

SPOTLIGHT*

JORDAN

VIEWS ON GENDER EQUALITY

April - 2024



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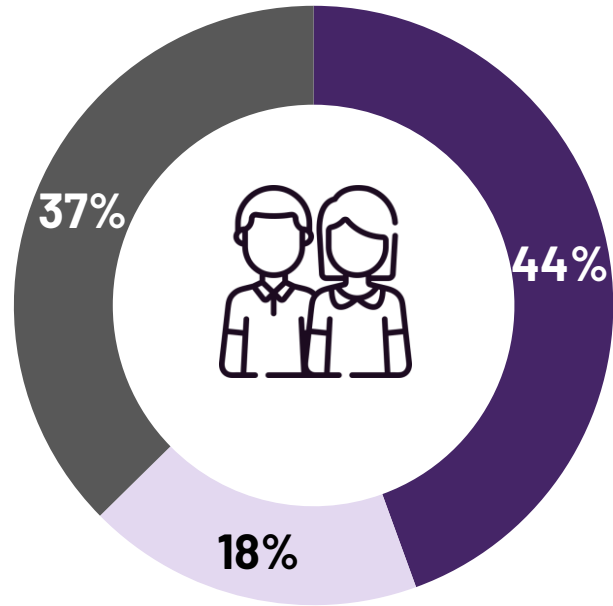
**Perceived positive
outcomes**

GENDER PERCEPTIONS IN JORDAN

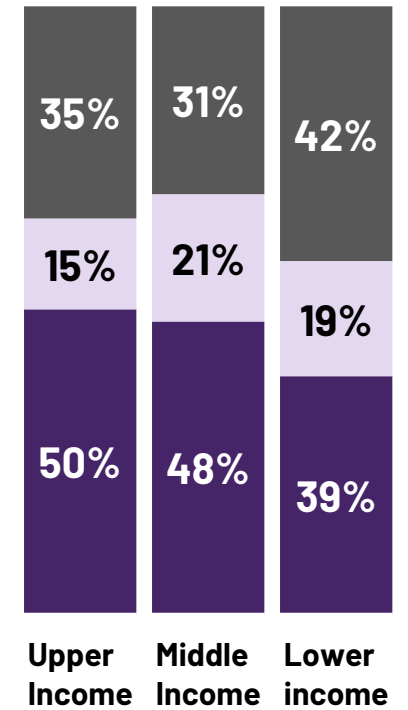
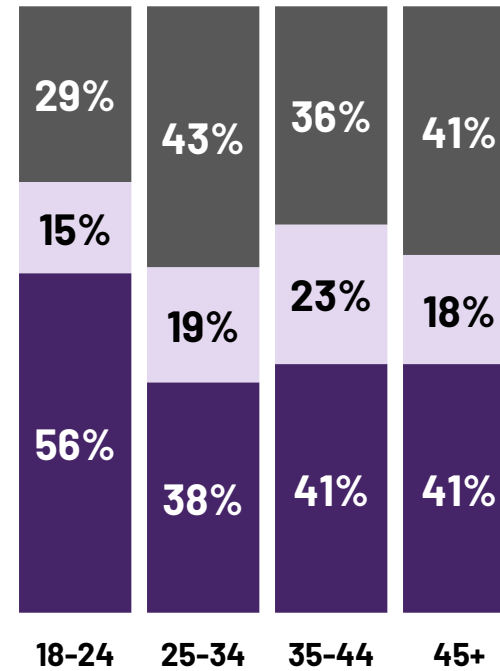
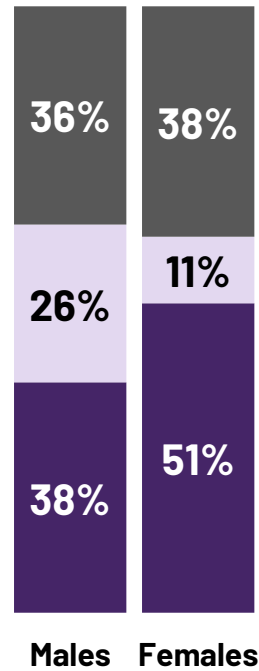


Who has more advantages in society: men or women?

% Perceived advantage - by demographics



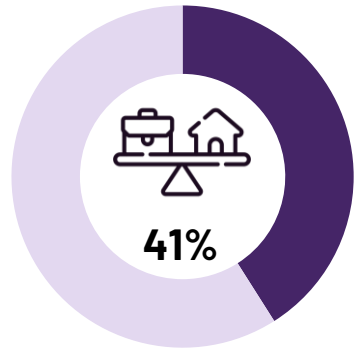
- There are more advantages in being a man
- There are more advantages in being a woman
- There is no difference



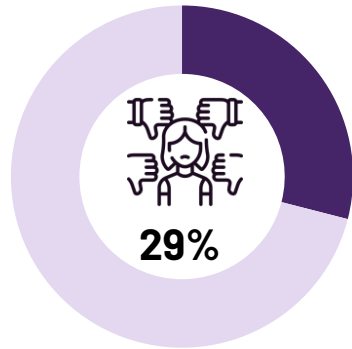
CHALLENGES WOMEN FACE IN JORDAN



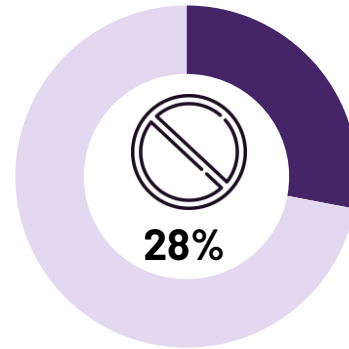
Challenges women face in Jordan



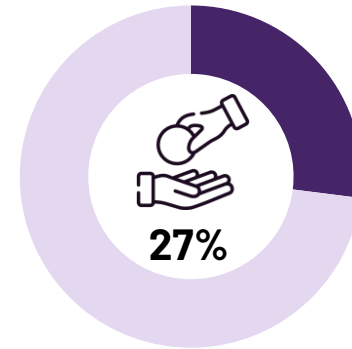
Balancing family roles vs. personal aspirations



