

Are We Equal Yet?

What Marketers Need to Know About Global Perceptions of Women

Prosumer Report
HAVAS

Are women forever to be the subordinate sex, or are they the face of the future? Compiling the views of 12,168 men and women ages 18+ in 32 countries, Havas' "The Future Is FeMale" study reveals society's current attitudes toward gender and gender equality.

Nearly half the women (45%) and Prosumers (44%) surveyed around the globe agree that it will be women who lead change

in the world, and around a third of men (30%) and 4 in 10 millennials said the same. Yet, globally, only 1/3 of men and 1/4 of women believe the sexes are equal.

Brands can help pave the way to a more equitable future by shining a light on those areas most in need of change and by modeling with their own businesses and supply chains how best to empower and support people, regardless of gender.

ARE WE EQUAL: NOW?

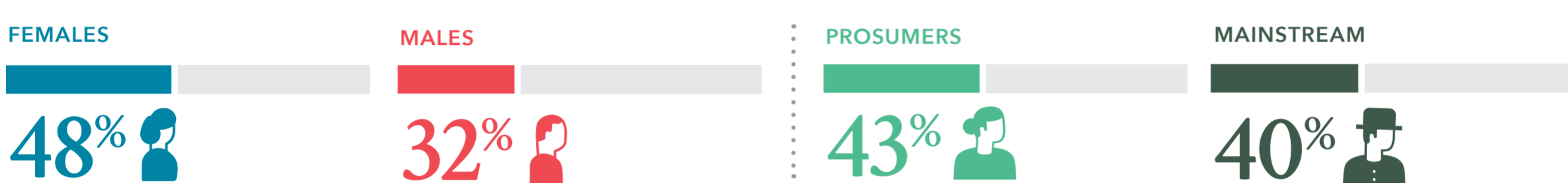
There is no more gender inequality; we are all equal



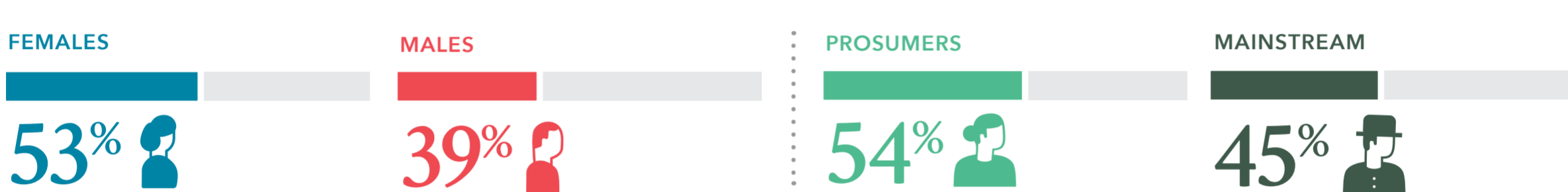
True gender equality will never exist because the genders are not equal



Today, women have rights but no real power



The world would be a better place if more women were in positions of power



% AGREEING STRONGLY/SOMEWHAT

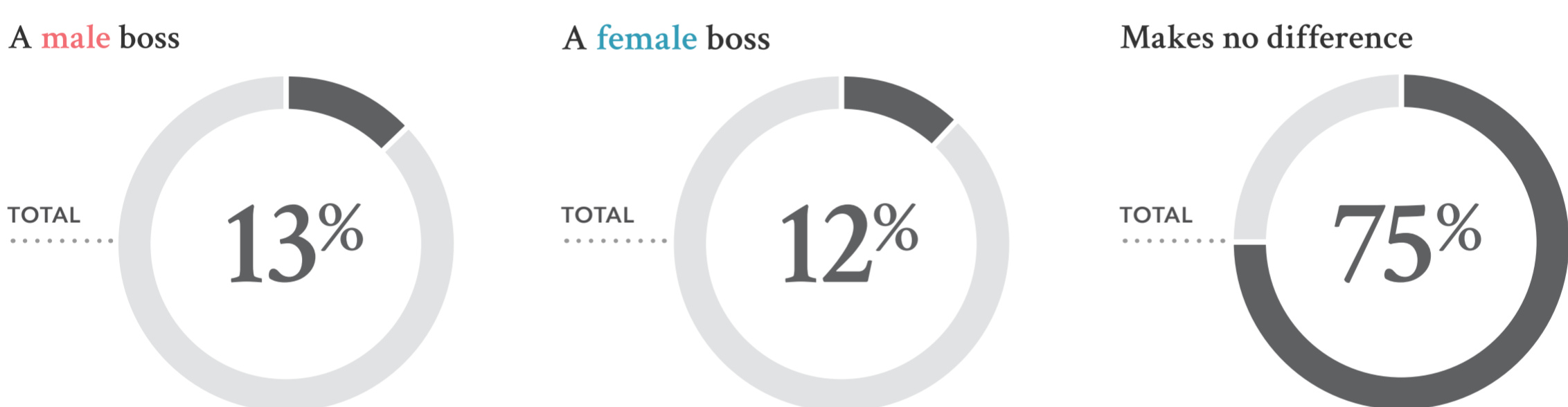
ARE WE EQUAL: AT WORK?

