

# INTERNATIONAL WOMEN'S DAY 2022

March 2022

THE GLOBAL  
INSTITUTE  
FOR WOMEN'S  
LEADERSHIP



© Ipsos | International Women's Day 2022

GAME CHANGERS



# KEY FINDINGS

- The majority of people think gender inequality exists, however a small minority believe it does not (18%). This is more common amongst men, who are also more likely to question whether feminism does more harm than good, to think that traditional masculinity is under threat, and to say men have lost out due to feminism.
  - Victim-blaming attitudes toward violence against women are held by a minority, but are more common amongst men and younger generations.
  - The vast majority of people find harmful and abusive online behaviour unacceptable, but a minority believe it is acceptable, and around one in 10 think using sexist language online is acceptable. More frequent online usage was associated with viewing online harms as acceptable, and younger generations are also more likely to find this behaviour acceptable.
- Globally, 45% have experienced online abuse or seen sexist content online in the past two years. Women are more likely to notice sexist messaging online as well as receive online sexual harassment.
  - The majority think women should not have to put up with online abuse (78%); however, agreement is lower amongst men and younger generations.

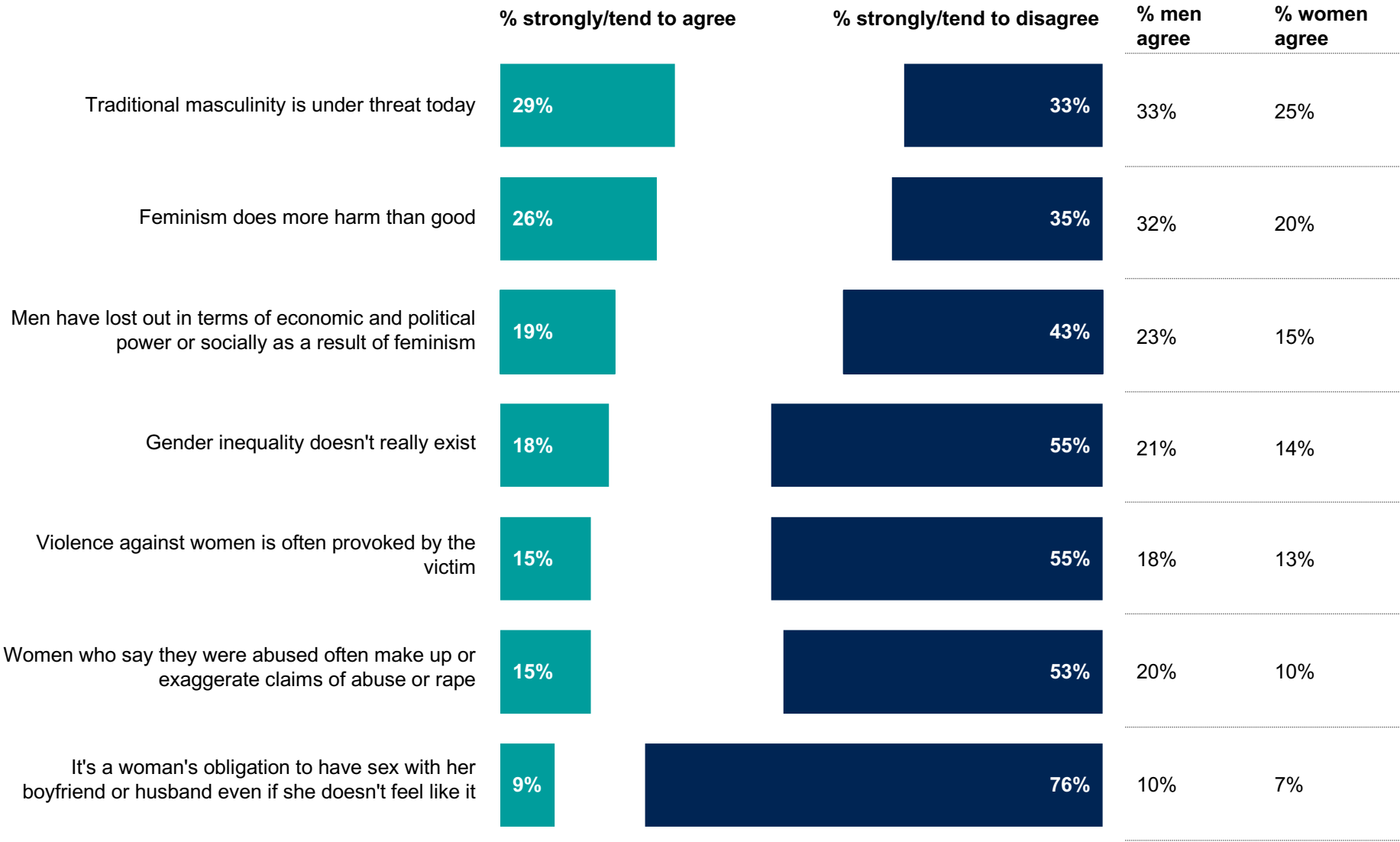
# GENDER BIAS





# People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

When asked whether they agree or disagree with a series of statements with a gender bias, more disagree than agree. More than half disagree that gender equality does not exist (55%), that violence against women is often provoked by the victim (55%), that women who say they were abused often make up or exaggerate (53%), and that it's a woman's obligation to have sex with her boyfriend or husband even if she doesn't feel like it (76%). The statements with the highest level of agreement are that traditional masculinity is under threat (29%), feminism does more harm than good (26%), and men have lost out due to feminism (19%).



Base: 19,523-20,024 online adults aged 16-74 across 29 countries, 21 January – 4 February, 2022

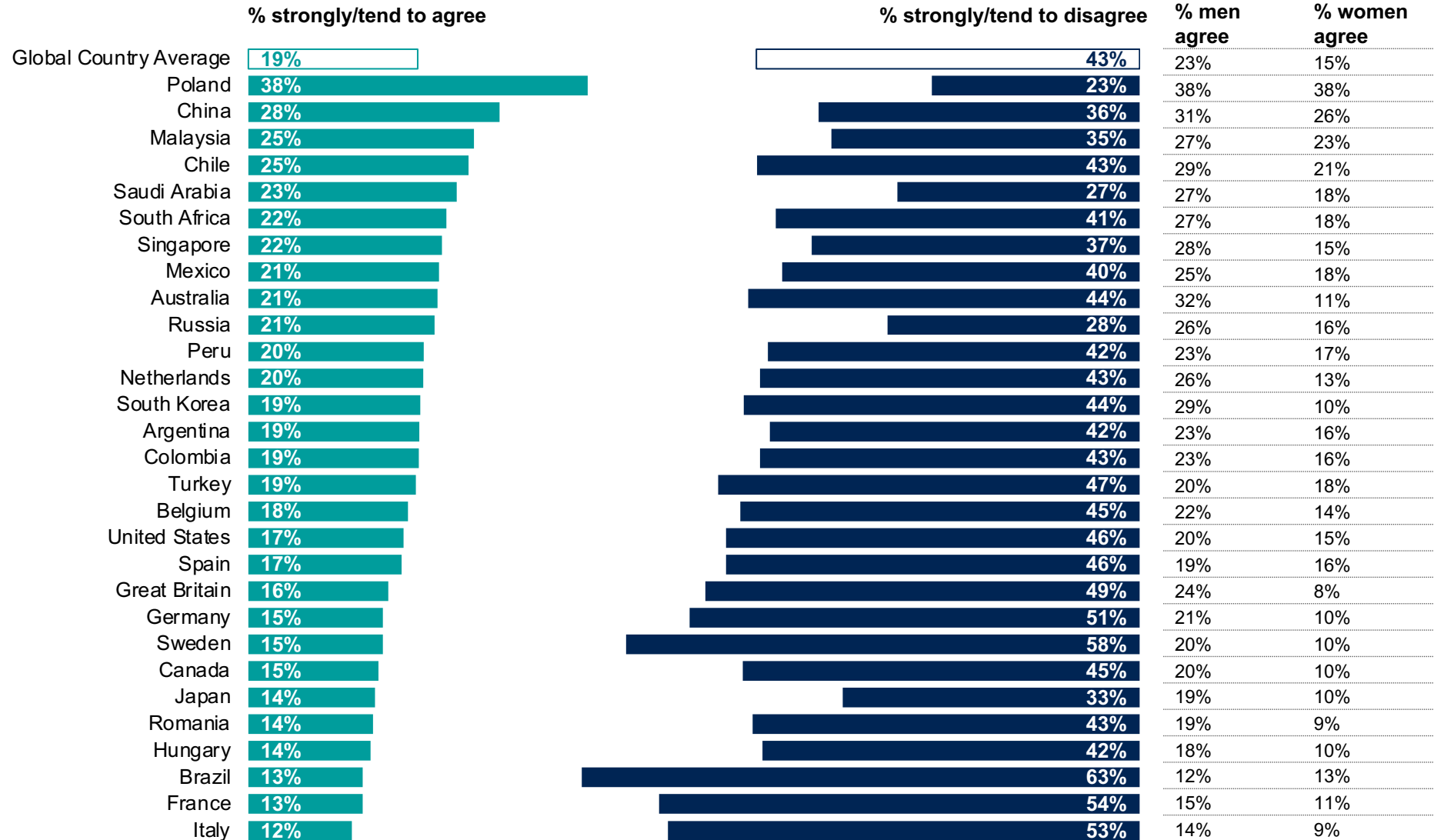


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

**Men have lost out in terms of economic and political power or socially as a result of feminism**

Nearly a fifth of people think that feminism has led to men losing economic, political or social power (19%). Men are more likely to agree than women (23% vs 15% of women).

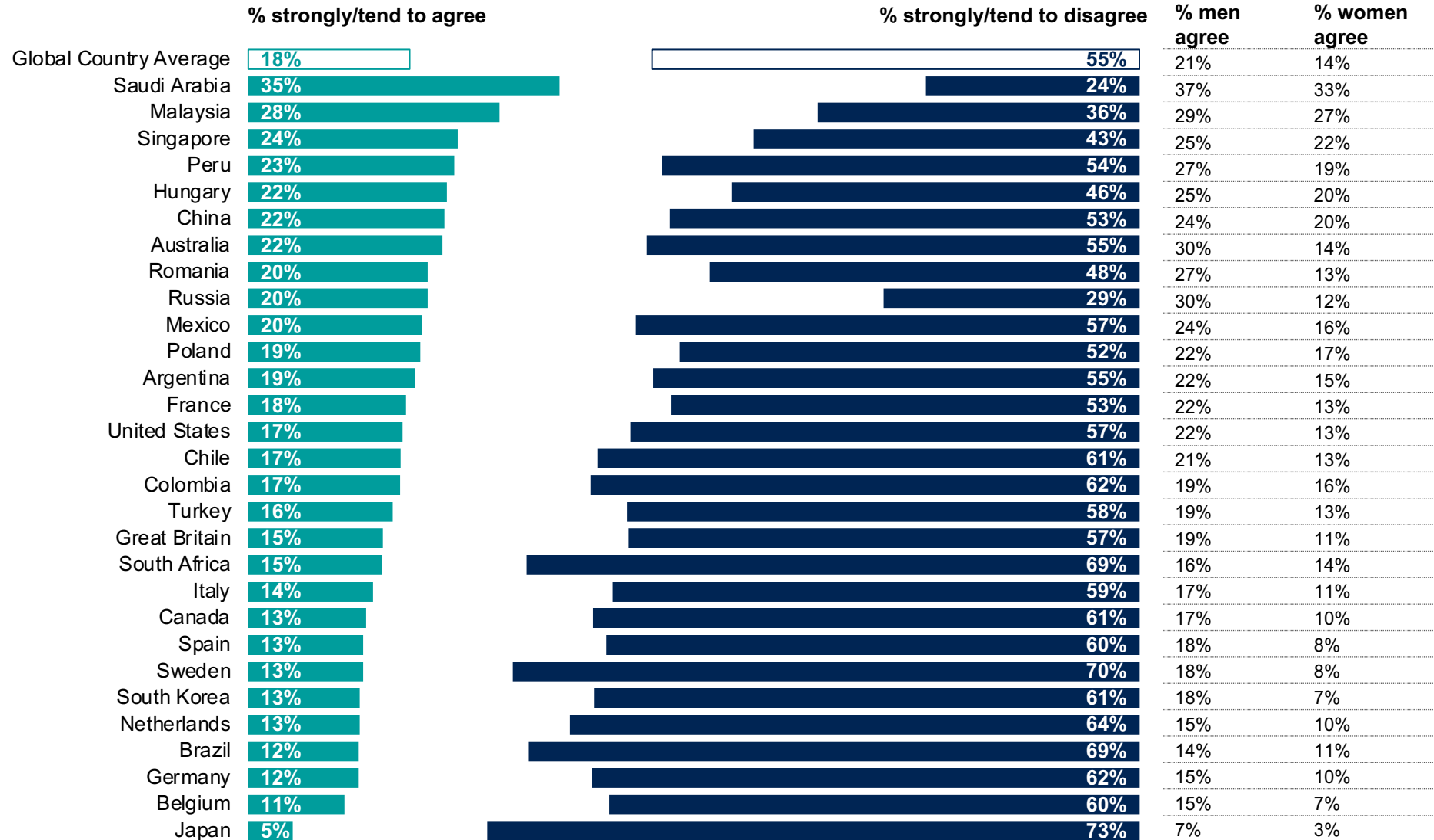


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

## Gender inequality doesn't really exist

Over half (55%) disagree outright that gender inequality doesn't really exist. Just under one in five people believe gender equality doesn't really exist (18%), and this sentiment is stronger amongst men (21% vs 14% of women). Men are much more likely to agree than women in Peru, Australia, Romania, Russia, Mexico, France, the US and Chile.