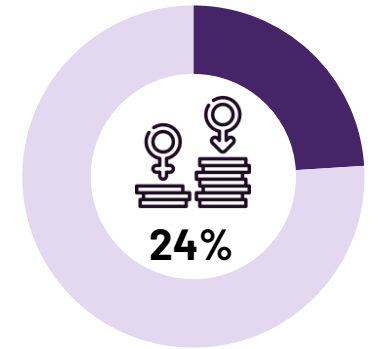
Bullying and harassment



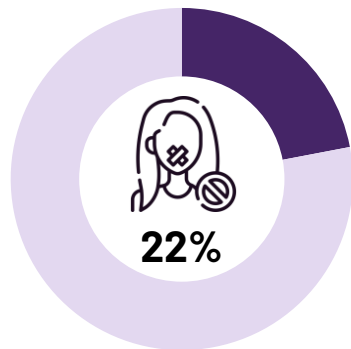
Lifestyle constraints due to cultural norms



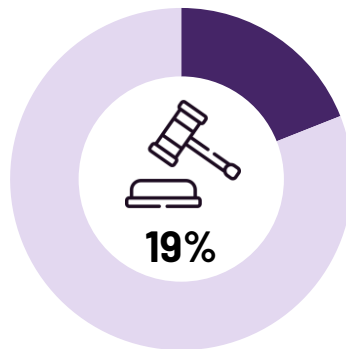
Financial dependence



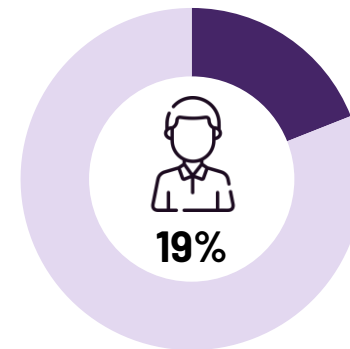
Gender pay disparity



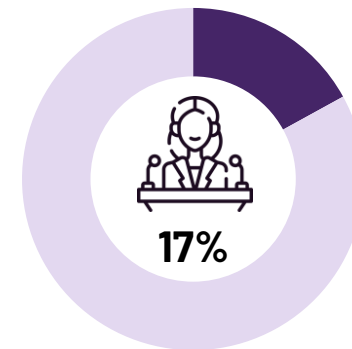
Cultural norms limiting women's opinion expression



Legal challenges



Male guardianship



Underrepresentation of women in leadership positions

Challenges women face in Jordan

% - by demographics



Balancing family roles vs. personal aspirations



Bullying and harassment



Lifestyle constraints due to cultural norms



Financial dependence



Gender pay disparity



Cultural norms limiting women's opinion expression



Legal challenges



Male guardianship



Underrepresentation of women in leadership positions

	Balancing family roles vs. personal aspirations	Bullying and harassment	Lifestyle constraints due to cultural norms	Financial dependence	Gender pay disparity	Cultural norms limiting women's opinion expression	Legal challenges	Male guardianship	Underrepresentation of women in leadership positions
Total	41%	29%	28%	27%	24%	22%	19%	19%	17%
Male	41%	30%	26%	21%	23%	18%	17%	15%	14%
Female	40%	28%	30%	32%	25%	26%	22%	24%	21%
18-24	42%	29%	26%	35%	24%	22%	14%	13%	22%
25-34	43%	29%	35%	14%	19%	28%	20%	24%	19%
35-44	37%	31%	26%	34%	26%	17%	25%	16%	17%
45+	40%	27%	24%	25%	26%	20%	21%	23%	12%
Upper Income	47%	25%	26%	27%	26%	19%	23%	23%	17%
Middle Income	38%	26%	31%	26%	21%	25%	17%	22%	14%
Lower Income	39%	33%	26%	26%	24%	22%	19%	15%	20%

MINDSETS ON GENDER ROLES



Mindsets on gender roles

% Agree



68%

The main role of women in society extends beyond being a housewife

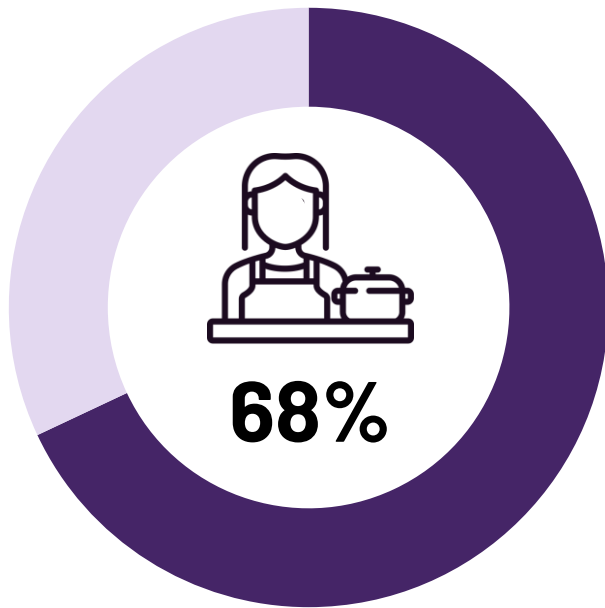


66%

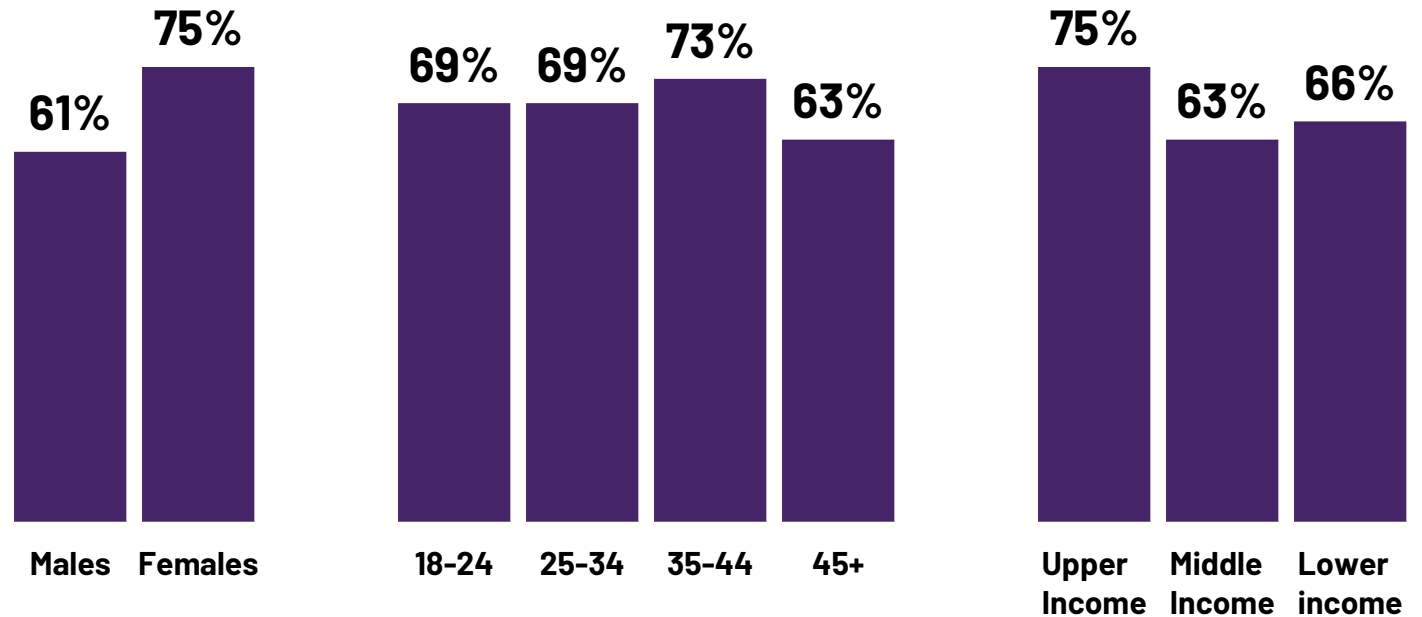
Men should be the primary financial providers of the household

