



# *Global @dvisor*

## **Feminism and Gender Equality in 15 Developed Countries**



# Methodology

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- These are findings of the research conducted by global research company Ipsos. The research was conducted on the “G@54” wave between February 4-18<sup>th</sup>, 2014.
- The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system.
- For the results of the survey presented herein, an international sample of 12,047 in 15 countries were interviewed: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and the United States.
- Interviews were conducted among adults aged 18-64 in the US and Canada and aged 16-64 in all other countries.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Mexico, Poland, South Korea and Sweden, where each have a sample approximately 500+.
- The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations.

# Analytical Components

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1. [WOMEN ONLY] To what extent do you agree or disagree with the following statement: In my country, I have full equality with men and the freedom to reach my full dreams and aspirations. Agree very much, Agree somewhat, Disagree somewhat, Disagree very much

2. [ALL RESPONDENTS] To what extent do you agree or disagree with the following statements: Agree very much, Agree somewhat, Disagree somewhat, Disagree very much

[RANDOMIZE]

I believe in equal opportunities for men and women--that women should be treated equally to men in all areas based on their competency not their gender

I believe that men are more capable of doing things in society such as working, earning money, being educated and teaching than women

I believe that women are inferior to men

I believe that women should not aspire to do anything outside of the household and should produce children and tend to their family

I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country

I advocate and support equal opportunities for women--I do more than just think about these things I actually speak up and out to change things for women in my country

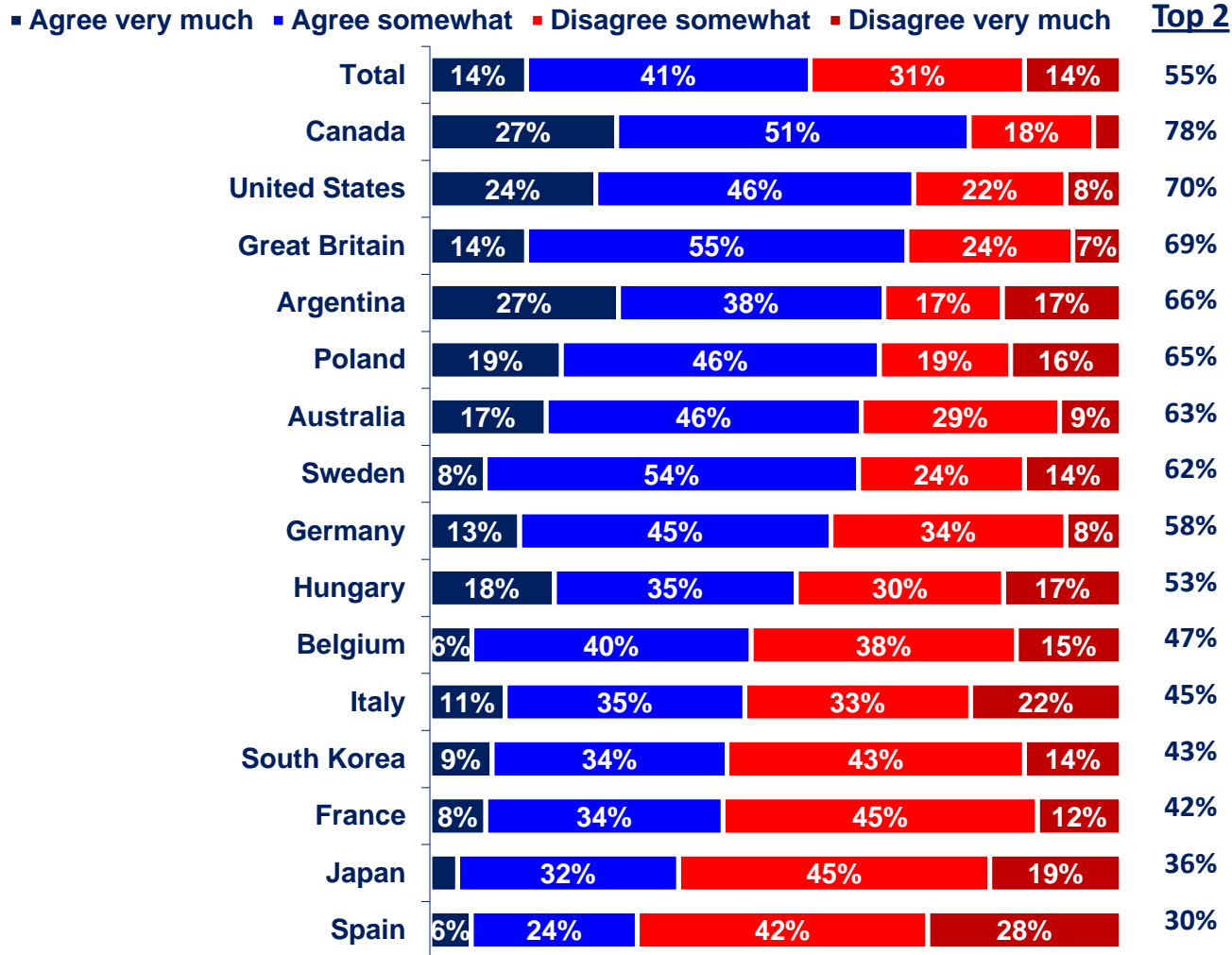
I define myself as a feminist--someone who advocates and supports equal opportunities for women

I am scared to speak out and advocate the equal rights of women because of what might happen to me

# The Gender Gap



# Women: “I have full equality with men and the freedom to reach my full dreams and aspirations”



IR1. To what extent do you agree or disagree with the following statement: In my country, I have full equality with men and the freedom to reach my full dreams and aspirations..

