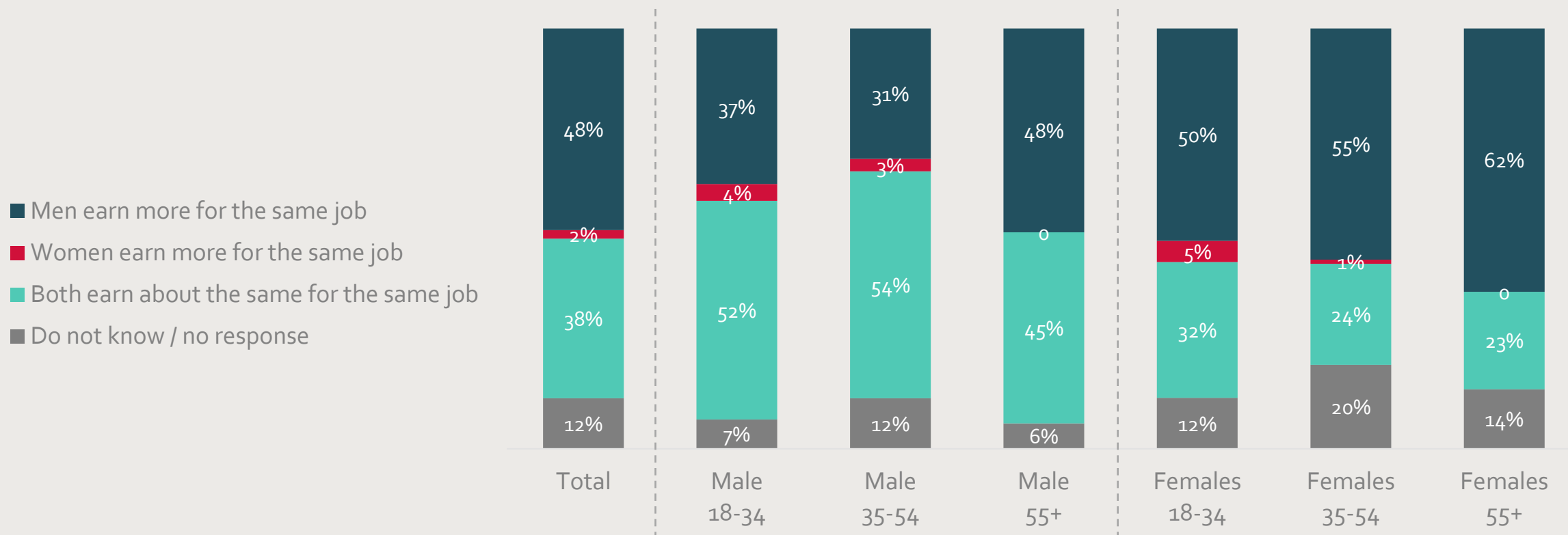
Q. In Ireland, do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

(Base: All Irish adults 18+ n=1,003, Male n=464, Female n=536)

Equal pay concerns peak among older women

Nearly two-thirds of women aged 55+ believe men earn more for the same job.