Expansion of women's role beyond traditional boundaries

% Agree - by demographics

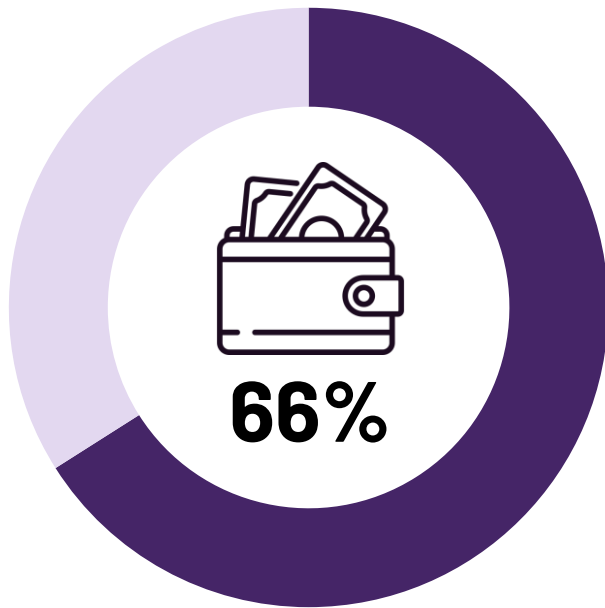


The main role of women in society extends beyond being a housewife

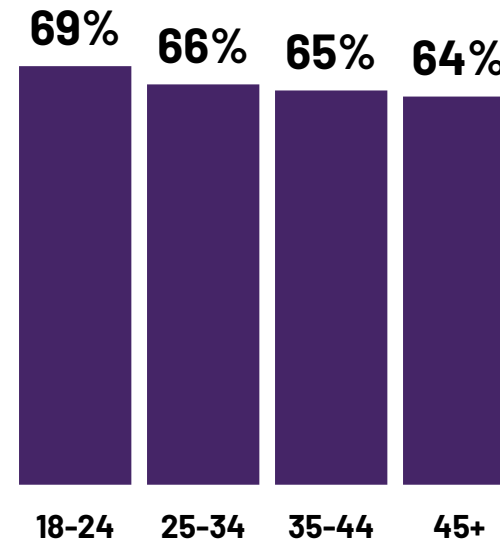


Men's traditional role

% Agree - by demographics



Men should be the primary financial providers of the household



ATTITUDES TOWARDS GENDER EQUALITY



Attitudes towards gender equality

% Agree

29%

Men and women
are treated equally
in Jordan



30%

Achieving equality
between men and
women should be one
of our top priorities
right now



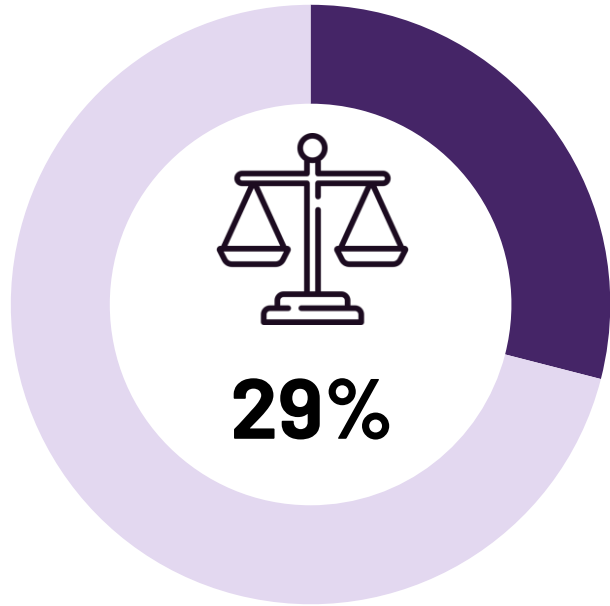
30%

Equality between men
and women will be
achieved in my lifetime

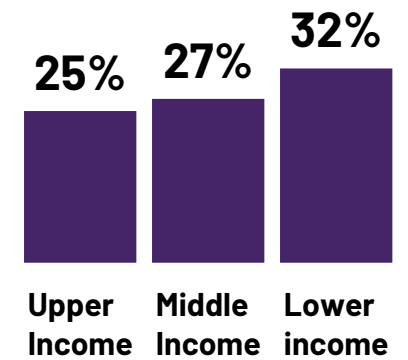
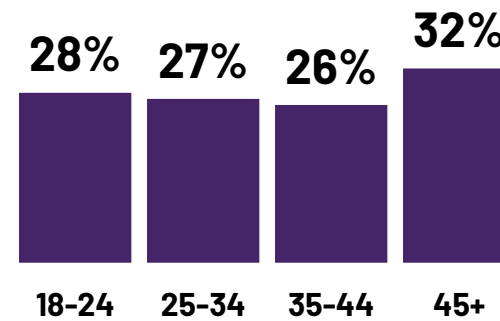
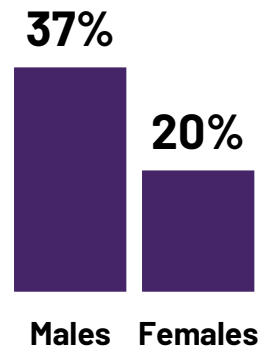


