Citizens Call for a Gender-Equal World

A Roadmap for Action

January 2021

Findings from a first-of-its-kind 17-country public opinion survey on gender equality prepared for the Generation Equality Forum

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Hosted and moderated by

Catherine Bokonga-Fiankan
Senior UN Correspondent; Vice President of Geneva Press Club

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Welcoming remarks

Fabrice Ferrier
Director of Focus 2030

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Survey

A new survey with 17,000 respondents covering 17 countries on six continents—representing half the world’s population.

Countries surveyed are home to more than half of the world's girls and women.

The comparative study demonstrates the experiences and opinions of citizens globally.

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Main Takeaway

A resounding majority of the global public is ready for decision-makers to make bigger, bolder commitments to gender equality.
Why Now?

Governments, civil society, and the private sector must leverage this historic moment to advance gender equality.

The results are a powerful way to showcase citizen asks, center the voices of people impacted directly by government decisions, and hold decision-makers accountable.

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Find the global report, country fact sheets, country deep dives, and a data visualization tool:

womendeliver.org  focus2030.org

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Welcoming remarks

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Executive Director of UN Women

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Overview of survey findings

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Overview

Key survey findings on gender equality

Implications for decision-makers

Introduction

Priorities for Generation Equality Forum Action Coalitions

Main takeaways

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Introduction: Survey Overview

Method
- Online data collection by Deltapoll, between 24 July - 7 August 2020
- Nationally representative: (quota method - margin of error: +/-3%)
  - 17,000+ people
  - 17 countries

Data Collected
- Gender
- Age
- Education
- Income level
- Migrant status
- Urban/rural
- Race/ethnicity
- Political orientation

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Key survey findings on gender equality
Gender equality is of personal importance to 80% of people. On average, more women (84%) than men (76%) say that gender equality is important.

"How important, if at all, is gender equality to you personally?"

Average across 17 countries

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60% of respondents agree that achieving gender equality is essential to ending poverty.

The strongest support for this answer came from Kenya, India, South Africa, China, and Colombia.

"Achieving gender equality is essential to end poverty in all countries."

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Two thirds (65%) of respondents think their government should do more to promote gender equality. More young people (72%) want action than older respondents (61%).

"How much should your government do to promote gender equality in your country?"

Average across 17 countries

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Gender equality impacts all issues as it is cross-cutting and inherent.

"Which issues do you personally believe are the most important your country is facing at the present time?"

*selection of up to 3 choices

*Answers were provided during the COVID-19 pandemic

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Gendered impacts of COVID-19

82% of respondents believe women should be involved in all aspects of COVID-19 global health response and recovery efforts.

Since the onset of the pandemic:

- 27% believe that inequality between men and women will rise.
- 48% of women and 38% of men declare their "time doing household work has increased."
- In 13 countries, women report experiencing more emotional stress and mental health challenges compared to men.

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The fight for gender equality is not over.
The below percentage of respondents believe these sexist behaviors are "unacceptable."

- Whistling at a woman in the street or touching her without her consent (80%)
- Women earning less than men for the same work (78%)
- Women always obeying their partner (63%)
- Letting women do the majority of housework, childcare, and elderly care (58%)
- Telling or sharing sexist jokes about a woman (57%)
- Asking a woman during a job interview whether she has, or would like to have children (57%)
- Women refusing sexual intercourse with their partner (14%)

57% of women surveyed state that they have experienced some kind of discrimination in at least one area:
- Education
- Professional life
- Health
- Pay
- Inheritance
- Freedom of movement
- Sexual and reproductive health

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Inequalities in the **economic sphere** are believed to be the main drivers of gender inequality.

Religion and culture are also contributing factors.

"Thinking about the reasons presented, which, if any, do you personally think are the main reasons why women may not be equal to men in your country?"

