

성평등(Gender Equality) 관련 인식

WIN Worldviews Survey 2025

영역별 성평등 성취 여부: 일터·직장, 정치, 가정 | 폭력 피해 경험 | 집안일

세계 조사 개요

2024년 12월~2025년 2월 39개국 성인 34,946명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2025년 1월 16~24일
- 표본추출: 사회연구패널*에서 성·연령·지역별 층화 추출
(한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널)
- 응답방식: 모바일조사(조사대상자에게 문자메시지 발송, 자기기입식 웹조사)
- 조사대상: 전국 만 19~79세 1,085명
- 표본오차: $\pm 3.0\%$ 포인트(95% 신뢰수준)
- 문자 발송 대비 응답 완료율: 36.5%(총 2,973명 중 1,085명)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 → [G20250513](#)



응답자 특성표

한국 응답자 특성표 2025년 1월 16~24일 사회연구패널 조사		조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
		사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체		1,085	100%	1,085	100%	1.00	±3.0%P
성별	남성	587	54%	547	50%	0.93	±4.0%P
	여성	498	46%	538	50%	1.08	±4.4%P
연령별	19~29세	96	9%	177	16%	1.84	±10.0%P
	30대	193	18%	172	16%	0.89	±7.1%P
	40대	222	20%	200	18%	0.90	±6.6%P
	50대	213	20%	225	21%	1.06	±6.7%P
	60~79세	361	33%	311	29%	0.86	±5.2%P
지역별	서울	265	24%	204	19%	0.77	±6.0%P
	인천/경기	328	30%	354	33%	1.08	±5.4%P
	대전/세종/충청	123	11%	116	11%	0.94	±8.8%P
	광주/전라	78	7%	102	9%	1.31	±11.1%P
	대구/경북	102	9%	103	9%	1.01	±9.7%P
	부산/울산/경남	150	14%	161	15%	1.07	±8.0%P
	강원/제주	39	4%	46	4%	1.17	±15.7%P

- 사회연구패널: 한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널
- 패널 참여 성향 가중 x 인구 비례 가중 적용(2023년 12월 행정안전부 주민등록인구 기준)
- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

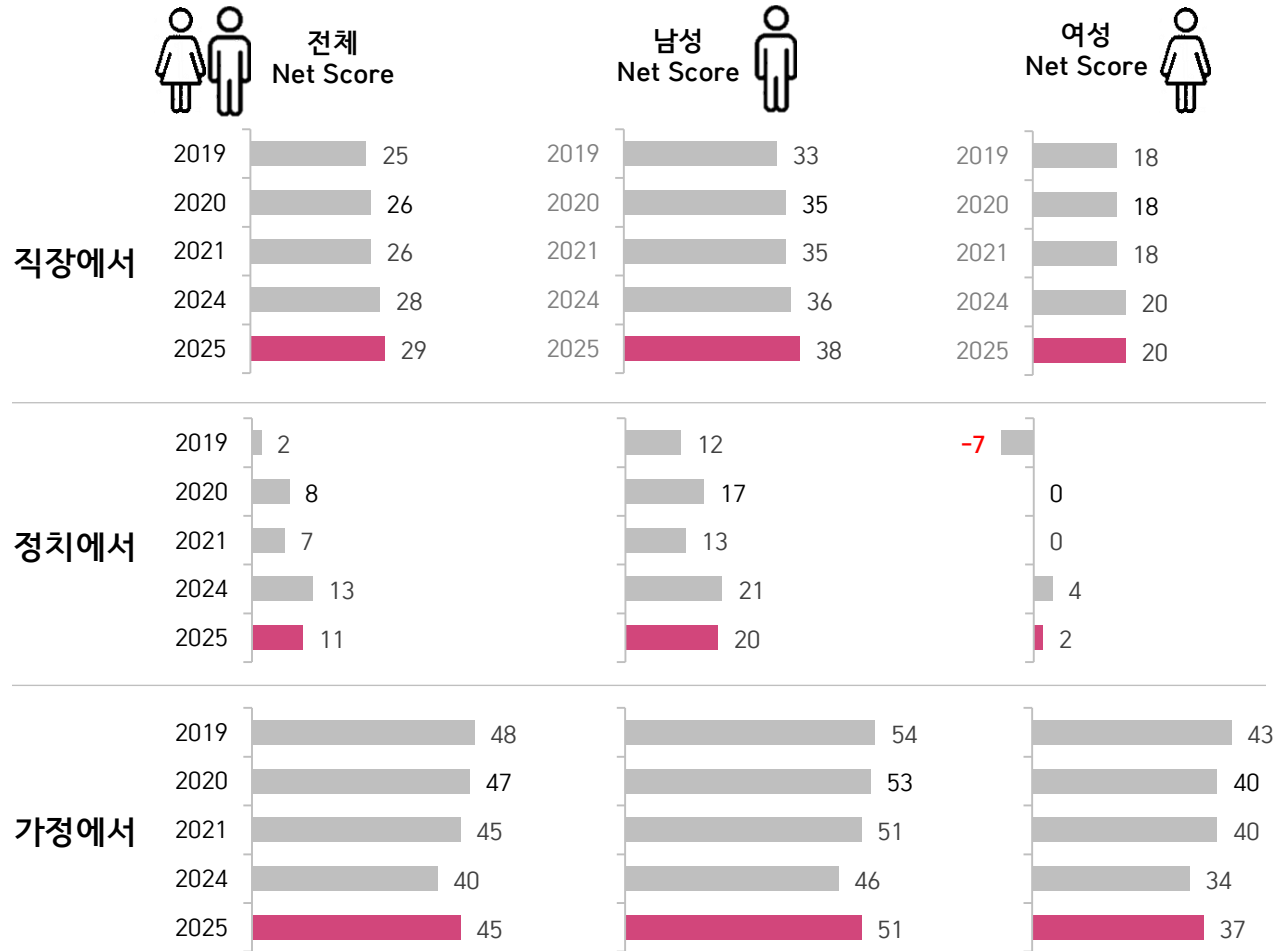
한국 응답자 특성표 2025년 1월 16~24일 사회연구패널 조사		조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
			가중적용 사례수	연령 분포				
				19~29세	30대	40대	50대	60~79세
전체		1,085	1,085	16%	16%	18%	21%	29%
성별	남성	587	547	17%	16%	19%	21%	27%
	여성	498	538	16%	15%	18%	21%	30%
지역별	서울	265	204	19%	18%	18%	19%	27%
	인천/경기	328	354	17%	17%	20%	21%	26%
	대전/세종/충청	123	116	16%	15%	19%	21%	29%
	광주/전라	78	102	16%	13%	17%	22%	32%
	대구/경북	102	103	15%	14%	17%	22%	33%
	부산/울산/경남	150	161	15%	14%	18%	21%	32%
	강원/제주	39	46	-	-	-	-	-
직업별	농/임/어업	27	26	-	-	-	-	-
	자영업	101	94	2%	11%	23%	28%	36%
	기능노무/서비스	167	173	13%	18%	17%	26%	27%
	사무/관리	416	399	13%	24%	28%	23%	11%
	전업주부	159	166		10%	18%	22%	50%
	학생	58	97	87%	12%			1%
	무직/은퇴/기타	157	131	12%	6%	5%	11%	66%
주관적	상/중상	205	204	20%	14%	19%	24%	24%
생활 수준별	중	507	516	16%	18%	20%	19%	28%
	중하	307	298	15%	15%	17%	22%	31%
	하	60	61	12%	8%	11%	24%	44%
교육	고졸 이하	255	248	7%	6%	12%	22%	54%
	수준별 대재 이상	826	832	19%	19%	20%	21%	21%
성향별	보수	352	332	12%	13%	17%	17%	41%
	중도	281	284	19%	19%	17%	21%	23%
	진보	424	434	16%	16%	20%	24%	24%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

영역별 성평등 성취 여부

일터·직장 / 정치 / 가정에서

● 영역별 성평등 성취 여부 인식 요약: 2019~2025 약 40개국 평균



- 4점 척도. 성취: '확실히+어느 정도' 이뤄짐', 미성취: '별로+전혀' 이뤄지지 않음'
- Net Score(순지수)가 양수(+)면 성평등하다고 느끼는 사람이, 음수(-)면 그렇지 않다고 느끼는 사람이 더 많음을 의미
- WIN Worldviews Survey, 2019년 39개국, 2020년 34개국, 2021년·2024년·2025년 각각 39개국 조사
- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 영역별 성평등 성취 여부 인식: 국가별

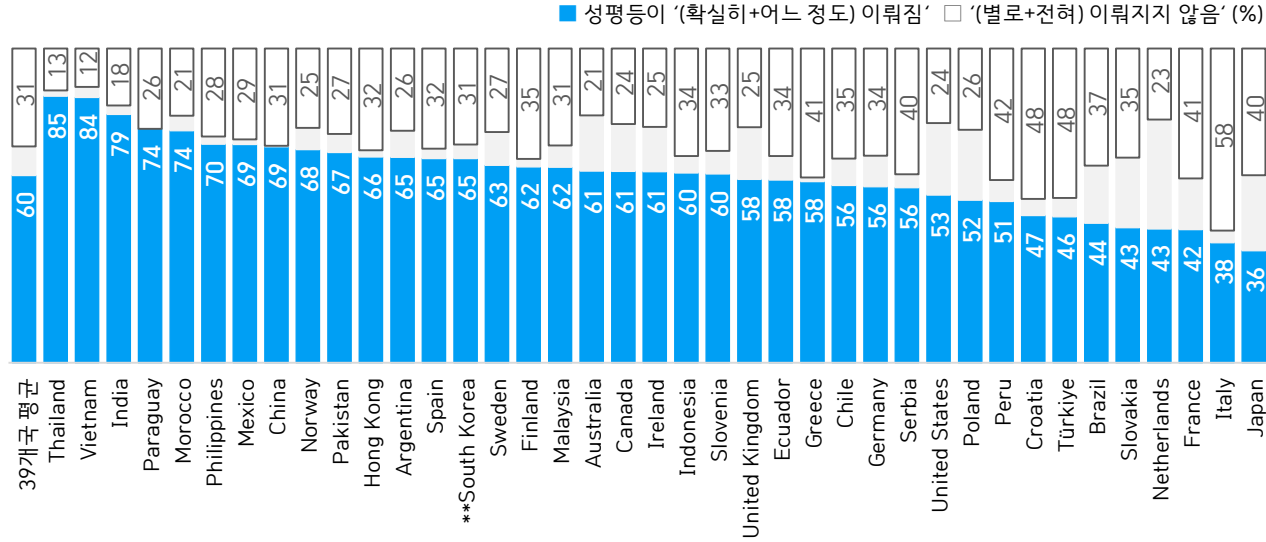
WIN Worldviews Survey 2025	영역별 성평등 성취 여부 인식								
	일터·직장에서			정치에서			가정에서		
	성취	미성취	Net.S	성취	미성취	Net.S	성취	미성취	Net.S
39개국 평균	60%	31%	29	51%	40%	11	69%	24%	45
↳ 남성	65%	27%	38	56%	36%	20	72%	21%	51
↳ 여성	55%	35%	20	46%	44%	2	65%	28%	37
Argentina	65%	26%	39	60%	30%	30	74%	19%	55
Australia	61%	21%	40	52%	37%	15	69%	19%	50
Brazil	44%	37%	7	36%	45%	-9	52%	30%	22
Canada	61%	24%	37	50%	37%	13	69%	20%	49
Chile	56%	35%	21	50%	39%	11	61%	30%	31
China	69%	31%	38				82%	18%	64
Croatia	47%	48%	-1	39%	58%	-19	64%	33%	31
Ecuador	58%	34%	24	50%	45%	5	68%	29%	39
Finland	62%	35%	27	69%	27%	42	71%	24%	47
France	42%	41%	1	34%	53%	-19	57%	31%	26
Germany	56%	34%	22	46%	45%	1	68%	22%	46
Greece	58%	41%	17	56%	41%	15	67%	32%	35
Hong Kong	66%	32%	34	58%	36%	22	71%	26%	45
India	79%	18%	61	56%	40%	16	80%	18%	62
Indonesia	60%	34%	26	57%	36%	21	67%	29%	38
Ireland	61%	25%	36	49%	40%	9	67%	22%	45
Italy	38%	58%	-20	38%	58%	-20	59%	38%	21
Japan	36%	40%	-4	23%	62%	-39	45%	40%	5
Malaysia	62%	31%	31	43%	49%	-6	70%	25%	45
Mexico	69%	29%	40	72%	25%	47	77%	20%	57
Morocco	74%	21%	53	68%	24%	44	66%	30%	36
Netherlands	43%	23%	20	41%	31%	10	61%	15%	46
Norway	68%	25%	43	75%	16%	59	80%	14%	66
Pakistan	67%	27%	40	54%	36%	18	71%	24%	47
Paraguay	74%	26%	48	47%	53%	-6	87%	13%	74
Peru	51%	42%	9	40%	54%	-14	64%	32%	32
Philippines	70%	28%	42	60%	36%	24	76%	23%	53
Poland	52%	26%	26	46%	33%	13	60%	22%	38
Serbia	56%	40%	16	50%	45%	5	61%	36%	25
Slovakia	43%	35%	8	27%	54%	-27	63%	22%	41
Slovenia	60%	33%	27	50%	43%	7	81%	15%	66
**South Korea	65%	31%	34	49%	48%	1	73%	24%	49
↳ 남성	77%	19%	58	61%	37%	24	83%	14%	69
↳ 여성	53%	42%	11	37%	60%	-23	64%	35%	29
Spain	65%	32%	33	65%	30%	35	61%	35%	26
Sweden	63%	27%	36	60%	31%	29	71%	20%	51
Thailand	85%	13%	72	65%	26%	39	90%	10%	80
Türkiye	46%	48%	-2	37%	55%	-18	53%	41%	12
United Kingdom	58%	25%	33	51%	37%	14	66%	22%	44
United States	53%	24%	29	41%	43%	-2	68%	18%	50
Vietnam	84%	12%	72	62%	25%	37	92%	8%	84

- 4점 척도. 성취: '확실히+어느 정도' 이뤄짐', 미성취: '별로+전혀' 이뤄지지 않음'

- 2024년 12월~2025년 2월 조사 참여 국가명 순. Net.S(Net Score): 성취-미성취 응답 차이

- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

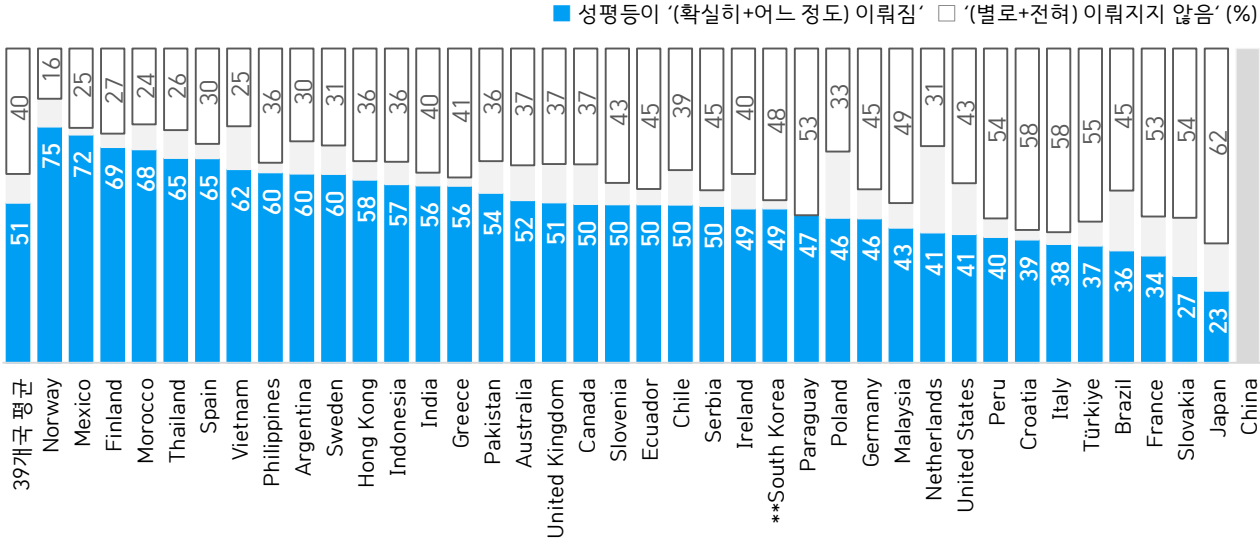
● **일터·직장**에서의 성평등 성취 여부: 국가별



- '성취' 응답 내림차순. 4점 척도. 2024년 12월~2025년 2월 39개국 WIN Worldviews Survey

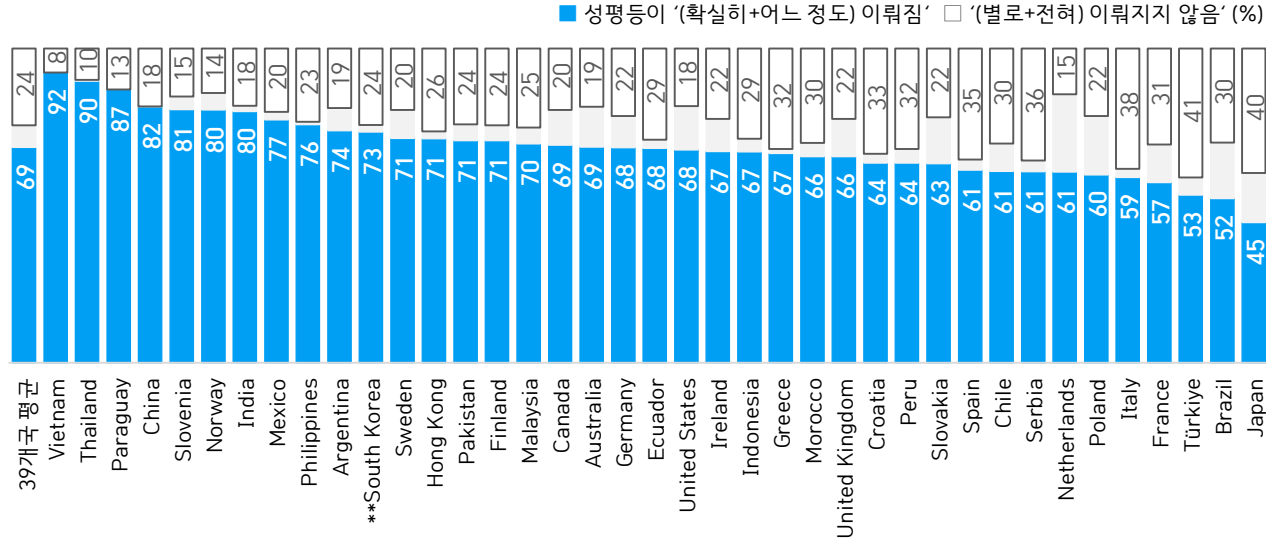
- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 정치에서의 성평등 성취 여부: 국가별