Gender equality in Jordan

% Agree – by demographics

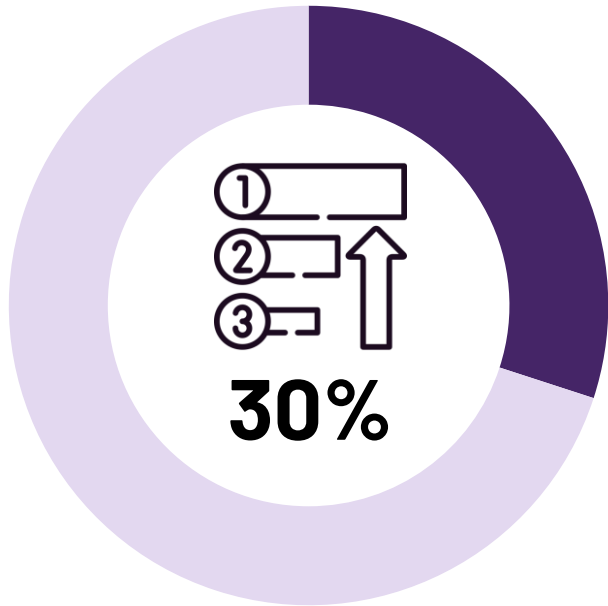


Men and women are treated equally in Jordan

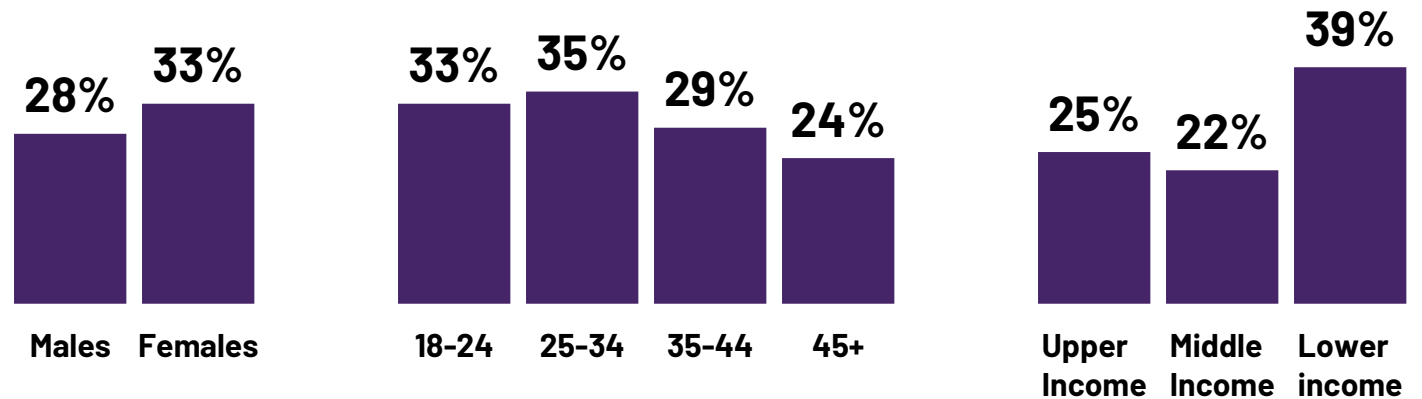


Gender equality being a top priority

% Agree – by demographics



Achieving equality between men and women should be one of our top priorities right now

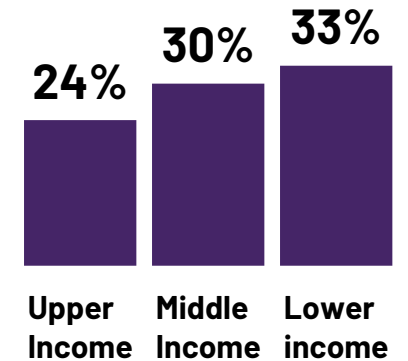
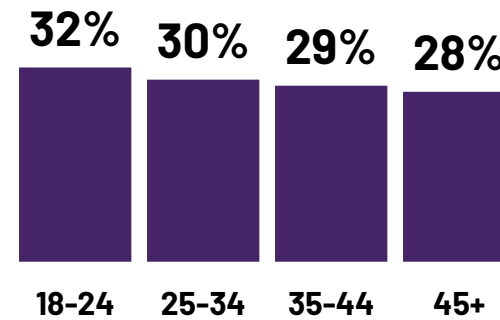
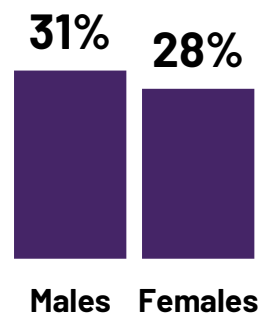


