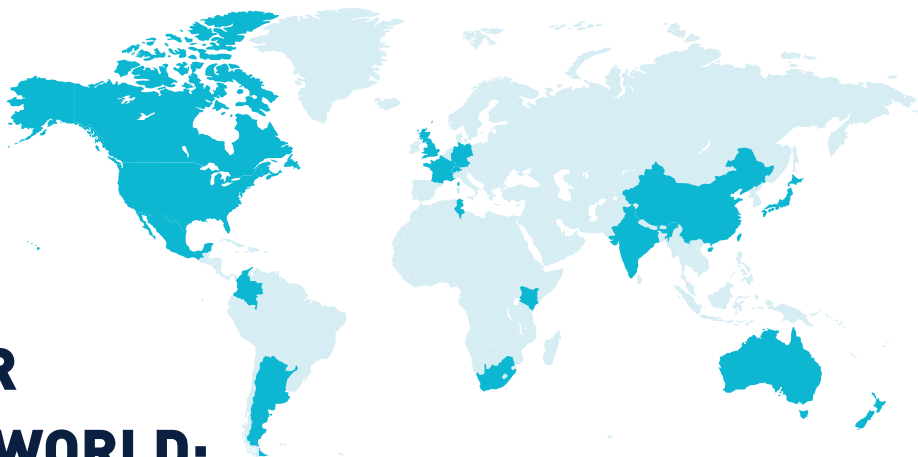


NEW SURVEY

CITIZENS CALL FOR A GENDER-EQUAL WORLD: A ROADMAP FOR ACTION



Findings from a 17-country public opinion survey on gender equality led by Focus 2030 and Women Deliver and prepared for the Generation Equality Forum

In the lead-up to the Generation Equality Forum, [Focus 2030](#) and [Women Deliver](#) co-led a first-of-its-kind public opinion survey of over 17,160 adults, a sample representative of the populations of 17 countries, to gather opinions and experiences about gender equality.

The survey reveals that across all countries, the global public unanimously supports gender equality and a resounding majority is ready for their governments to take action to address gender inequalities through political and financial measures.

CONTEXT OF THE SURVEY

In 1995, 189 countries committed to the **Beijing Declaration and Platform for Action**, a forward-looking blueprint for advancing women's rights and gender equality. A quarter-century later, UN Women and the Governments of France and Mexico launched the [Generation Equality Forum](#), a multistakeholder and multigenerational campaign and platform to accelerate collective action for gender equality.

In this unique and promising context, Focus 2030 and Women Deliver surveyed citizens to capture

their perceptions and expectations regarding gender equality. The findings will help key stakeholders in governments, civil society organizations, the private sector, academia, and the media make informed decisions about how and why to invest more in gender equality.

The survey covers 17 countries,¹ from six continents and home to half of the world's adult population. In each country, a sample of 1,000 or more respondents, representative of the adult population, was surveyed online between 24 July and 7 August 2020 by the [DeltaPoll](#) Institute.

To support and inform the work of the stakeholders of the Generation Equality Forum, this survey reveals public perceptions and expectations on six thematic areas related to the **Forum's Action Coalitions**,² while also exploring the gendered impact of the **COVID-19 pandemic and its consequences on gender equality**.

¹ The survey covers the following countries : Argentina, Australia, Canada, China, Colombia, France, Germany, Great Britain, India, Japan, Kenya, Mexico, New Zealand, South Africa, Switzerland, Tunisia, and the United States.

² The Generation Equality Forum is organized around six [Action Coalitions](#) aimed at generating concrete political and financial commitments on the following issues: 1) Gender-based violence, 2) Economic justice and rights 3) Bodily autonomy and sexual and reproductive health and rights 4) Feminist action for climate justice 5) Technology and innovation for gender equality 6) Feminist movements and leadership.

MAIN FINDINGS OF THE SURVEY

The survey findings show that the public is eager for **sustained and strengthened political and financial investments** to accelerate progress towards gender equality, whether it is through reforming discriminatory laws, mass awareness campaigns, collecting data on girls' and women's experiences, or conducting regular reviews of progress in the pursuit of gender equality.

