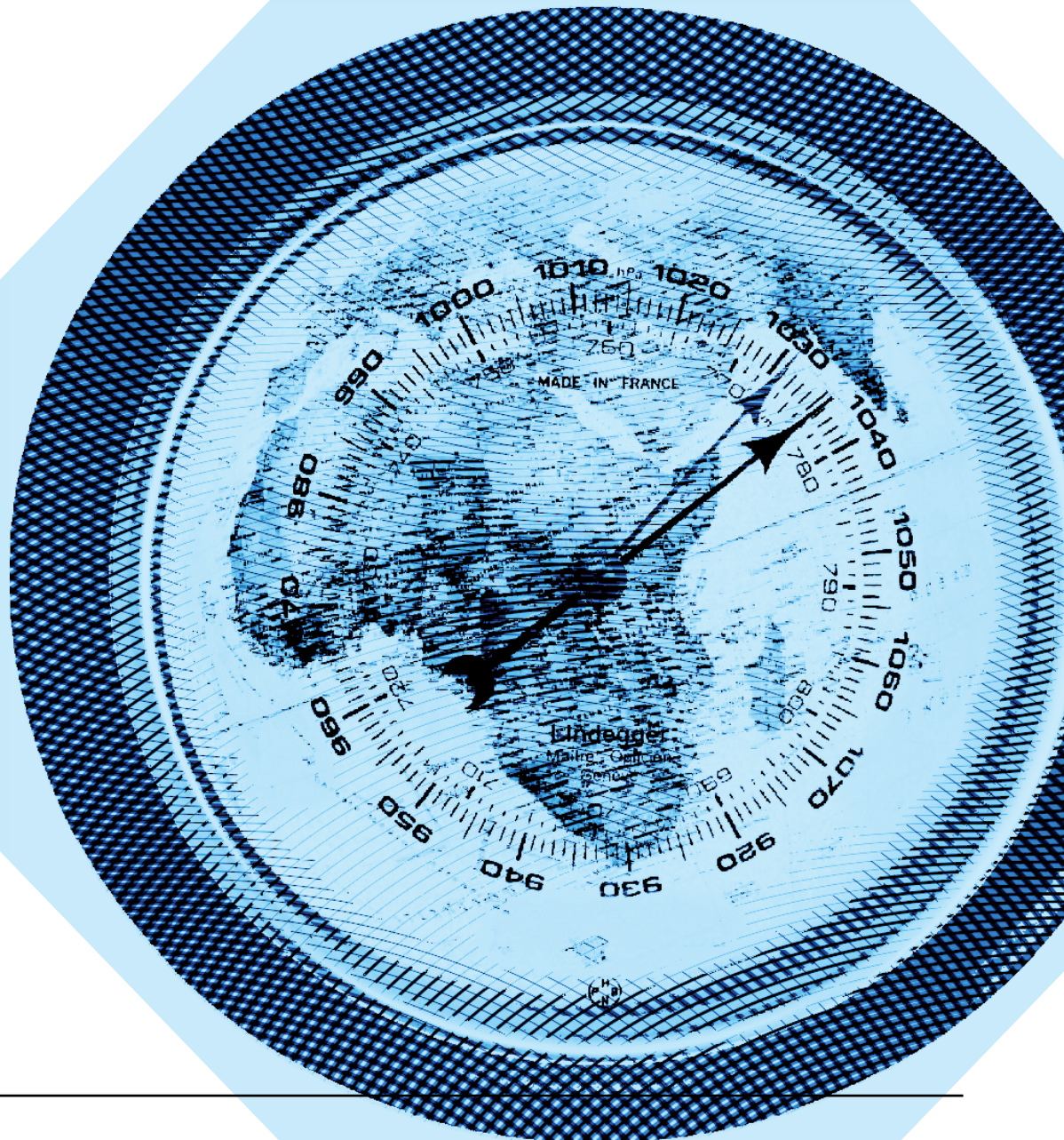


# INTERNATIONAL DEVELOPMENT BAROMETER



# INTRODUCTION

## A QUESTION OF GENDER: PERCEPTIONS OF FRENCH PEOPLE ON GENDER EQUALITY IN FRANCE AND IN DEVELOPING COUNTRIES

At a time when women's rights is at the top of the political and media agenda following the Weinstein affair and the #MeToo social movement, this edition of the International Development Barometer aims to shed some light on the views of French people on gender equality.

This newsletter offers a detailed observation of how attitudes and opinions are structured around the question of gender both as an issue in France, as well as in through France's aid to developing country partners.

We examine the issue through values (equality, justice), principles (non-discrimination against women), and priorities for development strategies. The answers from the survey allow us also to compare and contrast French opinions with those in Germany, the UK and the US.

This analysis follows a commitment by President Macron to make gender equality a cornerstone of his five year presidential mandate. Consequently the French government has already put gender equality on the agenda for their 2019 G7 Presidency.

At first glance, promoting gender equality seems like something which is widely supported in France - across gender, age, political preference - and regardless of whether the question is focused on equality in the private or professional domain.

However, when it comes to looking at the same question in developing countries, we find some opposition. On one side there are those who see gender equality as a universal and fundamental principle. Others however are reluctant at the idea that developed countries could impose their own values on developing countries and in contrary to local cultures. This is no doubt related to stigma of methods and measures of the French colonial era.

# 1. PERCEPTIONS OF GENDER EQUALITY IN FRANCE

## QUESTION ASKED: 'MEN AND WOMEN ARE EQUAL IN FRANCE.' DO YOU AGREE?

### SUMMARY

This question is less about the need for equality between women and men, and more about seeing how each individual assesses the status quo based on their own perceptions, notably of French society.

Respondents are therefore asked to assess a situation in France from their perspective, fed by a combination of personal experience, media coverage and speeches or narratives largely present in the public arena.

Inequality between women and men seems to have wide recognition, as a recurring issue in the working world, in politics, at home, or in relationships.

This question therefore was asked from a theoretical point of view, in order to assess what people really thought of the reality: are women and men equal in France?

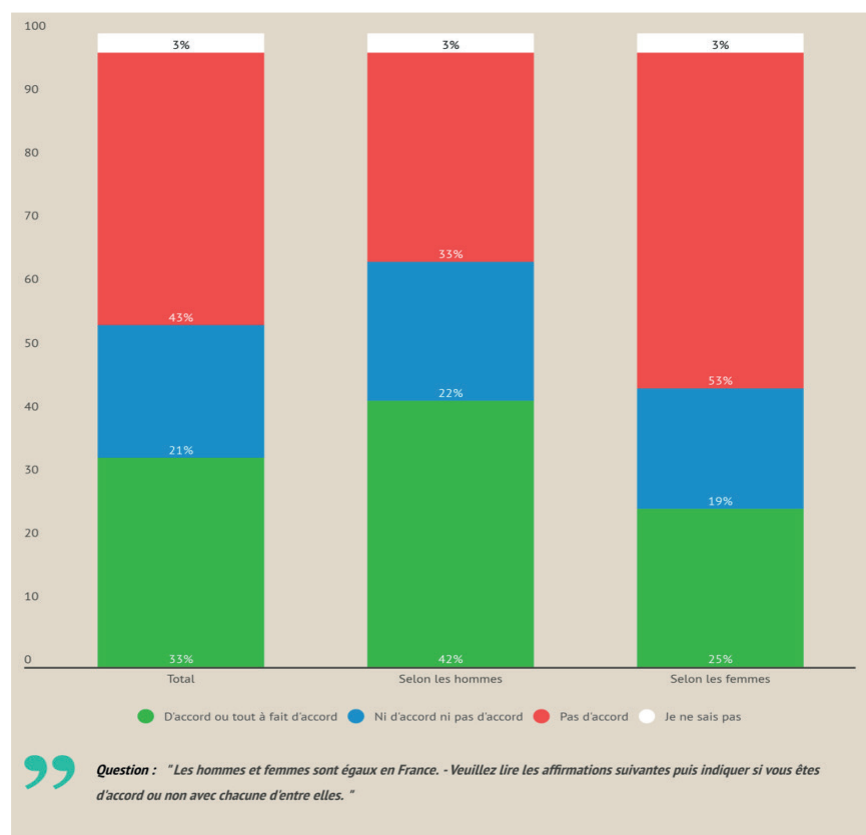
This means there are two elements which are at play in the answers given:

- ◆ A cultural element: the fact that the question is being asked in the first place suggests that equality between women and men is not attained;
- ◆ A theoretical element: in theory, in France, equality for all - including between women and men - should be a right.

## GENDER EQUALITY: MYTH OR REALITY?

- ◆ 43% of French people think that women and men are equal in France, while 33% think that they are not.
- ◆ These answers show that gender equality in France is not a foregone conclusion. Indeed there is even a major divergence in views on between female and male respondents.

### GENDER EQUALITY: AS VIEWED BY MEN AND WOMEN



These results originate from answers given by 6202 respondents selected via the quota method and questioned on line between 9 May - 7 June 2017 by YouGov. The error margin is  $\pm 2\%$ . This data is the result of a comparative study conducted by Jennifer Hudson (UCL) and David Hudson (University of Birmingham). The project was financed by the Bill & Melinda Gates Foundation.  
Source : [www.ucl.ac.uk](http://www.ucl.ac.uk)

42% of men think gender equality is a fact in France, compared to only 25% of women.

And when viewed the other way round, 53% of women deny that gender equality exists in France, compared to only 33% of men.

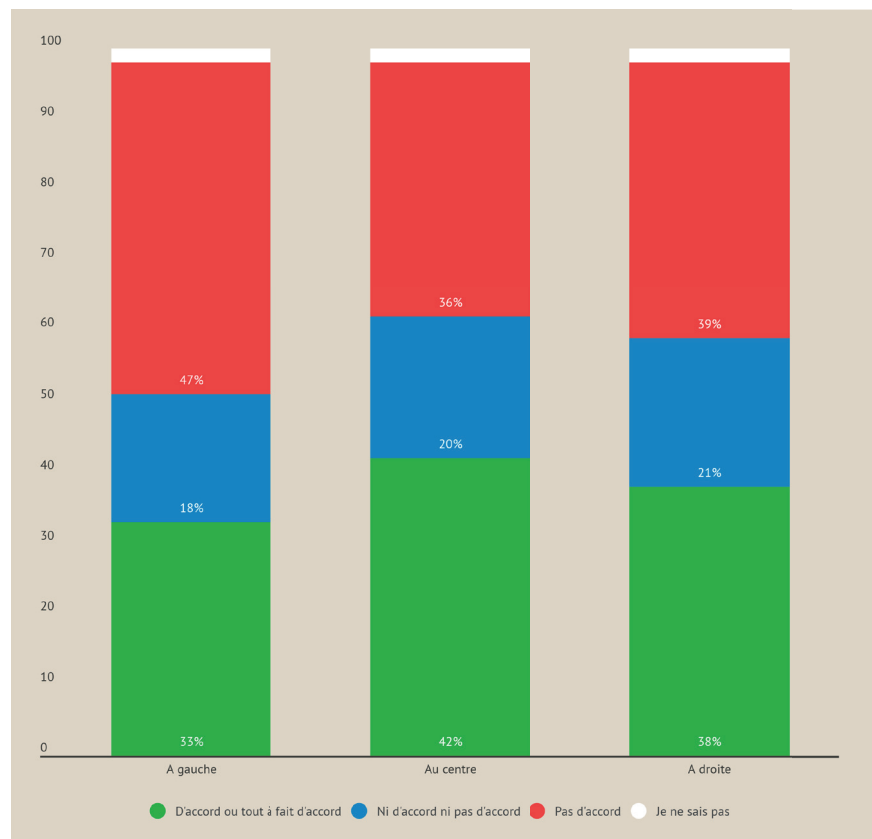
In other words, the perception of gender equality is ... gendered.