Future outlook on gender equality

% Agree – by demographics

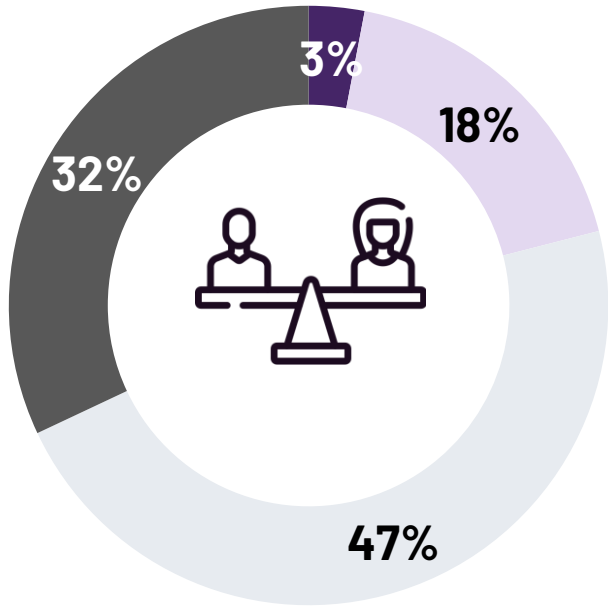


Equality between men and women will be achieved in my lifetime

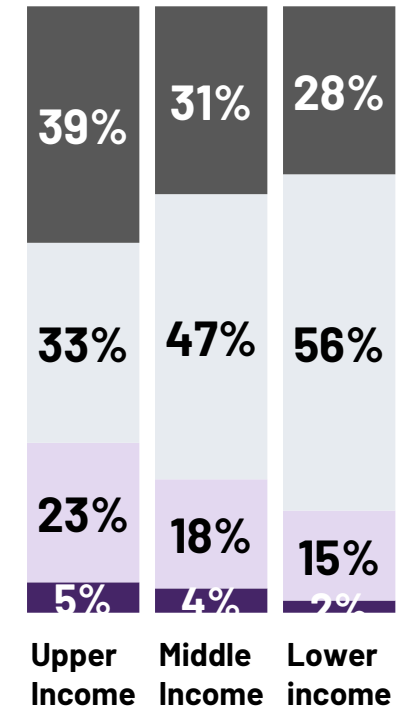
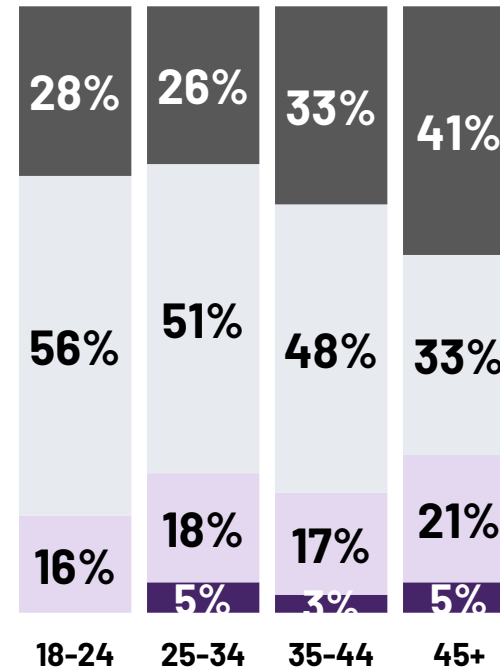
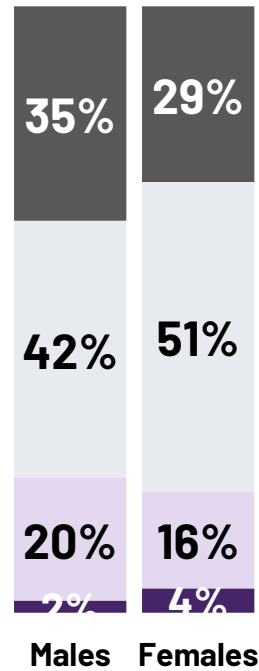


Who benefits from gender equality?

% Perceived gainer - by demographics



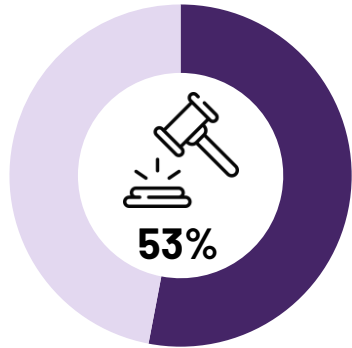
- Mainly benefits men
- Mainly benefits women
- Benefits both women and men
- Does not benefit women or men



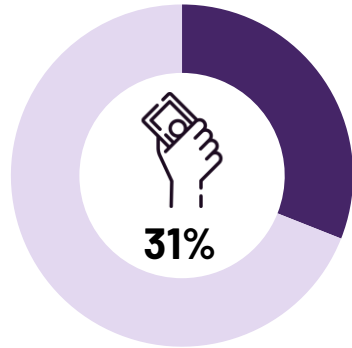
PUBLIC ASPIRATIONS FOR GENDER EQUALITY



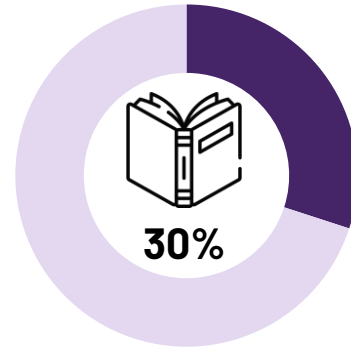
Critical factors for achieving gender equality



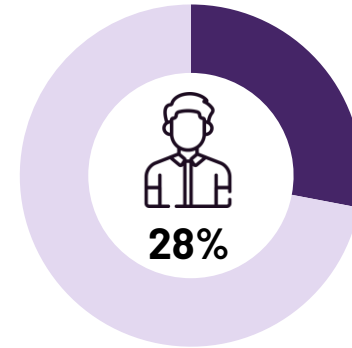
Tougher laws combatting violence against women



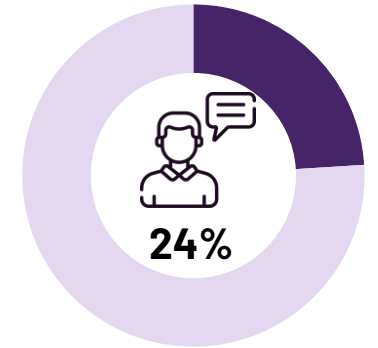
Equal pay



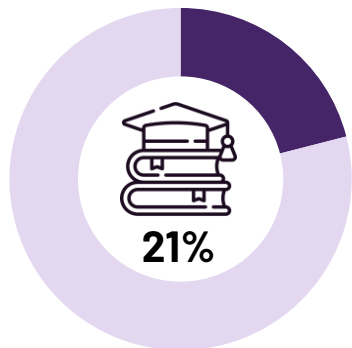
Educating about the importance of gender equality in schools



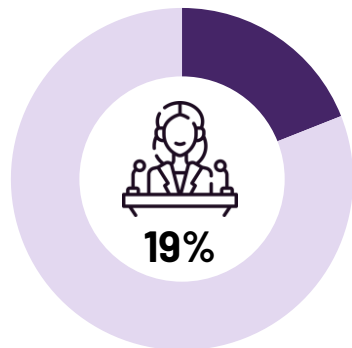
Men sharing more responsibility with children and the home



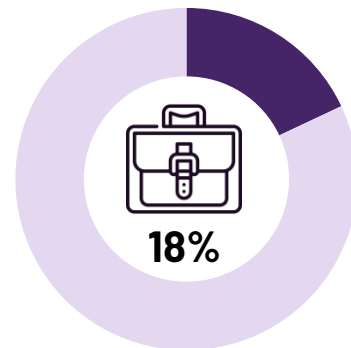
More men speaking out for gender-based unfairness



