



WiN



Worldwide
Independent Network
Of Market Research

International Equal Pay Day

Worldviews Survey 2025

A global study conducted by Gallup Pakistan and a leading international network of researchers



WiN

Worldwide
Independent Network
Of Market Research

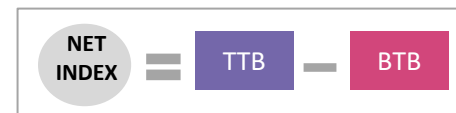




Level of Achievement of Gender Equality

Level of achievement in Gender Equality - 2025

% within total population – Net Index

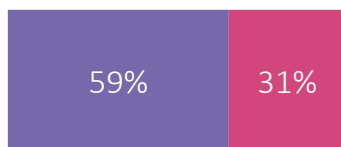


Total



NET
INDEX

At work



DK: 9%

28

By gender



NET
INDEX

64%

28%

36

DK: 8%



NET
INDEX

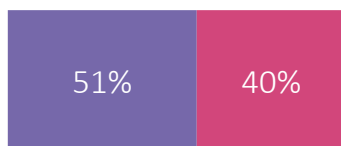
55%

35%

20

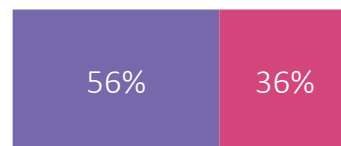
DK: 10%

Politics*



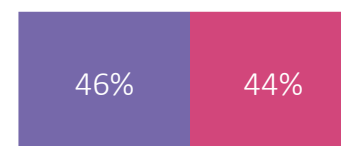
DK: 9%

11



DK: 8%

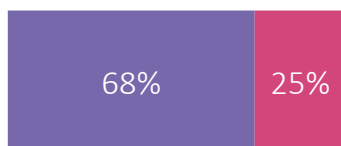
20



DK: 10%

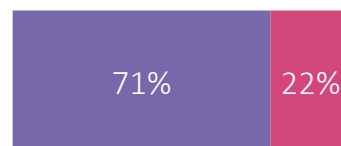
2

At home



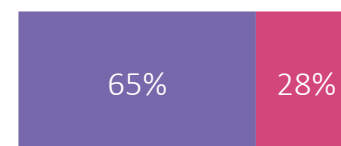
DK: 7%

43



DK: 7%

49



DK: 7%

37

TTB

Definitely achieved/
To some extent achieved

BTB

Not really achieved/
Not at all achieved

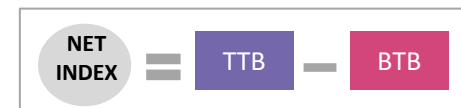
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

*Base: 34515 cases. No data in China

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Level of achievement in Gender Equality - 2025

% within total population – Net Index



**Total
Net Index**

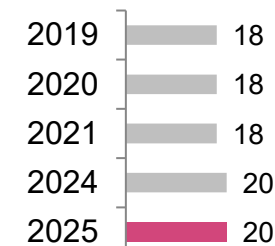
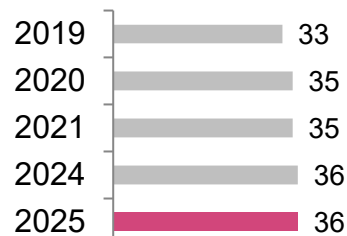
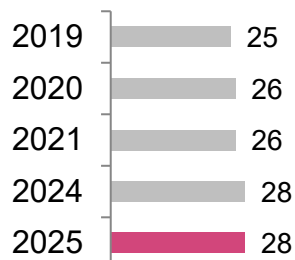
**Male
Net Index**



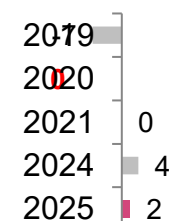
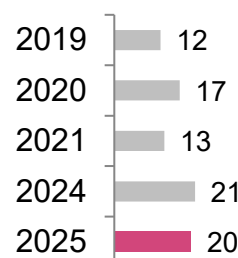
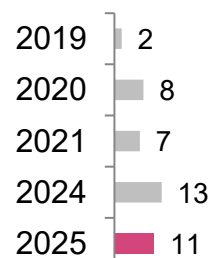
**Female
Net Index**