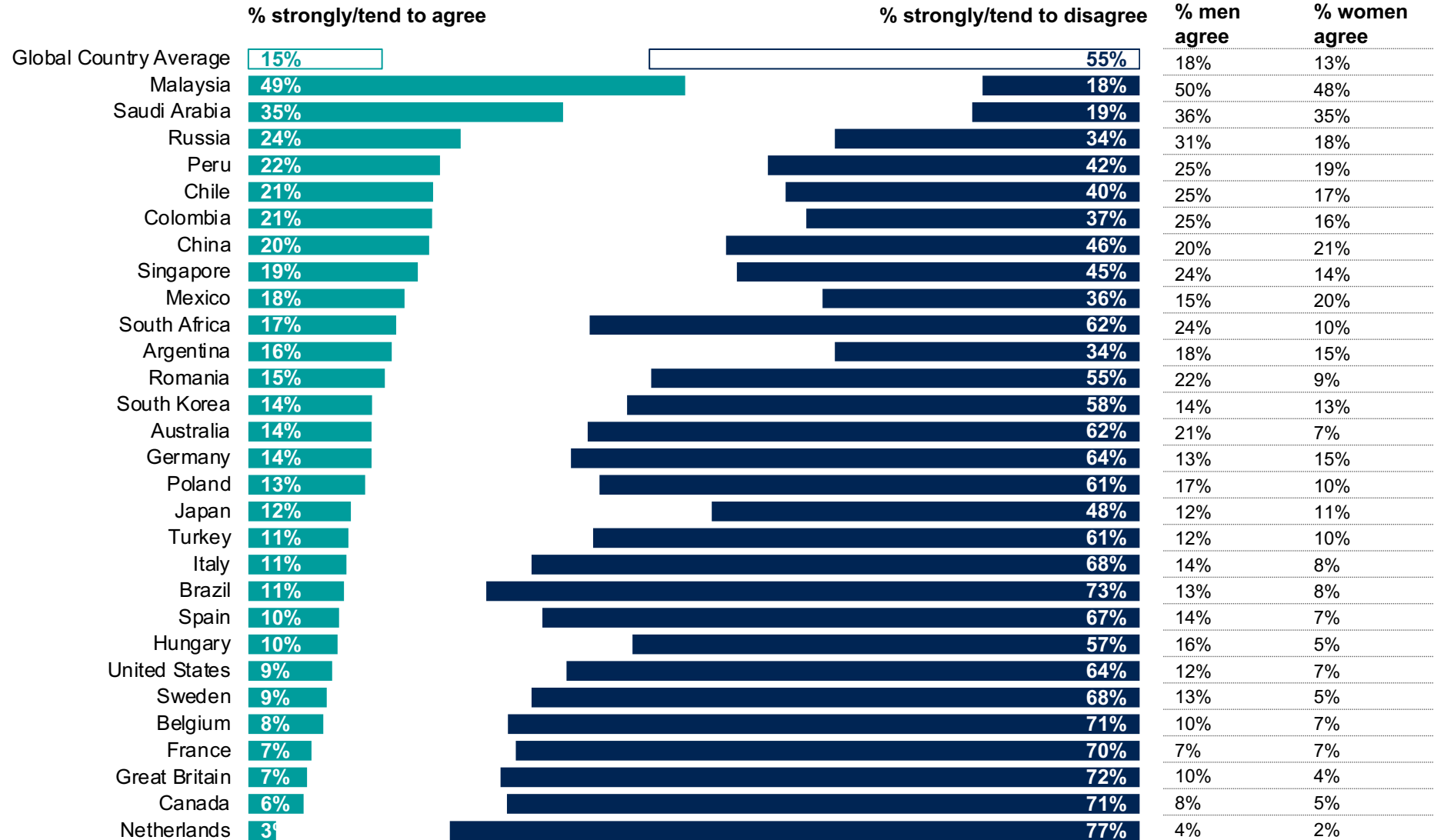


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

## Violence against women is often provoked by the victim

More than half (55%) disagree outright that violence against women is often provoked by the victim. While globally 15% of people think violence against women is often provoked by the victim, in Malaysia and Saudi Arabia, the figure is much higher and is consistent for men and women. In other countries, women tend to be less likely to agree although women are more likely to blame victims in China and Mexico.

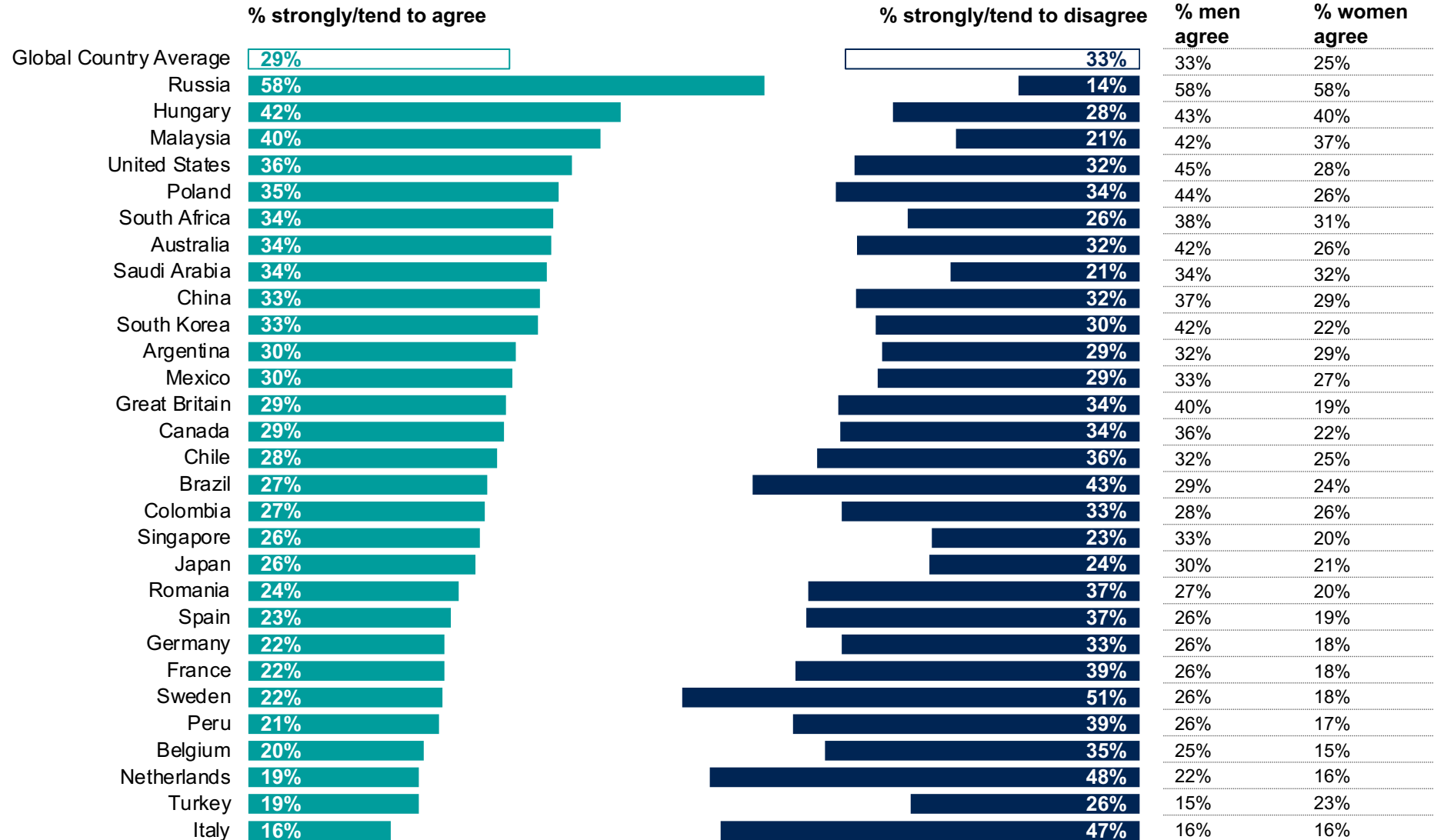


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

## Traditional masculinity is under threat today

Nearly three in ten believe that traditional masculinity is under threat today (29%), and a third disagree outright (33%). Men are much more likely to agree (33% vs 25% of women).



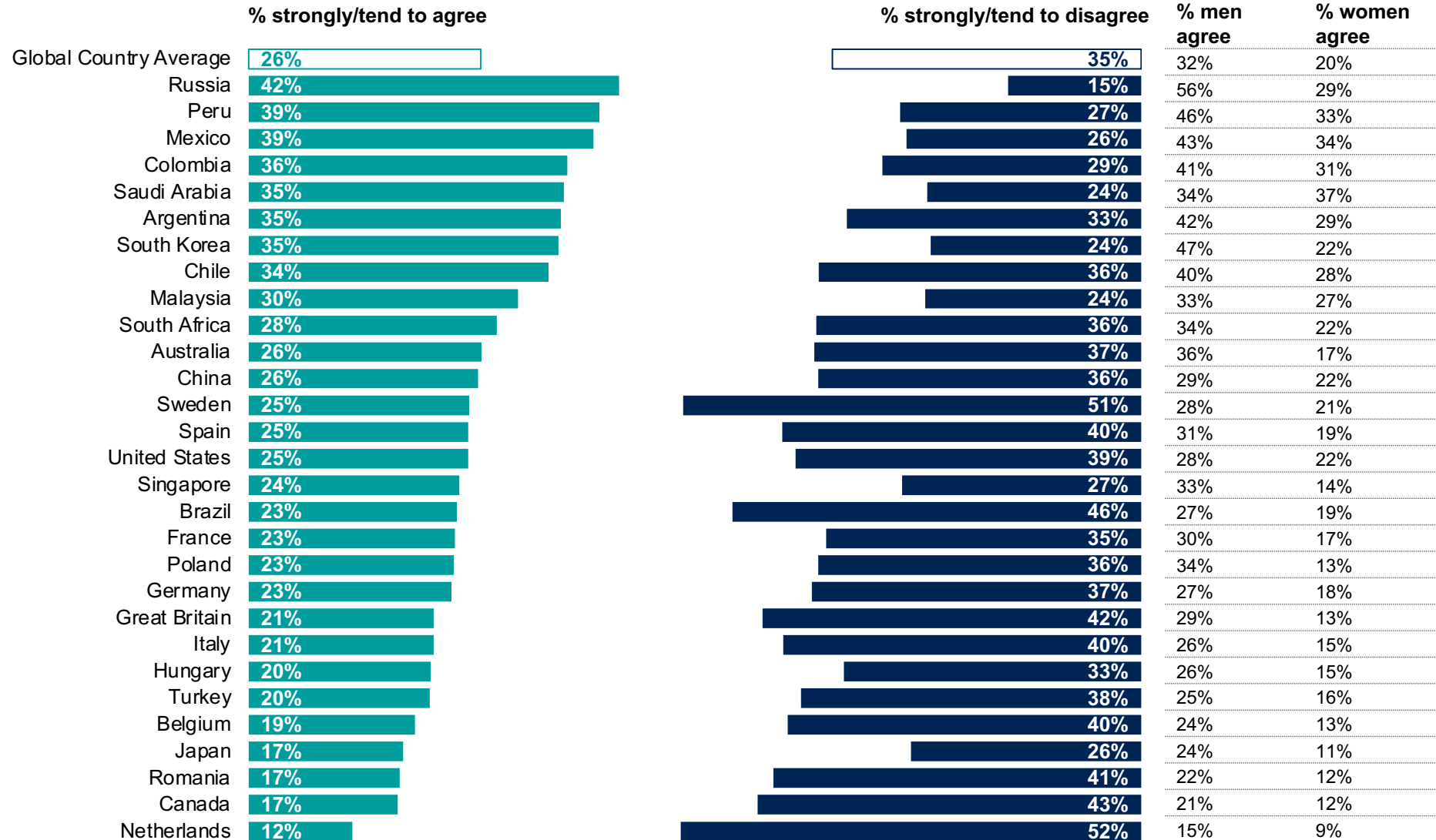


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

## Feminism does more harm than good

Over a quarter believe that feminism does more harm than good (26%), but over a third (35%) disagree outright. Men are more likely to agree (32% vs 20% of women). There is a large disagreement between men and women on this in Peru, Russia and South Korea.