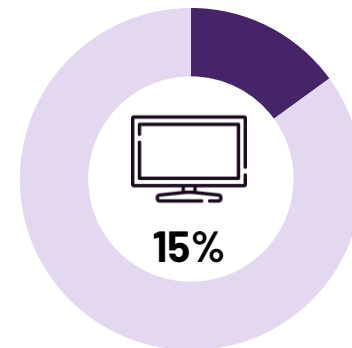
Better access to education for girls



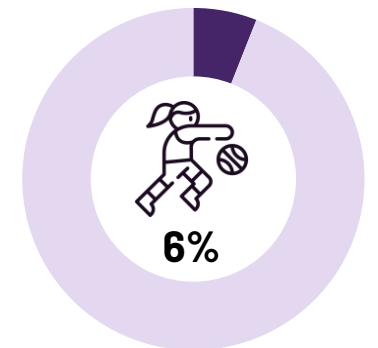
Breaking barriers for women in senior government roles



More employers promoting women to senior positions



Media portraying women in a more positive way



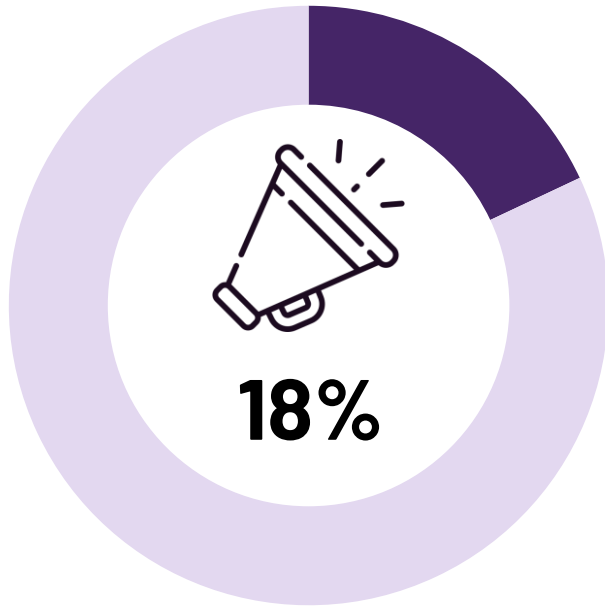
Media providing more coverage of women's sports

TAKING ACTION – WHAT DO PEOPLE IN JORDAN DO?

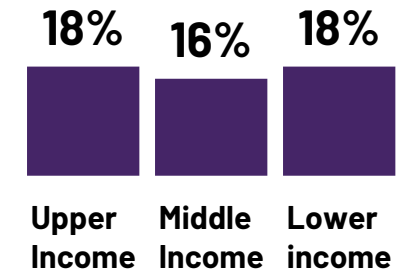
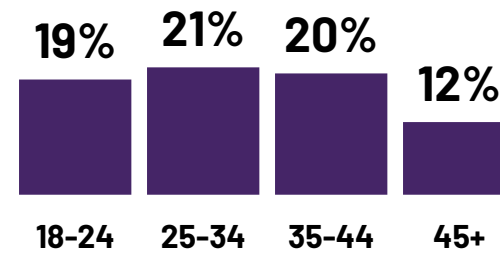
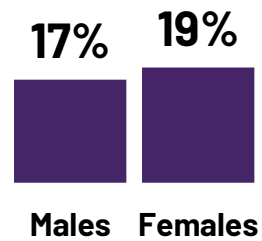


Taking action to promote gender equality

% - by demographics



Take action to promote gender equality



Actions taken to promote gender equality

41%

Talked about gender equality with family and friends



38%

Talked about gender equality at work



22%

Talked to employers about examples of gender discrimination at work



11%

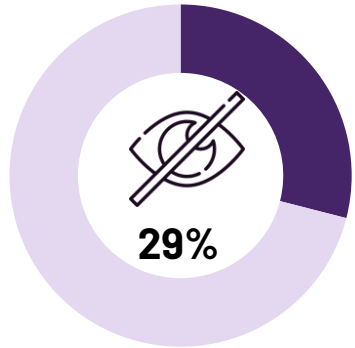
Signed a petition for gender equality



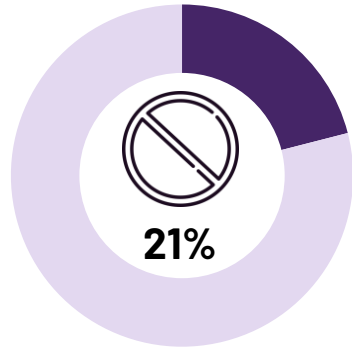
TAKING ACTION – WHAT BARRIERS DO PEOPLE FACE IN JORDAN?



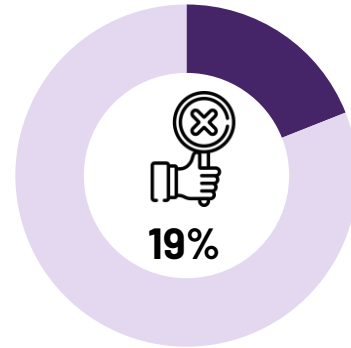
Barriers to promoting gender equality



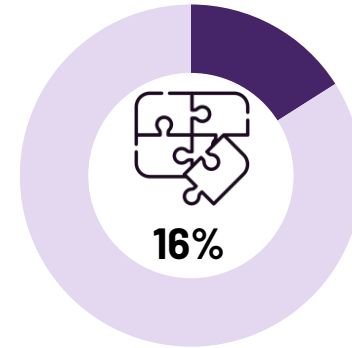
Have never witnessed an example of gender inequality



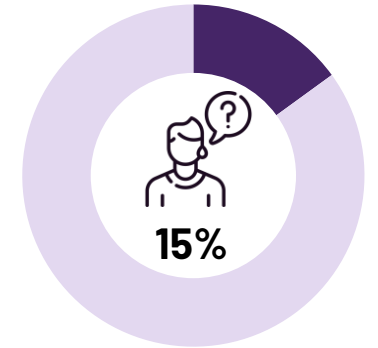
Believe there's nothing they can do that will make a difference