There are not enough women in executive positions today

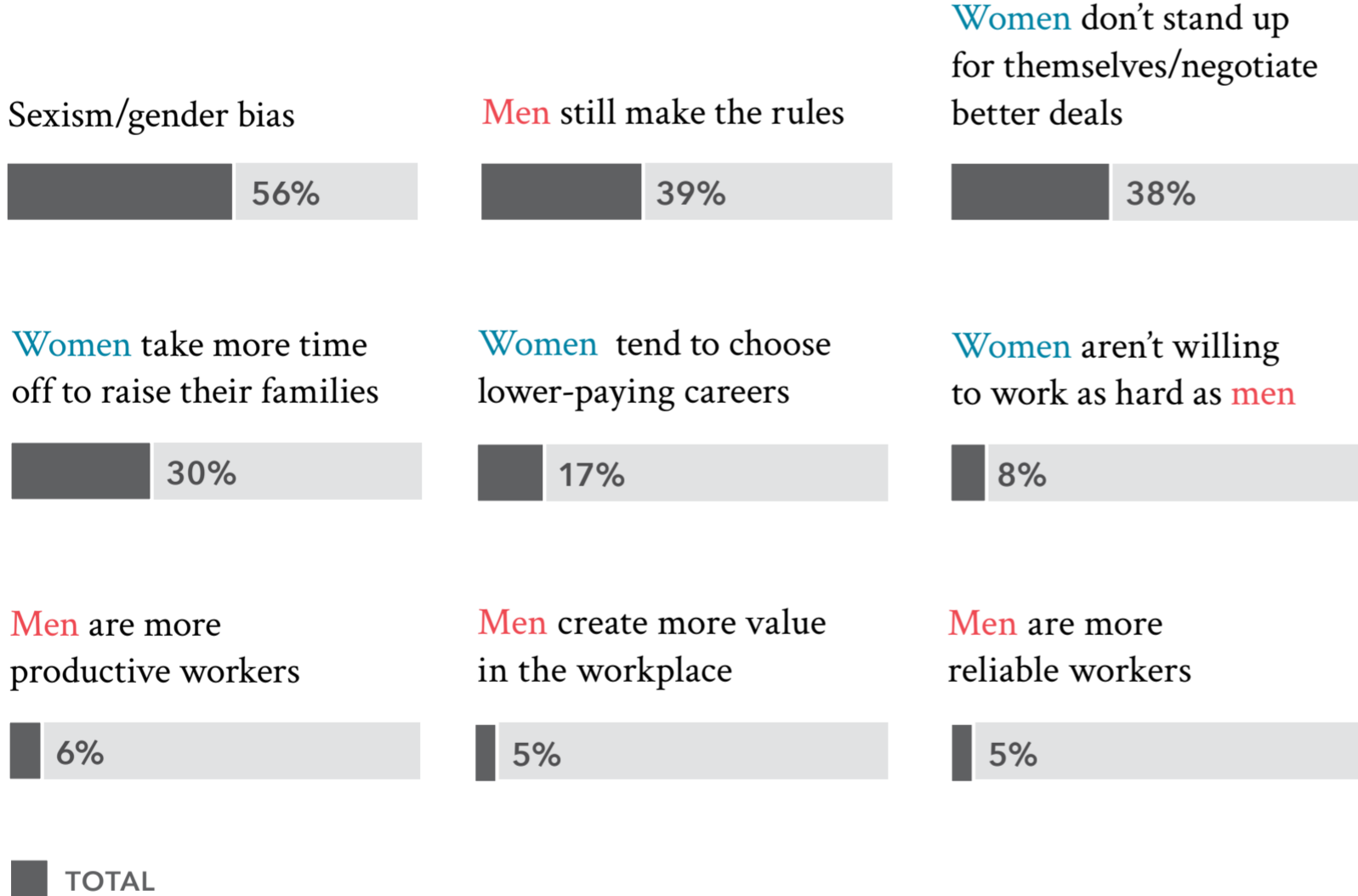
% AGREEING STRONGLY/SOMEWHAT



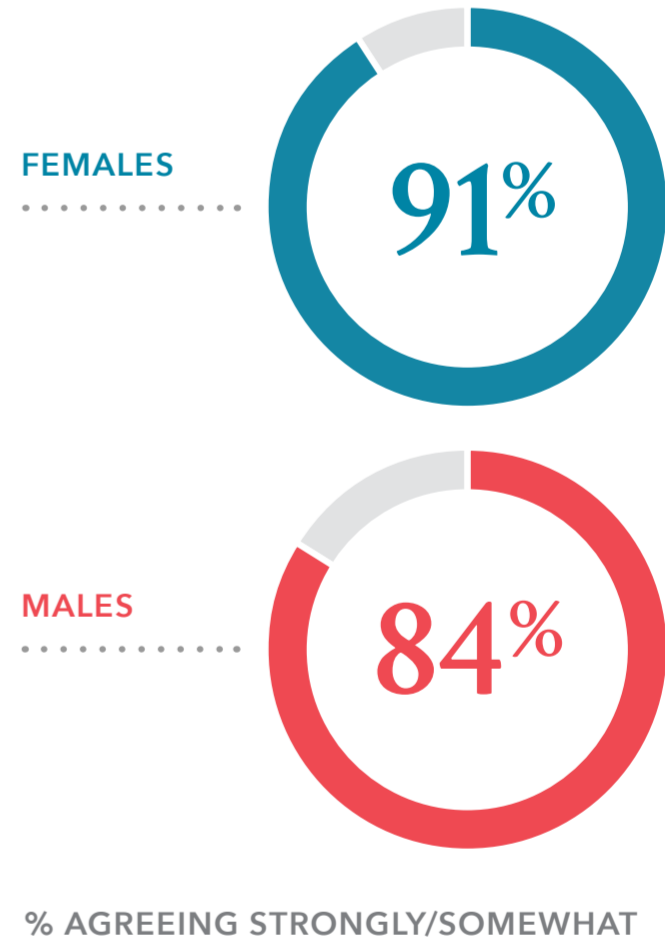
Which would you prefer? (choose one)



