

# Are you ready for change?

Gender equality attitudes study 2019



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This study is the product of a fruitful partnership between UN Women and Kantar, with many personnel from both entities contributing to it. Special thanks go to:

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# 1. Introduction

Discriminatory social norms lead to a wide range of persistent human rights violations and the systematic denial of women's equal access to political participation, employment, education and justice, while also gravely undermining women's protection from all forms of discrimination and violence.

Not only do these norms pose grave impediments to the achievement of gender equality and the empowerment of women, but they also continue to hinder the social, economic and sustainable development of nations around the world. Although significant efforts are being made to address stereotypical gender roles, attitudes and practices, these efforts are limited, under-resourced, poorly supported and uncoordinated; experience of what works is not adequately shared.

The year 2020 marks the 25th anniversary of the adoption of the Beijing Declaration and Platform for Action, widely considered the blueprint for the achievement of gender equality.

Leveraging attitudinal change as a vehicle for gender equality appears as a critical tactic towards accelerating the full and effective implementation of the Beijing Declaration and Platform for Action, the 2030 Agenda for Sustainable Development and notably, SDG-5, on achieving gender equality and the empowerment of all women and girls. It is in this

context that the Gender Equality Attitudes Study was developed under the leadership of UN Women and in partnership with five private sector organizations, including AT&T, Johnson & Johnson, Kantar, Procter & Gamble and Unilever.

The Gender Equality Attitudes Study aims to quantify the scale of harmful gender-based stereotypes, thus developing a greater awareness of the attitudes that perpetuate these stereotypes and impede their elimination. Kantar, a data, insights and consulting company offered to leverage its global infrastructure for the development, fielding and analysis of the study.

The findings from this study are meant to inform policy-makers, representatives from academia, advertisers, marketers, private sector leaders, civil society and other types of decision-makers on the prevalence of discriminatory attitudes and gendered roles that perpetuate gender inequality and subordinate women's status in society. They will also inform the preparations and outcome of the forthcoming Generation Equality Forum, convened by UN Women in partnership with France and Mexico, as it sets an agenda of concrete action to realize gender equality before 2030.

2.

# The 10-country pilot phase

In 2018, a Gender Equality Attitudes pilot study was initiated to shed light on the existence and magnitude of stereotypical attitudes and gender bias. The study focused on 10 countries, including Colombia, India, Japan, Kenya, Nigeria, The Philippines, Sweden, Turkey, United Arab Emirates, and United States.

The study serves as an evidence-based instrument that demonstrates how leveraging attitudinal change can be used as a critical tactic towards advancing gender equality. The findings have the potential to inform policymakers, advertisers, private sector leaders, civil society and decision-makers on challenging discriminatory attitudes and gender roles that perpetuate gender inequality and women's subordinate status in society.

Key messages emanating from the 10-country pilot study include:

## **Key Message 1:**

**People are aware of gender inequalities faced by women across development dimensions.**

**Gaps are perceived to be smaller or nonexistent in access to basic services like education and health.**

48% think the quality of healthcare is good or excellent for most women (compared to 46% for men).

53% think it is easy for most women to get quality education (compared to 58% for men).

**Significant gaps are perceived in areas of social interaction:**

### **a) Within the household:**

56% think that most women have control over their lives (compared to 70% for men).

53% think that most women feel safe when in their home (compared to 66% for men).

57% think that most women have a lot of influence on the decision of who to marry (compared to 68% for men).

57% think most women have control over their personal finances (compared to 71% for men).

### **b) In the economy:**

43% think that it is easy for most women to be hired as skilled worker (compared to 55% for men).

50% think that most women have easy access to buy property (compared to 68% for men).

### **c) In politics:**

35% think that it is easy for most women to run for elected office (compared to 63% for men).

## **Key message 2:**

**Still, social norms and cultural attitudes justify gender discrimination—among the very same respondents.**

31% think it is appropriate for men to discuss a female's colleague appearance at work.

22% think that there are acceptable circumstances for someone to hit a spouse/partner.

28% think that a woman should not earn more than her husband.

29% think that --for the same job--men should be paid more than women.

41% think that when a mother works, the children suffer.

13% do not agree that women should have access to family planning.

23% do not agree that women should be free to refuse sex with her partner.

**Key message 3:**

**People think media contributes to gender stereotyping.**

54 % think that media only portrays women in certain roles.

53 % think that media only portrays men in certain roles.

**Key Message 4:**

**There is an overwhelming consensus that gender equality is important for the country's future success.**

84% believe that it is essential for society to treat women as equal to men.

91% believe equal pay for equal work regardless of a person's gender is important for the country's future success.

89% believe more affordable primary health care for women is important for the country's future success.

88% believe more access to higher education for women is important for the country's future success.

91% believe more respect for women's rights in all areas is important for the country's future success.

78% believe more opportunities for women in politics are important for the country's success.

87% believe in more opportunities for women in business are important for the country's success.

3.

# Findings of the 10-country pilot study

This report summarizes the overall results and findings from the analysis in the nine focus areas of the sampled 10 countries selected for this pilot study.

Overall, the majority of respondents agree gender equality is the highest opportunity in the way forward towards a more equal society. Yet, there are significant gender-based stereotypes across all 10 pilot countries (developed and developing) and in all the nine focus areas that are not being systematically addressed.

While gaps are smaller in critical areas such as education and health, significant gaps exist in others such as media, workplace, public spaces and households.

Looking to the future, respondents agreed that these barriers should be eliminated as an important step in ensuring their country's future success.

## 3.1

# Barriers to accessing education and health care rights

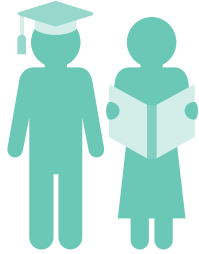
Respondents value that both women and men have similar opportunities in terms of the quality of basic health care and quality education. They also believe greater access to higher education and more affordable primary health care for women is important to their country's future success.

Differences in opinions—on current conditions that women and men face in their countries—are small. Still, women perceive a more profound disadvantage for themselves.

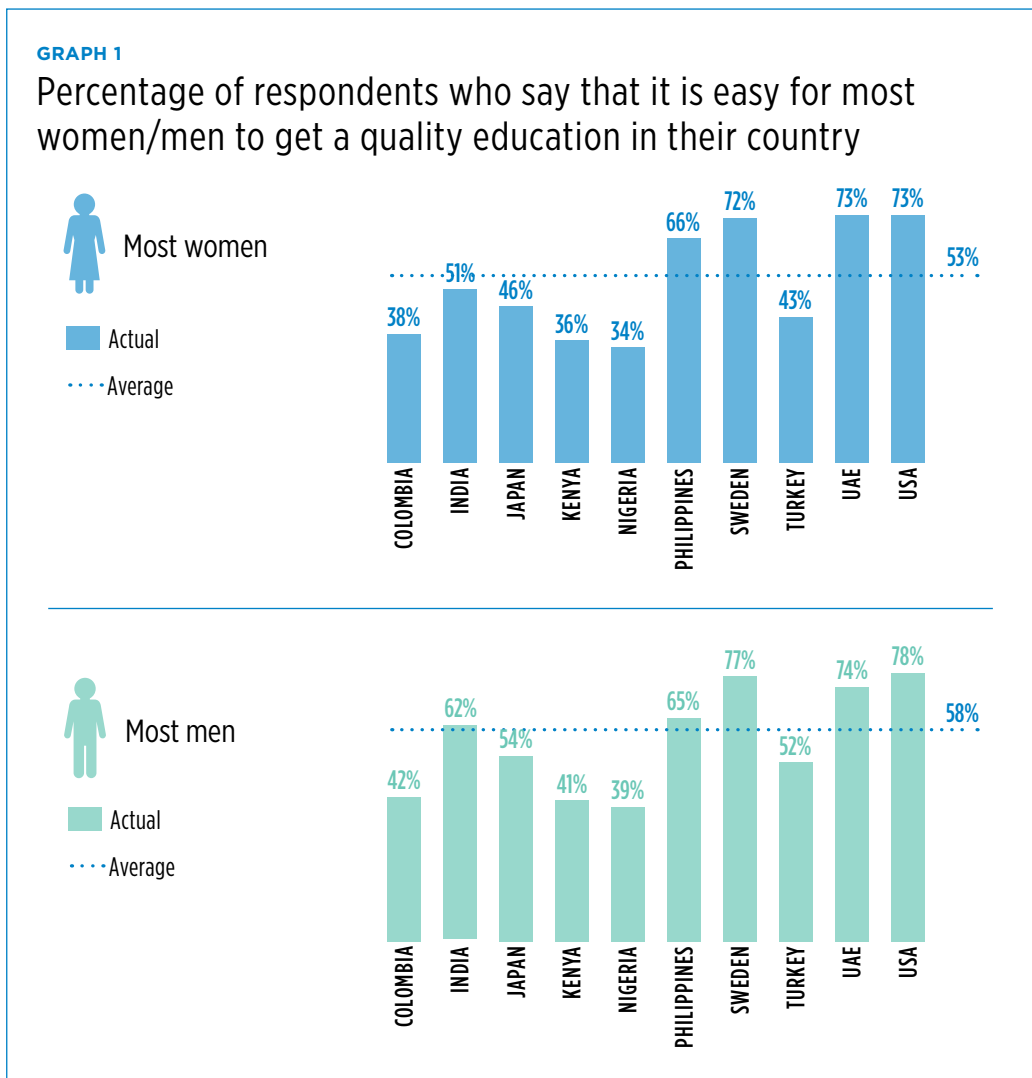
Interestingly, respondents agree that the level of education and health care is as poor (or as good) for most of the people in their country, regardless of people's gender. A country's income level plays an important role, and larger gender gaps in access to education and health care are observed at lower income levels (developing countries).



# 3.1a Education



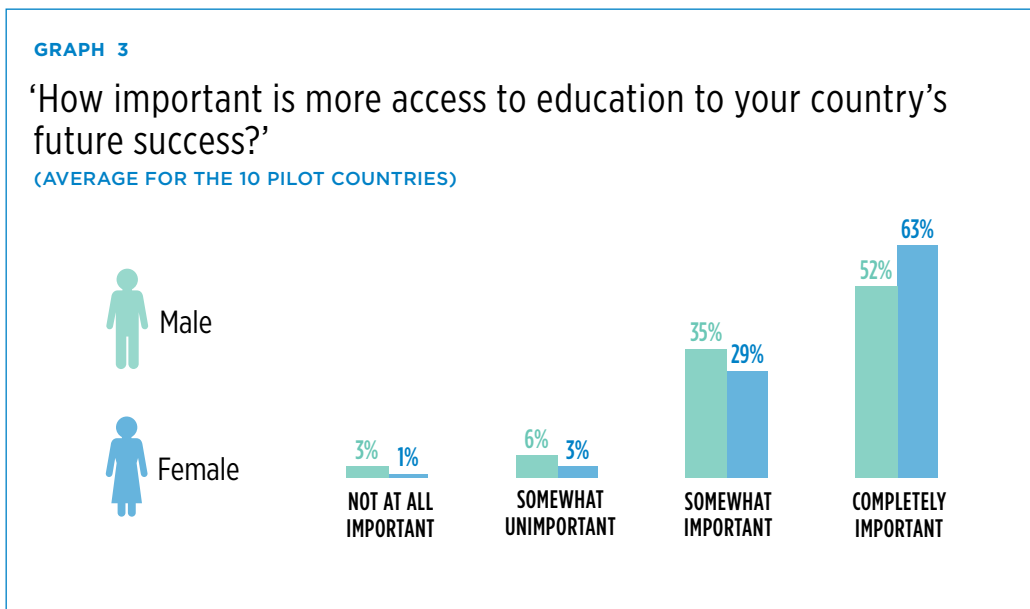
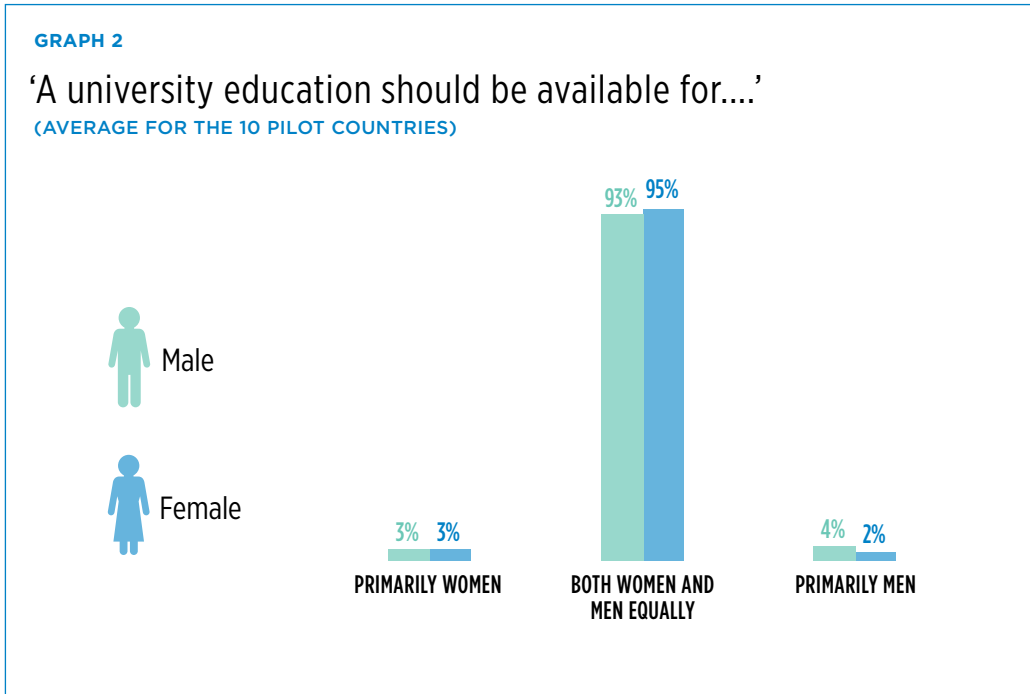
Across countries, **53%** of respondents think it is easy for most women to get a quality education. **58%** think the same about most men.



### 3.1a Education



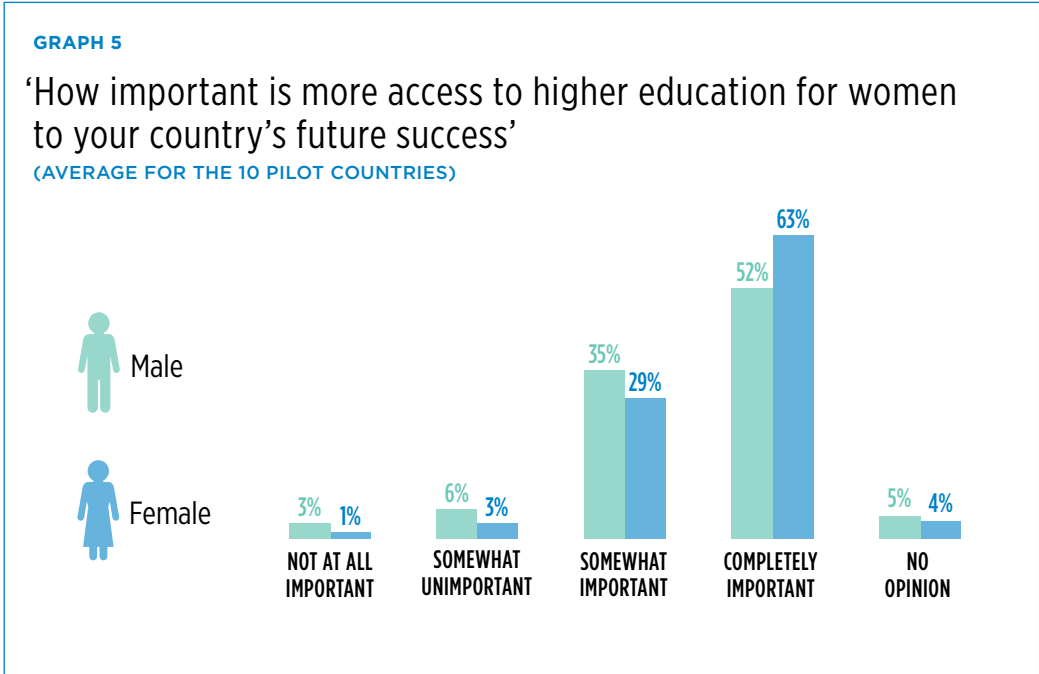
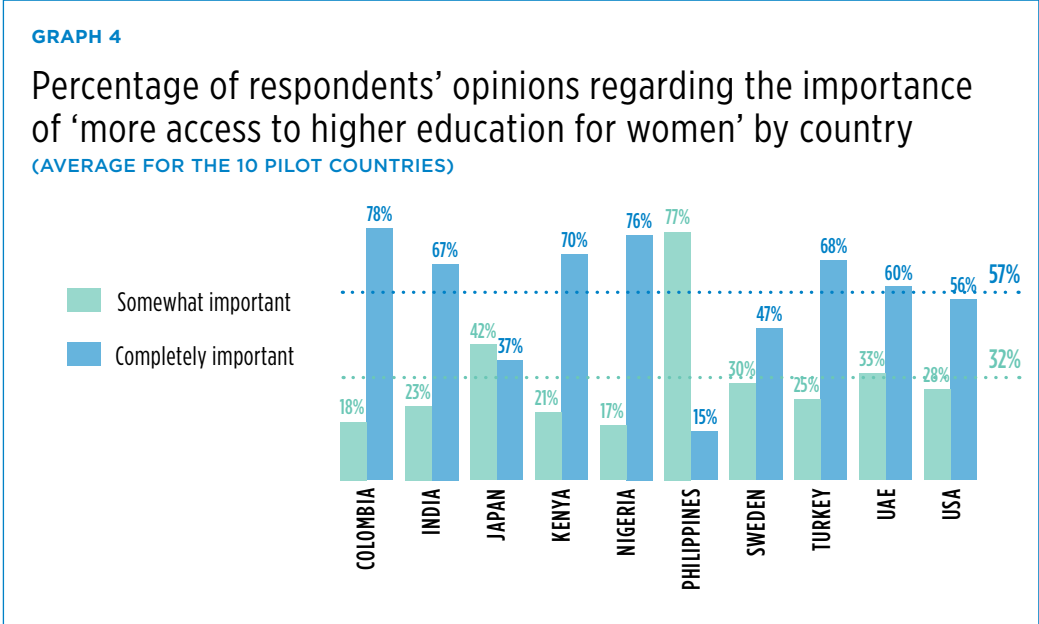
Most women and men agree a university degree should be available for both women and men equally, they also agree more access to higher education for women is important to the success of their countries.