- '성취' 응답 내림차순. 4점 척도. 2024년 12월~2025년 2월 39개국 WIN Worldviews Survey (중국은 이 문항 제외)
- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 가정에서의 성평등 성취 여부: 국가별



- '성취' 응답 내림차순. 4점 척도. 2024년 12월~2025년 2월 39개국 WIN Worldviews Survey

- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

질문) 귀하는 우리나라의 다음 각 영역에서 성평등이 얼마나 이루어졌다고 보십니까?
 ‘확실히 이뤄짐’, ‘어느 정도 이뤄짐’, ‘별로 이뤄지지 않음’, ‘전혀 이뤄지지 않음’
 중에서 답해 주십시오. - 일터·직장에서 / 정치에서 / 가정에서

2025년 1월 16~24일 전국 만 19~79세 조사		사례수 (명)	영역별 성평등 성취 [1/3] 일터·직장에서					성취 (A)	미성취 (B)	Net Score (A-B)
			확실히	어느정도	별로	전혀	모름/ 응답거절			
			이뤄졌다	이뤄지지	않았다					
전체		1,085	15%	50%	25%	6%	5%	65%	31%	34
성별	남성	547	22%	55%	15%	4%	4%	77%	19%	58
	여성	538	8%	45%	35%	7%	5%	53%	42%	11
연령별	19~29세	177	17%	40%	27%	10%	6%	57%	37%	20
	30대	172	18%	39%	31%	9%	3%	58%	40%	18
	40대	200	12%	55%	24%	4%	5%	67%	28%	39
	50대	225	15%	57%	23%	2%	3%	72%	25%	47
	60~79세	311	12%	54%	22%	5%	6%	67%	27%	40
성/ 연령별	남성 19~29세	92	26%	58%	3%	6%	7%	84%	10%	74
	남성 30대	90	25%	42%	26%	4%	3%	67%	31%	36
	남성 40대	102	20%	57%	14%	3%	5%	78%	18%	60
	남성 50대	114	20%	62%	14%	1%	2%	83%	15%	68
	남성 60~79세	150	19%	55%	16%	5%	5%	74%	22%	52
	여성 19~29세	85	8%	21%	53%	13%	5%	29%	66%	-37
	여성 30대	82	11%	36%	35%	14%	3%	48%	49%	-1
	여성 40대	98	4%	53%	34%	4%	5%	57%	39%	18
	여성 50대	112	10%	51%	33%	3%	3%	61%	36%	25
	여성 60~79세	161	7%	53%	27%	6%	7%	60%	33%	27
직업별	농/임/어업	26	-	-	-	-	-	-	-	-
	자영업	94	16%	59%	18%	2%	5%	75%	20%	55
	기능노무/서비스	173	17%	50%	26%	6%	2%	66%	32%	34
	사무/관리	399	16%	54%	24%	6%	1%	70%	30%	40
	전업주부	166	7%	47%	32%	4%	10%	54%	36%	18
	학생	97	19%	34%	30%	7%	11%	53%	37%	16
	무직/은퇴/기타	131	14%	53%	15%	9%	9%	67%	25%	42
성향별	보수	332	22%	54%	15%	4%	5%	76%	18%	58
	중도	284	11%	46%	31%	8%	4%	57%	39%	18
	진보	434	12%	50%	29%	5%	4%	62%	34%	28
지역별	서울	204	10%	56%	23%	8%	4%	65%	31%	34
	인천/경기	354	13%	46%	30%	6%	6%	59%	35%	24
	대전/세종/충청	116	17%	48%	29%	1%	5%	65%	30%	35
	광주/전라	102	23%	48%	21%	4%	3%	72%	26%	46
	대구/경북	103	18%	52%	20%	7%	4%	70%	27%	43
	부산/울산/경남	161	14%	50%	24%	8%	4%	64%	32%	32
	강원/제주	46	-	-	-	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

2025년 1월 16~24일 전국 만 19~79세 조사		사례수 (명)	영역별 성평등 성취 [2/3] 정치에서					성취 (A)	미성취 (B)	Net Score (A-B)
			확실히	어느정도	별로	전혀	모름/			
			이뤄졌다	이뤄지지	않았다	응답거절				
전체		1,085	9%	40%	37%	11%	3%	49%	48%	1
성별	남성	547	14%	47%	30%	7%	2%	61%	37%	24
	여성	538	4%	33%	45%	15%	3%	37%	60%	-23
연령별	19~29세	177	8%	32%	37%	19%	3%	40%	56%	-16
	30대	172	13%	28%	36%	20%	3%	41%	56%	-15
	40대	200	9%	45%	35%	9%	3%	54%	44%	10
	50대	225	9%	39%	44%	6%	2%	48%	50%	-2
	60~79세	311	7%	49%	35%	6%	2%	56%	42%	14
성/ 연령별	남성 19~29세	92	15%	48%	30%	7%		63%	37%	26
	남성 30대	90	25%	28%	30%	13%	3%	54%	44%	10
	남성 40대	102	16%	52%	23%	5%	4%	68%	29%	39
	남성 50대	114	11%	47%	34%	6%	3%	58%	39%	19
	남성 60~79세	150	7%	53%	31%	6%	3%	60%	37%	23
	여성 19~29세	85		16%	45%	32%	7%	16%	78%	-62
	여성 30대	82		27%	42%	27%	4%	27%	69%	-42
	여성 40대	98	2%	37%	47%	12%	2%	39%	59%	-20
	여성 50대	112	8%	30%	54%	6%	2%	38%	60%	-22
	여성 60~79세	161	7%	45%	39%	6%	2%	52%	46%	6
직업별	농/임/어업	26	-	-	-	-	-	-	-	-
	자영업	94	15%	46%	32%	3%	3%	61%	36%	25
	기능노무/서비스	173	9%	43%	36%	10%	2%	52%	46%	6
	사무/관리	399	9%	39%	38%	13%	2%	47%	51%	-4
	전업주부	166	7%	41%	39%	9%	4%	48%	48%	0
	학생	97	10%	26%	44%	14%	6%	36%	58%	-22
	무직/은퇴/기타	131	8%	43%	34%	13%	2%	51%	47%	4
성향별	보수	332	14%	47%	30%	5%	4%	61%	35%	26
	중도	284	9%	34%	42%	13%	3%	42%	55%	-13
	진보	434	5%	40%	39%	14%	2%	46%	53%	-7
지역별	서울	204	7%	42%	36%	14%	2%	49%	49%	0
	인천/경기	354	9%	37%	42%	9%	3%	46%	50%	-4
	대전/세종/충청	116	9%	41%	37%	12%	1%	50%	49%	1
	광주/전라	102	14%	41%	31%	11%	2%	55%	43%	12
	대구/경북	103	8%	40%	37%	9%	7%	48%	46%	2
	부산/울산/경남	161	10%	39%	38%	11%	2%	48%	49%	-1
	강원/제주	46	-	-	-	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

2025년 1월 16~24일 전국 만 19~79세 조사		사례수 (명)	영역별 성평등 성취 [3/3] 가정에서					성취 (A)	미성취 (B)	Net Score (A-B)
			확실히	어느정도	별로	전혀	모름/			
			이뤄졌다	이뤄지지	않았다	응답거절				
전체		1,085	21%	52%	20%	4%	2%	73%	24%	49
성별	남성	547	25%	58%	12%	3%	3%	83%	14%	69
	여성	538	17%	46%	29%	5%	2%	64%	35%	29
연령별	19~29세	177	16%	46%	31%	7%		62%	38%	24
	30대	172	22%	42%	25%	7%	4%	64%	32%	32
	40대	200	25%	48%	21%	3%	3%	73%	24%	49
	50대	225	20%	60%	15%	2%	3%	80%	17%	63
	60~79세	311	22%	58%	15%	3%	2%	80%	17%	63
성/ 연령별	남성 19~29세	92	21%	64%	15%	1%		84%	16%	68
	남성 30대	90	32%	44%	14%	6%	5%	76%	19%	57
	남성 40대	102	30%	53%	13%	2%	3%	82%	14%	68
	남성 50대	114	18%	70%	8%	1%	3%	88%	9%	79
	남성 60~79세	150	27%	57%	10%	4%	2%	84%	14%	70
	여성 19~29세	85	11%	27%	48%	14%		38%	62%	-24
	여성 30대	82	11%	41%	38%	8%	2%	52%	46%	6
	여성 40대	98	20%	43%	30%	5%	2%	63%	35%	28
	여성 50대	112	23%	49%	22%	3%	3%	72%	25%	47
	여성 60~79세	161	18%	59%	19%	2%	2%	78%	20%	58
직업별	농/임/어업	26	-	-	-	-	-	-	-	-
	자영업	94	24%	59%	13%	1%	2%	84%	14%	70
	기능노무/서비스	173	21%	56%	17%	3%	3%	77%	20%	57
	사무/관리	399	23%	49%	21%	4%	2%	73%	25%	48
	전업주부	166	19%	52%	22%	5%	2%	70%	27%	43
	학생	97	15%	48%	31%	6%		63%	37%	26
	무직/은퇴/기타	131	23%	52%	16%	6%	3%	74%	23%	51
성향별	보수	332	28%	54%	13%	2%	2%	82%	15%	67
	중도	284	17%	52%	24%	5%	1%	69%	30%	39
	진보	434	20%	51%	22%	5%	2%	71%	27%	44
지역별	서울	204	22%	50%	22%	5%	2%	72%	27%	45
	인천/경기	354	18%	54%	21%	5%	3%	72%	26%	46
	대전/세종/충청	116	26%	49%	19%	5%	1%	74%	24%	50
	광주/전라	102	25%	48%	24%	3%	1%	73%	27%	46
	대구/경북	103	23%	55%	15%	4%	2%	78%	19%	59
	부산/울산/경남	161	22%	51%	21%	3%	3%	73%	24%	49
	강원/제주	46	-	-	-	-	-	-	-	-

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폭력 피해 경험

● 지난 1년간 폭력 피해 경험: 국가별

WIN Worldviews Survey 2025	신체적·정신적 폭력			성희롱 피해 경험		
	있다	없다	의견 유보	있다	없다	의견 유보
39개국 평균	13%	84%	3%	5%	93%	2%
└ 남성	11%	86%	3%	4%	94%	2%
└ 여성	14%	82%	3%	7%	91%	2%
Argentina	32%	63%	5%	9%	87%	4%
Australia	8%	90%	2%	5%	93%	2%
Brazil	16%	76%	8%	7%	86%	7%
Canada	11%	85%	4%	5%	93%	2%
Chile	19%	75%	6%	9%	89%	3%
China	3%	97%	1%	1%	99%	0%
Croatia	14%	83%	4%	1%	98%	0%
Ecuador	18%	81%	1%	10%	86%	4%
Finland	10%	87%	3%	5%	93%	1%
France	11%	84%	4%	2%	95%	3%
Germany	9%	88%	3%	5%	94%	1%
Greece	25%	73%	2%	6%	93%	1%
Hong Kong	14%	83%	3%	6%	93%	1%
India	27%	71%	2%	10%	89%	1%
Indonesia	1%	99%	1%	0%	100%	0%
Ireland	8%	90%	2%	5%	93%	1%
Italy	16%	79%	5%	4%	93%	3%
Japan	11%	83%	6%	5%	91%	4%
Malaysia	17%	79%	4%	12%	85%	3%
Mexico	22%	74%	4%	17%	79%	3%
Morocco	28%	71%	2%	14%	84%	2%
Netherlands	8%	89%	3%	4%	93%	3%
Norway	7%	90%	3%	5%	94%	1%
Pakistan	16%	77%	6%	3%	90%	7%
Paraguay	13%	87%	0%	8%	92%	1%
Peru	11%	88%	1%	5%	93%	1%
Philippines	7%	93%	0%	2%	98%	0%
Poland	9%	83%	8%			
Serbia	16%	79%	5%	2%	96%	2%
Slovakia	9%	89%	2%	4%	94%	2%
Slovenia	11%	85%	4%	1%	98%	1%
**South Korea	19%	78%	3%	5%	93%	2%
└ 남성	13%	84%	3%	2%	96%	2%
└ 여성	25%	73%	3%	8%	90%	2%
Spain	8%	89%	3%	4%	94%	2%
Sweden	9%	89%	2%	4%	95%	1%
Thailand	7%	93%	1%	1%	99%	
Türkiye	12%	87%	1%	5%	95%	0%
United Kingdom	16%	81%	3%	10%	89%	2%
United States	17%	80%	3%	8%	91%	1%
Vietnam	0.3%	99%	0%	0.4%	100%	0%

- 2024년 12월~2025년 2월 조사 참여 국가명 순

- 한국은 2025년 1월 16~24일 전국 만 19~79세 조사. 한국갤럽 www.gallup.co.kr

질문) 귀하는 지난 1년간 정신적, 신체적 등 어떤 형태의 폭력으로 고통받은 적이 있습니까?

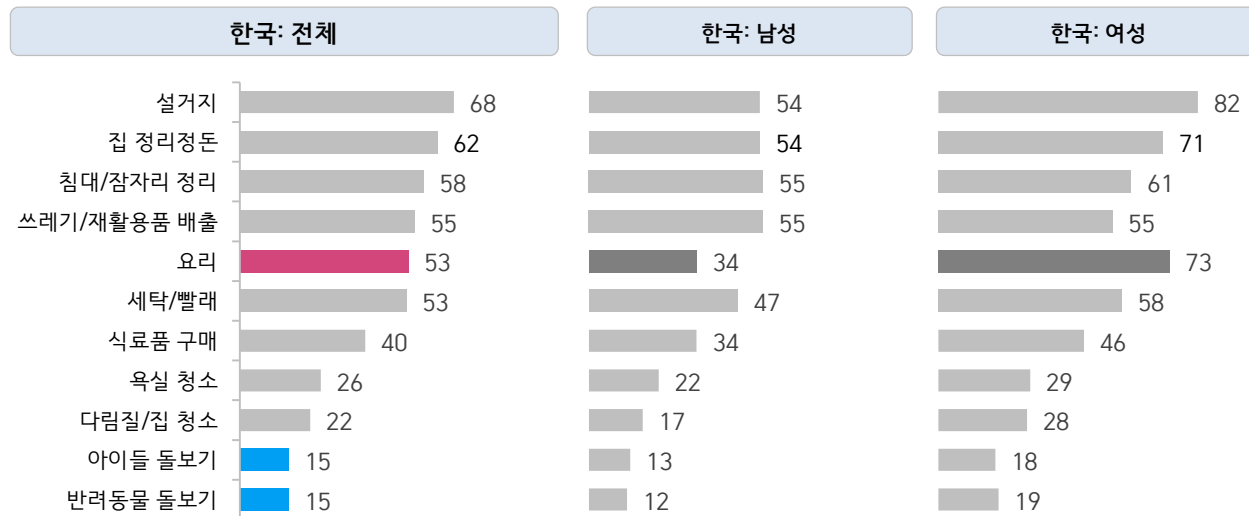
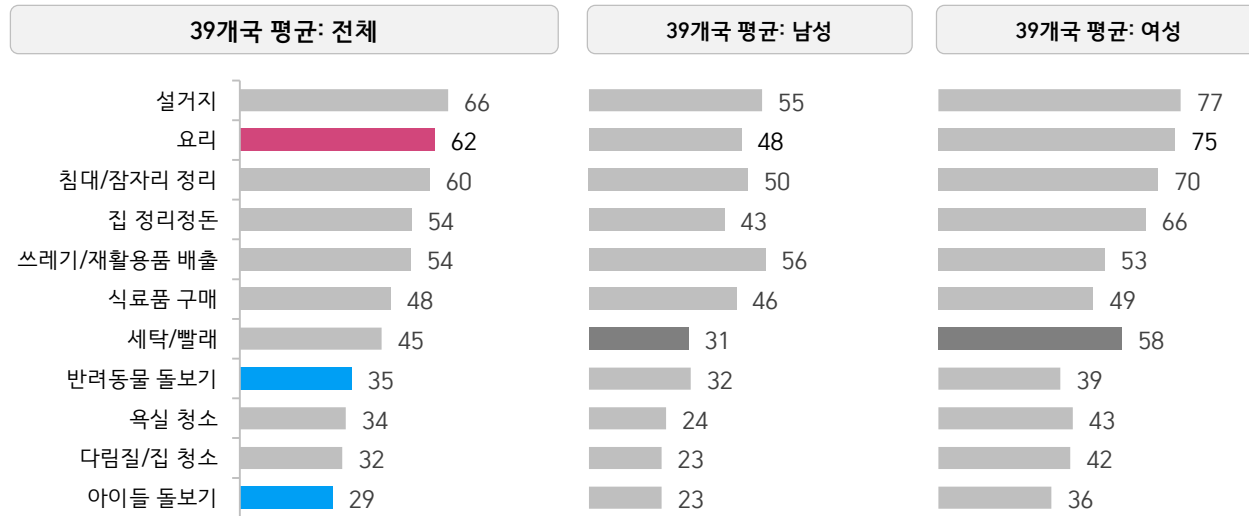
/ 지난 1년간 성희롱을 당한 경험이 있습니까?