Perceptions of Gender-Based Pay Differences in Ireland by Gender/Age

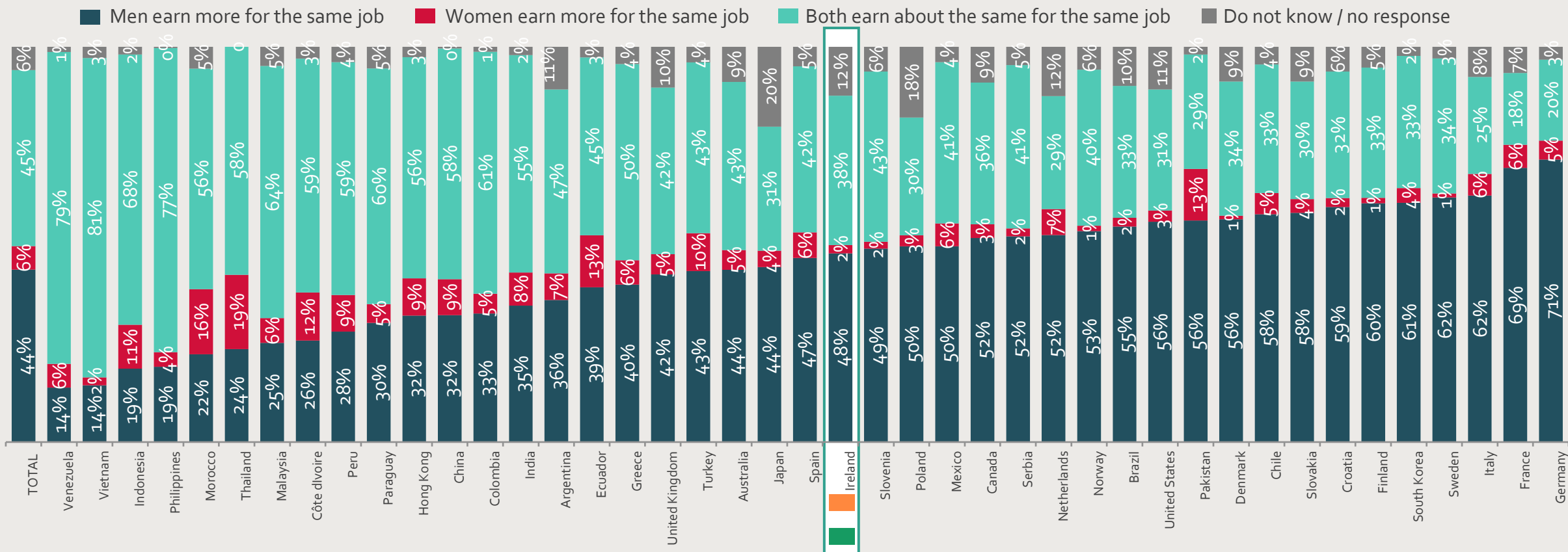


Ireland perceives a wider pay gap than the world overall

Perceptions of a gender pay gap are stronger across several European markets, while Ireland compares more favourably at 48%, versus the European average of 55%.

Perceptions of Gender-Based Pay Differences - % within TOTAL population

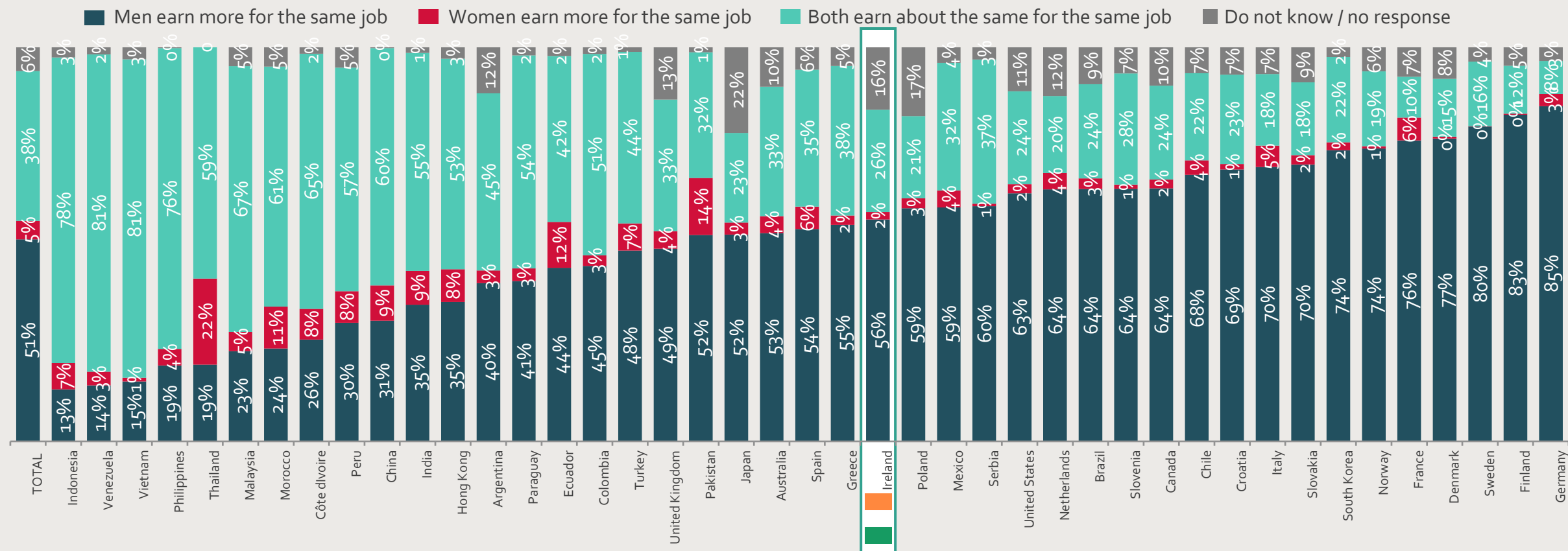
European Average | 55% 3% 34% 8%



Only one in four Irish women believes equal work attracts equal pay, significantly lower than global average