Base: women respondents only (n=6188)

# Identification as a Feminist & Advocacy for Equal Opportunities for Women

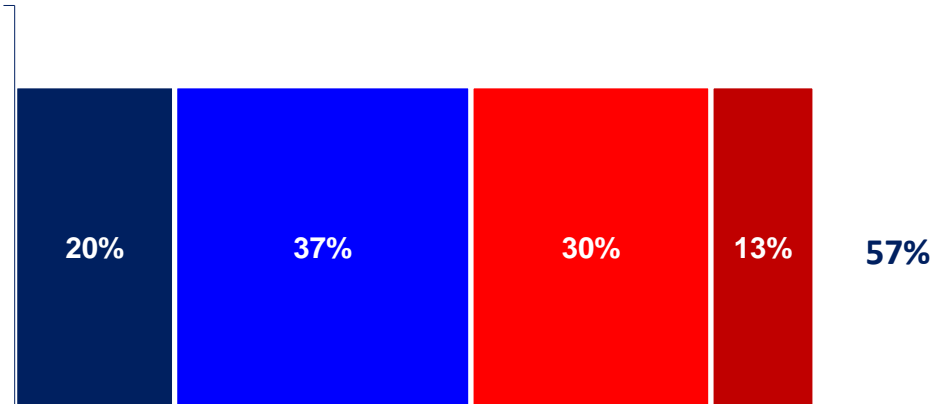


# Feminism and advocacy for women's rights

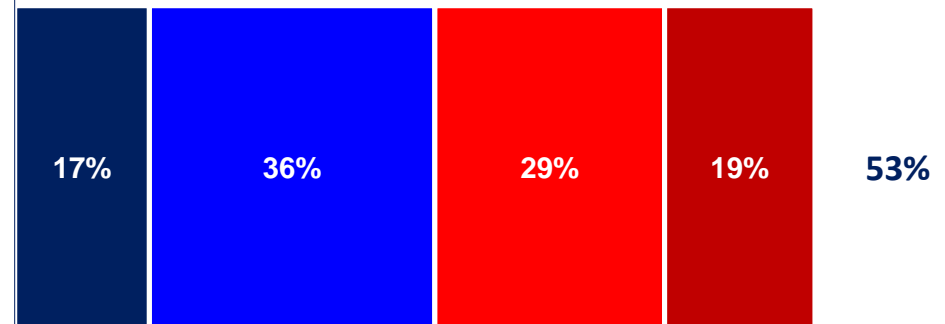
■ Agree very much  
 ■ Agree somewhat  
 ■ Disagree somewhat  
 ■ Disagree very much

Top 2

**I advocate and support equal opportunities for women--I do more than just think about these things I actually speak up and out to change things for women in my country**



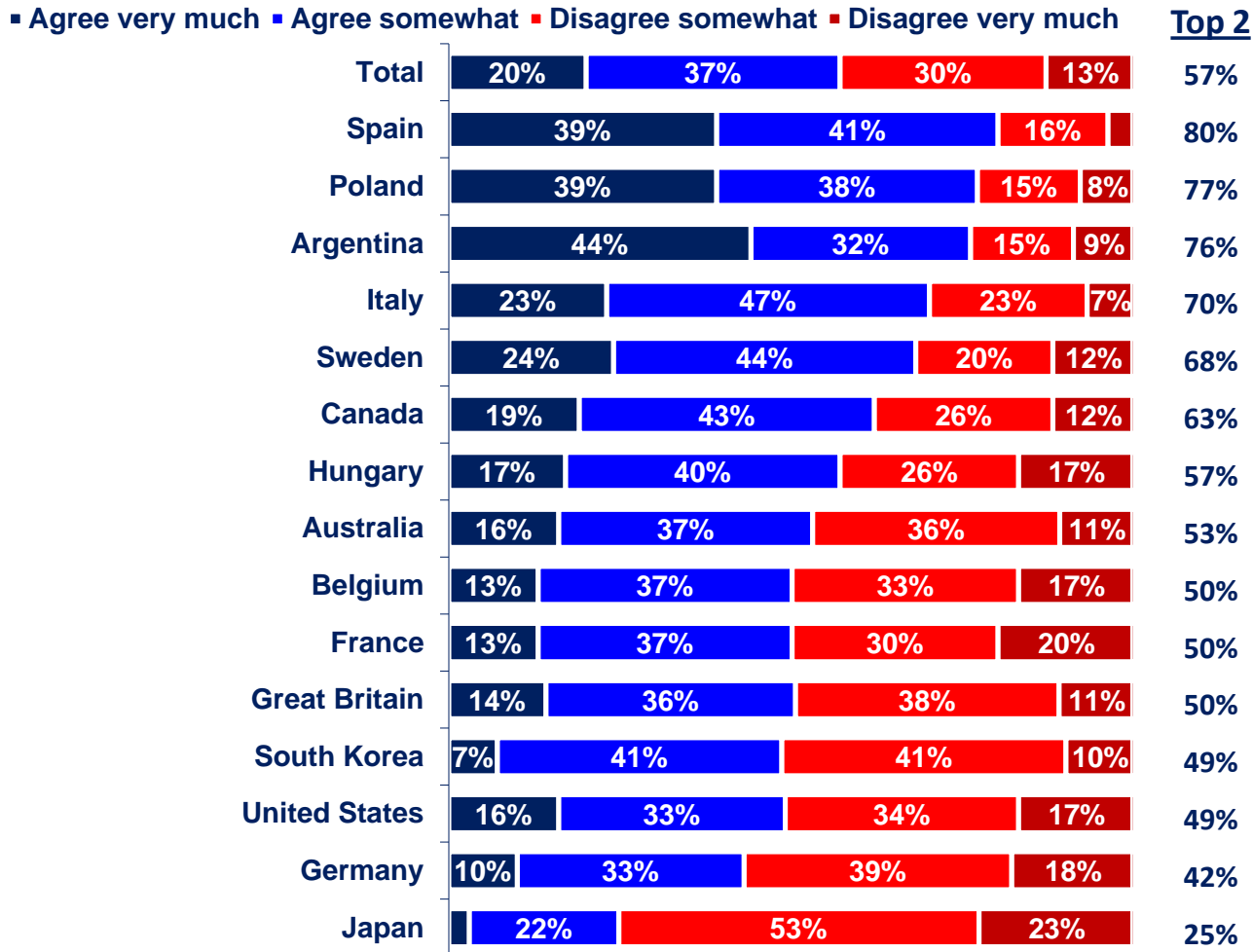
**I define myself as a feminist--someone who advocates and supports equal opportunities for women**



\* Values <5 not shown

IR1. To what extent do you agree or disagree with the following statement:  
 Base: all respondents (n=12047)

# I advocate and support equal opportunities for women--I do more than just think about these things I actually speak up and out to change things for women in my country