2025년 1월 16~24일 전국 만 19~79세 조사	사례수 (명)	신체적·정신적 폭력 피해			성희롱 피해 경험		
		있다	없다	모름/ 응답거절	있다	없다	모름/ 응답거절
전체	1,085	19%	78%	3%	5%	93%	2%
성별 남성	547	13%	84%	3%	2%	96%	2%
여성	538	25%	73%	3%	8%	90%	2%
연령별 19~29세	177	22%	74%	4%	9%	87%	4%
30대	172	20%	77%	2%	8%	91%	1%
40대	200	22%	72%	5%	5%	93%	2%
50대	225	24%	75%	1%	4%	96%	0%
60~79세	311	11%	87%	2%	3%	97%	1%
성/연령별 남성 19~29세	92	17%	76%	7%	5%	91%	5%
남성 30대	90	11%	88%	2%	3%	96%	1%
남성 40대	102	19%	78%	4%	4%	94%	3%
남성 50대	114	18%	80%	2%	1%	98%	1%
남성 60~79세	150	5%	92%	3%	1%	99%	1%
여성 19~29세	85	27%	71%	1%	14%	82%	3%
여성 30대	82	31%	66%	3%	13%	85%	2%
여성 40대	98	26%	67%	7%	6%	92%	2%
여성 50대	112	30%	69%	1%	7%	93%	
여성 60~79세	161	16%	82%	2%	4%	95%	1%
직업별 농/임/어업	26	-	-	-	-	-	-
자영업	94	19%	80%	1%	5%	95%	
기능노무/서비스	173	21%	75%	3%	7%	91%	2%
사무/관리	399	21%	77%	2%	5%	94%	2%
전업주부	166	18%	79%	3%	5%	94%	1%
학생	97	16%	78%	6%	9%	86%	4%
무직/은퇴/기타	131	13%	82%	5%	1%	97%	2%
성향별 보수	332	12%	84%	4%	2%	97%	2%
중도	284	20%	77%	3%	7%	91%	2%
진보	434	24%	74%	1%	7%	92%	1%
지역별 서울	204	18%	78%	3%	6%	92%	3%
인천/경기	354	21%	78%	2%	6%	92%	2%
대전/세종/충청	116	16%	81%	2%	4%	95%	1%
광주/전라	102	19%	79%	1%	8%	90%	2%
대구/경북	103	17%	72%	11%	5%	92%	3%
부산/울산/경남	161	20%	77%	3%	2%	97%	1%
강원/제주	46	-	-	-	-	-	-

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어제 한 집안일

● 어제 한 집안일 (% , 복수응답)



- 2024년 12월~2025년 2월 39개국 WIN Worldviews Survey

- 한국은 2025년 1월 16~24일 전국 만 19~79세 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 어제 한 집안일: 국가별

WIN Worldviews Survey 2025	어제 한 집안일 (복수응답)											Gender
	잠자리	요리	세탁	설거지	아이들	욕실	식료품	다림질	반려동물	쓰레기	집	Gap
	정리		빨래		돌보기	청소	구매	집청소	돌보기	배출	정리정돈	(남-여)
39개국 평균	60%	62%	45%	66%	29%	34%	48%	32%	35%	54%	54%	-15.7
└ 남성	50%	48%	31%	55%	23%	24%	46%	23%	32%	56%	43%	
└ 여성	70%	75%	58%	77%	36%	43%	49%	42%	38%	53%	66%	
Argentina	65%	67%	55%	74%	24%	42%	60%	35%	49%	62%	69%	-14.5
Australia	68%	71%	51%	76%	25%	24%	43%	26%	40%	52%	45%	-6.3
Brazil	64%	60%	40%	69%	21%	35%	31%	28%	39%	54%	51%	-19.9
Canada	49%	56%	29%	58%	17%	18%	28%	14%	30%	28%	42%	-3.2
Chile	69%	58%	46%	69%	32%	43%	41%	33%	49%	51%	57%	-16.1
China	43%	76%	70%	75%	38%	48%	43%	26%	23%	74%	51%	-14.5
Croatia	75%	62%	38%	71%	31%	34%	40%	30%	42%	70%	52%	-15.1
Ecuador	45%	39%	32%	44%	28%	30%	49%	43%	31%	41%	55%	-5.3
Finland	53%	67%	36%	64%	14%	9%	54%	26%	29%	50%	59%	-5.0
France	65%	68%	41%	68%	23%	26%	49%	34%	45%	51%	58%	-9.7
Germany	61%	59%	39%	59%	20%	24%	39%	14%	33%	54%	67%	-10.3
Greece	68%	63%	43%	71%	31%	32%	58%	30%	34%	64%	53%	-14.4
Hong Kong	56%	60%	55%	64%	28%	34%	52%	25%	30%	69%	40%	-7.4
India	65%	67%	48%	63%	41%	46%	67%	39%	56%	38%	28%	-17.3
Indonesia	65%	49%	52%	55%	40%	51%	53%	52%	15%	76%	64%	-48.0
Ireland	70%	71%	46%	75%	25%	30%	44%	31%	42%	48%	65%	-12.0
Italy	66%	69%	47%	61%	30%	38%	50%	48%	38%	46%	48%	-17.1
Japan	51%	59%	55%	70%	14%	47%	53%	24%	18%	47%	51%	-21.1
Malaysia	52%	51%	53%	69%	29%	32%	40%	31%	25%	42%	36%	-5.1
Mexico	75%	72%	47%	72%	44%	40%	47%	45%	51%	68%	43%	-18.4
Morocco	53%	58%	35%	53%	31%	30%	43%	14%	19%	45%	41%	-20.5
Netherlands	47%	55%	40%	66%	21%	10%	47%	32%	37%	35%	48%	-8.8
Norway	47%	74%	41%	64%	20%	13%	49%	9%	31%	60%	68%	-2.7
Pakistan	43%	42%	32%	41%	60%	31%	62%	37%	31%	39%	35%	-50.7
Paraguay	70%	62%	50%	60%	39%	45%	50%		51%	57%	73%	-20.8
Peru	82%	55%	50%	74%	46%	59%	54%	68%	51%	63%	75%	-22.9
Philippines	51%	73%	54%	68%	44%	47%	26%	48%	40%	59%	69%	-28.0
Poland	61%	52%	31%	63%	17%	14%	61%	26%	33%	46%	40%	-14.2
Serbia	83%	66%	35%	75%	31%	34%	75%	29%	40%	75%	55%	-14.1
Slovakia	70%	57%	34%	74%	26%	19%	43%	16%	38%	52%	41%	-14.3
Slovenia	64%	63%	33%	69%	26%	27%	50%	17%	40%	62%	61%	-13.4
**South Korea	58%	53%	53%	68%	15%	26%	40%	22%	15%	55%	62%	-13.1
└ 남성	55%	34%	47%	54%	13%	22%	34%	17%	12%	55%	54%	
└ 여성	61%	73%	58%	82%	18%	29%	46%	28%	19%	55%	71%	
Spain	79%	77%	42%	76%	23%	37%	62%	37%	39%	64%	58%	-9.1
Sweden	53%	66%	32%	69%	23%	19%	47%	15%	37%	58%	65%	0.7
Thailand	35%	48%	49%	66%	22%	26%	72%	30%	35%	59%	30%	-17.7
Türkiye	72%	64%	48%	62%	58%	51%	67%	47%	35%	69%	73%	-26.3
United Kingdom	67%	66%	47%	71%	24%	31%	47%	27%	40%	46%	30%	-9.8
United States	40%	41%	28%	47%	12%	21%	25%	14%	33%	26%	33%	-2.5
Vietnam	63%	65%	68%	74%	44%	53%	56%	84%	15%	83%	78%	-28.1

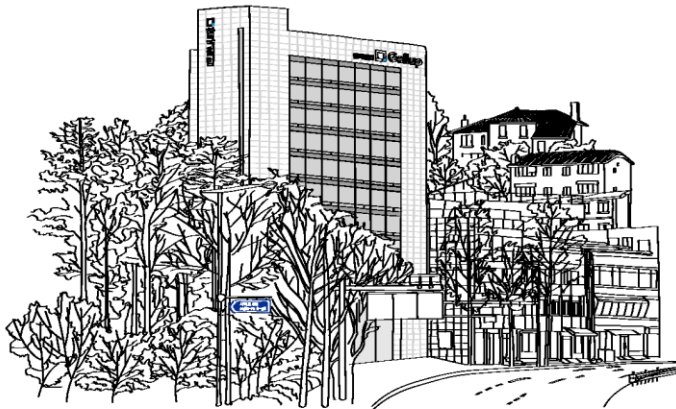
질문) 다음 중 귀하께서 어제 하신 집안일은 무엇입니까? 모두 답해 주십시오. (11가지 항목 제시)

2025년 1월 16~24일 전 국 만 19~79세 조사		사례수 (명)	어제 한 집안일 (복수응답)										
			잠자리 정리	요리	세탁 빨래	설거지	아이들 돌보기	욕실 청소	식료품 구매	다림질 집청소	반려동물 돌보기	쓰레기 배출	집 정리정돈
전체		1,085	58%	53%	53%	68%	15%	26%	40%	22%	15%	55%	62%
성별	남성	547	55%	34%	47%	54%	13%	22%	34%	17%	12%	55%	54%
	여성	538	61%	73%	58%	82%	18%	29%	46%	28%	19%	55%	71%
연령별	19~29세	177	54%	34%	45%	47%	3%	11%	18%	19%	20%	36%	57%
	30대	172	59%	49%	54%	66%	23%	21%	31%	21%	18%	57%	66%
	40대	200	56%	57%	63%	73%	42%	26%	45%	24%	13%	62%	65%
	50대	225	61%	58%	50%	71%	9%	30%	47%	26%	16%	60%	55%
	60~79세	311	60%	61%	52%	74%	6%	34%	47%	22%	12%	58%	68%
성/ 연령별	남성 19~29세	92	58%	31%	50%	41%	4%	15%	24%	16%	12%	43%	64%
	남성 30대	90	52%	43%	50%	56%	19%	25%	32%	19%	14%	55%	59%
	남성 40대	102	46%	40%	54%	61%	39%	24%	37%	18%	9%	60%	54%
	남성 50대	114	57%	29%	42%	52%	7%	19%	38%	15%	14%	57%	40%
	남성 60~79세	150	61%	30%	43%	56%	3%	26%	36%	17%	10%	58%	56%
	여성 19~29세	85	51%	37%	39%	53%	1%	7%	12%	21%	30%	30%	51%
	여성 30대	82	66%	56%	57%	77%	27%	17%	30%	23%	21%	58%	74%
	여성 40대	98	66%	74%	72%	86%	46%	27%	54%	29%	17%	63%	76%
	여성 50대	112	65%	88%	58%	91%	10%	40%	57%	37%	19%	62%	70%
	여성 60~79세	161	59%	90%	60%	91%	9%	41%	58%	26%	14%	58%	79%
직업별	농/임/어업	26	-	-	-	-	-	-	-	-	-	-	-
	자영업	94	56%	50%	44%	64%	13%	23%	44%	18%	14%	51%	51%
	기능노무/서비스	173	46%	49%	52%	60%	12%	27%	34%	21%	11%	59%	58%
	사무/관리	399	57%	48%	53%	69%	20%	23%	36%	20%	15%	53%	60%
	전업주부	166	71%	95%	73%	96%	29%	43%	67%	37%	19%	69%	84%
	학생	97	55%	34%	38%	38%		5%	13%	18%	24%	30%	51%
	무직/은퇴/기타	131	65%	42%	43%	67%	4%	28%	37%	19%	10%	62%	66%
지역별	서울	204	58%	51%	50%	66%	13%	26%	39%	22%	14%	57%	61%
	인천/경기	354	59%	53%	52%	69%	18%	26%	39%	20%	15%	51%	60%
	대전/세종/충청	116	61%	54%	56%	72%	13%	23%	45%	19%	18%	54%	66%
	광주/전라	102	54%	50%	56%	63%	20%	25%	33%	29%	17%	64%	63%
	대구/경북	103	54%	55%	49%	62%	13%	21%	33%	19%	16%	54%	63%
	부산/울산/경남	161	57%	54%	53%	68%	15%	27%	45%	26%	15%	57%	68%
	강원/제주	46	-	-	-	-	-	-	-	-	-	-	-

- '침대/잠자리 정리', '쓰레기/재활용품 배출'. 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

“조사는 결코 화려하거나 스스로 빛나는
업(業)이 아니다. 사회의 명암, 좌우 대립,
빈부 문제, 정보 격차, 과거와 미래 등을
두루 살펴 매 순간 어느 한쪽으로 치우치지
않도록 스스로 경계하며 꾸준히 공부하고
탐구하는 일이다. 때로는 관행과 시류에
맞서야 하고, 때로는 비난과 질시를 묵묵히
견뎌야 한다. 어렵지만 누군가는 반드시
해야 할 일, 힘들지만 그만큼 보람된 일이다.”

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한
한국 최초의 법인 형태 조사 전문 회사입니다.
1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며,
우리 국민의 71%가 한국갤럽을 알고 있습니다.

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한국갤럽 홈페이지 갤럽리포트 게시판을 통해 공개한 자료는
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기사, 논문, SNS 공유 등 재판매 이외 용도로는
누구나, 무료로, 자유롭게 인용하실 수 있습니다.

·
인용하실 때는 반드시 출처를 밝혀 주십시오.
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저희는 소수점 아래 수치를 제시하지 않는 것을 원칙으로 하고 있으니,
인용하실 때도 그에 따라 주실 것을 당부합니다.

—
한국갤럽 조사에 관심 가져주셔서 고맙습니다.

- 매주 새로운 조사 결과를 전합니다: [이메일 뉴스레터 구독 신청](#) | [카카오톡채널 추가](#)
- 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 [홈페이지 Q&A](#)
- 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

—
이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.

Women's lived realities still lag behind despite positive perceptions

8th March 2025

The **Worldwide Independent Network of MR (WIN)**, the leading global association of independent market research and polling firms, has released its Worldviews Survey. This year's survey captures the perspectives and beliefs of 34,946 individuals across 39 countries. WIN's latest findings shed light on **mis correlation between perception of gender equality and behaviour, violence, and measures to promote women's rights**. The survey has tracked progress across all these markets over 6 years, since it began in 2019, and it assesses whether equal opportunities and rights are improving worldwide.

The summary of findings is as follows:

1. Household chores are still being done by women

Despite 69% of people globally believing household equality has definitely or to an extent been achieved, the distribution of housework tells a different story. All chores are still predominantly done by women, except for 'taking out the rubbish' (the only thing done more frequently by men in 23 out of 39 countries; 56% men versus 53% women), and 'groceries' which is shared by both genders (46% men versus 49% women). 'Laundry' (in all countries, done more by women) and 'Cooking' (in 38 out of 39 countries done by women) showed the biggest gender gap at 27%. This is a stark contrast to high-end cuisine, where renowned chefs have been men historically. The findings underscore that traditional gender roles still dominate in domestic responsibilities.

Even in countries where gender equality is perceived as more advanced, housework remains unevenly distributed – just to a lesser degree. The smallest gender gaps are in Sweden (0.7%), the US (-2.5%), Norway (-2.7%), and Canada (-3.2%). On the opposite extreme are Pakistan where the gap is a staggering -50.7%, Indonesia (-48%), Vietnam (-28.1%, despite ranking highest in positive perception of household equality at 92%), the Philippines (-28%), and **Thailand (-17.7%)** who report the widest disparities.

2. Perceptions of gender equality do not translate to household behaviour

Perceptions of gender equality at home globally have slightly improved compared to 2024, but this shift is largely driven by men, while women remain less optimistic. People's views on gender equality at home and in politics across the world remain consistent across age groups this year (varying by just 1% in positive views at home, and just 2% in politics across ages 18 to over 65). However, there is a negative correlation between age and positive perception that gender equality has been achieved at work. 63% of 18 to 24 year-olds globally believe it has been achieved, while only 50% of those over 65 do. All fields (at home, at work, in politics) generally increase with education, rising from 63% positive sentiment for home equality among those with no or basic education to 70% for those with a master's degree or PhD. Interestingly, Vietnam (92%) and Thailand (90%) rank highest for perceived household equality, surpassing countries with strong gender equality reputations like Norway (80%) and Finland (71%).

However, when comparing these perceptions to actual household chore distribution, there is near-zero correlation (using Spearman analysis). This suggests that subjective beliefs about gender equality – whether at home, work, or in politics – do not reflect real-life behaviour. While Japan, which ranks lowest in gender equality perceptions in all fields, shows alignment between perception and household task division, countries like Pakistan, Indonesia, and Vietnam – despite their high rankings in perceived equality – have the largest gender gaps in housework. Conversely, Poland reports lower confidence in gender equality yet ranks well in shared domestic responsibilities. This disconnect underscores the need for further research on what influences perceptions of gender equality – how societal, cultural or economic factors affect perceptions, or whether the country's historical trajectory regarding equality plays a role in shaping responses.

3. Concerns linger amidst decreased violence against women

Women reporting experiences of physical and/or psychological violence globally dropped from 20% in 2024 to 14% this year. However, this decline is partly due to the inclusion of countries with lower violence rates, such as China and Thailand (where 97% and 90%, respectively, answered 'no' when asked if they've suffered violence), Slovakia and Norway (88% of women reported no), while Nigeria – the highest-ranking country

for violence against women in 2024 – did not participate this year. Similarly, reports of sexual harassment have fallen from 10% to 7%, influenced by the same factors.