While age does not seem to be a major influence, it is interesting to note that it is people under the age of 25 who see the biggest inequality between women and men in France.

## PERCEPTIONS OF GENDER EQUALITY ACCORDING TO POLITICAL PREFERENCE

Perceptions of gender equality are not linear with political preference. Even if political voting is not a major influence on gender perceptions, it nevertheless does produce some variety in the opinions expressed.

### EQUALITY BETWEEN WOMEN AND MEN: DONE AND DUSTED, FOR RIGHT-WING VOTERS? A CAUSE FOR CONCERN, FOR LEFT-WING VOTERS?



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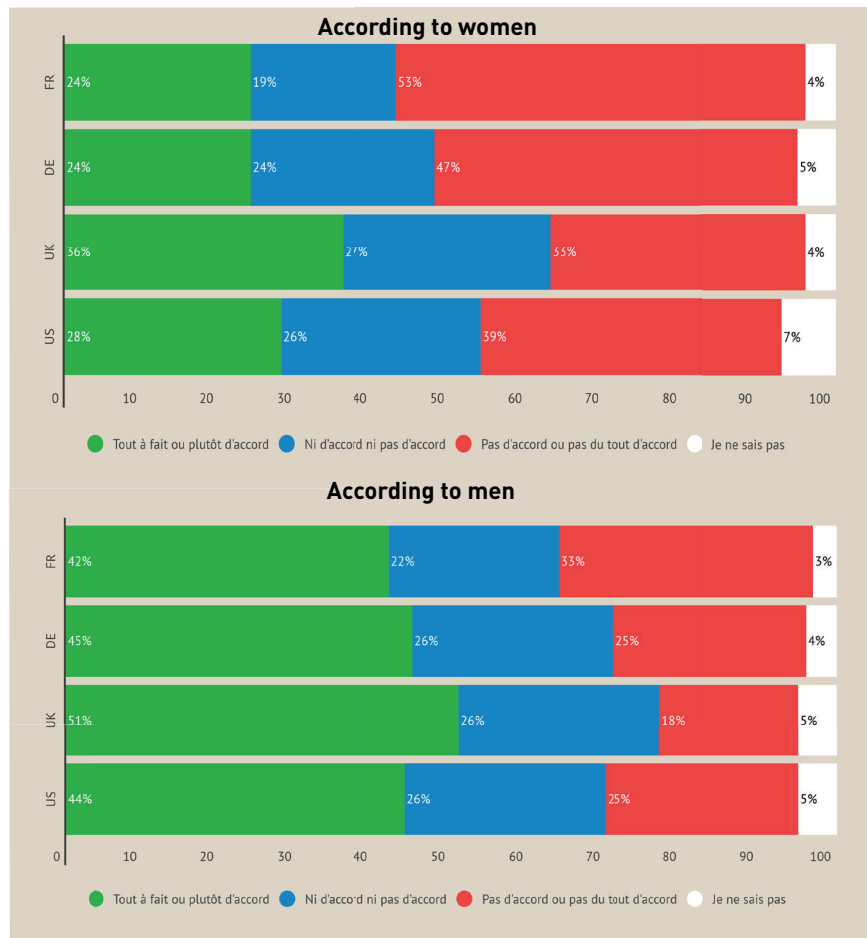
- ◆ There are fewer left-wing voters (33%) than right-wing voters (38%) who believe that men and women have equality in France. An interpretation of reality, rather than of the principle?
- ◆ Centre voters on the other hand seem to be those who believe most in the existence of gender equality in France (42%). An interpretation of a principle, rather than of reality?
- ◆ Meanwhile, right-wing voters are divided on this question, midway between the results observed for left-wing and centre voters.



# GENDER EQUALITY AS SEEN IN GERMANY, THE UK AND THE US

- ◆ 43% of respondents in France believed there was inequality between women and men: the highest rate compared to Germany (36%), the US (32%), and the UK (25%).
- ◆ It is also French men who have the highest score in terms of recognizing gender equality.
- ◆ In contrast, it is British men who least recognize a difference in equality between the sexes.

## PERCEPTIONS OF EQUALITY: THE GAP BETWEEN THE FRENCH AND BRITISH EXPERIENCE



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In analyzing responses from female respondents, we find the same pattern. French women have the highest response rates for denying gender equality, and in perfect symmetry, British women who are the least convinced of inequality between women and men.

## 2. IDENTIFYING A GENDER PAY GAP

### QUESTION ASKED:

**'WOMEN ARE PAID LESS THAN MEN TO DO THE SAME JOB.' DO YOU AGREE?**

#### SUMMARY

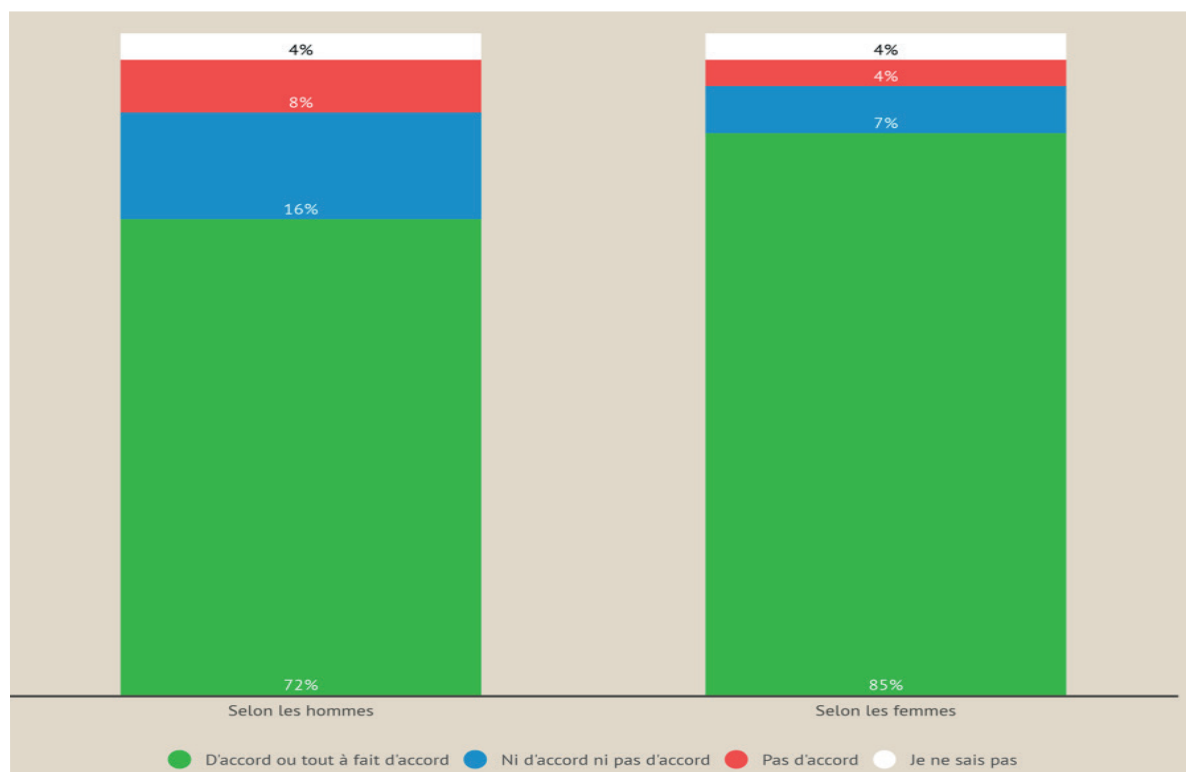
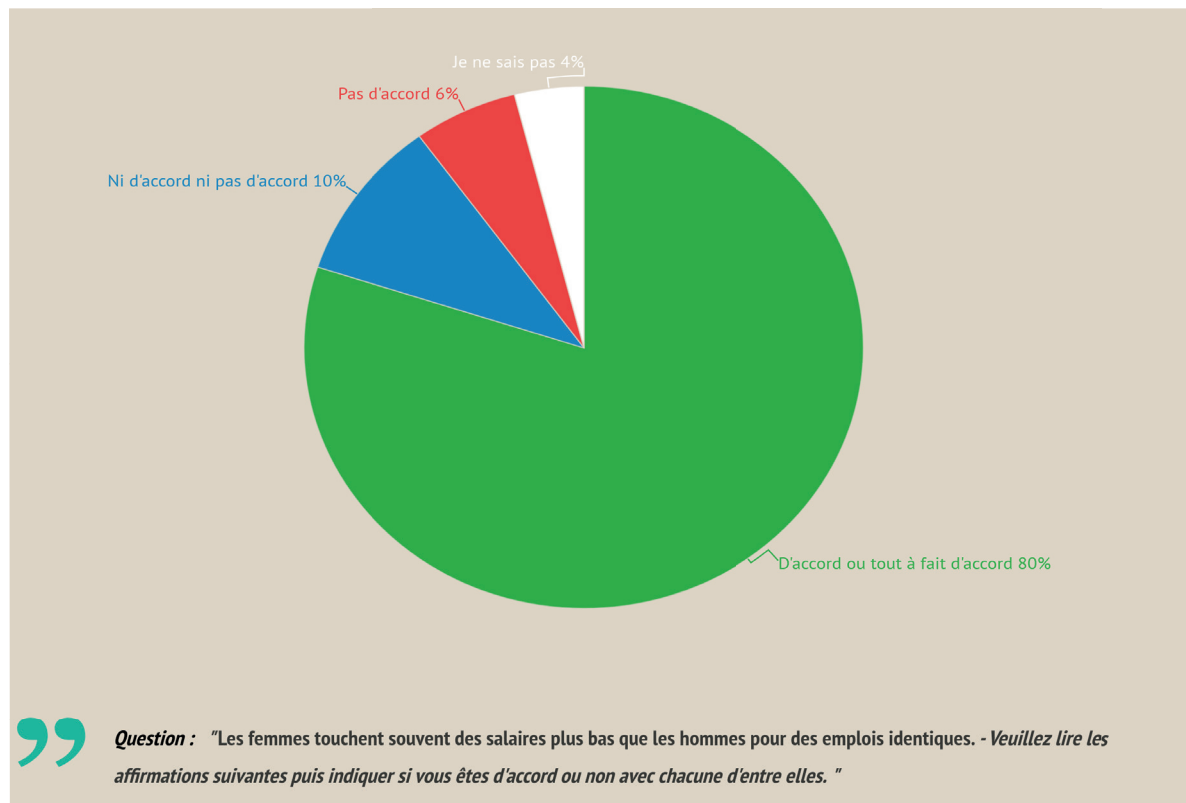
In France, an overwhelming majority of people (80%) agree that women are paid less than men. As a subject which generates much debate, there seems to be consensus across the board on this particular angle of inequality.

