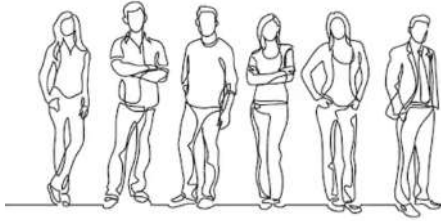




# WOMEN'S FORUM BAROMETER

Edition 2021: for an inclusive recovery in the G7 countries

# METHODOLOGY



## TARGET

**3500 people interviewed in the 7 countries of the G7** (Canada, France, Germany, Italy, Japan, UK, US) – 500 interviews per country.

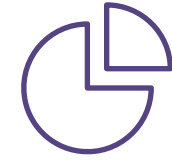
**Representative samples** of the population aged 18 y.o. and more in each country (both men and women interviewed).

**Reading note :** for Global results and sub-totals by clusters, each country weighs the same.



## COLLECTION DATES

8<sup>th</sup> to 20<sup>th</sup> April 2021



## METHOD

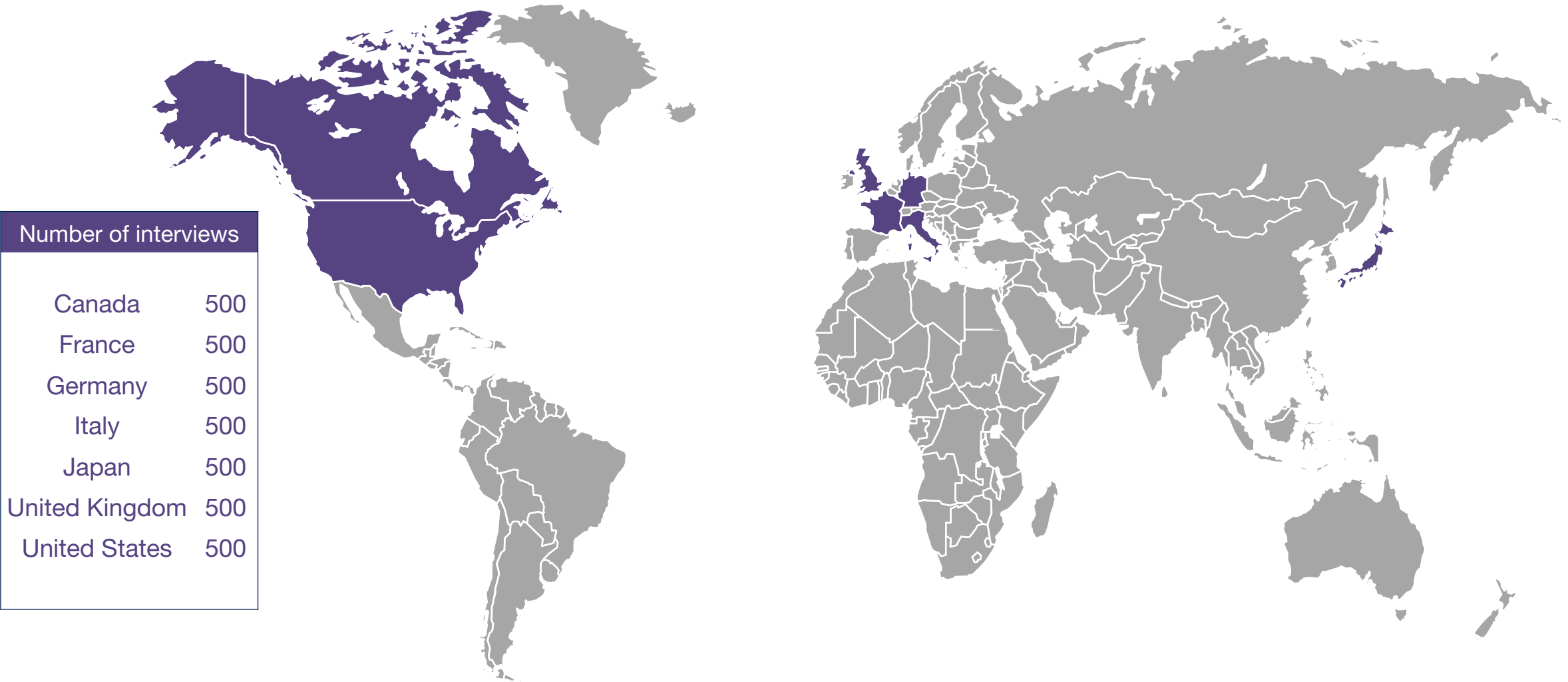
**Online interviews** via Ipsos Access Panel.

**Quota method** applied to gender, age, occupation, region and market size.



*This report has been produced in accordance with international standard ISO 20252 "Market, opinion and social research".  
This report was proofread by Amandine Lama, account director.*

# 3500 PEOPLE INTERVIEWED IN THE G7 COUNTRIES



1

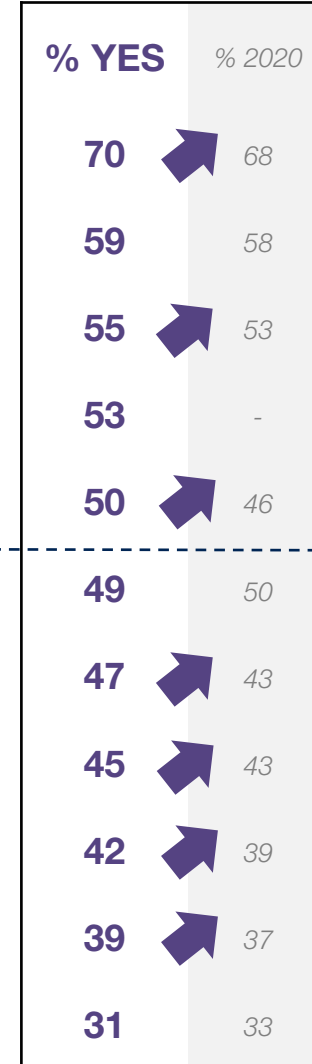
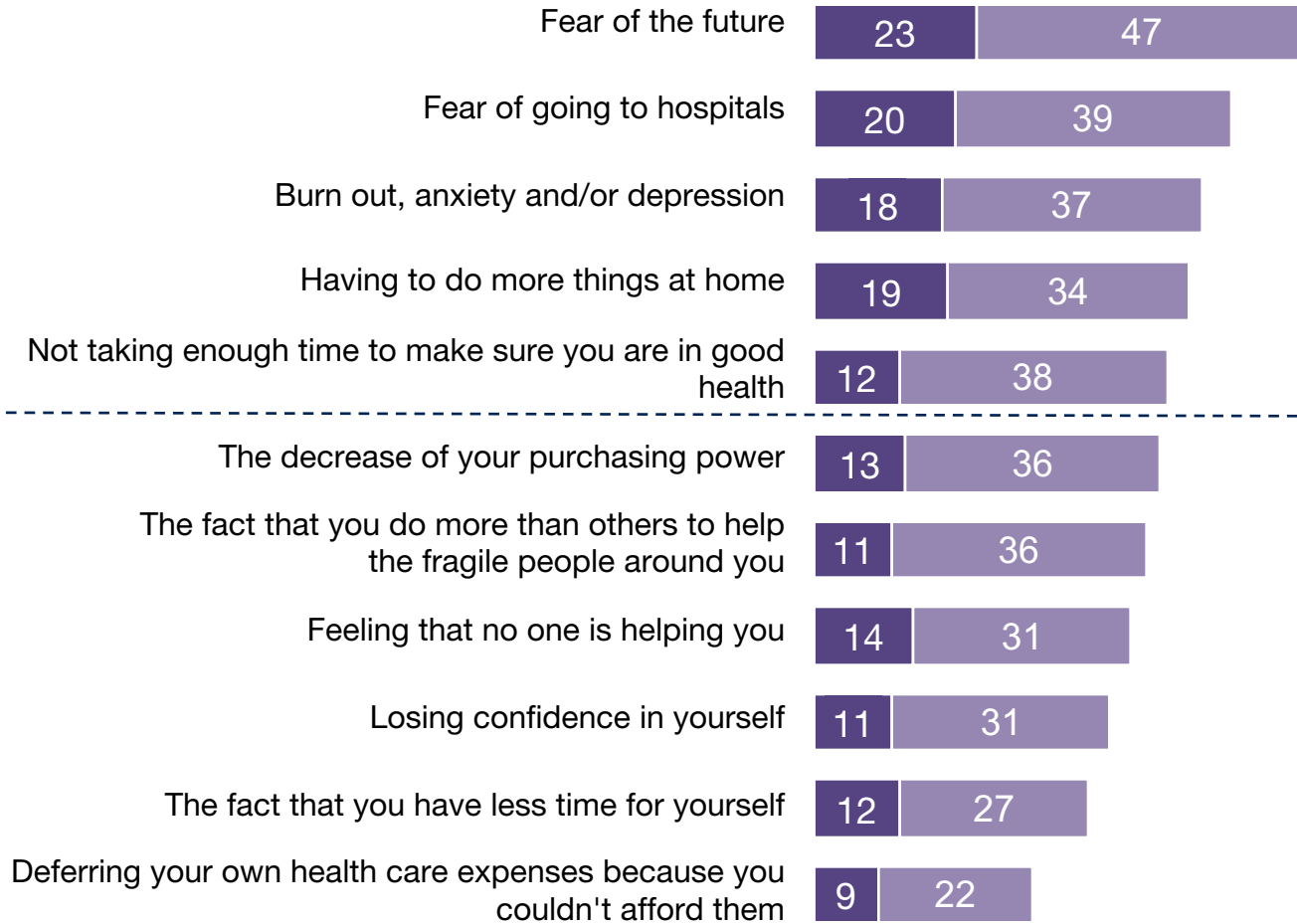
**FIRST REASON TO ACT URGENTLY:**

The Covid crisis has had devastating effects for many men, but even more for women

# IN A YEAR, THE PROPORTION OF THE POPULATIONS OF THE G7 AFFECTED IN MANY WAYS BY THE PANDEMIC HAS INCREASED

**ALL COUNTRIES  
WOMEN & MEN**

■ Yes, a lot   ■ Yes, in part



More than half of the population concerned

More than 3 people in 10 concerned

*Since the beginning of the pandemic, have you experienced any of the following situations because of its consequences?*

# IMPACT OF THE PANDEMIC

## TOTAL POPULATION (MEN & WOMEN)

% Yes	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
Fear of the future	70	70	72	64	66	79	66	67	65	80
Fear of going to hospitals	59	58	52	53	51	76	55	56	54	72
Burn out, anxiety and/or depression	55	48	39	41	53	60	62	64	59	66
Having to do more things at home	53	52	52	42	56	57	61	61	62	40
Not taking enough time to make sure you are in good health	50	48	39	46	48	60	52	58	46	54
The decrease of your purchasing power	49	49	44	46	39	66	46	47	45	59
The fact that you do more than others to help the fragile people around you	47	49	44	44	42	64	50	50	50	37
Feeling that no one is helping you	45	45	39	40	43	58	44	46	43	45
Losing confidence in yourself	42	42	36	35	48	51	39	43	35	43
The fact that you have less time for yourself	39	37	34	36	35	45	41	40	41	40
Deferring your own health care expenses because you couldn't afford them	31	32	30	29	20	48	28	26	30	36

6 Since the beginning of the pandemic, have you experienced any of the following situations because of its consequences?

# THE PANDEMIC HAS HAD STRONG NEGATIVE IMPACT ON BOTH MEN AND WOMEN, BUT IN SEVERAL AREAS, WOMEN HAVE BEEN SIGNIFICANTLY MORE AFFECTED THAN MEN



## ALL COUNTRIES

■ Yes, a lot   ■ Yes, in part

Items for which there is at least a 4 points difference between men and women:

	% YES	% 2020
Fear of the future	70	68
Fear of going to hospitals	59	58
Burn out, anxiety and/or depression	55	53
Not taking enough time to make sure you are in good health	50	46
Feeling that no one is helping you	45	43
Losing confidence in yourself	42	39