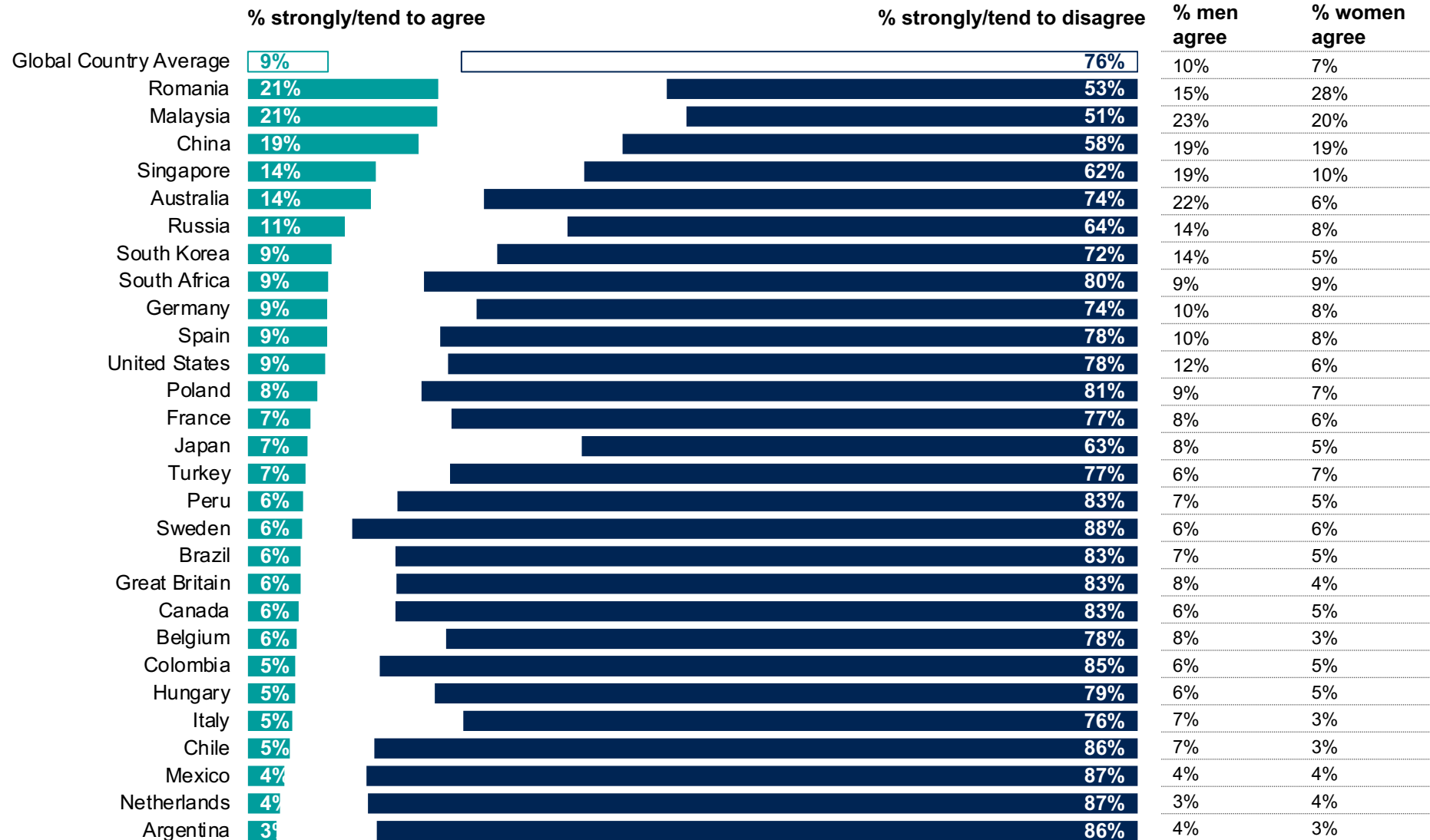


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

**It's a woman's obligation to have sex with her boyfriend or husband even if she doesn't feel like it**

More than three quarters disagree that a woman is obligated to have sex with her boyfriend or husband (76%). While globally only 9% agree, in Malaysia and Australia, over a fifth of men agree. In Romania, women are almost twice as likely to agree as men.

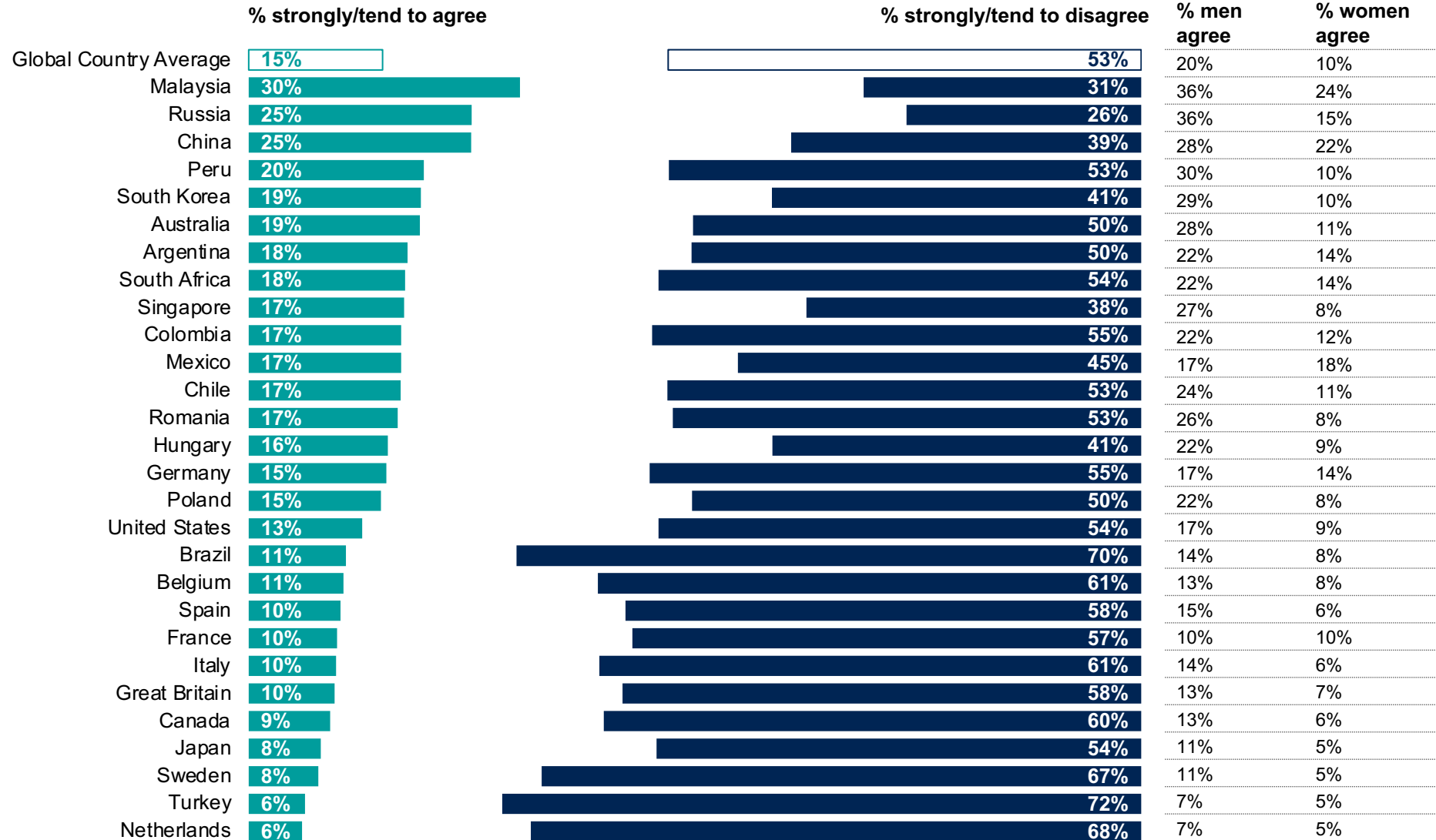


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

## Women who say they were abused often make up or exaggerate claims of abuse or rape

Nearly one in six (15%) think that that women often make up or exaggerate claims of abuse or rape, and around half (53%) disagree with this outright. Men are twice as likely as women to think this (20% vs 10% of women).



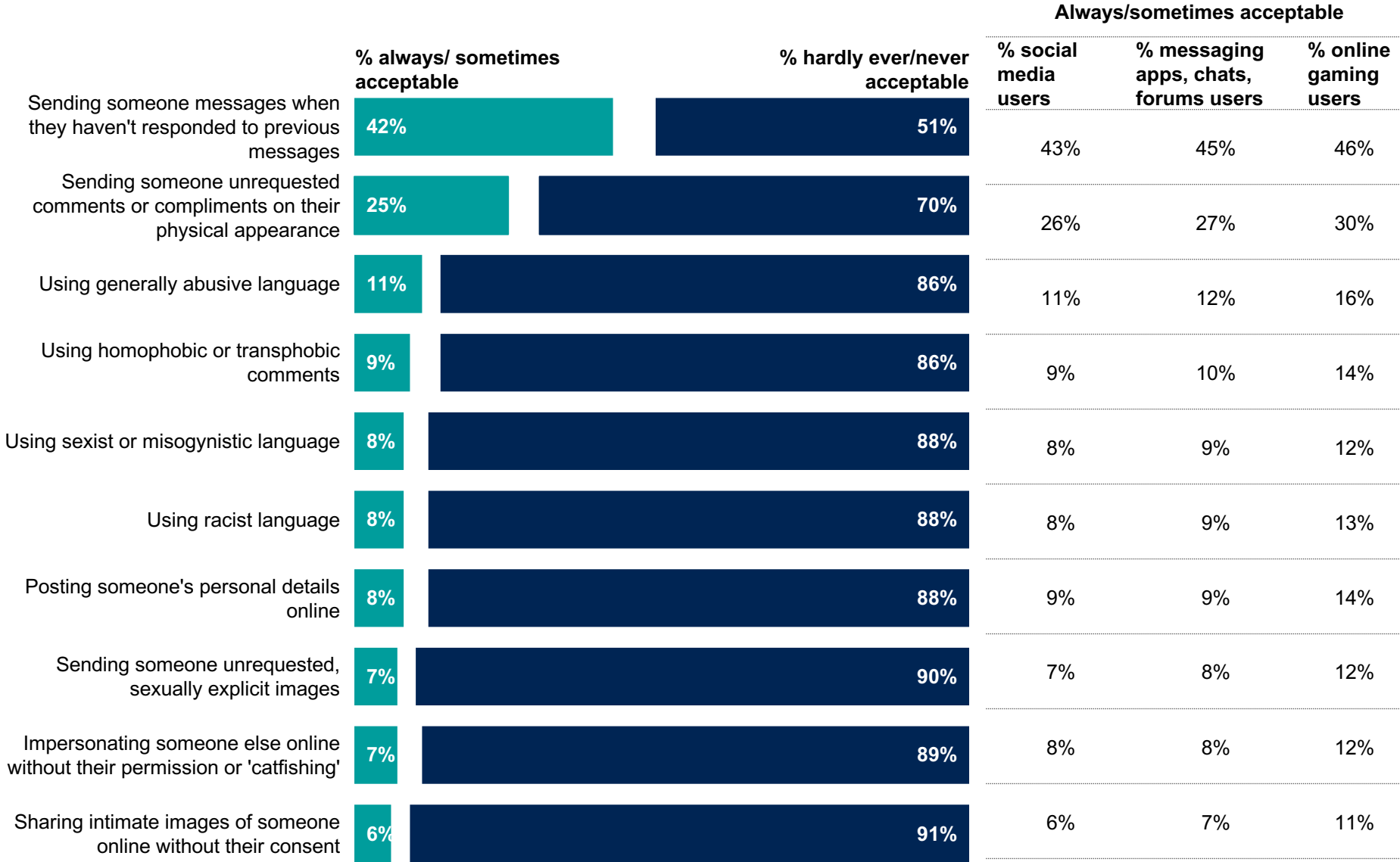
# ONLINE HARM





# People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Most people think online abuse is unacceptable, but a minority do find it acceptable, with a quarter thinking sending unrequested comments or compliments on someone’s physical appearance is acceptable (25%). Those who are online more often are more likely to view forms of online harm as acceptable.



