

# Annual Survey Shows Low Level of Improvements in Gender Equality

In a year where people have been forced to spend more time at home, and where the possibility to move and conduct a “normal” life have been highly restricted, the level of violence and sexual harassment already experienced by many women in past years might have been affected as well. **WIN International**, the world's leading association in market research and polling, published the Annual **WIN World Survey** (WWS - 2020) exploring the views and beliefs of 29,252 individuals among citizens from 34 countries across the globe about gender equality, violence, and sexual harassment.

Many support the idea that domestic violence might have increased precisely due to the safety measures put in place during the pandemic. Others wonder whether the restrictions have had implications on gender equality. The research aims at monitoring the global data on violence and equality, and detecting the changes compared to previous years.

## HEADLINES

### Achievements in Gender Equality

As in previous measurements, gender equality is perceived the most at **home**, confirming the results of 2019 (from 72% to 71%). Considering that home became the center of our life, data support the idea that equality is more perceived in the place where we all spent most of our time.

The second place where individuals spent most of their time is definitely the **workplace**. On a global level, 60% of the respondents feel that gender equality at work is definitely or to what extent achieved, but the share of men believing that is higher than women's (65% vs. 55% respectively).

However, although it 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 a lot between men and women once again: 56% of men and 47% of women believe gender equality in politics is achieved in their country.

When looking at different age groups, **young people are the most optimistic**. Citizens 25-34 years old believe gender equality is better achieved than other age groups, especially at home (73%), at work (64%) and in politics (53%). The study also reveals that people with higher educational levels tend to share the same opinion.

To better evaluate how gender equality is perceived across countries, the net index<sup>1</sup> was considered; the index ranks countries from those where gender equality is better achieved to the countries where improvements are still needed. **Indexes at work and in politics rise slightly on a global level** (from 25 to 26 points, and from 2 to 8 points, respectively), but there are a few important differences compared to 2019. The net index for gender equality in politics increases 5 points within men (from

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<sup>1</sup> Net % = (% Definitely achieved + To some extent achieved) – (% Not really achieved + Not at all achieved)

12 to 17), and 7 points among women (from -7 to 0). Results by countries show that **Finland** is in the top 5 of the ranking for every category, namely work, politics and home (definitely + to some extent achieved: 80%, 90% and 86% respectively). On the other hand, **Japan**, like last year, scores negatively in all the evaluated fields.

## Violence

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).

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). **MENA** region falls not far behind from the top two, with 22% of women stating they suffered from violence in the past year. **Europe** and **APAC** have lower shares of women who experienced some kind of violence in 2020 (13% and 12% respectively), but the percentage in the APAC region increased by 4 points compared to 2019 (from 8% to 12%).

Consistent with previous results, women between 18 and 24 years old show the highest incidence of physical and psychological violence (24%), just like 2 out of 10 women with completed primary education (21%).

When looking at data by countries, the share of Indian women experiencing violence is higher than in other countries (48%), followed by Chilean and Argentine women (36% each). Lowest percentages are found in Vietnam (1%), China and South Korea (5%, each).

Two countries show significant differences with the data from previous years: **India** suffered a considerable increase in the percentage of women declaring that they suffered violence (from 8% to 48%), while in **Peru** figures show a reduction compared to the year before (from 40% to 22%).

It is known that, in times of crisis, interpersonal violence might increase as a result of fear, financial and personal insecurity, and uncertainty. Lockdowns and other safety measures restricted the possibility to move, allowed fewer family visits and made the support system in many cases unavailable. Therefore, when comparing data with previous years, it is important to keep considering the particular context brought by 2020, that has a strong influence also on the interpretation of the data.

## Sexual harassment

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. 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%).

**Young women** (between the ages of 18 and 24) still register the highest rate of sexual harassment (18%). Women in **India**, **Mexico**, and **Brazil** have reported the highest percentages of sexual

harassment in 2020 (29%, 28%, and 21%, respectively). While Vietnam (1%), Slovenia (1%) and Indonesia (2%) have the lowest figures.

In India, the percentage of women who suffered from sexual harassment increased by 25 points, compared to the previous measurement (from 4% to 29%). Again, results in Peru indicate an improvement: an important decrease in the percentage of women that suffered from any type of sexual harassment (from 32% in 2019 to 20% in 2020).

**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.”

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**Methodology:**

The survey was conducted in 32 countries using CAWI / online survey methods.

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

A total of 26,759 people were interviewed. See below for sample details. The fieldwork was conducted during October 21<sup>st</sup> and December 15<sup>th</sup>, 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.

**About Compass Insights**

Compass Insights is Malaysian member of WIN group and was founded in 2009 by Datin Kala Sethu. Compass Insights is a marketing insights consultancy that helps empower strategic decision making for sustainable growth of organizations, brands and their stakeholders, through transformational insights.

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2020 Field 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	REDC	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	<b>MALAYSIA</b>	Compass Insights Sdn. Bhd.	CAWI	500	Nationwide	Nov. 1-16
20	<b>MEXICO</b>	BRAIN RESEARCH	CAWI	500	Nationwide	Nov. 13-23
21	<b>NIGERIA</b>	Market Trends International	F2F	1000	Nationwide	Nov. 16-30
22	<b>PAKISTAN</b>	Gallup Pakistan	CATI	1103	Nationwide	Nov. 5-15
23	<b>PARAGUAY</b>	ICA Consultoria Estratègica	CATI	500	Nationwide	Dec. 2-15
24	<b>PALESTINIAN TERRITORIES</b>	PSRC (Philippines Survey & Research Center Inc.)		1000	National	
25	<b>PERU</b>	Datum Internacional	CAWI panel	1210	Nationwide	Nov. 2-5
26	<b>PHILIPPINES</b>	PCPO Palestinian Centre for Public Opinion		1489	National	
27	<b>POLAND</b>	Mareco Polska	CAWI	587	Nationwide	Oct. 28-31
28	<b>Republic of KOREA</b>	Gallup Korea	F2F	1500	Nationwide	Nov. 7-29
29	<b>SERBIA</b>	MEDIANA ADRIA	CAWI	500	Nationwide	Nov. 12-16
30	<b>SLOVENIA</b>	MEDIANA	CAWI	798	Nationwide	Nov. 11-12
31	<b>SPAIN</b>	Istituto DYM	CAWI	1006	Nationwide	Oct. 22-23
32	<b>UK</b>	ORB INTERNATIONAL	CAWI	1000	Nationwide	Dec. 11-13
33	<b>USA</b>	SSRS	WEB	800	Nationwide	Nov. 11-18
34	<b>VIETNAM</b>	Indocina Research Vietnam	TAPI	600	Ha Noi and Ho Chi Minh City	Oct. 31- Nov. 12