

**STRICTLY EMBARGOED UNTIL 8TH MARCH 2021**

**Annual Survey Shows Low Level of Improvements in Gender Equality**

WIN International, the world's leading association in market research and polling, of which RED C Research is the Irish member, has published the 2020 WIN World Survey (WWS) exploring the views and beliefs of 29,252 people from 34 countries across the globe about Gender Equality, Violence, and Sexual Harassment.

**HEADLINES – IRELAND**

**Violence (physical or psychological)**

1. Overall amongst the total population, violence remains relatively steady, there is a slight increase in 2020 versus 2019, with 11% experiencing violence in the past year.
2. Violence amongst 18-34 year olds is at levels higher than the total population, with 20% experiencing this versus 11% amongst the total population.
3. There are signs of increased levels of violence amongst this 18-34 year-old cohort in 2020 compared to 2019, with 20% of 18-34 years-olds (21% amongst 18-34 year old women) experiencing this in the past year.
4. Level of violence experienced in Ireland is lower (-4%) than the global average.

**Sexual Harassment**

1. 7% of the adult ROI population experienced some form of sexual harassment in the past year. Slightly higher amongst women with a level of 10%.
2. The level of sexual harassment being experienced remains unchanged since the previous year. It is worth noting this is set with a backdrop of fewer people in physical offices during lockdown periods.
3. However, as was the case in 2019, 18-34 year-old women report significantly higher levels of sexual harassment (21%) than men in the same age group (12%), highlighting the seemingly unbalanced experiences of women compared to men and the need to address it.
4. Ireland is on par for the global average (+1%) with sexual harassment.

**Gender Equality at work, in politics, and at home:**

1. Positively, there are signs that things are going in the right direction, with improved levels of agreement across 2018-2020 that gender equality has been achieved at home (76%), in work (65%), and in politics (53%).
2. This growing level of agreement is also reflected amongst women regarding equality at home (73%), in work (59%), and to a lesser degree in politics (46%).
3. Men are more likely than women to feel gender equality has been achieved, with differences existing for home (men +7%), in work (men +13%), and especially in politics (+14%), suggesting the need to continue working to ensure the voices of women are heard and that concerns are taken seriously.
4. Ireland does sit higher than the global average with perceptions regarding equality at home (+5%) and in the workplace (+5%), and is just slightly higher (+2%) for the global average with equality in politics.

**HEADLINES WORLD**

**Violence (physical or psychological)**

1. Compared to previous years, there is little or no improvement in terms of violence suffered by women: results are unfortunately stable (17% in 2020, 16% in 2019 and 2018).
2. As in previous years, women aged between 18 and 24 show the highest incidence of physical and psychological violence (24%).
3. Although both regions show an improvement compared to last year, women in the Americas and women in Africa suffered from violence (physical or psychological) more so than women in other areas (23% and 24% respectively).

**Sexual Harassment**

1. Despite efforts and campaigns worldwide, results show little improvement: 8% of women suffered sexual harassment in the last year (2020), compared to 9% in 2019 and 10% in 2018.
2. In relation to other regions, women in the Americas report having suffered from sexual harassment to a greater extent, even though it has dropped 4 points from last year (from 20% to 16%).

**Gender Equality at work, in politics, and at home:**

1. As in previous measurements, gender equality is perceived the most at home, confirming the results of 2019 (from 72% to 71%).
2. On a global level, 60% of the respondents feel that gender equality at work is definitely or to some extent achieved, but the share of men believing this is higher than women’s (65% vs. 55% respectively).
3. Although having increased by 3 points compared to last year (from 48% to 51%), perceived gender equality in politics is still very low, being the sector where men and women still struggle to be treated equally. In addition, perception varies between men and women: 56% of men and 47% of women believe gender equality in politics is achieved in their country.

**Vilma Scarpino, President of WIN International Association**, said:

Overall, figures do not improve significantly compared to last years. On a bright side, improvements were detected more on a regional level and from a country point of view. This also points to another consideration: data on equality and on violence significantly varies not only when it comes to gender (men and women have different views about it), but also when different countries and cultures, and therefore the different efforts put in place by governments and associations, are taken into account.

Once we are aware about how different results can be achieved when different efforts are put in place, it becomes clear how to understand best practices and adapt them to help improving results and help women worldwide.”

-ENDS-

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**NOTES FOR EDITORS**

**Methodology:**

The survey was conducted in 34 countries using CAWI / online survey methods.