Which of these things prevent women from earning as much as men? (Choose all that apply.)



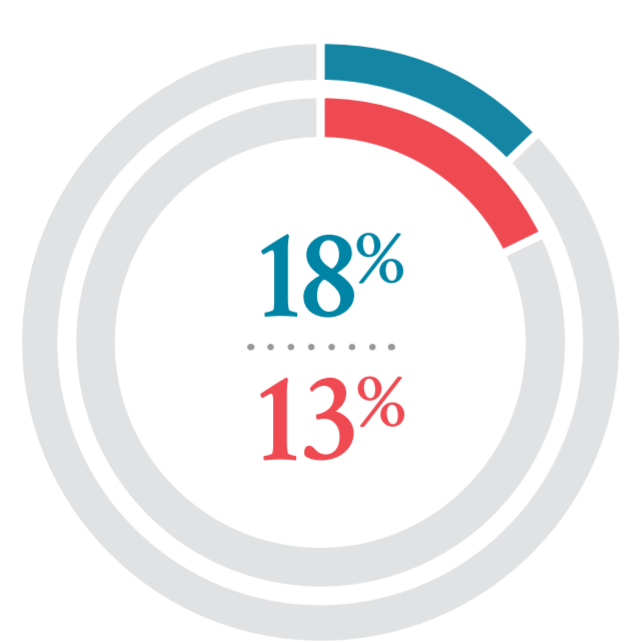
Women and men who work in the same positions should be paid the same