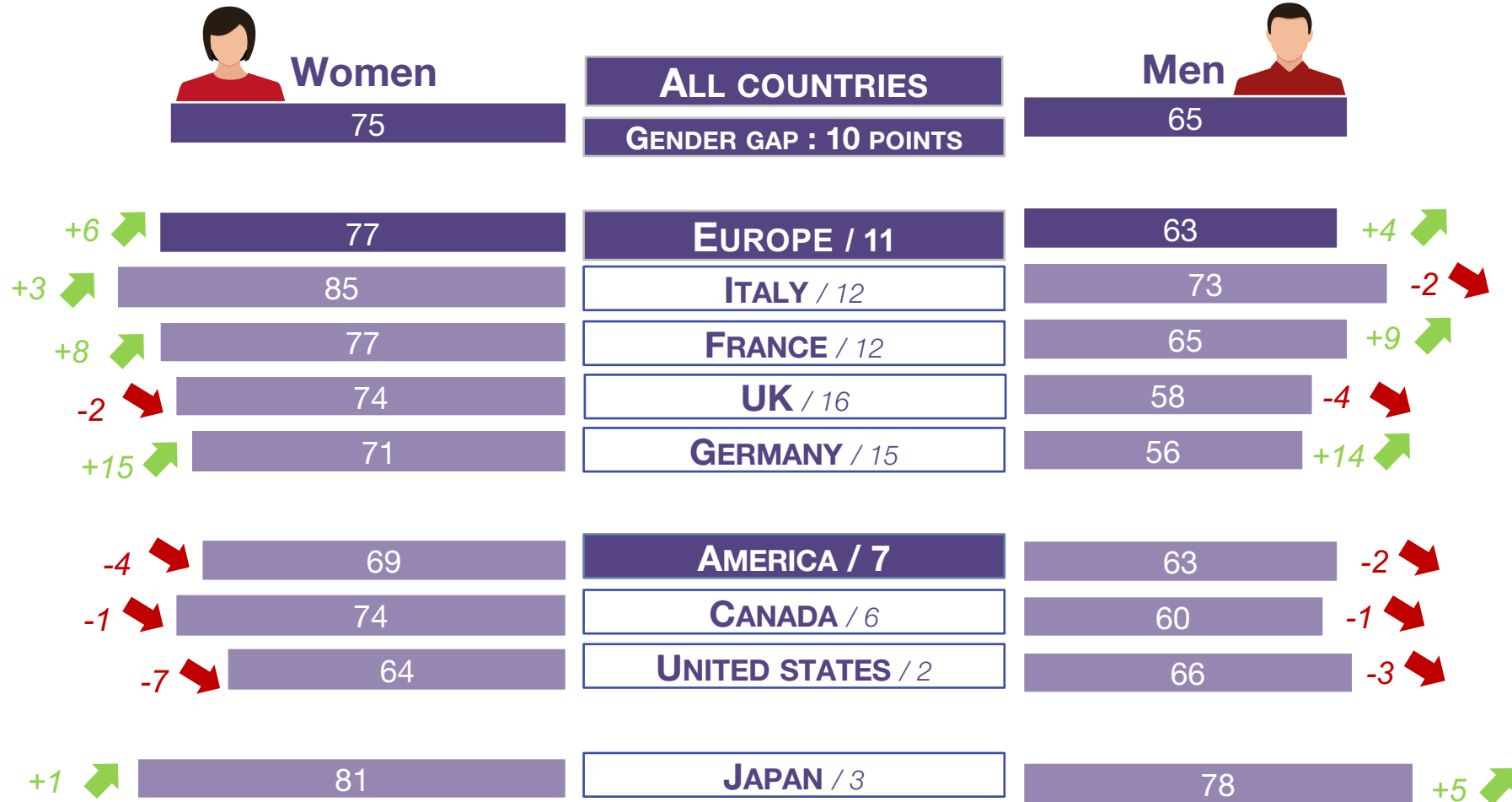
	WOMEN	% 2020	MEN	% 2020
Fear of the future	75	73	65	63
Fear of going to hospitals	62	61	56	54
Burn out, anxiety and/or depression	59	59	50	46
Not taking enough time to make sure you are in good health	52	49	48	43
Feeling that no one is helping you	47	46	43	39
Losing confidence in yourself	45	43	37	33

Since the beginning of the pandemic, have you experienced any of the following situations because of its consequences?

ON AVERAGE, WOMEN HAVE MORE OFTEN EXPERIENCED FEAR OF THE FUTURE COMPARED TO MEN (10 POINTS MORE), THE BIGGEST GAP BEING OBSERVED IN THE UK (16 POINTS)

*“Since the beginning of the pandemic, I have experienced fear of the future”*

**70%** (+2 points / 2020)



**IN BRIEF**

*Biggest gap between men and women in the UK: 16 points*

*Worst result for women in Italy*

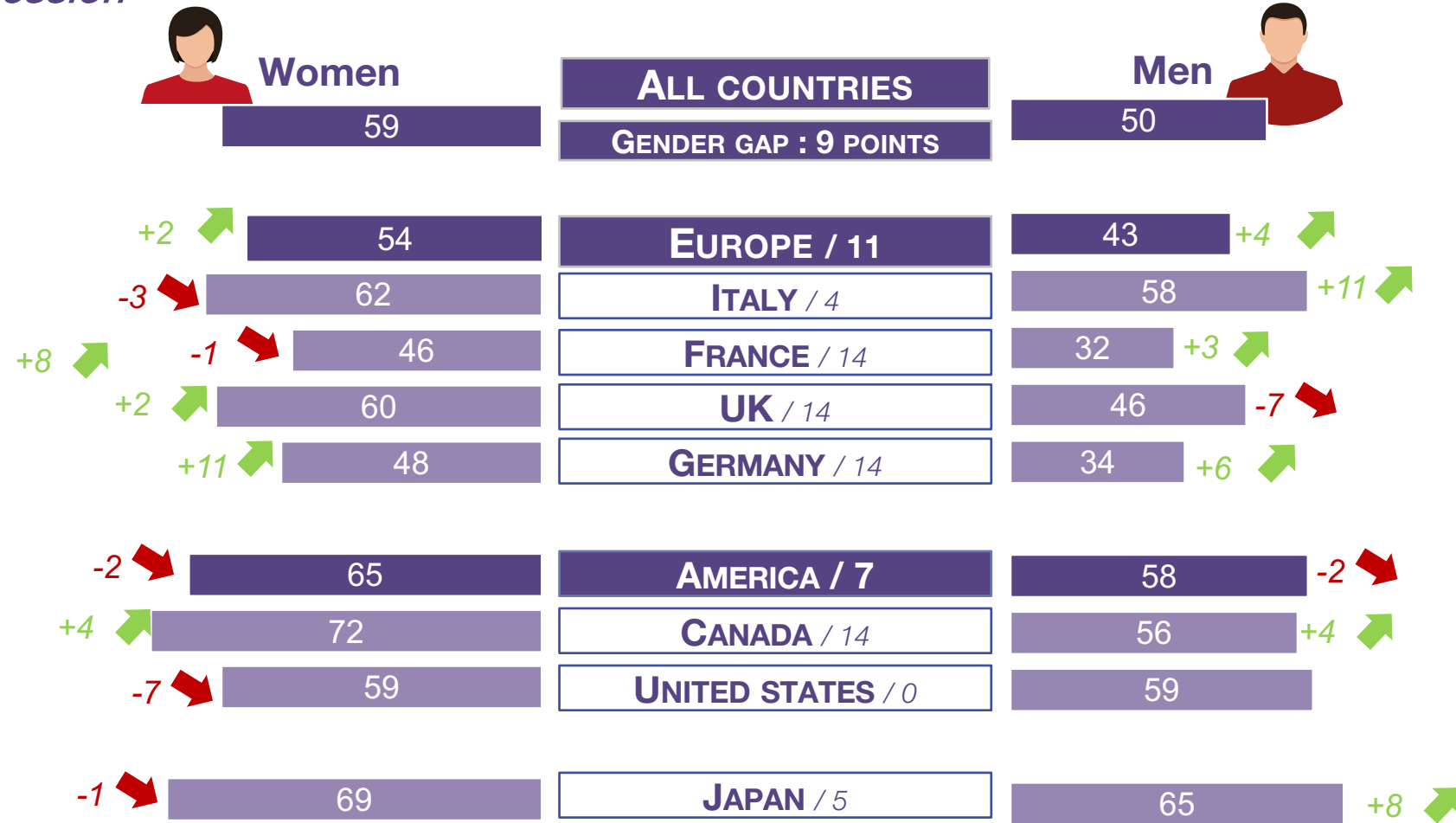
*Worst evolution for women in Germany*



ON AVERAGE, WOMEN HAVE ALSO MORE OFTEN EXPERIENCED BURN OUT, ANXIETY AND/OR DEPRESSION (9 POINTS DIFFERENCE ON AVERAGE, UP TO 14 POINTS IN FRANCE, GERMANY, THE UK AND CANADA)

*“Since the beginning of the pandemic, I have experienced burn out, anxiety and/or depression”*

**55%** (+2 points / 2020)



**IN BRIEF**

Biggest gap between men and women in the UK, France, Germany and in Canada: 14 points

Worst result for women in Canada

Worst evolution for women in Germany

# WOMEN EXPERIENCE MORE OFTEN EXTREME TIREDNESS AND STRESS

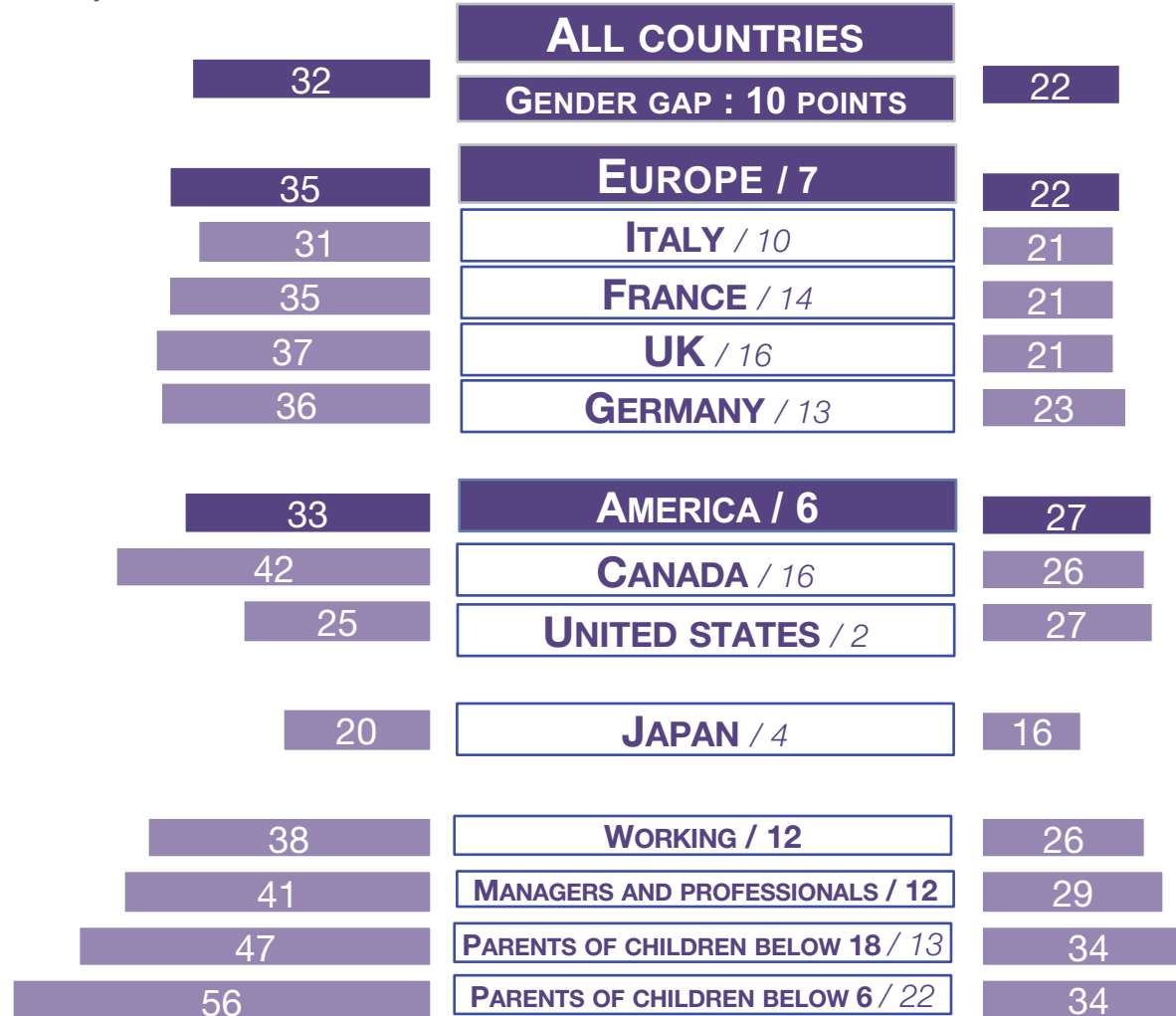
*“I regularly feel that I am too tired and stressed by everything I do (working, domestic load, and taking care of children)”*

**27%**



**Women**

**Men**

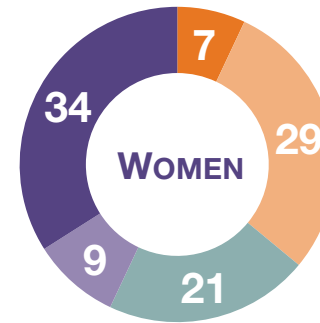
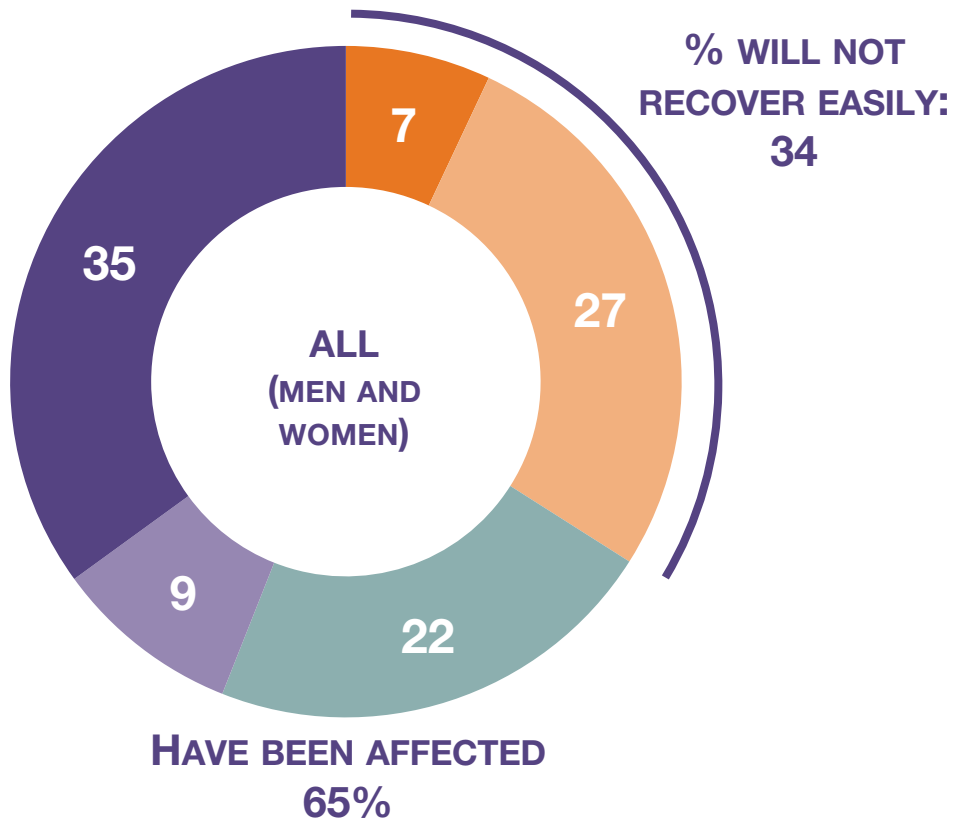