*selection of up to 3 choices*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because unpaid care, domestic work, and parental responsibilities are not shared equally</td>
<td>38%</td>
</tr>
<tr>
<td>Because women and men have different employment opportunities</td>
<td>36%</td>
</tr>
<tr>
<td>Because of religion and culture that do not treat women and men as equals</td>
<td>33%</td>
</tr>
<tr>
<td>Because boys and girls are treated differently growing up</td>
<td>31%</td>
</tr>
<tr>
<td>Because women and men are not equally represented in politics</td>
<td>25%</td>
</tr>
<tr>
<td>Because men tend to be physically stronger than women</td>
<td>21%</td>
</tr>
</tbody>
</table>

On average across 17 countries
Priorities for Generation Equality Forum Action Coalitions

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The GEF Action Coalitions

- Gender-based violence
- Economic justice and rights
- Feminist movements and leadership
- Bodily autonomy and SRHR
- Technology and innovation for gender equality
- Feminist action for climate justice

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Gender-based violence

"Which actions, if any, should your government take to fight violence against women in your country?"

<table>
<thead>
<tr>
<th>Action</th>
<th>Male Support (%)</th>
<th>Female Support (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase accountability for physical and sexual crimes against women</td>
<td>57</td>
<td>65</td>
</tr>
<tr>
<td>End traditional practices that are harmful to women and girls</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>Fund programs to support women who have experienced violence</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Address the unequal balance of power between women and men at home</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Combat economic exploitation of women</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Tackle online violence against women (for example, harassment)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>None of these - the government should not work to fight violence against women</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

*selection of up to 3 choices

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"Which actions, if any, should your government take to improve women’s broader economic opportunities and decision-making powers in your country?"

- Achieve equal pay for women and men: 45%
- Prevent violence and sexual harassment in the workplace: 45%
- Guarantee social protection and decent working conditions for women in low paying jobs: 38%
- Increase the number of women in leadership roles: 31%
- Achieve equal access to education and professional training for women and men: 27%
- Guarantee parental leave and childcare services: 23%
- Recognize, reduce, and redistribute unpaid care and domestic work between women and men: 22%
- Guarantee women’s decision-making powers over their bank accounts: 12%
- None - my government should not improve women’s economic opportunities and decision-making powers: 3%
- Don’t know: 6%

Top 5 countries: support equal pay

- Germany (61%)
- Switzerland (61%)
- France (57%)
- New Zealand (52%)
- Great Britain (51%)

*selection of up to 3 choices

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Feminist movements and leadership

"Which actions, if any, should your government take to improve girls' and women's participation and leadership in politics, and cultural and social movements, in your country?"

Support women's political leadership and participation: 38%
Achieve equal representation of women in politics (for example, in legislative and government bodies): 38%
Support women's participation in peace processes and as human rights defenders: 30%
Achieve equal representation of women on boards of companies: 30%
Support specifically young women's participation in politics and movements: 29%
Ensure the safety of feminist activists and women involved in politics: 25%
Fund feminist movements and other women's political, cultural, and social movements: 16%
None - my government should not improve women's leadership and participation: 7%
Don't know: 9%

*selection of up to 3 choices

Support "quotas in politics" by gender and age

- 18 and over:
  - Male: 54%
  - Female: 62%
- 60 and over:
  - Male: 45%
  - Female: 49%

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Bodily autonomy and SRHR

"Which actions, if any, should your government take to improve women's sexual and reproductive health and rights in your country?"

Selection of up to 3 choices

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Top 5 Countries: “Prioritize the needs of women from marginalized groups” by gender

- Kenya: 49% (Females) vs 50% (Males)
- South Africa: 41% (Females) vs 37% (Males)
- China: 41% (Females) vs 38% (Males)
- Mexico: 41% (Females) vs 32% (Males)
- Colombia: 40% (Females) vs 39% (Males)

On average across 16 countries
Technology and innovation

"Which actions, if any, should your government take to promote the use of technology and innovation for gender equality in your country?"

- Provide equal opportunities for girls and women to study and work in STEM: 52%
- Increase safety of digital spaces for girls and women (for example, preventing harassment online): 45%
- Address barriers preventing girls and women from accessing, designing, and developing technology: 39%
- Invest in technology that helps deliver healthcare and other services virtually for girls and women: 36%
- Improve the use of innovative data collection methods to understand girls’ and women’s needs and experiences: 33%
- None - my government should not promote the use of technology and innovation for gender equality: 6%
- Don’t know: 9%

*Selection of up to 3 choices

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Feminist action for climate justice

"Which actions, if any, should your government take to promote women's efforts to respond to climate change in your country?"