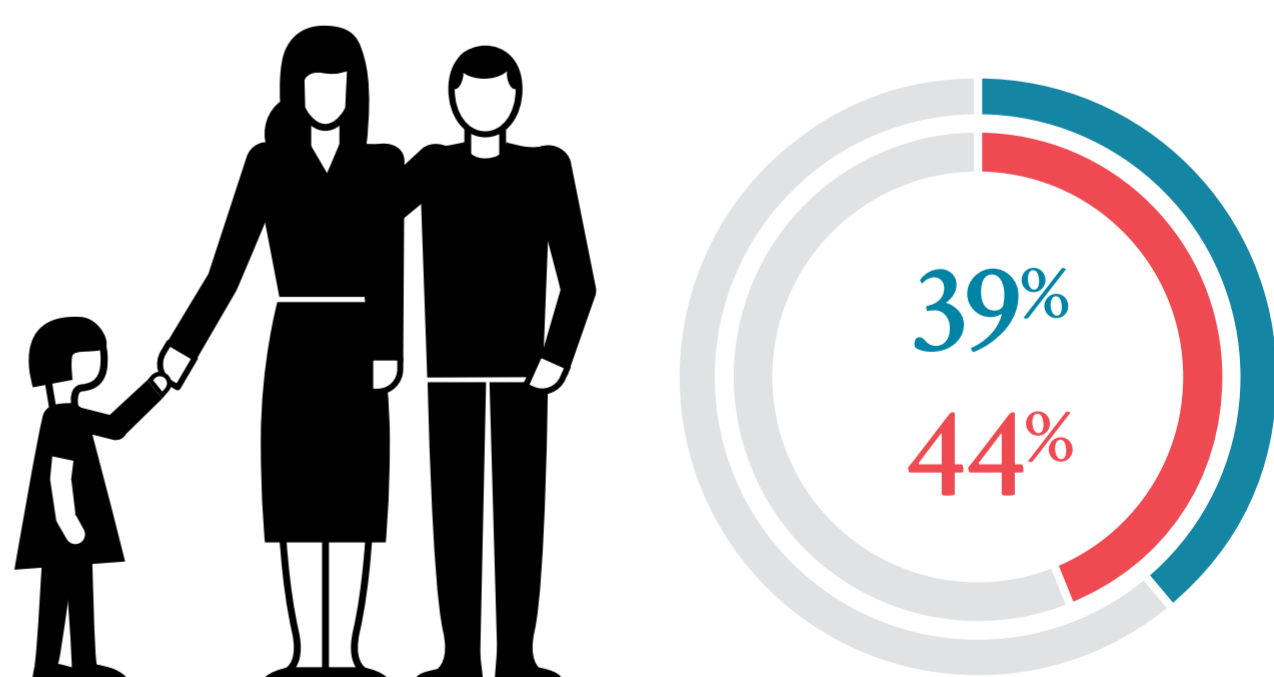
% AGREEING STRONGLY/SOMEWHAT

ARE WE EQUAL: AT HOME?

Male-female relationships work better when the man is the dominant partner



Parenting comes more naturally to women than men

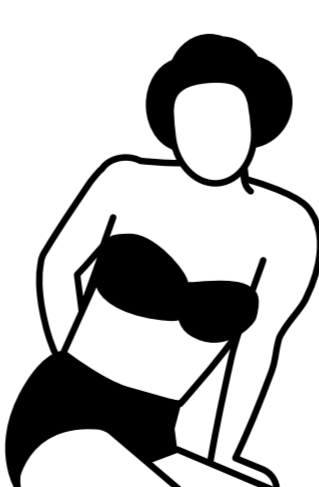
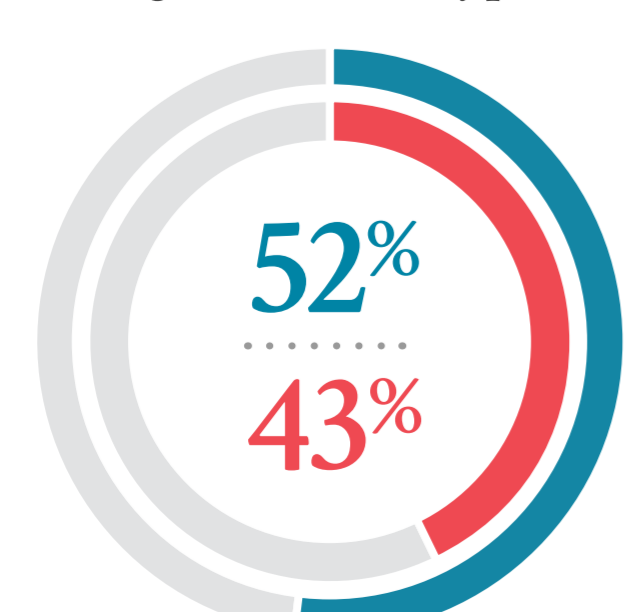