### 3.1a Education



Across countries, respondents agree it is important to grant higher education for women.

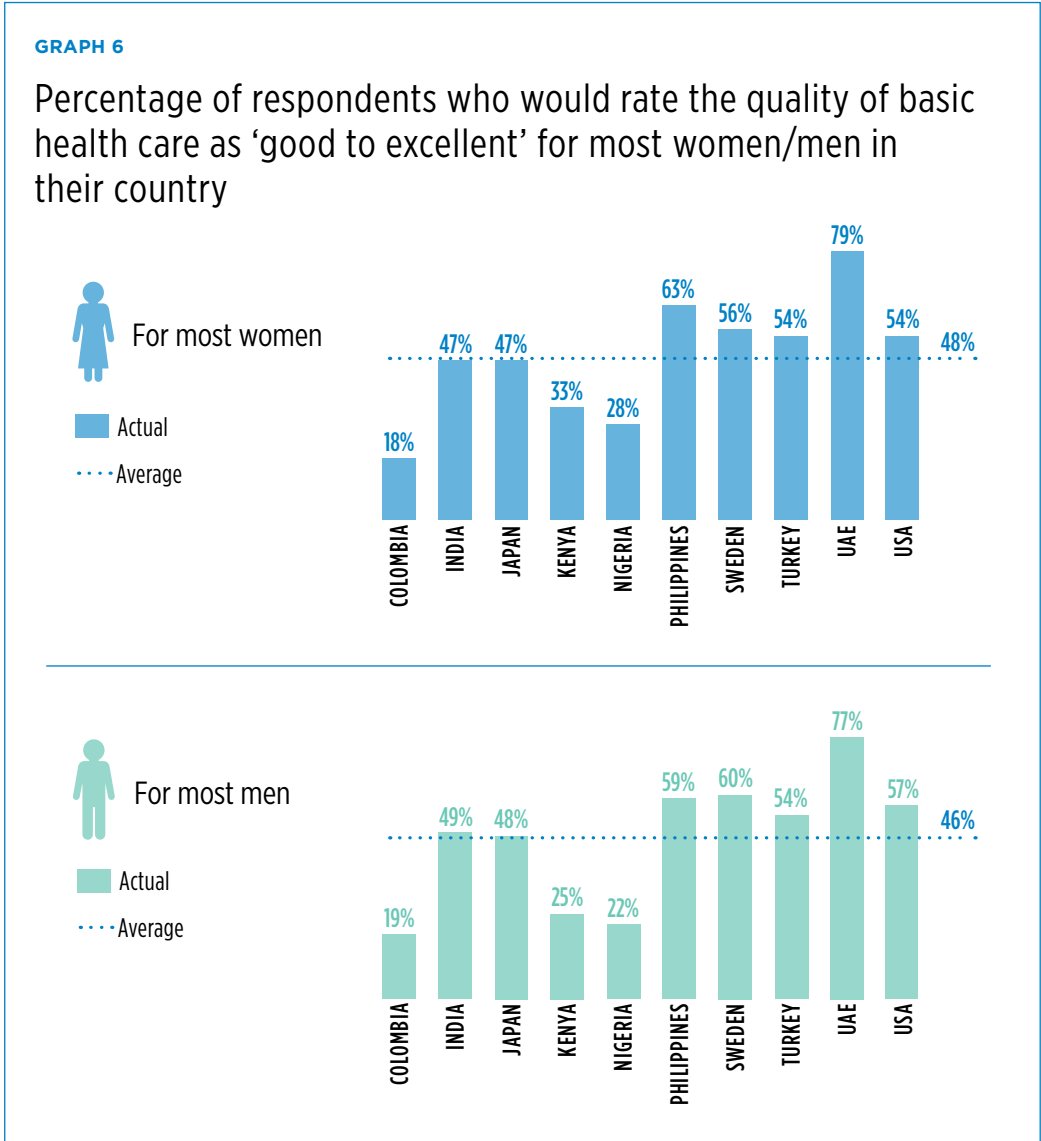


### 3.1b

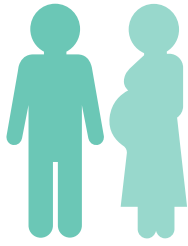
# Health care



The level of basic health care reported varies largely across countries but does not vary much across gender.

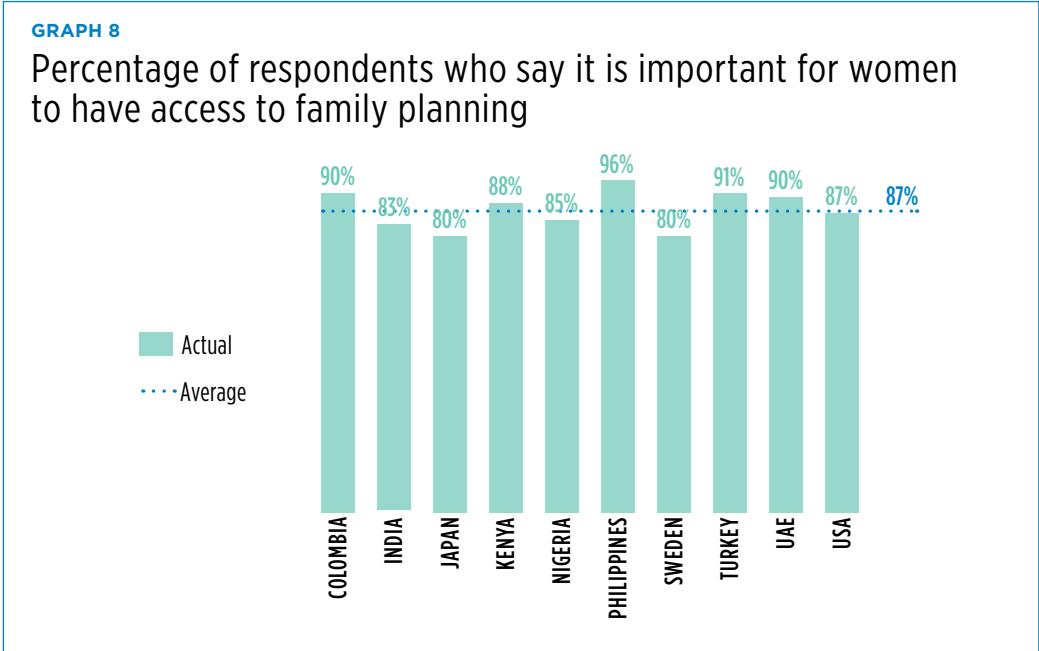
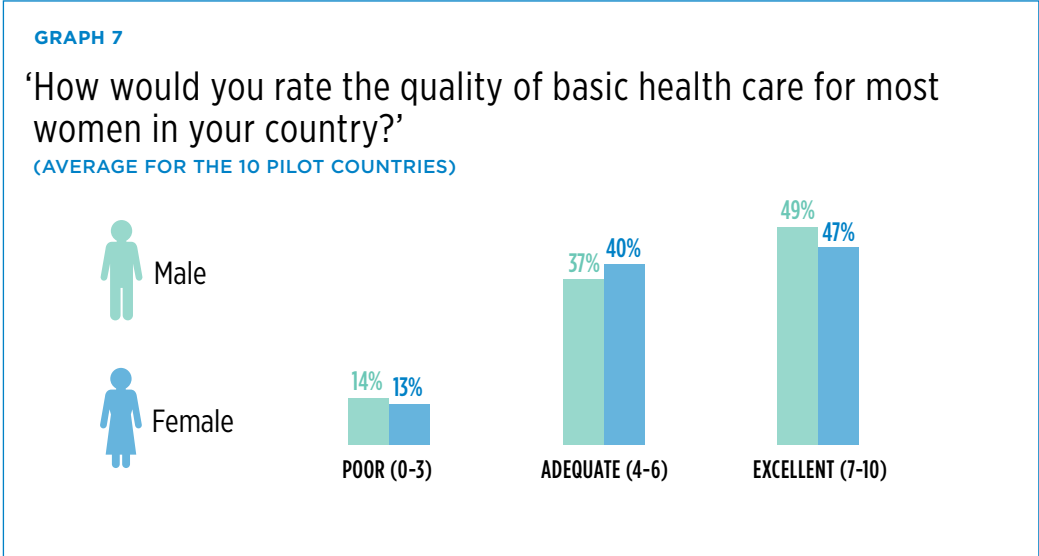


### 3.1b Health care

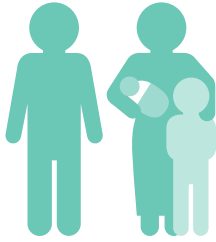


Less than half of respondents would consider the quality of basic health care as ‘good to excellent.’

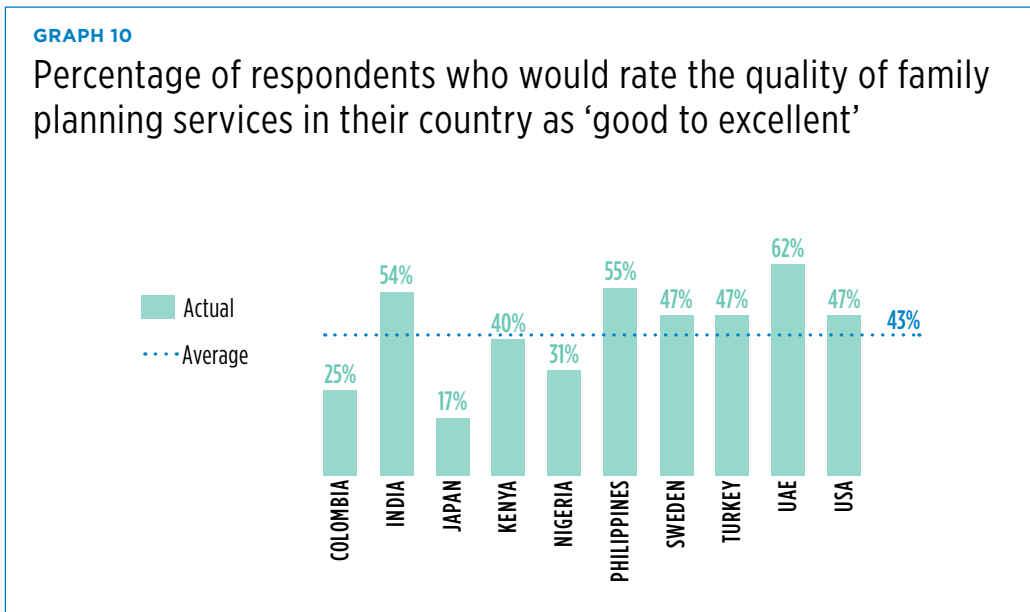
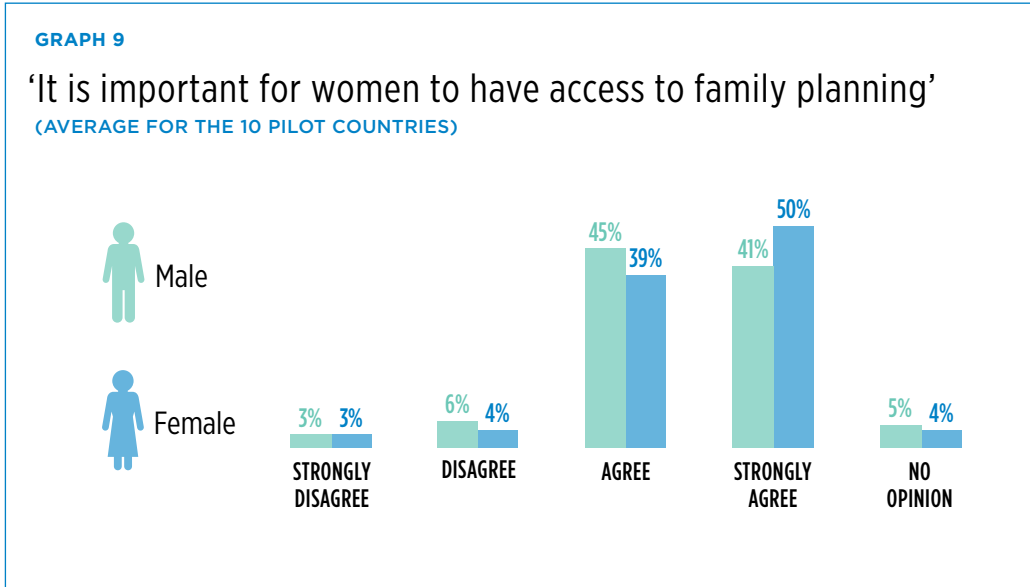
On average, **87%** of respondents believe family planning should be accessible to women.



## 3.1b Health care



**43%** of respondents think the quality of family planning services is ‘good’ to ‘excellent.’



## 3.2

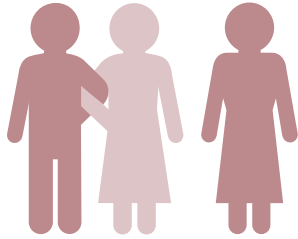
# Barriers at the individual and household level: Personal decisions, marriage/family life and safety/violence

Across the study's 10 countries, women do not have as much control over their lives as men do and they do not have as much influence on the decision of who to marry. When already married or living in partnership, women lose some control over their own bodies. Both women and men recognized such differences.

Domestic violence is not acceptable to the majority of women and men. Yet, women are at higher risk of suffering domestic violence. Still, 1 in 4 men and 1 in 5 women believe that it is acceptable for someone to hit their spouse or partner.

### 3.2a


# Control of personal decisions



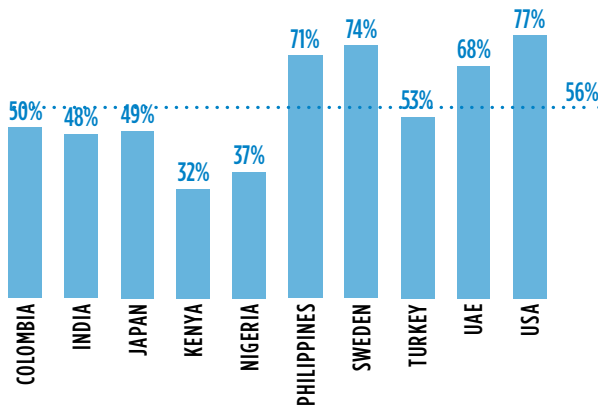
**56%** of respondents think that most women have control over their lives, while **70%** of respondents think that most men have control over their lives.

GRAPH 11

Percentage of respondents who say that most women/men have control over their lives

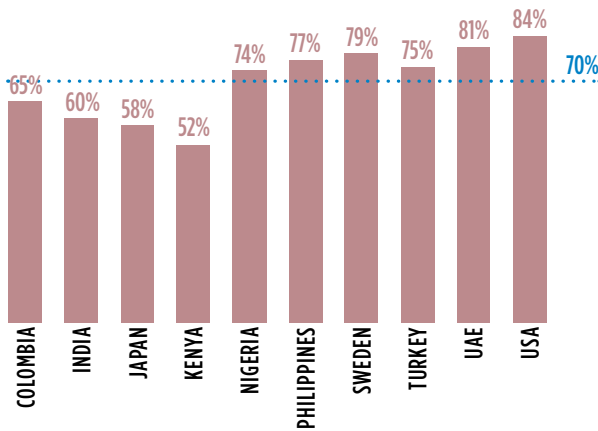
 Most women

 Actual  
 Average



 Most men

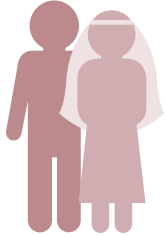
 Actual  
 Average





### 3.2b

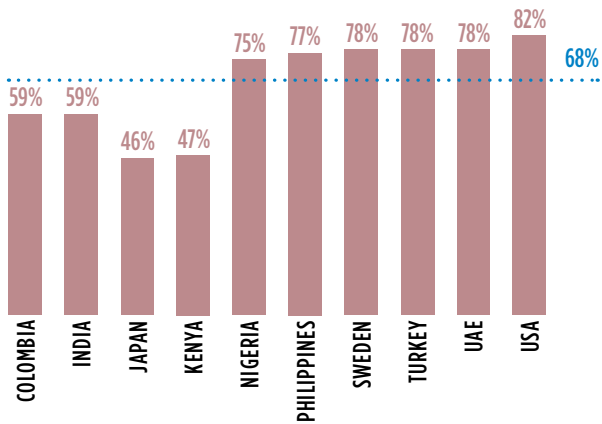
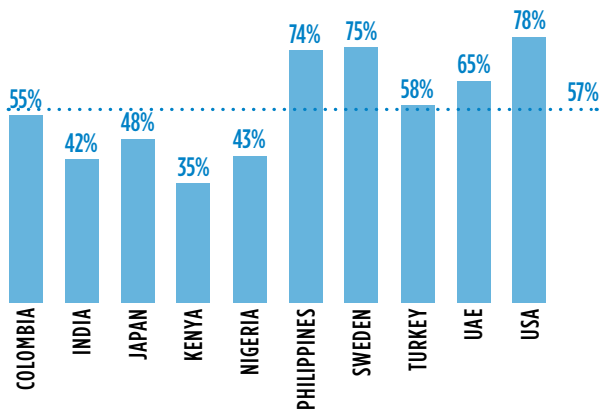
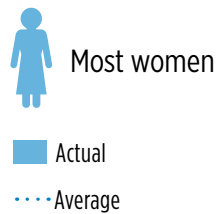
# Marriage and family life



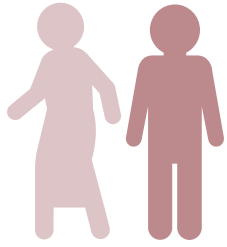
**3 in 5** women believe most women in their country have control over the decision of who to marry.