*selection of up to 3 choices

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Implications for decision makers
There is overwhelming support for more government action.

When asked to identify up to 3 actions governments should take to advance gender equality at a national level from a list of 9 options, on average across 17 countries:

Nearly a third of respondents selected:

- Focus efforts on marginalized women to leave no one behind (30%)
- Conduct regular reviews of progress in the pursuit of gender equality (30%)
- Implement mass media campaigns to raise awareness of the importance of gender equality issues (29%)
There is strong public support for increased domestic (65%) and international (58%) funding for gender equality.

61% of respondents hope that their government will seize the GEF to increase funding for gender equality.

Young women have the highest expectations.

75% of young women expect their government to increase funding for equality in their country during the Generation Equality Forum.
Main takeaways

Citizens are ready to act. From the way they vote to the products they buy.

To achieve gender equality, laws must be reformed and law-making processes must respect gender parity.

Stepping up action on gender equality includes:
- Accountability for GBV crimes;
- Achieving equal pay;
- Meaningful representation across all sectors of society.

Gender equality matters. The majority of men are largely in favor of gender equality.

Young people have the highest expectations of their governments to advance gender equality.

Citizens want greater government funding for gender equality.

Involving women in all aspects of the COVID-19 response and recovery efforts is the only way forward.

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Find the global report, country fact sheets, country deep dives, and a data visualization tool:

womendeliver.org  focus2030.org

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Recommendations

1. Make **bigger, bolder commitments** and take **meaningful action** to advance a gender-equal world.
2. **Match** gender equality commitments with **financing** and **accountability** mechanisms.
3. Develop comprehensive policies and programs that foster **collaboration** across thematic issue areas.
4. Identify and address entrenched **gender norms** that inhibit gender equality through advocacy and public communications campaigns.
5. **Eliminate discriminatory laws** and **enact policies** that respect and protect the health and rights of girls and women, in all their diversity, and drive gender equality.
6. Prioritize and invest in **gender-disaggregated data** collection and analysis to inform policies.
7. Ensure that **COVID-19 plans** have a **gender lens** and address **overlapping inequalities**, such as race and poverty, tied to the pandemic’s health and socio-economic impact.
8. Ensure that **investments, policies, and programs** meet the needs and equally benefit **all girls and women**, including young people and people from underrepresented groups.
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Panel discussion

Hanna Birna Kristjánsdóttir, Senior Advisor on Women’s Leadership at UN Women
Phumzile Mlambo-Ngcuka, Executive Director of UN Women
Ambassador Delphine O, French Ambassador and Secretary General of the Generation Equality Forum
Dr. Nadine Gasman, President of the National Institute of Women in Mexico (INMUJERES)
Chouaib El Hajjaji, Women Deliver Young Leader and Vice President at Attalaki in Tunisia
Wangechi Wachira, Executive Director of Center for Rights Education and Awareness (CREAW) in Kenya
Closing remarks

Kathleen Sherwin
Interim CEO of Women Deliver

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Recommendations

1. Make **bigger, bolder commitments** and take **meaningful action** to advance gender equality.

2. **Match** commitments with **financing** and **accountability** mechanisms.

3. **Develop policies and programs** that foster **collaboration** across Action Coalitions.

4. **Address harmful gender norms** through advocacy and public communications campaigns.

5. **Eliminate discriminatory laws** and **enact policies** that respect the rights of girls and women, in all their diversity, and drive gender equality.

6. Invest in **gender-disaggregated data** collection and analysis to inform policies.

7. Apply a **gender lens** to **COVID-19** response and recovery plans reflective of **overlapping inequalities**, such as race and poverty.

8. Ensure that **investments, policies, and programs** meet the needs and equally benefit all girls and women, including **young people** and **people from underrepresented groups**.