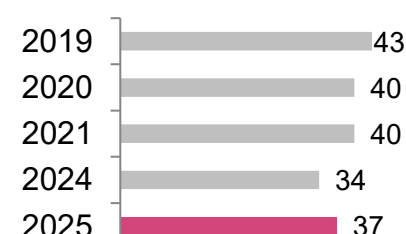
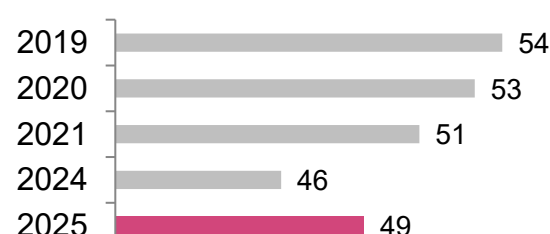
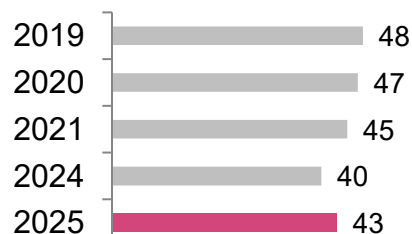
At work



In politics*



At home



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

*Base: 34515 cases. No data in China

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Level of achievement in Gender Equality - 2025

% within total population – Net Index



18+

TTB

Definitely achieved/
To some extent achieved

BTB

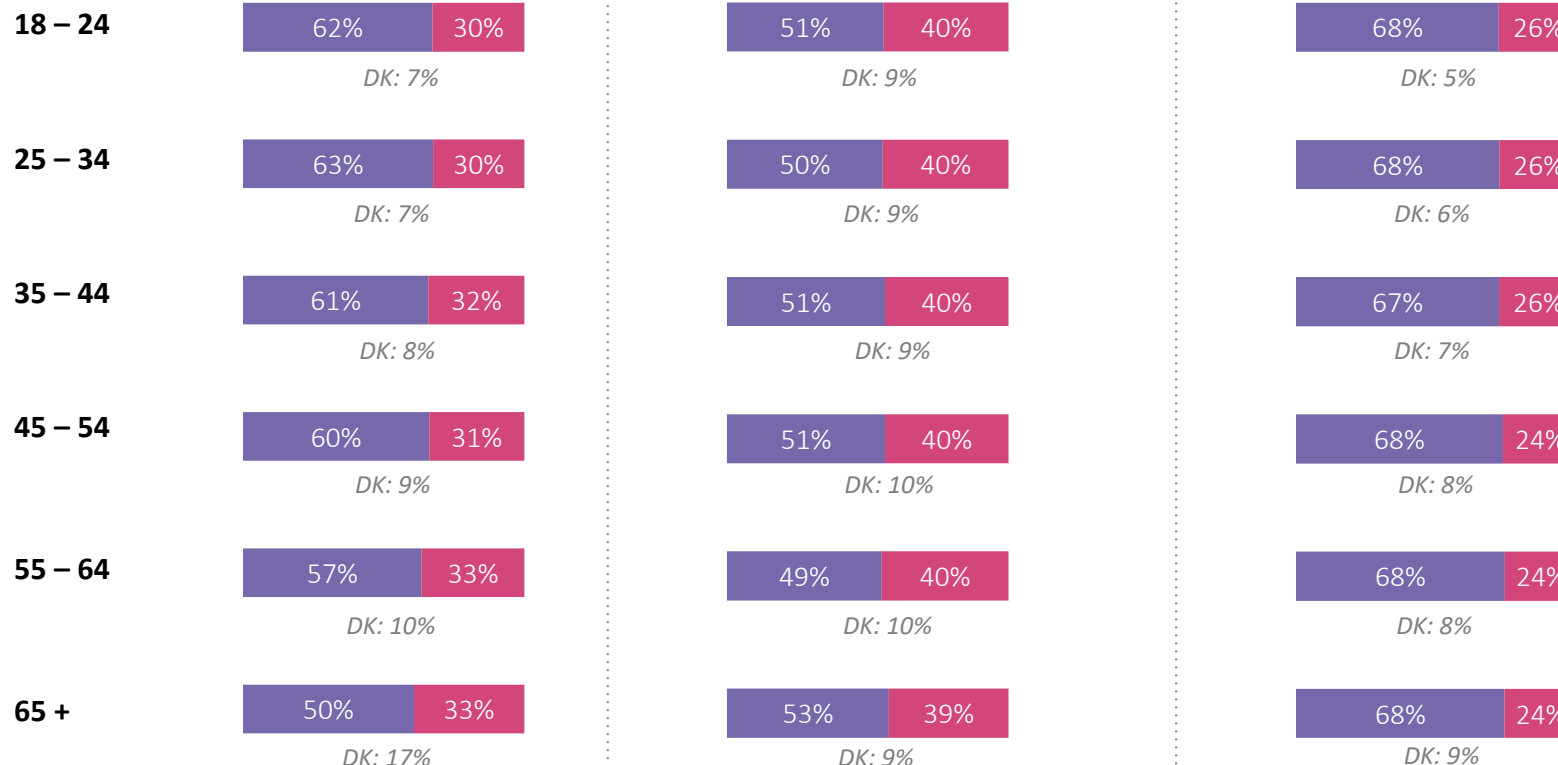
Not really achieved/
Not at all achieved

