INTRODUCTION

The Gender Equality Attitudes Study was developed to quantify the scale of harmful gender-based stereotypes, with the vision to monitor how, if at all, these stereotypes change over time. Under the leadership of UN Women, the study was conceived in partnership with five organizations, namely AT&T, Johnson & Johnson, Kantar, Procter & Gamble and Unilever.

The pilot study was conducted in 2018 across 10 countries. This is the second iteration of the study, with the scope expanded to include 10 additional countries and the opportunity to monitor changes in attitudes over time.

Discriminatory social norms threaten the achievement of gender equality and the empowerment of women. Furthermore, they have a negative impact on the social, economic and sustainable development of countries around the world.

Leveraging attitudinal change as a vehicle for gender equality is a critical tactic towards accelerating the full and effective implementation of the Beijing Declaration and Platform for Action, the 2030 Agenda for Sustainable Development and notably, SDG-5, on achieving gender equality and the empowerment of all women and girls.

The results from this study showcase the prevalence of discriminatory attitudes and gender-based stereotypes that perpetuate gender inequality, and demonstrate how deeply entrenched these views are. They are designed to aid all decision-makers, from policy-makers to academics, marketers, private sector leaders and civil society.
This report summarises findings from the analysis of the 20 countries surveyed, across 14 topic areas. The fieldwork took place from April to December 2020. Interviews were online, face to face, or a mix, as appropriate for each country. Approximately 1,000 interviews were conducted in each country. Data are weighted to ensure a nationally representative sample in each country (women and men, age, location, and income). The effective sample size has been used for all significance testing.

The study design is currently based on a binary understanding of gender: people who identify as women or men complete the survey and are asked their perceptions about the topic areas. Its thematic focus areas include education, health, control over personal decisions, marriage and family life, safety and violence, gender stereotypes in the media, work and employment, access to physical property and control over personal finances, barriers to safety at home and in public spaces, barriers to safety in the workplace, and leadership and participation.

In monitoring progress between the two studies, only 8 of the 10 comparable countries are used for analysis throughout the report due to a change in methodology. COVID-19 restrictions during fieldwork impacted the data collection methods for the Philippines and the United Arab Emirates (UAE). Kantar used telephone recruitment to complete the online survey in the Philippines, a change from face-to-face only interviewing in 2018. In the UAE, the proportion of online interviews were increased, a change from predominantly face-to-face interviewing in 2018.
STUDY DESIGN

Sampling & methodology

• 2020 fieldwork took place from April to December. This extended fieldwork period was due to the COVID-19 pandemic and the feasibility of conducting research within each country.
• Interviews were online, face to face or a mix, as appropriate for each country.
• Approximately 1,000 interviews were conducted in each country:
  • Women & men (50/50 split)
  • Age 16-55 (nationally representative quotas)
  • Urban and rural (nationally representative quotas)
  • Range of income/socio-economic groups (nationally representative quotas)
• Data are weighted to ensure a nationally representative sample in each country, and the effective sample size has been used for all significance testing.
• Findings have been validated against the World Economic Forum’s Global Gender Gap Index.

1 Age 56+ more difficult to recruit, especially due to COVID-19
2. See here for more details
STUDY DESIGN

Geographic coverage

The first wave of the study was conducted in 2018 across 10 countries. The second wave, conducted in 2020, revisited the same 10 countries to measure change over time and included a further 10 countries to expand the global reach.

Wave 1 & 2

- Colombia
- India
- Japan
- Kenya
- Nigeria
- Philippines
- Sweden
- Turkey
- UAE
- USA

New for Wave 2

- Austria
- Brazil
- Denmark
- France
- Mexico
- Poland
- Senegal
- South Africa
- Spain
- Vietnam