Both violence and harassment are strongly age-related, with younger women most affected – a persistent trend since 2019. Amongst women aged 18–24, 18% report experiencing violence, and 16% have faced sexual harassment in 2025. These figures drop significantly as women age, with women over 65 reporting at 5% and 1%, respectively.

Country-specific trends further highlight the complexity of these issues. In Turkey, reports of violence increased from 13% in 2024 to 18% this year. There has been growing awareness following publicised femicides and public outcry, potentially influencing their perception. Meanwhile, Brazil demonstrates how policy efforts can drive change. Reports of violence among women fell from 31% to 19%, and sexual harassment from 20% to 10%, following initiatives such as reinstating the Ministry of Women in 2023, relaunching 24/7 women’s hotlines and women’s houses, and enacting over 10 new women’s rights laws.

Brazil’s example is particularly relevant for Latin America, where five of the top 15 countries for reported violence against women and seven of the top 15 for women reporting sexual harassment are located. Argentina ranks highest for violence at 39%, while Mexico leads in sexual harassment reports at 28%. The data underscores the importance of sustained efforts to protect women’s rights and ensure progress is not only perceived but also reflected in lived experiences.

Richard Colwell, President of WIN International Association, said:

"The findings from this research highlight a stark contrast between the perception of gender equality and the lived realities of women. These unsettling figures serve as a reminder that safety and inequality remain pressing global issues. WIN hopes that by shedding light on these challenges, we can ignite conversations, raise awareness, and drive tangible progress toward a world that is safer and more just for women everywhere."

-ENDS-

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+39 335.62.07.347
E-mail: coordinator@winmr.com



WIN

Worldwide
Independent Network
Of Market Research

Gender Equality

WORLDVIEWS SURVEY 2025

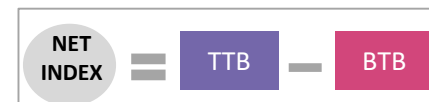




Level of achievement of gender equality

Level of achievement in Gender Equality - 2025

% within total population – Net Index

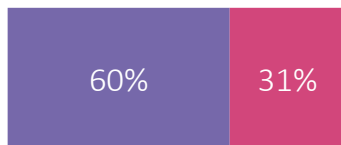


Total



NET
INDEX

At work



DK: 9%

29

By gender



NET
INDEX

65%

27%

38

DK: 8%



NET
INDEX

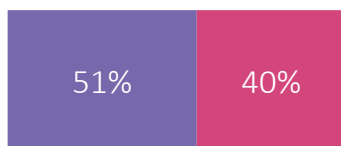
55%

35%

20

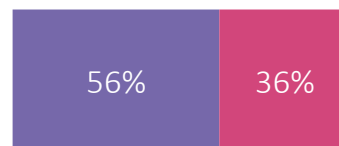
DK: 10%

Politics*



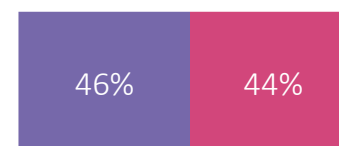
DK: 9%

11



DK: 8%

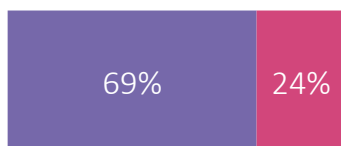
20



DK: 10%

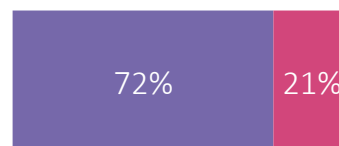
2

At home



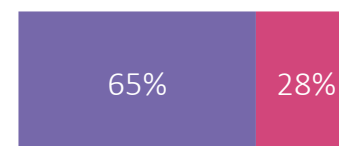
DK: 7%

45



DK: 7%

51



DK: 7%

37

TTB

Definitely achieved/
To some extent achieved

BTB

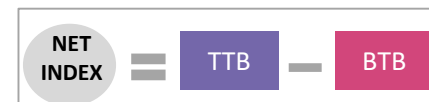
Not really achieved/
Not at all achieved

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



**Total
Net Index**

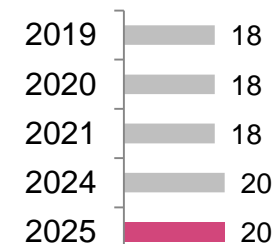
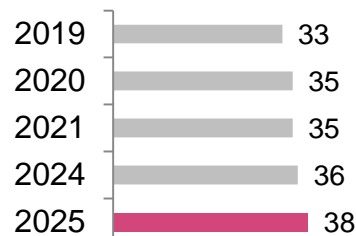
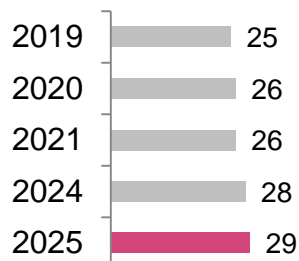


**Male
Net Index**

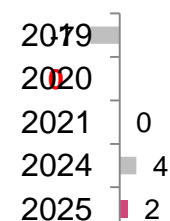
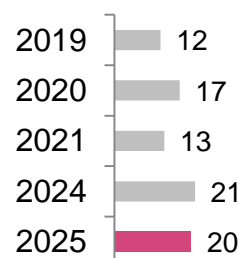
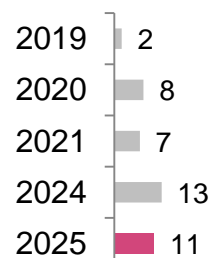


**Female
Net Index**

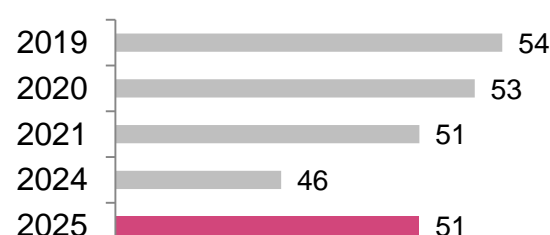
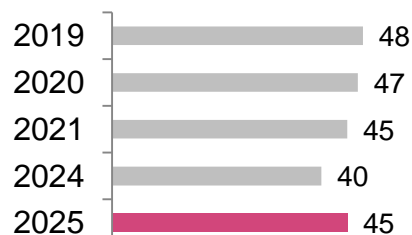
At work



In politics*



At home



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



18+

By age group

TTB

Definitely achieved/
To some extent achieved

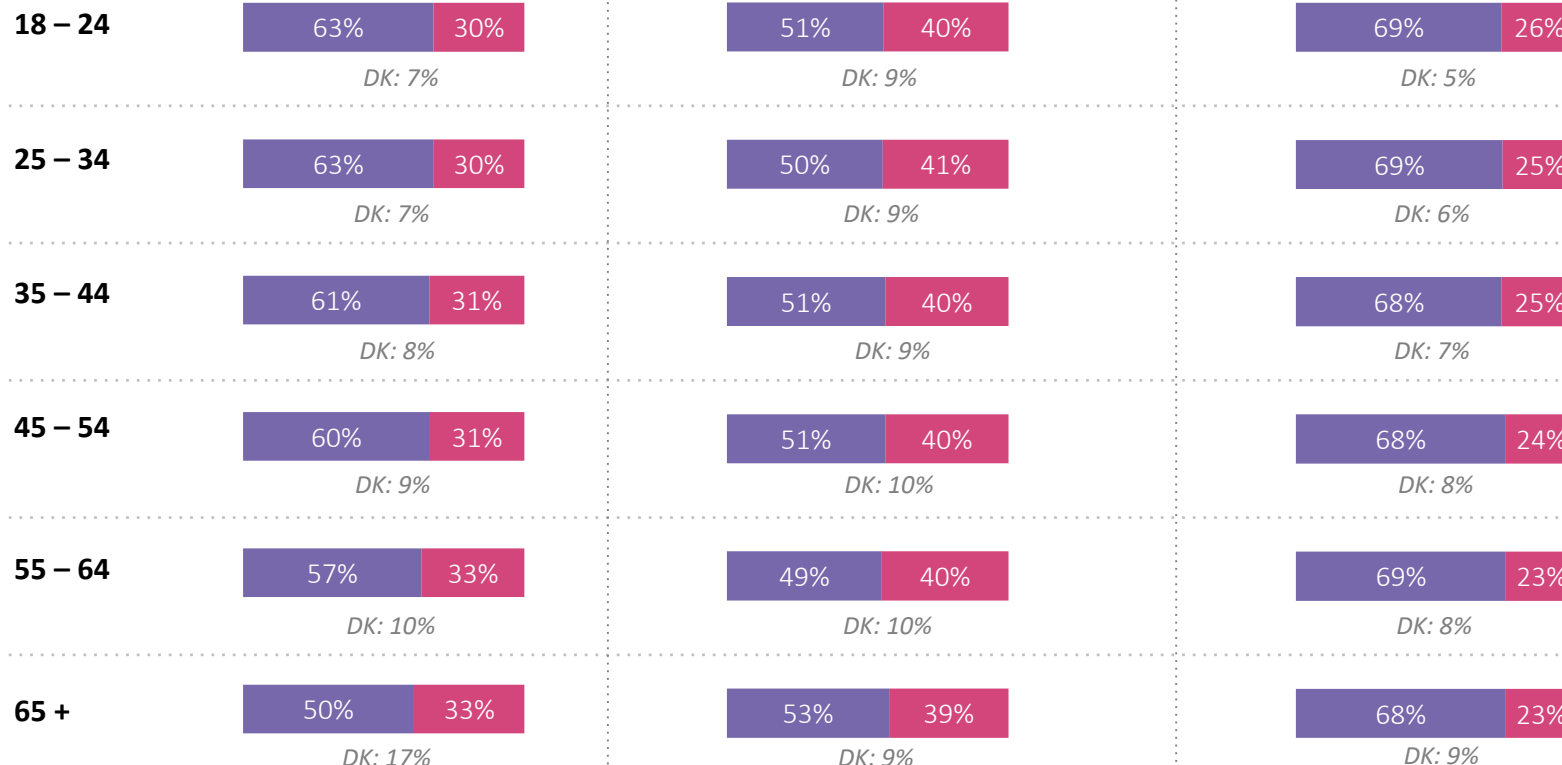
BTB

Not really achieved/
Not at all achieved

At work

Politics*

At home



Source: WIN 2025. Base: 34946 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?

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

At work

Politics*

At home

No education/
only basic
education



DK: 11%



DK: 14%



DK: 9%

Completed
Primary



DK: 11%



DK: 12%



DK: 8%

Completed
Secondary
School



DK: 11%



DK: 11%



DK: 8%

Completed
High level
education



DK: 7%



DK: 7%



DK: 6%

Master.
PHD.



DK: 4%



DK: 4%



DK: 4%

Source: WIN 2025. Base: 34946 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?

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



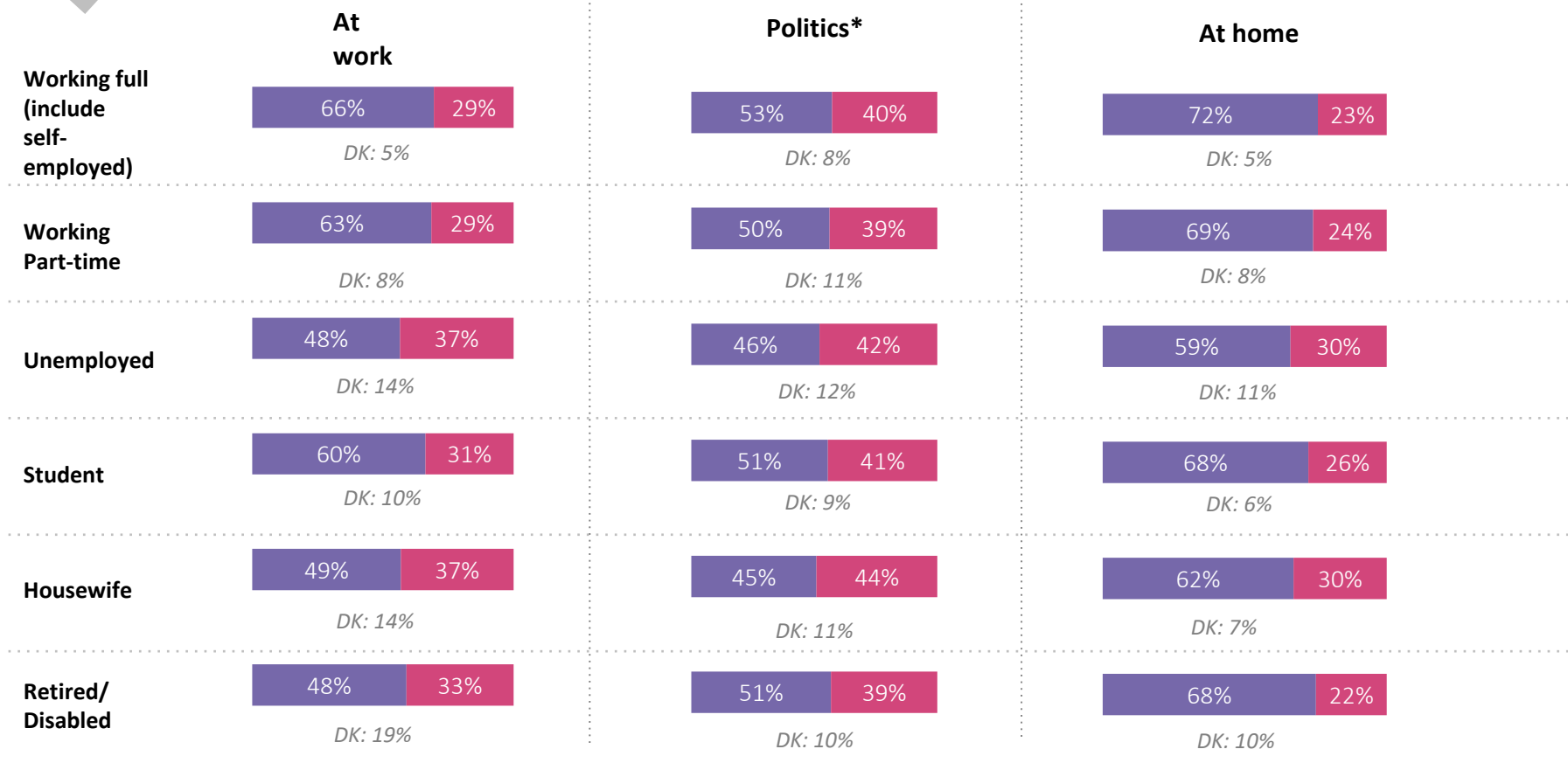
By employment

TTB

Definitely achieved/
To some extent achieved

BTB

Not really achieved/
Not at all achieved



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

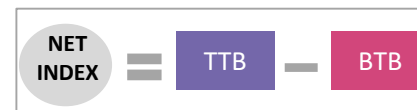
*Base: 33946 cases. No data in China

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?

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



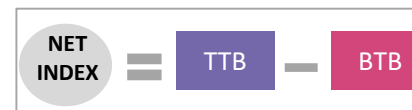
	At Work			In politics*			At home		
	Net Index	TTB	BTB	Net Index	TTB	BTB	Net Index	TTB	BTB
Argentina	39%	65%	26%	30%	60%	30%	55%	74%	19%
Australia	40%	61%	21%	15%	52%	37%	50%	69%	19%
Brazil	7%	44%	37%	-9%	36%	45%	22%	52%	30%
Canada	37%	61%	24%	13%	50%	37%	49%	69%	20%
Chile	21%	56%	35%	11%	50%	39%	31%	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: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



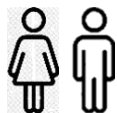
	At Work			In politics*			At Home		
	Net Index	TTB	BTB	Net Index	TTB	BTB	Net Index	TTB	BTB
South Korea	34%	65%	31%	1%	49%	48%	49%	73%	24%
Morocco	53%	74%	21%	44%	68%	24%	36%	66%	30%
Mexico	40%	69%	29%	47%	72%	25%	57%	77%	20%
Malaysia	31%	62%	31%	-6%	43%	49%	45%	70%	25%
Netherlands	20%	43%	23%	10%	41%	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: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