By age group

At work

Politics*

At home



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

*Base: 34515 cases. No data in China

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Level of achievement in Gender Equality - 2025

% within total population – Net Index



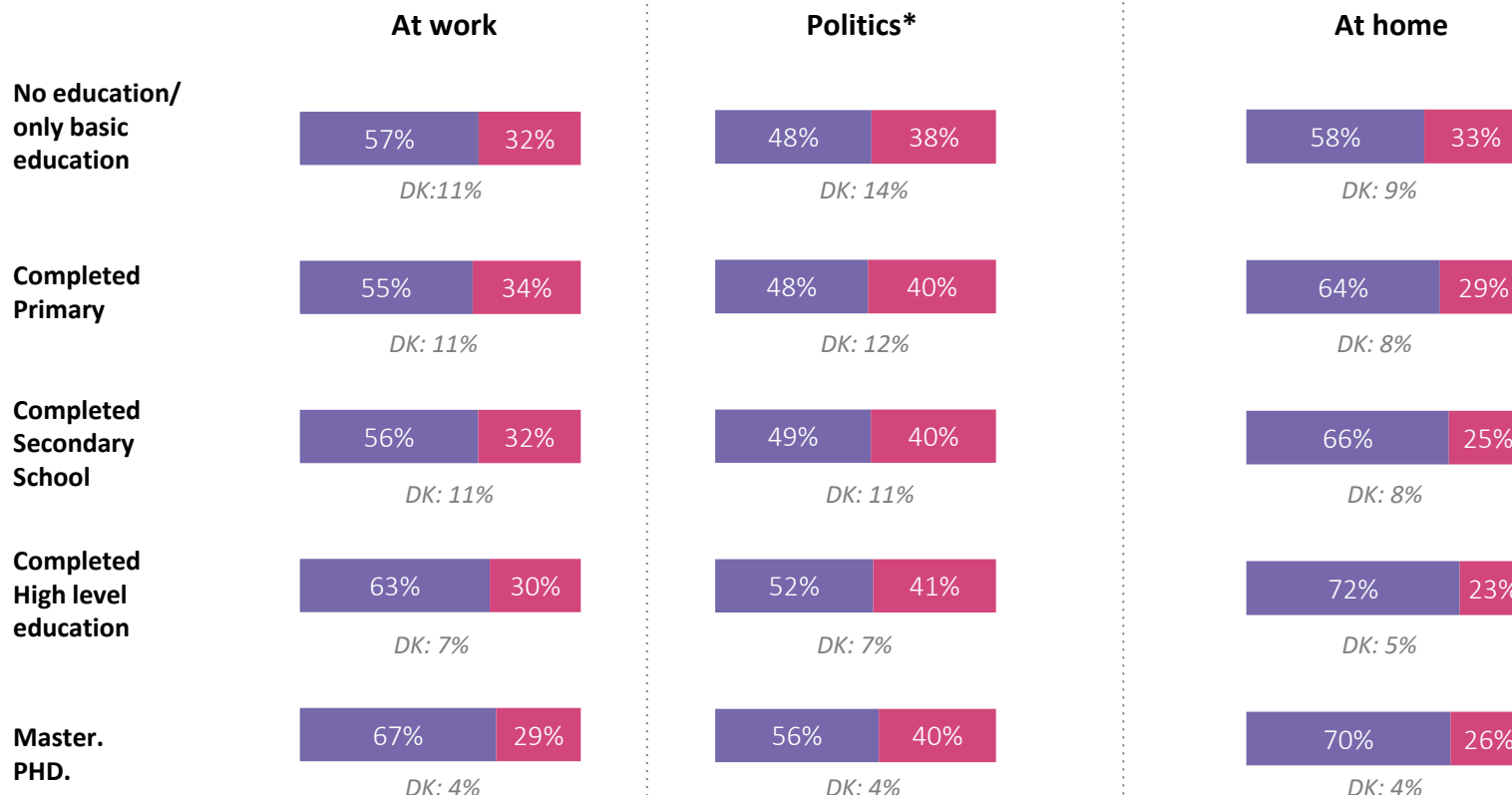
By education level

TTB

Definitely achieved/
To some extent achieved

BTB

Not really achieved/
Not at all achieved



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

*Base: 34515 cases. No data in China

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Level of achievement in Gender Equality - 2025