GRAPH 12

Percentage of people who say that most women/men have a lot of influence on the decision of who to marry



## 3.2b Marriage and family life

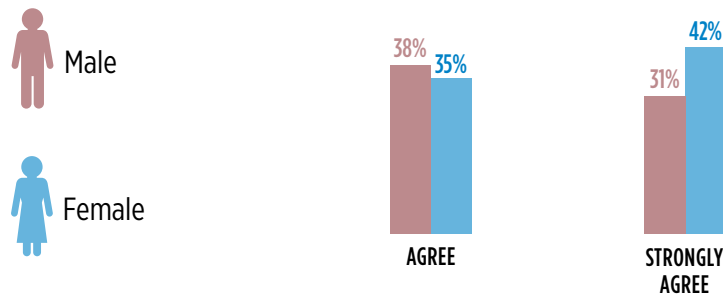


**77%** of women believe women should be free to refuse sex with her husband/partner under any circumstances.

GRAPH 13

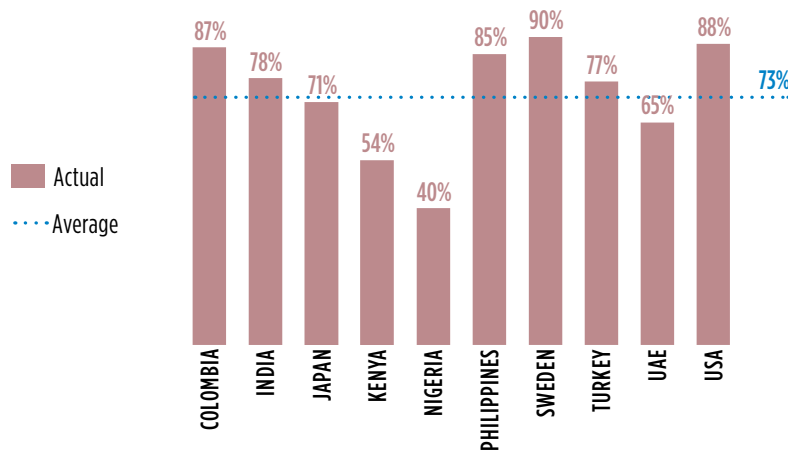
A woman should be free to refuse sex with her husband/partner under any circumstances

(AVERAGE FOR THE 10 PILOT COUNTRIES)



GRAPH 14

Percentage of respondents who say a woman should be free to refuse sex with her husband/partner under any circumstances



## 3.2b Marriage and family life



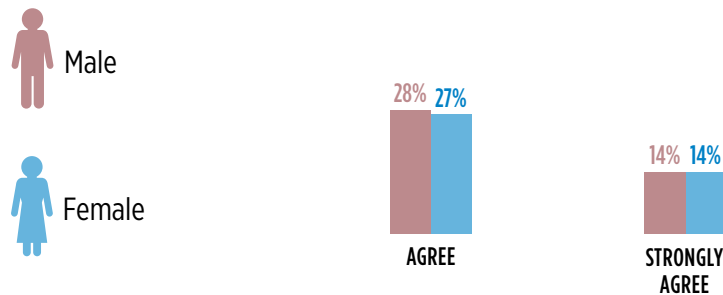
Opinions regarding family responsibilities in the household vary greatly by country. Overall, women are given more responsibility for the welfare of children.

**2 in 5** respondents (both female and male) believe that when the mother works for pay, the children suffer.

GRAPH 15

Percentage of respondents who believe that when a mother works for pay, the children suffer

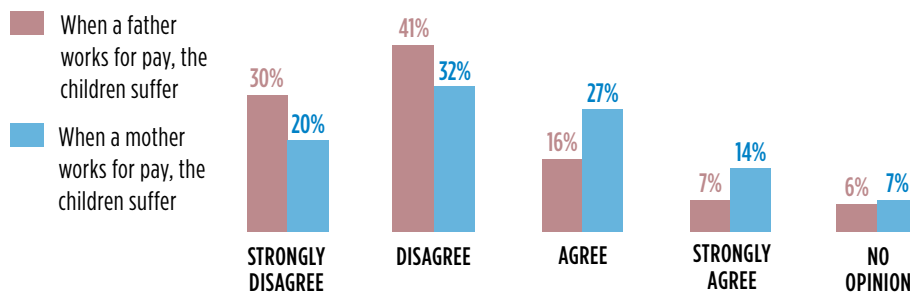
(AVERAGE FOR THE 10 PILOT COUNTRIES)



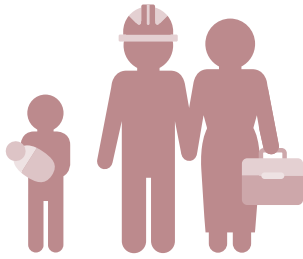
GRAPH 16

Family responsibilities

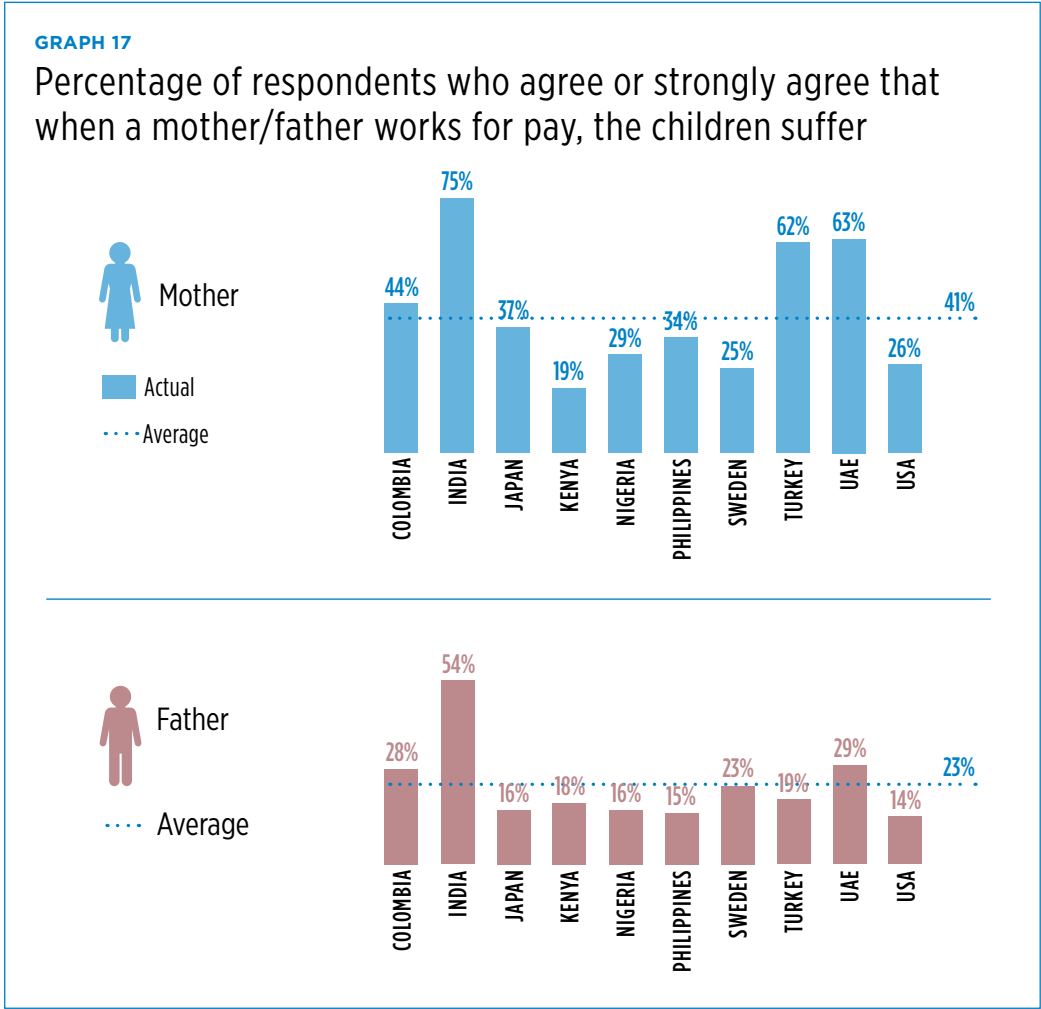
(AVERAGE FOR THE 10 PILOT COUNTRIES)



## 3.2b Marriage and family life



**41%** of respondents believe that having a mother who works for pay affects the welfare of the children. In the case of men that work for pay, only **23%** believe that it affect their children’s welfare.



# 3.2c Safety and violence





Only **53%** of respondents think most women feel moderately safe to very safe in their home.

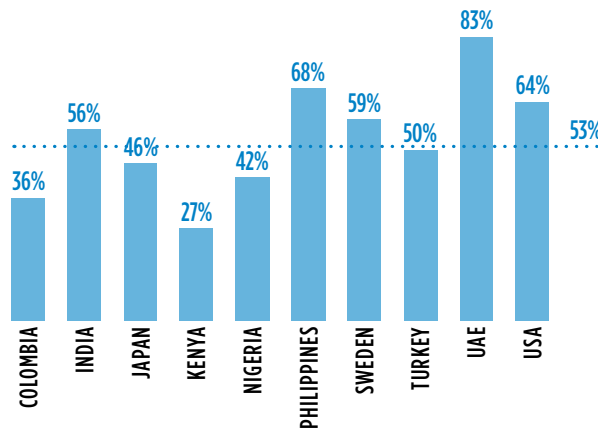
In contrast, **66%** of respondents think most men feel moderately safe to very safe in their home.



GRAPH 18

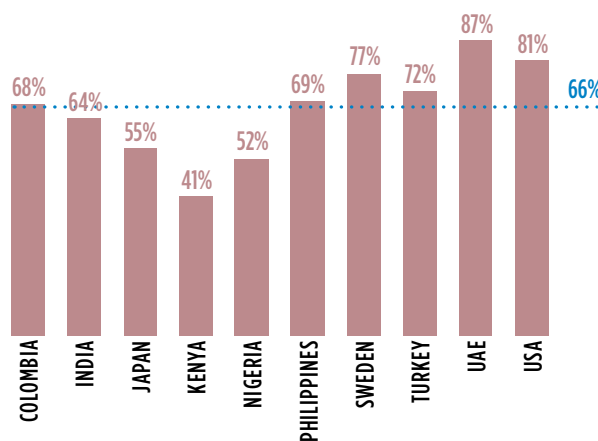
Percentage of women who say most women/men are moderately safe to very safe when in their home, by country

'SAFE' MEANS 'FREE FROM PHYSICAL, MENTAL, OR EMOTIONAL HARM'

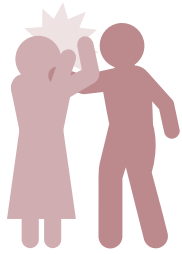
 Most women  




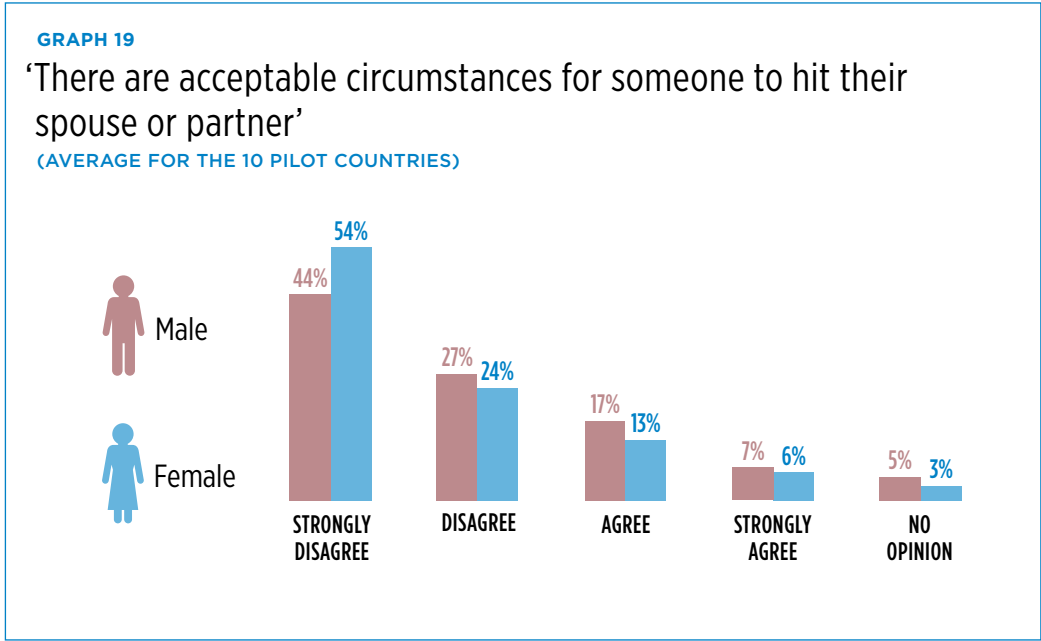
 Most men  




### 3.2c Safety and violence



**1 in 4** men believe there are acceptable circumstances for someone to hit their spouse, while **1 in 5** women believe the same.



## 3.3

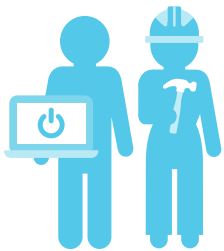
# Barriers at work/employment, access to property and control of personal finances

Women have limited opportunities and face serious consequences in the labor market. Limited participation in the labor market means less accumulation of work experience. Less experience means limited job opportunities. Given these circumstances, women find it very hard to climb up any career ladder.

Surprisingly, the study reveals that 1 in 5 female respondents and almost 1 in 3 male respondents find it acceptable that men can earn more than women, even when they perform the same job (that requires similar education and experience levels).

### 3.3a

# Work/employment (work for pay) property and finances



Both women and men agree it is more difficult for women than for men to be hired as a skilled worker.