MALES FEMALES % AGREEING STRONGLY/SOMEWHAT

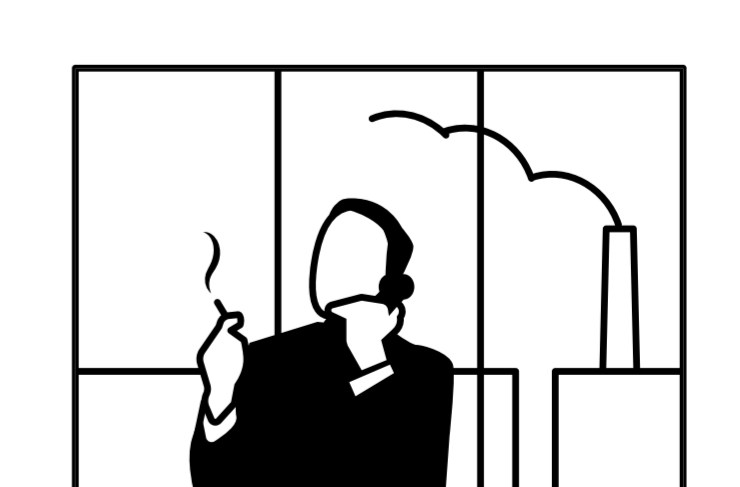
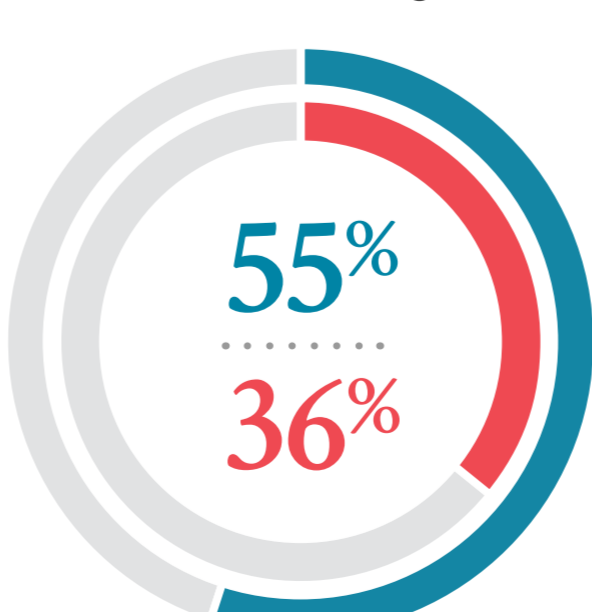
ARE WE EQUAL: IN ADVERTISING?



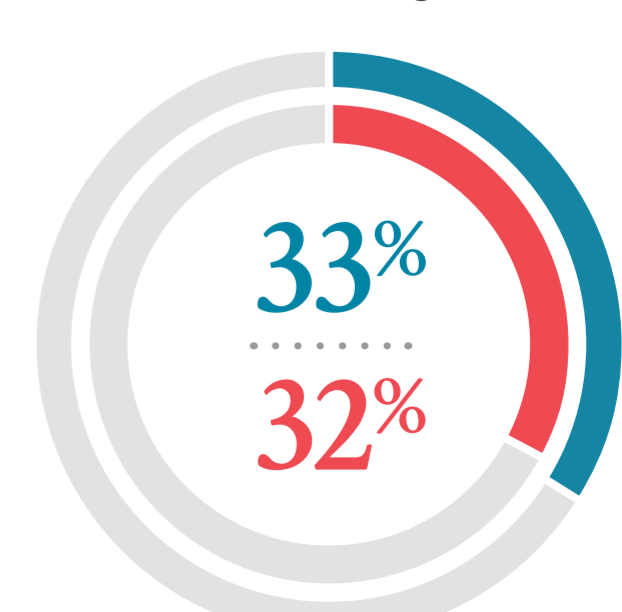
TV commercials show too many outdated gender stereotypes



I resent the way women are depicted in a lot of advertising



I resent the way men are depicted in a lot of advertising



FEMALES MALES % AGREEING STRONGLY/SOMEWHAT

Source: Havas survey of 12,168 men and women ages 18+ in 32 markets



To learn more about the Prosumer Report <http://bit.ly/2w3PBYO>

