



**Multi-Generational Survey Executive Summary**  
**Unlocking Gender Inequality & Education**

March 7, 2017

**OVERVIEW**

This research conducted by Research Now and commissioned by Western Union explores the issue of gender inequality and education from the perspective of 5,000 women across three generations (millennials, Gen X, baby boomers and seniors) aged 18-75 in five developed and developing countries – Brazil, China, India, UK and US (1,000 women/market).

**KEY FINDINGS**

**Gender Equality: dismal outlook**

Achieving gender equality: Women and girls who feel very optimistic of achieving gender equality, both globally and in their own country, over the next five years are sadly in the minority. The number who sees equality as an 'impossible' aspiration is similar across markets

% of women who feel very optimistic about... (n=5,000)				
Achieving gender equality for girls In own country = 31% Globally= 32%		Achieving gender equality for women In own country = 29% Globally = 28%		
% of women who do not feel very optimistic about achieving gender equality for women globally (somewhat/ not too/not at all optimistic)				
Brazil = 61%	China = 82%	India = 41%	UK = 88%	US = 80%
% of women who do not feel very optimistic about achieving gender equality for girls globally (somewhat/ not too/not at all optimistic)				
Brazil = 60%	China = 76%	India = 43%	UK = 84%	US = 73%
% that agrees 'Gender equality is impossible' (n = 1,000/market) (somewhat/strongly agree)				
Global total = 33%				
Brazil = 41%	China = 36%	India = 39%	UK = 25%	US = 20%

**Gender Challenges and Limitations: personal experience undermines confidence**

The majority of women globally have experienced limitations due to their gender. Sexual reproductive issues such as teen pregnancy, being heard, recognition and encouragement from males, peer pressure to be popular promoted by media and education access to mentorship and training represent real challenges to girls and are seen as challenges that prevent girls from reaching their full potential.

Challenges that prevent girls from reaching full potential (n = 5,000)				
Sexual reproductive issues = <b>50%</b> (teen pregnancy, abortion and polices that prevent freedom to make decision about reproductive future)	Being heard & lack of respect = <b>49%</b> (recognition and encouragement from males)	Peer pressure = <b>46%</b> (to be popular & have an image promoted by the media, creating self-esteem issues)	Education access = <b>39%</b> (Access to quality education at all levels, inc mentorship & training to achieve leadership positions)	
Being heard & lack of respect, recognition and encouragement from society, teachers & community (n = 1,000 per mkt)				
Brazil = 41%	China = 31%	India = 47%	UK = 31%	US = 40%
Being heard and a lack of respect, recognition and encouragement from parents, family & friends (n = 1,000 per mkt)				
Brazil = 39%	China = 33%	India = 48%	UK = 28%	US = 31%
% who have felt limited by their gender – (globally, n = 5,000 / local markets, n = 1,000/market)				
Global average <b>76%</b>				
Women among the five countries have had an average of <b>29 personal experiences</b> in their lifetime where they've felt limited by their gender				
Brazil = 86%	China = 76%	India = 90%	UK = 60%	US = 70%

**Across the globe women feel underrepresented and undervalued in the workplace:**

Social and cultural factors, where girls are viewed as inferior to boys and not worth educating, are barriers to girls accessing a quality education. The number who see gaining equality and inclusivity in the workplace as a vital first step is similar across markets.

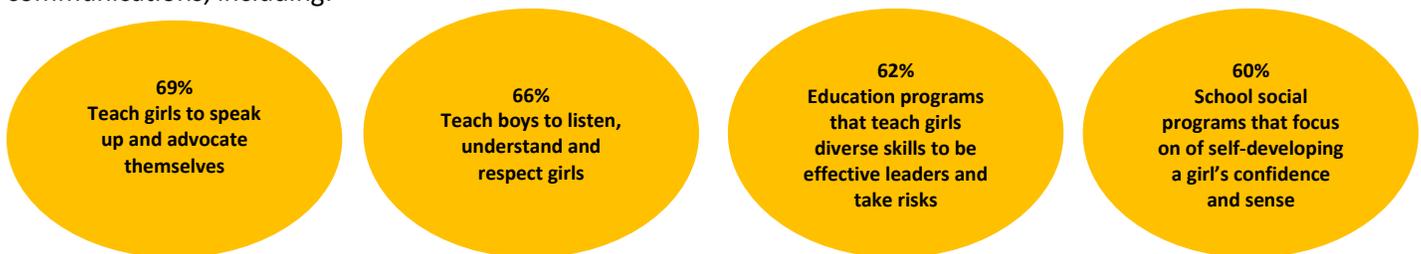
% of women who agree that...(n = 5,000) – global average		
Men & boys still believe they are superior to women and girls = <b>78%</b>	Women are still not represented in equal numbers in business or politics = <b>78%</b>	Society expects me to take on responsibilities that it doesn't expect men to take on = <b>67%</b>