# THE IMPACT OF THE PANDEMIC IS SO STRONG THAT A MAJORITY OF WOMEN WITH YOUNG CHILDREN AND SINGLE MOTHERS THINK THEY WILL HAVE DIFFICULTIES TO RECOVER

## ALL COUNTRIES

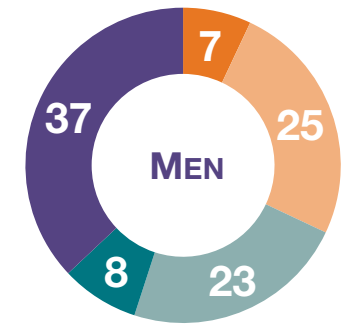
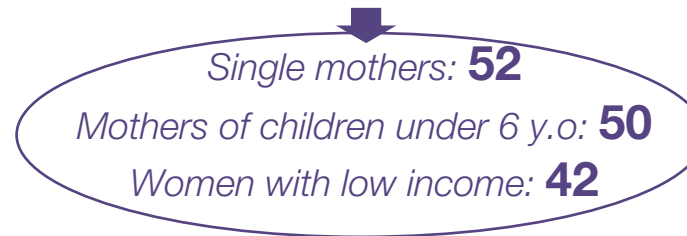
## YOUR PHYSICAL HEALTH

- You will never fully recover, some choices you made or opportunities you lost will have a durable impact
- You will recover in the end, but with lots of efforts
- You will recover easily
- You will bounce back even higher than before, the pandemic generated new opportunities, you had to reinvent yourself
- You have not been affected at all, so it won't change



*Affected: 66%*

*including will not recover easily: 36%*



*Affected: 63%*

*including will not recover easily: 32%*

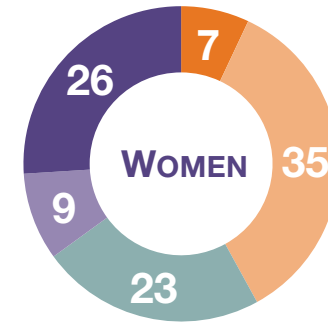
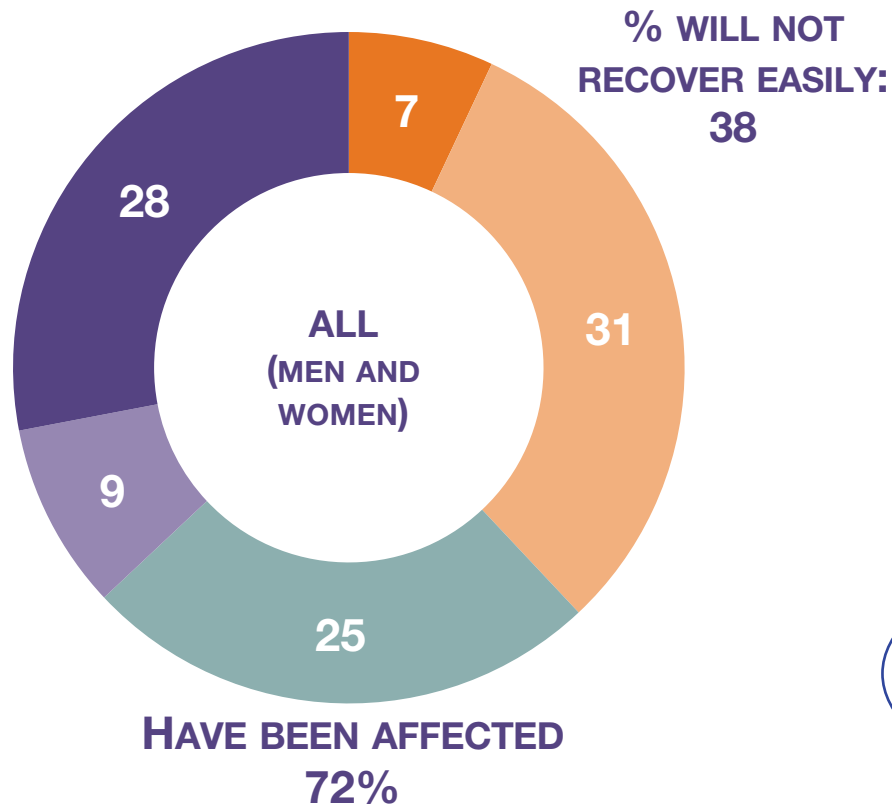


# WOMEN ARE EVEN MORE WORRIED OF THE DIFFICULTIES THEY WILL HAVE TO RECOVER PSYCHOLOGICALLY

## ALL COUNTRIES

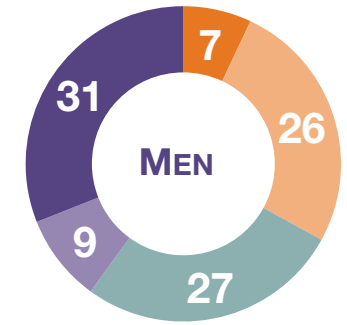
## YOUR PSYCHOLOGICAL HEALTH

- You will never fully recover, some choices you made or opportunities you lost will have a durable impact
- You will recover in the end, but with lots of efforts
- You will recover easily
- You will bounce back even higher than before, the pandemic generated new opportunities, you had to reinvent yourself
- You have not been affected at all, so it won't change



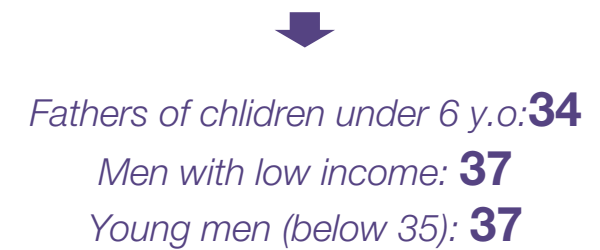
*Affected: 74%*

*including will not recover easily: 42%*



*Affected: 69%*

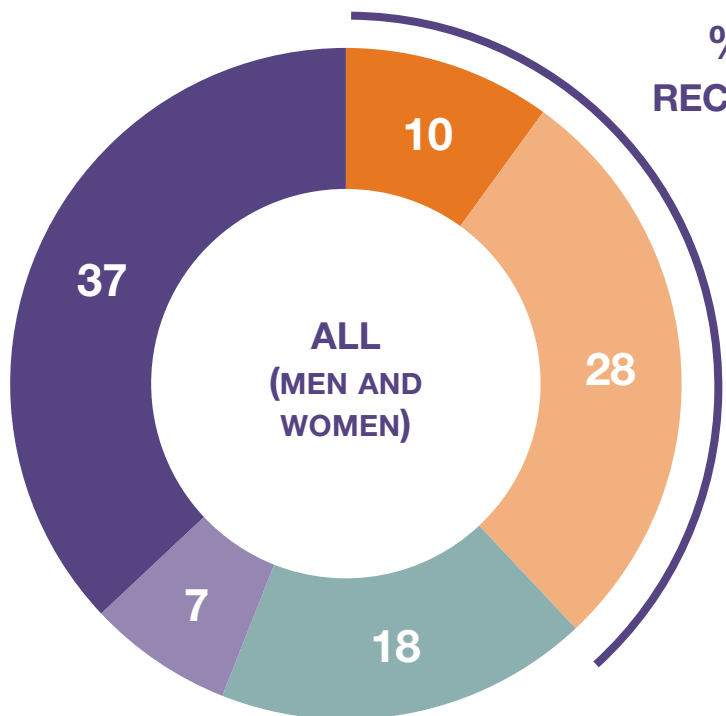
*including will not recover easily: 33%*



# THESE DIFFICULTIES COME IN ADDITION TO THE ECONOMIC DIFFICULTIES, WHICH ARE OF PARTICULAR CONCERN TO PARENTS, AND MORE PARTICULARLY TO MOTHERS

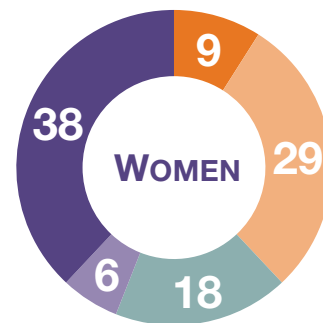
## ALL COUNTRIES YOUR PERSONAL ECONOMIC SITUATION

- You will never fully recover, some choices you made or opportunities you lost will have a durable impact
- You will recover in the end, but with lots of efforts
- You will recover easily
- You will bounce back even higher than before, the pandemic generated new opportunities, you had to reinvent yourself
- You have not been affected at all, so it won't change



**HAVE BEEN AFFECTED  
63%**

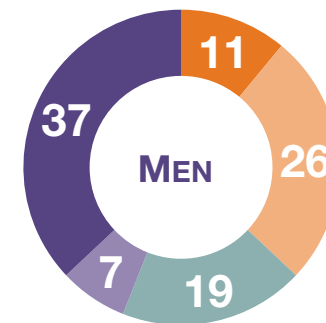
**% WILL NOT  
RECOVER EASILY :  
38**



*Affected: 62%*

*including will not recover easily : 38%*

- Single mothers : **54**
- Mothers of children under 6 y.o : **49**
- Women with low income : **49**



*Affected: 63%*

*including will not recover easily : 37%*

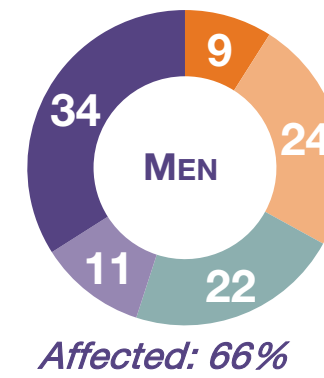
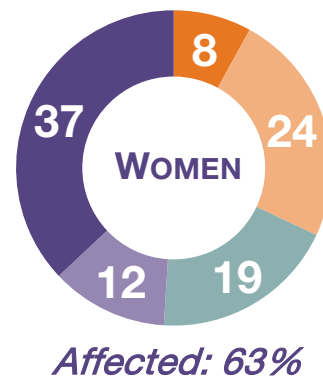
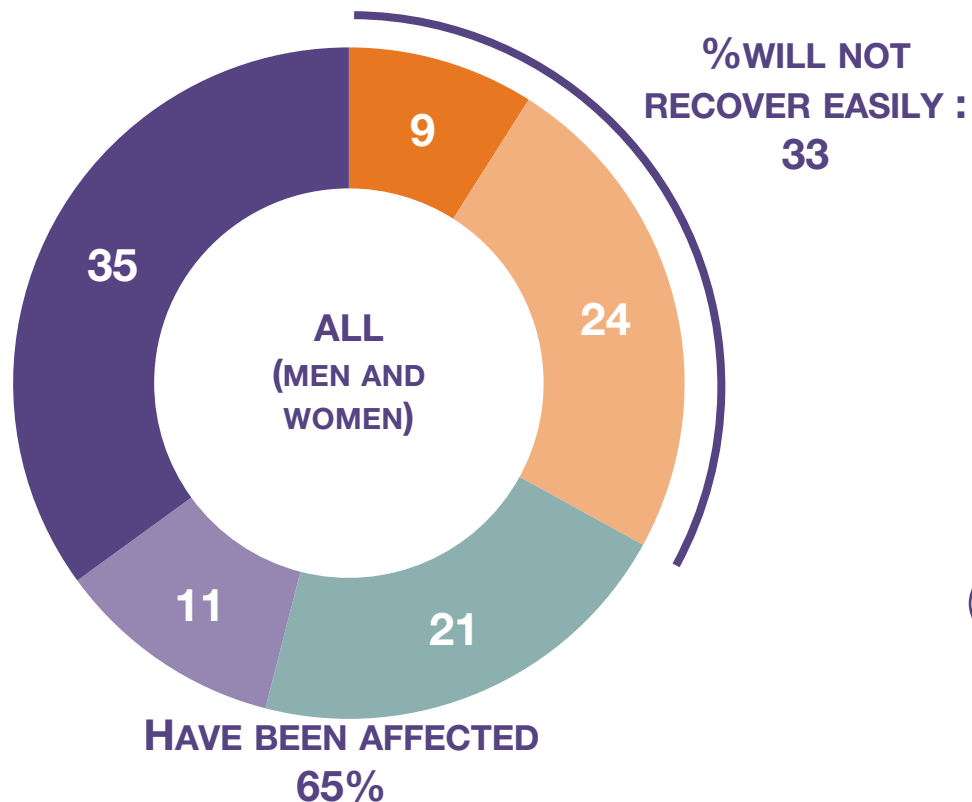
- Fathers of children under 6 y.o : **44**
- Men with low income : **45**

MANY PEOPLE ALSO FEEL IT WILL BE COMPLICATED FOR THEM TO RECOVER IN TERMS OF PROFESSIONAL AMBITIONS, THIS IS PARTICULARLY THE CASE FOR WOMEN WITH YOUNG CHILDREN WHO HAD TO COPE WITH DAY CARE AND SCHOOL CLOSURES

**ALL COUNTRIES**

**YOUR PROFESSIONAL AMBITIONS (ASKED ONLY TO PEOPLE WORKING)**

- You will never fully recover, some choices you made or opportunities you lost will have a durable impact
- You will recover in the end, but with lots of efforts
- You will recover easily
- You will bounce back even higher than before, the pandemic generated new opportunities, you had to reinvent yourself
- You have not been affected at all, so it won't change



Young women (below 35) : **36**  
 Mothers of children under 6 y.o : **42**  
 Women with low income : **40**

Young men (below 35) : **33**  
 Fathers of children under 6 y.o : **35**  
 Men with low income : **38**

# ITALIANS HAVE BEEN PARTICULARLY IMPACTED AND WORRIED THEY WILL NOT RECOVER EASILY

## TOTAL POPULATION (MEN & WOMEN)

% ST Have been affected / ST Will not recover easily

	All	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
Your personal economic situation	63 38	61 37	58 32	61 30	57 33	69 55	65 37	65 39	64 35	63 41
Your psychological health	72 38	70 38	66 31	70 33	70 41	76 46	74 36	77 39	72 34	72 38
Your physical health	65 34	64 33	57 28	65 30	66 35	67 39	67 35	72 38	63 33	63 34
Your professional ambitions (asked only to people working)	65 33	64 33	56 26	70 32	62 30	67 43	64 32	65 33	64 31	68 35

When you think of the impact of this pandemic in each of the following areas, you would say that...