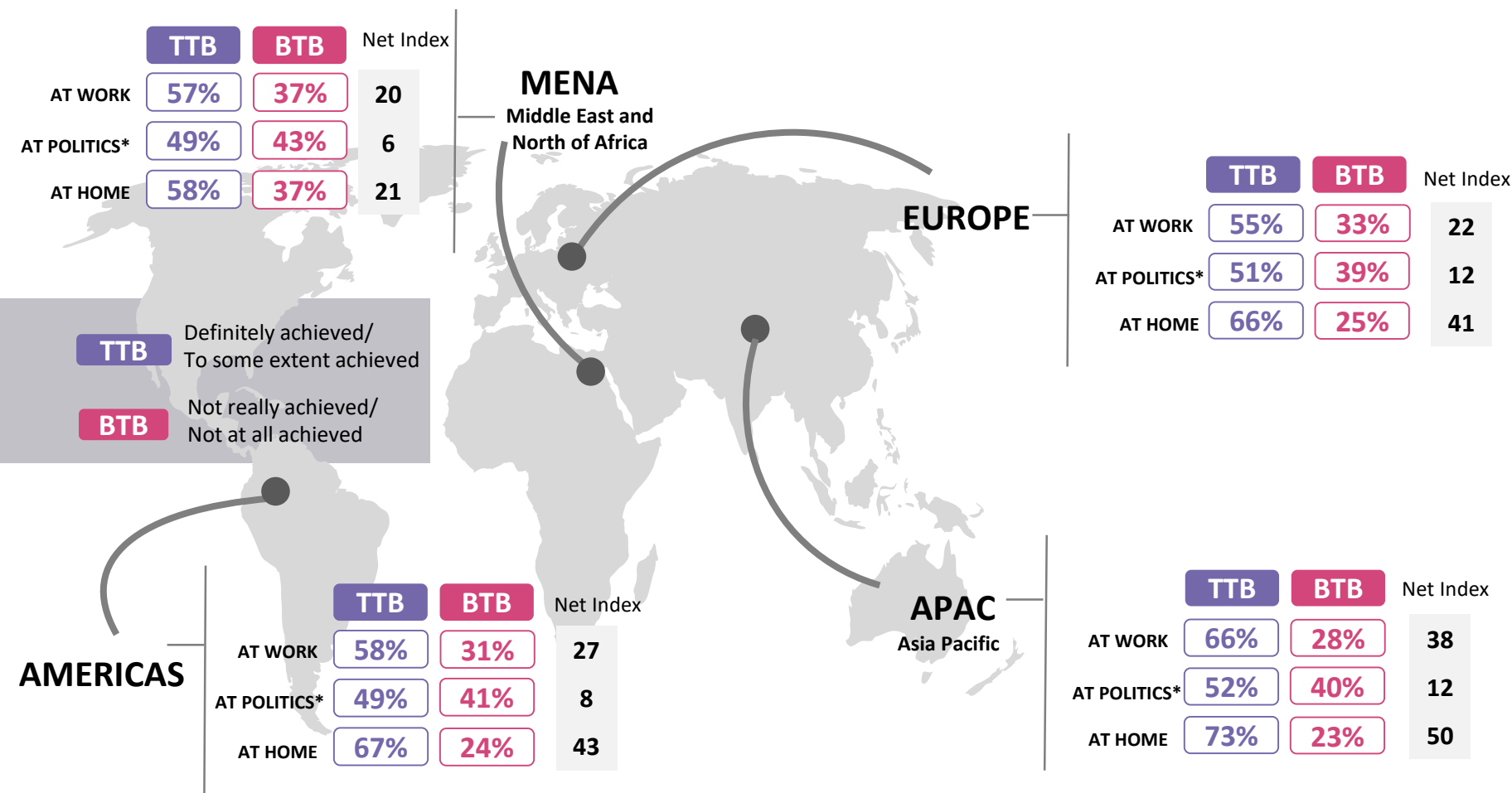
Level of achievement in Gender Equality - 2025

% within total population – Net Index



By region

At work, at politics, at home



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China



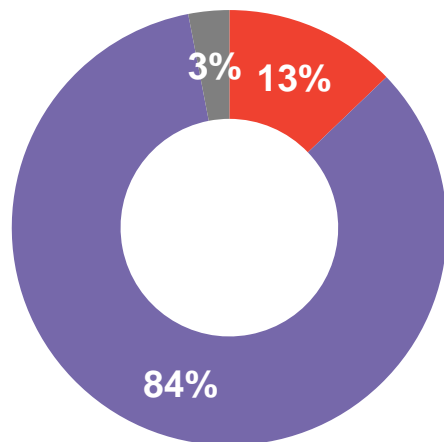
Violence

Suffered any kind of violence

% within total population

Total

YES NO DK



Female

14%

82%

3%



2024	20%	77%	3%
2022/2023	17%	80%	3%
2021	16%	82%	2%
2020	17%	81%	2%
2019	16%	81%	3%

Male

11%

86%

3%



By age group - Female

18 – 24	18%	77%	5%
25 – 34	16%	81%	3%
35 – 44	14%	83%	3%
45 – 54	13%	84%	3%
55 – 64	10%	88%	2%
65 +	5%	93%	2%

YES - Female Group



2024	2022/2023	2021	2020	2019
27%	23%	22%	24%	21%
23%	21%	20%	19%	18%
21%	19%	17%	17%	17%
19%	16%	13%	17%	14%
15%	12%	11%	13%	12%
10%	8%	7%	8%	6%

Source: WIN 2025. Base: 34945 cases. Female base: 17715 cases.

Source: WIN 2024. Base: 33865 cases. Female base: 16593 cases.

Q7. Have you suffered from any kind of violence (either physical or psychological) in the past year?

Note: We need to be careful with the comparative analysis because this is a question that varies a lot by countries, and we have differences in country participation that could explain the change. Nigeria, at the very top of the ranking of the previous wave did not participate this year. Instead, we have countries participating in this wave which rank low and have not been included in previous waves (Thailand, Slovakia, Norway, China and Australia).

Suffered any kind of violence

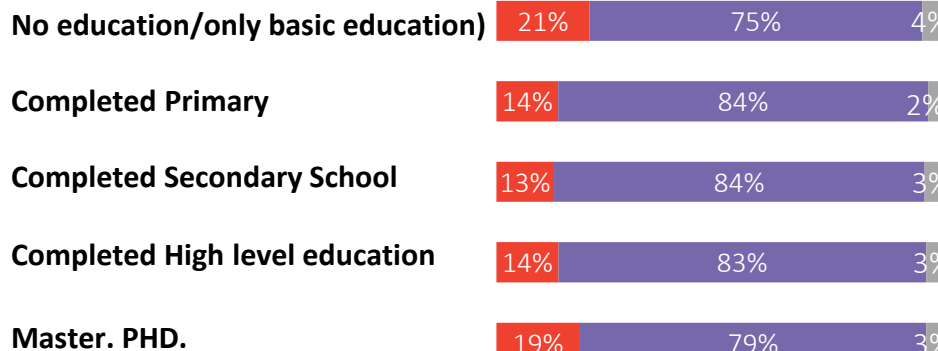
% within female population

■ YES ■ NO

2025



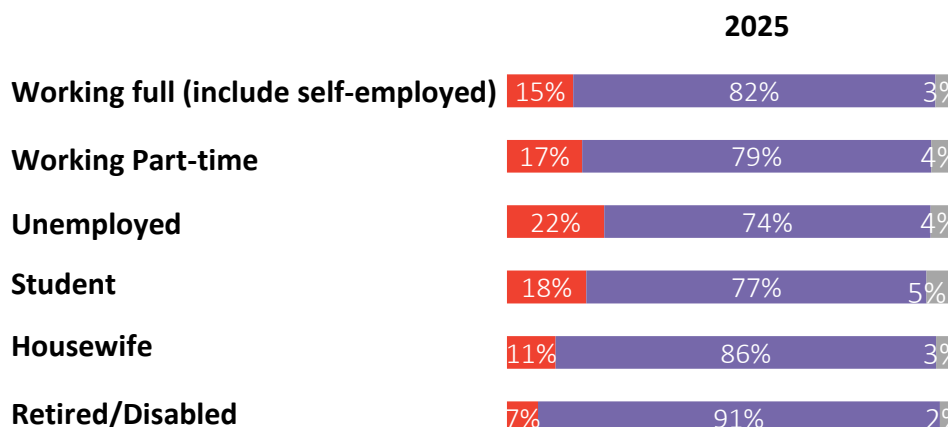
By education
level



YES				
2024	2022/2023	2021	2020	2019
17%	17%	16%	13%	15%
21%	15%	20%	21%	13%
18%	16%	16%	17%	15%
19%	18%	14%	16%	16%
25%	19%	18%	14%	18%



By
employment



YES				
2024	2022/2023	2021	2020	2019
22%	19%	15%	16%	17%
21%	18%	16%	19%	17%
27%	20%	19%	20%	21%
23%	21%	20%	22%	19%
16%	11%	13%	16%	10%
10%	12%	9%	10%	9%

Source: WIN 2025. Female base: 17715 cases.

Source: WIN 2024. Female base: 16593 cases.

Q7. Have you suffered from any kind of violence (either physical or psychological) in the past year?

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

Suffered any kind of violence

% within female population

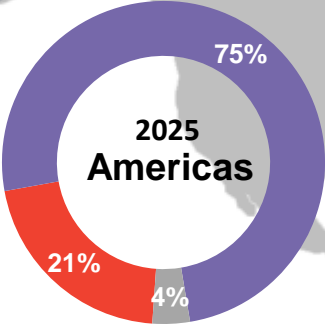
YES	NO	DK/NR
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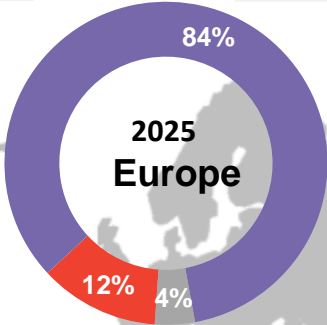
GLOBAL YES

2019	2020	2021	2022/2023	2024	2025
16%	17%	16%	17%	20%	14%

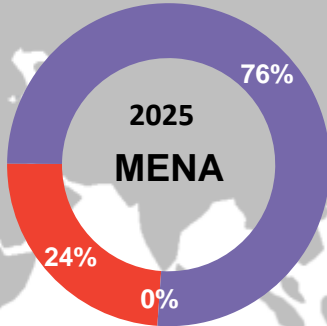
2019	2020	2021	2022/2023	2024
12%	13%	14%	16%	16%



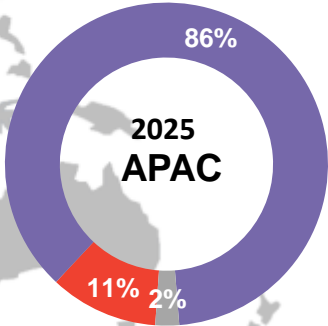
2019	2020	2021	2022/2023	2024
30%	24%	23%	23%	24%



2019	2020	2021	2022/2023	2024
20%	22%	17%	14%	27%



2019	2020	2021	2022/2023	2024
8%	12%	10%	11%	15%



Source: WIN 2025. Female base: 17715 cases.
Source: WIN 2024. Female base: 16593 cases.

Suffered any kind of violence

% within female population

YES

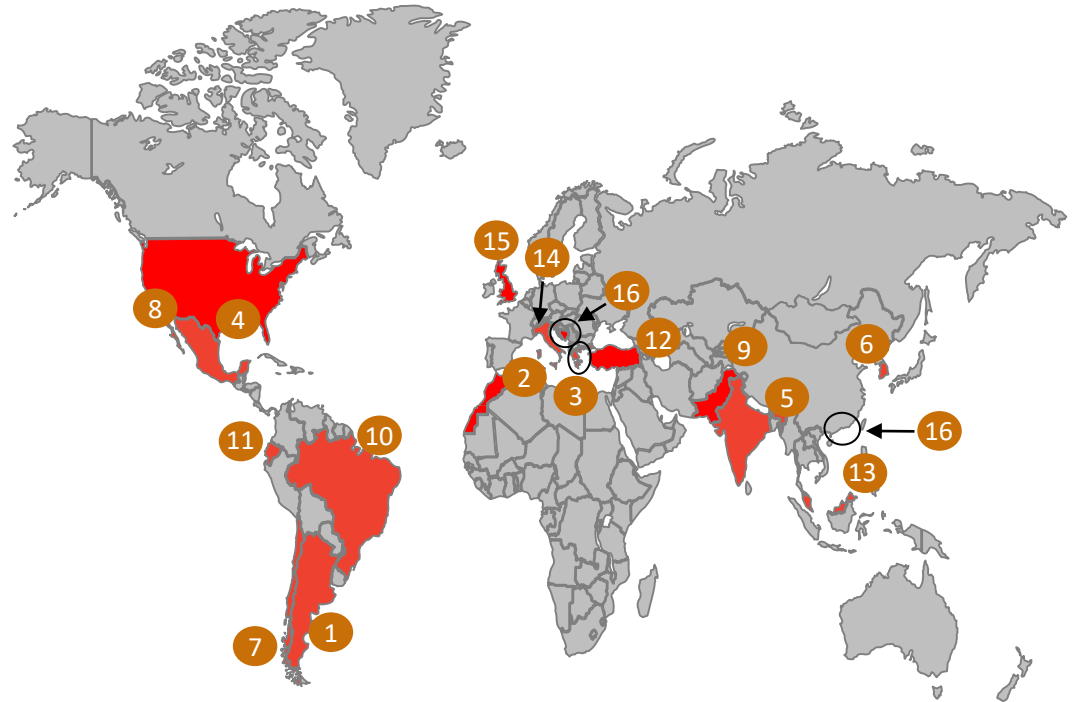
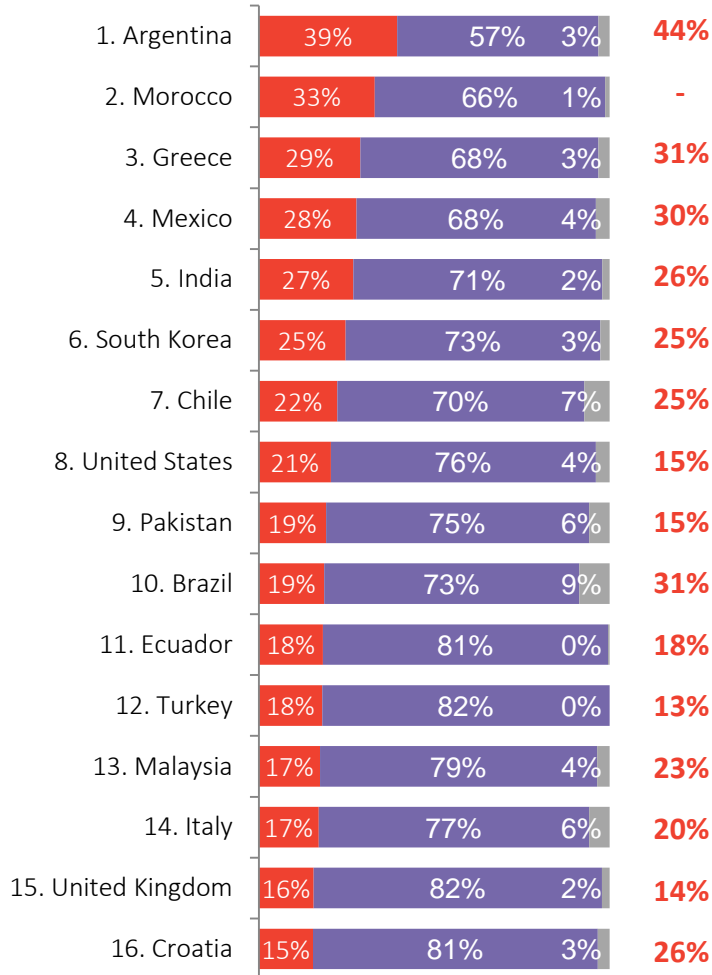
NO

DK/NR

2025 - YES
Top 16



2024



Source: WIN 2025. Female base: 17715 cases.

Source: WIN 2024. Female base: 16593 cases.

"-" No data available

Q7. Have you suffered from any kind of violence (either physical or psychological) in the past year?

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

Suffered any kind of violence

% within female population

YES

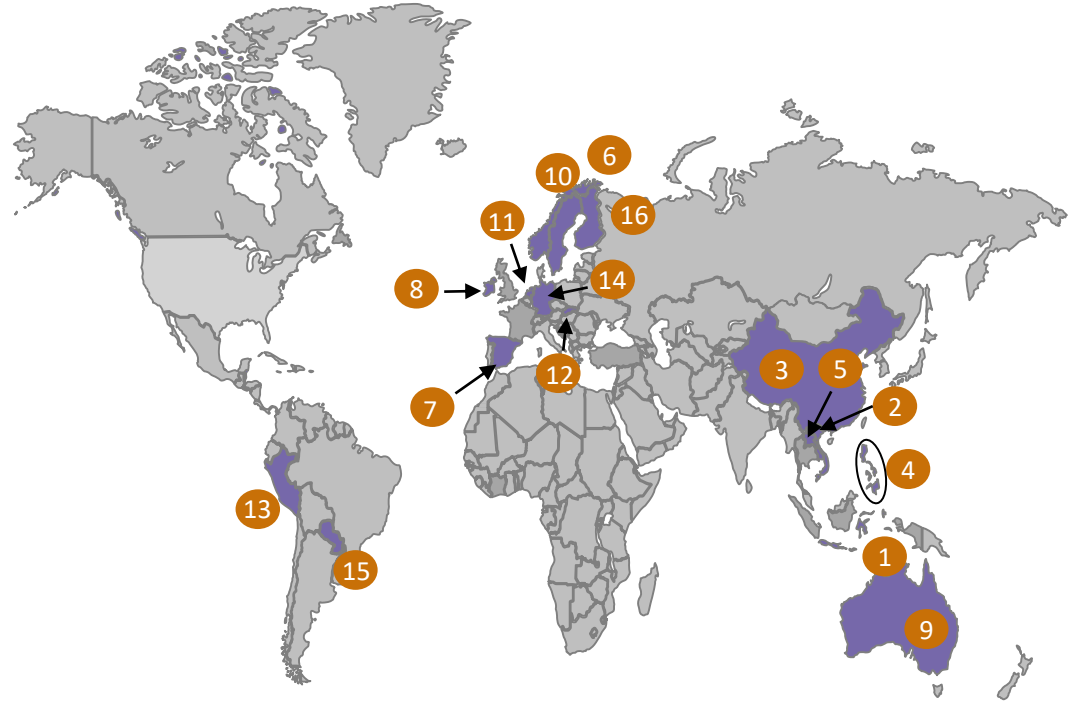
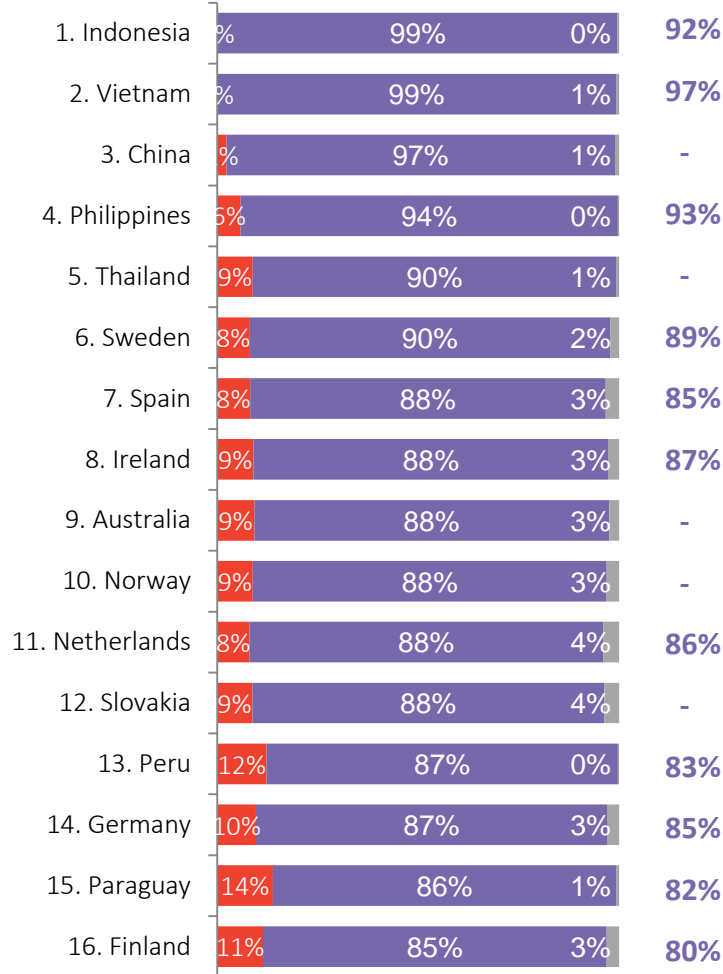
NO

DK/NR

2025 - NO
Top 16



2024



Source: WIN 2025. Female base: 17715 cases.