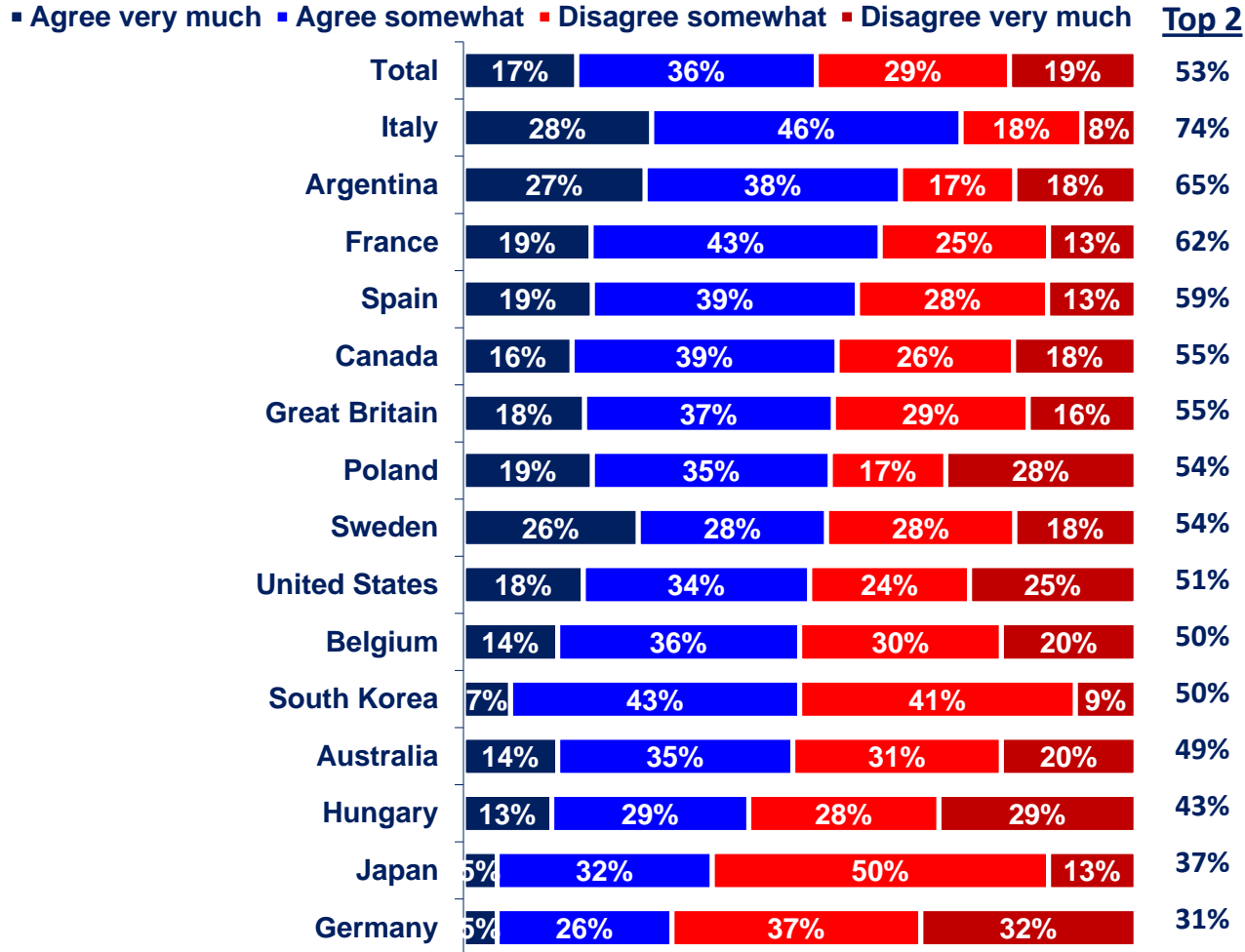
IR2. To what extent do you agree or disagree with the following statements...

I advocate and support equal opportunities for women--I do more than just think about these things I actually speak up and out to change things for women in my country

Base: all respondents (n=12047)