However, it also appears that the gender pay gap is not seen in the same way if you are a man or a woman. We can deduce from the 13 point-difference between response rates of female and male respondents that there is definitely a gendered opinion on this; perhaps resulting from having experienced a gender pay gap in person.

In this way, there are more (85%) women than men (72%) who agree there is a gender pay gap.

Similarly, more men (16%) than women (7%) claim there is no gender pay gap at all.

The fact of the matter is that in 2014 in France, the average salary for women working in the private sector and for the public (state) sector was 24% lower than for men, according to a report by the French National Statistics Agency [INSEE](#) en 2017.

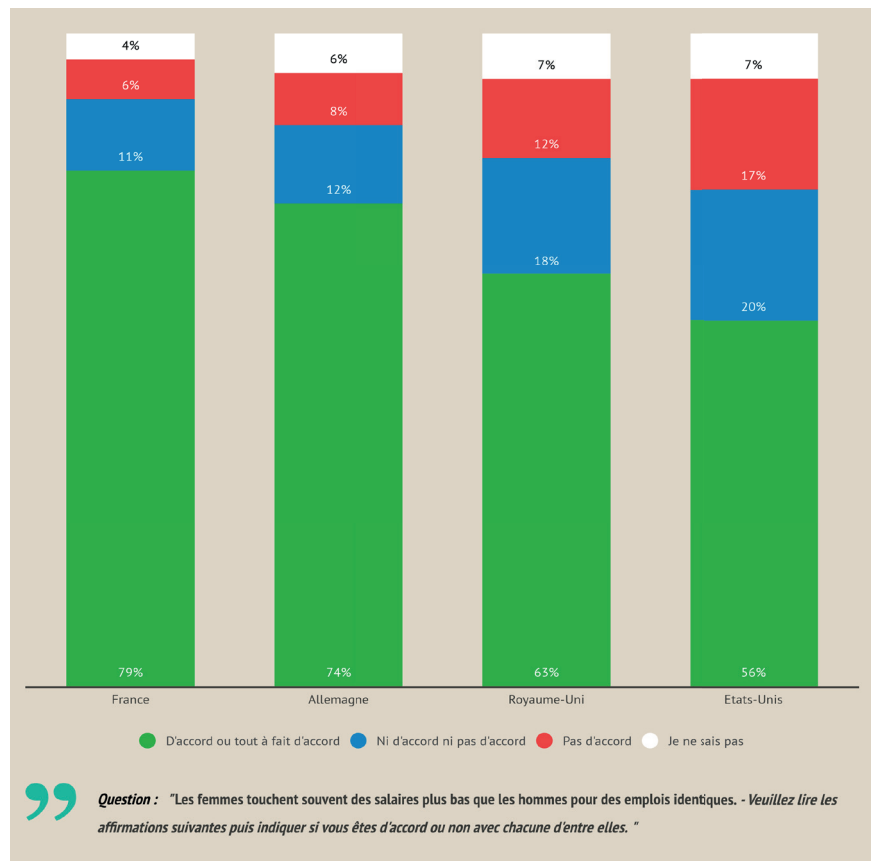




## COUNTRY VARIATIONS IN PERCEPTIONS ON THE GENDER PAY GAP: FRENCH, GERMAN, UK AND US VIEWS

In general, we can see that the gender pay gap is clearly recognized in all four of the countries surveyed (France, Germany, the UK and the US) even with a margin of difference - i.e. strongest recognition in France (79%) and lowest in the US (56%).

### THE GENDER PAY GAP: FACTUAL OBSERVATION OR PERSONAL OPINION?



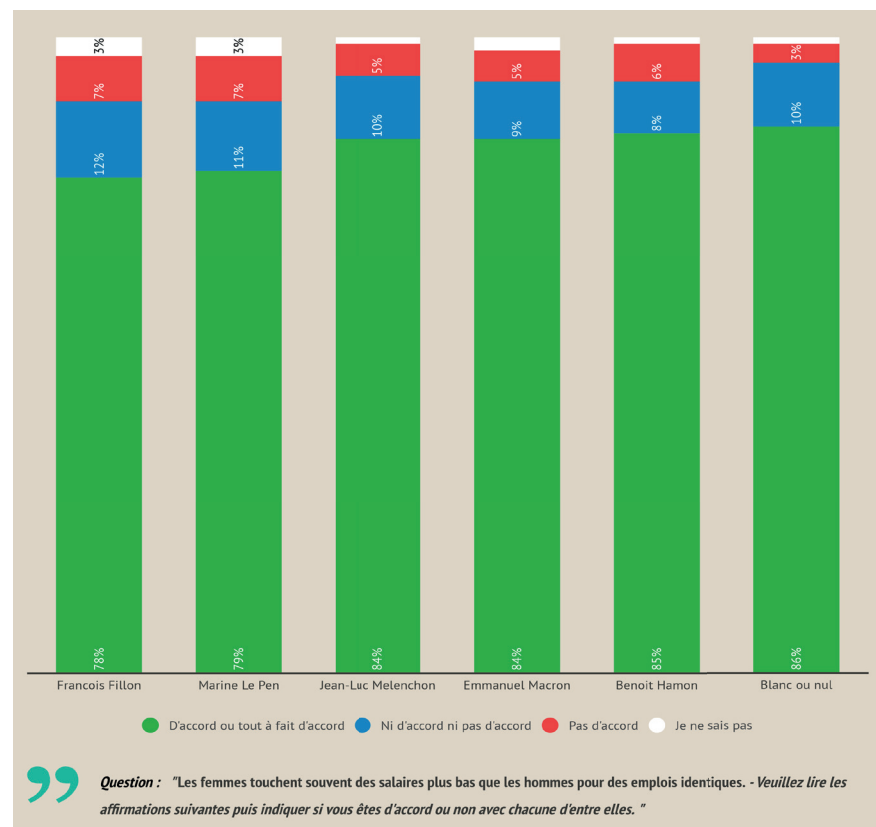
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- ◆ These views are not necessarily objective observations but seem to us to be the result of recent political and media coverage in all four countries surveyed. The more gender inequality is discussed, the more it is recognized. And in fact according to the [Global Gender Gap Index 2017](#), the gender pay gap of the four countries surveyed is almost the exact opposite of the way it is perceived in those four countries: France actually has the smallest gap (a French woman earns 74% of a man's income) followed by Germany (68%), the United States (65%) and the UK (55%).

## HOW DO PERCEPTIONS OF THE GENDER GAP TRANSLATE TO VOTING PATTERNS FOR THE PRESIDENTIAL ELECTIONS?

Even if universally acknowledged, the gender pay gap has more recognition from left-wing voters.

### THE GENDER PAY GAP: A SUBJECT (OF CONCERN) FOR THE LEFT?



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- ◆ 85% of those voting for centre-candidate Emmanuel Macron (85%) in the first round of the 2017 Presidential election agree that women are not paid as much as men. This is more or less the same as responses for those voting for far-left candidate Jean Luc Mélenchon (84%) and Socialist Party candidate Benoit Hamon (86%).
- ◆ The percentage of those who deny that there is a gender pay gap is more or less stable across the different choices of candidate for the first round of the election.
- ◆ The main difference that can be seen is in the significant range in 'don't know' responses between the different candidates' voters.

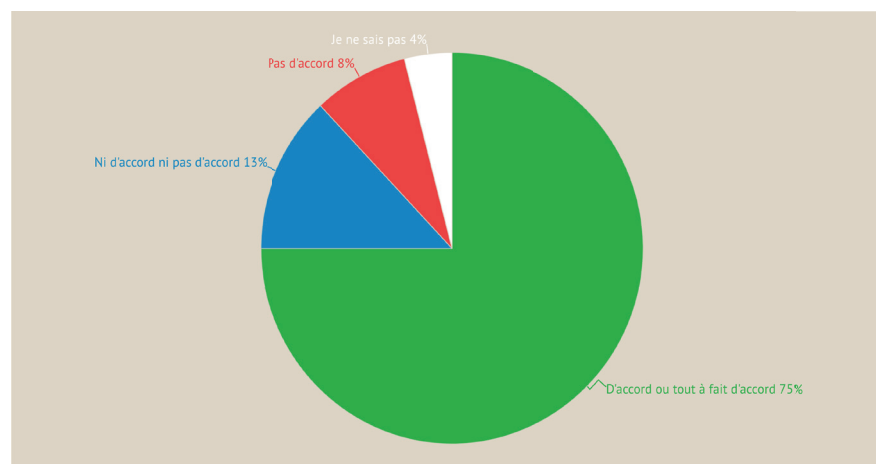
### 3. EXTENDING GENDER EQUALITY TO EQUAL PARENTAL LEAVE

#### QUESTION ASKED:

**'NEW PARENTS - FATHERS AS WELL AS MOTHERS  
- SHOULD BE ABLE TO TAKE PAID LEAVE TO LOOK  
AFTER THEIR NEWBORN' DO YOU AGREE?**

75% of respondents, women and men alike, agree that paid leave should be given equally to fathers and mothers after the birth of their child.

Parenthood therefore seems to be less and less gendered, with opinions in favour of an equal role between the two parents despite the tradition of more paid leave for mothers to look after a new baby.

