The levers of change
Gender equality attitudes study 2022

20,000 people surveyed across 20 countries

**Gender Equality**
- 91% of respondents agree that gender equality in all areas is essential to their country’s future success.
- Men do not feel as strongly about gender equality as women:
  - 60% of men believe that more respect for women’s rights is ‘completely important’.
  - 74% of women believe that more respect for women’s rights is ‘completely important’.

**Attitudes of Young Men**
- 51% of men agree that ‘women should work less and devote more time to caring for their family’. This view is held most fervently among younger cohorts of men.

**Political Participation**
- 82% of respondents agree that more opportunities for women in politics is important for their country’s success, an increase of +2% since 2018.
- 63% agree that it is easy for men to run for elected office.
- 38% agree that it is easy for women.

**Business and Leadership**
- 9 in 10 respondents agree that equal pay for equal work is important to their country’s future success.
- 44% agree that it is easy for women to be hired as skilled workers.
- 57% believe that the same is true for men – a gender gap of 13 percentage points.

**Domestic Violence**
- +2% more people agree that there are acceptable circumstances for someone to hit their spouse or partner – a change driven mostly by Sweden, India and the USA since 2018.

**Representation in the Media**
- Respondents believe the media portrays women in traditional female roles, such as wives, mothers, or caregivers.
- Respondents believe the media represents men in conventional male roles, including as providers for the family, as leaders, or as businessmen.

**Women’s Appearance**
- 26% of female respondents and 35% of male respondents agree that ‘it is appropriate for men to discuss a female colleague’s appearance at work.’

**Education**
- 88% agree that it is important to ensure higher education for women; however
- 27% of male respondents and 20% of female respondents agree it is more important for a boy to get a university education than a girl.

**Women’s Rights**
- 76% of young women aged 16-19 believe that greater respect for women’s rights in all areas is completely important for their country’s success, compared to 63% of young men aged 16-19.