# 2

## **SECOND REASON TO ACT URGENTLY:**

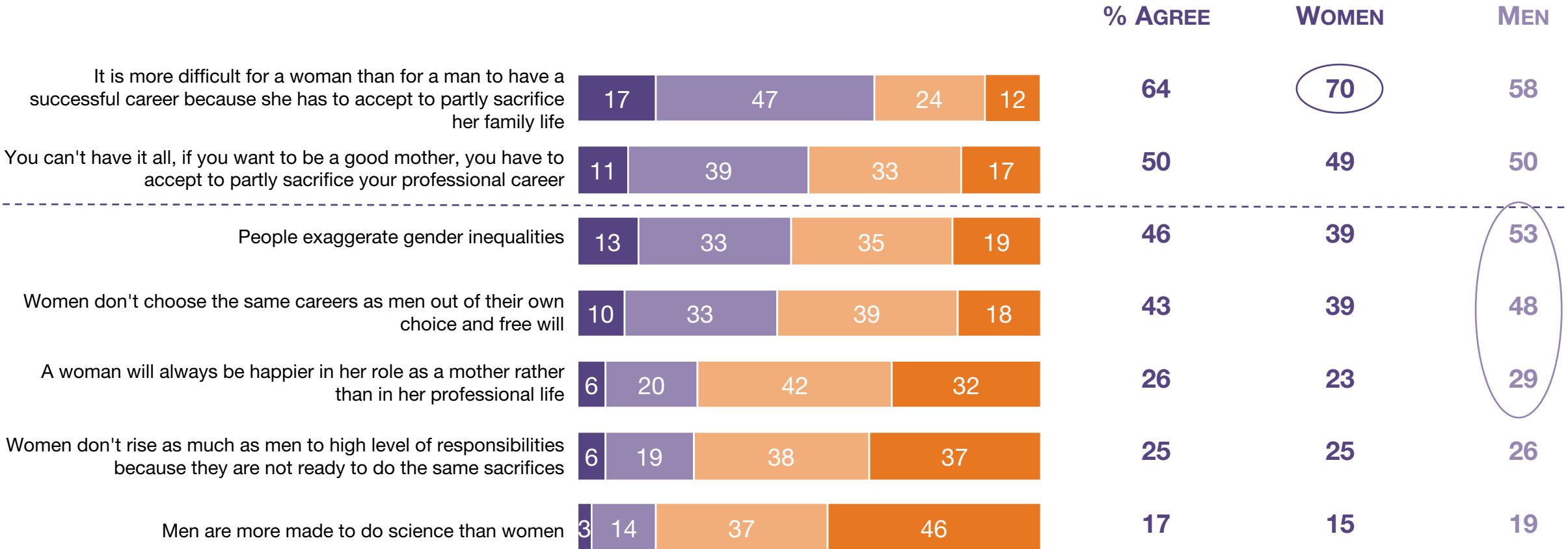
Stereotypes about the role and place of women in society are still very widespread, making the risk of women's withdrawal from the economic scene real



# GENDER STEREOTYPES REMAIN EXTREMELY WIDESPREAD, AMONG BOTH MEN AND WOMEN

## ALL COUNTRIES

■ I agree very much  
 ■ I agree somewhat  
 ■ I disagree somewhat  
 ■ I disagree very much



To what extent do you agree or disagree with the following statements?

# WOMEN FACE STRONG STEREOTYPES IN ALL THE G7 COUNTRIES, BUT TRADITIONAL ROLE MODELS ARE ESPECIALLY ALIVE IN GERMANY AND IN JAPAN

## TOTAL POPULATION (MEN & WOMEN)

Agree %	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
It is more difficult for a woman than for a man to have a successful career because she has to accept to partly sacrifice her family life	64	68	63	77	65	66	59	58	60	58
You can't have it all, if you want to be a good mother, you have to accept to partly sacrifice your professional career	50	51	45	59	57	42	46	41	51	53
People exaggerate gender inequalities	46	45	35	46	46	51	44	36	52	51
Women don't choose the same careers as men out of their own choice and free will	43	45	43	50	52	34	48	46	51	25
A woman will always be happier in her role as a mother rather than in her professional life	26	26	22	35	22	24	20	15	26	36
Women don't rise as much as men to high level of responsibilities because they are not ready to do the same sacrifices	25	29	33	44	25	12	20	19	22	23
Men are more made to do science than women	17	15	8	23	18	11	15	11	19	32

To what extent do you agree or disagree with the following statements?

3

**THIRD REASON TO ACT URGENTLY:**

People broadly agree that gender inequalities are widespread including in the G7 countries and have to be fought

# ITALIANS, AMERICANS AND JAPANESE CONSIDER THAT GENDER INEQUALITIES ARE MORE WIDESPREAD IN THEIR COUNTRIES THAN IN THE REST OF THE G7

## TOTAL POPULATION (MEN & WOMEN)

% very widespread (8-10)	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
	In the world	44	48	46	50	47	49	50	57	44
the G7 countries	22	22	20	20	23	26	24	24	23	15
In your country	28	28	21	21	25	42	28	21	34	30

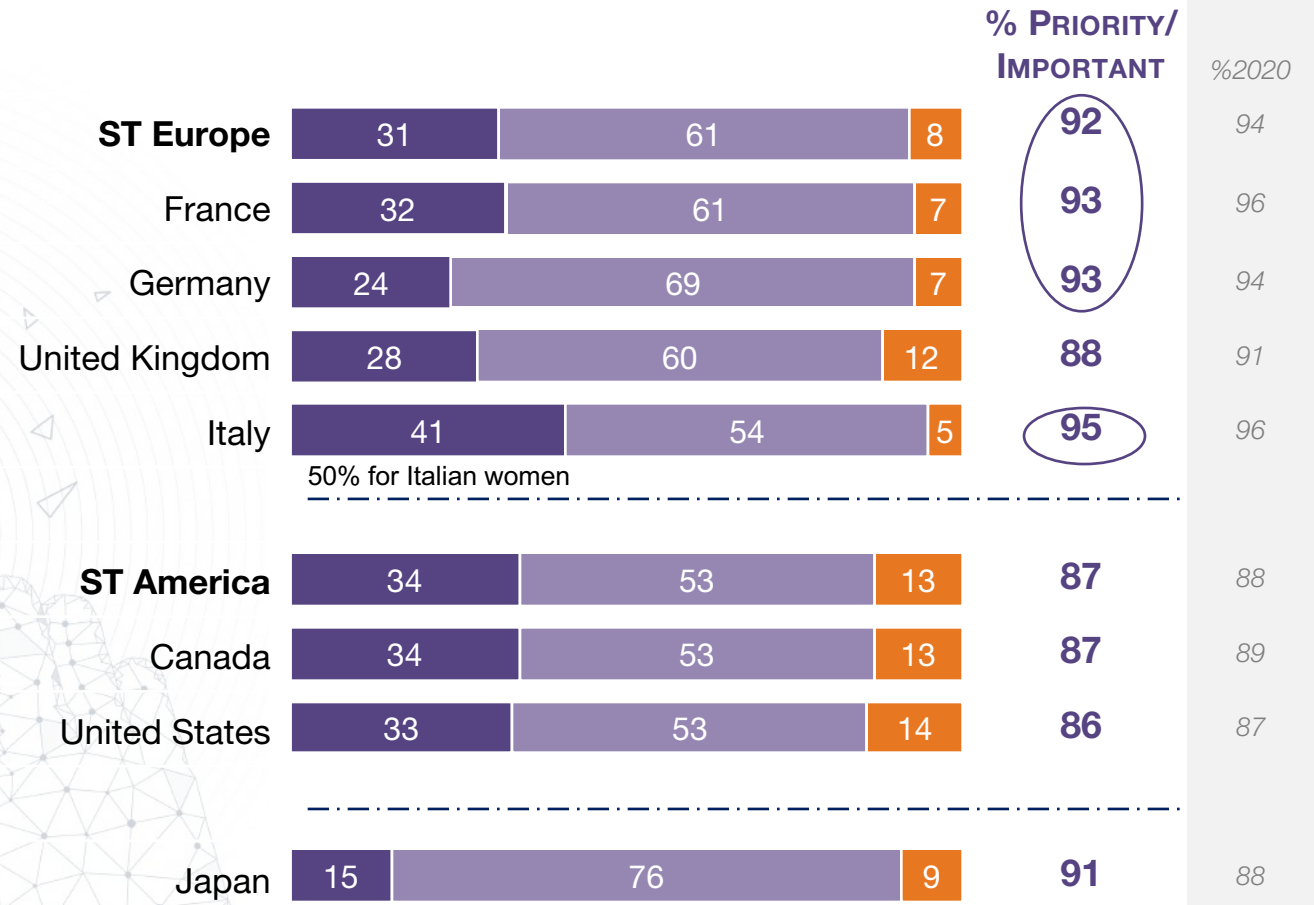
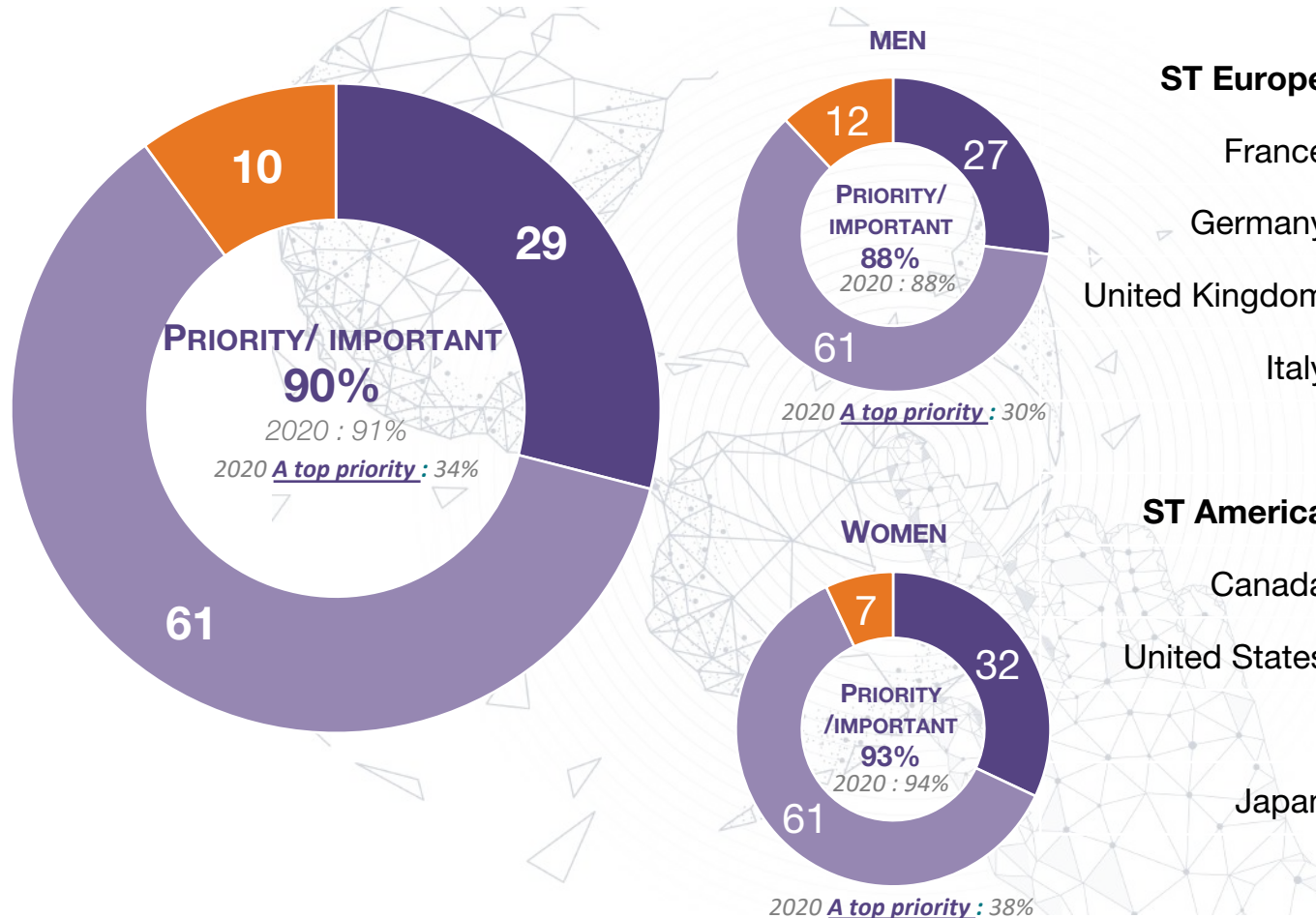
Average	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
	In the world	7	7,1	6,9	7,2	7,1	7,2	7,1	7,4	6,9
the G7 countries	5,9	6	6	5,9	6	6,2	5,9	6	5,8	5,7
In your country	6	6,1	5,9	5,7	5,9	6,8	5,9	5,7	6,1	6,2