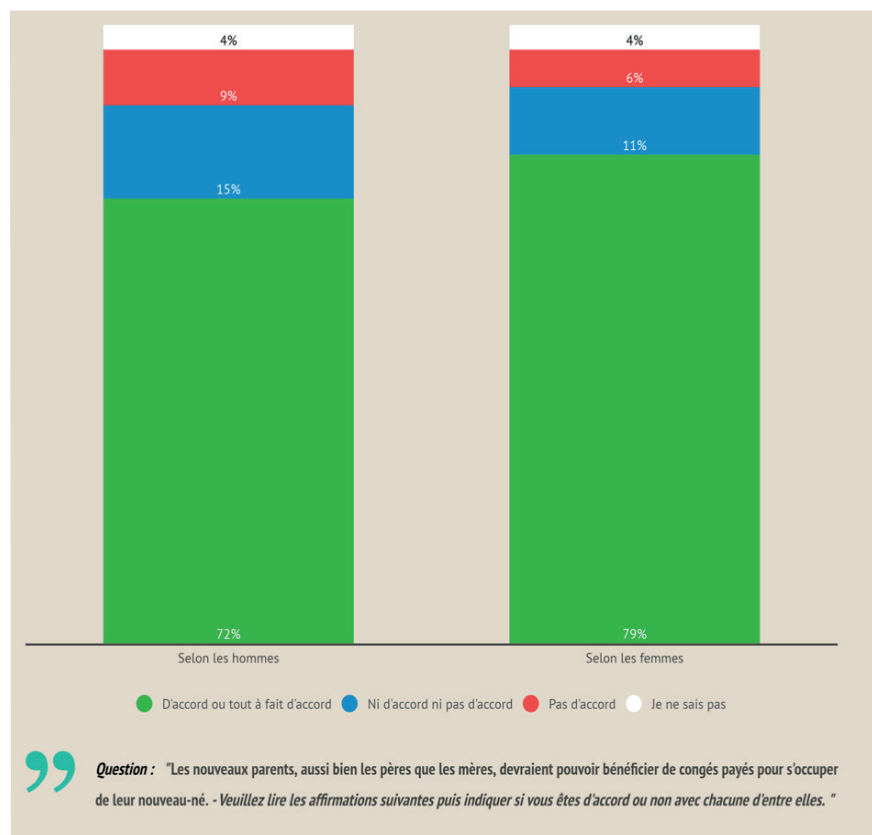


SUMMARY

## PARENTAL LEAVE: PART OF THE PICTURE FOR GENDER EQUALITY

When we break down the answers to this question by gender of the respondent, we can see that there are more women (79%) than men (72%) who agree that both fathers and mothers should have the same paid parental leave to look after a new baby.

### SIMILAR VIEWS FROM WOMEN AND MEN ON EQUAL PARENTAL LEAVE AT BIRTH



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These results show, on one hand, a strong 'female' statement about equality between fathers and mothers right from birth. In other words, perhaps a change in the standard view that only mothers could or should be responsible for newborn babies.

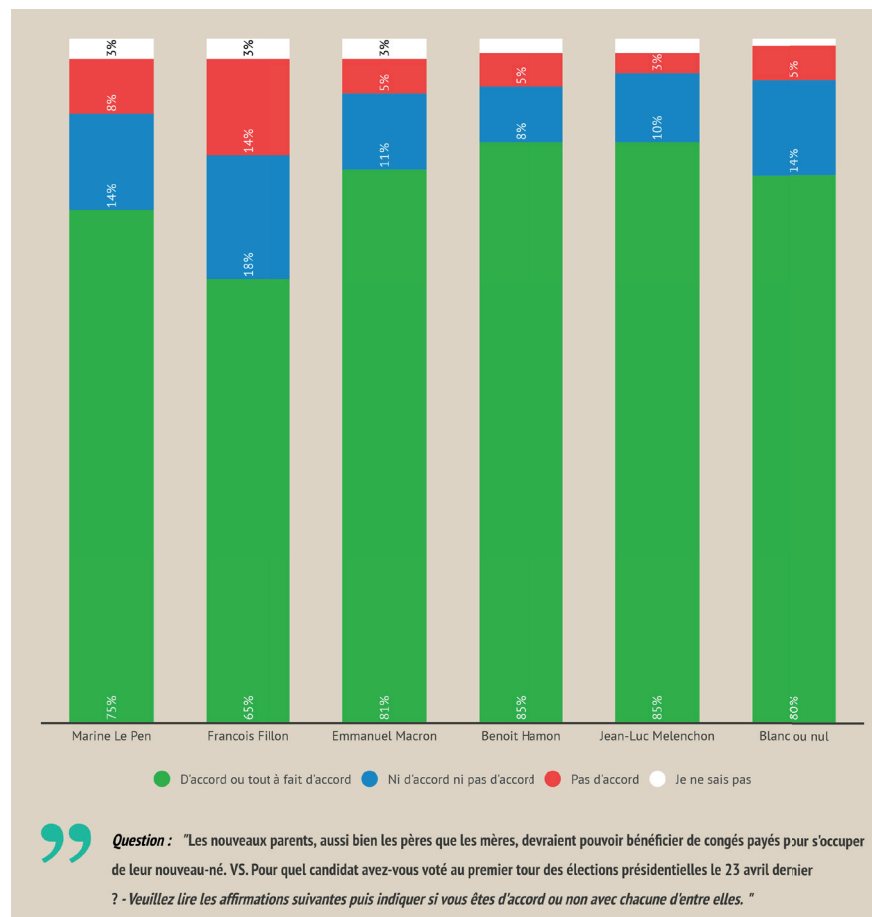
We can also observe however that men, too, are largely in favour of the same rights, almost to the same extent as women (with a difference of only 7 points in response rates), recognizing that parental leave after the birth of a baby is something that involves fathers just as much as mothers.

Lastly, we might also speculate that men's responses are influenced by a personal feeling that as a general principle they, too, should have more - or just as much as - leave as women.

## DIFFERENCES IN VIEWS ON PARENTAL LEAVE ACCORDING TO POLITICAL PREFERENCE

- ◆ Support for the equal paid leave has a strong correlation to political opinion.
- ◆ In this way, 84% of left-wing voters agree with equal paid parental leave, compared to 69% of right-wing voters.

### POLITICAL PREFERENCE, OR THE OLD WAY VS. THE NEW WAY?



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This split in opinions is the reflection of opposing views between:

- ◆ The 'progressives' of the left or centre, over 80% of whom think that parenthood of newborns should not be seen as 'women's work';
- ◆ The 'conservatives' of the right, who do share the same opinion, but to a much lesser degree (65%)

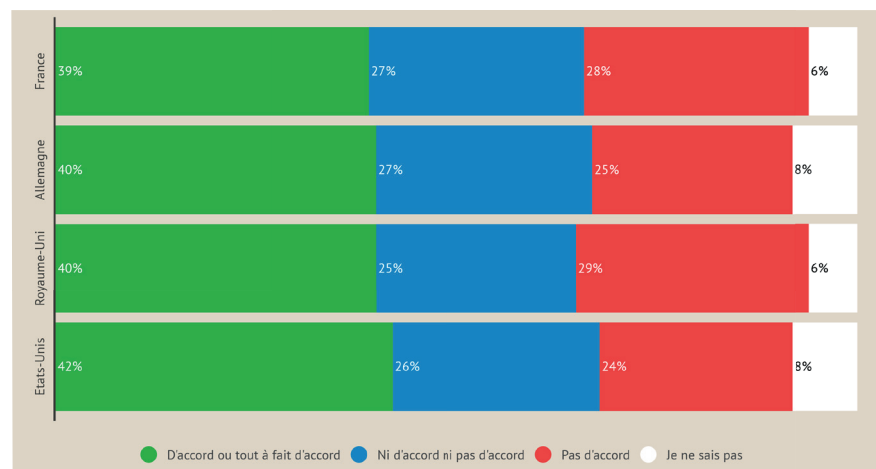
## 4. ARE WOMEN SEEN AS A PROFESSIONAL THREAT BY AND FOR MEN?

### QUESTION ASKED: 'MOST MEN FEEL THREATENED BY THE CAPABILITY OF WOMEN.' DO YOU AGREE?

The responses are strikingly similar in the four countries surveyed, with around 40% of respondents in France, Germany, the UK and the US sharing the (majority) view that men do indeed feel threatened by women's achievements at work.

However, 26% on average gave a 'neither agree nor disagree' answer to this question, and almost the same percentage (27%) said they did not agree (i.e. that men do not feel threatened by women professionally).

#### SUMMARY

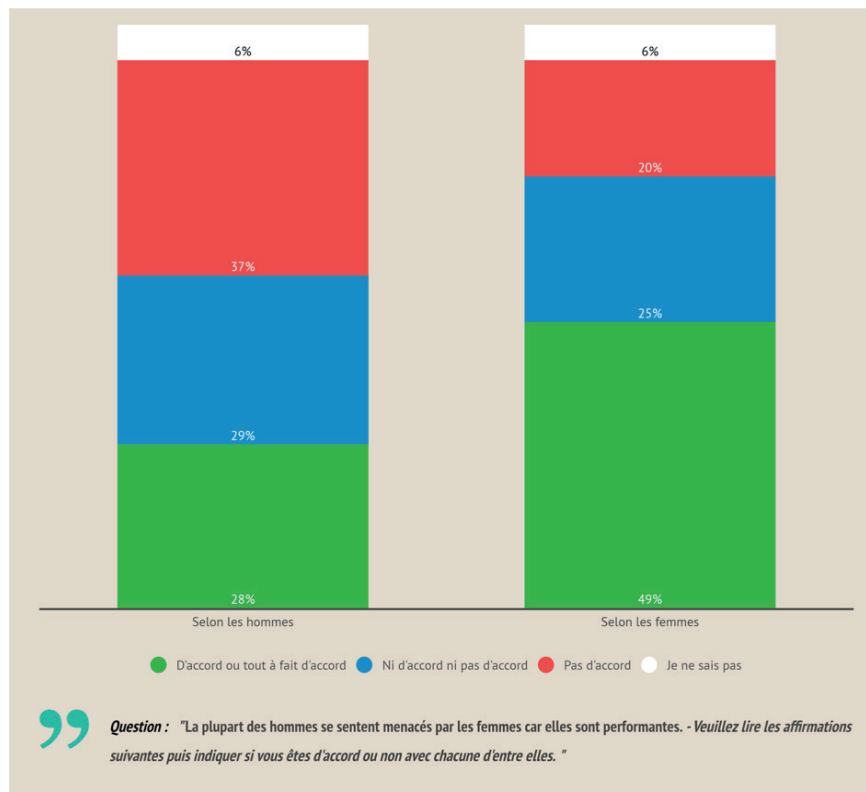




## WOMEN: A PROFESSIONAL THREAT FOR MEN?

In France, fewer men (28%) than women (49%) consider that women are a professional threat.

### WOMEN SEE WOMEN AS A THREAT TO MEN. BUT DO MEN?



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These results demonstrate a gendered division in perceptions on this question, linked to the subjective response about a threat coming from women (as the perpetrators) against men (as the victims).

The way the question was formulated, we might also imagine that it would be difficult for men to agree to feeling threatened by women on the basis of performance; such recognition of the threat could be seen as an expression of weakness on their part.

Or, given the question is also generic ('most men...') some male respondents may also answer in a general, and not personal sense; agreeing that some men might be threatened by women, without actually feeling threatened themselves...

## 5. BUT ABOVE ALL: LET'S TACKLE VIOLENCE AGAINST WOMEN

**QUESTION ASKED:  
'A CORE FOCUS OF MANY INTERNATIONAL ORGANIZATIONS IS TO ADDRESS GENDER INEQUALITIES. PLEASE LIST THE FOLLOWING STATEMENTS ABOUT GENDER EQUALITY IN ORDER OF IMPORTANCE.'**

### SUMMARY

In the scenario of policies put in place on gender equality by international organizations, respondents were asked to rank policy proposals in order of priority.

Ending violence against women emerged as the top and most urgent priority.

The other policy areas were seen as medium or long-term investments, as part of an overall development strategy. Policy proposals linked to professional empowerment, including economic and material independence, appear as a second group of priorities.