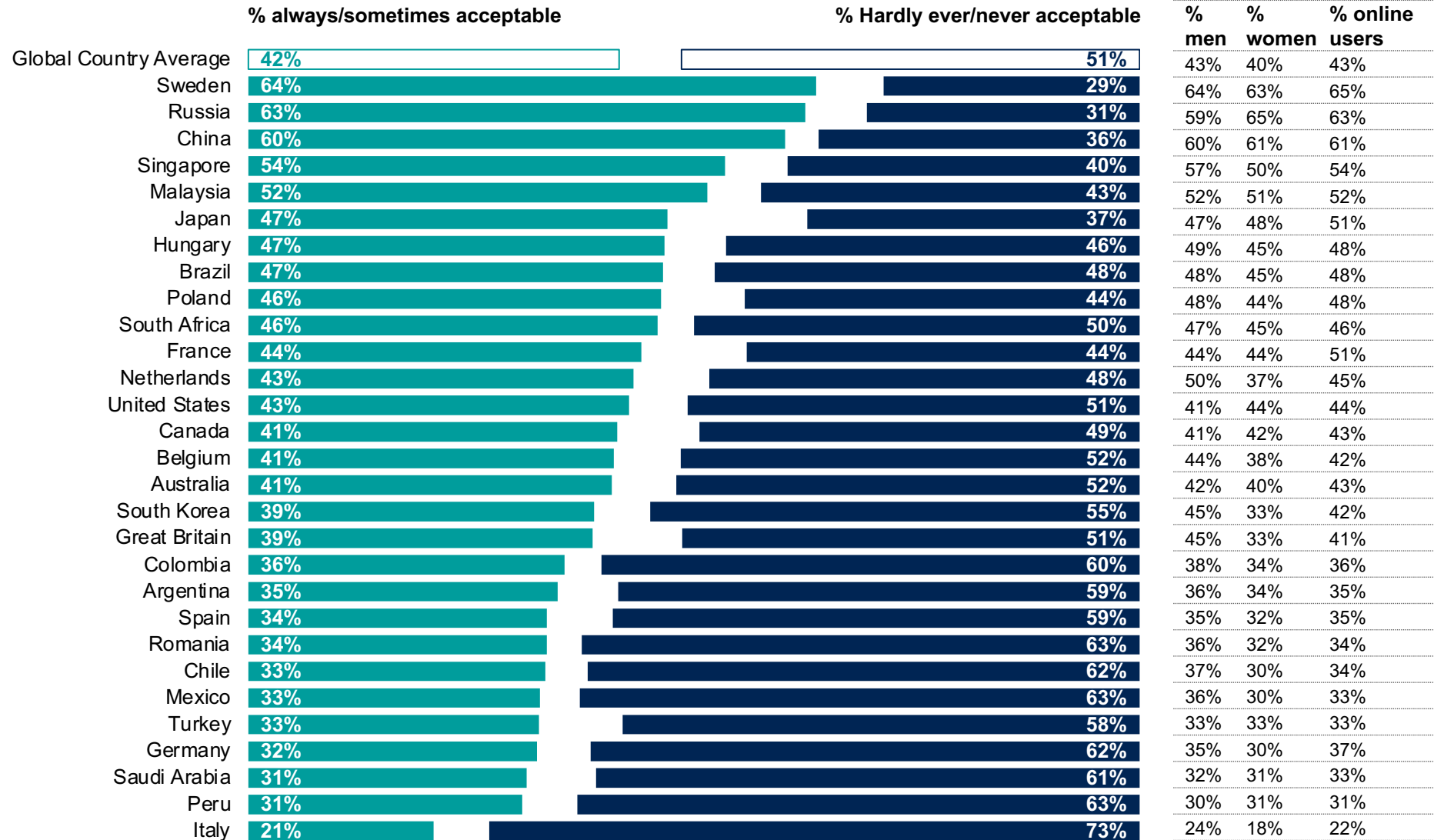


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

## Sending someone messages when they haven't responded to previous messages

Just over two in five find it acceptable to send someone messages repeatedly (42%). Women and men are particularly split on this issue in the Netherlands, South Korea and Great Britain, where men are more likely to find it acceptable.

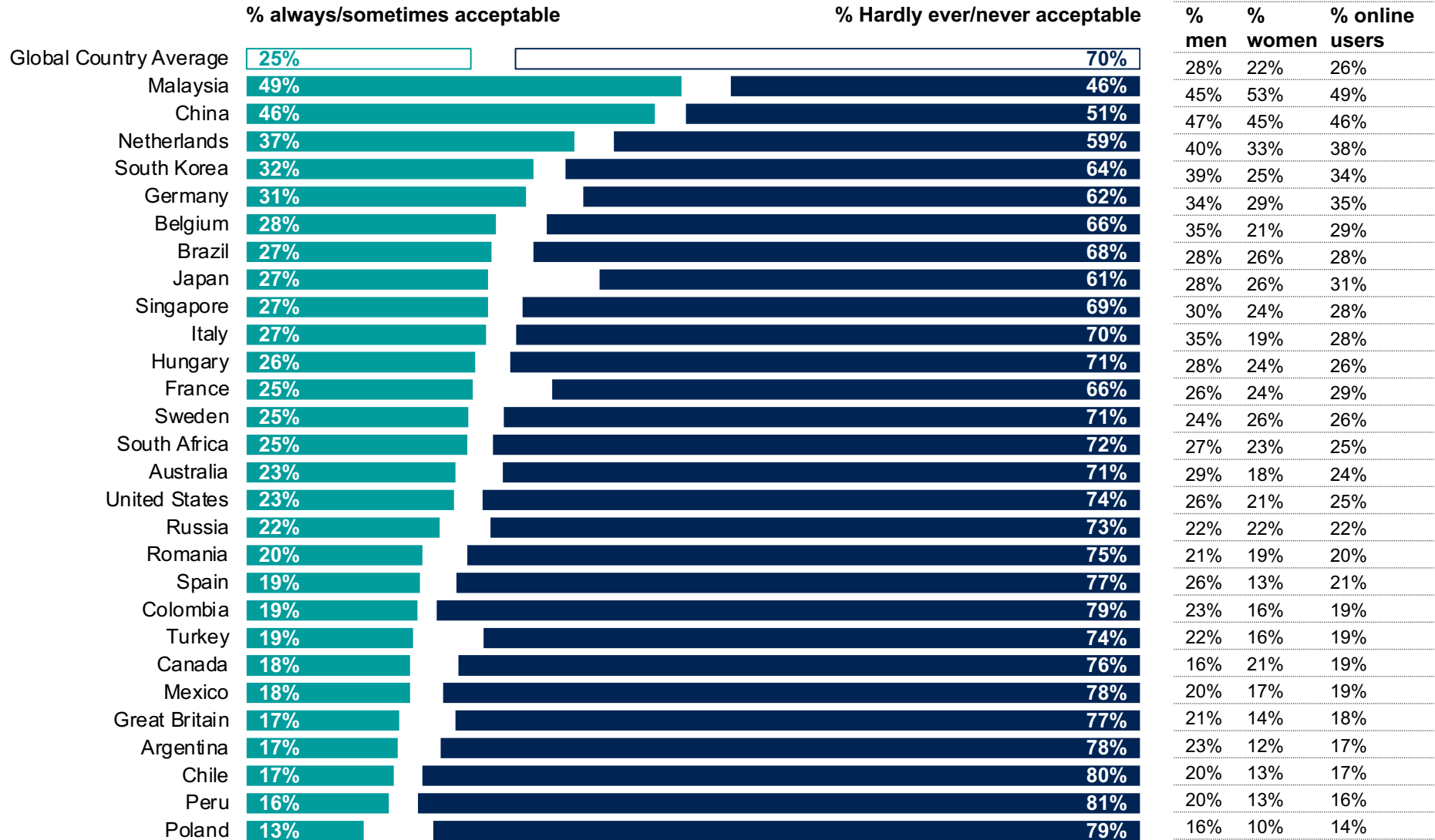


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

## Sending someone unrequested comments or compliments on their physical appearance

A quarter of people think it is acceptable to send unrequested comments or compliments on someone's physical appearance (25%), and is more likely to be perceived as acceptable in Malaysia, China and the Netherlands. Men are slightly more likely to perceive this as acceptable (28% vs 22% of women).

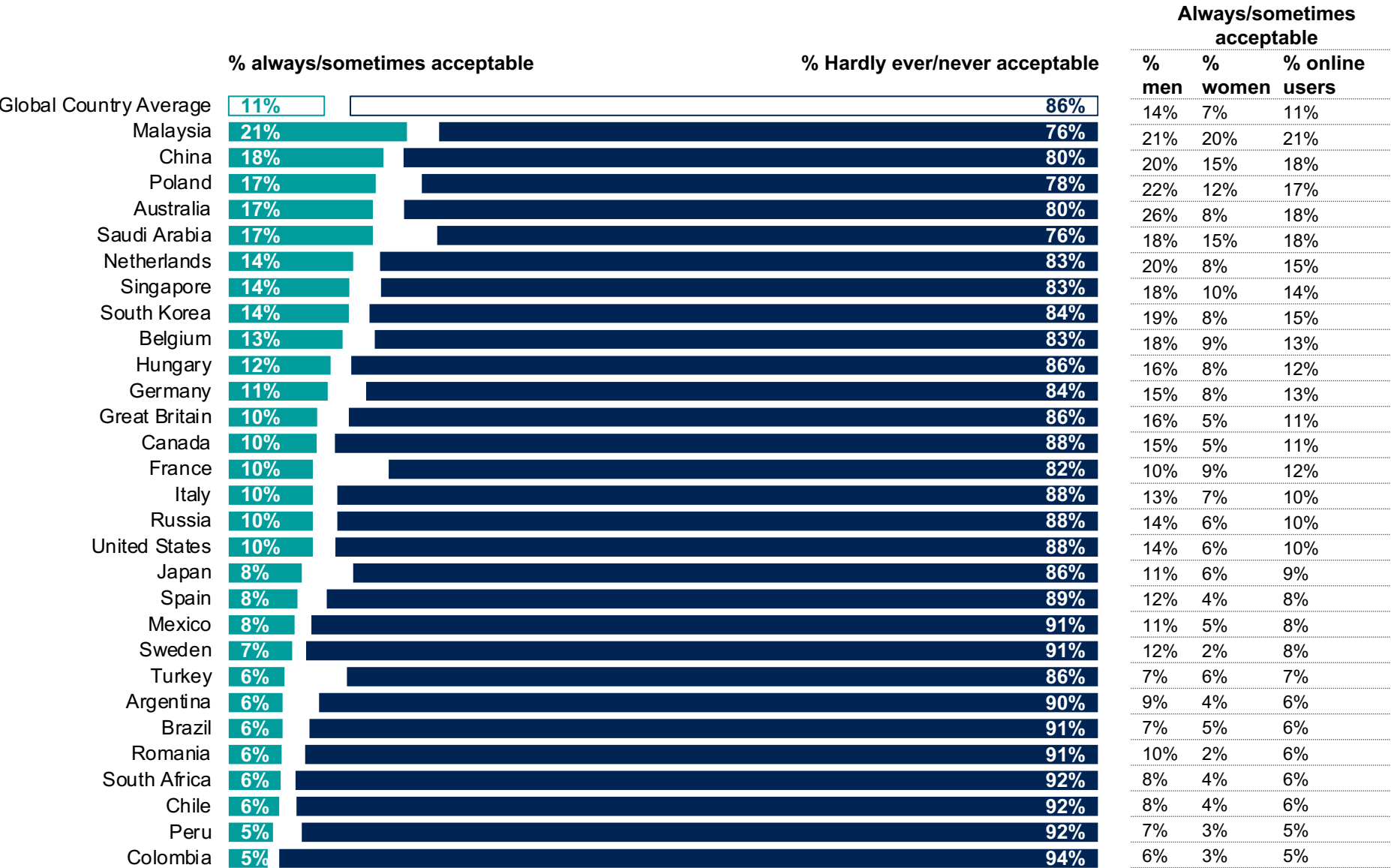




People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Using generally abusive language

One in ten (11%) find it acceptable to use abusive language online, and men are almost twice as likely to find this acceptable (14% vs 7% of women).

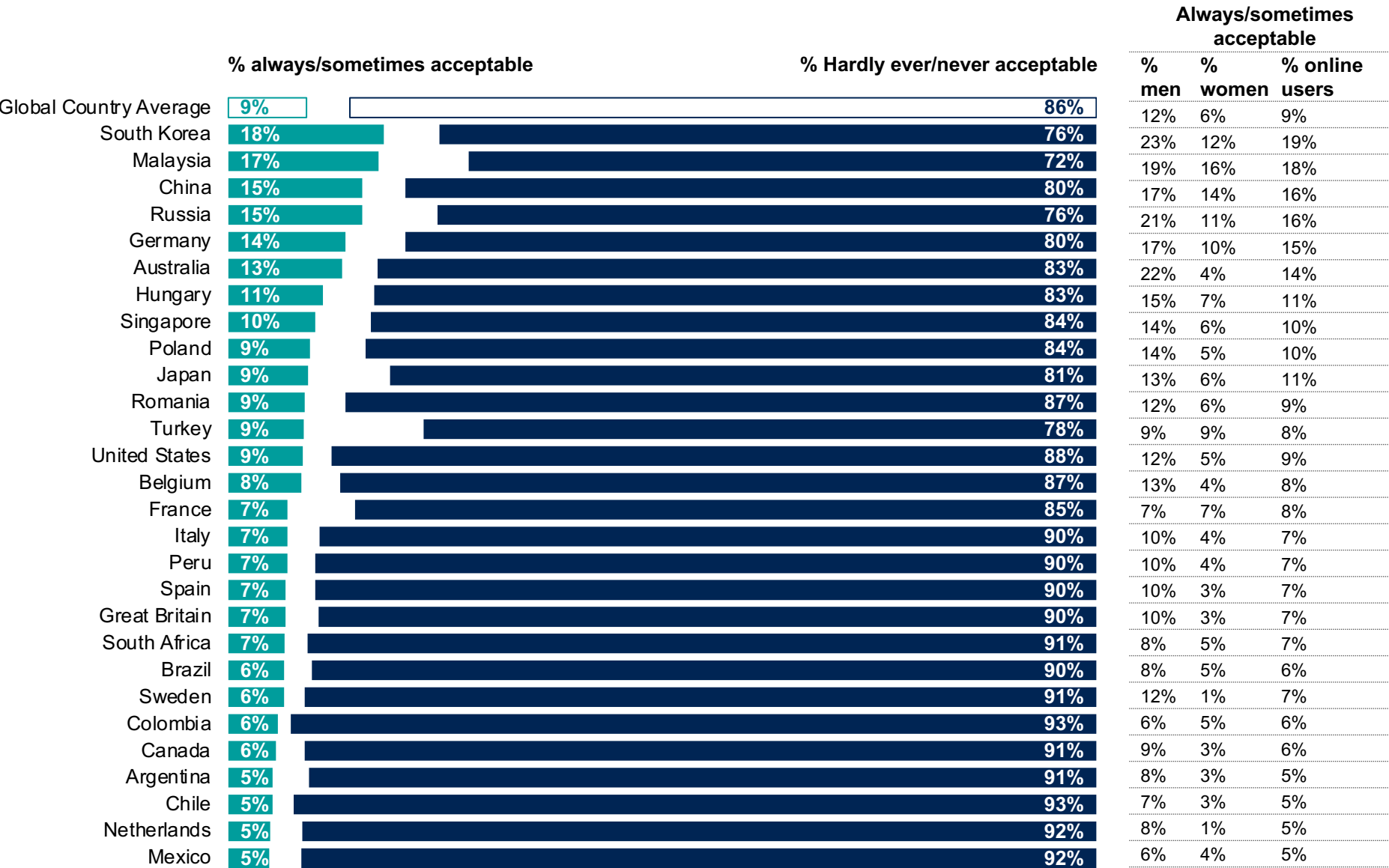




People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Using homophobic or transphobic comments

Almost one in ten (9%) find it acceptable to use homophobic or transphobic comments online. There is a particularly high gender split in South Korea, Russia, Australia and Sweden where men are more likely to find it acceptable.