Perceptions of Gender-Based Pay Differences - % within FEMALE population

European Average | 67% 2% 22% 8%



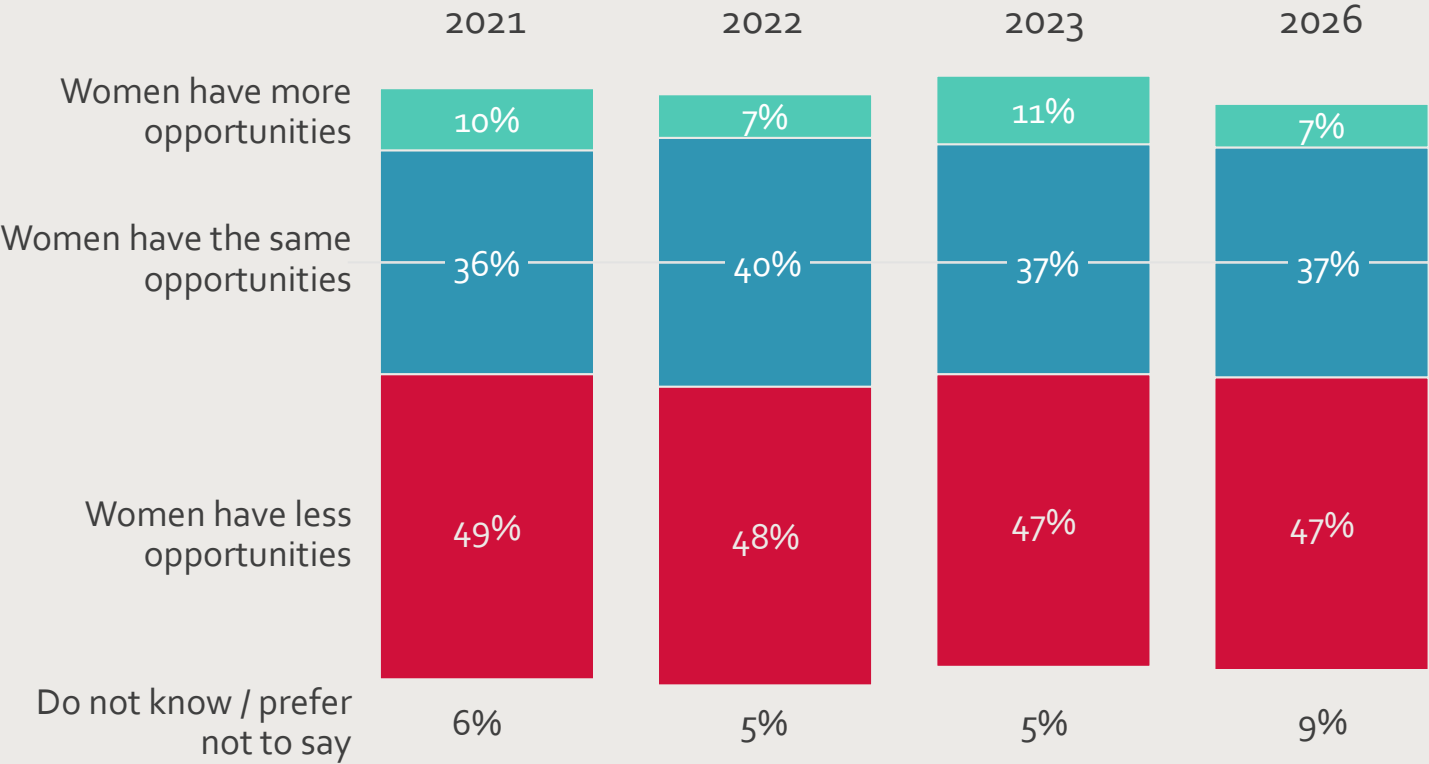
Five years, no evident progress: 47% of Irish adults still believe women have fewer career opportunities