*If you had to evaluate the level of gender inequalities today from 0 to 10, how much would you evaluate it ? 0 meaning that you think that gender inequalities are non-existent today and 10 meaning that you think they are extremely widespread*

# THE VAST MAJORITY OF G7 POPULATIONS BELIEVE THAT CLOSING THE GENDER GAP IS IMPORTANT : A MAJORITY OF ITALIAN WOMEN THINK IT SHOULD EVEN BE A TOP PRIORITY

## ALL COUNTRIES

■ A top priority 
 ■ Something important but not a top priority 
 ■ Something secondary

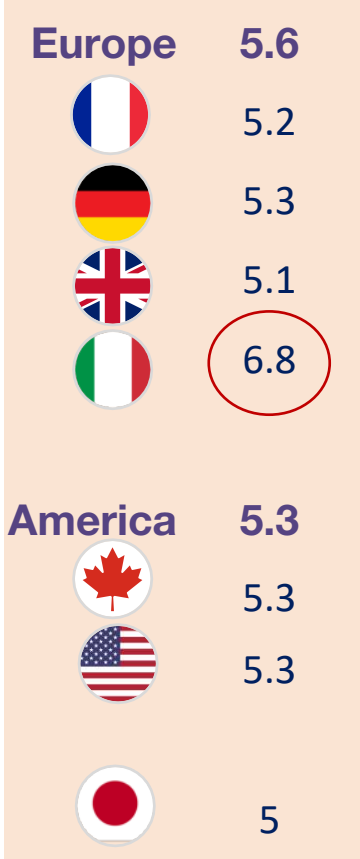
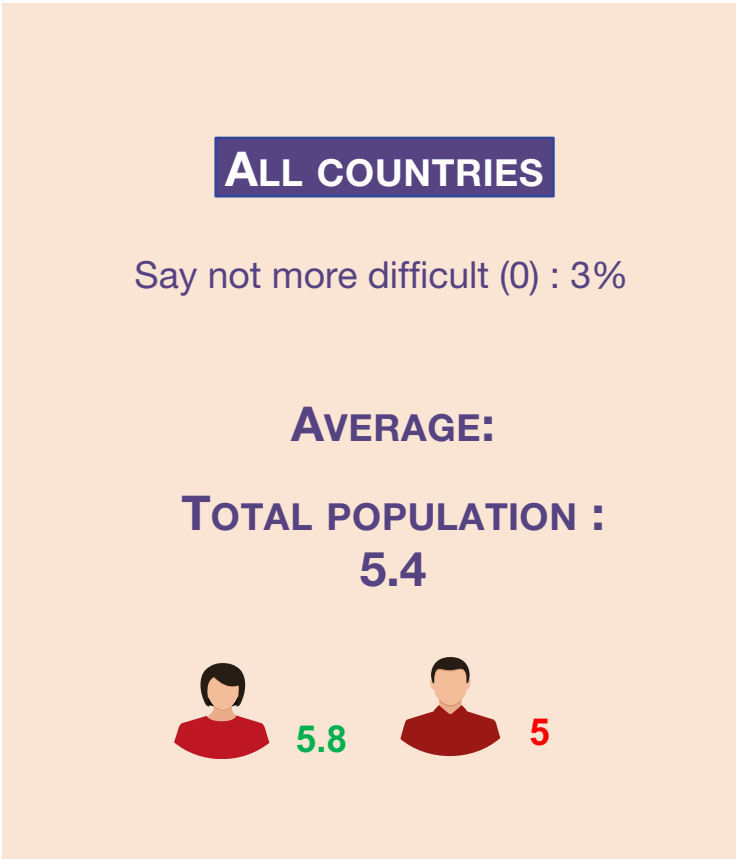


Do you think closing the gender gap should be addressed as:

2020 **A top priority** : 38%  
 Canada : 41%  
 Italy : 50%

NEARLY ALL PEOPLE CONSIDER IT IS GOING TO BE MORE DIFFICULT NOW, WITH THE CRISIS, TO CLOSE THE GENDER GAP ; WOMEN BEING EVEN MORE PESSIMISTIC

ALL COUNTRIES



If you had to evaluate the increase in the level of difficulty in closing the gender gap after the shock of the pandemic from 0 to 10, how much would you evaluate - 0 meaning that you evaluate closing the gender gap is not going to be more difficult than before the pandemic and 10 meaning it will be much more difficult

4

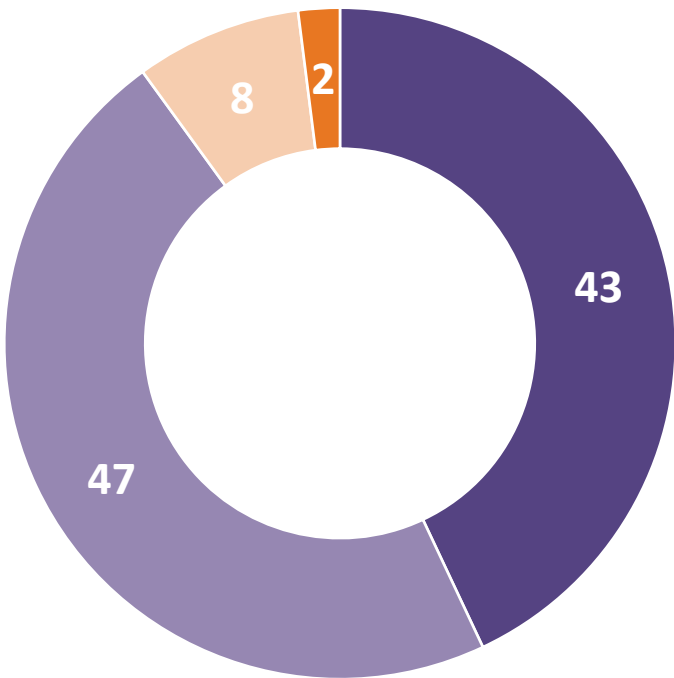
**4TH REASON TO ACT URGENTLY:**

People are convinced that reducing gender inequalities would be for the common good

# THERE IS A BROAD CONSENSUS THAT THE OUTCOMES OF DECISIONS ARE POSITIVE WHEN BOTH MEN AND WOMEN ARE INVOLVED

## ALL COUNTRIES

■ I agree very much   
 ■ I agree somewhat   
 ■ I disagree somewhat   
 ■ I disagree very much



**% AGREE : 90**



**89**



**91**

	<b>% AGREE</b>	<i>% 2020</i>
<b>ST Europe</b>	<b>93</b>	90
France	<b>93</b>	92
Germany	<b>91</b>	89
United Kingdom	<b>91</b>	90
Italy	<b>96</b>	89
<hr/>		
<b>ST America</b>	<b>91</b>	92
Canada	<b>92</b>	92
United States	<b>90</b>	92
<hr/>		
Japan	<b>80</b>	82

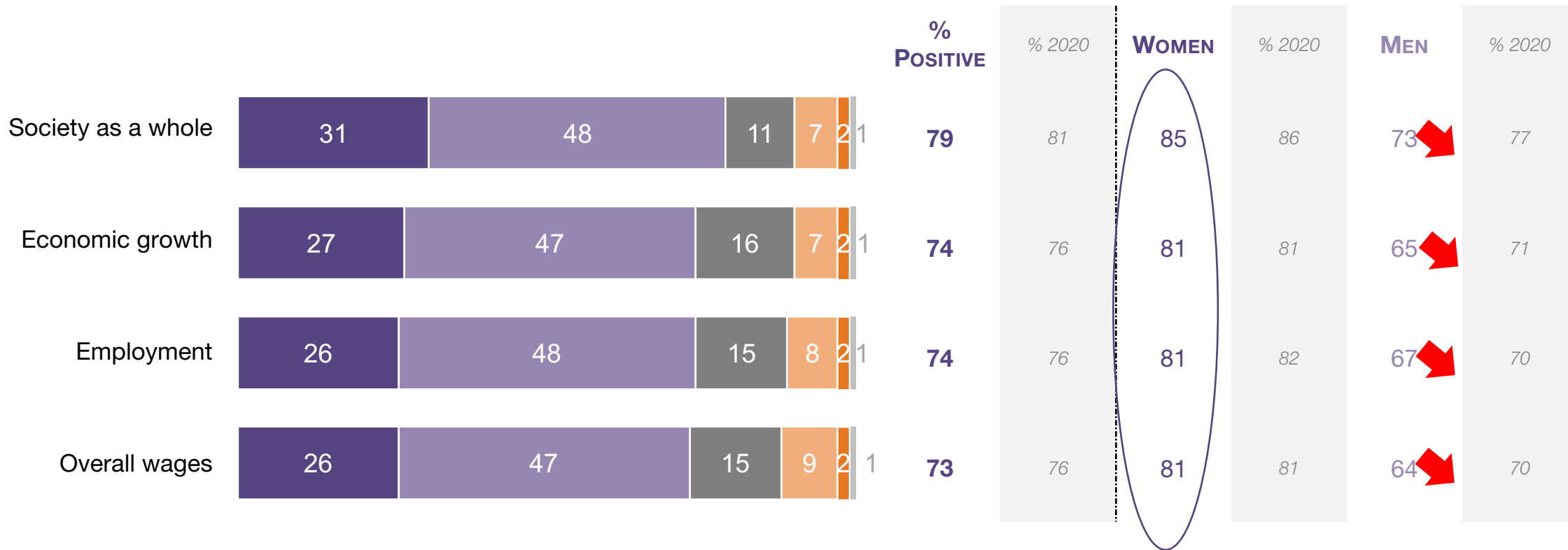
*To what extent do you agree or disagree with the following statements? Outcomes of decisions are positive when both women and men are involved in the design of solutions*



**MOST PEOPLE BELIEVE THAT IF WOMEN HAD THE SAME OPPORTUNITIES AS MEN IT WOULD HAVE POSITIVE CONSEQUENCES IN MANY AREAS, INCLUDING ECONOMY, ALTHOUGH THE PROPORTION OF MEN THINKING SO HAS SLIGHTLY DECLINED AS SOME OF THEM MIGHT FEEL THREATENED**

**ALL COUNTRIES**

Very positive   Rather positive   No impact   Rather negative   Very negative   No answer



*If women had the same opportunities as men, do you think this would have consequences on :*

A MAJORITY OF PEOPLE ARE YET CONVINCED OF THE POSITIVE OUTCOMES OF GENDER EQUALITY IN ALL THE COUNTRIES, AND ESPECIALLY IN ITALY WHERE THE DEMAND FOR MORE OPPORTUNITIES FOR WOMEN IS EXTREMELY HIGH

**TOTAL POPULATION (MEN & WOMEN)**

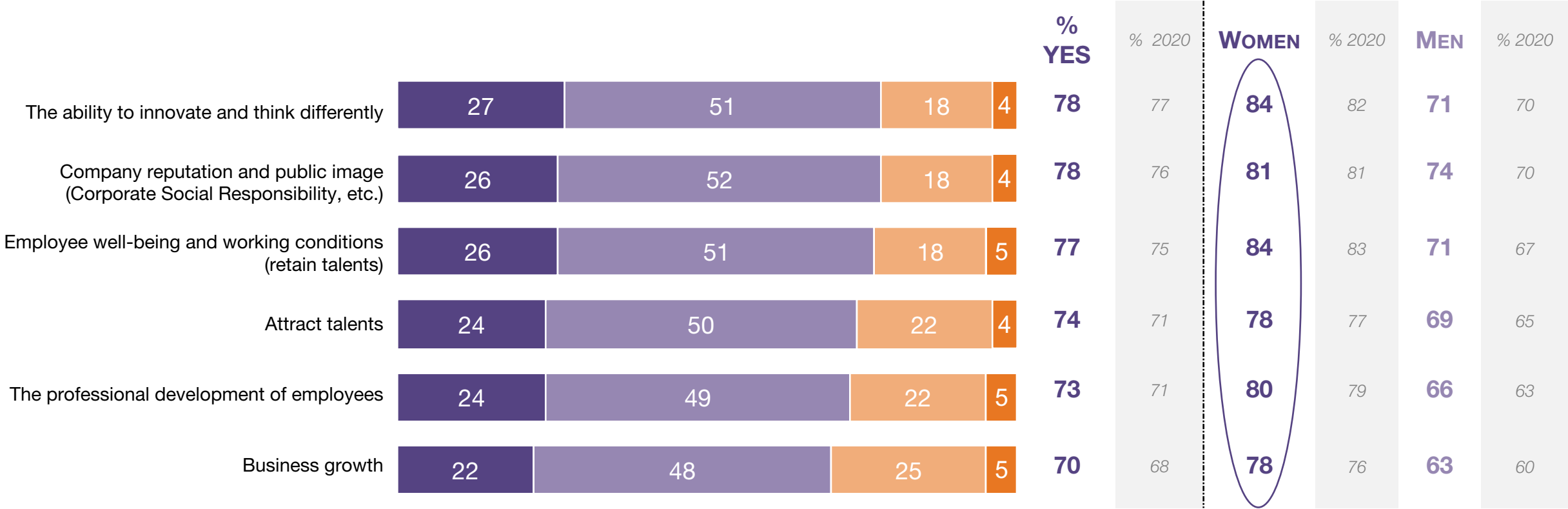
<b>% Positive</b>	<b>ALL</b>	<b>EUROPE</b>	France	Germany	UK	Italy	<b>AMERICA</b>	Canada	US	Japan
Society as a whole	79	80	78	82	77	84	78	80	77	77
Economic growth	74	73	69	72	68	82	75	73	78	74
Employment	74	74	69	78	69	82	75	74	76	74
Overall wages	73	74	75	76	64	81	73	73	73	69

