

Women's safety emerges as a global concern

6th March 2024

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, today reveals the Annual WIN World Survey, exploring the views and beliefs of 33,866 people in 39 countries across the globe. Today WIN releases the latest results on gender equality, safety and violence, to track and understand if there are any improvements around the world in terms of equal opportunities and rights.

Access the full report [here](#).

The summary of findings is as follows:

1. Safety concerns

46% of women globally do not feel confident or safe when walking alone at night in their neighborhood. Numbers are even more critical in certain geographical areas: 64% of women in the Americas report not feeling safe, 47% in Africa and 45% in Europe. However, in the MENA region only 28% of women share the same feeling.

Zooming into specific countries, Latin America regions are perceived as the least safe: 83% of women in Chile don't feel safe walking alone, followed by 81% in Mexico and 75% in Ecuador. In Europe, Italy (63%), Greece (62%) and Ireland (58%) report the highest percentage of women feeling unsafe, but even in France (54%) and the United Kingdom (50%) the situation is concerning.

In APAC, Malaysia (56%) and South Korea (51%) are the two countries with the highest percentage, while in Vietnam and in the Philippines only 9% and 15% report feeling unsafe.

2. Violence against women is on the rise

An increasing number of women globally (+4% from 2019) answered positively when asked if they suffered any kind of violence (physical or psychological), totaling to 20%. Regionally, the number changes significantly. In Africa the number is particularly high, with 49% of women saying they suffered a form of violence in the last year, followed by the MENA region (27%) and the Americas (24%).

Younger women globally seem to be particularly affected: between the ages of 18 and 24, 27% say they have suffered some kind of violence, between the ages of 25 and 34 the figure is 23%. This is also true when looking at sexual harassment specifically, with 19% of women aged 18-24, and 14% aged 25-34 confirming they have been a victim of sexual harassment.

Once again Africa is the most affected region, where overall 28% of women say they have been victims; specifically in Nigeria, where 47% of women say they have suffered sexual harassment. Other

countries with a high percentage of sexual harassment against women are Mexico (25%) and Brazil (20%).

3. Improvements on achievements in Gender Equality at work

Although men are generally more optimistic than women, compared to 2019 there's an improvement in the perception of gender equality in several areas. After two years of stagnation at 26%, now 28% of the global population believes that gender equality has been achieved at work – with 20% of women and 36% of men believing this.

In contrast, 44% of the global population still believe that women have fewer job opportunities than men. In Europe (66%) and the Americas (54%) this percentage is the highest, with Croatia (81%), Italy (80%), and France (75%) perceived as the countries with the fewest job opportunities for women.

Politics is also an area flagging a slow improvement. From 2% in 2019, now 13% of the global population believes that gender equality has been achieved in this area. Once again there's a strong disconnect between men's (21%) and women's (13%) perceptions. There are also strong geographical differences, in the MENA region 45% still believe that gender equality in politics has not been achieved, followed by 41% in APAC.

An area which sees a decline in perceived equality is "at home". While 48% of people in 2019 believed that gender equality was achieved within the home environment, now only 40% had that perception. In Africa this feeling is stronger than in other regions with 55% of people reporting that gender equality has not been achieved at home.

Vilma Scarpino, President of WN International Association, said:

"These findings underscore the urgent need for progress in ensuring safety and equal opportunities for all. The unsettling figures on the general sense of unsafety for women, and the increase in violence against them can't be ignored. At WIN our mission is to shed light on pressing issues such as these in the hope that one day we'll see radical improvements in the findings of our global survey, signaling a safer, kinder, and flourishing world for all."

Media enquiries:

Elena Crosilla, WN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1035	NATIONAL	1-6 December 2023
2	Belgium	IRB Europe	CAWI	500	NATIONAL	26-31 January 2024
3	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	9-24 January 2024
4	Canada	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
5	Chile	Activa Research	CAWI	1094	NATIONAL	January 2024
6	Croatia	Institute for market and media research, Mediana Fides	CAWI	585	NATIONAL	23-29 January 2024
7	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	505	NATIONAL	28 Jan – 3 Feb 2024
8	Finland	Taloustutkimus Oy	Online Panel	1128	NATIONAL	13-18 December 2023
9	France	BVA	CAWI	1000	NATIONAL	17-19 January 2024
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	22 Dec 2023- 22 Jan 2024
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	10-15 January 2024
12	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	1-6 December 2023
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2023 – 25 Jan 2024
14	Indonesia	DEKA	Face to Face	1000	NATIONAL	5-26 December 2023
15	Iran	EMRC	CATI	1000	URBAN	18-31 December 2023
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1002	NATIONAL	5-10 January 2024
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	17-19 January 2024
18	Ivory Coast	EMC	CAPI	1200	NATIONAL	9-28 January 2024
19	Lao PDR	Indochina Research (LAOS) Ltd	CATI	500	4 KEY REGIONS	15 Dec 2023- 8 Jan 2024
20	Japan	Nippon Research Center, LTD.	CAWI	1118	NATIONAL	9-16 January 2024
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	535	NATIONAL	11-20 December 2023

23	Nigeria	Market Trends International	CATI	1000	NATIONAL	15 Dec 2023- 24 Jan 2024
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3-17 January 2024
25	Palestine	Palestinian Center for Public Opinion	TAPI	483	NATIONAL	26 Sep - 5 Oct 2023
26	Paraguay	ICA Consultoría Estratégica	CATI	480	NATIONAL	18 Dec 2023 - 11 Jan 2024
27	Peru	Datum Internacional	P2P	1200	NATIONAL	6-9 January 2024
28	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1000	NATIONAL	12-27 January 2024
29	Poland	Mareco Polska	CAWI	1080	NATIONAL	2-5 January 2024
30	Republic of Korea	Gallup Korea	Mobile online survey	1029	NATIONAL	24-30 January 2024
31	Serbia	Institute for market and media research, Mediana Adria	CAWI	501	NATIONAL	23-29 January 2024
32	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	23-27 January 2024
33	Spain	Instituto DYM	CAWI	1011	NATIONAL	13-15 December 2023
34	Sweden	DEMOSKOP AB	CAWI	1068	NATIONAL	4 Dec 2023 - 31 Jan 2024
35	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	2-5 February 2024
36	Turkey	Barem	CATI	523	NATIONAL	26-30 January 2024
37	United Kingdom	ORB International	CAWI		NATIONAL	
38	USA	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	600	Hanoi, Ho Chi Minh city, Danang urban population	29 Dec 2023 - 18 Jan 2024