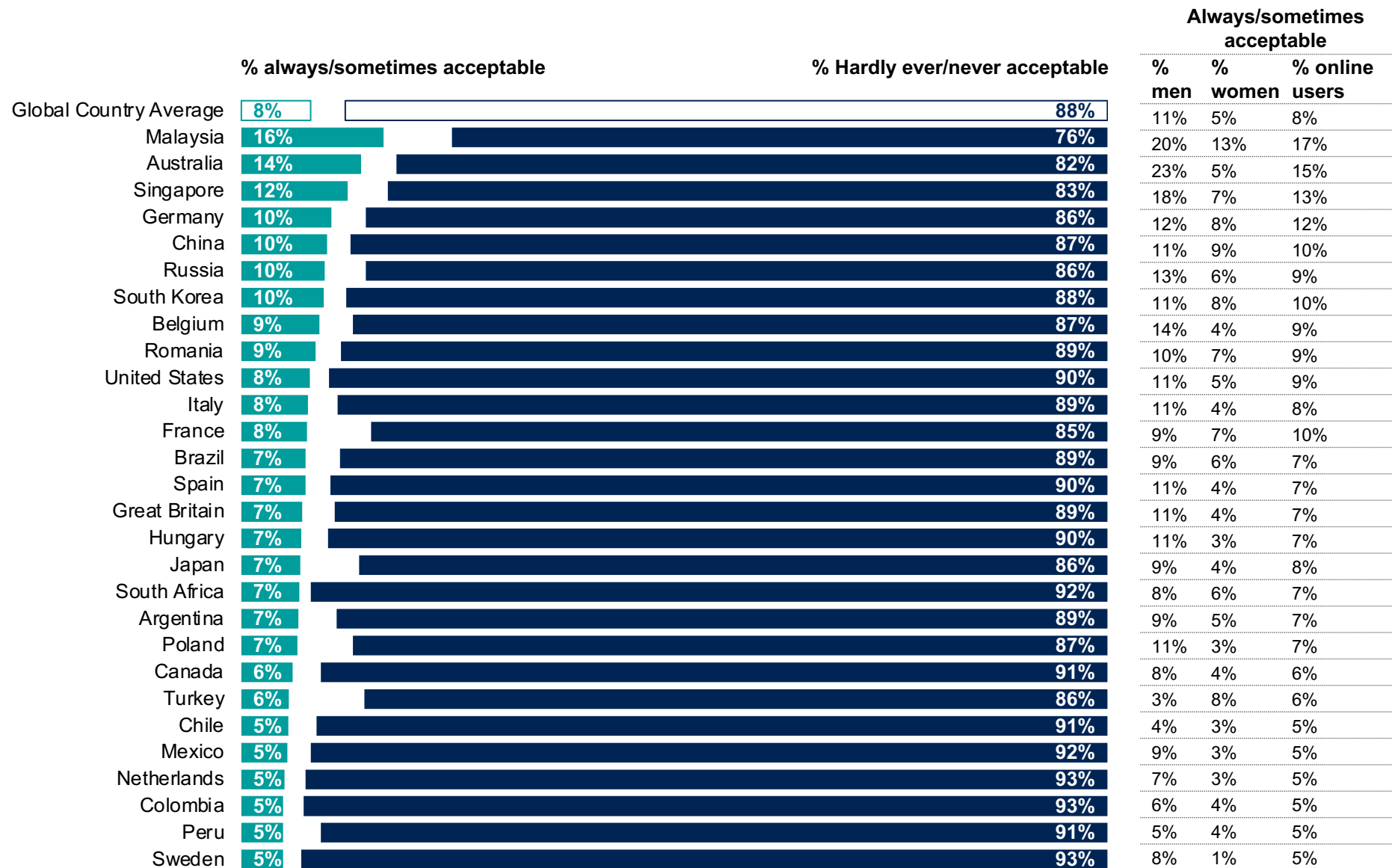


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

## Using sexist or misogynistic language

Just under one in ten find it acceptable to use misogynistic or sexist language online (8%), with men more likely to see this as acceptable (11% vs 5% of women). The difference is largest in Australia, with 23% of men and only 5% of women finding this acceptable.



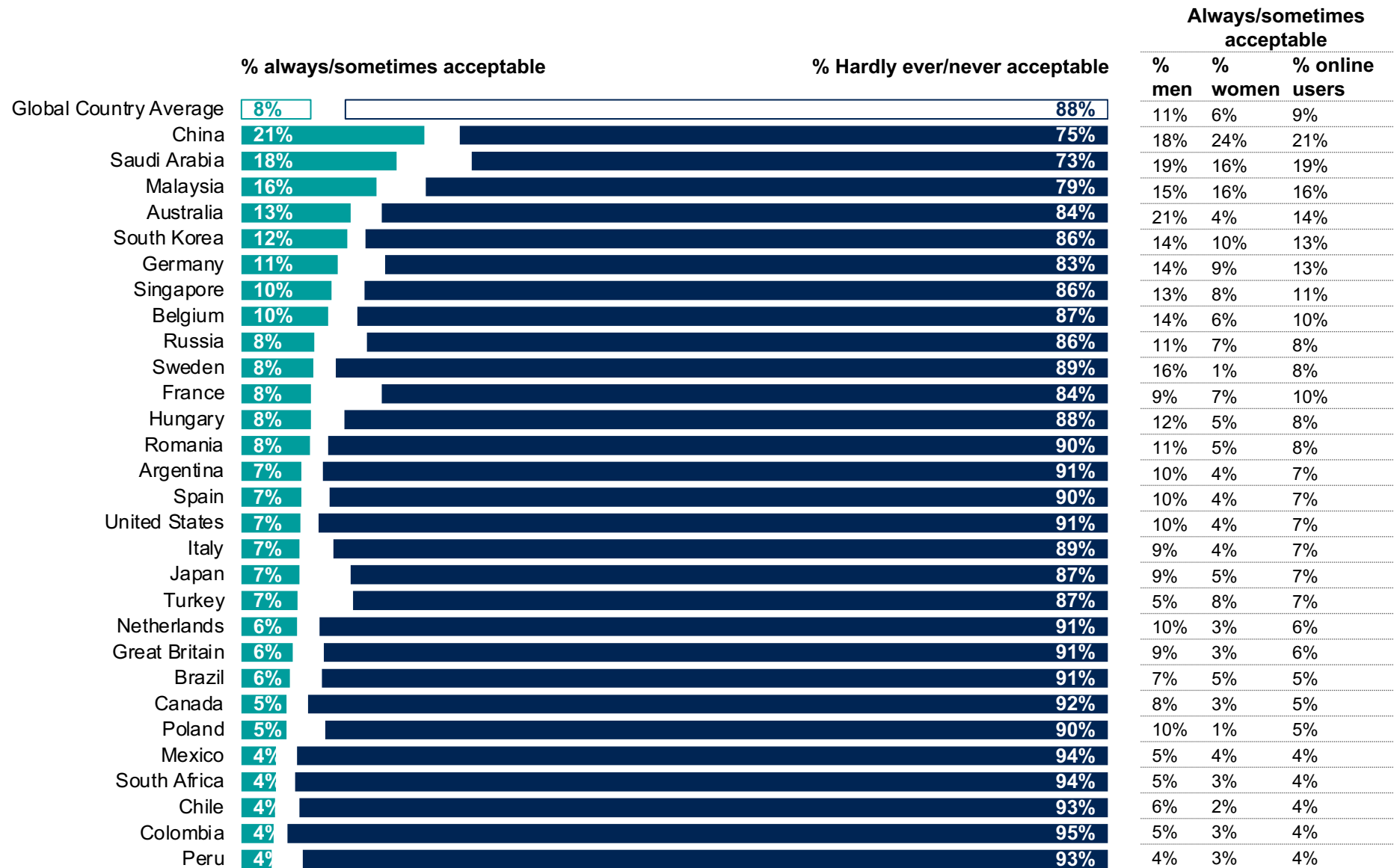


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

## Using racist language

Globally, almost one in ten (8%) find it acceptable to use racist language online. Men and women are particularly split in Australia, Sweden and Poland, with men finding it more acceptable.

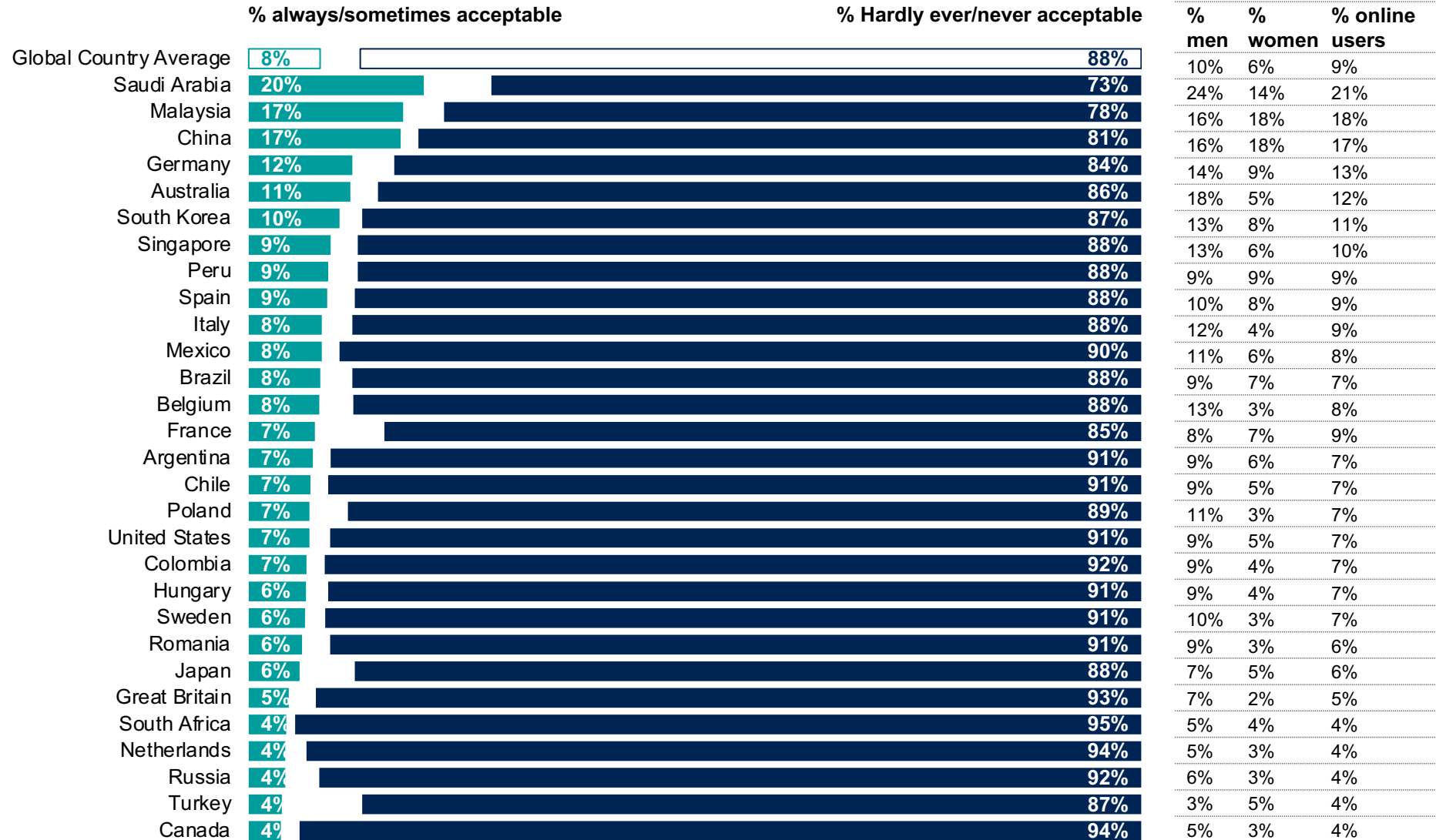


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

## Posting someone's personal details online

Globally, 8% of people find it acceptable to post some else's personal details online. It is considered least acceptable in South Africa, the Netherlands, Russia, Turkey and Canada.