*If women had the same opportunities as men, do you think this would have consequences on :*

# MOREOVER, A MAJORITY OF PEOPLE ARE CONVINCED A BETTER ACCESS OF WOMEN TO SENIOR MANAGEMENT POSITIONS WOULD HAVE POSITIVE OUTCOMES

**ALL COUNTRIES**

■ Yes, a lot  
 ■ Yes, a little  
 ■ No, not really  
 ■ No, not at all

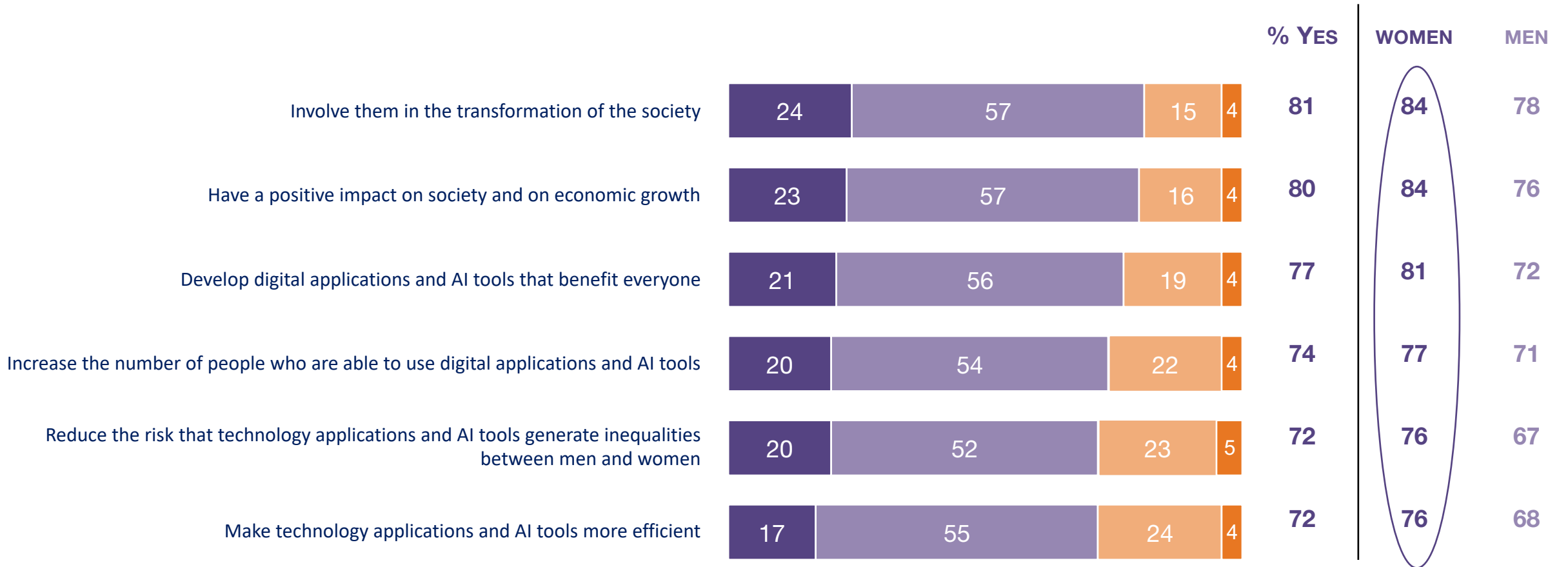


*If women had a better access to senior management positions of large companies, do you think that this would have positive consequences on:*

# A MAJORITY OF PEOPLE ALSO BELIEVE A BETTER ACCESS OF WOMEN TO JOBS IN STEM WOULD BE BENEFICIAL IN MANY WAYS

**ALL COUNTRIES**

■ Yes, certainly  
 ■ Yes, probably  
 ■ No, probably not  
 ■ No, certainly not



*If women had a better access to jobs in STEM (science, technology, engineering and mathematics) companies and in particular in AI (artificial intelligence) businesses, do you think this would help to:*

# AGAIN, ITALIANS ARE AMONG THE MOST CONVINCED THIS WOULD HAVE A STRONG POSITIVE IMPACT

## TOTAL POPULATION (MEN & WOMEN)

	% Yes	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
Involve them in the transformation of the society		81	82	80	81	77	88	81	81	82	78
Have a positive impact on society and on economic growth		80	79	75	77	75	88	83	81	84	81
Develop digital applications and AI tools that benefit everyone		77	76	75	73	72	82	69	68	80	78
Increase the number of people who are able to use digital applications and AI tools		74	73	71	70	68	82	76	75	77	77
Make technology applications and AI tools more efficient		72	69	68	67	62	80	75	72	78	76
Reduce the risk that technology applications and AI tools generate inequalities between men and women		72	73	72	70	70	79	73	72	75	65

*If women had a better access to jobs in STEM (science, technology, engineering and mathematics) companies and in particular in AI (artificial intelligence) businesses, do you think this would help to:*

# WOMEN HAVE MORE OFTEN THAN MEN CHANGED THEIR CONSUMPTION HABITS TO BE MORE SUSTAINABLE

## ALL COUNTRIES

*Only 32% agree with the extent that women are doing more than others to promote action against climate change, yet ...*

I have changed my consumption habits to be more sustainable (e.g., eating less or no meat, buying fewer clothes) 42



Men



Women

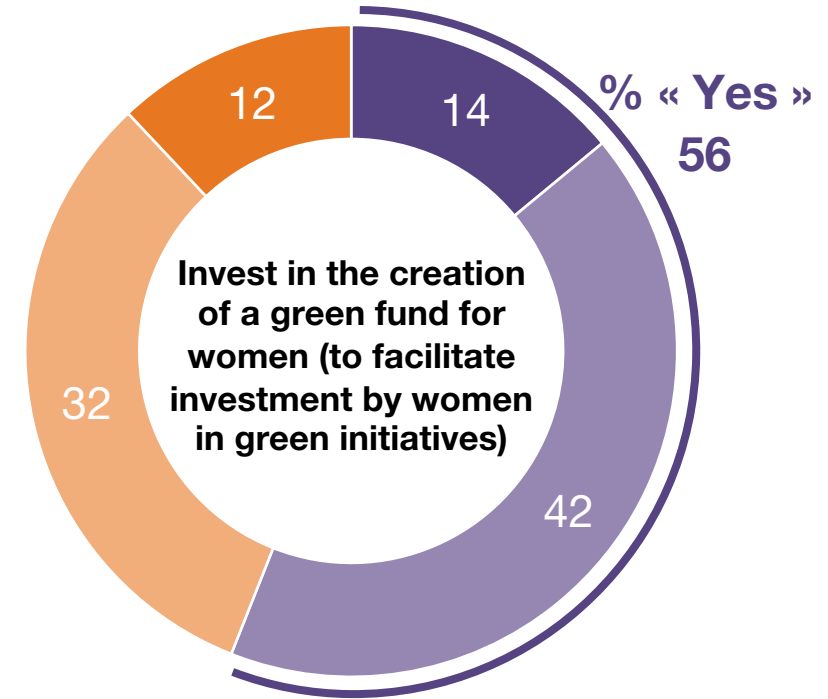
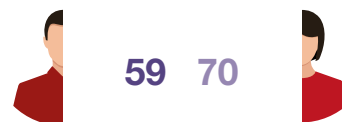
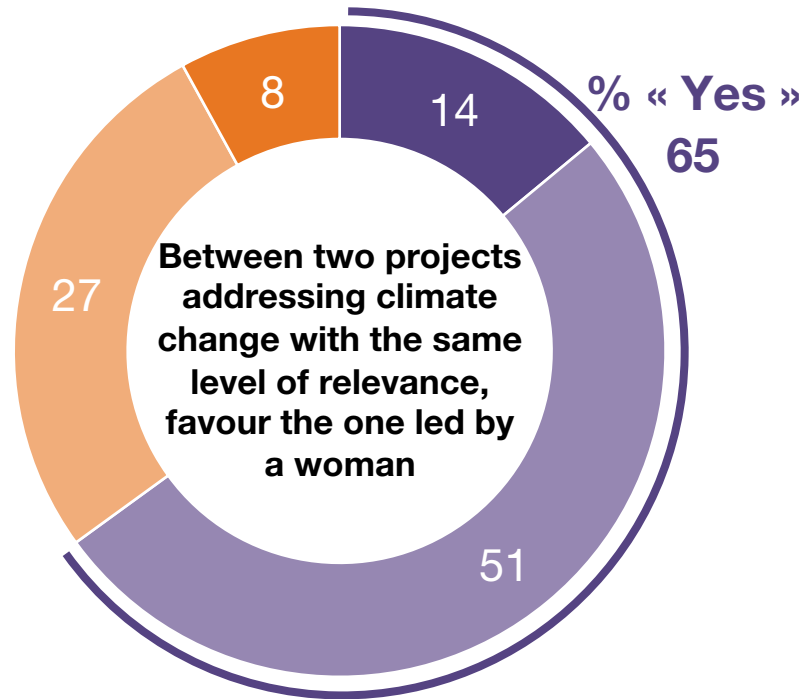
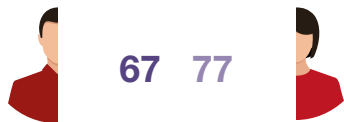
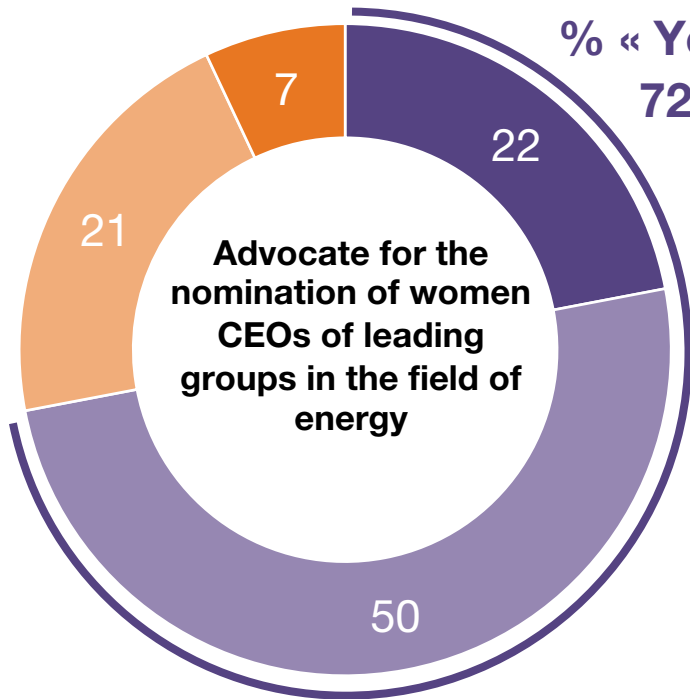


Please select all of the statements below that apply to you

# G7 POPULATIONS ARE WILLING TO SUPPORT GREEN INITIATIVES LED BY WOMEN

## ALL COUNTRIES

■ Yes, certainly   
 ■ Yes, probably   
 ■ No, probably not   
 ■ No, certainly not



To fight climate change, are you willing to?