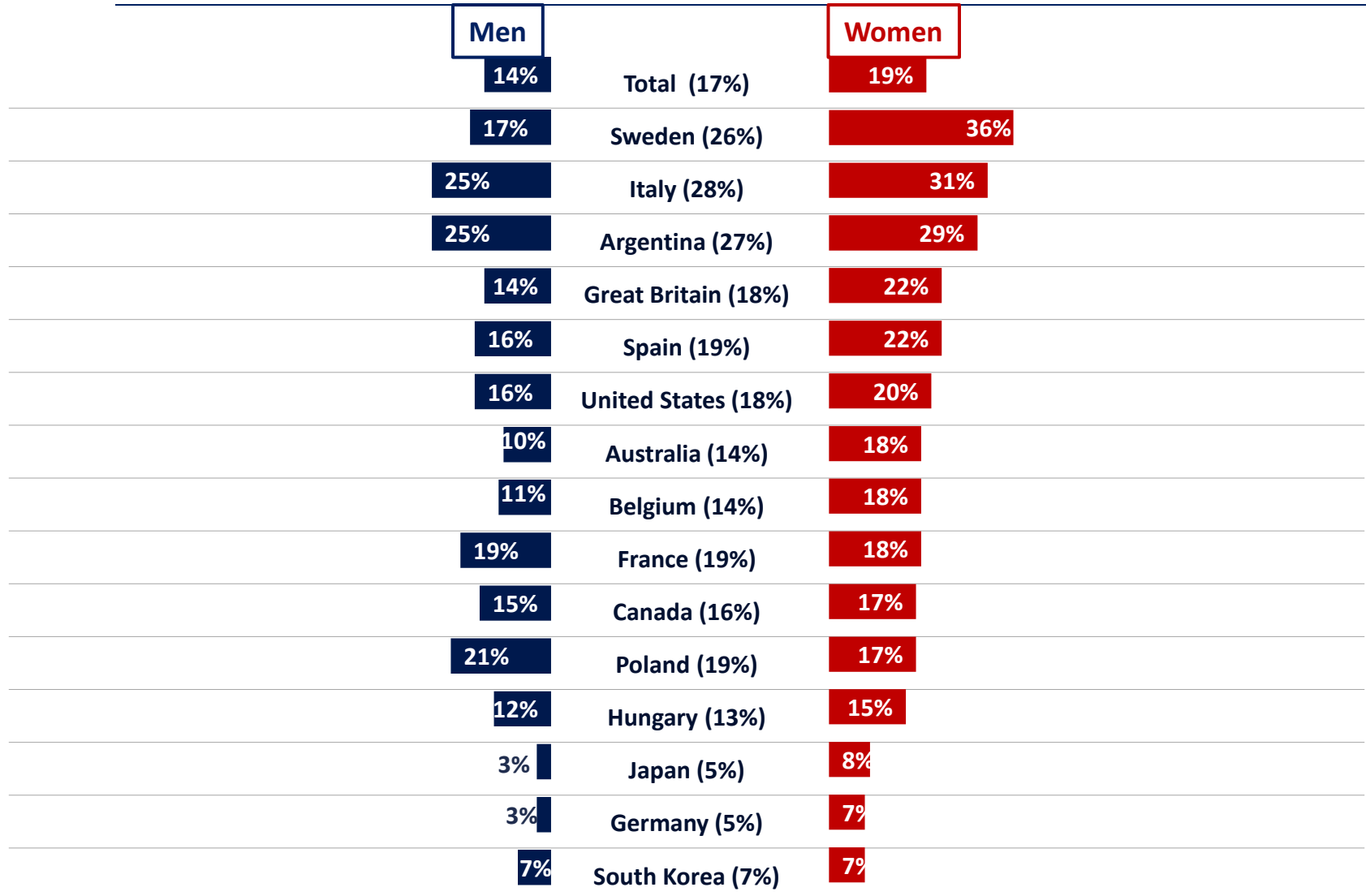


# I define myself as a feminist--someone who advocates and supports equal opportunities for women



IR2. To what extent do you agree or disagree with the following statements...  
 I define myself as a feminist--someone who advocates and supports equal opportunities for women  
 Base: all respondents (n=12047)

## I define myself as a feminist--someone who advocates and supports equal opportunities for women



IR2. To what extent do you agree or disagree with the following statements...  
 I define myself as a feminist--someone who advocates and supports equal opportunities for women  
 Base: all respondents (n=12047)

# Acknowledgement of Gender Disparity

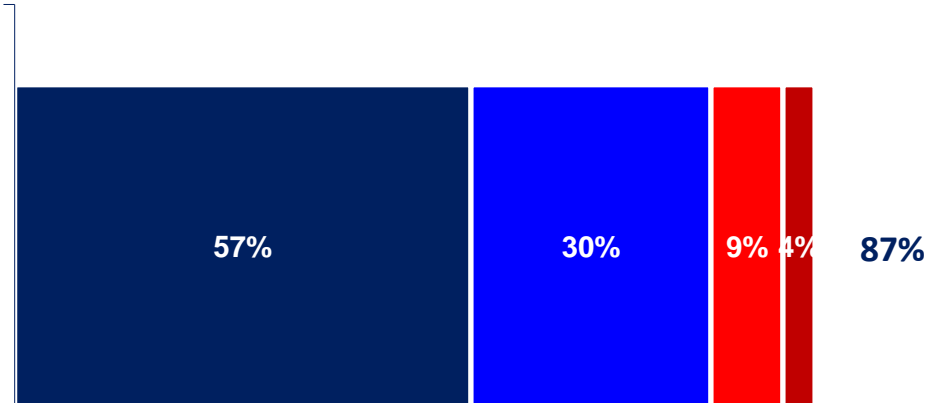


# Beliefs: are women and men equal?

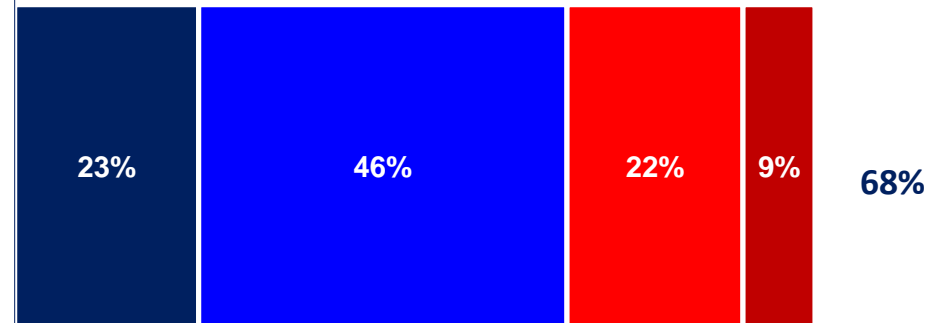
■ Agree very much   
 ■ Agree somewhat   
 ■ Disagree somewhat   
 ■ Disagree very much

Top 2

**I believe in equal opportunities for men and women--that women should be treated equally to men in all areas based on their competency not their gender**