GRAPH 20

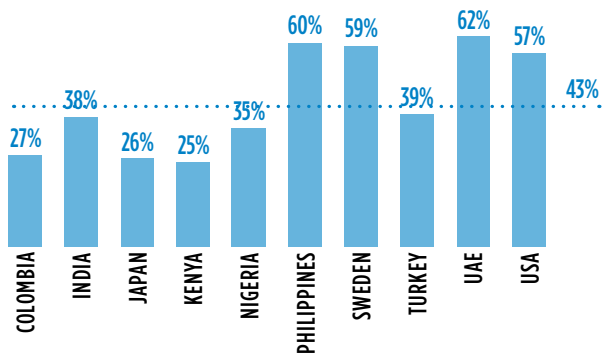
Percentage of respondents who say it is easy for most women/men to be hired as skilled workers in their country



For most women

Actual

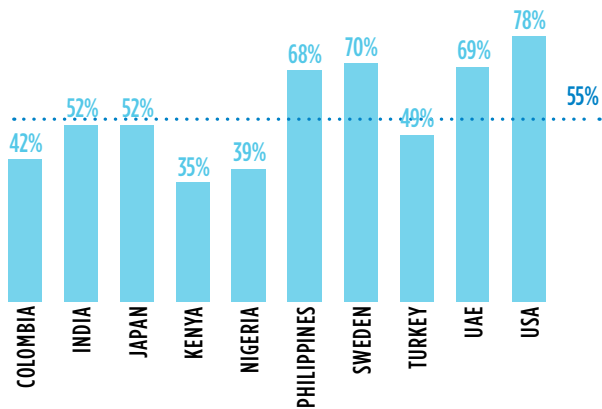
Average



For most men

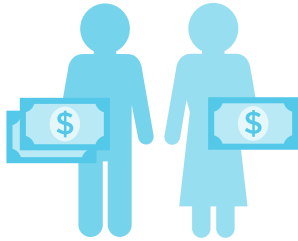
Actual

Average

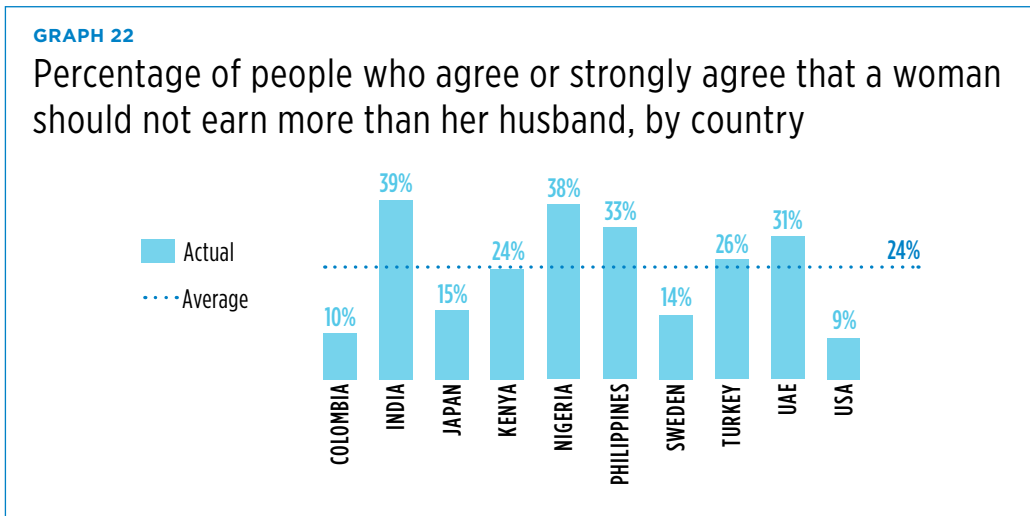
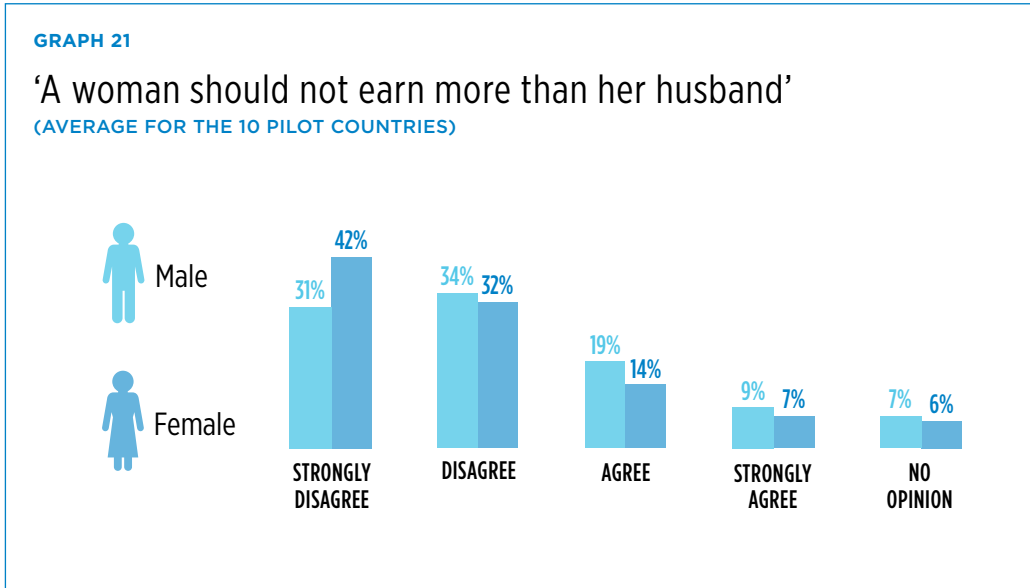




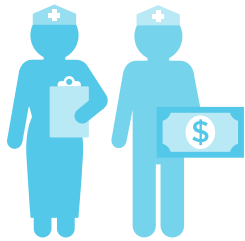
### 3.3a Work/employment (work for pay)



Overall, **1 in 4** respondents agree a woman should not earn more than her husband.



### 3.3a Work/employment (work for pay)

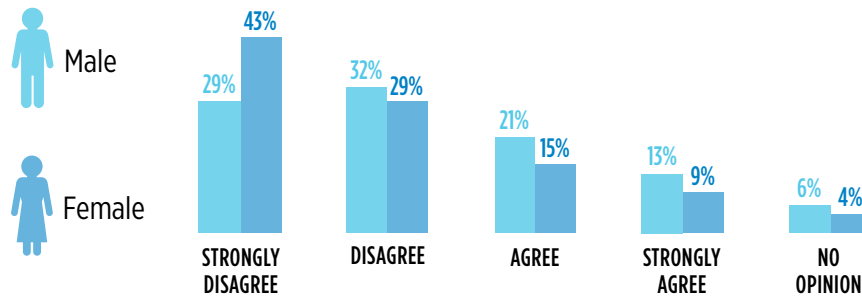


**2 in 3** male respondents think women should be paid the same as men for doing the same job.

Unfortunately, gender wage differentials are still acceptable to **34%** of men and **24%** of women.

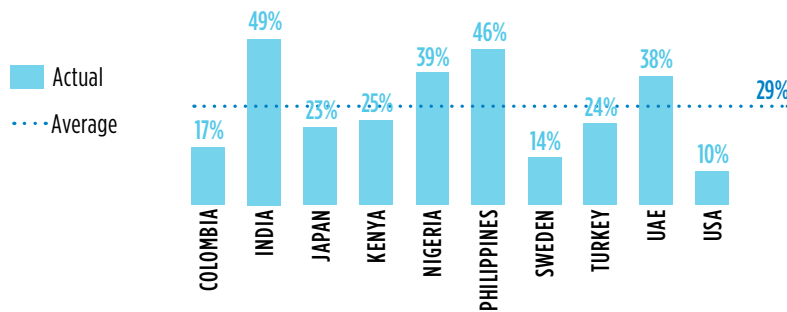
GRAPH 23

‘For the same job, men should be paid more than women’  
(AVERAGE FOR THE 10 PILOT COUNTRIES)



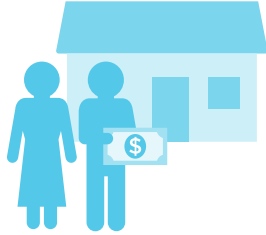
GRAPH 24

Percentage of people who agree or strongly agree that for the same job, men should be paid more than women



### 3.3b

# Access to physical property

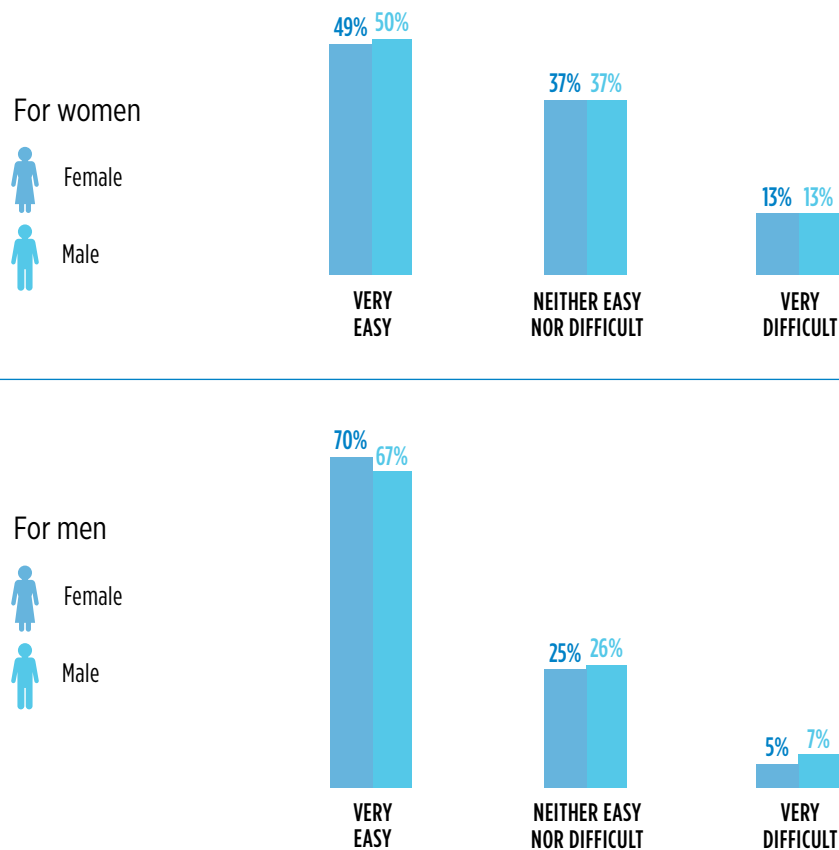


Both women and men agree ownership of physical property is easier for most men.

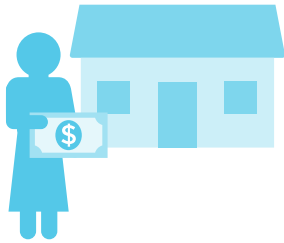
**68%** of respondents think it is very easy for men to buy property, while **50%** think the same about women.

GRAPH 25

Difficulty buying property in their own name, for women and men




### 3.3b Access to physical property



Respondents believe it is easier for men than for women to buy property in their own name.

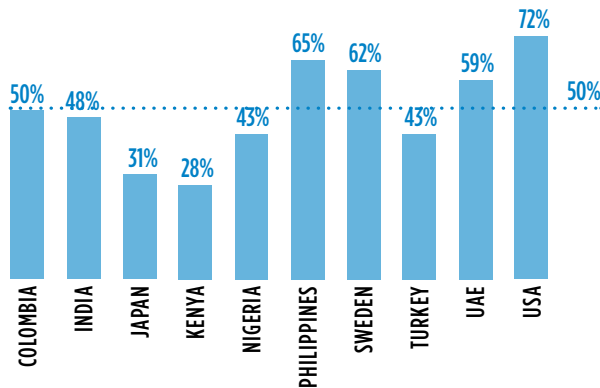
**GRAPH 26**

Percentage of women who say it is moderately to very easy for most women/men in their country to buy property in their own name, by country

 Most women

 Actual

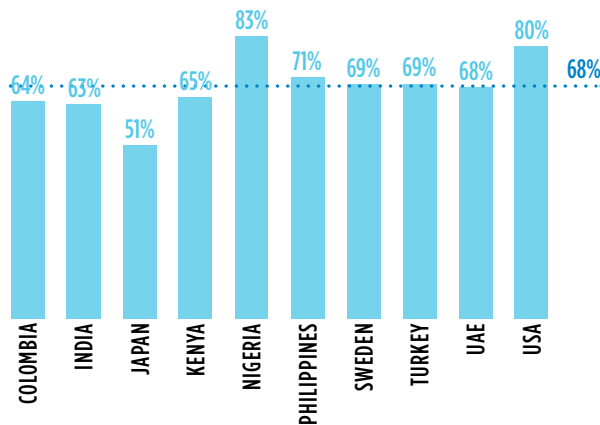
 Average



 Most men

 Actual

 Average



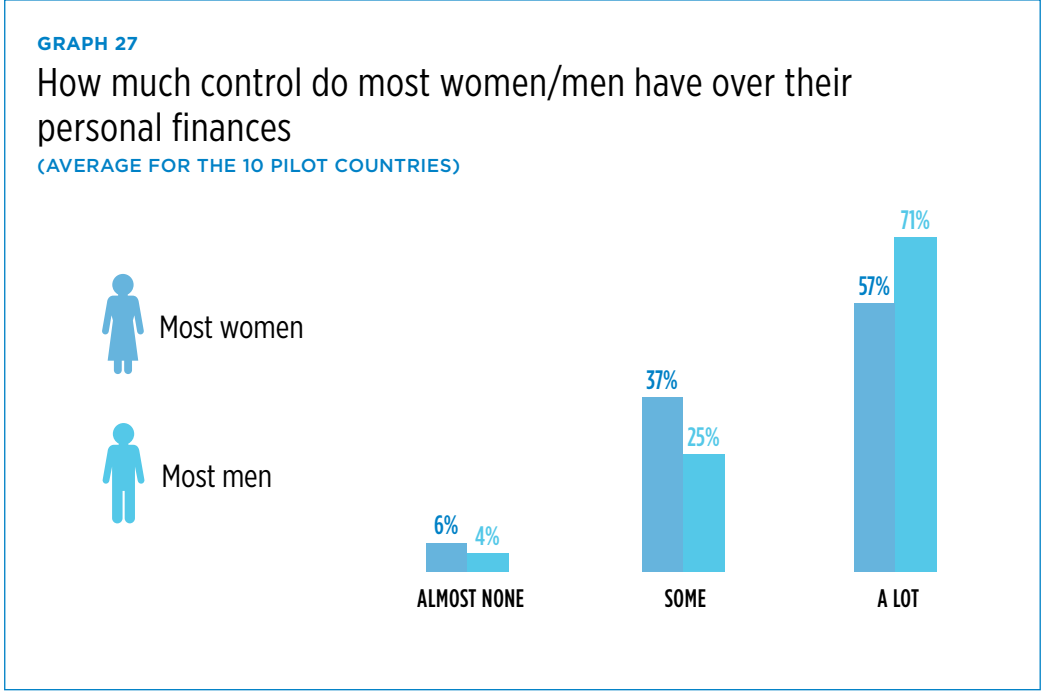
### 3.3c

# Control over personal finances

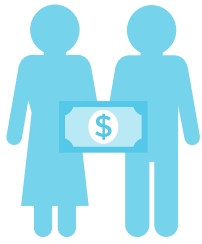


**57%** of respondents think most women have a lot of control over their personal finances.

**71%** of respondents think most men have a lot of control over their personal finances.



### 3.3c Control over personal finances



Respondents agree it is easier for most men than for most women to have control over their personal finances.

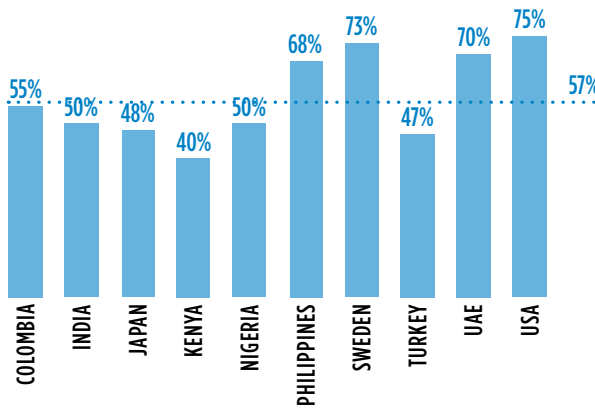
GRAPH 28

Percentage of respondents who say most women/men have a lot of control over their personal finances



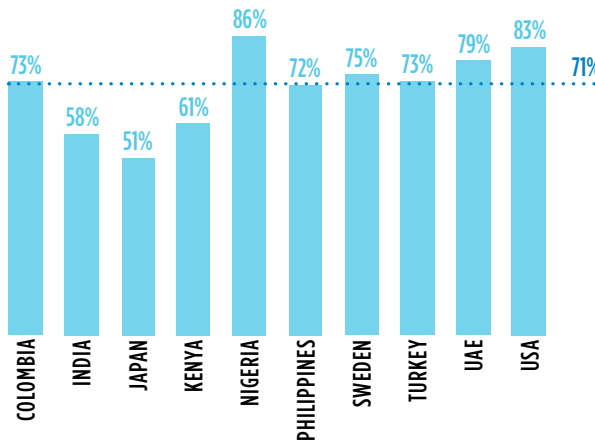
Most women

Actual  
Average



Most men

Actual  
Average



## 3.4

# Barriers by society at large

Women are judged by how they look, and they are expected to restrict their behavior to be accepted or safe. Both women and men find it acceptable that men discuss women's appearance in the workplace.

Social media plays an important role in perpetuating gender stereotypes. This makes social media a very important tool to transform perceptions as well.