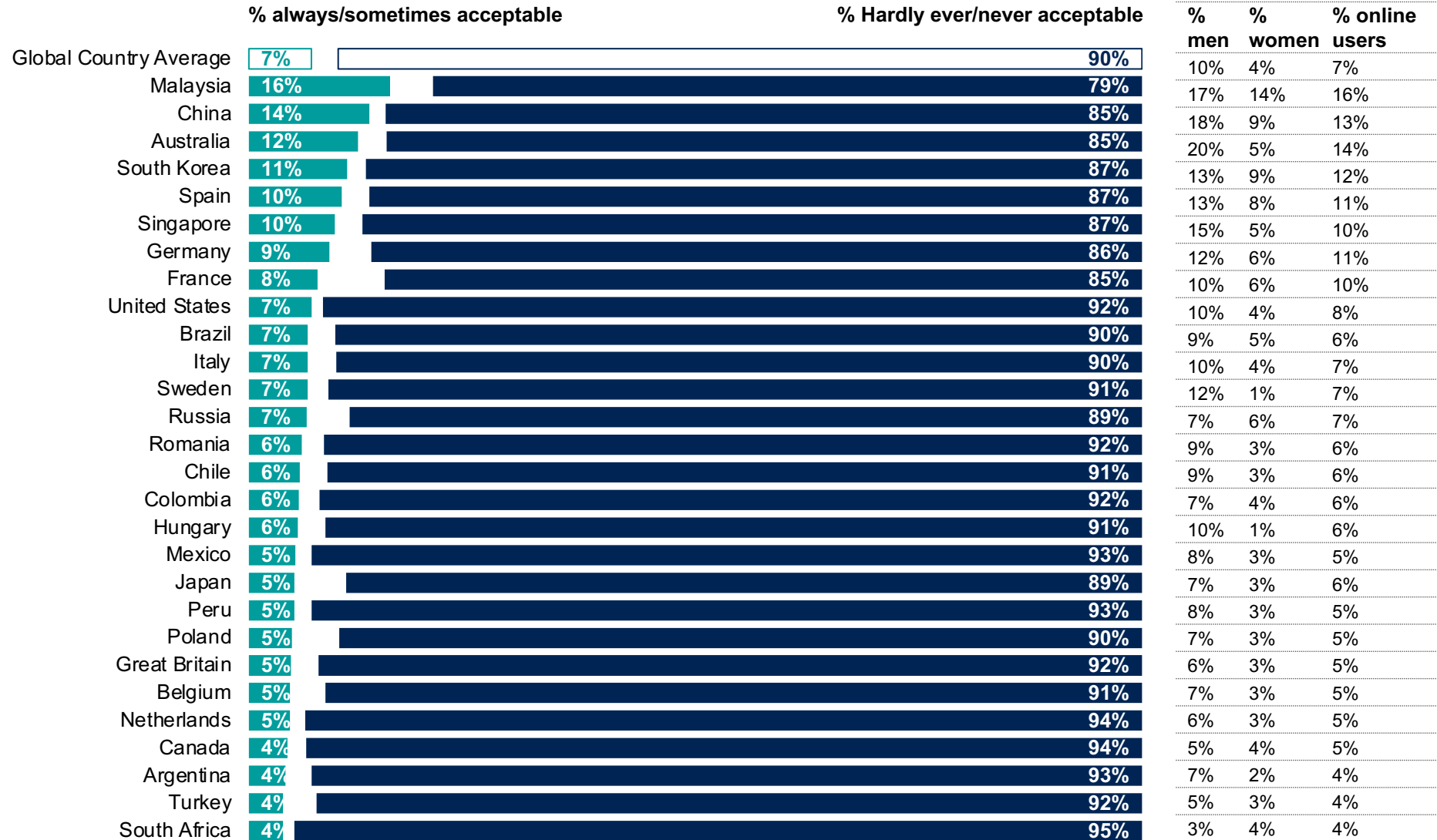


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

## Sending someone unrequested, sexually explicit images

Fewer than one in ten (7%) see sending someone unrequested, sexually explicit images as acceptable. Men are twice as likely to find this acceptable (10% vs 4% of women). Australian men are four times more likely than Australian women to find it acceptable (20% vs 5%).

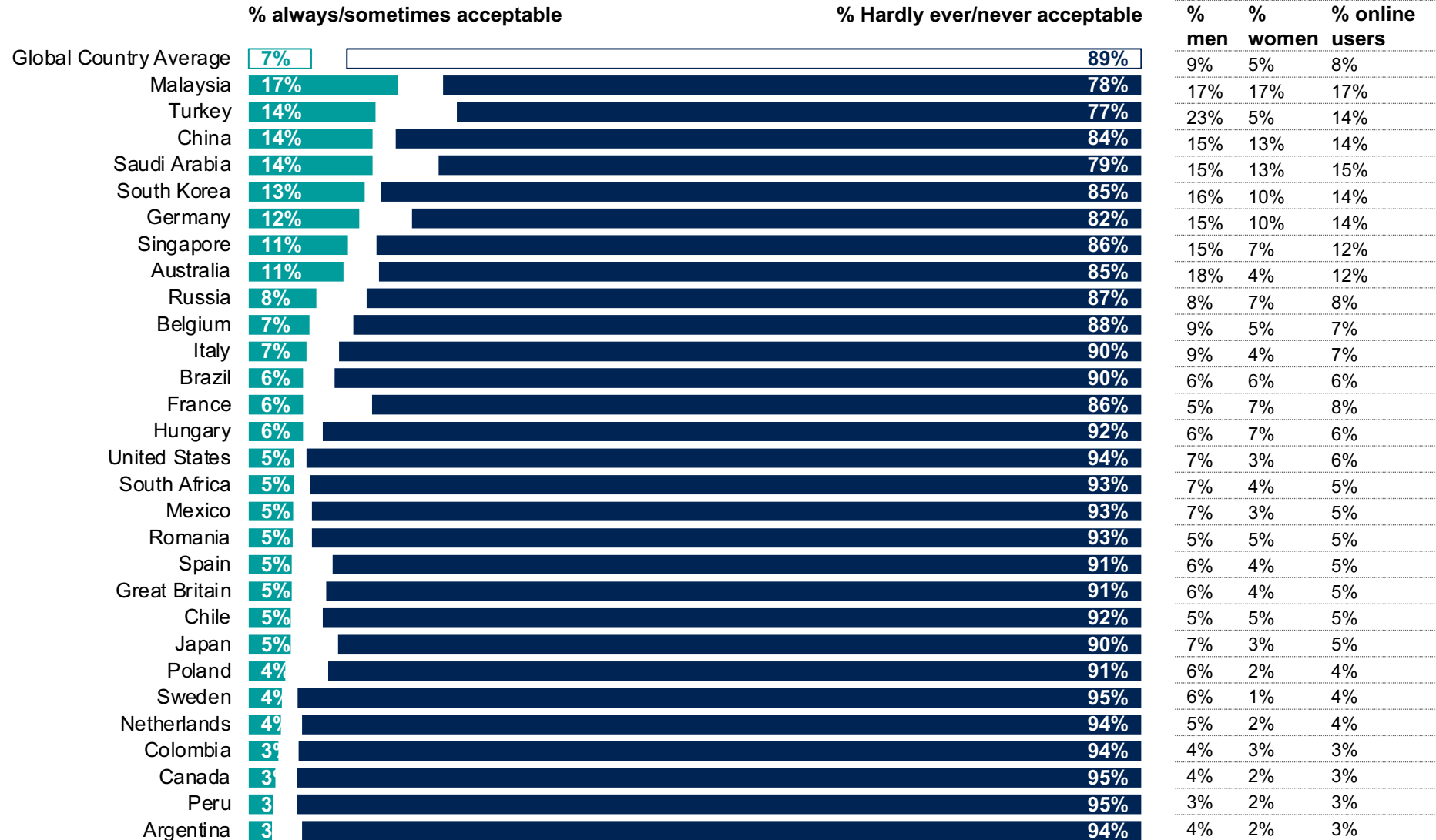


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

## Impersonating someone else online without their permission or 'catfishing'

Just under one in ten find impersonation or catfishing acceptable (7%). Men in Turkey are almost five times more likely to find it acceptable than women (23% vs 5% of women). It is considered least acceptable in the Latin American countries of Colombia, Peru and Argentina, as well as in Canada.

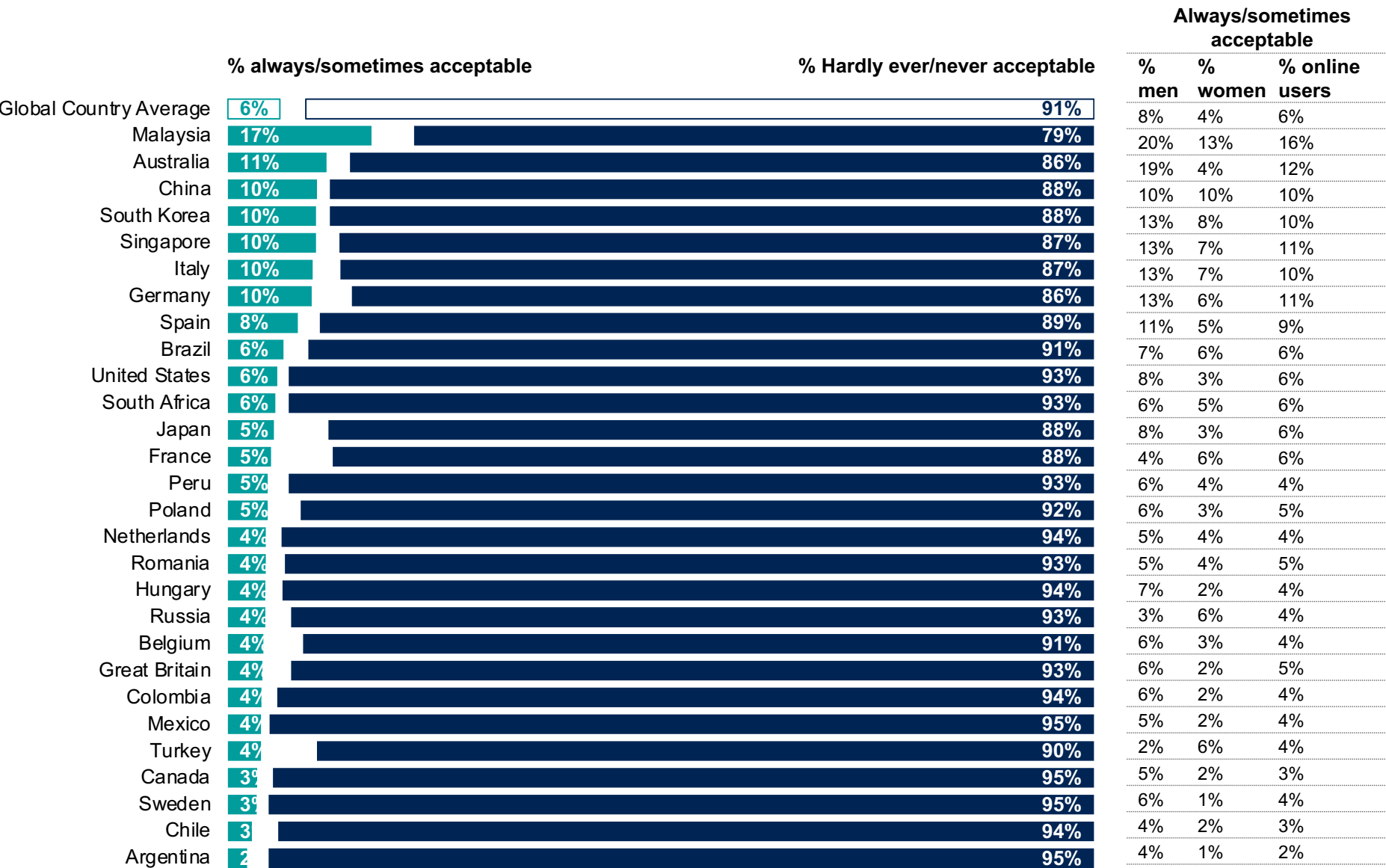




People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Sharing intimate images of someone online without their consent

Fewer than one in ten think it's acceptable to share intimate images of someone online without consent (6%).