% within total population – Net Index



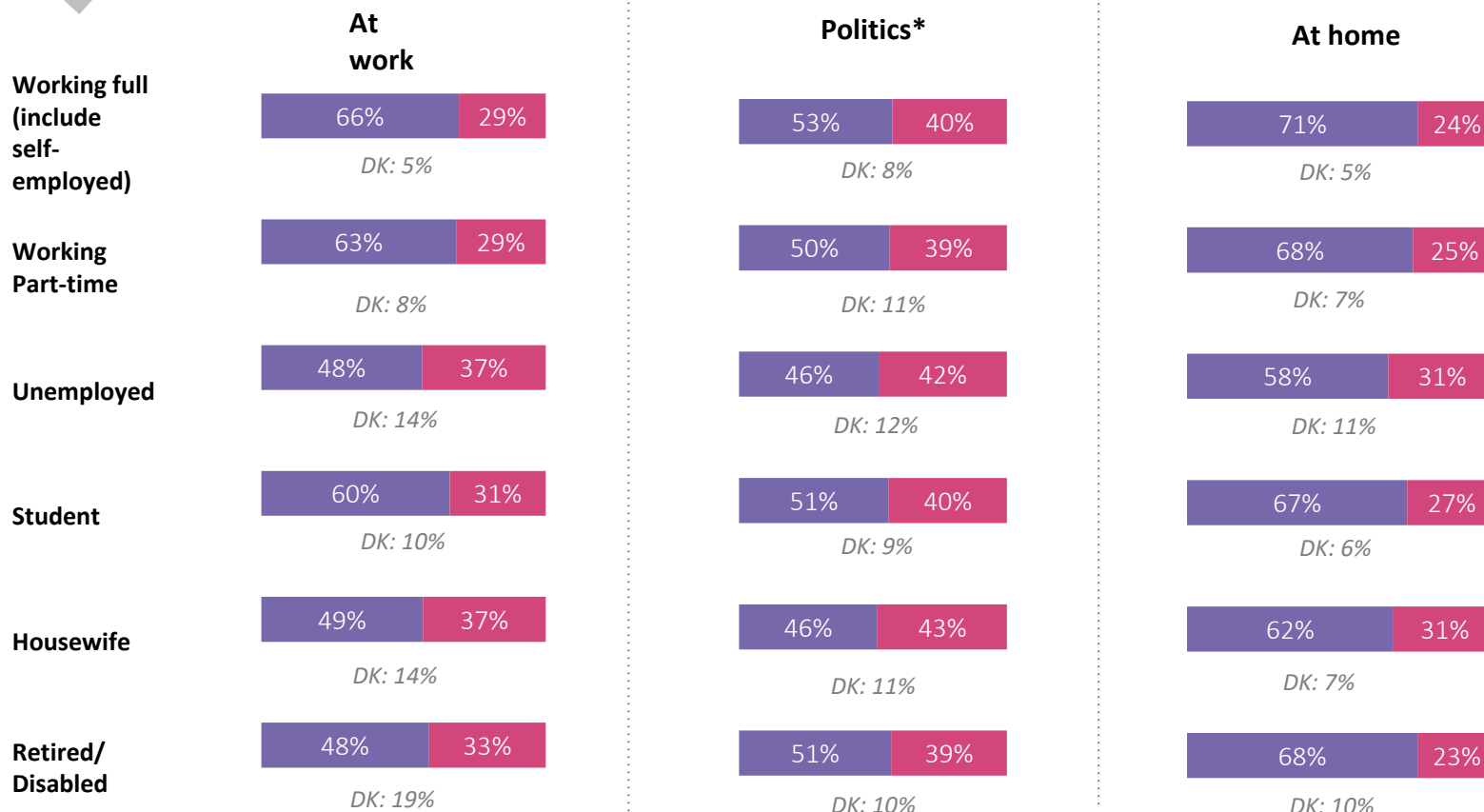
By employment

TTB

Definitely achieved/
To some extent achieved

BTB

Not really achieved/
Not at all achieved



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

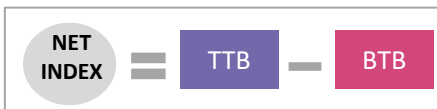
*Base: 34515 cases. No data in China

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Level of achievement in Gender Equality - 2025