1. Change in methodology due to COVID-19 so data not directly comparable in these 2 countries
## METHODOLOGY

10 countries included in both 2020 & 2018

<table>
<thead>
<tr>
<th>Language(s)</th>
<th>Colombia</th>
<th>India</th>
<th>Japan</th>
<th>Kenya</th>
<th>Nigeria</th>
<th>Philippines</th>
<th>Sweden</th>
<th>Turkey</th>
<th>UAE</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample 2018 (Web</td>
<td>F2F)</td>
<td>1,002</td>
<td>1,075</td>
<td>1,000</td>
<td>1,130</td>
<td>1,000</td>
<td>1,131</td>
<td>1,000</td>
<td>1,017</td>
<td>1,054</td>
</tr>
<tr>
<td>Sample 2020 (Web</td>
<td>F2F)</td>
<td>1,007</td>
<td>1,053</td>
<td>1,001</td>
<td>1,133</td>
<td>1,000</td>
<td>1,000*</td>
<td>1,001</td>
<td>1,000</td>
<td>1,022</td>
</tr>
<tr>
<td>Field dates (2018)</td>
<td>12 July – 21 August 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Telephone (CATI) recruitment to online survey in 2020 due to COVID-19, a change from F2F in 2018
2. Increase in proportion of online interviews in 2020 due to COVID-19, a change from predominantly F2F in 2018
# METHODOLOGY

10 additional countries included in 2020 only

<table>
<thead>
<tr>
<th>Country</th>
<th>Sample (Web</th>
<th>F2F)</th>
<th>Language(s)</th>
<th>Field dates (2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>1,000</td>
<td></td>
<td>German</td>
<td>8 Apr-24 Apr</td>
</tr>
<tr>
<td>Brazil</td>
<td>1,001</td>
<td>(767</td>
<td>Portuguese</td>
<td>F2F: 9 Nov-25 Nov</td>
</tr>
<tr>
<td></td>
<td>(1,001</td>
<td></td>
<td>Danish</td>
<td>Online: 3 Nov-7 Nov</td>
</tr>
<tr>
<td>Denmark</td>
<td>1,001</td>
<td>(1,001</td>
<td>French</td>
<td>8 Apr-23 Apr</td>
</tr>
<tr>
<td>France</td>
<td>1,000</td>
<td>(1,000</td>
<td>Spanish</td>
<td>8 Apr-20 Apr</td>
</tr>
<tr>
<td>Mexico</td>
<td>1,000</td>
<td>(750</td>
<td>Polish</td>
<td>F2F: 29 Oct-13 Nov</td>
</tr>
<tr>
<td></td>
<td>(250)</td>
<td></td>
<td>French</td>
<td>Online: 23 Oct-28 Oct</td>
</tr>
<tr>
<td>Poland</td>
<td>1,001</td>
<td>(1,001</td>
<td>English</td>
<td>8 Apr-23 Apr</td>
</tr>
<tr>
<td>Senegal</td>
<td>1,075</td>
<td>(0</td>
<td>Spanish</td>
<td>19 Jun-1 Jul</td>
</tr>
<tr>
<td>South Africa</td>
<td>1,000</td>
<td>(0</td>
<td>Vietnamese</td>
<td>29 Sep-12 Nov</td>
</tr>
<tr>
<td>Spain</td>
<td>1,000</td>
<td>(1,000</td>
<td>Vietnamese</td>
<td>8 Apr-20 Apr</td>
</tr>
<tr>
<td>Vietnam</td>
<td>1,000</td>
<td>(0</td>
<td>Vietnamese</td>
<td>11 Nov-27 Nov</td>
</tr>
</tbody>
</table>
Number of interviews in 2020 and weighting applied

20,295 interviews in total

<table>
<thead>
<tr>
<th>Country</th>
<th>Austria</th>
<th>Brazil</th>
<th>Colombia</th>
<th>Denmark</th>
<th>France</th>
<th>India</th>
<th>Japan</th>
<th>Kenya</th>
<th>Mexico</th>
<th>Nigeria</th>
<th>Poland</th>
<th>S. Africa</th>
<th>Senegal</th>
<th>Spain</th>
<th>Sweden</th>
<th>Turkey</th>
<th>UAE</th>
<th>USA</th>
<th>Vietnam</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of interviews</td>
<td>n=1,000</td>
<td>n=1,001</td>
<td>n=1,007</td>
<td>n=1,000</td>
<td>n=1,053</td>
<td>n=1,001</td>
<td>n=1,133</td>
<td>n=1,000</td>
<td>n=1,000</td>
<td>n=1,000</td>
<td>n=1,000</td>
<td>n=1,000</td>
<td>n=1,075</td>
<td>n=1,000</td>
<td>n=1,000</td>
<td>n=1,022</td>
<td>n=1,000</td>
<td>n=1,000</td>
<td>n=1,000</td>
</tr>
<tr>
<td>Effective base</td>
<td>955</td>
<td>732</td>
<td>942</td>
<td>893</td>
<td>856</td>
<td>1,051</td>
<td>928</td>
<td>1,037</td>
<td>962</td>
<td>729</td>
<td>976</td>
<td>761</td>
<td>643</td>
<td>1,073</td>
<td>892</td>
<td>978</td>
<td>701</td>
<td>924</td>
<td>987</td>
</tr>
</tbody>
</table>