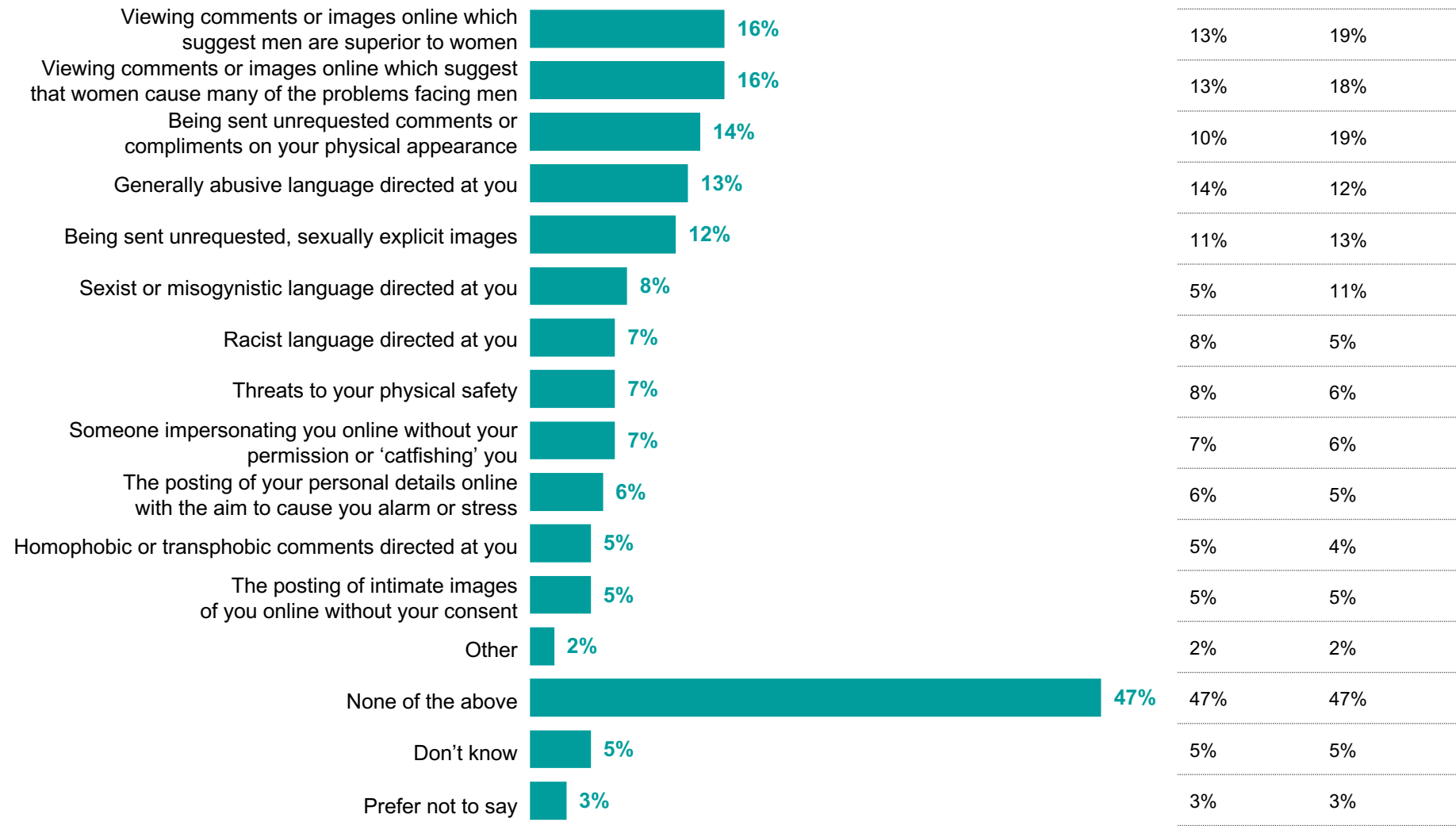




# Have you experienced any of the following forms of online contact in the past two years?

Nearly half (45%) have been exposed to sexist or misogynist content online in the past two years. The most common forms of sexist and abusive contact experienced online are viewing comments or images online which suggest men are superior to women (16%) and which suggest that women cause many of the problems facing men (16%). Women are likely than men to have experienced both of these.

## Global country average

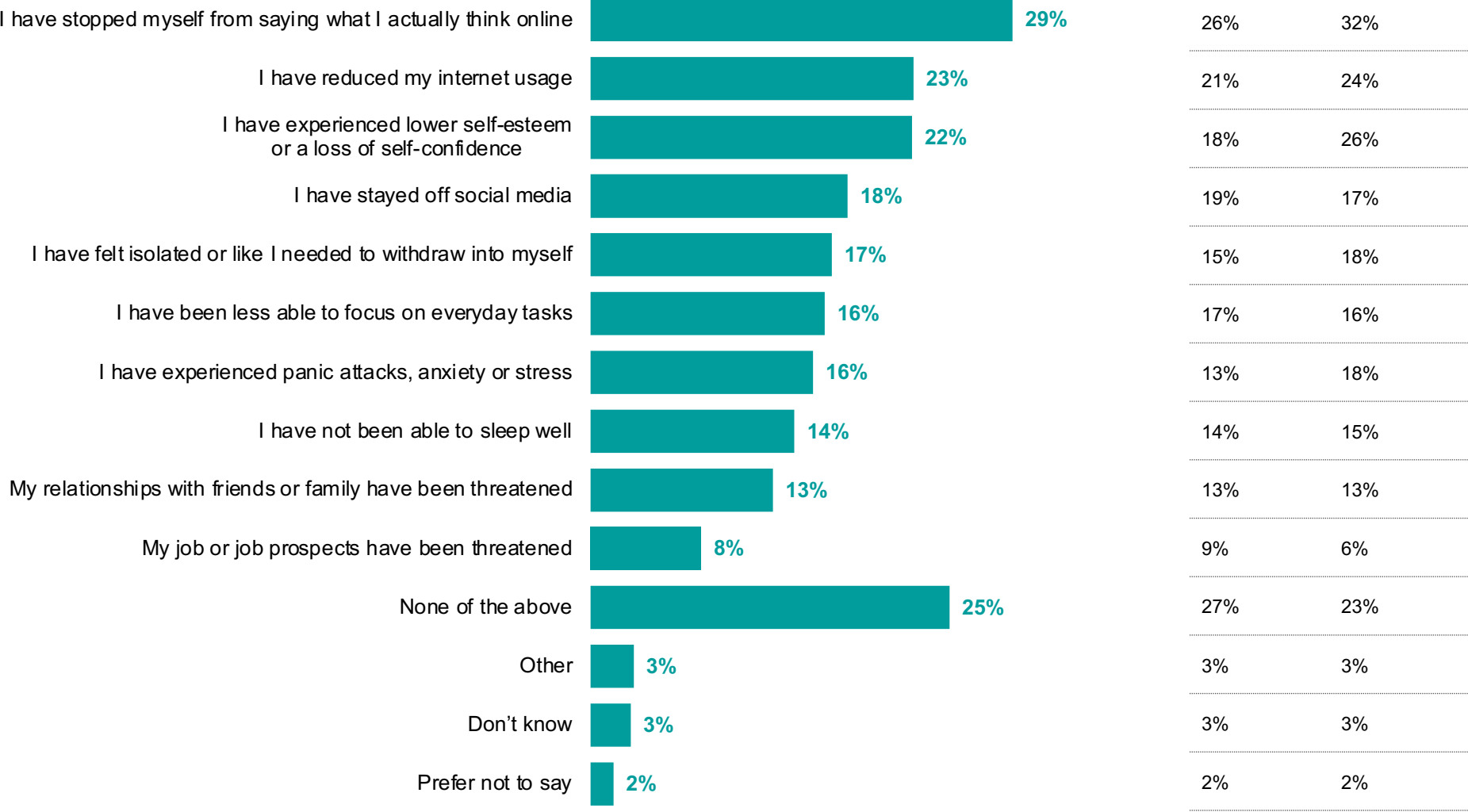




# How, if at all, has this type of online contact affected you?

Almost three in ten people who have viewed comments or images online which suggest men are superior to women or that women cause many of the problems facing men have stopped sharing their views online (29%) due to their experiences of online abuse, including 32% of women. Women are also more likely to lose self-esteem (26% vs 18% of men). Victims of online abuse have changed their online behaviours as well as experiencing negative impacts on their mental health.

## Global country average

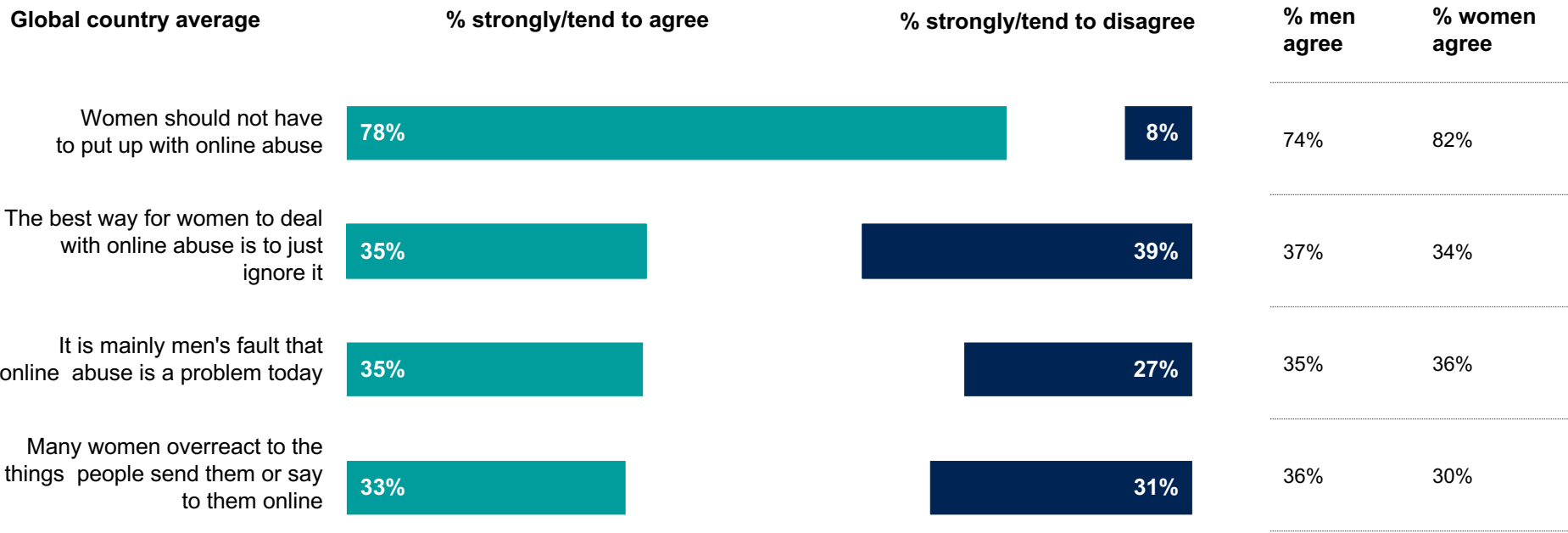


Base: 4,444 online adults aged 16-74 across 29 countries saying yes to 'Viewing comments or images online which suggest men are superior to women' and 'Viewing comments or images online which suggest that women cause many of the problems facing men' Q12, 21 January – 4 February 2022



To what extent, if at all, do you agree or disagree with the following statements?

More than three quarters of respondents (78%) believe women should not have to put up with abuse online. More respondents disagree than agree that the best way for women to deal with online abuse is to ignore it (39% vs 35%). More than a third think that it's mainly men's fault that online abuse is a problem today (35%), and men also agree with this (35%). A third (33%) agree that many women overreact to the things people send or say to them online.

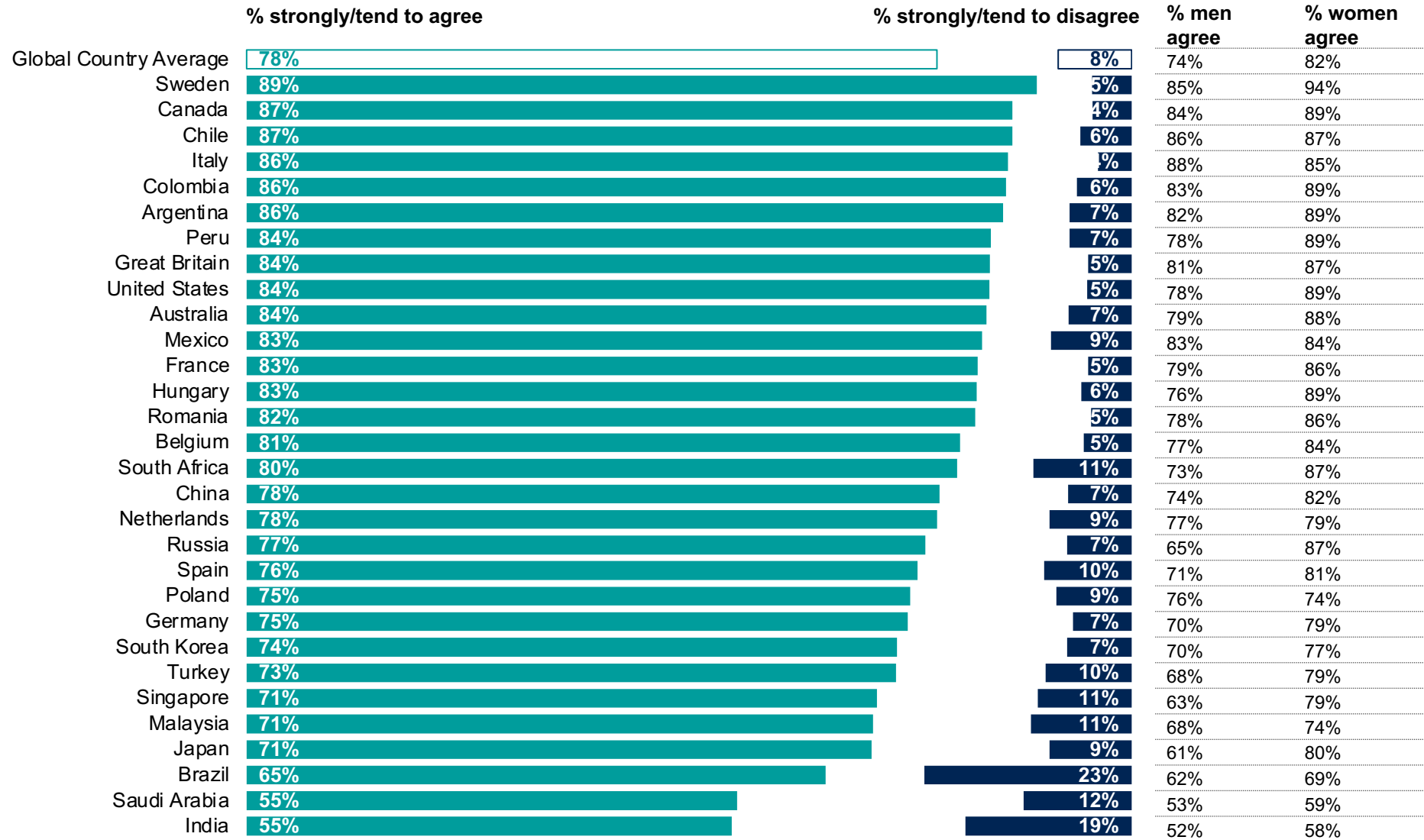


Q

To what extent, if at all, do you agree or disagree with the following statements?

