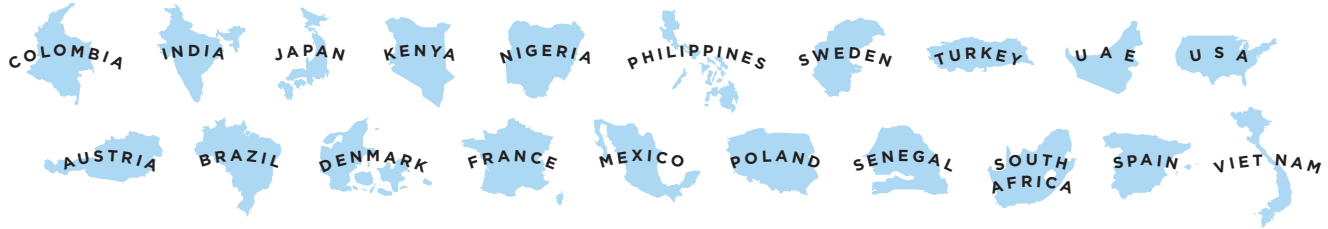


The levers of change

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.**

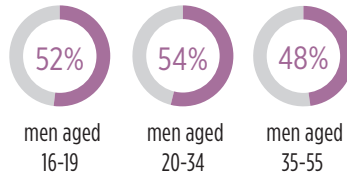
Men do not feel as strongly about gender equality as women:

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

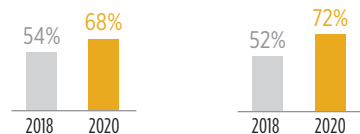


+2% more people agree that **there are acceptable circumstances for someone to hit their spouse or partner** – a change driven mostly by Sweden, India and the USA since 2018.

REPRESENTATION IN THE MEDIA

Respondents believe that **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



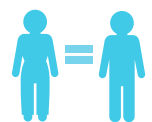
26% of female respondents and **35%** of male respondents agree that **'it is appropriate for men to discuss a female colleague's appearance at work.'**

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.