Weighted to the following proportions

Gender
- Women: 50% across all countries
- Men: 50% across all countries

Age
- 16-19: 8% - 14%
- 20-34: 34% - 42%
- 35-55: 58% - 47%

Location
- Urban: 59% - 87%
- Rural: 41% - 24%

Income/socio-economic class
- Low: 37.8% - 27%
- Mid/Low: 49%
- Mid: 21% - 45%
- High: 54.5% - 3%
- Prefer not to answer: 7.7% - 6.8%

Effective base used for all significance testing
Income/socio-economic group for weighting defined relative to range within each country
## Cohort base sizes in 2020

20,295 interviews in total

### 2020 Gender cohorts (all countries combined)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of interviews</td>
<td>10,148</td>
<td>4,497</td>
<td>4,410</td>
<td>1,121</td>
<td>4,531</td>
<td>3,370</td>
<td>3,499</td>
<td>3,255</td>
<td>3,295</td>
<td>3,368</td>
<td>3,455</td>
<td></td>
</tr>
<tr>
<td>Effective base</td>
<td>8,877</td>
<td>3,954</td>
<td>3,744</td>
<td>1,147</td>
<td>3,948</td>
<td>2,828</td>
<td>3,058</td>
<td>2,980</td>
<td>2,765</td>
<td>2,920</td>
<td>3,129</td>
<td></td>
</tr>
</tbody>
</table>

### 2020 Income & location cohorts (all countries combined)

<table>
<thead>
<tr>
<th>Income &amp; Location cohorts</th>
<th>Low income</th>
<th>Mid income</th>
<th>High income</th>
<th>Rural/village</th>
<th>Small/mid town</th>
<th>Large town/city</th>
<th>Rural low income</th>
<th>Rural mid income</th>
<th>Rural high income</th>
<th>Small/mid town low income</th>
<th>Small/mid town mid income</th>
<th>Small/mid town high income</th>
<th>Large town/city low income</th>
<th>Large town/city mid income</th>
<th>Large town/city high income</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of interviews</td>
<td>7,664</td>
<td>8,128</td>
<td>4,100</td>
<td>6,795</td>
<td>5,234</td>
<td>8,266</td>
<td>3,546</td>
<td>2,358</td>
<td>798</td>
<td>1,771</td>
<td>2,161</td>
<td>1,124</td>
<td>2,346</td>
<td>3,610</td>
<td>2,178</td>
</tr>
<tr>
<td>Effective base</td>
<td>6,010</td>
<td>7,588</td>
<td>3,827</td>
<td>5,052</td>
<td>4,834</td>
<td>8,083</td>
<td>2,585</td>
<td>1,750</td>
<td>641</td>
<td>1,399</td>
<td>2,213</td>
<td>1,093</td>
<td>2,065</td>
<td>3,808</td>
<td>2,114</td>
</tr>
</tbody>
</table>

Low/mid/income and low/mid/high education groups for cohort analysis defined by splitting respondents into three groups as close to equal size as possible within each country, and then calculating average across countries. This was done to ensure that base sizes areas robust as possible and that each country has an equal contribution to the cohort average.

Low/mid/high income/socio-economic class for weighting (shown on previous page) defined relative to range within each country to ensure results are nationally representative.

