



# CHANGING PERCEPTIONS, DRIVING GENDER EQUALITY

Highlights from the Gender Equality  
Attitudes Pilot Study conducted by  
Kantar and UN Women

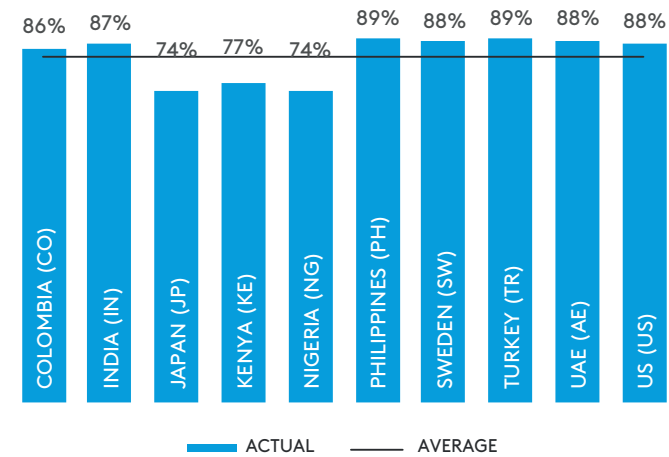


THERE IS  
WILLINGNESS  
FOR CHANGE



**8 in 10**

respondents agree or strongly agree with "It is essential for society to treat women as equals to men"



YET THE FINDINGS OF THE PILOT  
STUDY REFLECT THAT BEHAVIOURS  
AND ATTITUDES CONTINUE TO BE A  
BARRIER TO GENDER EQUALITY



# GENDER EQUALITY AT HOME

## Aggression



**1 in 4**

men still think **there are acceptable circumstances** for someone to hit their spouse or partner

## Safety



**Only 1 in 2**

respondents think that most women feel **“safe”** in their own home

## Consent



**1 in 4**

respondents **do not believe women should be free to refuse sex** with her husband/partner





# GENDER EQUALITY IN THE WORKPLACE

## Discussing appearance



**3 in 10**

respondents agree that **“it is appropriate for men to discuss a female colleague’s appearance at work”**

## Responsible for the welfare of children



**41%**

of respondents agree that when a **mother** works for pay, the children suffer



**23%**

of respondents agree that when a **father** works for pay, the children suffer

## Pay



**29%**

of respondents believe **“for the same job, men should be paid more than women”**



# GENDER EQUALITY IN WIDER SOCIETY

## Dress



**3 in 5**

respondents agree that “**women call attention to themselves based on how they dress**”, with no major differences between gender

## Running for elected office



**63%**

of respondents feel it is ‘easy’ or ‘very easy’ for **men** to run for elected office



**35%**

of respondents feel it is ‘easy’ or ‘very easy’ for **women** to run for elected office

## The media and stereotypes



**54%**

of respondents either ‘agree’ or ‘strongly agree’ that “media in my country only portrays **women** in certain roles”


**53%**

of respondents either ‘agree’ or ‘strongly agree’ that “media in my country only portrays **men** in certain roles”



# ABOUT THIS STUDY

The Unstereotype Alliance/UN Women Gender Equality Attitudes Study was conducted by Kantar during 2018 with additional analysis conducted by UN Women. The study was a 15 minutes questionnaire conducted amongst the following samples in the following countries:

 Colombia 500 men, 500 women	 Philippines 500 men, 500 women
 India 500 men, 500 women	 Sweden 500 men, 500 women
 Japan 500 men, 500 women	 Turkey 500 men, 500 women
 Kenya 500 men, 500 women	 UAE 500 men, 500 women
 Nigeria 500 men, 500 women	 US 500 men, 500 women

The questionnaire explored gender attitudes across the following broad topics:

- Education
- Work/Employment
- Healthcare
- Leadership and Participation
- Marriage and Family Life
- Control of Personal Decisions
- Safety/Violence
- Access to Physical Property
- Control of Personal Finances

## Sponsors



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WPP





#UNSTEREOTYPE  
ALLIANCE

A small graphic element consisting of a vertical rainbow bar with a wavy, liquid-like top edge, positioned to the right of the text.