% within total population – Net Index



	At Work			In politics*			At home		
	Net Index	TTB	BTB	Net Index	TTB	BTB	Net Index	TTB	BTB
Argentina	39%	65%	26%	30%	60%	30%	55%	74%	19%
Australia	40%	61%	21%	15%	52%	37%	50%	69%	19%
Brazil	7%	44%	37%	-9%	36%	45%	22%	52%	30%
Canada	37%	61%	24%	13%	50%	37%	49%	69%	20%
Côte d'Ivoire	6%	49%	43%	9%	50%	41%	-44%	25%	69%
Chile	21%	56%	35%	11%	50%	39%	31%	61%	30%
China	38%	69%	31%	-	-	-	64%	82%	18%
Germany	22%	56%	34%	1%	46%	45%	46%	68%	22%
Ecuador	24%	58%	34%	5%	50%	45%	39%	68%	29%
Spain	33%	65%	32%	35%	65%	30%	26%	61%	35%
Finland	27%	62%	35%	42%	69%	27%	47%	71%	24%
France	1%	42%	41%	-19%	34%	53%	26%	57%	31%
United Kingdom	33%	58%	25%	14%	51%	37%	44%	66%	22%
Greece	17%	58%	41%	15%	56%	41%	35%	67%	32%
Hong Kong	34%	66%	32%	22%	58%	36%	45%	71%	26%
Croatia	-1%	47%	48%	-19%	39%	58%	31%	64%	33%
Indonesia	26%	60%	34%	21%	57%	36%	38%	67%	29%
Ireland	36%	61%	25%	9%	49%	40%	45%	67%	22%
India	61%	79%	18%	16%	56%	40%	62%	80%	18%
Italy	-20%	38%	58%	-20%	38%	58%	21%	59%	38%
Japan	-4%	36%	40%	-39%	23%	62%	5%	45%	40%

Source: WIN 2025. Base: 35515 cases. The percentages of DK / Nr have not been plotted. *Base: 33946 cases. No data in China

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Level of achievement in Gender Equality - 2025

% within total population – Net Index

NET INDEX = TTB – BTB



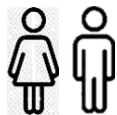
	At Work			In politics			At Home		
	Net Index	TTB	BTB	Net Index	TTB	BTB	Net Index	TTB	BTB
South Korea	34%	65%	31%	1%	49%	48%	49%	73%	24%
Morocco	53%	74%	21%	44%	68%	24%	36%	66%	30%
Mexico	40%	69%	29%	47%	72%	25%	57%	77%	20%
Malaysia	31%	62%	31%	-6%	43%	49%	45%	70%	25%
Netherlands	20%	43%	23%	10%	41%	31%	46%	61%	15%
Norway	43%	68%	25%	59%	75%	16%	66%	80%	14%
Peru	9%	51%	42%	-14%	40%	54%	32%	64%	32%
Philippines	42%	70%	28%	24%	60%	36%	53%	76%	23%
Pakistan	40%	67%	27%	18%	54%	36%	47%	71%	24%
Poland	26%	52%	26%	13%	46%	33%	38%	60%	22%
Paraguay	48%	74%	26%	-6%	47%	53%	74%	87%	13%
Serbia	16%	56%	40%	5%	50%	45%	25%	61%	36%
Sweden	36%	63%	27%	29%	60%	31%	51%	71%	20%
Slovenia	27%	60%	33%	7%	50%	43%	66%	81%	15%
Slovakia	8%	43%	35%	-27%	27%	54%	41%	63%	22%
Thailand	72%	85%	13%	39%	65%	26%	80%	90%	10%
Turkey	-2%	46%	48%	-18%	37%	55%	12%	53%	41%
United States	29%	53%	24%	-2%	41%	43%	50%	68%	18%
Vietnam	72%	84%	12%	37%	62%	25%	84%	92%	8%