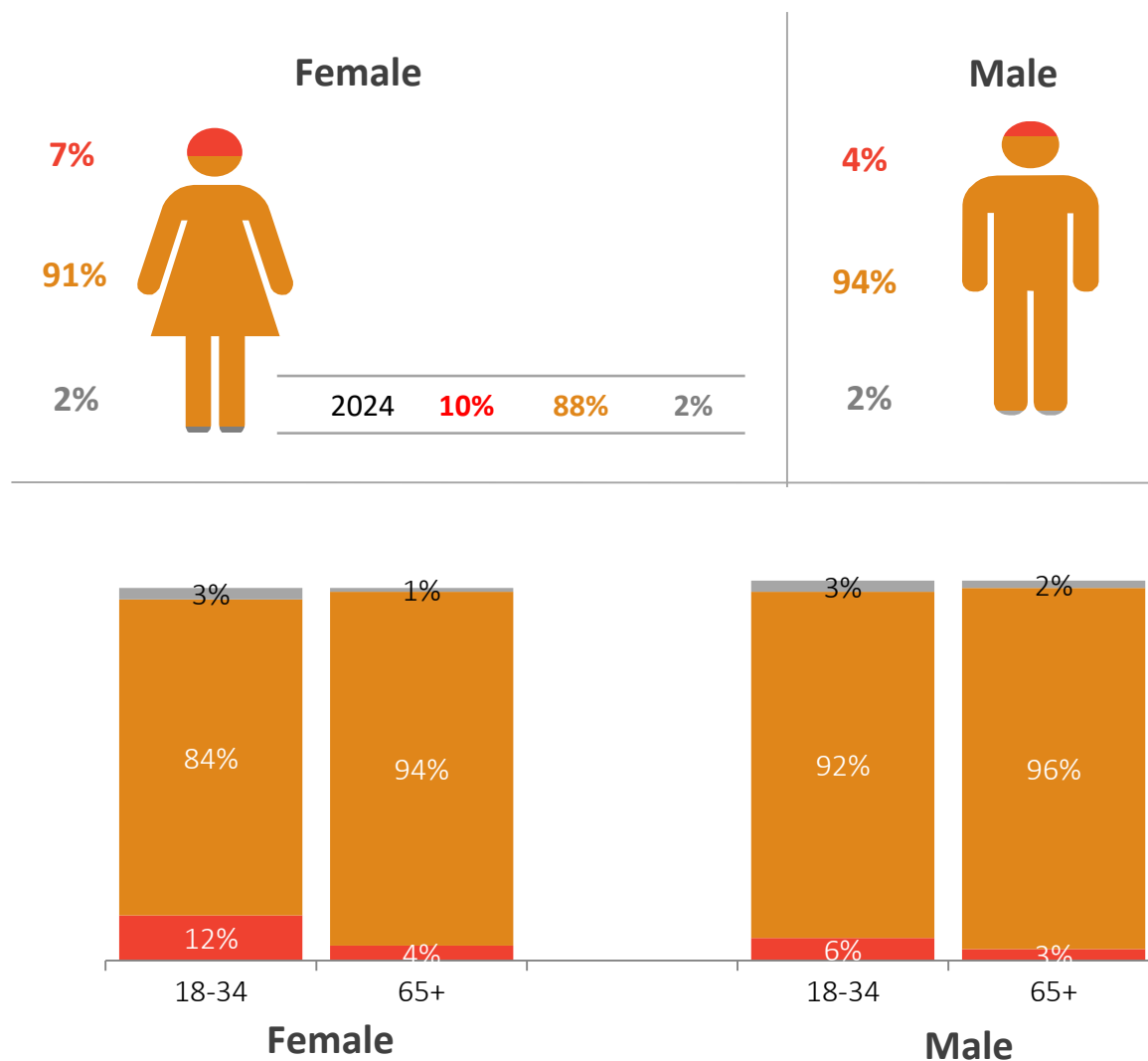
Source: WIN 2024. Female base: 16593 cases.

"-" No data available

Q7. Have you suffered from any kind of violence (either physical or psychological) in the past year?

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

% within total population



Worldwide
Independent Network
Of Market Research

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

Suffered sexual harassment

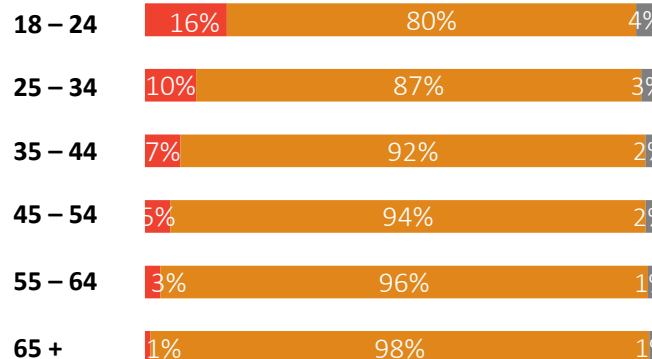
% within female population

YES

NO

DK/NR

By age group



YES
2024



19%

14%

10%

7%

4%

2%



By education level

No education/only basic education)



YES
2024



7%

Completed Primary



8%

Completed Secondary School



9%

Completed High level education



11%

Master. PHD.



13%

By employment

Working full (include self-employed)



YES
2024



12%

Working Part-time



11%

Unemployed



14%

Student



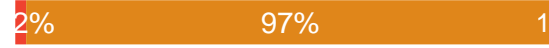
17%

Housewife



4%

Retired/Disabled



2%

Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

Q7B. Have you suffered from any kind of sexual harassment in the past year?

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

Suffered sexual harassment

% within female population

YES

NO

DK/NR

GLOBAL



2025 | 7% 91% 2%

2024 | 10% 88% 2%

2021 | 9% 88% 3%

2024 | 8% 91% 1%

2025
Europe

92%

6% 2%

2025
Americas

86%

11% 3%

2024 | 13% 85% 2%

2025
MENA

87%

12% 1%

2024 | 4% 94% 2%

2025
APAC

93%

5% 2%

2024 | 8% 90% 2%

Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

Q7B. Have you suffered from any kind of sexual harassment in the past year?

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

Suffered sexual harassment

% within female population

YES

NO

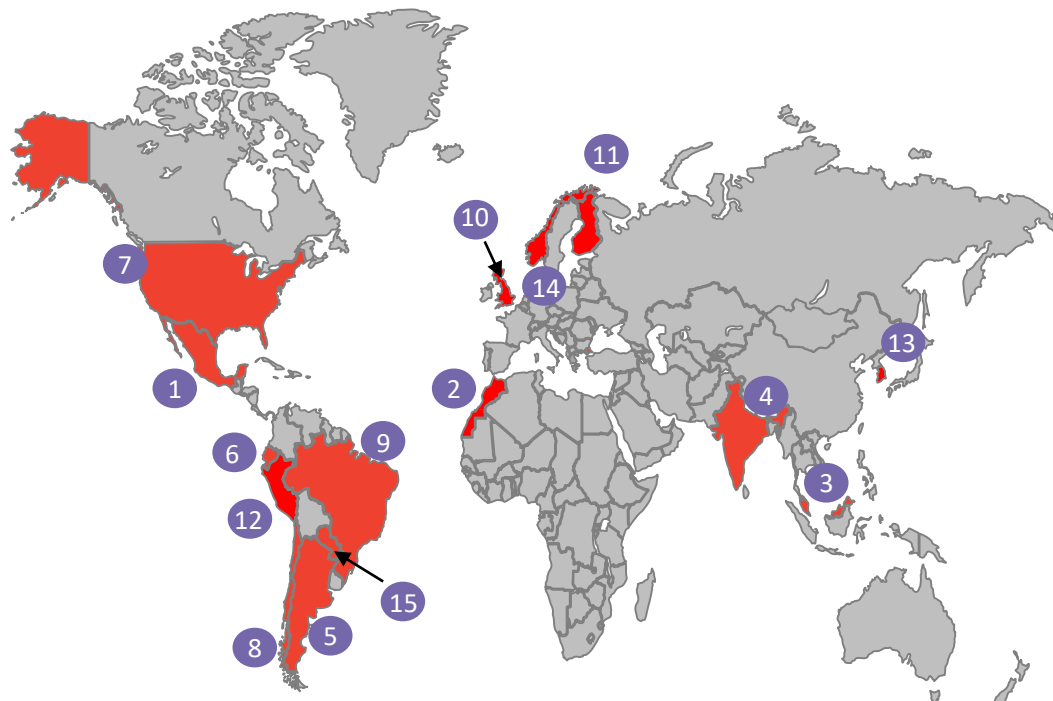
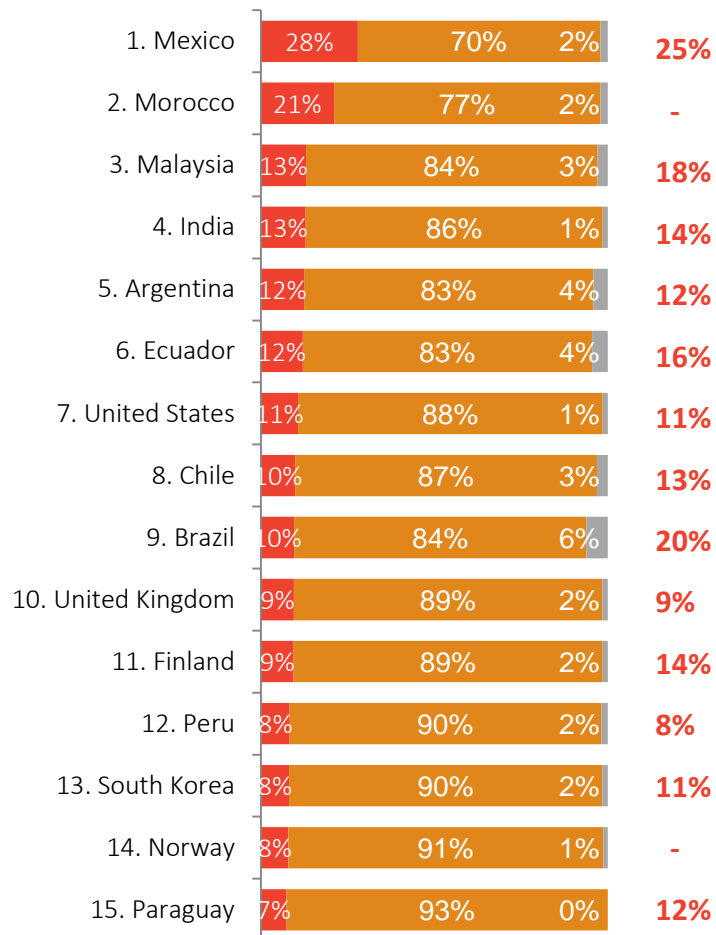
DK/NR

YES



Top 15

2024



Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

"-" No data available

20

Q7B. Have you suffered from any kind of sexual harassment in the past year?

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

Suffered sexual harassment

% within female population

YES

NO

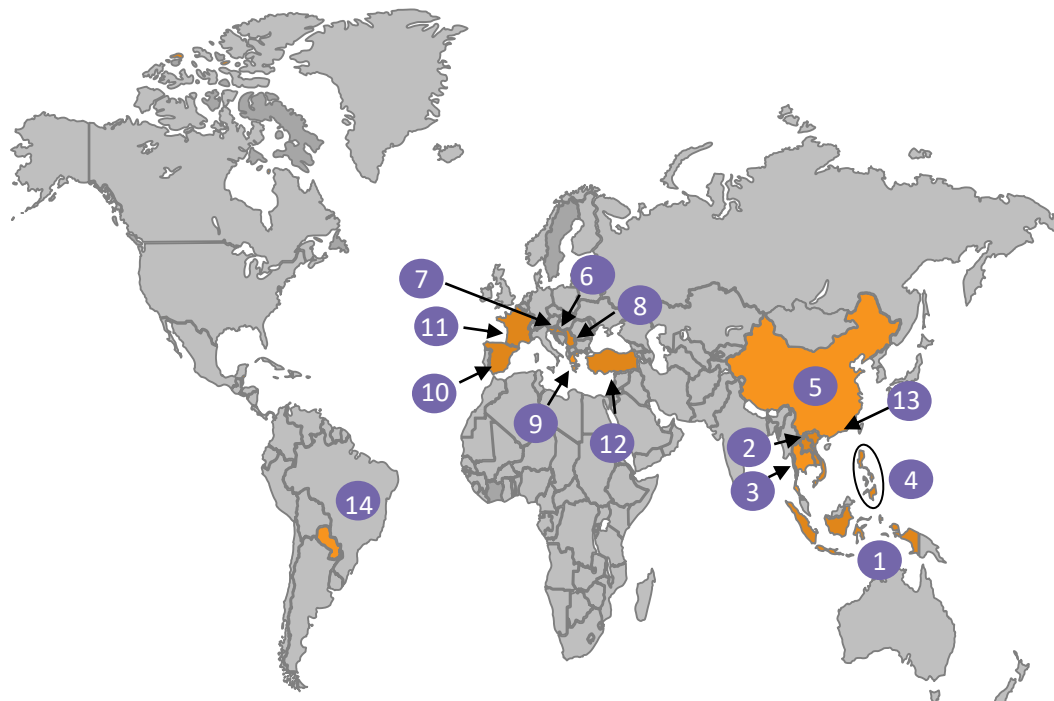
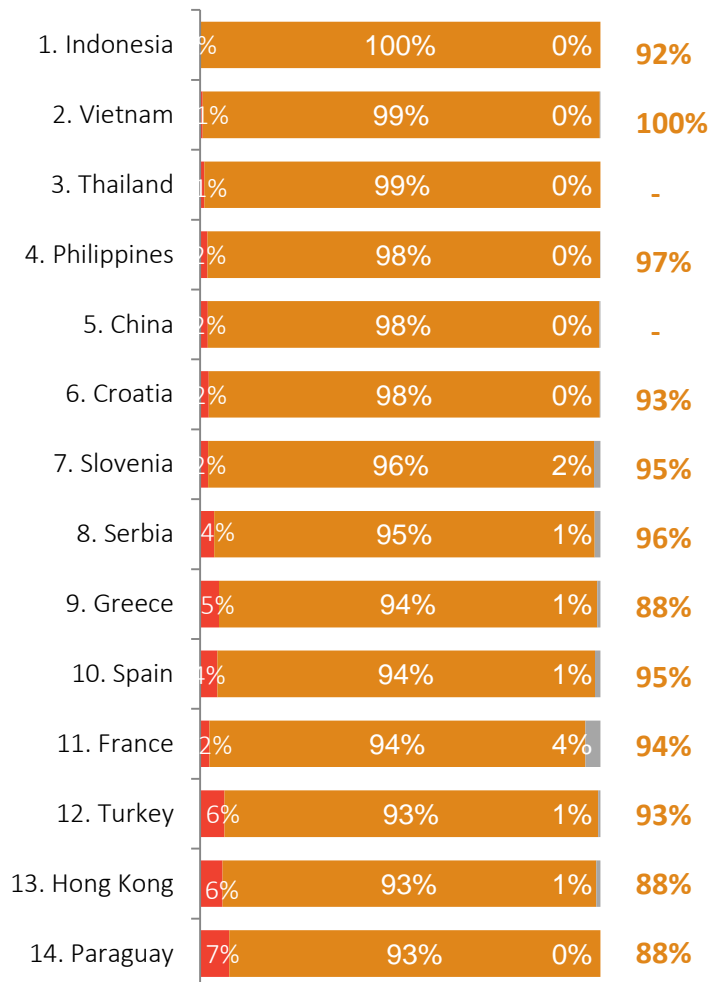
DK/NR

NO



Top 14

2024



Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

"-" No data available

Q7B. Have you suffered from any kind of sexual harassment in the past year?