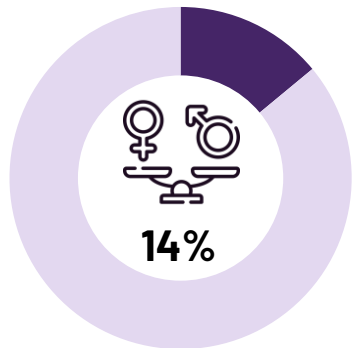
Do not wish to promote gender equality



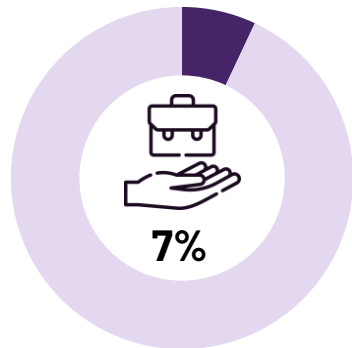
Find the issue irrelevant to them



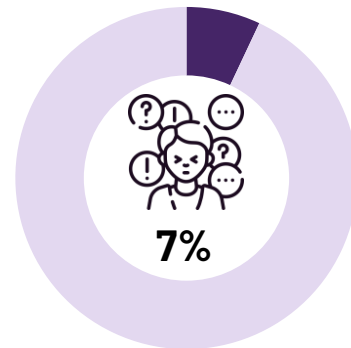
Do not know how to discuss gender equality or what steps to take



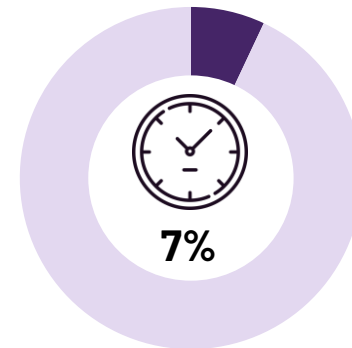
Believe gender inequality doesn't exist



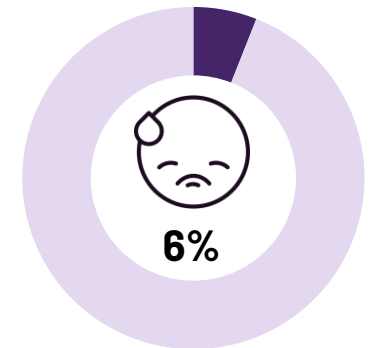
Worry that promoting gender equality will damage their career



Worry about what others will think of them













Don't have time to promote gender equality



Are embarrassed to discuss gender equality or take action

Barriers to promoting gender equality

% - by demographics

	 Have never witnessed an example of gender inequality	 Believe there's nothing they can do that will make a difference	 Do not wish to promote gender equality	 Find the issue irrelevant to them	 Do not know how to discuss gender equality or what steps to take	 Believe gender inequality doesn't exist	 Worry that promoting gender equality will damage their career	 Worry about what others will think of them	 Don't have time to promote gender equality	 Are embarrassed to discuss gender equality or take action
Total	29%	21%	19%	16%	15%	14%	7%	7%	7%	5%
Male	27%	18%	21%	15%	13%	17%	6%	10%	6%	6%
Female	31%	24%	18%	17%	18%	11%	8%	5%	8%	4%
18-24	27%	15%	17%	17%	26%	12%	13%	9%	6%	10%
25-34	27%	20%	16%	12%	14%	13%	6%	6%	7%	5%
35-44	27%	19%	17%	19%	13%	15%	6%	11%	6%	2%
45+	35%	29%	27%	17%	8%	15%	2%	5%	8%	3%
Upper Income	26%	21%	20%	17%	13%	15%	6%	8%	7%	2%
Middle Income	27%	18%	25%	16%	13%	13%	5%	6%	5%	5%
Lower Income	32%	22%	15%	15%	19%	13%	9%	8%	8%	8%

MEN'S CONTRIBUTION TO GENDER EQUALITY PROGRESS



Men's contribution to gender equality

% Agree



43%

Women won't achieve equality unless men take actions to support women's rights too

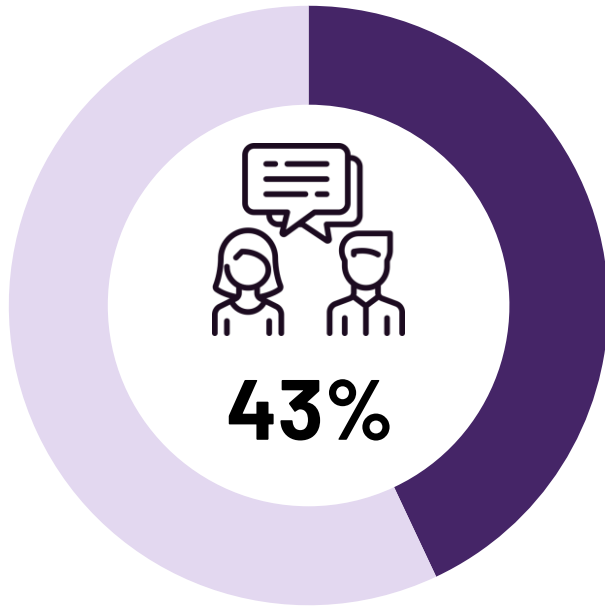


40%

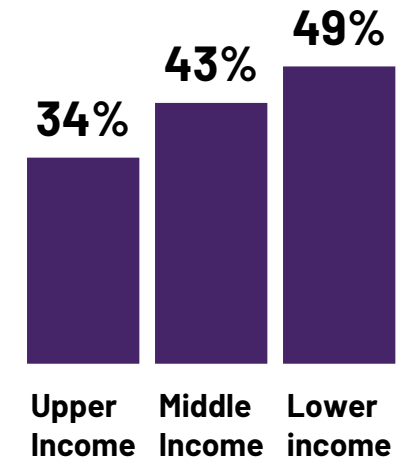
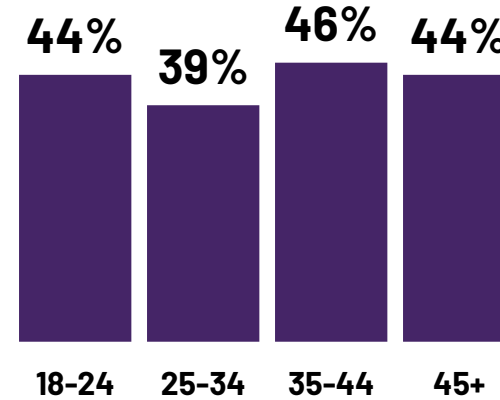
Men are being expected to do too much to support gender equality