Access to essential resources (energy/water) are ranked third, as if these were the 'essential needs', but not specific to gender equality per se.

Support for specific categories of women (sex workers/female politicians) make up a fourth group of priorities.

## TACKLING VIOLENCE AGAINST WOMEN: AN INTERNATIONAL PRIORITY SUPPORTED BY FRENCH PEOPLE

- ◆ The answers to this question were given between 9 May and 7 June 2017, before violence against women made headlines with the Weinstein affair.
- ◆ Local investment in gender equality or in training men about women's empowerment do not gain much support as current or future priorities for international organizations.

## TACKLING GENDER-BASED VIOLENCE: AN URGENT INVESTMENT BEYOND DEVELOPMENT STRATEGIES



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- ◆ Ranking violence against women as the top choice demonstrates a real desire to take action on an immediate and urgent issue which is ultimately about protecting women's physical and moral wellbeing.
- ◆ This choice underlines respondents' strong feelings about tackling the symptoms of social disadvantage for women (in the form of ending the violence) but not necessarily the actual causes of the violence (i.e. educating men, promoting women in politics, local action, etc) which come much further down the list.

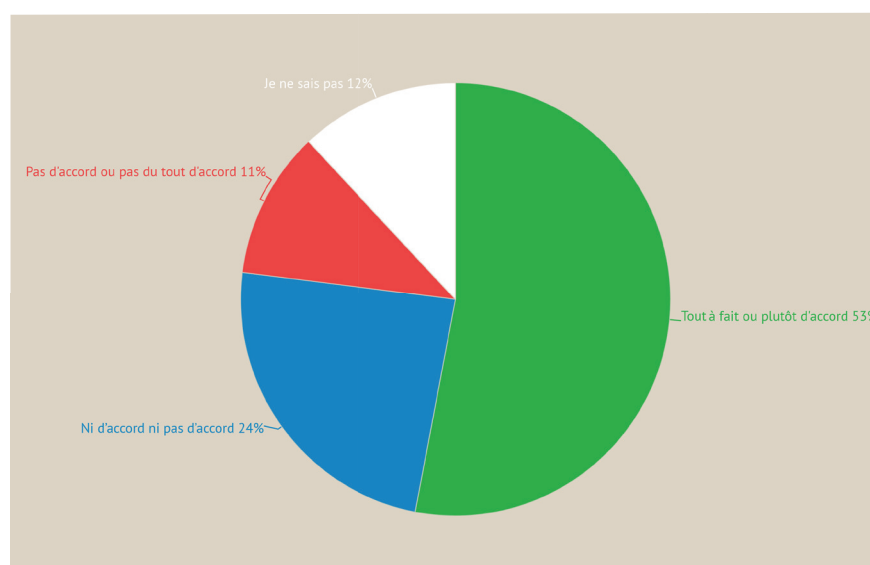
## 6. PROMOTING WOMEN'S RIGHTS: A PRIORITY FOR FRENCH AID?

### QUESTION ASKED:

**'DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: PROMOTING WOMEN'S RIGHTS IN THE POOREST COUNTRIES SHOULD BE A PRIORITY FOR FRENCH DEVELOPMENT AID.'**

### SUMMARY

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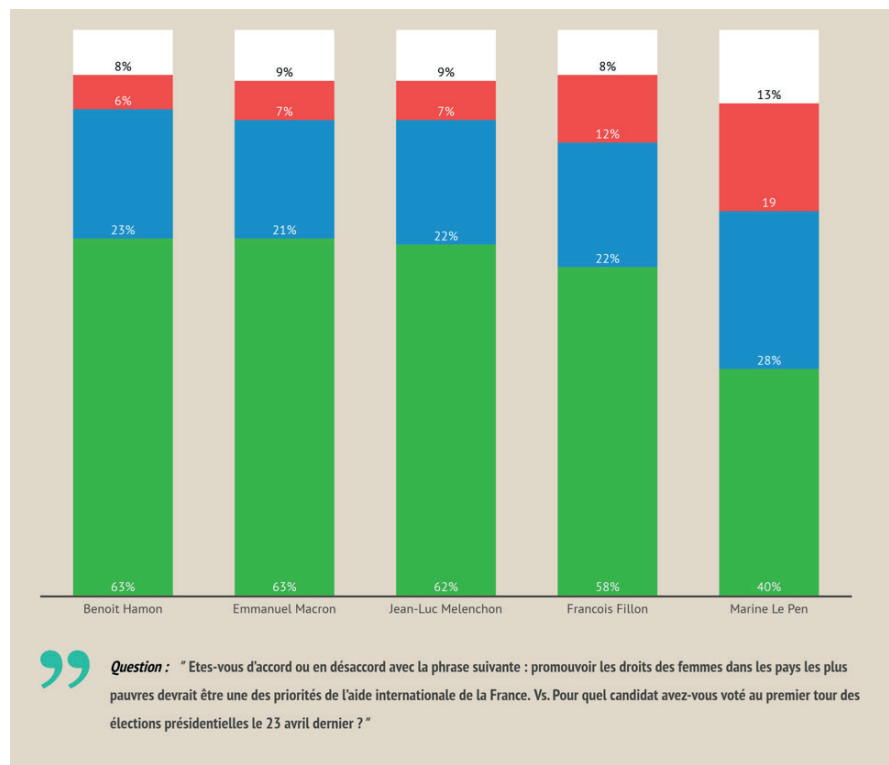
By conjuring the notion of 'women's rights' this question gains broad support.

- ◆ 53% of those surveyed agree that women's rights should be a priority for French aid to poor countries.
- ◆ By adding those who neither agree or disagree (or in any case do not oppose the statement) we reach support from 77% of respondents, compared to only 11% who say they do not agree with women's rights as a priority for French aid.
- ◆ Gender had no influence as a factor for influence on this question.
- ◆ However, it is those aged over 50 who agreed the most strongly about the importance of women's rights in French development policy.

## WHATEVER THE POLITICAL PREFERENCE, WOMEN'S RIGHTS ARE A PRIORITY

- ◆ There is a strong consensus in favour of making women's rights a priority.
- ◆ The consensus also exists regardless of whether the question is worded in terms of supporting 'women's empowerment' instead of using the term 'women's rights'.

### A BROAD CONSENSUS ACROSS THE POLITICAL SPECTRUM (EXCEPT FOR FAR-RIGHT VOTERS)



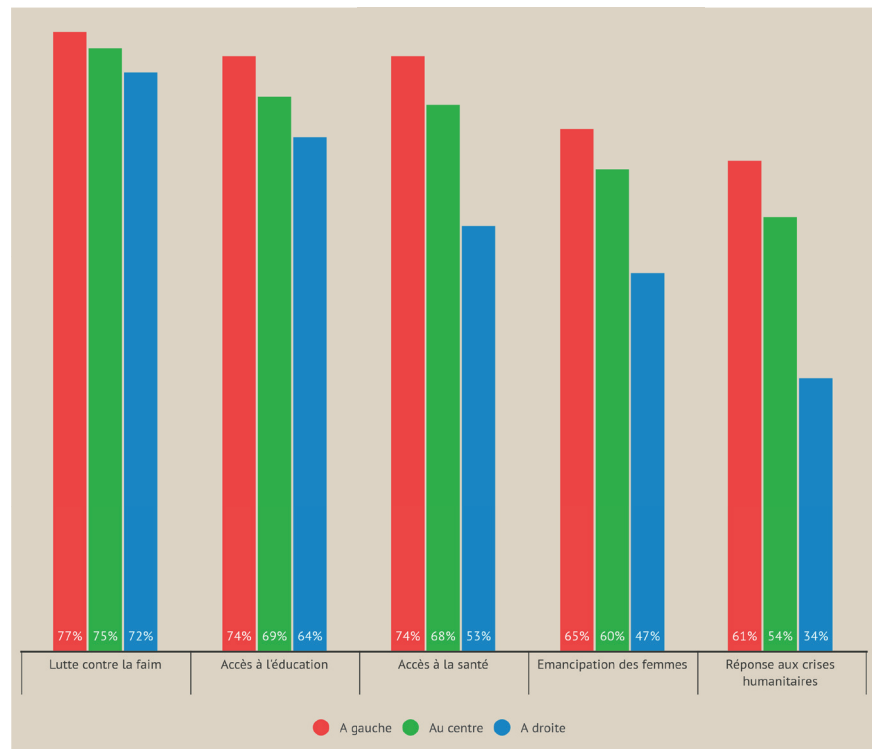
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- ◆ There is no (or very little) influence of political preference on women's rights.
- ◆ Making women's rights a priority of French aid receives strong support from those who voted for left-, centre and right-wing candidates during the first round of the French Presidential elections in 2017.
- ◆ However, voters for the far-right (Front National) are the exception, with only 40% supporting women's rights as a French development priority.

## WOMEN'S EMPOWERMENT: JUST ONE OF THE MANY COMPETING PRIORITIES OF FRENCH AID?

- ◆ Even though 'women's rights' is captured here through the term 'women's empowerment', the range in opinions given is more or less the same.
- ◆ The graph below offers a ranking of policy areas (health, education, nutrition, women's empowerment, and humanitarian crises) by % of 'agreed or strongly agreed' responses.

### 'IN YOUR VIEW, SHOULD XYZ ISSUE BE A PRIORITY FOR FRENCH DEVELOPMENT AID TO THE POOREST COUNTRIES?'



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Of these different policy areas, it is the fight against hunger which is seen as the most important, followed in descending order by access to education, access to health, women's empowerment, and lastly humanitarian crises.

Whatever the political preference, the same ranking of policy priorities is obtained.

In general, left-wing voters are always more likely to accept/identify priorities for development aid. But it is around the question of hunger where the left-right political divide is the least pronounced.

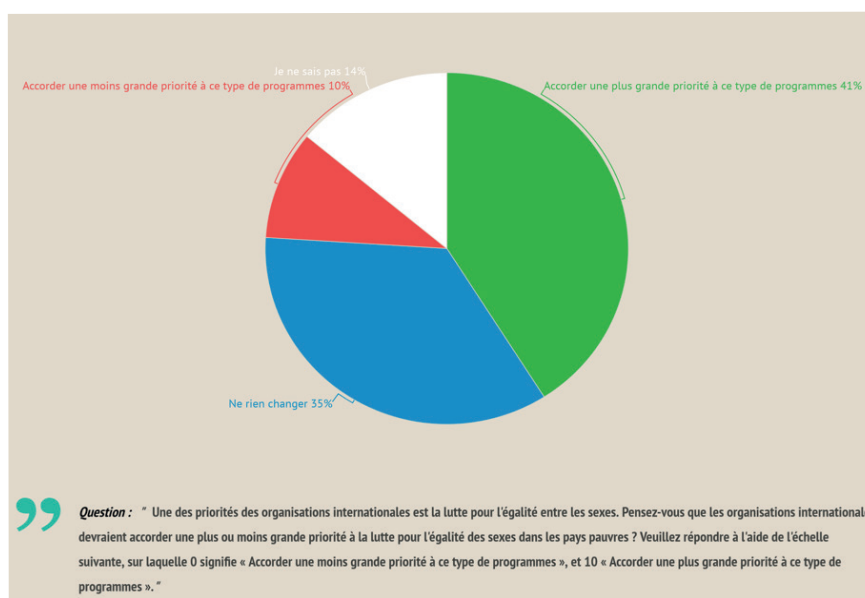


## 7. IS GENDER EQUALITY A PRIORITY FOR INTERNATIONAL ORGANIZATIONS?

### QUESTION ASKED: 'SHOULD INTERNATIONAL ORGANIZATIONS GIVE MORE OR LESS PRIORITY TO GENDER INEQUALITY?'

#### SUMMARY

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There is a strong consensus (41%) for greater focus on gender equality by international organizations. Of course, we could argue that it is easy for respondents to happily pass responsibility for the issue of gender equality to far-away, hazy multilateral organizations to deal with.