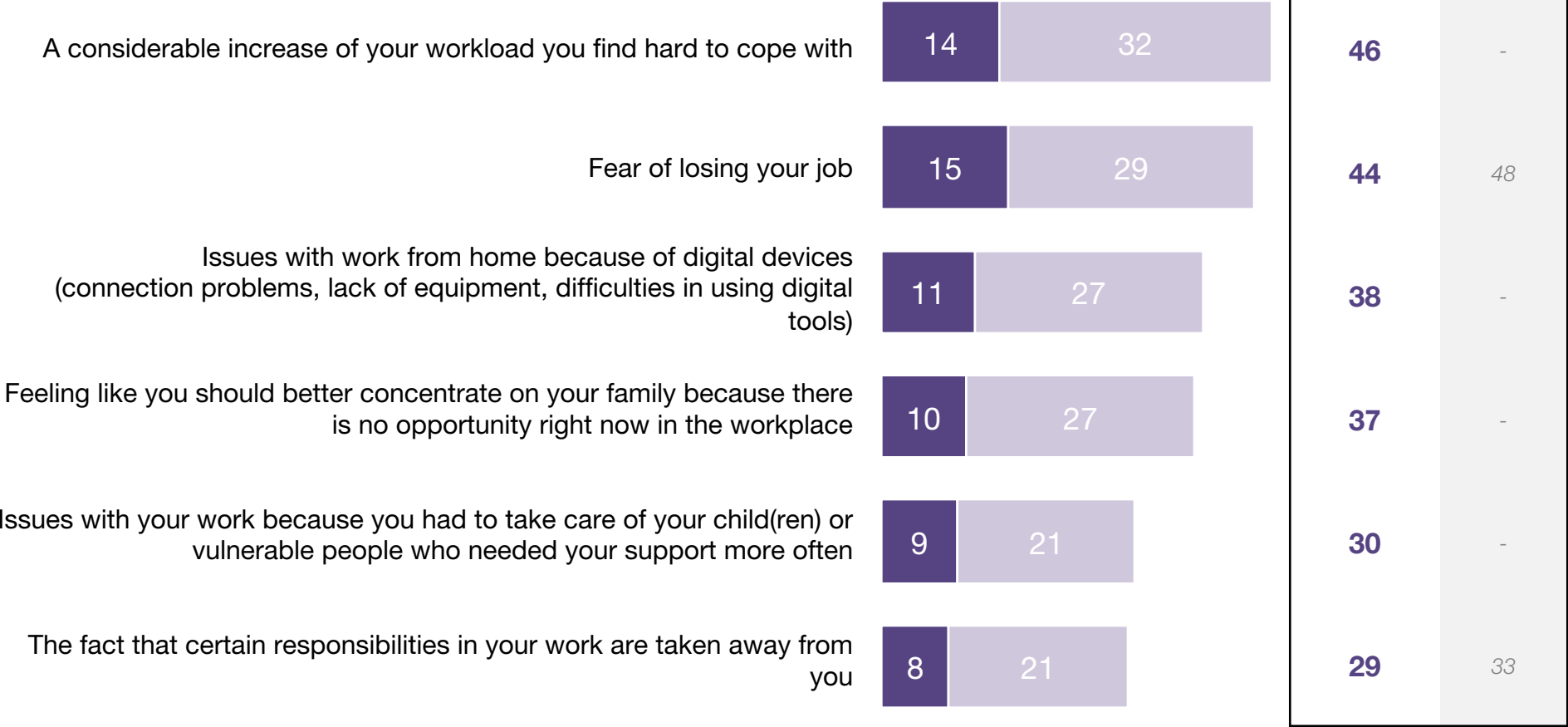
# APPENDIX



# IN THE WORKPLACE, A SIGNIFICANT PROPORTION OF THE G7 POPULATION EXPERIENCED STRONG DIFFICULTIES

**ALL COUNTRIES  
WOMEN & MEN  
WORKING**

■ Yes, a lot   ■ Yes, in part



*Since the beginning of the pandemic, have you experienced any of the following situations because of its consequences? (asked to people working)*

# OPINION ON ONE'S HEALTH (FULL LIST OF ITEMS)

## ALL COUNTRIES



Please select all of the statements below that apply to you

# OPINION ON ONE'S HEALTH (FULL LIST OF ITEMS BY COUNTRY)

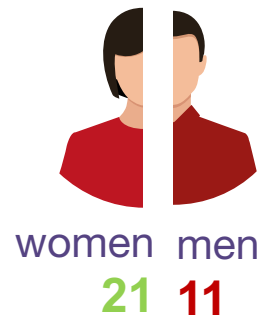
## TOTAL POPULATION (MEN & WOMEN)

	%	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
I am really concerned for my health when I will get older	<b>38</b>	33	33	33	31	36	30	42	42	43	54
I have made changes to my lifestyle in order to improve my health	<b>35</b>	34	34	29	33	38	34	46	48	43	22
I have enough information I need to make decisions that will have a positive impact on my long-term health	<b>34</b>	33	33	26	35	39	30	44	44	44	18
As a result of the pandemic, I intend to spend more time looking after my health and well-being	<b>28</b>	27	27	26	21	30	31	30	32	28	29
I regularly feel that I am too tired and stressed by everything I do (working, domestic load, and taking care of children)	<b>27</b>	28	28	29	29	30	26	30	34	26	18
I regularly feel that I care a lot about the health of others but not a lot about my own health	<b>21</b>	21	21	22	16	23	25	22	24	21	16
I invest more time and energy in taking care of my family's health than my own	<b>21</b>	20	20	18	17	20	26	22	21	23	20
I am regularly told that it is normal that I experience some pain without being offered relief	<b>15</b>	14	14	15	11	16	14	20	23	18	9
I regularly have to give up or postpone health care for financial reasons	<b>13</b>	12	12	12	9	8	21	14	15	12	11
I regularly spend some of my life caring for an elderly relative or an ill family member some of my spare time	<b>13</b>	12	12	10	14	13	11	15	13	17	11
I regularly feel physically and mentally exhausted from caring for someone who is sick (a child, an elderly person, etc.)	<b>9</b>	10	10	11	7	10	11	9	10	9	6

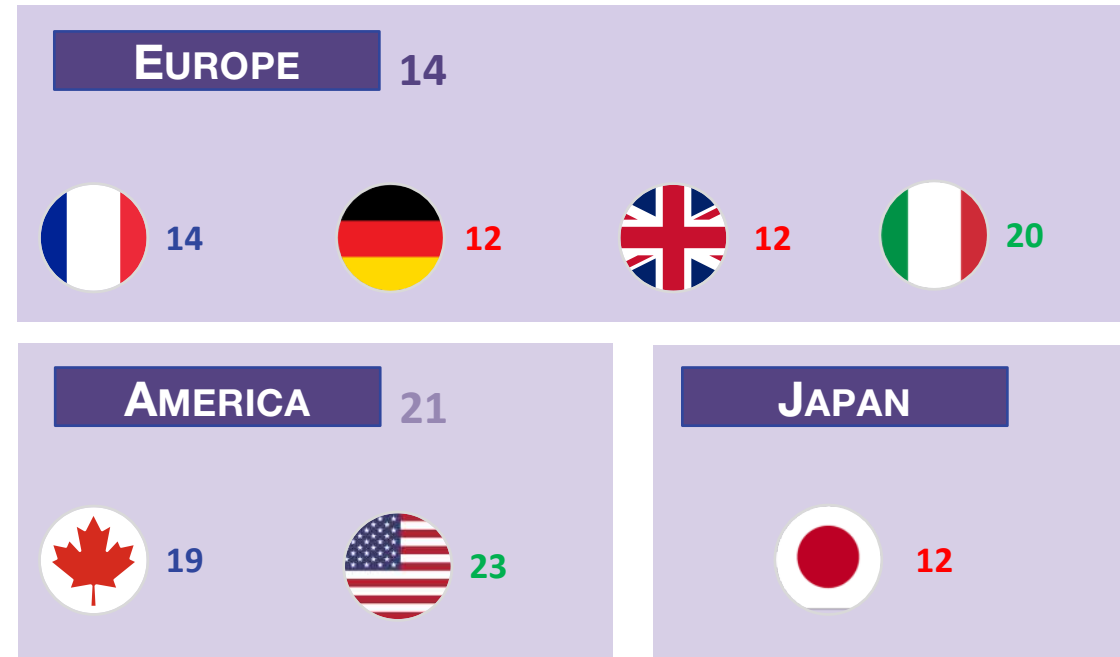
Please select all of the statements below that apply to you

# INTEREST FOR BUYING PRODUCTS PROVIDED BY WOMEN-OWNED BUSINESSES

*“I would buy more products/services provided by women-owned businesses if there was a label/certification that would allow me to easily identify them”*



**ALL COUNTRIES** 16 %



Please select all of the statements below that apply to you.

# INTEREST FOR STEM

## ALL COUNTRIES

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

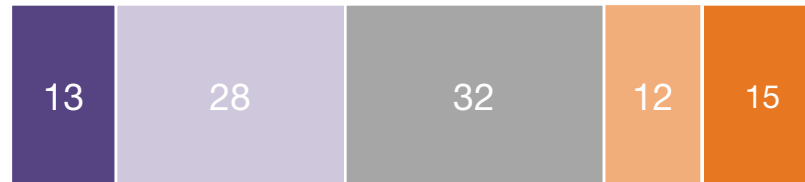
%  
**AGREE**      **MEN**      **WOMEN**

I would advise someone who wants to have a positive societal or environmental impact through their work to study STEM subjects



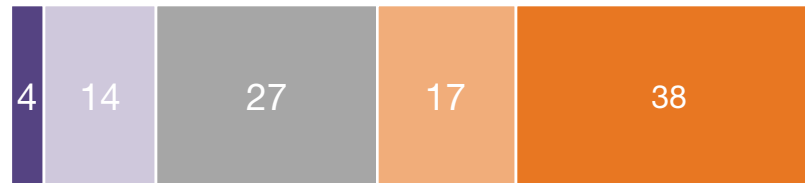
**52**      **53**      **51**

I would be interested in retraining/gaining new skills in science, technology, mathematics and engineering (STEM) if courses were made easily available to me



**41**      **44**      **38**

I am likely to lose my job because of digitization and automation



**18**      **20**      **15**

*To what extent do you agree with each of the following statements?*

## INTEREST FOR STEM (DETAIL BY COUNTRY)

### TOTAL POPULATION (MEN & WOMEN)

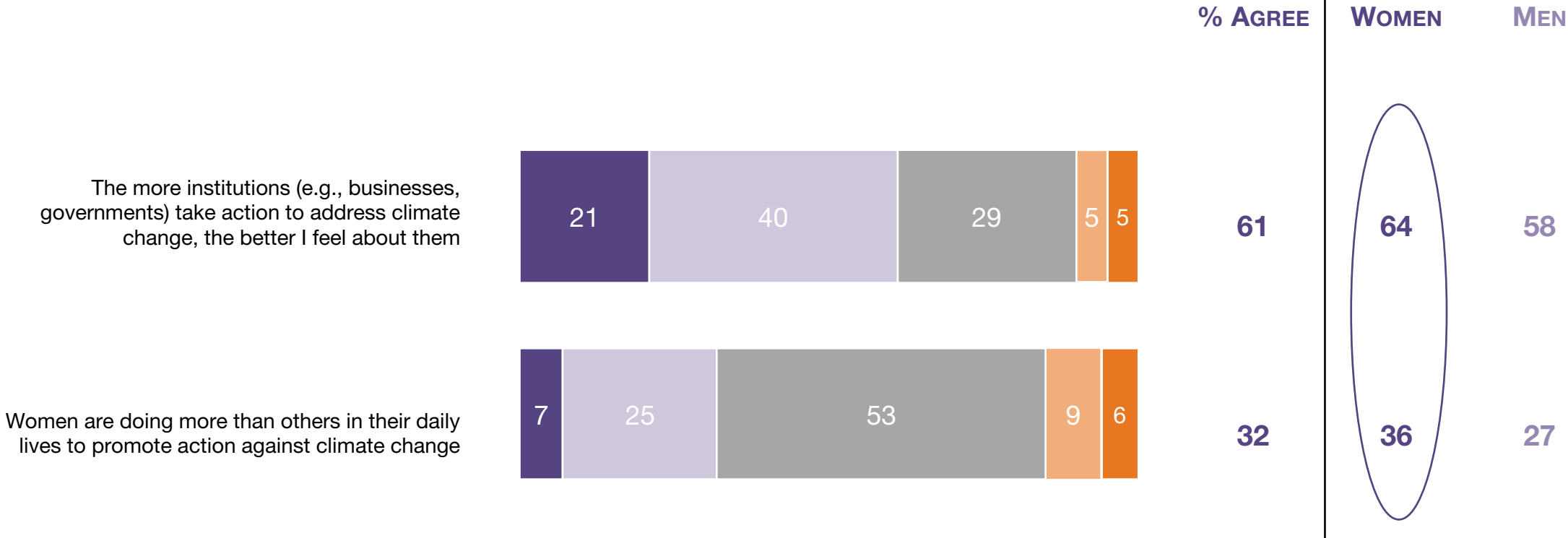
	% Agree									
	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
I would advise someone who wants to have a positive societal or environmental impact through their work to study STEM subjects	52	50	41	47	58	57	58	56	61	43
I would be interested in retraining/gaining new skills in science, technology, mathematics and engineering (STEM) if courses were made easily available to me	41	38	33	27	38	55	42	40	43	50
I am likely to lose my job because of digitisation and automation	18	14	15	12	13	15	14	12	15	42

*To what extent do you agree with each of the following statements?*

# CLIMATE ACTION

**ALL COUNTRIES**

■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree nor disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree



*To what extent do you agree with the following statements?*

# GREEN INITIATIVES AND WOMEN (DETAIL BY COUNTRY)

## TOTAL POPULATION (MEN & WOMEN)

	% Yes	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
Advocate for the nomination of women CEOs of leading groups in the field of energy		72	74	73	76	64	83	70	71	69	66
Between two projects addressing climate change with the same level of relevance, favour the one led by a woman		65	66	65	64	54	80	64	64	63	61
Invest in the creation of a green fund for women (to facilitate investment by women in green initiatives)		56	55	54	48	47	72	58	56	60	54

To fight climate change, are you willing to?