**Sample Size and Mode of Field Work:**

A total of 29,252 people were interviewed. See below for sample details. The fieldwork was conducted during October 21st and December 15th, 2020. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

**About WIN:**

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

* Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
* Flexibility: tailor-made global and local solutions to meet clients’ needs
* Innovation: access to the latest strategic consultancy, tool development and branded solutions
* Local experts: access to a network of experts that truly understand the local culture, market and business needs
* Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies. **Methodology Sheet**

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|  | Country | Company Name | Methodology | Sample | Coverage | 2020Field Dates |
| **1** | **Argentina** | Voices! | CAWI | 1016 | Nationwide | Nov. 5-19 |
| **2** | **Brazil** | Market Analysis Brasil | CAWI | 1120 | Nationwide | Nov. 13-20 |
| **3** | **Canada** | Legér 360 | CAWI | 1000 | Nationwide | Nov. 4-14 |
| **4** | **Chile** | ACTIVIA RESEARCH | CAWI PANEL | 1000 | Nationwide | Nov.6-11 |
| **5** | **China** | WisdomAsia Marketing & Research Counsulting | CAWI | 1000 | Nationwide | Nov. 10-16 |
| **6** | **Croazia** | MEDIANA FIDES | CAWI | 520 | Nationwide | Nov. 11-12 |
| **7** | **Denmark** | DMA Research A/S | CAWI | 500 | Nationwide | Nov. 1-15 |
| **8** | **Ecuador** | CEDATOS | CATI | 700 | Quito-Guayaquil | Nov. 1-15 |
| **9** | **Finland** | TALOUSTUTKIMUS Oy | CAWI | 651 | Nationwide | Nov. 18-20 |
| **10** | **France** | BVA | CAWI | 1000 | Nationwide | Dec. 8-12 |
| **11** | **Germany** | Produkt + Markt | CAWI | 1000 | Nationwide | Oct. 21-28 |
| **12** | **Hong Kong** | CSG | CAWI | 509 | Nationwide | Nov. 18-23 |
| **13** | **India** | DataPrompt International Pvt. Ltd. | CAWI | 500 | Nationwide | Nov. 30 - Dec. 4 |
| **14** | **Indonesia** | DEKA Insight Indonesia | CAWI | 1000 | Nationwide | Nov. 14-25 |
| **15** | **Republic of Ireland**  | RED C Research & Marketing Ltd. | CAWI | 1001 | Nationwide | Nov. 5-10 |
| **16** | **Italy** | BVA Doxa | CAWI | 1000 | Nationwide | Oct. 26-29 |
| **17** | **Japan** | NIPPON RESEARCH CENTER, LTD. | CAWI | 1137 | Nationwide | Nov. 6-9 |
| **18** | **Lebanon** | REACH SAL | CATI | 500 | Nationwide | Nov. 5-19 |
| **19** | **Malaysia** | Compass InsightsSdn. Bhd. | CAWI | 500 | Nationwide | Nov. 1-16 |
| **20** | **Mexico** | BRAIN RESEARCH | CAWI | 500 | Nationwide | Nov. 13-23 |
| **21** | **Nigeria** | Market Trends International | F2F | 1000 | Nationwide | Nov. 16-30 |
| **22** | **Pakistan** | Gallup Pakistan | CATI | 1103 | Nationwide | Nov. 5-15 |
| **23** | **Paraguay** | ICA Consultoria Estratègica | CATI | 500 | Nationwide | Dec. 2-15 |
| **24** | **Palestinian Territories** | PSRC (Philippines Survey & Research Center Inc.) |  | 1000 | National |  |
| **25** | **Peru** | Datum Internacional | CAWI panel | 1210 | Nationwide | Nov. 2-5 |
| **26** | **Philippines** | PCPO Palestinian Centre for Public Opinion |  | 1489 | National |  |
| **27** | **Poland** | Mareco Polska | CAWI | 587 | Nationwide | Oct. 28-31 |
| **28** | **Republic of Korea** | Gallup Korea | F2F | 1500 | Nationwide | Nov. 7-29 |
| **29** | **Serbia** | MEDIANA ADRIA | CAWI | 500 | Nationwide | Nov. 12-16 |
| **30** | **Slovenia** | MEDIANA | CAWI | 798 | Nationwide | Nov. 11-12 |
| **31** | **Spain** | Istituto DYM | CAWI | 1006 | Nationwide | Oct. 22-23 |
| **32** | **Uk** | ORB INTERNATIONAL | CAWI | 1000 | Nationwide | Dec. 11-13 |
| **33** | **Usa** | SSRS | WEB | 800 | Nationwide | Nov. 11-18 |
| **34** | **Vietnam** | Indocina Research Vietnam | TAPI | 600 | Ha Noi and Ho Chi Minh City | Oct. 31- Nov. 12 |