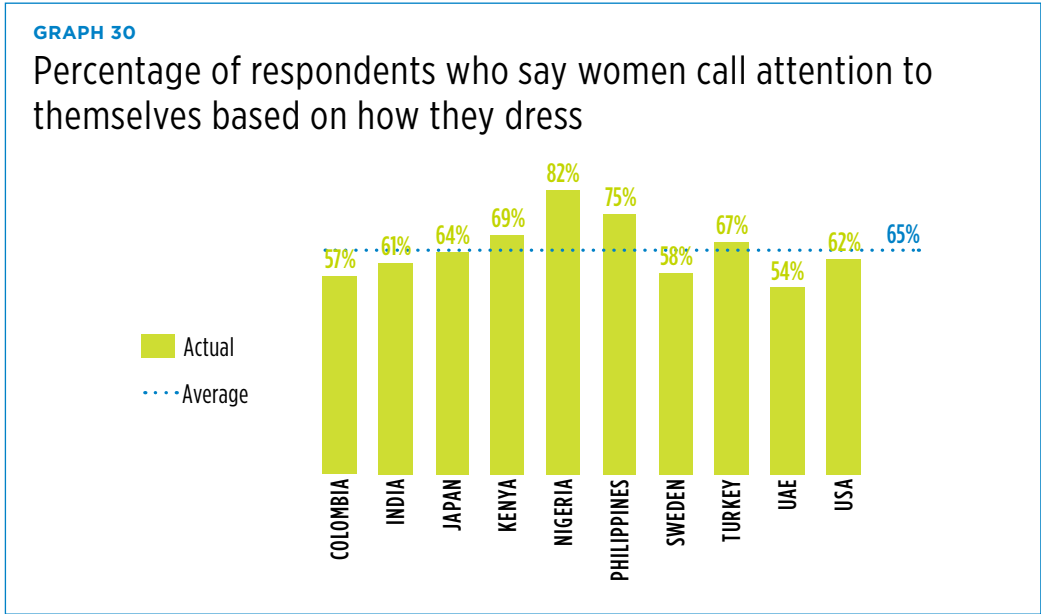
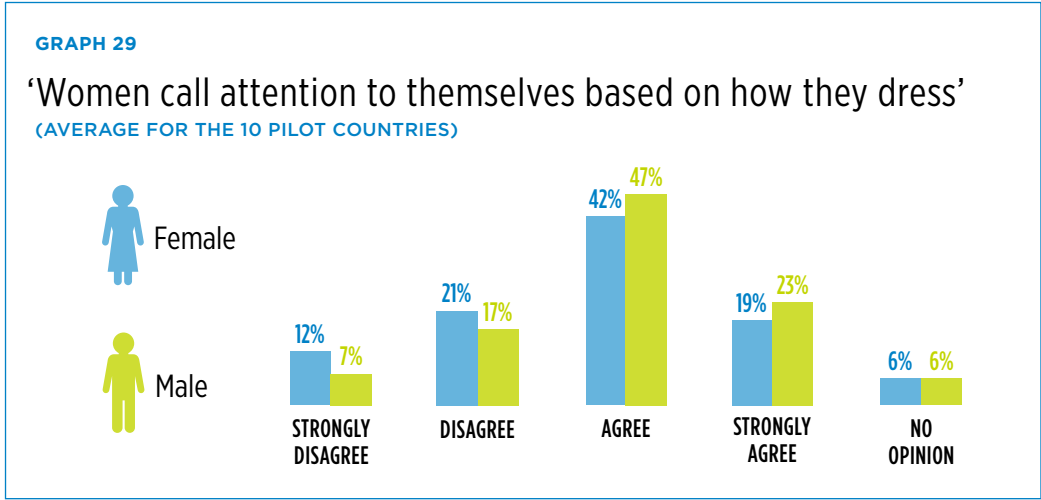
Respondents agree that women and men should be treated as equals, yet women are seen as having a more difficult path to political office. While most agree more opportunities should be afforded to women in both politics and business, a sizable proportion of respondents still believe men are better suited for political and business leadership roles than women, while far fewer believe the reverse.

### 3.4a

# Barriers to safety in public and the workplace

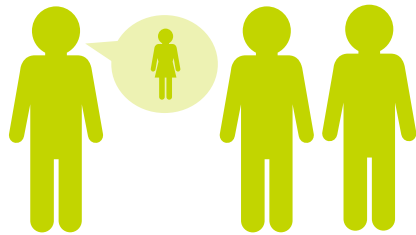


**2 in 3** respondents agree or strongly agree that ‘Women call attention to themselves based on how they dress.’





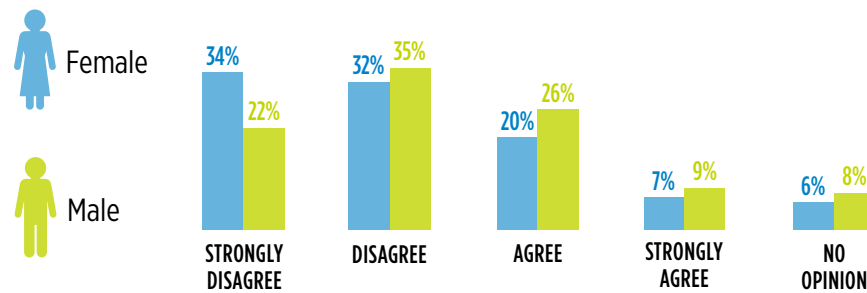
### 3.4a Barriers to safety in public and the workplace



**1 in 3** men and **1 in 4** women agree/strongly agree it is appropriate for men to discuss a female colleague’s appearance at work.

GRAPH 31

‘It is appropriate for men to discuss a female colleague’s appearance at work’  
(AVERAGE FOR THE 10 PILOT COUNTRIES)



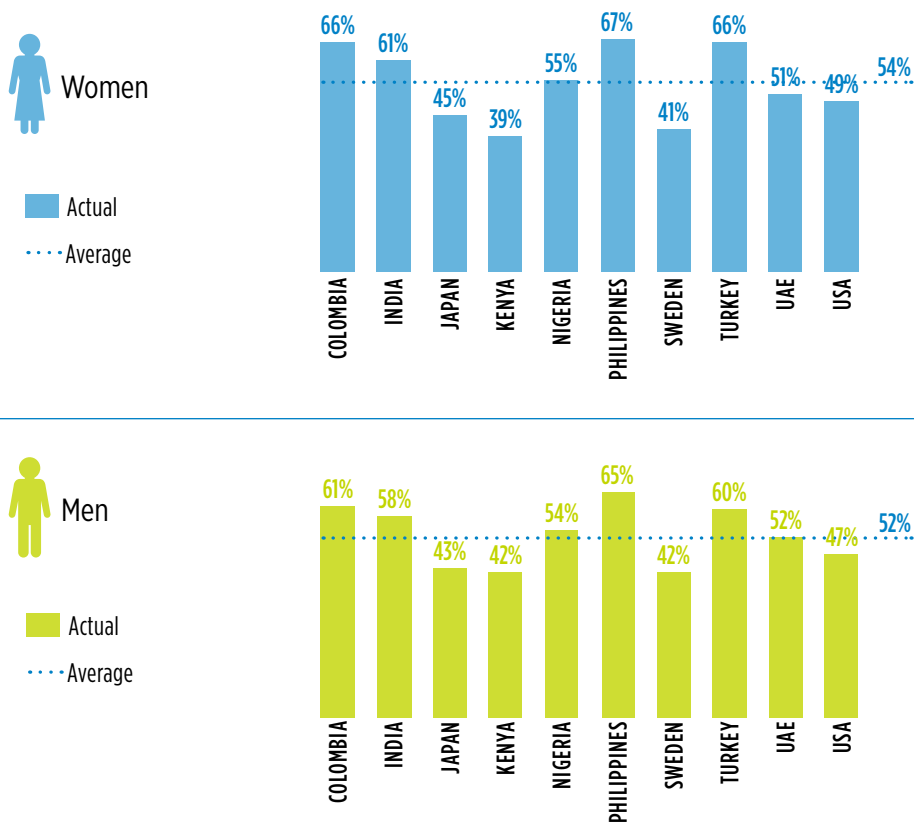
### 3.4a Barriers to safety in public and the workplace



Respondents believe media portrays women and men only in certain roles.

GRAPH 32

Percentage of respondents who say media in their country (i.e. television, advertisements or public communication) only portrays women/men in certain roles



### 3.4b

# Leadership and participation



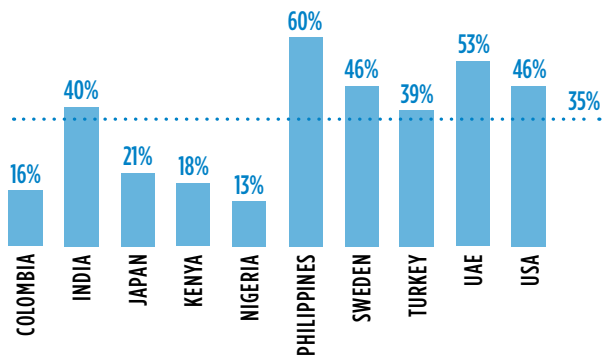
**63%** of respondents think it is easy for men to run for elected office in their countries. Only **35%** of respondents think this statement is true about women.

GRAPH 33



Percentage of respondents who say it is easy for women/men to run for elected office in their country

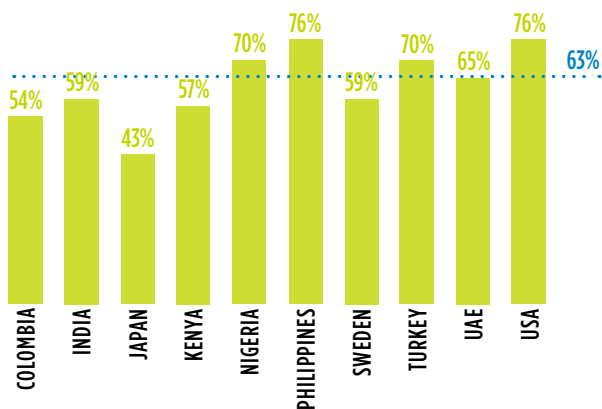
 For women

 Actual  
 Average



 For men

 Actual  
 Average



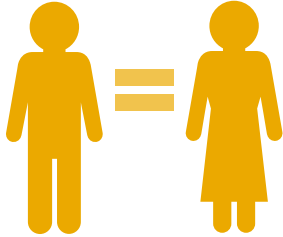
## 3.5

# A consensus moving forward: Barriers must be eliminated to ensure opportunities for all women

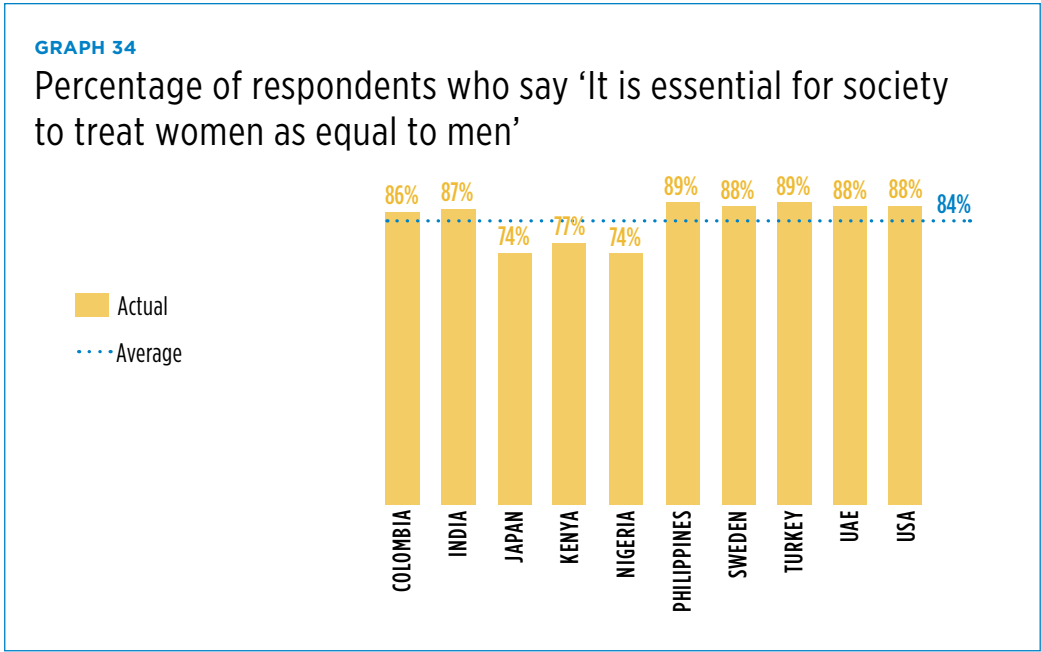
The greatest opportunity highlighted by the pilot study is respondents value gender equality as essential for society. Beyond biases in attitudes today, looking forward people aspire to gender equality as a key condition to their country's future success. More than 90% of respondents believe more respect for women's rights in all areas is important to their country's future success. Similarly, more than 90% of respondents believe in equal pay for equal work, and 87% believe more opportunities for women in business are important for the overall success of their country.

# 3.5

## Looking to the future



**84%** of respondents believe it is essential for society to treat women as equal to men.

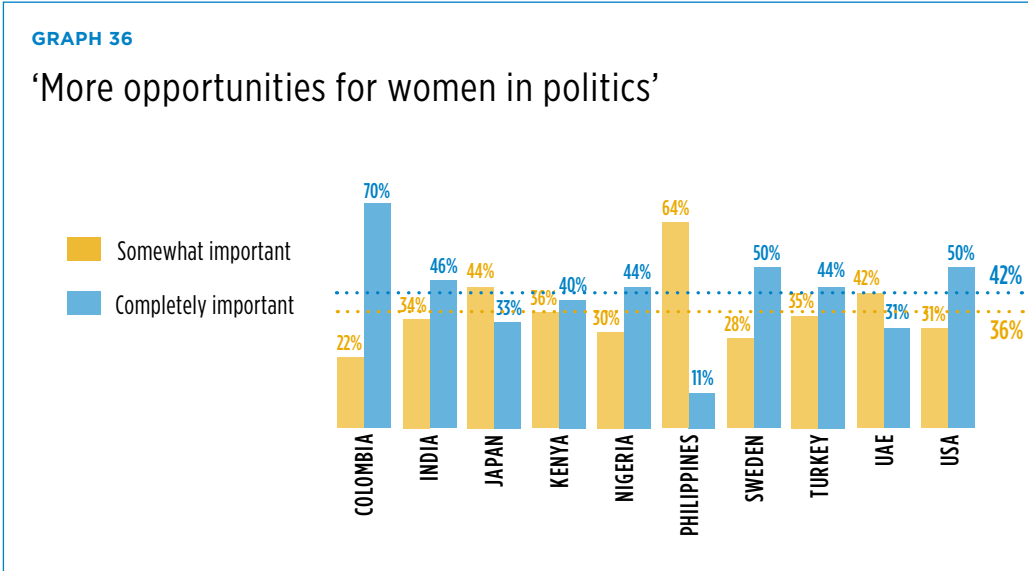
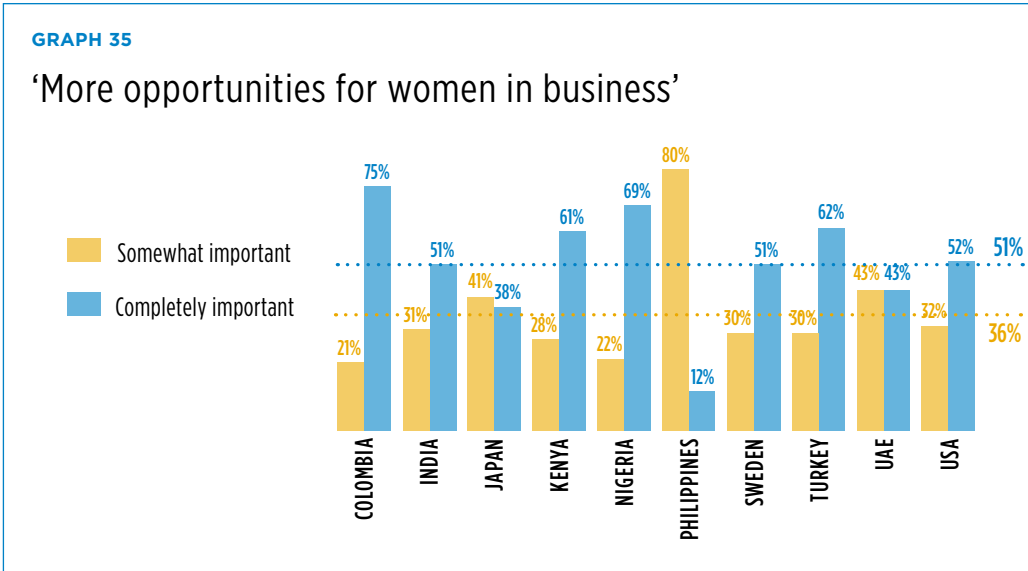


### 3.5 Looking to the future

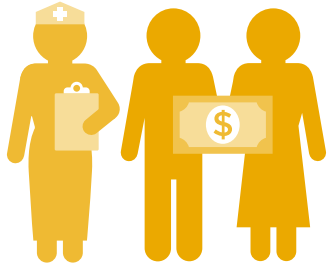


**87%** believe more opportunities for women in business is important for the overall success of the country.

**78%** believe more opportunities for women in politics are important for the overall success of the country.

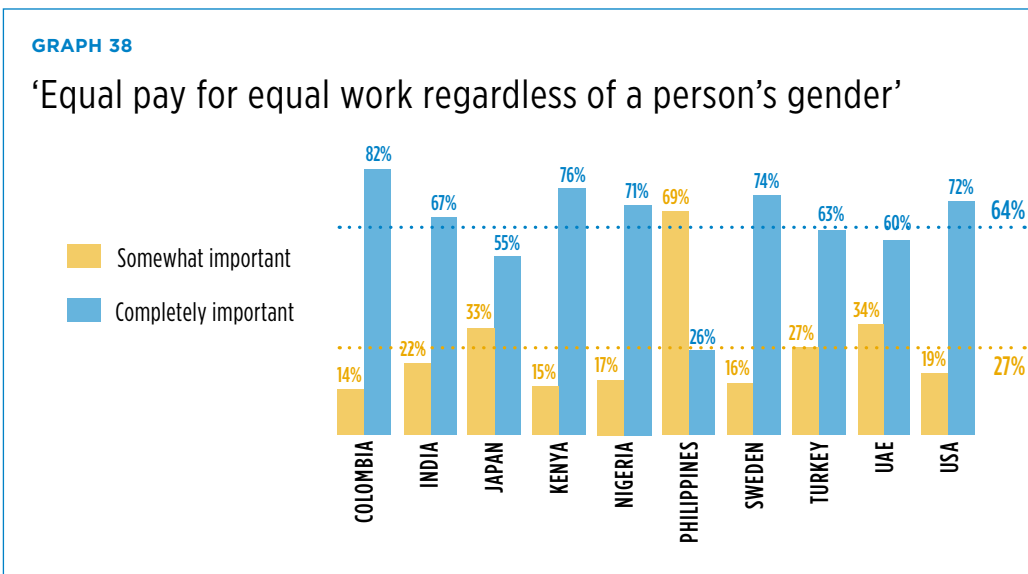
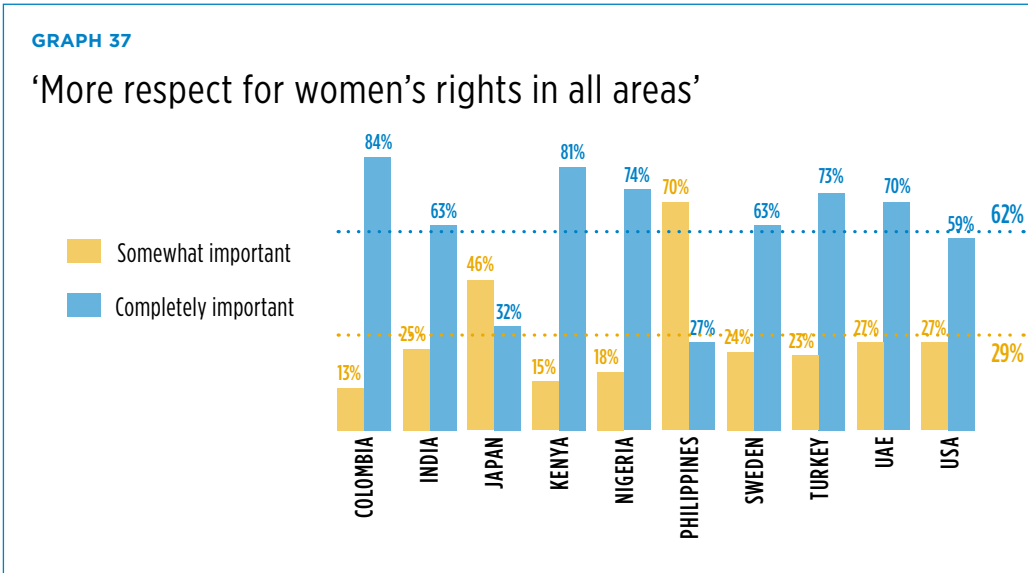


### 3.5 Looking to the future



**91%** believe more respect for women's rights in all areas is important to the country's success.

**91%** believe equal pay for equal work regardless of a person's gender is important to the country's future success.



4.