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

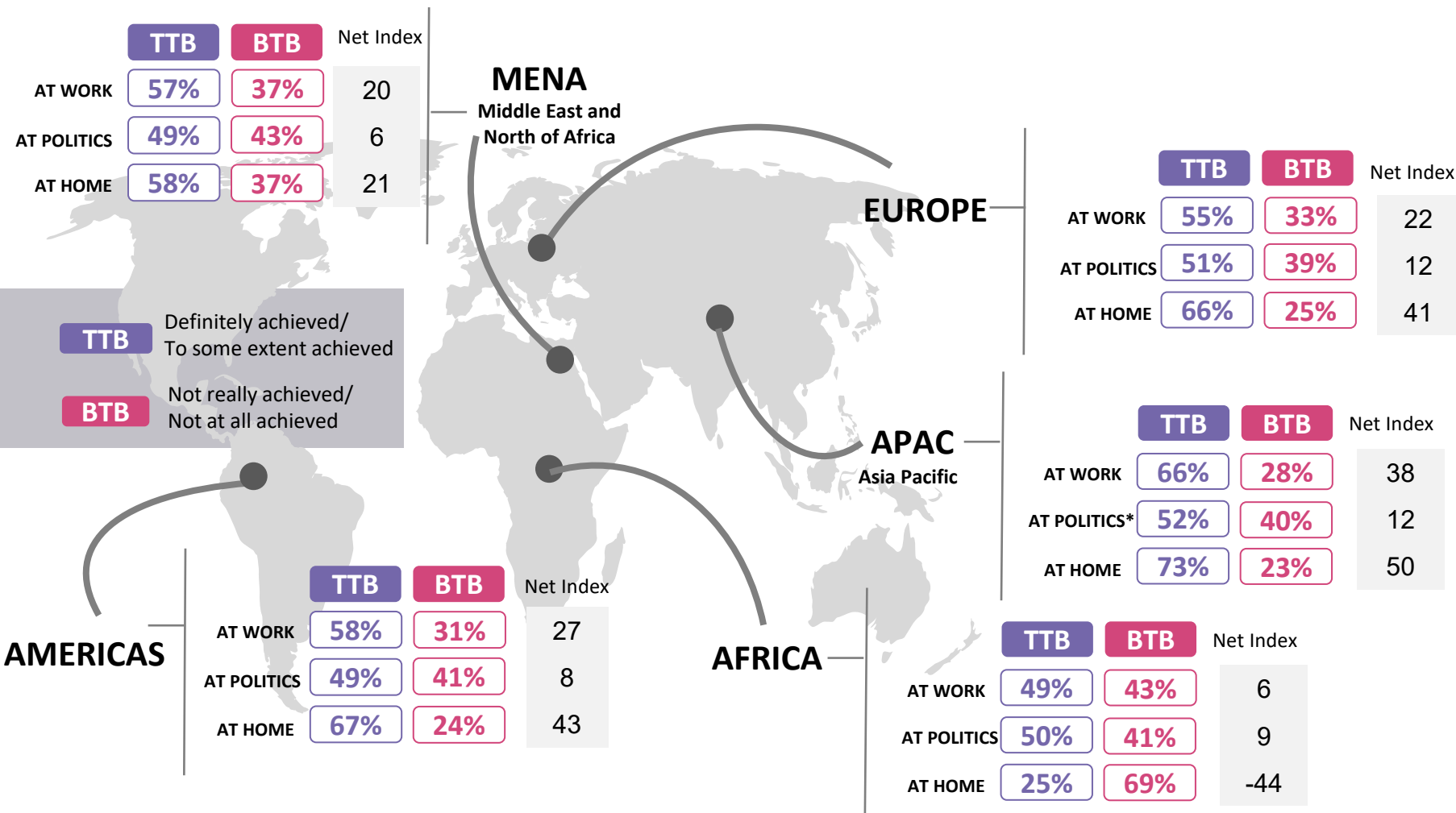
Level of achievement in Gender Equality - 2025

% within total population – Net Index



By region

At work, at politics, at home



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 2024 – 9 Jan 2025
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Côte d'Ivoire	EMC	CAPI	569	NATIONAL	13-25 February 2025
6	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
7	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
8	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
9	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
10	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2025
11	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
12	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
13	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
14	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
15	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
16	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
17	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
18	Italy	BVA Doxa	CAWI	995	NATIONAL	13-16 December 2024
19	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
20	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
21	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025

METHODOLOGY

Total of 35.515 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 25th 2025

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 Fieldwork Dates
22	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
23	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
25	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
26	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
27	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
28	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
29	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
30	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
31	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
32	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
33	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
34	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
35	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
36	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
37	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
38	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
39	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
40	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025