Partnering for equality

%Agree – by demographics

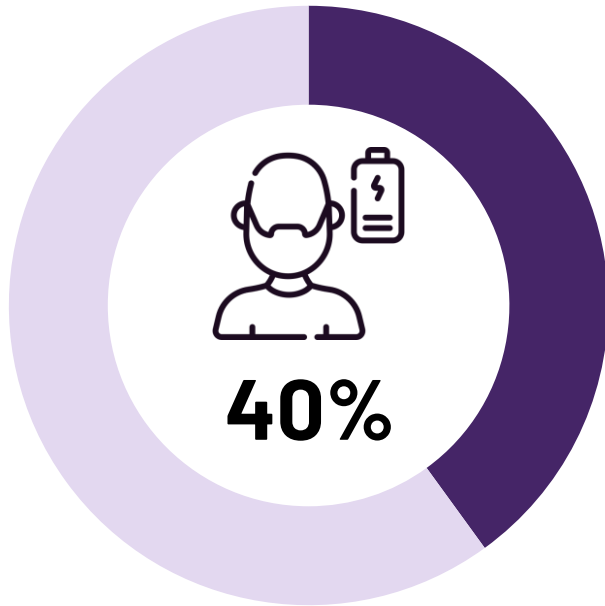


Women won't achieve equality unless men take actions to support women's rights too

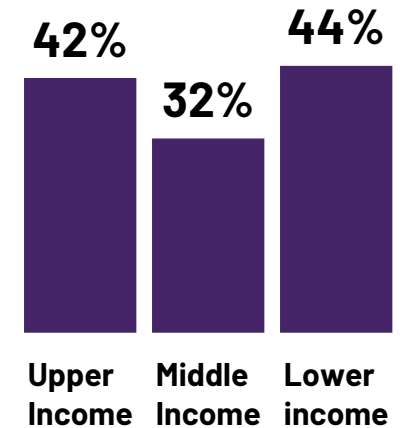
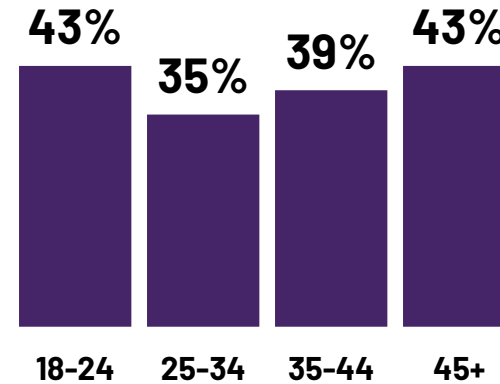
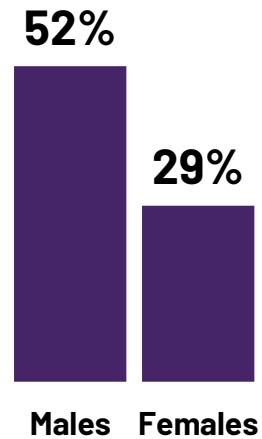


The pressure on men to promote gender equality

%Agree – by demographics



Men are being expected to do too much to support gender equality

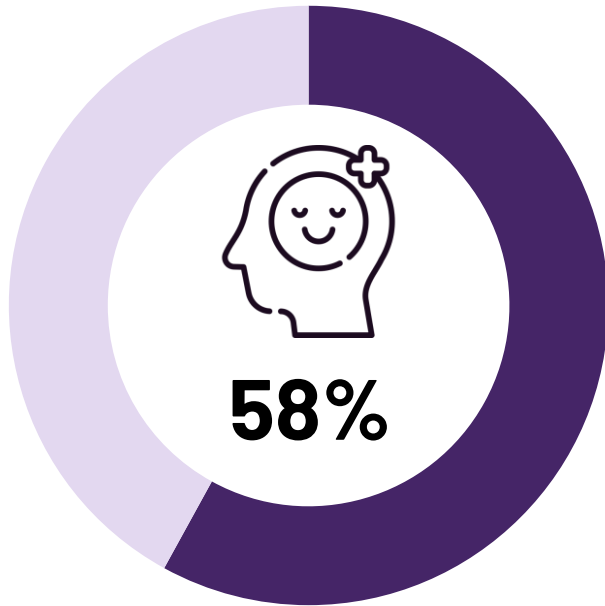


PERCEIVED POSITIVE OUTCOMES

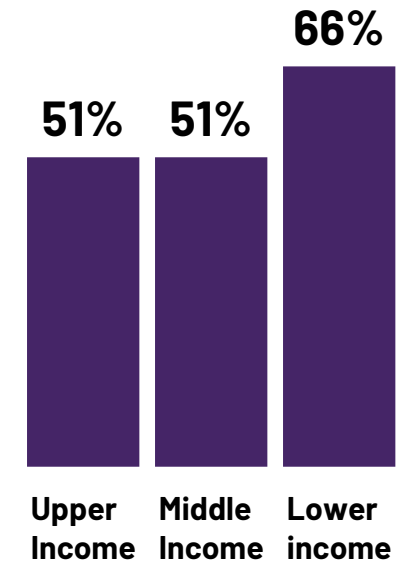
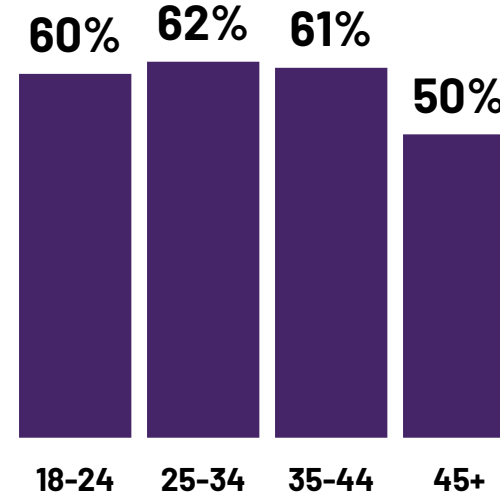
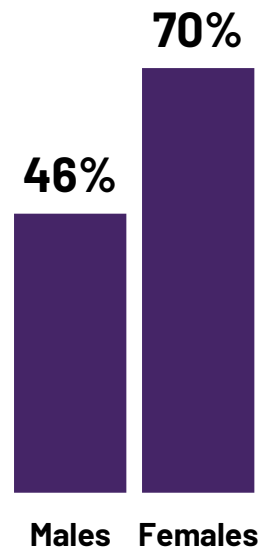


Gender equality perceived positive outcomes

%Agree – by demographics



Equality between men and women might have positive outcomes in society



Sample and methodology

Sample size

500 respondents

Sample criteria

General public representative of the population across gender and age (18+)

Methodology

The survey was conducted via the Ipsos online panel

Geographical coverage

Conducted in Jordan with a nationwide coverage

FOR MORE INFORMATION

Hala Elfar
Managing Director
Ipsos in Jordan and Iraq
hala.elfar@ipsos.com