# Findings by country

The following section is a snapshot of the respondents' perceptions of their own countries.

The snapshots include the most compelling and unique findings for each topic of analysis.



# 4.1 Colombia



- Respondents in Colombia believe **the future success of their country requires more respect for women’s rights** in all areas and equal pay for equal work regardless of the person’s gender.
- They believe **women and men have similar access to basic health care**. Some important differences exist in the access to a quality education for women.
- It is perceived **women have a lot of influence in the decision of who to marry**, almost as much influence as men have. However, in general women feel less safe at home compared to men. Moreover, most women might have limited control over their own personal finances.
- Respondents also agree **it is easier for a man than for a woman to be hired as a skilled worker**.
- Further, respondents agree **running for office would be a challenge for women** and certainly women would be at a disadvantage.

TABLE 1

## COLOMBIA

Figures in percentages (proportion of respondents who agree with the statement)

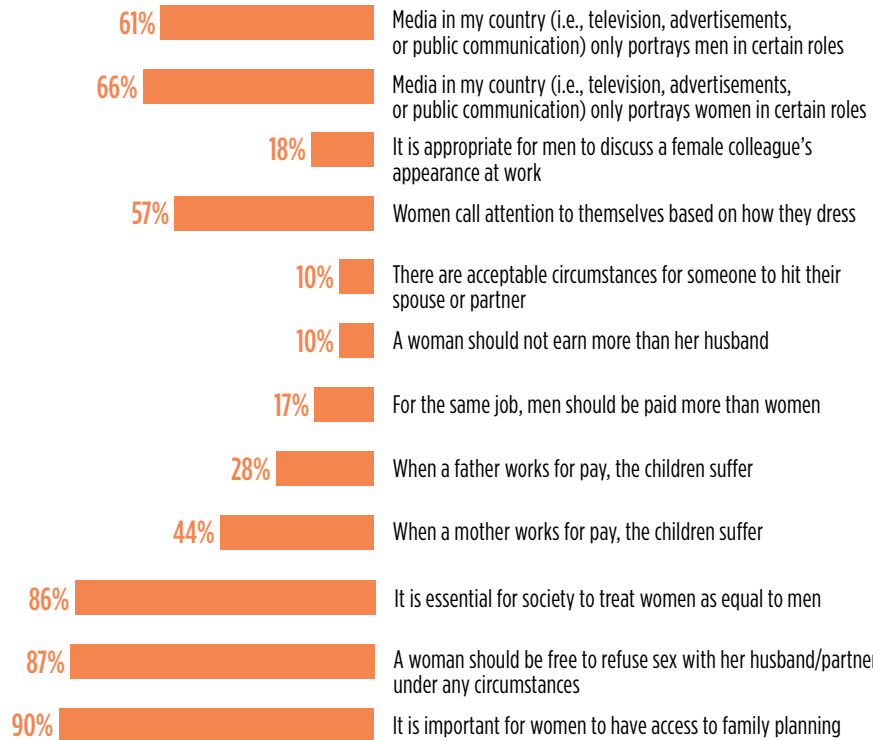
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
‘It is easy to get a quality education for women/men’	38	42
‘It is easy to be hired as a skilled worker for women/men’	27	42
‘The quality of basic health care is good for women/men’	18	19
‘It is easy to run for elected office for women/men’	16	54
‘Most women/most men have a lot of influence on the decision of who to marry’	55	59
‘Most women/most men have a lot of control over their lives’	50	65
‘Most women/men feel safe when in their home (free from physical, mental or emotional harm)’	36	68
‘Is it easy for most women/most men to buy property in their own name’	50	64
‘Most women/most men have a lot of control over their personal finances’	55	73

## 4.1 Colombia

GRAPH 39



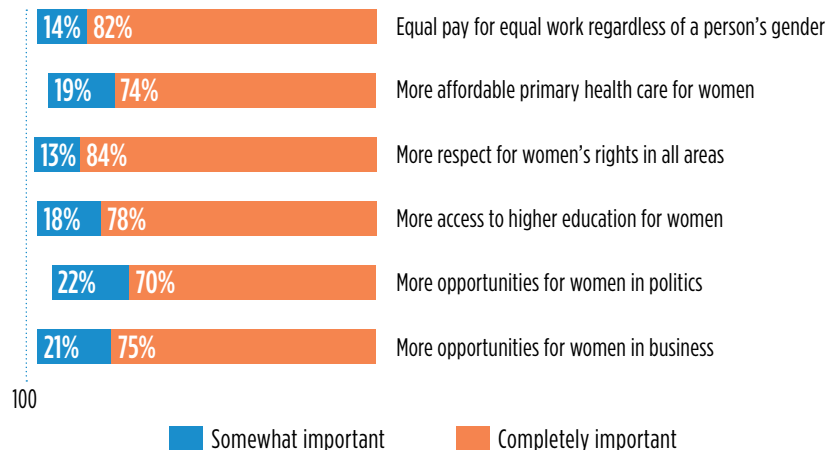
Percentage of respondents who agree or strongly agree with each statement



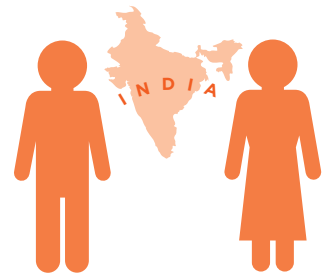
GRAPH 40



In your opinion, how important is each of the following to your country's future?



# 4.2 India



- Respondents in India believe **women and men have nearly equal access to basic health care.**
- They perceive access to a **quality education is still difficult for women.**
- It is perceived that **women experience disadvantages when it comes to deciding who to marry,** compared to men.
- Respondents also find it **difficult for women to run for elected office, to buy property in their name** and **to be hired as skilled workers,** in comparison to men.

TABLE 2

## INDIA

Figures in percentages (proportion of respondents who agree with the statement)

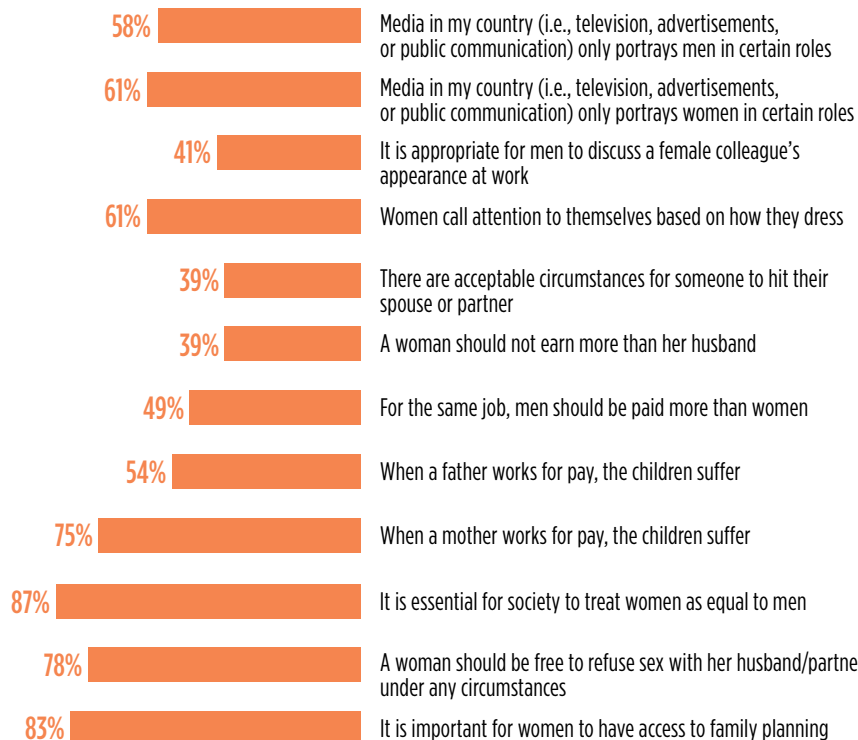
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	51	62
'It is easy to be hired as a skilled worker for women/men'	38	52
'The quality of basic health care is good for women/men'	47	49
'It is easy to run for elected office for women/men'	40	59
'Most women/most men have a lot of influence on the decision of who to marry'	42	59
'Most women/most men have a lot of control over their lives'	48	60
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	56	64
'Is it easy for most women/most men to buy property in their own name'	48	63
'Most women/most men have a lot of control over their personal finances'	50	58

## 4.2 India

GRAPH 41



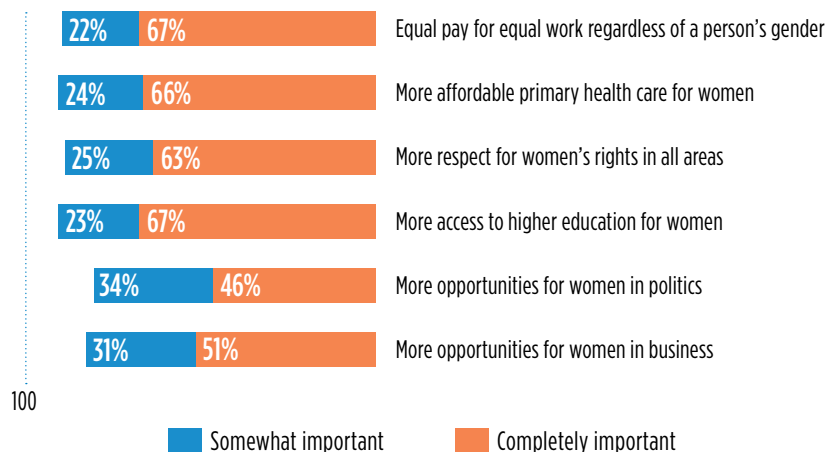
Percentage of respondents who agree or strongly agree with each statement



GRAPH 42

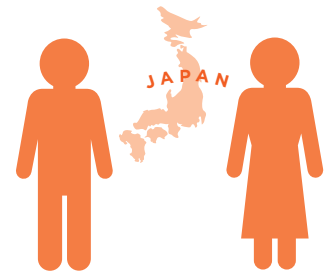


In your opinion, how important is each of the following to your country's future?



## 4.3

# Japan



- Respondents in Japan find **women have a lot of influence in the decision of who to marry.**
- They believe **women have control over their personal finances.**
- On the other hand, the majority of respondents perceive **women experience difficulty accessing a quality education.**
- As perceived by respondents, it is **very difficult for women to be hired as skilled workers.**
- Respondents agree that **buying property in their own name is more difficult for women** in comparison to men.

TABLE 3

### JAPAN

Figures in percentages (proportion of respondents who agree with the statement)

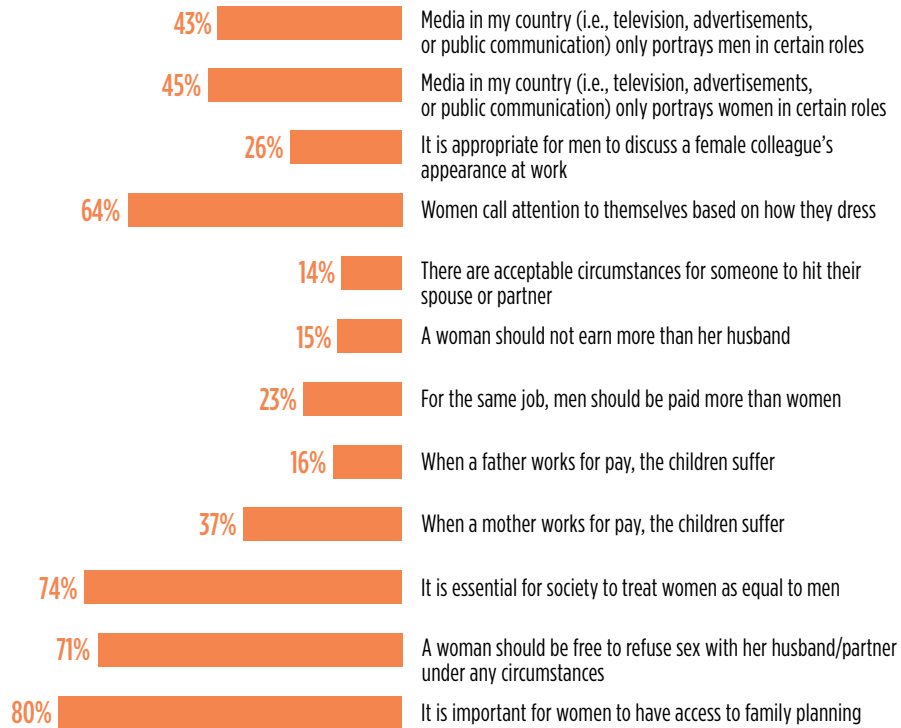
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	46	54
'It is easy to be hired as a skilled worker for women/men'	26	52
'The quality of basic health care is good for women/men'	47	48
'It is easy to run for elected office for women/men'	21	43
'Most women/most men have a lot of influence on the decision of who to marry'	48	46
'Most women/most men have a lot of control over their lives'	49	58
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	46	55
'Is it easy for most women/most men to buy property in their own name'	31	51
'Most women/most men have a lot of control over their personal finances'	48	51

## 4.3 Japan

GRAPH 43



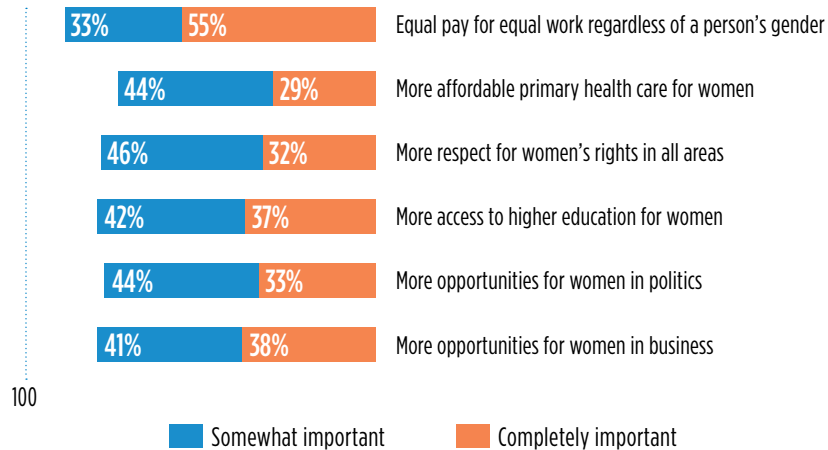
Percentage of respondents who agree or strongly agree with each statement



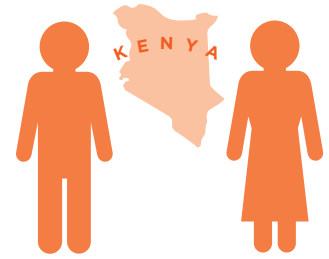
GRAPH 44



In your opinion, how important is each of the following to your country's future?