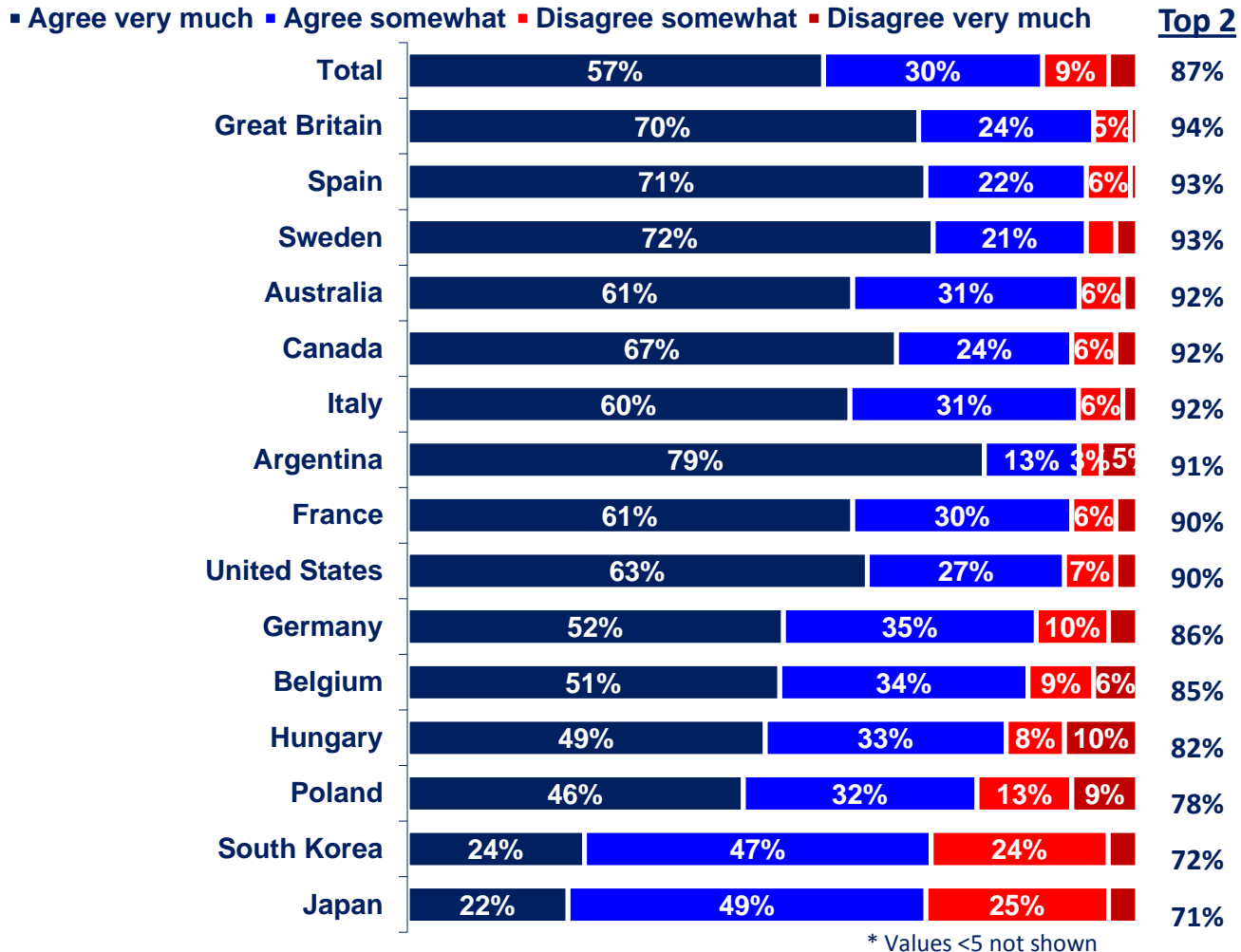
**I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country**



\* Values <5 not shown

IR1. To what extent do you agree or disagree with the following statement:  
 Base: women respondents only (n=6188)

# I believe in equal opportunities for men and women--that women should be treated equally to men in all areas based on their competency not their gender

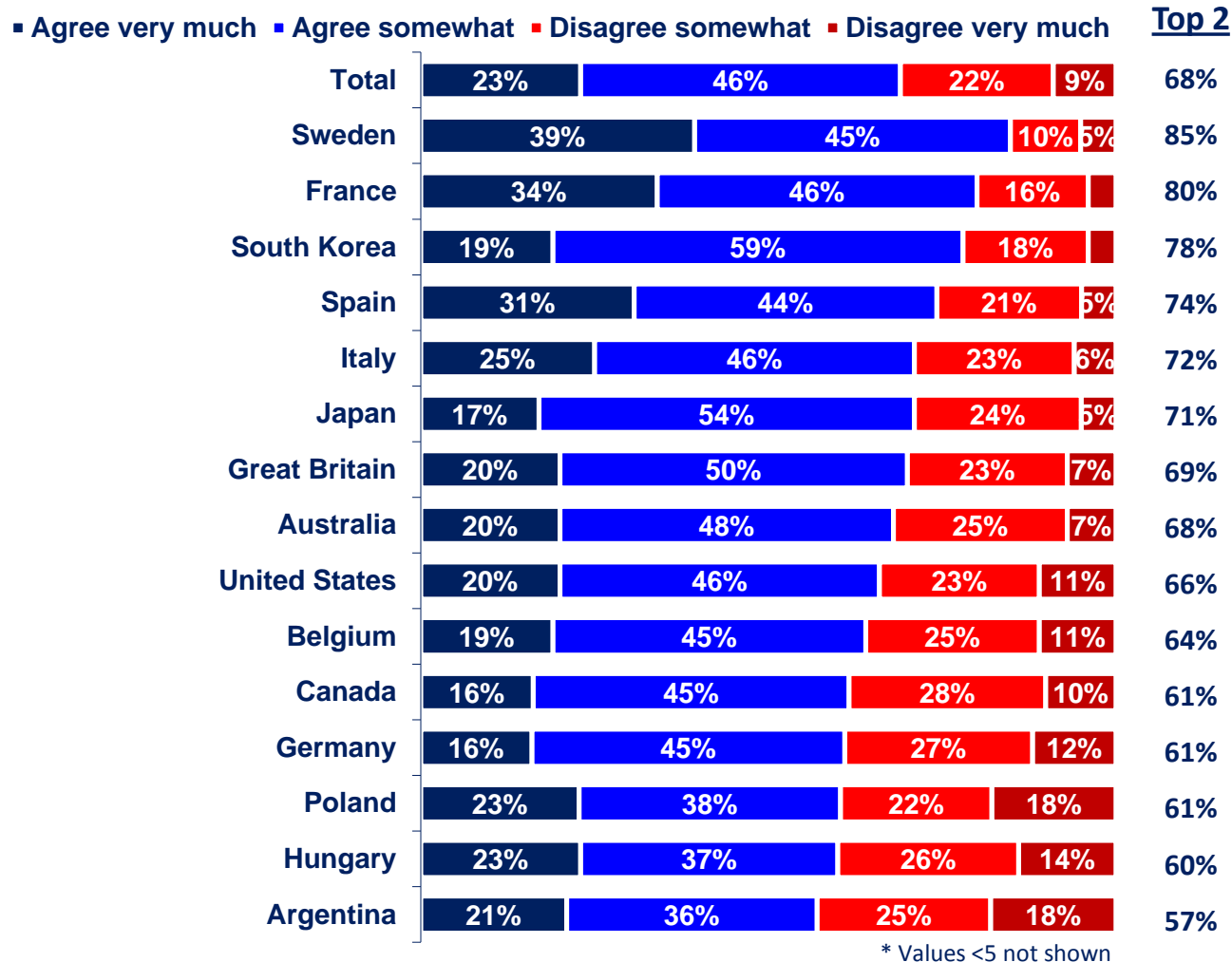


IR2. To what extent do you agree or disagree with the following statements...