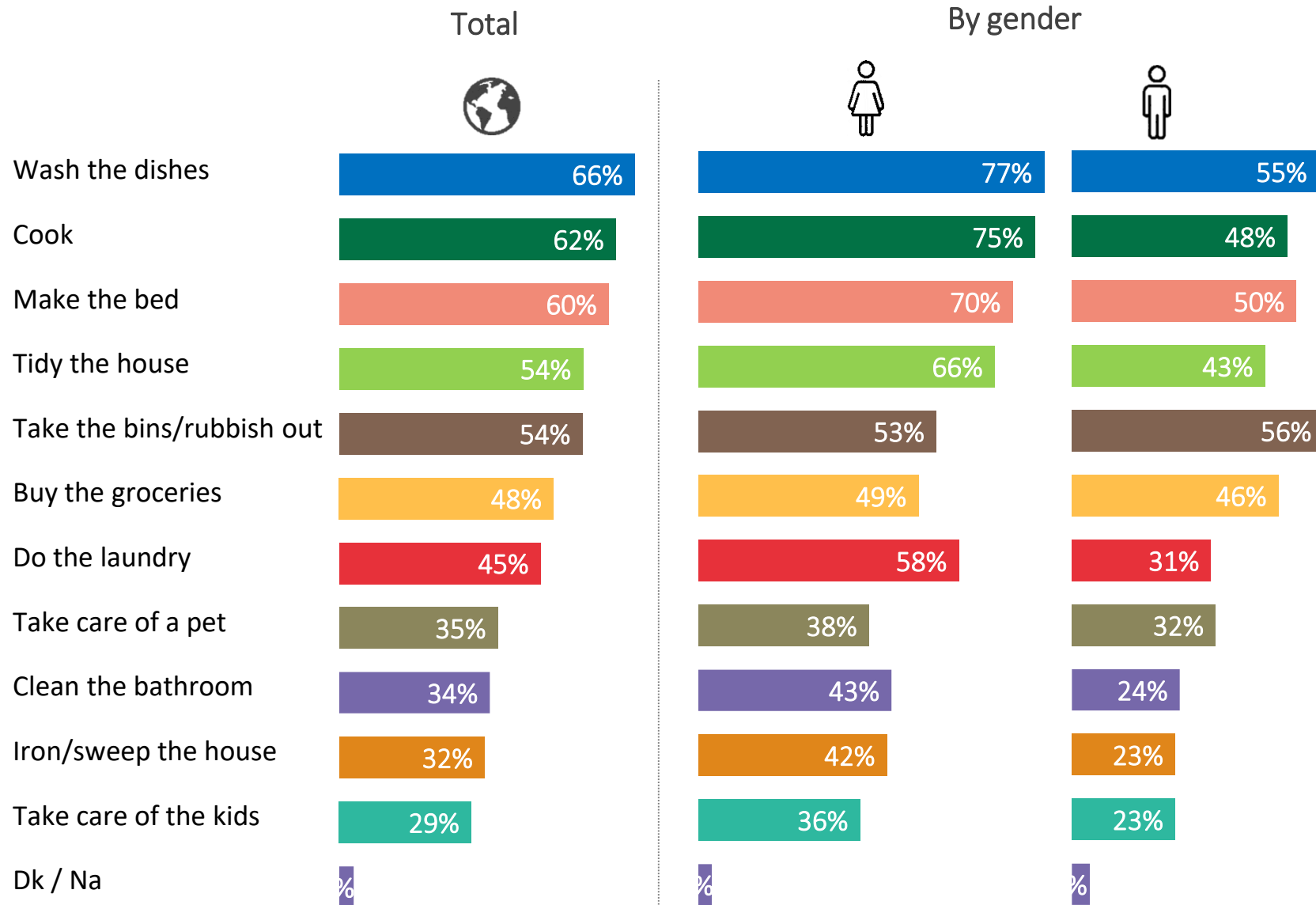
Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.



Household chores

Household chores made yesterday - 2025

% within total population



Source: WIN 2025. Base: 34946 cases.

Q9. Which of the following household chores did you do yesterday?

Average Gender Gap - 2025

The **average gender gap** is calculated from the difference in the amount of tasks performed by men and women in a country. This gap reflects, in summary, how evenly or unequally the household chores are distributed between the genders in each country.

Positive gap: Means that men do more chores than women on average.

Negative gap: Means that women do more chores than men on average.

Country	Gender gap (sorted from smallest to largest)
Sweden	0,70%
United States	-2,50%
Norway	-2,70%
Canada	-3,20%
Finland	-5,00%
Malaysia	-5,10%
Ecuador	-5,30%
Australia	-6,30%
Hong Kong	-7,40%
Netherlands	-8,80%
Spain	-9,10%
France	-9,70%
United Kingdom	-9,80%
Germany	-10,30%
Ireland	-12,00%
South Korea	-13,10%
Slovenia	-13,40%
Serbia	-14,10%

Average Gender Gap - 2025

The **average gender gap** is calculated from the difference in the amount of tasks performed by men and women in a country. This gap reflects, in summary, how evenly or unequally the household chores are distributed between the genders in each country.

Positive gap: Means that men do more chores than women on average.

Negative gap: Means that women do more chores than men on average.

Country	Gender gap (sorted from smallest to largest)
Poland	-14,20%
Slovakia	-14,30%
Greece	-14,40%
China	-14,50%
Argentina	-14,50%
Croatia	-15,10%
Chile	-16,10%
Italy	-17,10%
India	-17,30%
Thailand	-17,70%
Mexico	-18,40%
Brazil	-19,90%
Morocco	-20,50%
Paraguay	-20,80%
Japan	-21,10%
Peru	-22,90%
Turkey	-26,30%
Philippines	-28,00%
Vietnam	-28,1%
Indonesia	-48,0%
Pakistan	-50,7%

Source: WIN 2025. Base: 34946 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within total population

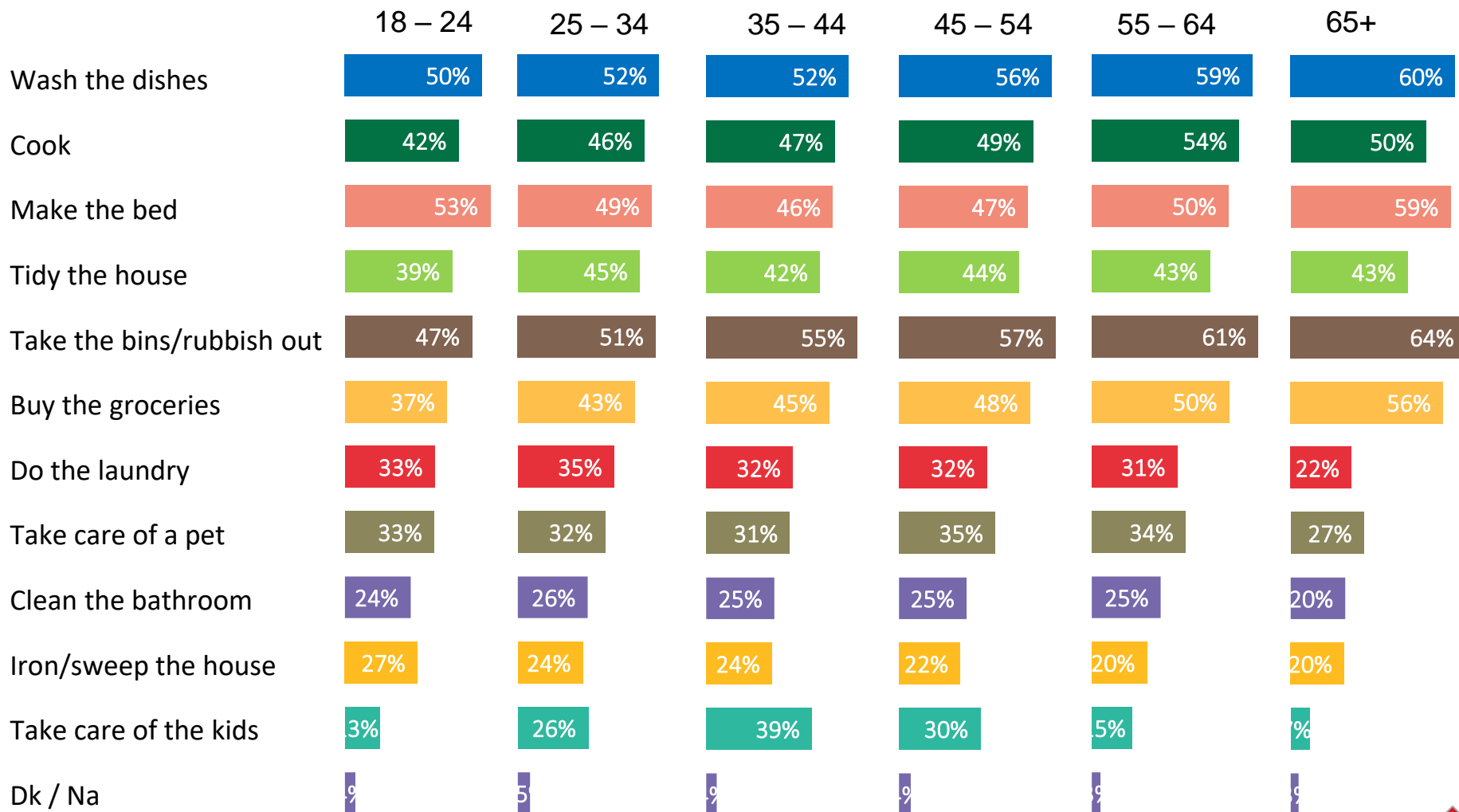
By age group

	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Wash the dishes	60%	64%	66%	68%	69%	69%
Cook	51%	59%	63%	64%	67%	66%
Make the bed	60%	58%	58%	59%	60%	67%
Tidy the house	49%	56%	56%	56%	54%	54%
Take the bins/rubbish out	44%	51%	57%	57%	58%	57%
Buy the groceries	38%	45%	49%	51%	51%	52%
Do the laundry	40%	48%	49%	48%	43%	36%
Take care of a pet	35%	35%	37%	39%	37%	28%
Clean the bathroom	28%	34%	37%	36%	34%	29%
Iron/sweep the house	33%	34%	35%	33%	30%	26%
Take care of the kids	7%	36%	50%	35%	6%	8%
Dk / Na	9%	4%	9%	9%	9%	9%

Household chores made yesterday - 2025

% within male population

By age group



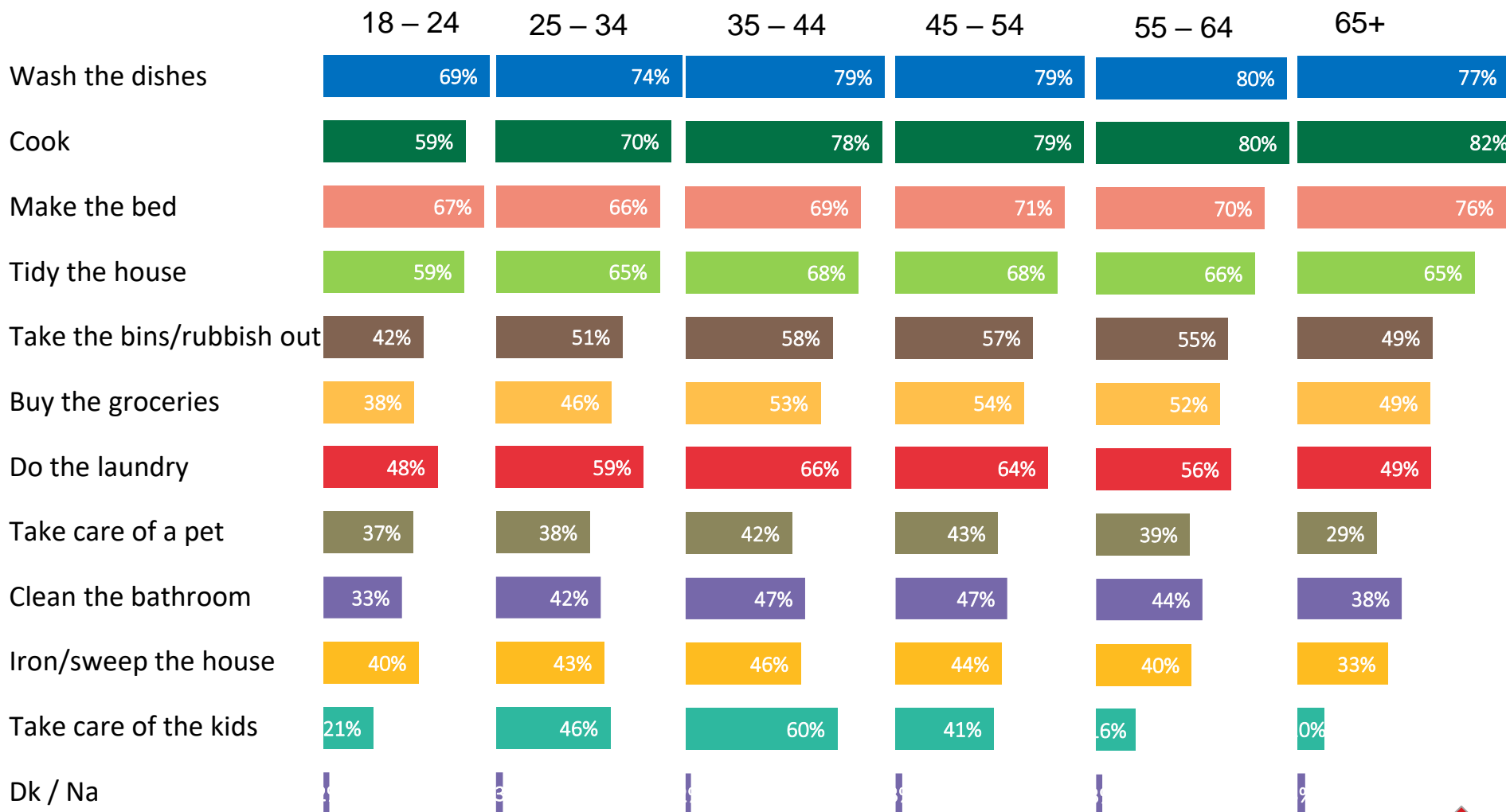
Source: WIN 2025. Male base: 17222 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within female population

By age group



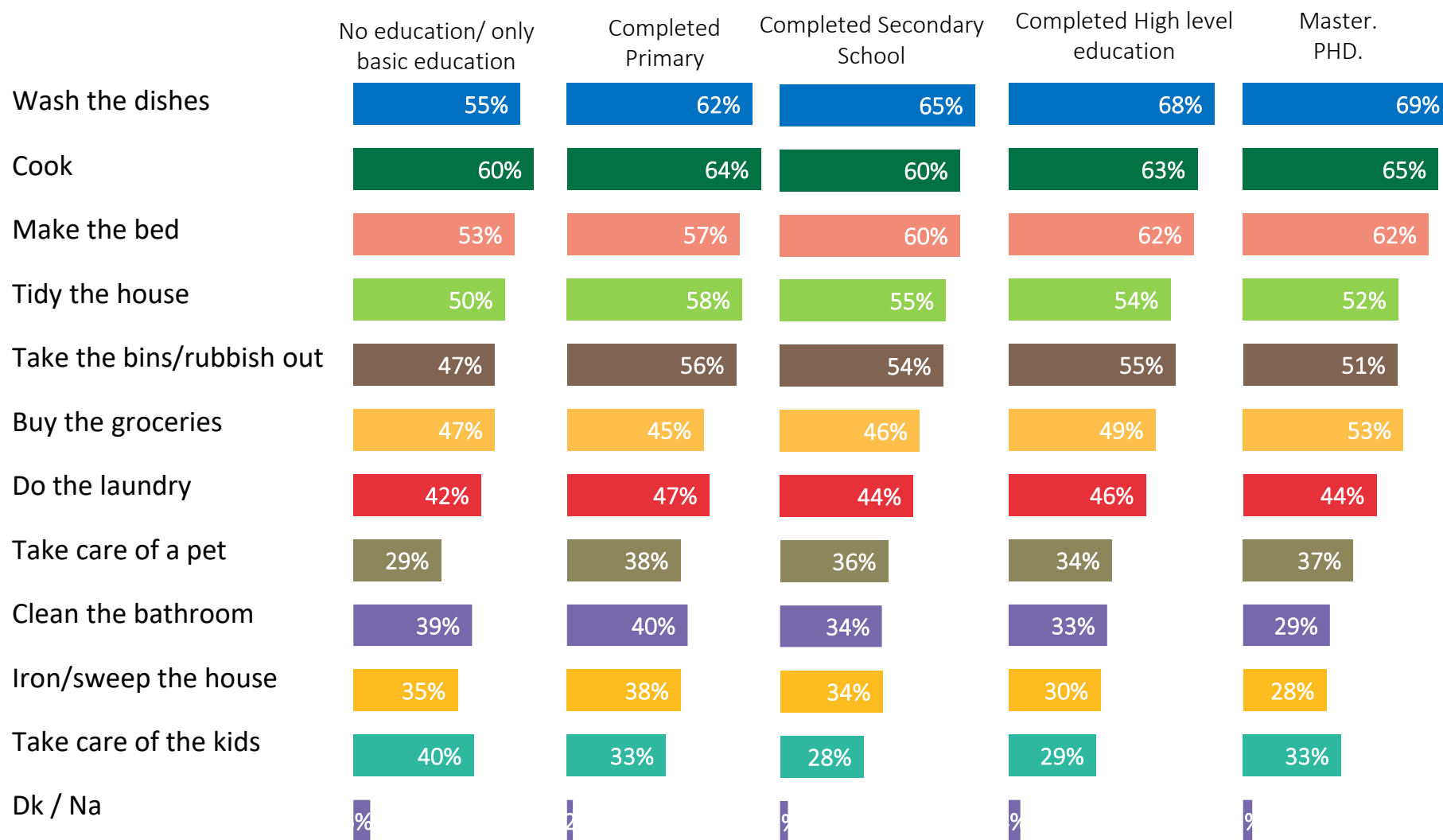
Source: WIN 2025. Female base: 17716 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within total population