## 4.4 Kenya



- Respondents in Kenya believe that **women have better access to basic health care** than men.
- On the other hand, they believe **women experience large economic disadvantages:** It is **difficult for women to buy property in their own name** and in general **women do not have full control over their personal finances.**
- Respondents believe **women feel less safe at home** compared to men.
- Only near half of respondents believe **a woman should be free to refuse sex with her husband/partner under any circumstances.**
- Similarly, in most countries surveyed, **it would be difficult for women to run for elected office.**

TABLE 4

### KENYA

Figures in percentages (proportion of respondents who agree with the statement)

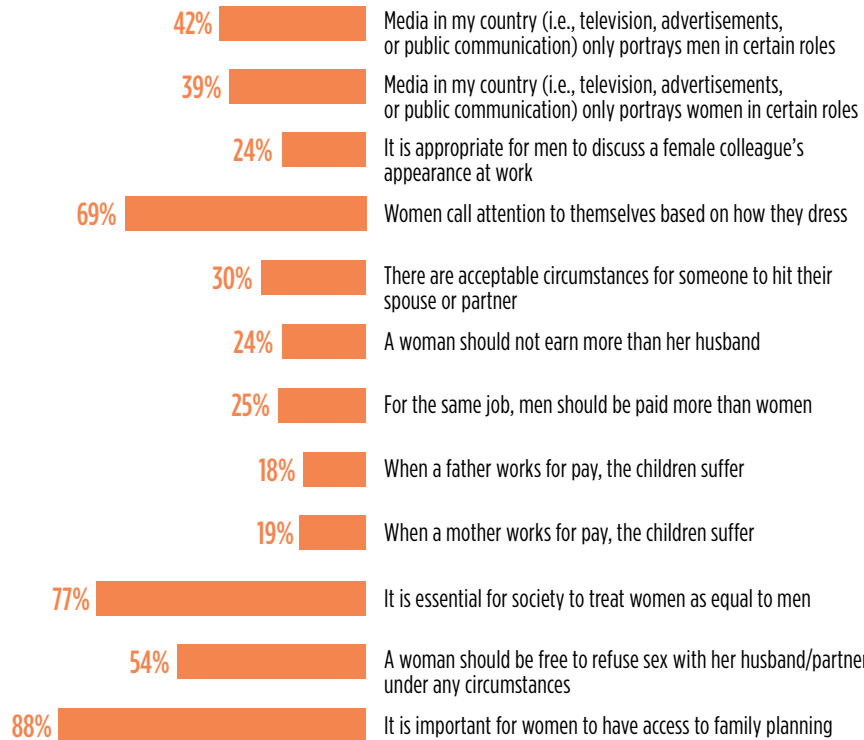
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	36	41
'It is easy to be hired as a skilled worker for women/men'	25	35
'The quality of basic health care is good for women/men'	33	25
'It is easy to run for elected office for women/men'	18	57
'Most women/most men have a lot of influence on the decision of who to marry'	35	47
'Most women/most men have a lot of control over their lives'	32	52
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	27	41
'Is it easy for most women/most men to buy property in their own name'	28	65
'Most women/most men have a lot of control over their personal finances'	40	61

## 4.4 Kenya

GRAPH 45



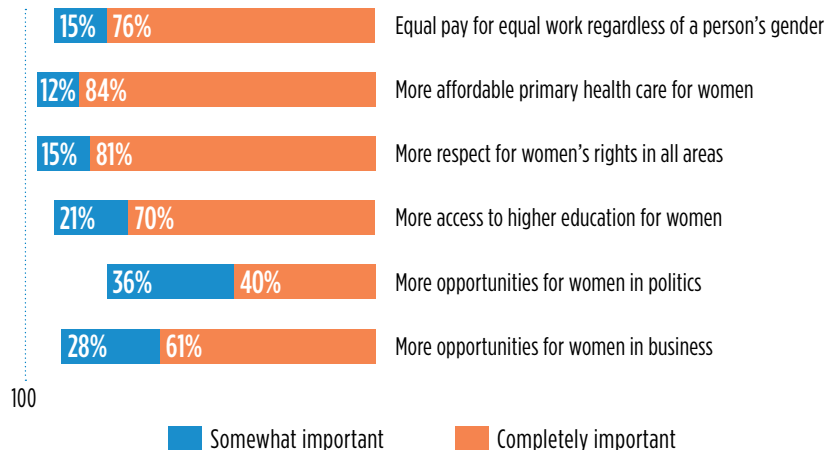
Percentage of respondents who agree or strongly agree with each statement



GRAPH 46

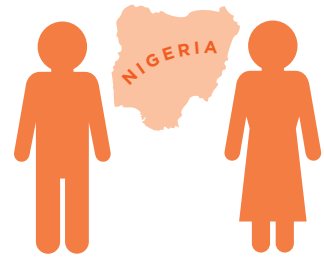


In your opinion, how important is each of the following to your country's future?





## 4.5 Nigeria



- Respondents in Nigeria believe **women and men have similar opportunities to be hired as skilled workers.**
- They perceive that **women have better access to basic health care** than men.
- It is believed **women have little influence in the decision of who to marry compared to men.**
- Less than half of respondents believe **a woman should be free to refuse sex with her husband/partner under any circumstances.**
- Respondents believe **women have limited control over their own lives and personal finances**, and it would be **more difficult for them to buy property in their name.**
- Respondents agree it would be **difficult for women to run for public office.**

TABLE 5

### NIGERIA

Figures in percentages (proportion of respondents who agree with the statement)

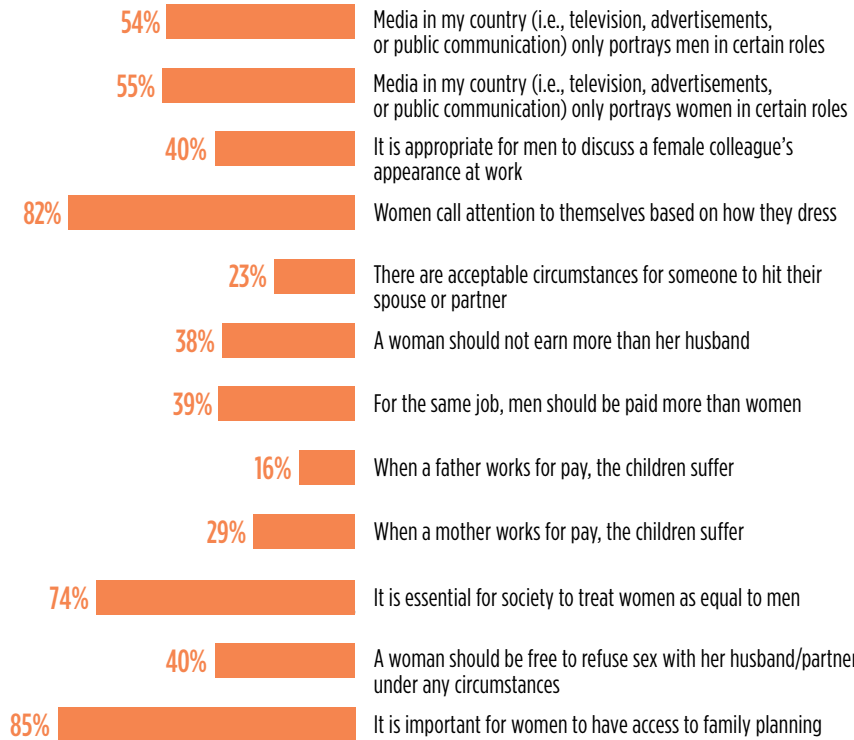
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	34	39
'It is easy to be hired as a skilled worker for women/men'	35	39
'The quality of basic health care is good for women/men'	28	22
'It is easy to run for elected office for women/men'	13	70
'Most women/most men have a lot of influence on the decision of who to marry'	43	75
'Most women/most men have a lot of control over their lives'	37	74
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	42	52
'Is it easy for most women/most men to buy property in their own name'	43	83
'Most women/most men have a lot of control over their personal finances'	50	86

## 4.5 Nigeria

GRAPH 47



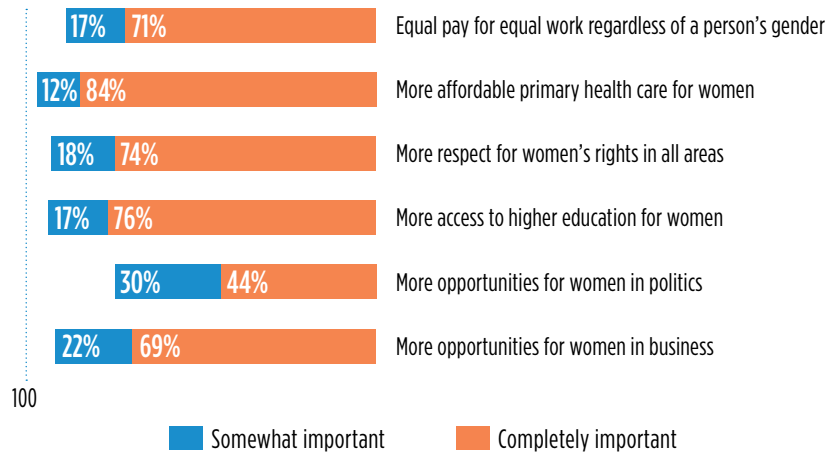
Percentage of respondents who agree or strongly agree with each statement



GRAPH 48



In your opinion, how important is each of the following to your country's future?



# 4.6 The Philippines



- Respondents in the Philippines perceive that **women feel safe at home.**
- They believe **women have almost as much control over their lives and their finances** as men do.
- They perceived it is as **easy for women to get access to a quality education** as it is for men, yet it is **more difficult for a woman to be hired as a skilled worker.**
- Respondents believe that **running for elected office is very difficult for women,** compared to men.

TABLE 6

## THE PHILIPPINES

Figures in percentages (proportion of respondents who agree with the statement)

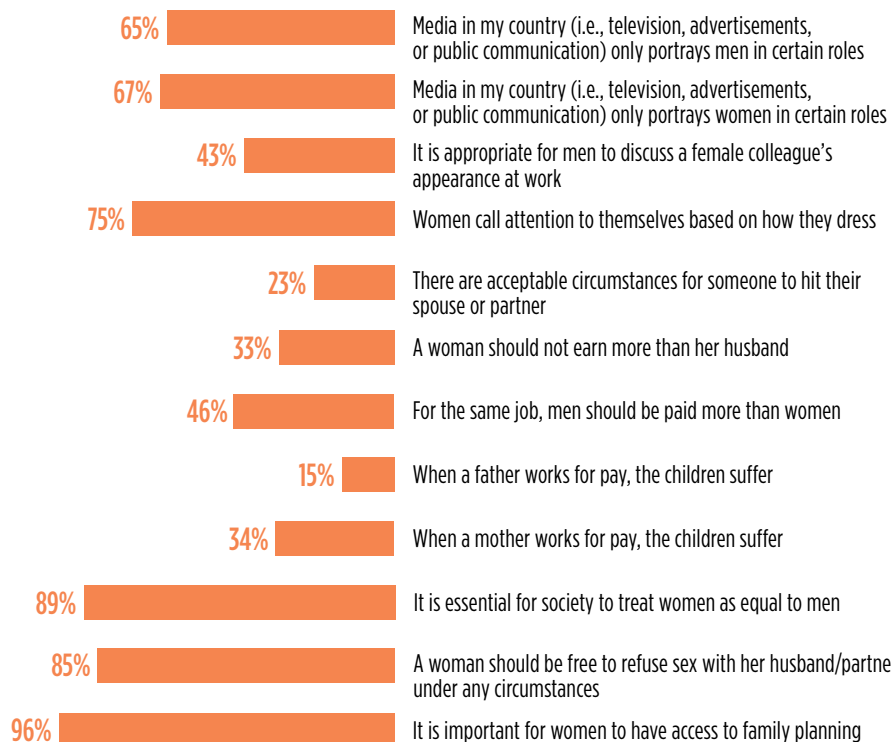
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	66	65
'It is easy to be hired as a skilled worker for women/men'	60	68
'The quality of basic health care is good for women/men'	63	59
'It is easy to run for elected office for women/men'	60	76
'Most women/most men have a lot of influence on the decision of who to marry'	74	77
'Most women/most men have a lot of control over their lives'	71	77
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	68	69
'Is it easy for most women/most men to buy property in their own name'	65	71
'Most women/most men have a lot of control over their personal finances'	68	72

## 4.6 The Philippines

GRAPH 49



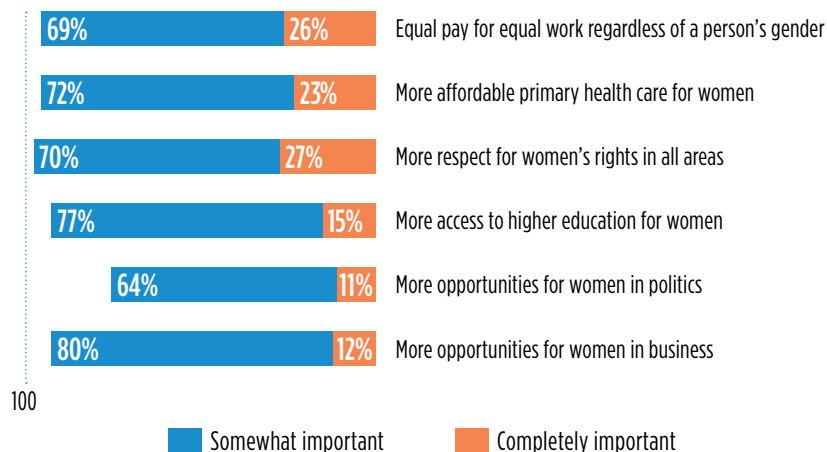
Percentage of respondents who agree or strongly agree with each statement



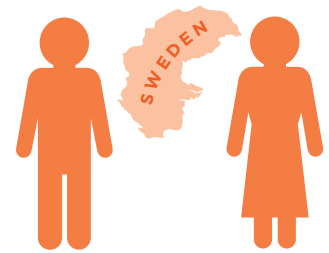
GRAPH 50



In your opinion, how important is each of the following to your country's future?



# 4.7 Sweden



- Respondents in Sweden perceive **women to have good control over their lives and their personal finances.**
- They believe **women have control over who to marry.**
- Yet there is still a perception it is **more difficult for women to be hired as skilled workers and to run for elected office** in comparison to men.
- Also, respondents believe **women do not feel as safe as men when they are at home.**

TABLE 7

## SWEDEN

Figures in percentages (proportion of respondents who agree with the statement)

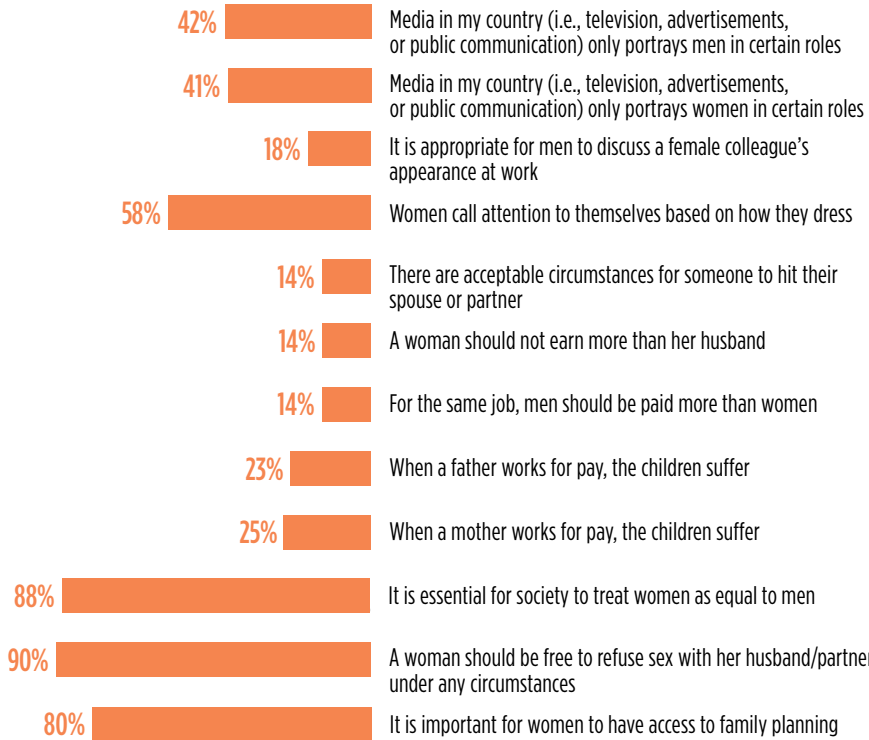
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	72	77
'It is easy to be hired as a skilled worker for women/men'	59	70
'The quality of basic health care is good for women/men'	56	60
'It is easy to run for elected office for women/men'	46	59
'Most women/most men have a lot of influence on the decision of who to marry'	75	78
'Most women/most men have a lot of control over their lives'	74	79
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	59	77
'Is it easy for most women/most men to buy property in their own name'	62	69
'Most women/most men have a lot of control over their personal finances'	73	75

## 4.7 Sweden

GRAPH 51



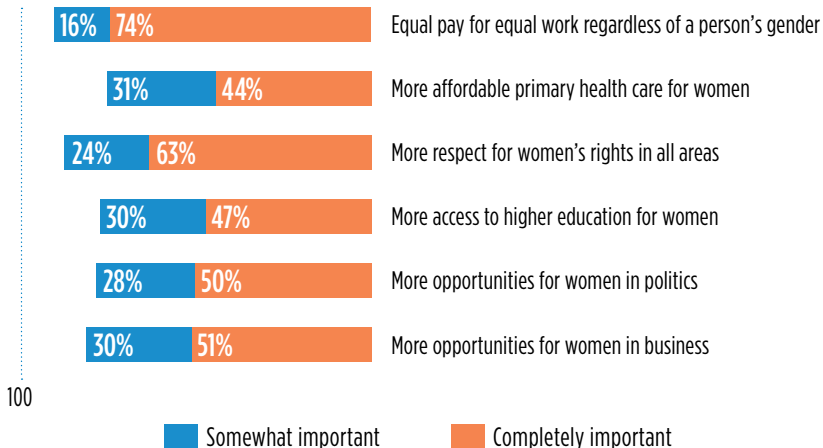
Percentage of respondents who agree or strongly agree with each statement



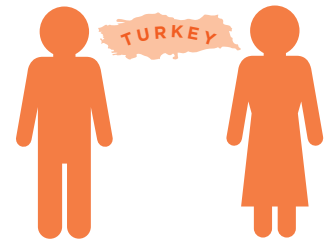
GRAPH 52



In your opinion, how important is each of the following to your country's future?