I believe in equal opportunities for men and women--that women should be treated equally to men in all areas based on their competency not their gender

Base: all respondents (n=12047)

# I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country



IR2. To what extent do you agree or disagree with the following statements...

I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country

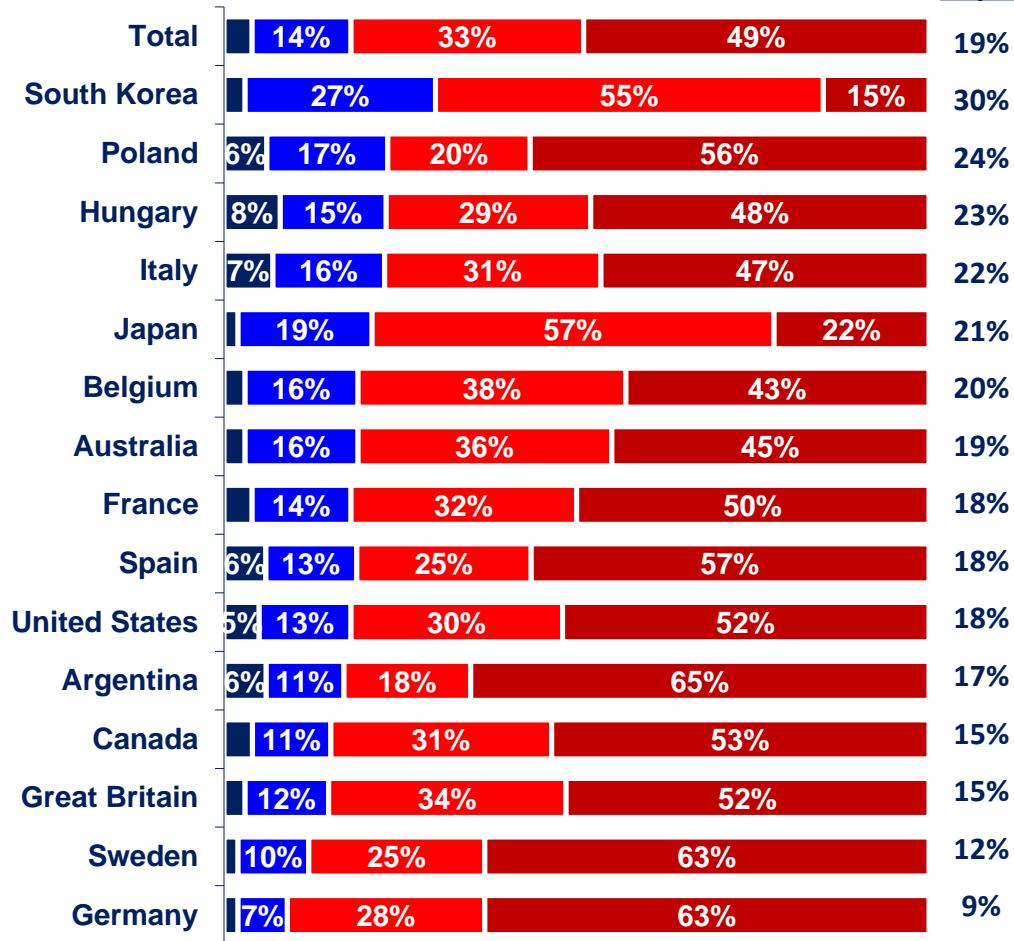
Base: all respondents (n=12047)

# Some Silenced by Fear



# I am scared to speak out and advocate the equal rights of women because of what might happen to me

■ Agree very much ■ Agree somewhat ■ Disagree somewhat ■ Disagree very much **Top 2**



\* Values <5 not shown

IR2. To what extent do you agree or disagree with the following statements...  
 I am scared to speak out and advocate the equal rights of women because of what might happen to me  
 Base: all respondents (n=12047)