By education level



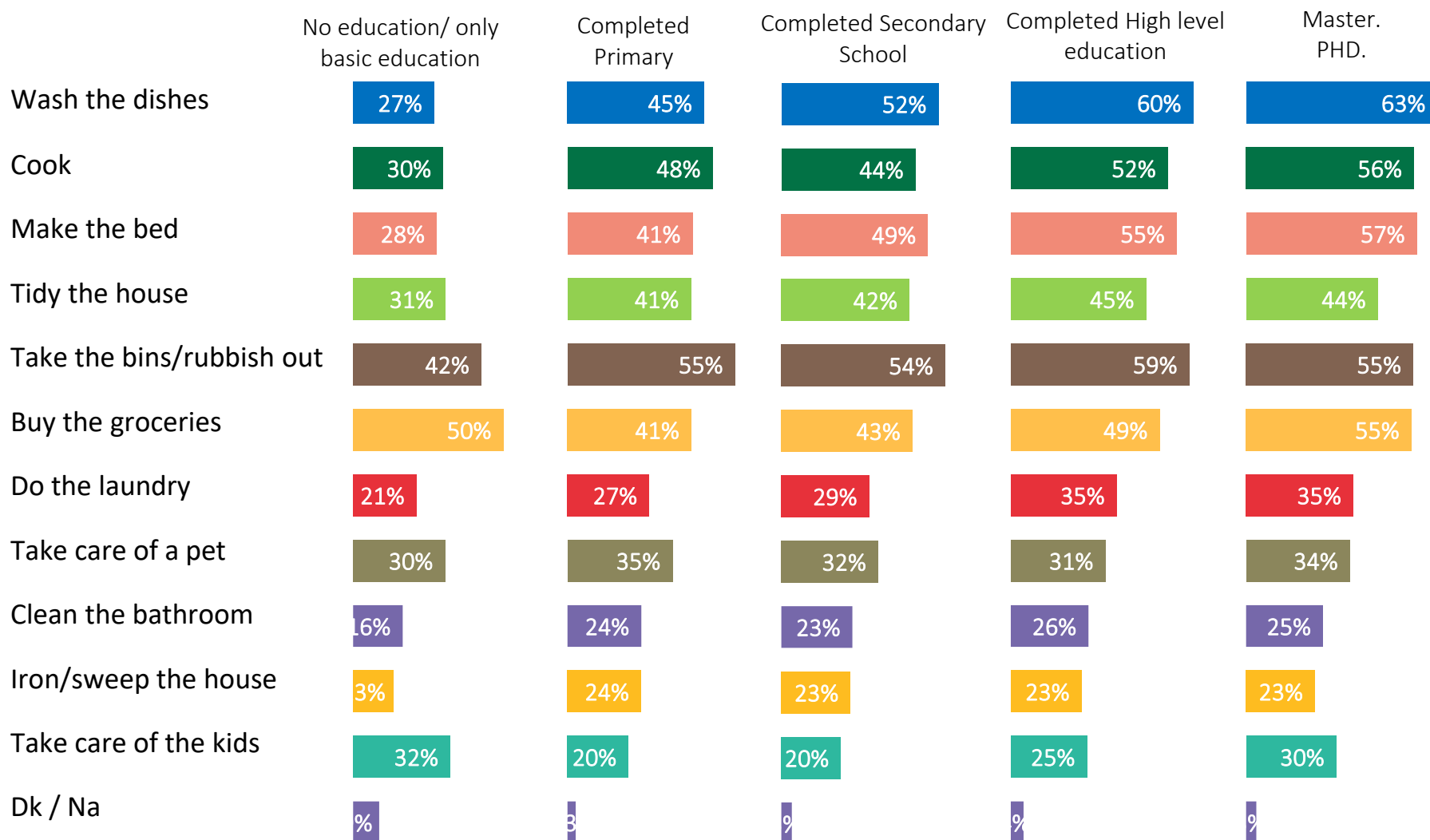
Source: WIN 2025. Base: 34946 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within male population

By education level



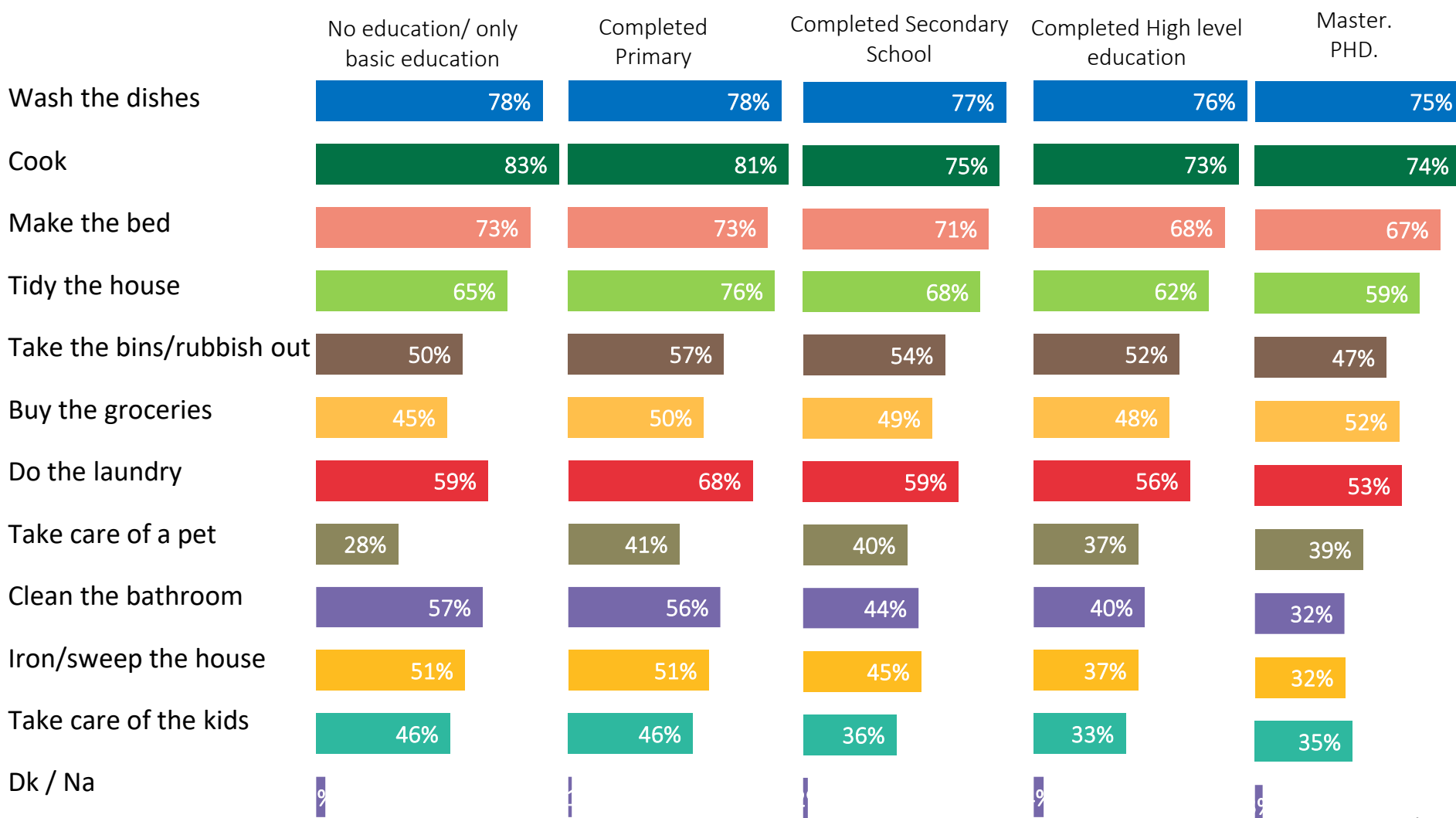
Source: WIN 2025. Male base: 17222 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within female population

By education level 



Household chores made yesterday - 2025

% within total population

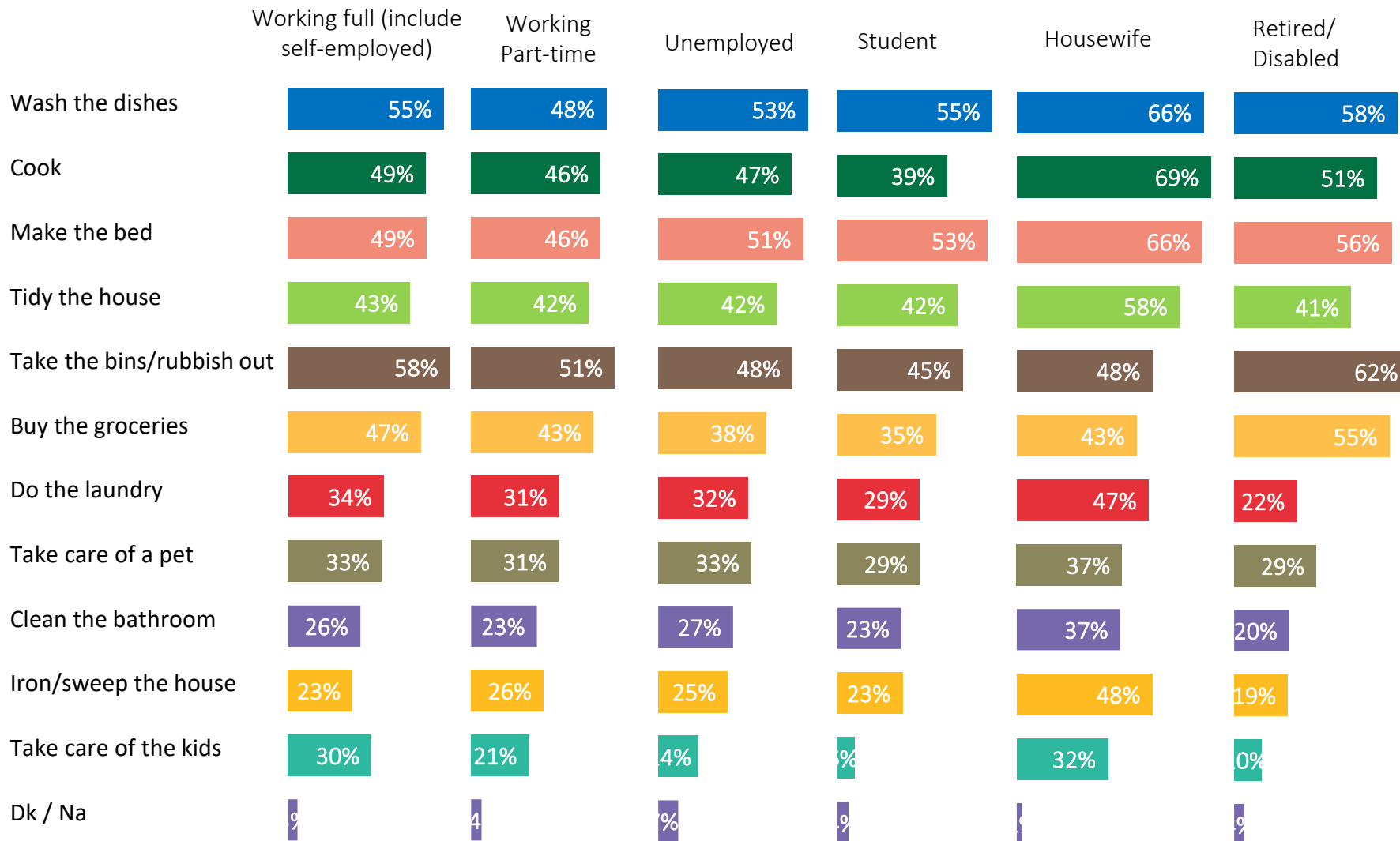
By employment

	Working full (include self-employed)	Working Part-time	Unemployed	Student	Housewife	Retired/ Disabled
Wash the dishes	64%	64%	63%	61%	86%	65%
Cook	59%	61%	58%	46%	88%	63%
Make the bed	56%	58%	60%	58%	78%	64%
Tidy the house	51%	55%	53%	50%	80%	51%
Take the bins/rubbish out	56%	52%	48%	40%	61%	55%
Buy the groceries	49%	47%	38%	35%	56%	51%
Do the laundry	44%	47%	44%	35%	72%	33%
Take care of a pet	37%	37%	36%	32%	35%	31%
Clean the bathroom	32%	34%	33%	24%	62%	26%
Iron/sweep the house	29%	34%	32%	28%	63%	24%
Take care of the kids	33%	29%	22%	8%	60%	10%
Dk / Na	9%	3%	9%	9%	1%	9%

Household chores made yesterday - 2025

% within male population

By employment



Source: WIN 2025. Male base: 17222 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within female population

By employment



	Working full (include self-employed)	Working Part-time	Unemployed	Student	Housewife	Retired/ Disabled
Wash the dishes	76%	76%	72%	66%	87%	74%
Cook	73%	73%	69%	52%	89%	78%
Make the bed	66%	68%	69%	62%	79%	74%
Tidy the house	62%	66%	64%	57%	81%	61%
Take the bins/rubbish out	54%	53%	49%	37%	62%	48%
Buy the groceries	51%	49%	39%	35%	56%	46%
Do the laundry	58%	60%	57%	40%	73%	45%
Take care of a pet	41%	43%	38%	34%	35%	33%
Clean the bathroom	40%	43%	39%	25%	63%	33%
Iron/sweep the house	38%	41%	40%	32%	64%	30%
Take care of the kids	38%	35%	29%	1%	62%	0%
Dk / Na	9%	3%	9%	9%	1%	9%

Source: WIN 2025. Female base: 17716 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within total population



	Wash the dishes	Cook	Make the bed	Tidy the house	Take the bins/rubbish out	Buy the groceries	Do the laundry	Take care of a pet	Clean the bathroom	Iron/sweep the house	Take care of the kids
AR - Argentina	74%	67%	65%	69%	62%	60%	55%	49%	42%	35%	24%
AU - Australia	76%	71%	68%	45%	52%	43%	51%	40%	24%	26%	25%
BR - Brazil	69%	60%	64%	51%	54%	31%	40%	39%	35%	28%	21%
CA - Canada	58%	56%	49%	42%	28%	28%	29%	30%	18%	14%	17%
CL - Chile	69%	58%	69%	57%	51%	41%	46%	49%	43%	33%	32%
CN - China	75%	76%	43%	51%	74%	43%	70%	23%	48%	26%	38%
DE - Germany	59%	59%	61%	67%	54%	39%	39%	33%	24%	14%	20%
EC - Ecuador	44%	39%	45%	55%	41%	49%	32%	31%	30%	43%	28%
ES - Spain	76%	77%	79%	58%	64%	62%	42%	39%	37%	37%	23%
FI - Finland	64%	67%	53%	59%	50%	54%	36%	29%	9%	26%	14%
FR - France	68%	68%	65%	58%	51%	49%	41%	45%	26%	34%	23%
GB - United Kingdom	71%	66%	67%	30%	46%	47%	47%	40%	31%	27%	24%
GR - Greece	71%	63%	68%	53%	64%	58%	43%	34%	32%	30%	31%
HK - Hong Kong	64%	60%	56%	40%	69%	52%	55%	30%	34%	25%	28%
HR - Croatia	71%	62%	75%	52%	70%	40%	38%	42%	34%	30%	31%
ID - Indonesia	55%	49%	65%	64%	76%	53%	52%	15%	51%	52%	40%
IE - Ireland	75%	71%	70%	65%	48%	44%	46%	42%	30%	31%	25%
IN - India	63%	67%	65%	28%	38%	67%	48%	56%	46%	39%	41%
IT - Italy	61%	69%	66%	48%	46%	50%	47%	38%	38%	48%	30%
JP - Japan	70%	59%	51%	51%	47%	53%	55%	18%	47%	24%	14%

Household chores made yesterday - 2025

% within total population



	Wash the dishes	Cook	Make the bed	Tidy the house	Take the bins/rubbish out	Buy the groceries	Do the laundry	Take care of a pet	Clean the bathroom	Iron/sweep the house	Take care of the kids
KR - South Korea	68%	53%	58%	62%	55%	40%	53%	15%	26%	22%	15%
MA - Morocco	53%	58%	53%	41%	45%	43%	35%	19%	30%	14%	31%
MX - Mexico	72%	72%	75%	43%	68%	47%	47%	51%	40%	45%	44%
MY - Malaysia	69%	51%	52%	36%	42%	40%	53%	25%	32%	31%	29%
NL - Netherlands	66%	55%	47%	48%	35%	47%	40%	37%	10%	32%	21%
NO - Norway	64%	74%	47%	68%	60%	49%	41%	31%	13%	9%	20%
PE - Peru	74%	55%	82%	75%	63%	54%	50%	51%	59%	68%	46%
PH - Philippines	68%	73%	51%	69%	59%	26%	54%	40%	47%	48%	44%
PK - Pakistan	41%	42%	43%	35%	39%	62%	32%	31%	31%	37%	60%
PL - Poland	63%	52%	61%	40%	46%	61%	31%	33%	14%	26%	17%
PY - Paraguay	60%	62%	70%	73%	57%	50%	50%	51%	45%	-	39%
RS - Serbia	75%	66%	83%	55%	75%	75%	35%	40%	34%	29%	31%
SE - Sweden	69%	66%	53%	65%	58%	47%	32%	37%	19%	15%	23%
SI - Slovenia	69%	63%	64%	61%	62%	50%	33%	40%	27%	17%	26%
SK - Slovakia	74%	57%	70%	41%	52%	43%	34%	38%	19%	16%	26%
TH - Thailand	66%	48%	35%	30%	59%	72%	49%	35%	26%	30%	22%
TR - Turkey	62%	64%	72%	73%	69%	67%	48%	35%	51%	47%	58%
US - United States	47%	41%	40%	33%	26%	25%	28%	33%	21%	14%	12%
VN - Vietnam	74%	65%	63%	78%	83%	56%	68%	15%	53%	84%	44%

Household chores made yesterday - 2025

% within total population

	Wash the dishes	Cook	Make the bed	Tidy the house	Take the bins/rubbish out	Buy the groceries	Do the laundry	Take care of a pet	Clean the bathroom	Iron/sweep the house	Take care of the kids
Americas	64%	57%	63%	55%	50%	42%	42%	43%	37%	33%	29%
APAC	65%	61%	54%	52%	57%	48%	53%	29%	41%	39%	35%
Europe	68%	66%	63%	55%	54%	50%	40%	37%	24%	27%	23%
MENA	59%	61%	65%	61%	59%	58%	43%	29%	43%	34%	48%

METHODOLOGY

Total of 34.945 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 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	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025