## Women should not have to put up with online abuse

The majority agree that women should not have to deal with online abuse (78%), although men are less likely to agree than women (74% vs 82% of women). People in Sweden, Canada and Chile are most likely to agree.

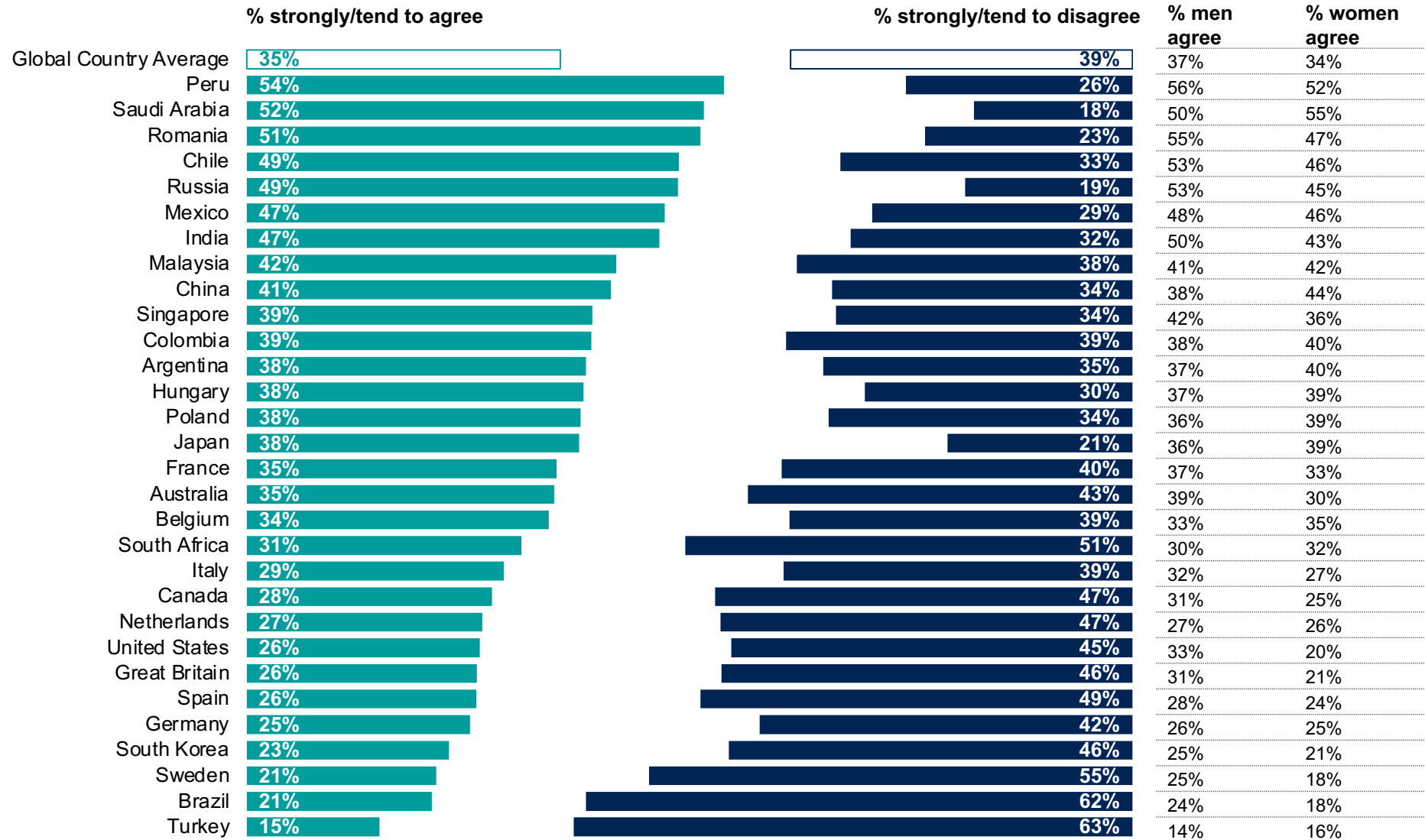


Q

To what extent, if at all, do you agree or disagree with the following statements?

## The best way for women to deal with online abuse is to just ignore it

Over a third think ignoring online abuse is the best approach for women (35%).



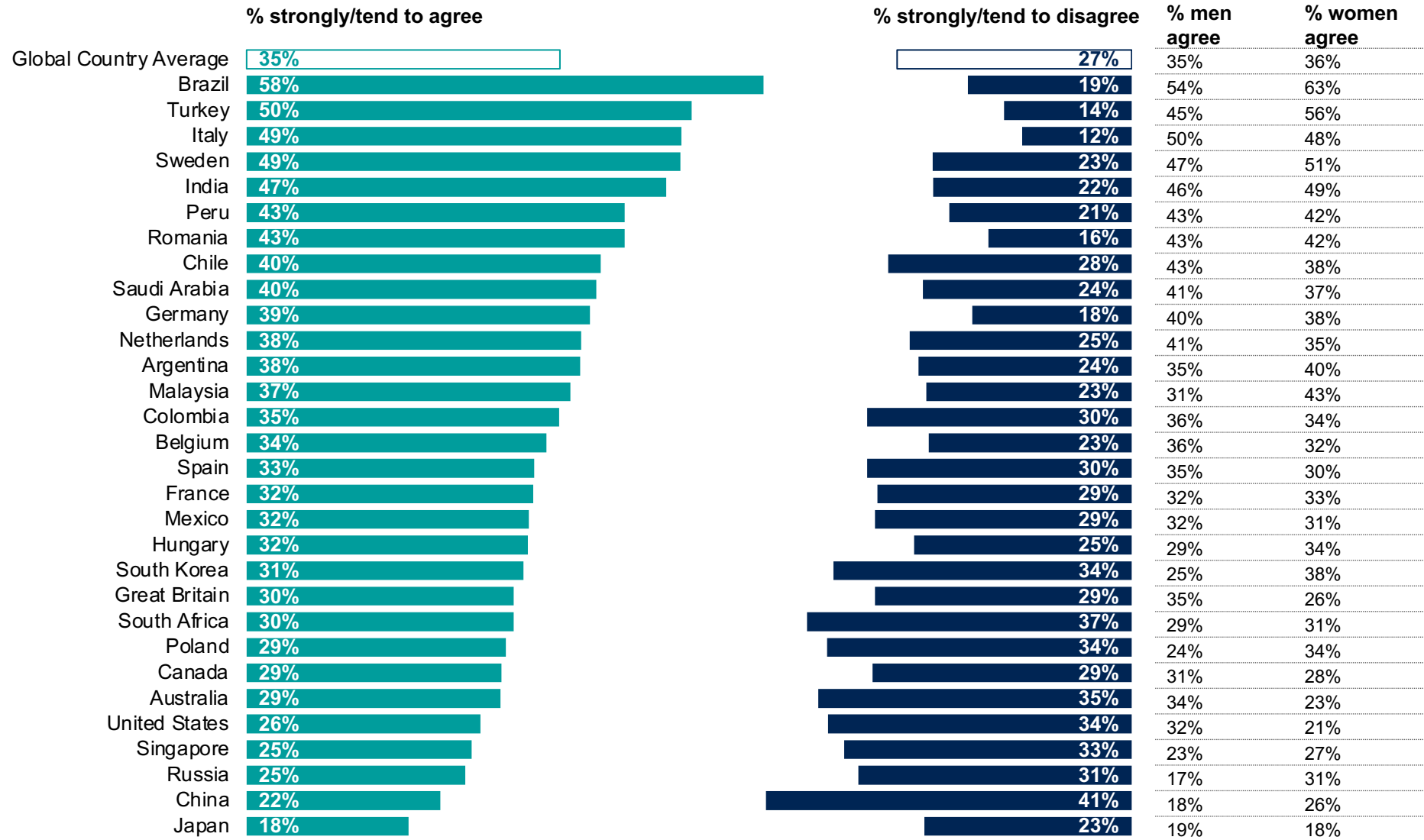


Q

To what extent, if at all, do you agree or disagree with the following statements?

## It is mainly men's fault that online abuse is a problem today

People are split as to whether men are mainly to blame for the issue of online abuse. In total, 35% agree (including 35% of men) and 27% disagree.

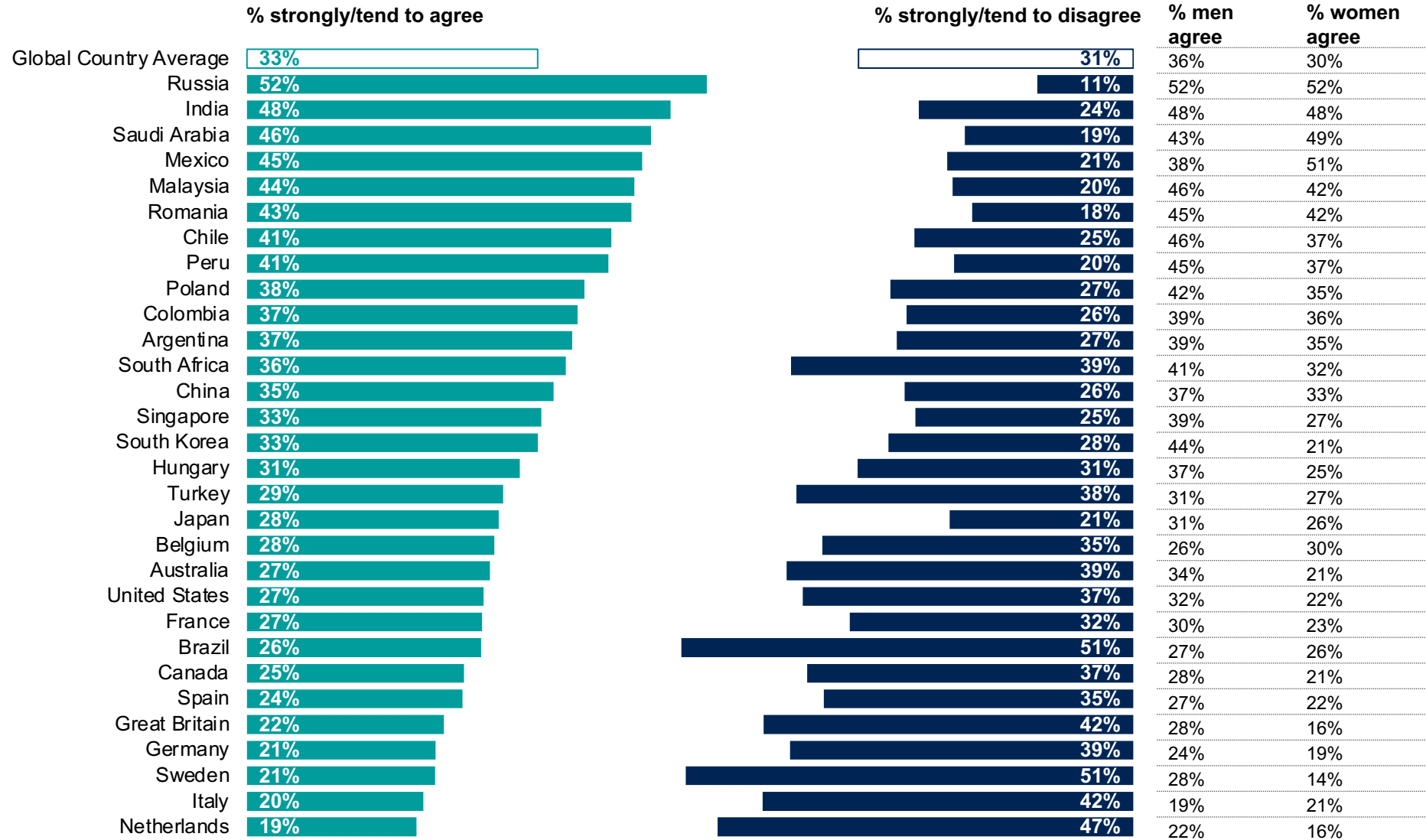


Q

To what extent, if at all, do you agree or disagree with the following statements?

## Many women overreact to the things people send them or say to them online

A third of people think many women overreact to messages they receive online (33%), including 30% of women. More than half of people in Russia agree (52%). Women are less likely to agree than men in most countries except Saudi Arabia and Mexico.



# TECHNICAL NOTE

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,524 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, aged 21-74 in Singapore, and 16-74 in 24 other countries between Friday, January 21 and Friday, February 4, 2022.

The sample consists of approximately 1,000 interviews in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

“The Global Country Average” reflects the average results for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

Where results do not sum to 100 or the “difference” appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/-3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

# FOR MORE INFORMATION

JESSICA BRUCE

Research Director

Ipsos Public Affairs

[jessica.bruce@ipsos.com](mailto:jessica.bruce@ipsos.com)

ILYA CERESO

Consultant

Ipsos Public Affairs

[ilya.cereso@ipsos.com](mailto:ilya.cereso@ipsos.com)

IRENE SORIANO-REDONDO

Associate Consultant

Ipsos Public Affairs

[irene.soriano-redondo@ipsos.com](mailto:irene.soriano-redondo@ipsos.com)

THEA RIDLEY-CASTLE

Research Executive

Ipsos Public Affairs

[thea.ridley-castle@ipsos.com](mailto:thea.ridley-castle@ipsos.com)