There is only a very slight influence of age, gender or political preference on the way this question is answered.

However, we also see a large number of people who chose the 'give the same priority as before' answer: almost like a default response with 35% of responses.

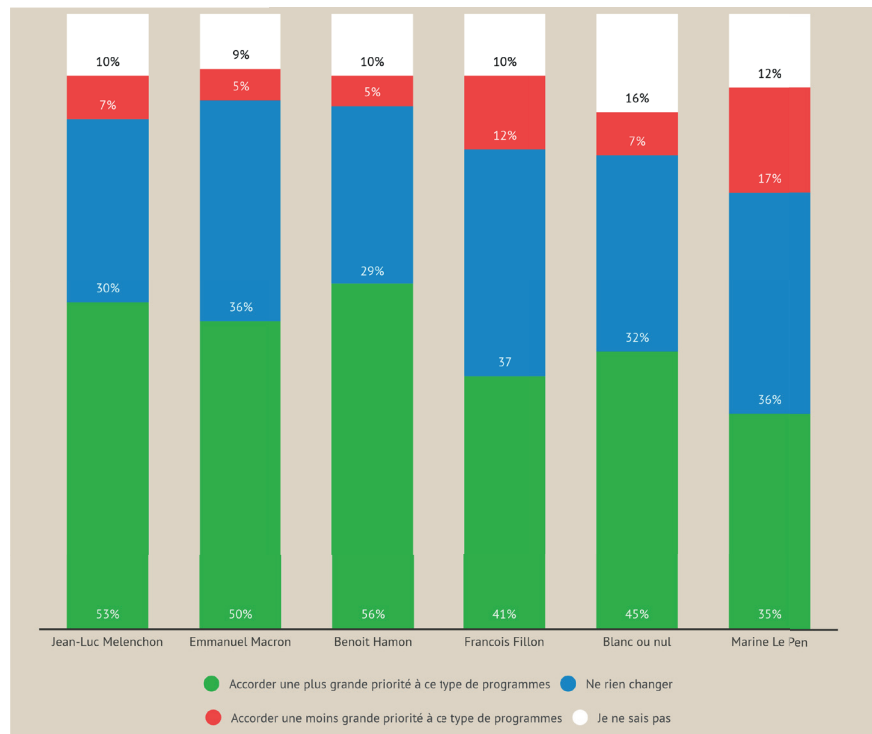
This suggests either a lack of enthusiasm for the question, or a difficulty in responding, which is no doubt linked to a lack of knowledge about international development actors.

# GENDER EQUALITY IN INTERNATIONAL ORGANIZATIONS: A 'LEFT-WING' PRIORITY?

On this question, political leaning is a clear factor in responses.

Only 37% of right-wing respondents v. 55% of left-wing respondents said that international organizations should give greater important to gender equality.

## EMMANUEL MACRON'S EN MARCHE PARTY OR THE 'AVERAGE LEFT'



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 Source : [www.ucl.ac.uk](http://www.ucl.ac.uk)

In response to this question, those who voted for Emmanuel Macron and his En Marche (centre) party in the first round of the Presidential election in 2017 appear as the 'average' left-wing voter, with views lodged between those of the traditional left and those voting far-left in the election.

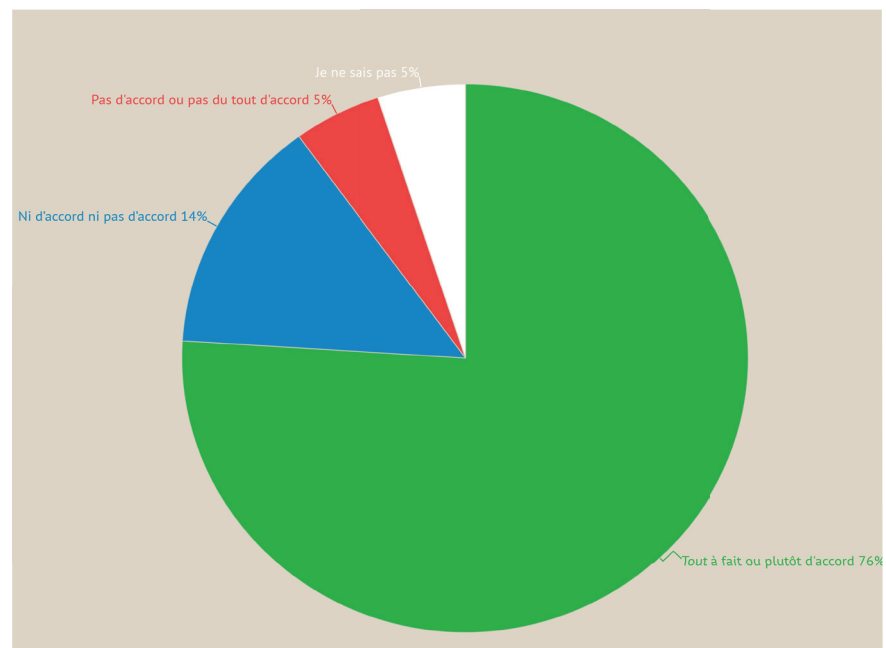
The more respondents voted to the right, the more they hide behind the easiest or default answer ('give the same priority as before').

Replies were initially given using a scale of 0 (give less priority) to 10 (give greater priority), with median responses on the scale taken to mean 'give the same priority as before', understand as either disinterest in the question, or difficulty in answering it.

## 8. GENDER EQUALITY ACROSS THE GLOBE: A QUESTION OF JUSTICE?

### QUESTION ASKED: 'TACKLING GENDER INEQUALITY ACROSS THE WORLD IS THE RIGHT THING TO DO! TO WHAT EXTENT DO YOU AGREE OR DISAGREE?'

#### SUMMARY



Even if this question is more about personal conviction than concrete or specific commitments, the answer is clear, with a resounding 76% of respondents agreeing that it is 'the right thing to do' to fight gender inequality across the world.

Here, we see personal opinion emerge through a statement of values: what is the 'right thing' and in consequence what is, in opposition, the 'wrong thing' to do.

There is little impact of age, gender or political preference on the homogeneity of this view, even if we do see that young people under 25 are - a little unexpectedly - slightly fewer (78%) than those aged over 50 (84%) in agreeing that promoting gender equality is the 'right' thing to do.

Right-wing voters are also slightly less supportive (73%) of this statement than centre voters (79%) and left-wing voters (85%).

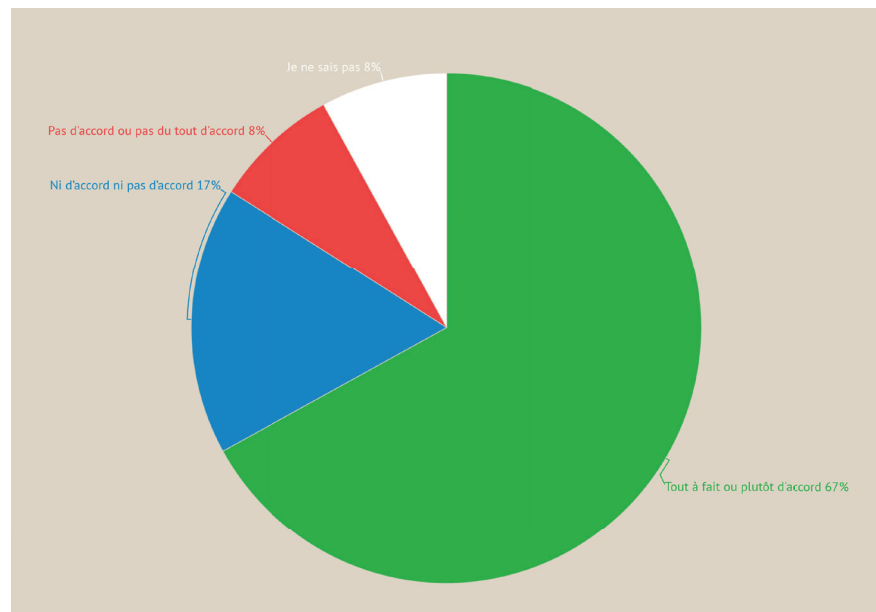
In contrast, the % of respondents saying they disagree that fighting gender equality is the 'right' thing to do is the same regardless of age, gender, or political preference.

These results originate from answers given by 6026 respondents selected via the quota method and questioned on line between 8-27 November 2017 by YouGov. The error margin is  $\pm 2\%$ . This data is the result of a comparative study conducted by Jennifer Hudson (UCL) and David Hudson (University of Birmingham). The project was financed by the Bill & Melinda Gates Foundation. Source : [www.ucl.ac.uk](http://www.ucl.ac.uk)

## 9. GENDER EQUALITY: A SMART INVESTMENT?

### QUESTION ASKED: 'TACKLING GENDER INEQUALITY ACROSS THE WORLD IS A SMART INVESTMENT.' TO WHAT EXTENT DO YOU AGREE OR DISAGREE?

#### SUMMARY



The idea that gender equality is a 'smart' investment is strongly supported (67%) and unites French opinion.

This is no longer an examination of values, but instead of opinions based on pragmatic considerations.

Behind the numbers of those supporting gender equality as 'smart', there is a sense of support for an investment seen as efficient and effective.

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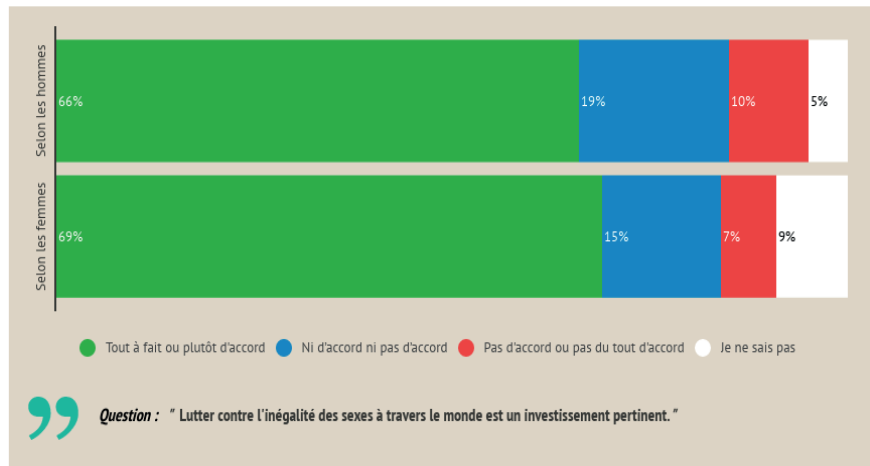
The error margin is  $\pm 2\%$ .