Perceived career opportunity gap persists in Ireland



Gender Equality in Career Opportunities in Ireland

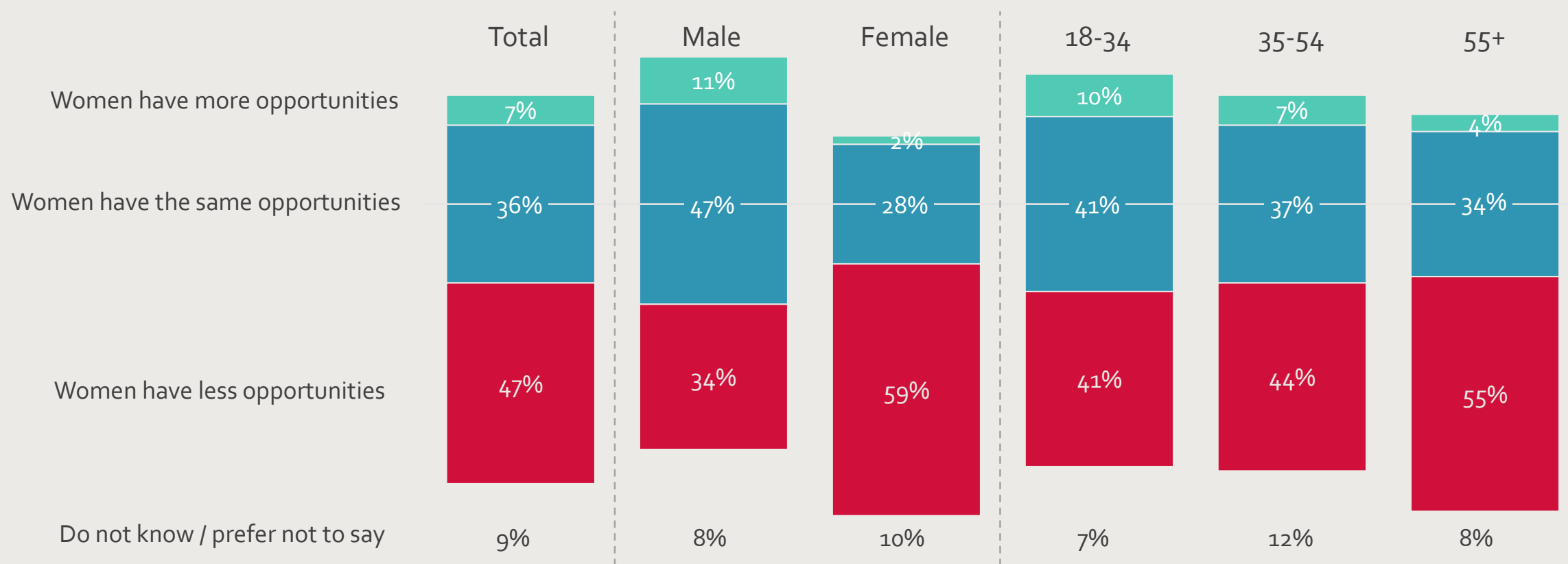


Q17. In Ireland, do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?
(Base: All Irish adults 18+ n=1,003)

Women are more likely than men to see unequal career opportunities

Older adults are also more likely than younger adults to perceive unequal career opportunities.