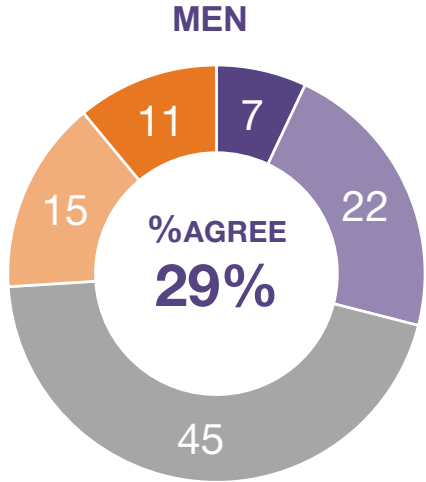
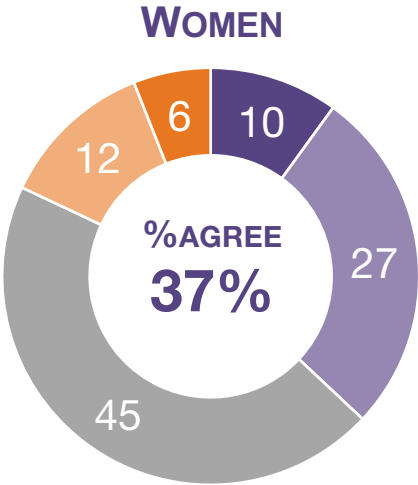
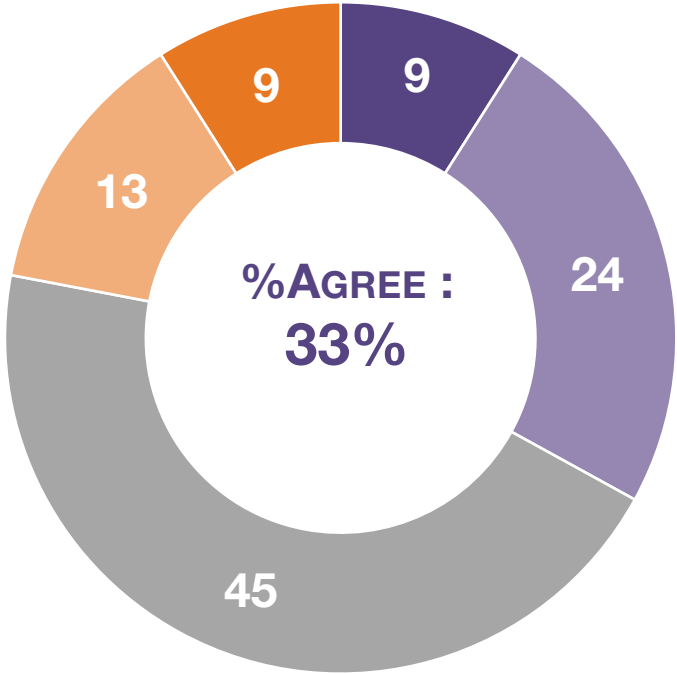


# AWARENESS OF DISPROPORTIONATE IMPACT OF CLIMATE CHANGE ON WOMEN

**ALL COUNTRIES**

■ Strongly agree  
 ■ Somewhat agree  
 ■ Neither agree nor disagree  
 ■ Somewhat disagree  
 ■ Strongly disagree

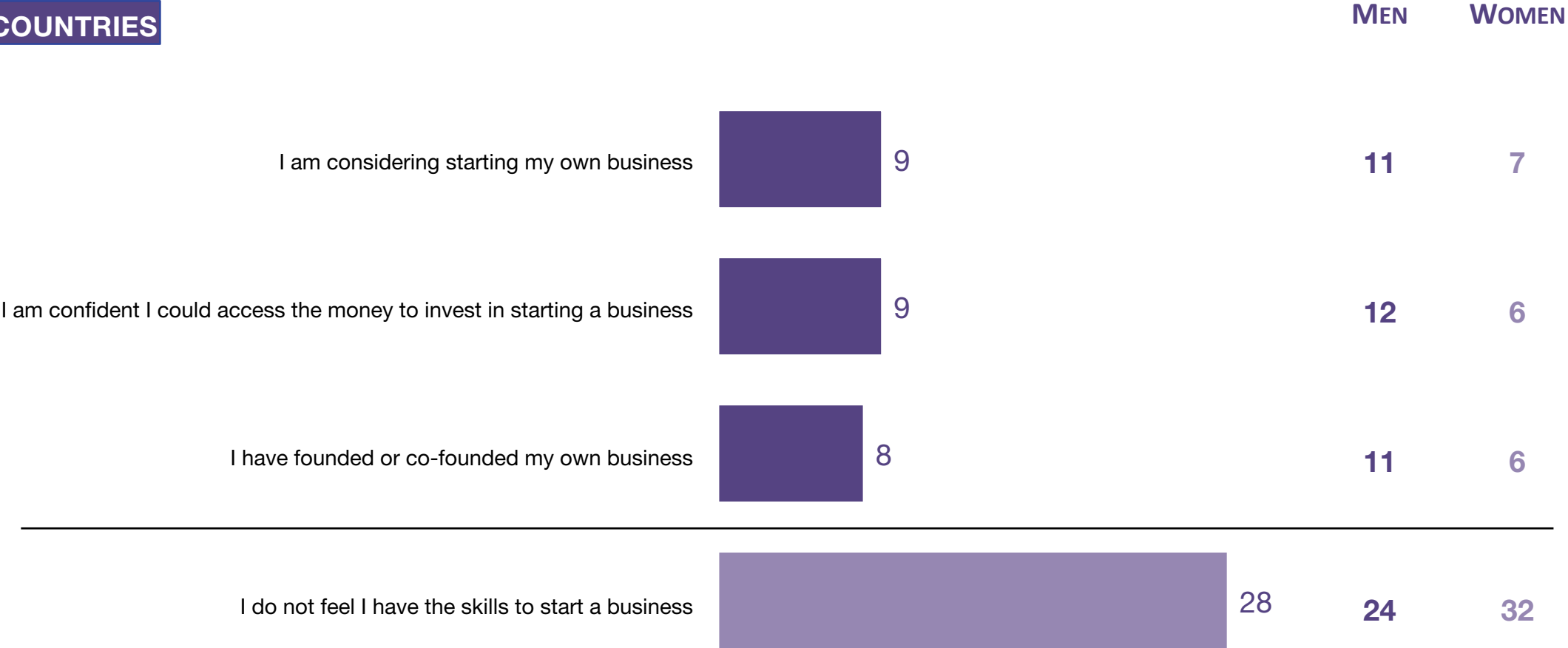
*“Globally, women are likely to be more negatively affected by the impacts of climate change than other people (because they work more in agriculture, because they are more involved in fetching water, etc.)”*



To what extent do you agree with the following statements?

# CREATING A BUSINESS

## ALL COUNTRIES



Please select all of the statements below that apply to you.

Multiple answers, Total above 100%

# WOMEN CREATING THEIR BUSINESS (DETAIL BY COUNTRY)



## WOMEN

	%	Women	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
I am considering starting my own business		7	7	4	6	9	9	9	12	6	2
I am confident I could access the money to invest in starting a business		6	5	4	5	7	5	9	8	9	3
I have founded or co-founded my own business		6	6	5	5	10	4	8	7	8	5
I do not feel I have the skills to start a business		32	31	32	36	31	24	28	33	24	44

Please select all of the statements below that apply to you.

# CONSEQUENCES OF A BETTER ACCESS OF WOMEN TO SENIOR MANAGEMENT POSITIONS (DETAIL BY COUNTRY)

## TOTAL POPULATION (MEN & WOMEN)

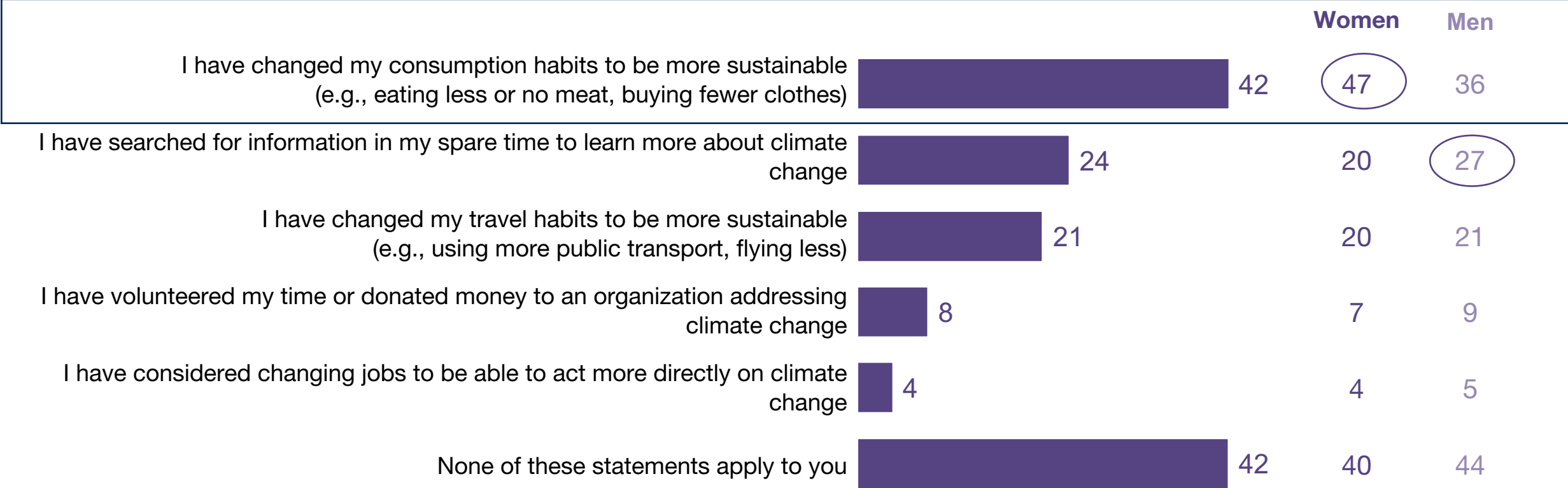
	% Yes	ALL	EUROPE	France	Germany	UK	Italy	AMERICA	Canada	US	Japan
The ability to innovate and think differently	78	78	76	78	73	71	85	80	81	80	79
Company reputation and public image (Corporate Social Responsibility, etc.)	78	78	77	76	77	72	81	78	78	78	83
Employee well-being and working conditions (retain talents)	77	77	77	75	77	75	81	76	76	76	82
Attract talents	74	74	71	70	68	69	76	76	74	78	80
The professional development of employees	73	73	73	71	72	69	78	75	75	75	73
Business growth	70	70	67	65	66	60	78	71	69	72	82

If women had a better access to senior management positions of large companies, do you think that this would have positive consequences on:

# WOMEN HAVE MORE OFTEN THAN MEN CHANGED THEIR CONSUMPTION HABITS TO BE MORE SUSTAINABLE

**ALL COUNTRIES**

ONLY **32%** AGREE WITH THE EXTENT THAT WOMEN ARE DOING MORE THAN OTHERS TO PROMOTE ACTION AGAINST CLIMATE CHANGE, YET ...



Please select all of the statements below that apply to you

# OUR COMMITMENT

## Professional codes, quality certification and data protection

Ipsos is a member of the following French and European professional Market Research and Opinion bodies:

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<https://www.ipsos.com/en/privacy-data-protection>

The retention period applicable to interviewees' personal data be as follows, unless otherwise agreed with the client :



- 12 months upon Ad Hoc Study completion
- 3 years upon each wave completion of a Continuous Study.

Ipsos France has received ISO 20252: 2012 certification by AFNOR CERTIFICATION



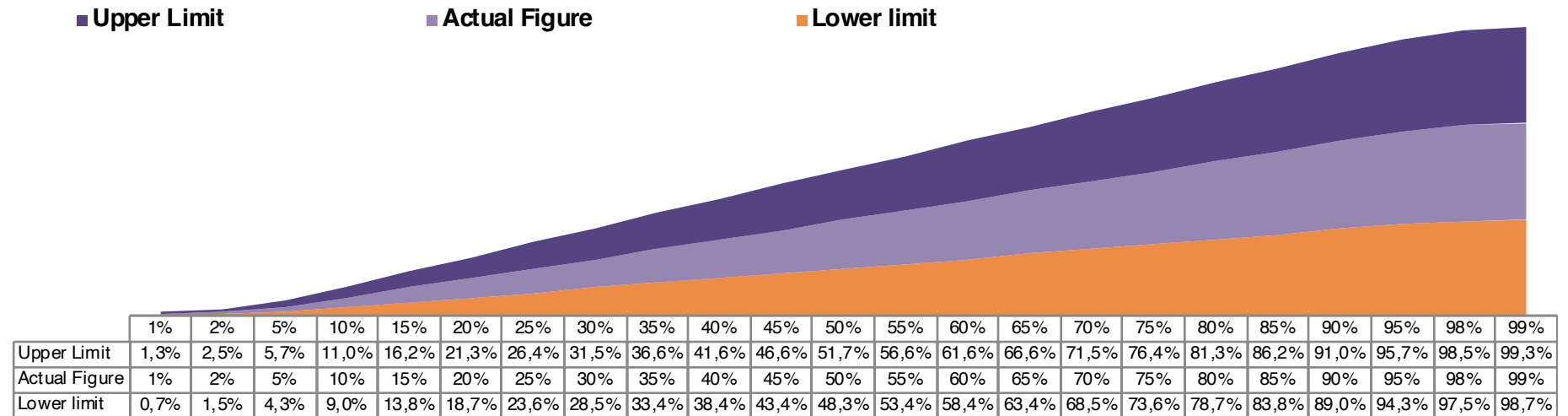
- This document was drawn up in accordance with these international Codes and Quality standards. The technical elements relative to the execution of the project are described in methodological approach or survey overview in the report.
- This project was carried out in accordance with these international Codes and Quality standards

# RELIABILITY OF RESULTS SPREADSHEET

In this instance, with regard to this study:

- Confidence interval: 95%
- Size of sample: 3500

The proportions observed are between :



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**You act better when you are sure.**