Effective base used for all significance testing
QUESTIONNAIRE DESIGN

- **Screener**: Age, gender & urbanicity
- **Access + Control**: 11-point scale (1 new statement vs. 2018, 1 removed)
- **Gender stereotypes**: 5-point agreement scale (2 media portrayal statements amended vs. 2018)
- **Roles in society**: 5-point agreement scale (new format for 2020)
- **Future ideals**: 5-point importance scale
- **Demographics**: SEC/household income, education & children in household
Access + Control

Benchmark data available except for new public safety statement
11-point agreement scale

MOST WOMEN/MOST MEN/YOU

• In general, how easy is it for [MOST WOMEN/MOST MEN/YOU] to get a QUALITY EDUCATION in your country?
• In general, how easy is it for [MOST WOMEN/MOST MEN/YOU] to be hired as a SKILLED WORKER in your country?
• In general, how would you rate the QUALITY OF BASIC HEALTH CARE for [MOST WOMEN/MOST MEN/YOU] in your country?
• In general, how much influence do [MOST WOMEN/MOST MEN/YOU] in your country have on their DECISION OF WHOM TO MARRY?
• In general, how much CONTROL do [MOST WOMEN/MOST MEN/YOU] in your country have OVER THEIR LIVES?
• In general, how much CONTROL do [MOST WOMEN/MOST MEN/YOU] in your country have OVER THEIR PERSONAL FINANCES?

WOMEN/MEN

• In general, how easy is it for [WOMEN/MEN] to RUN FOR ELECTED OFFICE in your country?
• In general, how easy is it for [MOST WOMEN/MOST MEN] in your country to BUY PROPERTY in their own name?

WOMEN

• In general, how SAFE are MOST WOMEN in your country when they are IN THEIR HOME? By SAFE, we mean “free from physical, mental, or emotional harm”.
• NEW for 2020: In general, how SAFE are MOST WOMEN in your country when they are IN PUBLIC SPACE? By SAFE, we mean “free from physical, mental, or emotional harm”.

GENERAL

• How would you rate the QUALITY OF FAMILY PLANNING SERVICES in your country?

2018 statement removed: In general, how SAFE are MOST MEN in your country when they are IN THEIR HOME? By SAFE, we mean “free from physical, mental, or emotional harm”.
Gender stereotypes

Benchmark data available except for media portrayal statements

5-point agreement scale (strongly agree, agree, disagree, strongly disagree, no opinion)
- It is important for women to have access to family planning
- When a mother works for pay, the children suffer
- When a father works for pay, the children suffer
- For the same job, men should be paid more than women
- A woman should not earn more than her husband
- A woman should be free to refuse sex with her husband / partner
- There are acceptable circumstances for someone to hit their spouse or partner
- Women call attention to themselves based on how they dress
- It is appropriate for men to discuss a female colleague’s appearance at work
- It is essential for society to treat women as equals to men
- NEW for 2020: In the media in my country (i.e., television, advertisements, or public communication), women are typically portrayed in traditional female roles – wife, mother, caregiver or supporting tasks
- NEW for 2020: In the media in my country (i.e., television, advertisements, or public communication), men are typically portrayed in traditional male roles – providing for the family, as a leader or a business man

2018 statements removed: Media in my country (i.e., television, advertisements, or public communication) only portrays women/men in certain roles
Roles in society

New format for 2020, no benchmark data

5-point agreement scale (strongly agree, agree, disagree, strongly disagree, no opinion)

- Is it more important for a boy to get a university education than a girl
- A man’s job is to earn money; a woman’s job is to look after the house and the family
- Women should work less and devote more time to caring for their families
- It is natural for men to earn more than women, as they should be the main providers
- Women should be free to make choices regarding marriage – if they marry at all as well as when and whom they marry
- When jobs are scarce, men should have more right to a job than women
- In a time of a shortage of food, priority should be given to men
- In general, men are better business executives than women
- Service jobs (i.e. secretarial, administrative, cleaning) are better suited for women
- In general, men are better political leaders than women
- Having a paid job is the best way for a woman to be an independent person

Different format in 2018: 3-point scale (primarily women, both women and men equally & primarily men), different statement wording
Future ideals

Benchmark data available for all statements

5-point importance scale (not at all important, somewhat unimportant, somewhat important, completely important, no opinion)

• More opportunities for women in business
• More opportunities for women in politics
• More access to higher education for women
• More respect for women’s rights in all areas
• More affordable primary healthcare for women
• Equal pay for equal work regardless of a person’s gender