The public also recognize the importance of focusing efforts on those most marginalized, including girls and women with disabilities, ethnic and racial minorities, refugees and migrants, or LGBTQIA+ people.³

1. On average, across the 17 countries surveyed, **80%** of individuals personally consider **gender equality to be an important cause to work towards**.
2. The **majority** of respondents, on average, (60%) feel that **gender equality is essential to end poverty in all countries**.
3. **61%** hope that **their governments will seize the opportunity of the Generation Equality Forum to increase their funding for gender equality**, either domestically or internationally.
4. People believe that governments have the primary responsibility to take action to achieve gender equality. **One in two respondents** would like their governments to **reform laws to promote gender equality and end discrimination against women**.
5. Gender-equality is not a marginal topic. On average, **41% of respondents** would **vote in an election for a candidate supporting gender equality**, and 81% would be ready to personally take action to advance gender equality.
6. Although women generally demonstrate stronger support for every gender issue presented in the survey, the majority of men are also supportive of

gender equality. In fact, **respondents overwhelmingly support gender equality across genders, age groups, socio-economic groups, and countries**.

7. **60%** believe that gender **equality has progressed over the last quarter-century** since the last World Conference on Women, Beijing 1995.
8. On average, **57% of the women surveyed** report having **experienced some form of gender discrimination in their personal, professional, and public spheres**.
9. According to respondents, **the three main reasons why women may not be equal to men** in their country are:
 - 1) the unequal distribution of unpaid care, domestic work, and parental responsibilities between women and men
 - 2) the different employment opportunities between women and men
 - 3) the role of religion and culture
10. The COVID-19 pandemic has a gendered impact. **Across 13 of the 17 countries, women report experiencing more emotional stress and mental health challenges compared to men** during the pandemic.
11. The COVID-19 pandemic can also be an opportunity to accelerate progress: **82% of respondents** think **women should be involved in all aspects of the global health response and recovery efforts for COVID-19**, including in the development of policies and treatments.
12. Young people, especially young women, have the highest expectations of their governments to advance gender equality. **Three in four young women call on their governments to increase funding for equality in their country on the occasion of the Gender Equality Forum**, compared to two in three respondents on average.

³ Lesbian, bisexual, transsexual, queer, intersex, asexual, or more.

13. On average across the 17 countries, respondents consider the following as **the highest priority issues for government action related to the Generation Equality Forum Action Coalitions**:

- a. **Gender-based violence**: increasing accountability for perpetrators of physical and sexual crimes against women, end practices that are harmful for girls and women (for example, child marriage and female genital mutilation), and funding programs to support women who have experienced violence.
- b. **Economic justice and rights**: achieving equal pay for women and men, and preventing sexual harassment in the workplace.
- c. **Bodily autonomy and sexual and reproductive health and rights**: increasing access to sexual health services, and to accurate information, including sexual education in school.
- d. **Feminist action for climate justice**: promoting the training and hiring of girls and women in jobs related to climate change, and increasing their participation in the development of solutions to address climate change.
- e. **Technology and innovation for gender equality**: providing equal opportunities for girls and women to study and work in Science, Technology, Engineering, and Mathematics (STEM), and increase the safety of digital spaces for girls and women.
- f. **Feminist movements and leadership**: supporting women's political leadership and participation, and achieving equal representation of women in politics.

The survey findings will be released in January 2021. These will include a global report, country data sheets that present key findings at the national level, and open access to the survey data.

RESOURCES FOR ORGANIZATIONS INVOLVED IN THE GENERATION EQUALITY FORUM :

The following materials will be made available:

- A global report of the survey findings and analysis in English, French, and Spanish
- An executive summary in English, French, and Spanish
- 17 country data sheets presenting country-level results in English and French (and Spanish for Argentina, Colombia, and Mexico)
- Deep dives analysis into the results of the six countries: Australia, Canada, Colombia, Kenya, New Zealand, and Switzerland
- A datavisualization tool to generate customized graphs and tables of the data from the 23 survey questions, for each country for a deeper understanding of the issues
- Shareable social media messages and graphics in English, French, and Spanish
- A video presenting the main takeaways of the study in English, French, and Spanish
- Open access to the survey data