Gender Equality in Career Opportunities in Ireland by Demographics

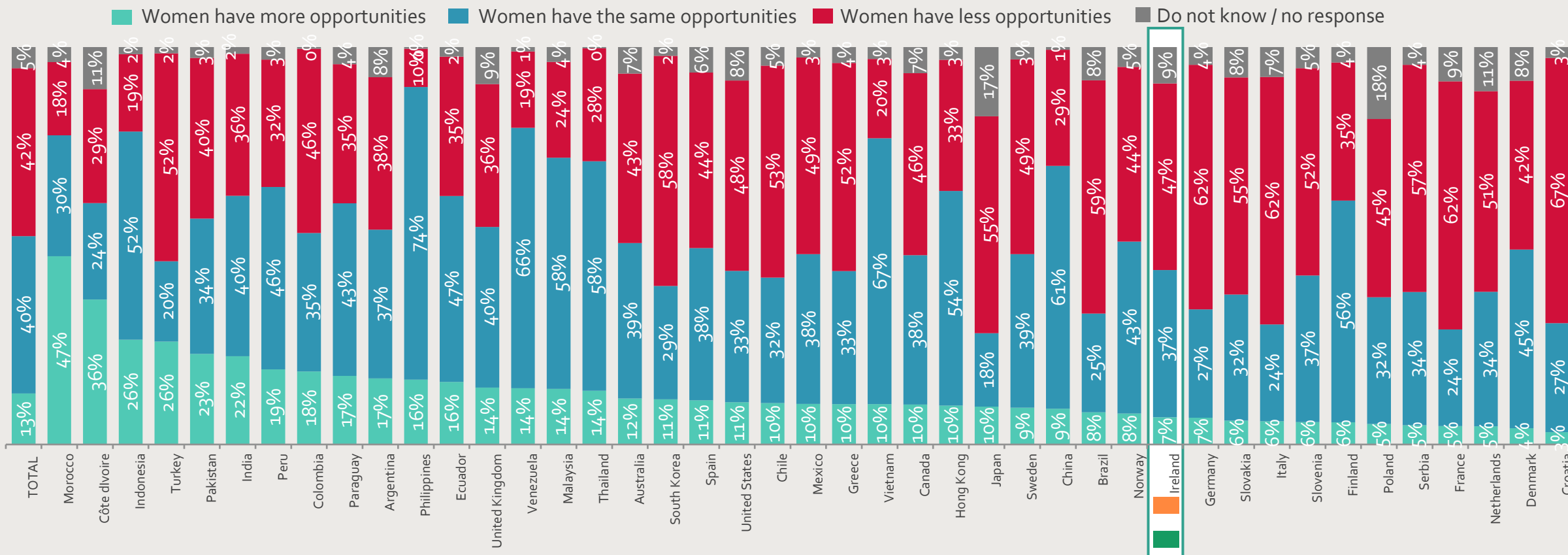


Ireland's perceived opportunity gap is wider than the global average

47% of Irish adults believe women have fewer career opportunities than men, above the global average of 42%, but slightly below the European average of 51%.

Gender Equality in Career Opportunities - % within TOTAL population

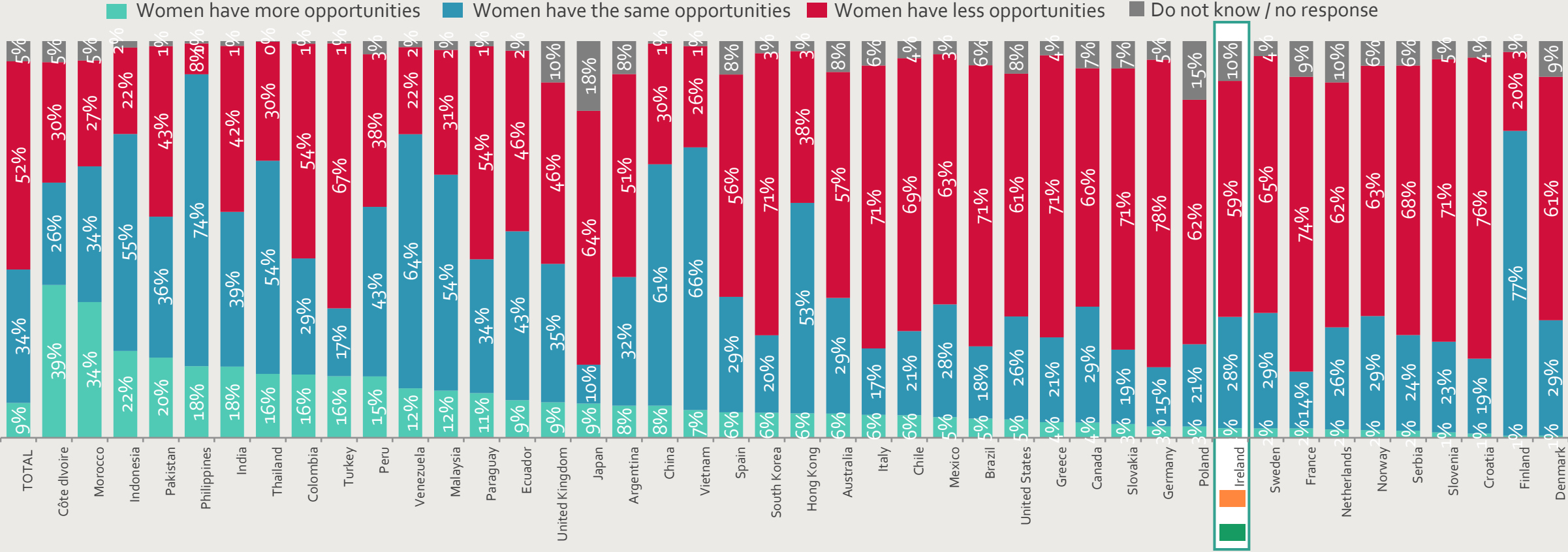
European Average | 7% 35% 51% 7%



Six in ten Irish women see fewer career opportunities, above 52% globally

Gender Equality in Career Opportunities - % within FEMALE population

European Average | 3% 27% 63% 7%



Sample; methodology; and questionnaire



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 45,000 people were interviewed (No data for Georgia and Latvia for this report). The fieldwork was conducted between : 27th November 2025 to 13th February 2026. 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 share of the covered adult population of the surveyed countries.

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: 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

Over 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.

Questionnaire – Equal Pay Day

Q16. In Ireland, do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job? (2019) (SPSS-Q16)

1. Men earn more for the same job
2. Women earn more for the same job
3. Both earn about the same for the same job
99. Do not know / no response

Q17. In Ireland, do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career? (2021, 2022, 2023) (SPSS-Q17)

1. Women have more opportunities
2. Women have the same opportunities
3. Women have less opportunities
99. Do not know / no response



THANK YOU

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