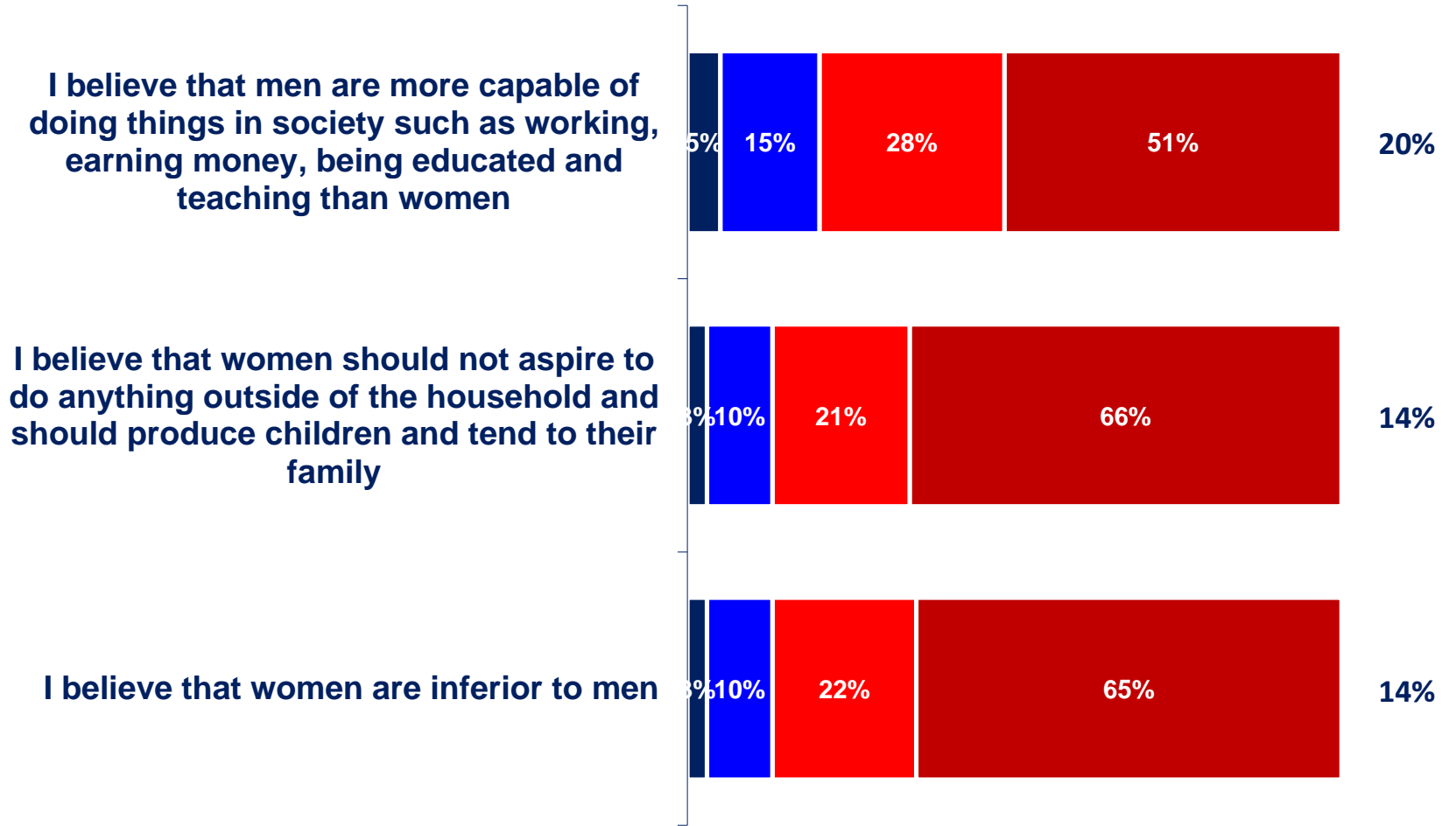


# Support for Male Dominance



# Are men more capable, superior to women?

■ Agree very much 
 ■ Agree somewhat 
 ■ Disagree somewhat 
 ■ Disagree very much 
 Top 2

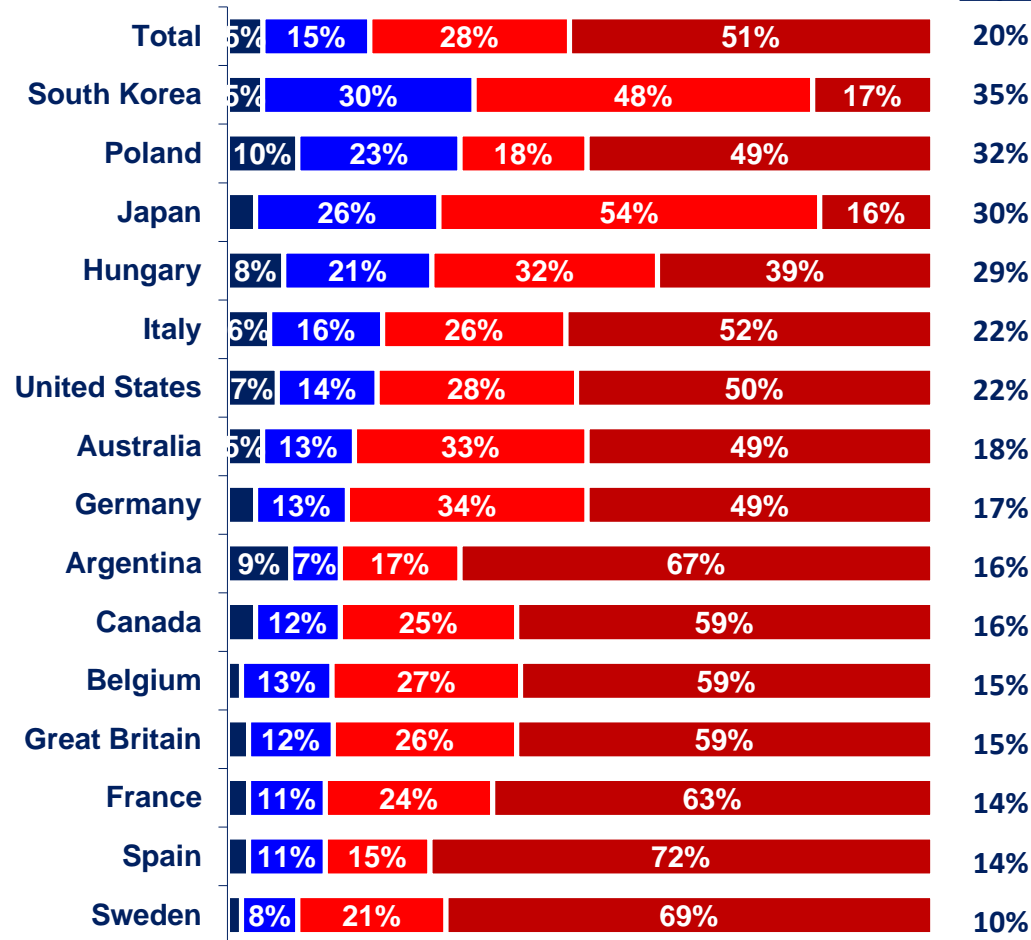


\* Values <5 not shown

IR1. To what extent do you agree or disagree with the following statement:  
 Base: women respondents only (n=6188)

# I believe that men are more capable of doing things in society such as working, earning money, being educated and teaching than women

■ Agree very much 
 ■ Agree somewhat 
 ■ Disagree somewhat 
 ■ Disagree very much 
 Top 2