# 4.8 Turkey



- Respondents in Turkey believe **access to quality education is poor for women** compared to men.
- It is perceived that **women do not feel safe at home** in comparison to men.
- Respondents believe that **women have limited control over their lives**, including **marriage decisions** and control over **personal finances**.
- Respondents perceived it is **more difficult for women to buy property in their own name than it is for men**.
- Further, respondents agree it would be **difficult for women to run for elected office**.

TABLE 8

## TURKEY

Figures in percentages (proportion of respondents who agree with the statement)

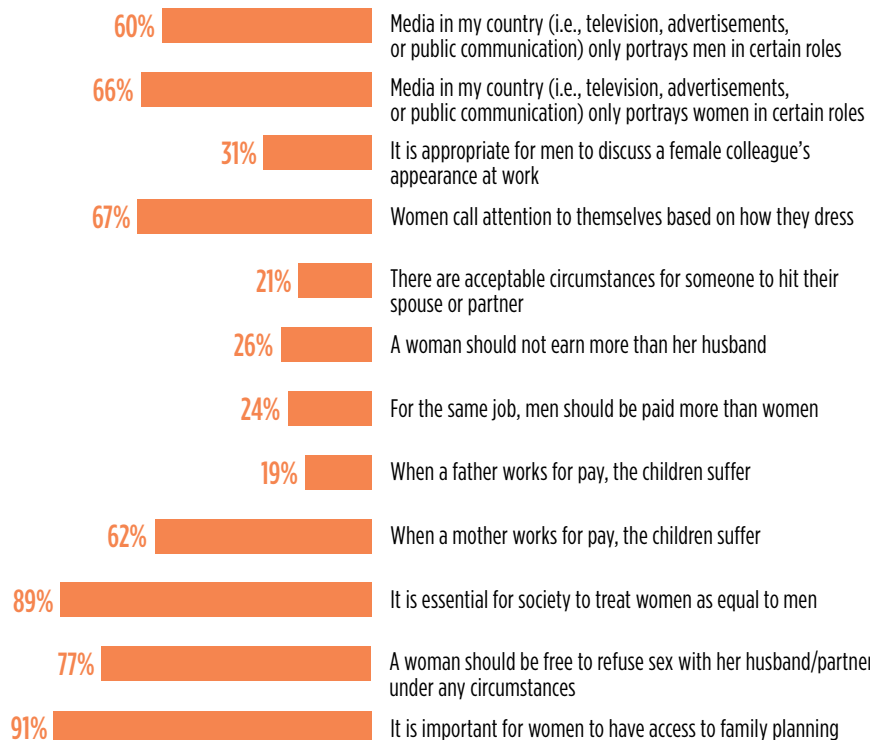
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	43	52
'It is easy to be hired as a skilled worker for women/men'	39	49
'The quality of basic health care is good for women/men'	54	54
'It is easy to run for elected office for women/men'	39	70
'Most women/most men have a lot of influence on the decision of who to marry'	58	78
'Most women/most men have a lot of control over their lives'	53	75
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	50	72
'Is it easy for most women/most men to buy property in their own name'	43	69
'Most women/most men have a lot of control over their personal finances'	47	73

## 4.8 Turkey

GRAPH 53



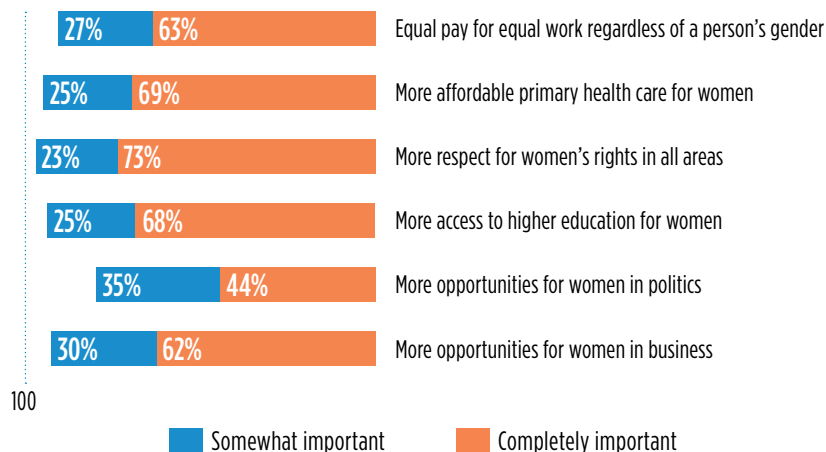
Percentage of respondents who agree or strongly agree with each statement



GRAPH 54



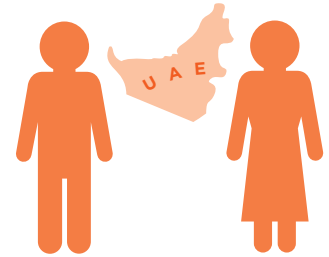
In your opinion, how important is each of the following to your country's future?





## 4.9

# United Arab Emirates



- Respondents in the UAE perceive **women and men have the same access to a quality education.**
- They believe **opportunities to be hired as skilled workers are similar for women and men.**
- Respondents perceive that **women feel almost as safe as men when they are at home.**
- Two thirds of respondents believe **a woman should be free to refuse sex with her husband/partner under any circumstances.**
- UAE respondents perceive **running for public office is more difficult for women than for men.**
- They also perceive **women have limited control over their life, including who to marry and their personal finances.**

TABLE 9

### UAE

Figures in percentages (proportion of respondents who agree with the statement)

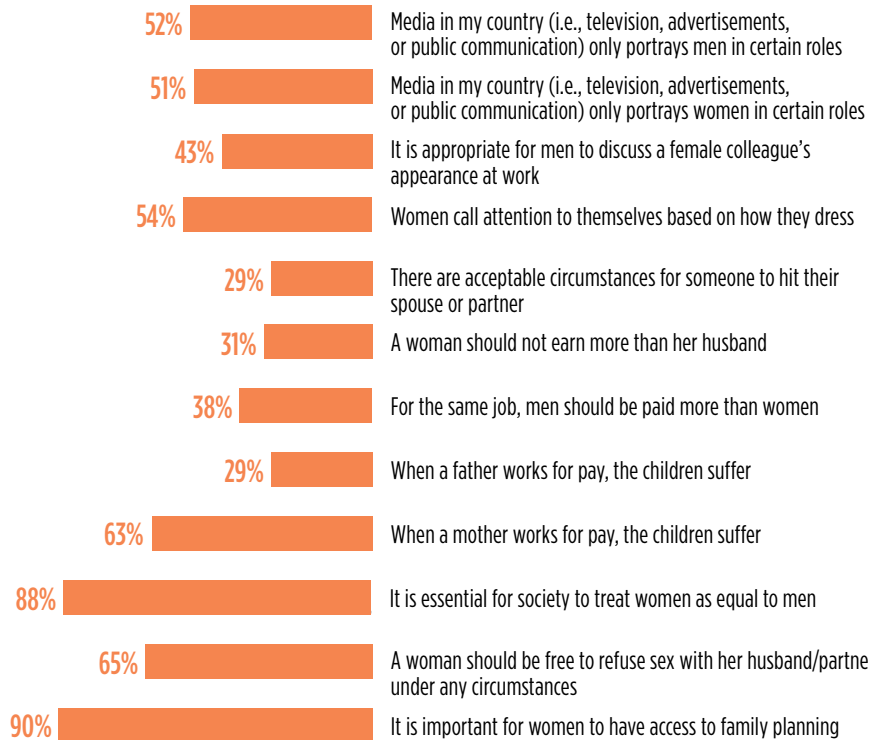
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	73	74
'It is easy to be hired as a skilled worker for women/men'	62	69
'The quality of basic health care is good for women/men'	79	77
'It is easy to run for elected office for women/men'	53	65
'Most women/most men have a lot of influence on the decision of who to marry'	65	78
'Most women/most men have a lot of control over their lives'	68	81
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	83	87
'Is it easy for most women/most men to buy property in their own name'	59	68
'Most women/most men have a lot of control over their personal finances'	70	79

## 4.9 United Arab Emirates

GRAPH 55



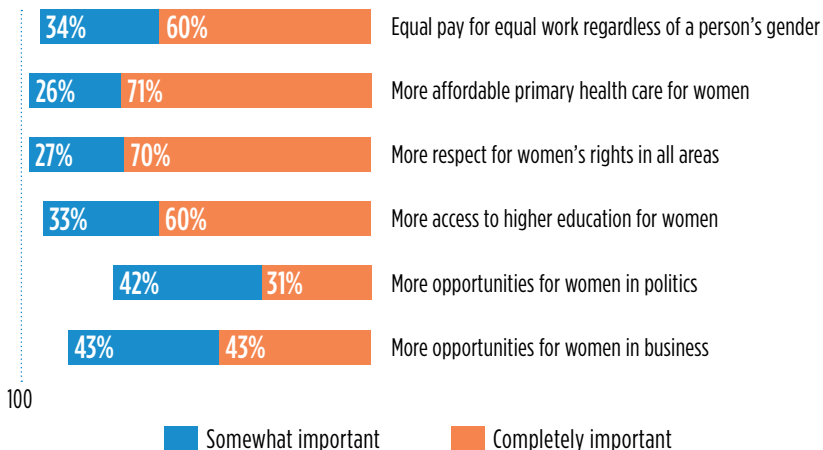
Percentage of respondents who agree or strongly agree with each statement



GRAPH 56

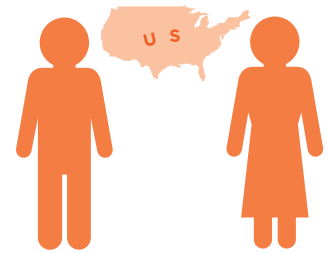


In your opinion, how important is each of the following to your country's future?



## 4.10

# United States



- Respondents in the US believe **women and men are not very different regarding the control they have over their lives, the decision of who to marry and their access to quality basic health care.**
- On the other hand, respondents believe **women are at disadvantage in the labor market; it is not easy for women to be hired as skilled workers.**
- US respondents perceive it is **more difficult for women to buy property in their own name.**
- Further, respondents agree it would be **more difficult for women to run for elected office.**

TABLE 10

### USA

Figures in percentages (proportion of respondents who agree with the statement)

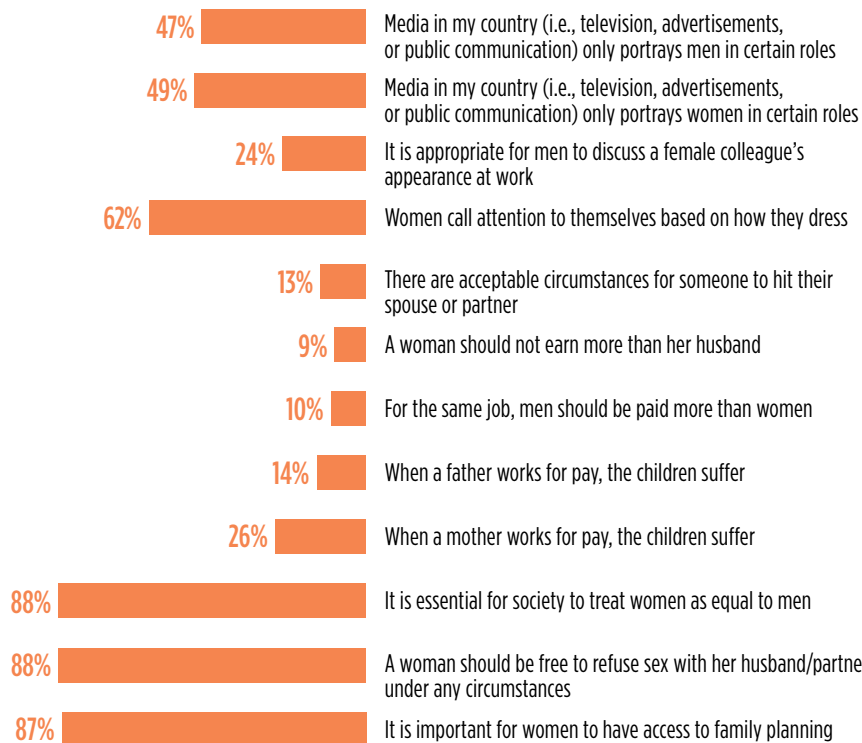
	% FOR WOMEN/ MOST WOMEN	% FOR MEN/ MOST MEN
'It is easy to get a quality education for women/men'	73	78
'It is easy to be hired as a skilled worker for women/men'	57	78
'The quality of basic health care is good for women/men'	54	57
'It is easy to run for elected office for women/men'	46	76
'Most women/most men have a lot of influence on the decision of who to marry'	78	82
'Most women/most men have a lot of control over their lives'	77	84
'Most women/men feel safe when in their home (free from physical, mental or emotional harm)'	64	81
'Is it easy for most women/most men to buy property in their own name'	72	80
'Most women/most men have a lot of control over their personal finances'	75	83

## 4.10 United States

GRAPH 57



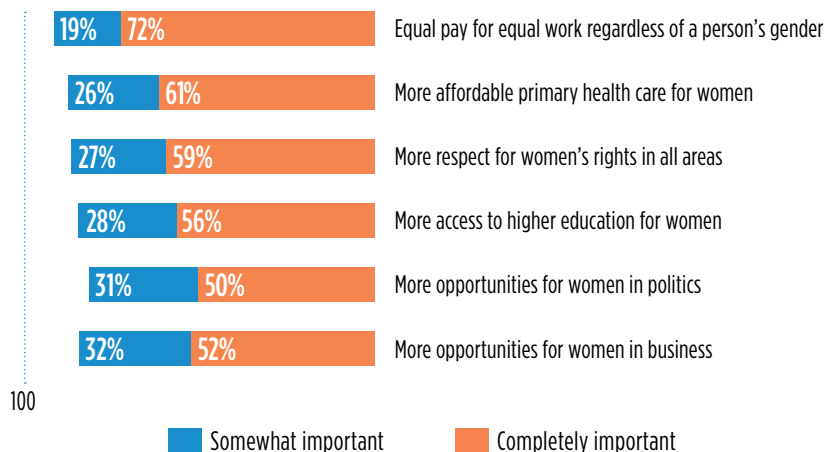
Percentage of respondents who agree or strongly agree with each statement



GRAPH 58



In your opinion, how important is each of the following to your country's future?



# 5. Annex

## Methodological note

To fully understand the scope of the analysis, it is important to consider the following:

- **10 countries were included in the pilot phase:**  
Colombia, India, Japan, Kenya, Nigeria, The Philippines, Sweden, Turkey, United Arab Emirates, and the United States.
- **The study was structured including nine core topics areas:**  
Education, work/employment (work for pay), health care, leadership and participation, marriage and family life, control of personal decisions, safety and violence, access to physical property and control over personal finances.
- **Primary targets:**  
Close representation of key demographics such as gender, age, geography (e.g. urban vs. rural).
- **Secondary targets:**  
Additional representation where possible for other demographics such as household income:
  - The analysis is based on overall findings by topic, but results for individual countries are also provided.
  - The analysis opens a window to countries' current level of perceptions, beliefs and attitudes on major topics.

## Additional information about the data used:

- **The micro database consists of respondent level data.**
- **A questionnaire was administered to an average of 1,055 people per country.**
  - The questionnaire used Likert scale/type questions to measure attitudes, opinions, perceptions, and beliefs to particular questions and statements.
  - The analysis uses a weighted sample: Half of the participants are female respondents and the average age varies from 28.8 (Kenya) to 36.7 (Japan).

**The gender equality attitudes study** was developed by UN Women with the support of a global network of partners, including AT&T, J&J, P&G, Unilever and Kantar, all members of Unstereotype Alliance. Special thanks to Kantar, the organization to which the field study was commissioned.

**The Unstereotype Alliance.** This industry-led initiative convened by UN Women unites leaders across business, technology and creative industries to tackle the widespread prevalence of stereotypes that are often perpetuated through advertising and content. It has been embraced by businesses and organizations who have been champions of addressing gender bias in the industry. The Unstereotype Alliance aims to tackle how the industry can affect positive cultural change by using the power of advertising to help shape perceptions that reflect realistic, non-biased portrayals of women and men.

**UN Women** is the UN organization dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to implement these standards. It stands behind women's equal participation in all aspects of life, focusing on five priority areas: increasing women's leadership and participation; ending violence against women; engaging women in all aspects of peace and security processes; enhancing women's economic empowerment; and making gender equality central to national development planning and budgeting. UN Women also coordinates and promotes the UN system's work in advancing gender equality.