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Source : [www.ucl.ac.uk](http://www.ucl.ac.uk)

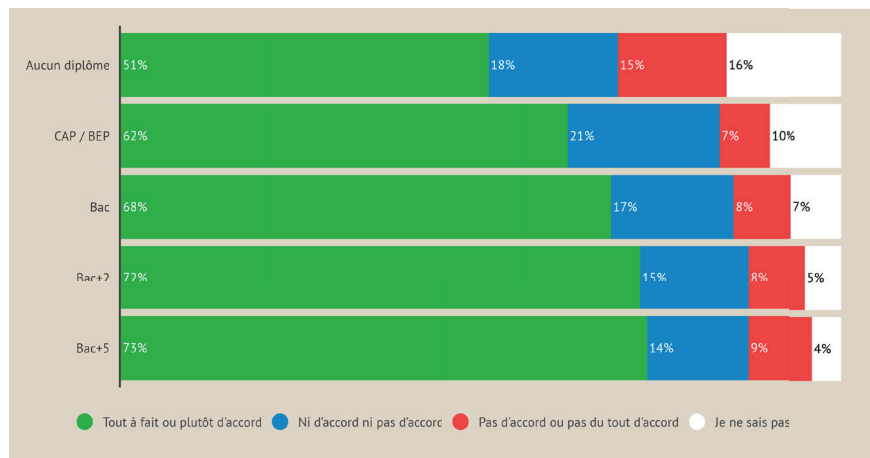
## STRONG SUPPORT IN PARTICULAR FROM WOMEN AND GRADUATES

- ◆ There are slightly more women (69%) than men (66%) who believe that gender equality is a smart investment.
- ◆ The level of education of respondents appears to be a major factor in viewing gender equality as a positive, worthwhile investment.



In this way, support for investing in gender equality is much higher for those with graduate qualifications (72%) compared to those who do not have any qualifications (51%).

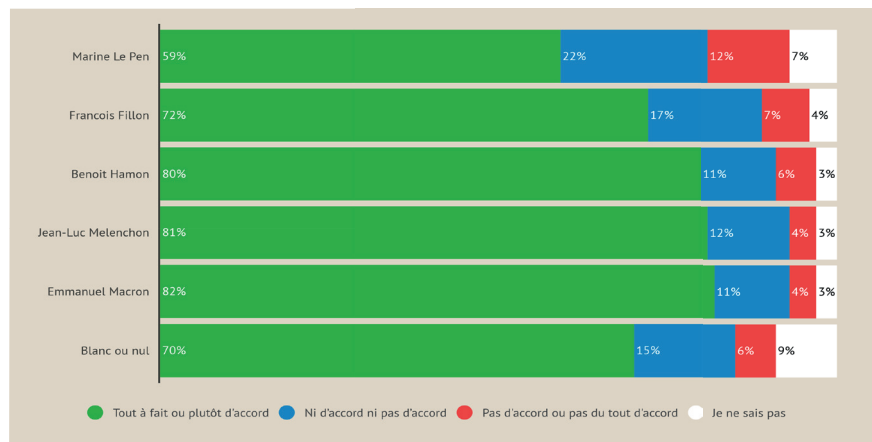
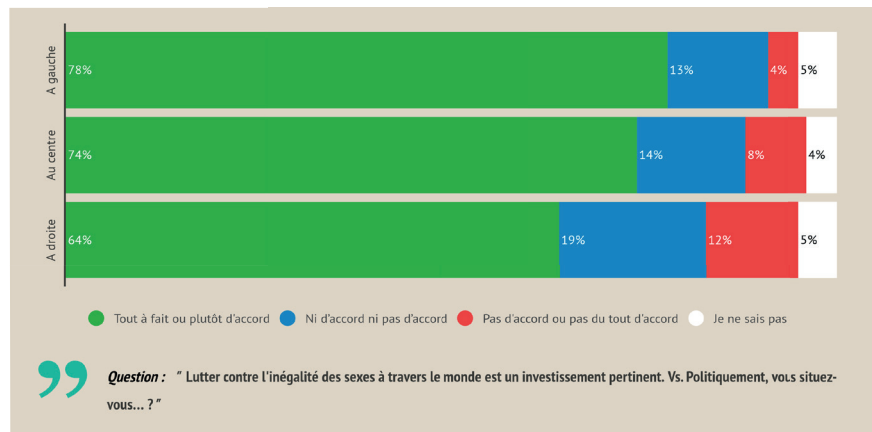
But above all, the ability to form an opinion on this question is also linked to level of education: only 4% of those with the highest qualifications responded with 'Don't know' compared to 16% for those without any qualifications.



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# THE INFLUENCE OF POLITICAL PREFERENCE ON THE ASSESSMENT OF INVESTMENT IN GENDER EQUALITY

- ◆ Right-wing voters are less supportive of the idea that gender equality is a smart investment (64%) than left-wing voters (78%).
- ◆ Despite this, a majority of right-wing voters do believe that gender equality investment is worthwhile, against only 12% who do not.
- ◆ In conclusion, regardless of political opinion, there is a consensus on supporting gender equality as a 'smart' investment.



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When we break down the results according to respondents' voting patterns during the Presidential election, it is those who voted for Emmanuel Macron and his centre party who seem the most convinced of the utility of investing in gender equality, with 82%.

This is followed closely by high levels of support from voters for (far-left candidate) Jean Luc Mélenchon and for (Socialist party candidate) Benoit Hamon, whereas on the other side of the political chessboard, only 59% of those voting for (far-right candidate) Marine Le Pen share this view.

Those who abstained or who spoilt their vote have levels of support which are in between those given by voters for Marine Le Pen and for (right-wing candidate) François Fillon.



## 10. ARE WE PROMOTING GENDER EQUALITY, OR IMPOSING A WESTERN VALUE ON OTHERS?

### QUESTION ASKED:

**'GENDER EQUALITY AND DEVELOPMENT PROJECTS REPRESENT THE EXPERIENCES OF WHITE, WESTERN, ELITE WOMEN AND ARE NOT DESIGNED WITH THE INTERESTS OF WOMEN IN POOR COUNTRIES IN MIND!'**

**TO WHAT EXTENT DO YOU AGREE OR DISAGREE?**

### SUMMARY

We see here that gender equality as defined in France raises some fears of ethnocentrism - of imposing of western values on other countries. The idea of gender equality, as defined in this question, is viewed as perhaps not being suitable for women in developing countries.

This question - which, in the way it was asked, is deliberately provocative - reveals a split in respondents' views, and a clear fear of trying to transpose a Western-style principal of gender equality elsewhere.

Mirroring observations from focus groups, the results show that people think it is necessary to tread carefully when developed countries try to change opinions or practices in developing countries.

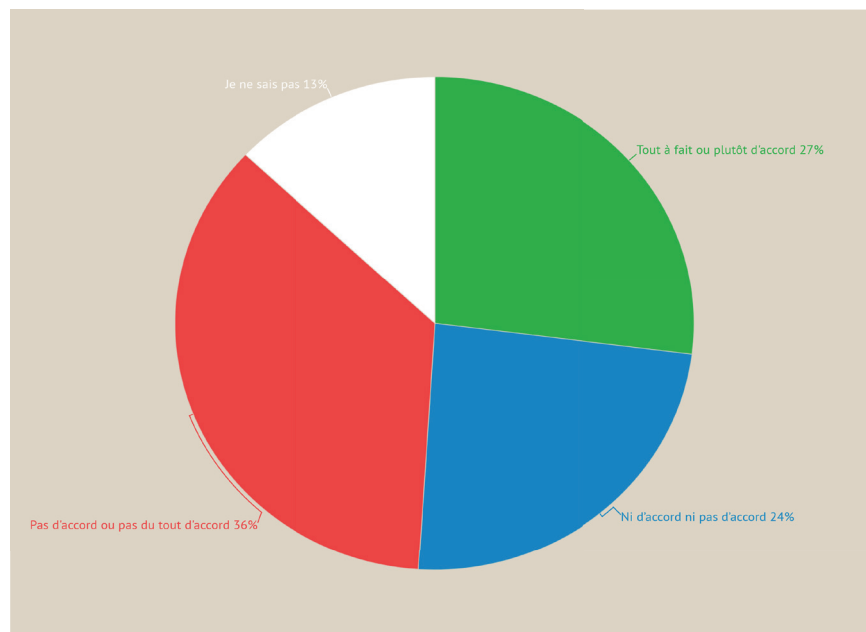
This stems perhaps from memories of colonial mismanagement, mixed with an awareness of cultural differences (historical, religious, etc), which together make respondents wary of an abrupt challenge to the organization or norms of developing countries. It would seem from the answers that it is very important to avoid intrusive methods or an imposition of western thinking and arguments on developing country partners.

The reluctance seen in focus groups is therefore related to the respect - or disrespect - embodied in this particular question and the way it is asked.

## THE RISK OF PROMOTING GENDER EQUALITY WITHOUT CONSIDERING CULTURAL DIFFERENCES

- ◆ There are some very mixed reactions to the idea of promoting gender equality as a universal and undeniable principle all over the world.
- ◆ The overall results are no doubt the translation of concern at the idea of causing collateral damage in developing countries, while at the same time supporting the principle of 'doing good'.