\* Values <5 not shown

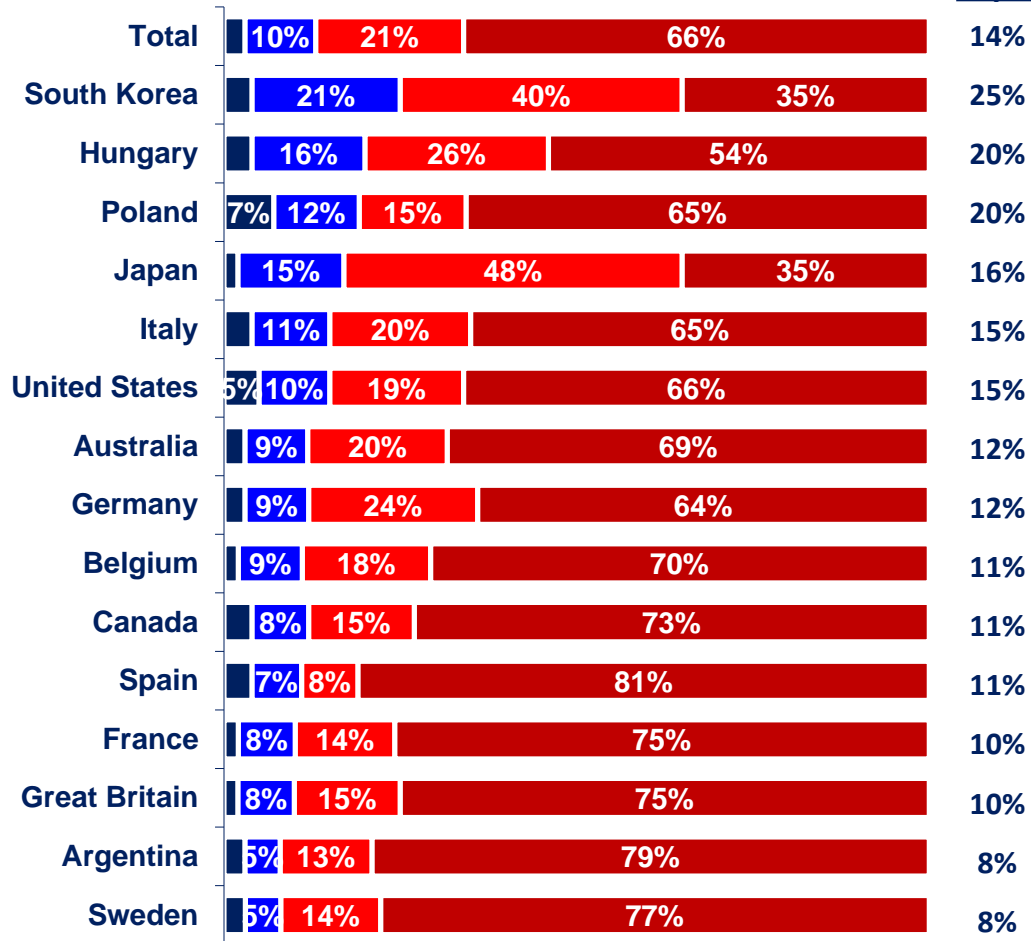
IR2. To what extent do you agree or disagree with the following statements...

I believe that men are more capable of doing things in society such as working, earning money, being educated and teaching than women

Base: all respondents (n=12047)

# I believe that women should not aspire to do anything outside of the household and should produce children and tend to their family

■ Agree very much 
 ■ Agree somewhat 
 ■ Disagree somewhat 
 ■ Disagree very much 
 Top 2



\* Values <5 not shown

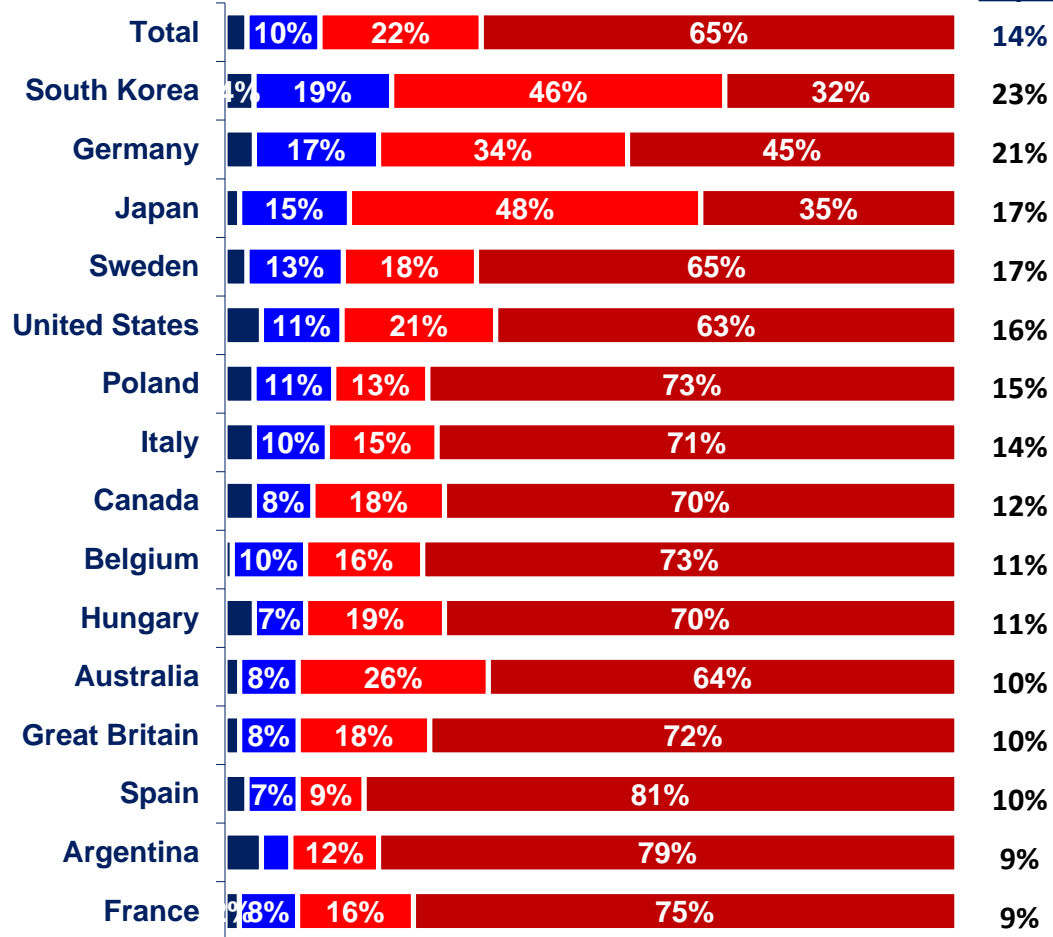
IR2. To what extent do you agree or disagree with the following statements...

I believe that women should not aspire to do anything outside of the household and should produce children and tend to their family

Base: all respondents (n=12047)

# I believe that women are inferior to men

■ Agree very much 
 ■ Agree somewhat 
 ■ Disagree somewhat 
 ■ Disagree very much 
 Top 2



\* Values <5 not shown

IR2. To what extent do you agree or disagree with the following statements...

I believe that women are inferior to men

Base: all respondents (n=12047)

## About Ipsos

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- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 85 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2.300 billion USD) in 2012.
- Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.



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- The Ipsos *Global @dvisor Syndicate Study* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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