### GENDER EQUALITY: PROGRESS, OR 'DO NO HARM'?



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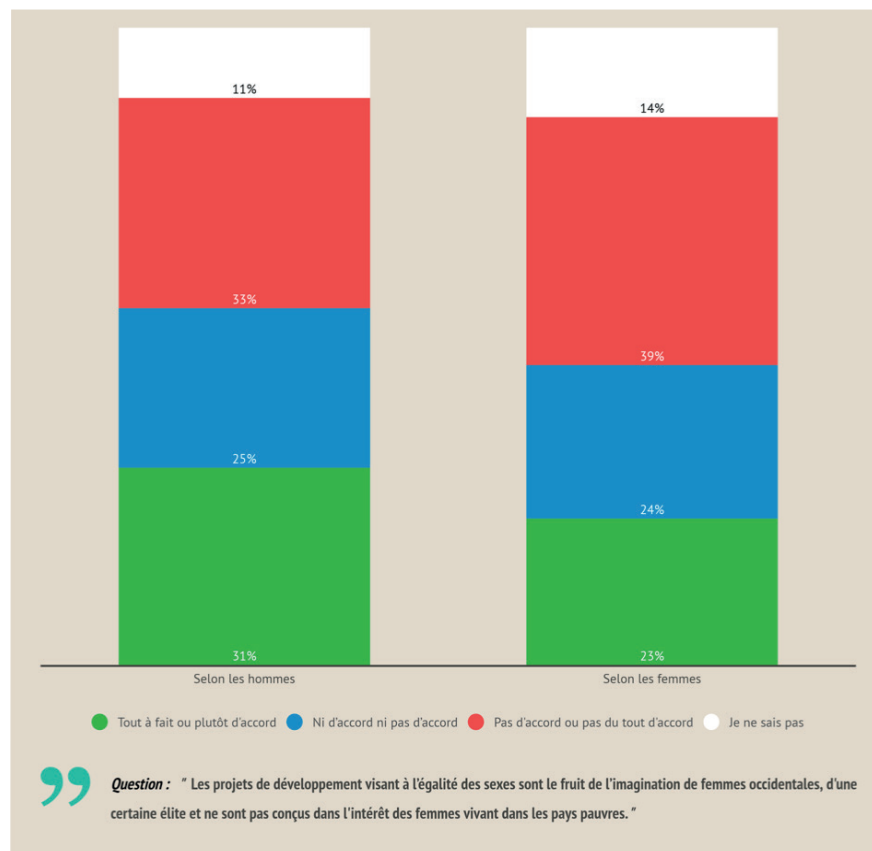
As a general conclusion, we can see that more people disagree rather than agree with the statement that gender equality projects are driven by western women's thinking rather than benefiting women in developing countries.

And yet support for gender equality projects does begin to lose consensus as soon as projects are viewed through the prism of cultural difference, and if there is a sense of 'progressive' western ideas opposing local approaches or customs in developing countries.

## GREATER CAUTION FROM MEN THAN WOMEN ON GENDER EQUALITY AND CULTURAL DIFFERENCE

- ◆ There are substantially more men (31%) than women (23%) who think that gender equality stems from a western women's vision, in opposition to the real needs of women in developing countries.
- ◆ And in parallel, 33% of men disagree with this statement, compared to 39% of women.

### DOES GENDER EQUALITY APPEAL MORE TO WOMEN THAN MEN?



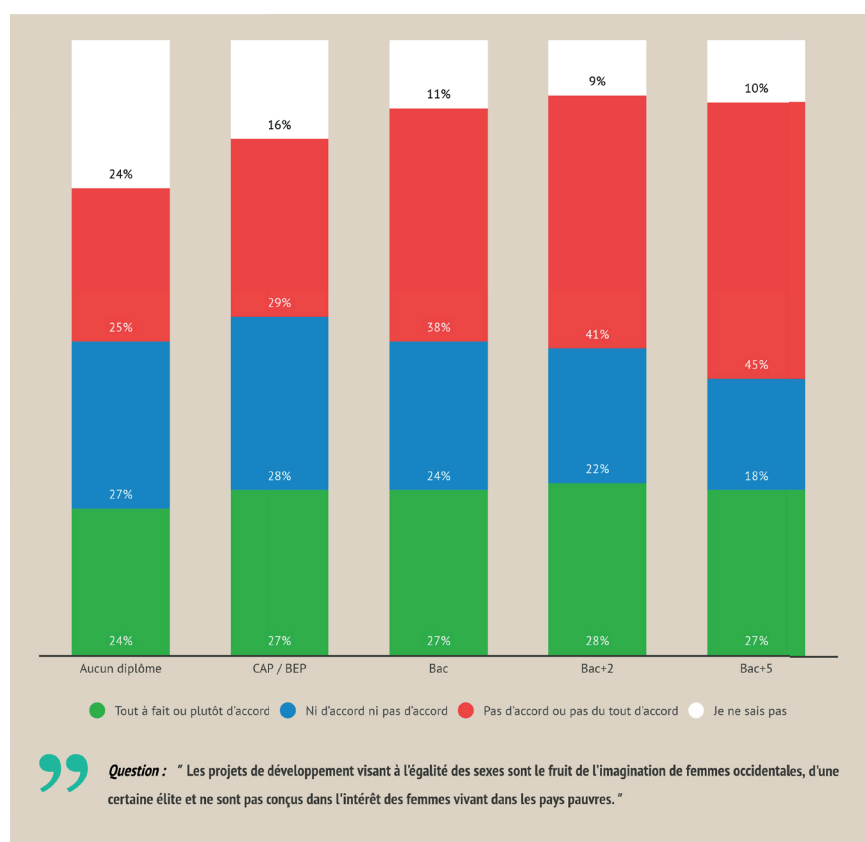
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- ◆ Men are more reluctant than women to 'impose' the idea of gender equality on developing countries.
- ◆ We could also conclude from the results that women are more attached to gender equality as a universal principle, wherever it is applied.
- ◆ In this way, this question seems to demonstrate a call for gender equality as a principle to be constructed beyond borders.

## GENDER EQUALITY: AN NON-ELITIST VALUE FOR THOSE WITH THE HIGHEST EDUCATION LEVELS

- ◆ This question required respondents to think about how cultural differences might affect gender equality as a universal value.
- ◆ The results confirm that there is a lack of consensus on this particular angle, and demonstrate also the impact of the level of education on opinions.

### ... A QUESTION WHICH IS DIFFICULT (OR TEDIOUS) TO ANSWER FOR THOSE WITHOUT ACADEMIC QUALIFICATIONS?



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45% of respondents with graduate-level qualifications do not agree with the statement that gender equality projects are simply something pushed by western women, compared with 25% for those without any qualifications.

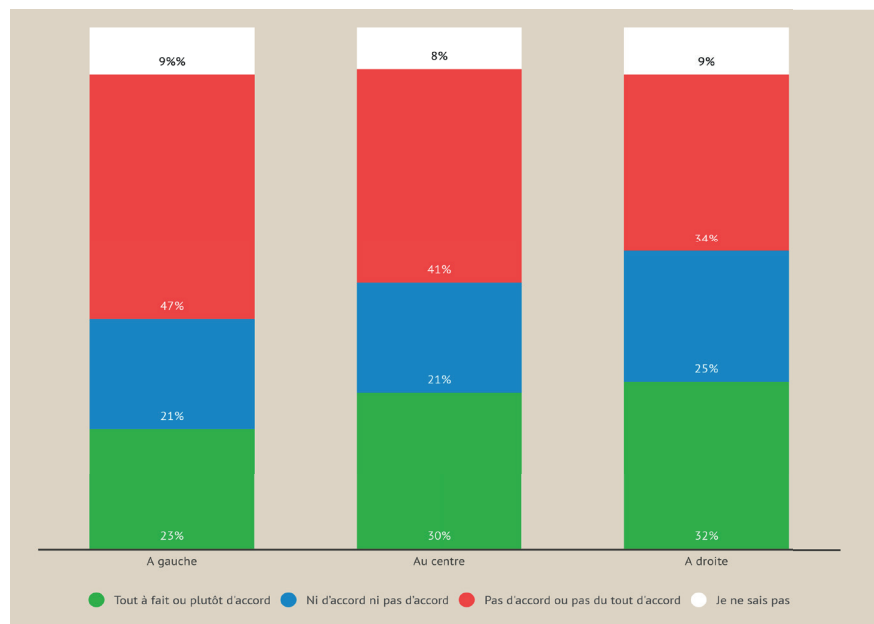
24% of those without qualifications gave a 'don't know' answer to the question, against only 9% of those with the highest level of qualifications.

These responses contrast a fear of northern interference with a view of gender equality which is beneficial for all women, everywhere, especially in terms of development programmes.

## RIGHT-WING VIGILANCE ON GENDER EQUALITY AS A UNIVERSAL PRINCIPLE ...

- ◆ Only 23% of left-wing voters, compared to 32% of right-wing voters, agree that gender equality projects might be perceived as an elitist idea from developed countries, and inappropriate for women in developing countries.
- ◆ To the same degree, 47% of left-wing voters reject this concern, against 34% of right-wing voters.

### ... CONCERNS WHICH ARE REJECTED BY LEFT-WING VOTERS

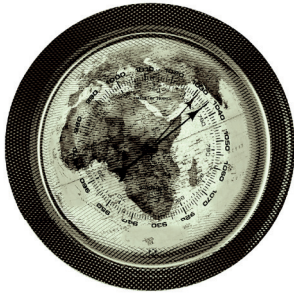


In this way, there are more left-wing voters than right-wing voters who refuse a dichotomy between gender equality for women in developed countries and women's rights in developing countries.

These views are indicative of trends. Left-wing voters are more likely to support gender equality as a universal principle, regardless of the country or culture where it is applied; while right-wing voters show resistance to the dictation of 'progressive' western views, no doubt given a respect for cultural practices or at least the unique situation of developing countries.

In other terms, these answers reveal a hierarchy which opposes cultural difference and universal principles. For left-wing voters, equality between women and men is the priority. For right-wing voters, the priority is to respect the will and customs of local cultures.

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## THE INTERNATIONAL DEVELOPMENT BAROMETER

From data provided by the Aid Attitudes Tracker (AAT) survey, our International Development Barometer aims to provide resources and data for awareness-raising, advocacy, fundraising and communication campaigns for the development community.

The AAT is a qualitative and quantitative survey carried out twice a year since 2013 to measure attitudes of the general public on aid in France, Germany, the UK and the US.

The AAT survey is conducted in such a way that it allows an analysis of behavior and engagement of citizens on international development, as well as tracking the evolution of those views and behaviors over time. The survey contains 120 questions, of which a dozen or so are fielded from partner organisations interested in specific angles. The sample is of 6000 people representative of the French population (quota method), who are questioned on line. The error margin is +/- 2%.

80% of the sample is retained between surveys. The International Development Barometer therefore provides a unique way of analysing attitudes over time.

The AAT project is financed by the Bill & Melinda Gates Foundation. The analysis and methodology are carried out by the opinion poll institute YouGov, under the supervision of a team led by researchers Jennifer Hudson (University College London) and David Hudson (University of Birmingham). The data produced are available to all (Open data) in order to inform organisations with their strategic decisions.

In the UK, DFID, BOND, Comic Relief, Oxfam, One, Save the Children, VSO and the Bill & Melinda Gates Foundation are partners of the tool.

In France, [Focus 2030](#) runs the project, in the aim of supporting the French development community in broadening the audience and support for international solidarity issues. Focus 2030's mission is to support communication, mobilization and advocacy work for international development actors, working towards the achievement of the Sustainable Development Goals.

Focus 2030 works in France with a variety of partners and recipients for the International Development Barometer: NGOs, international organizations, think tanks, and government ministries or agencies.

More information is available here about the AAT project: <http://www.ucl.ac.uk/political-science/research/projects/aid-attitudes-tracker>

**If you would like access or to reproduce any of the data in the Barometer for International Development, please contact Fabrice Ferrier, Director of Focus 2030, at:**

[fabrice@focus2030.org](mailto:fabrice@focus2030.org)