**Knowledge is power: Why education matters**

Unlocking education is critical to breaking down barriers: Results indicate that education is a key determinant of quality of life. In fact, Women across the world agree education can unlock girls' potential and develop women that will change the world (84%). Women in the developing countries (India and Brazil) face appalling barriers to education related to poverty, violence and access to modern assets.

Barriers to quality education (n = 5,000) – global totals				
Dropping out of school due to issues such as pregnancy or early marriage = <b>50%</b>	Social & cultural factors where girls are viewed as inferior to boys & not worth educating = <b>45%</b>	Peer pressure to be popular and have an image promoted by the media, creating self-esteem issues = <b>40%</b>	Poverty, including access to food, water, clothing, shelter and transportations = <b>39%</b>	Violence against girls at school or on their way to school = <b>39%</b>
Barriers to quality education (n = 1,000/market) – by country totals				
Poverty, including access to food, water, clothing, shelter and transportations	Violence against girls at school or on their way to school	Poor school conditions, such as overcrowding, lack of space or supplies	Lack of qualified teachers	Limited access to modern technology (such as computers, mobiles, internet)
Brazil = 50% China = 33% India = 53% UK = 19% US = 39%	Brazil = 51% China = 38% India = 52% UK = 20% US = 33%	Brazil = 45% China = 26% India = 40% UK = 35% US = 34%	Brazil = 37% China = 20% India = 33% UK = 20% US = 21%	Brazil = 21% China = 17% India = 32% UK = 8% US = 15%

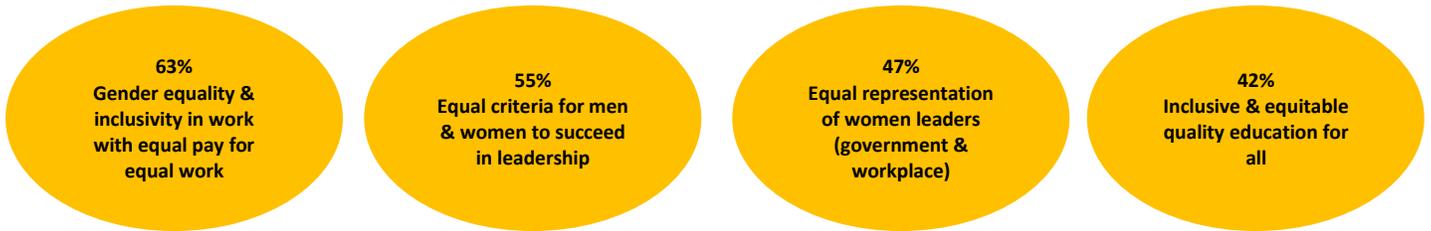
**Education reform:** Women feel that key actions to unlocking education for girl's centers on re-teaching gender communications, including:



**First vital steps: equality and inclusivity in the work place**

What does success look like in five years? Women recognize observable and measurable steps must be taken by leaders in industry and government to drive change. However, developing countries are encouraging girls take a 'fearless' approach to overcoming their own barriers

Girls need to be fearless to overcome barriers (n = 1,000 per mkt)				
Brazil = 38%	China = 18%	India = 43%	UK = 22%	US = 25%



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**Notes:**

This study was part of a five-country survey (U.K., U.S., China, India, Brazil) of 5,000 women ages 18-75 with 1,000 women in each market. A full report of the global results is available upon request. The research was conducted by Research Now via online interviews from February 16 – February 24, 2017.

Visit [www.wu.com/chainofbetters/IWD/](http://www.wu.com/chainofbetters/IWD/) to view additional Western Union activations celebrating International Women’s Day include:

- **#TheRacelsOn** video highlighting how education unlocks opportunities for girls
- Women of Western Union share their personal stories and words of inspiration for women worldwide **#BeBoldForChange**

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**About Western Union**

The Western Union Company (NYSE: WU) is a leader in global payment services. Together with its Vigo, Orlandi Valuta, Pago Facil and Western Union Business Solutions branded payment services, Western Union provides consumers and businesses with fast, reliable and convenient ways to send and receive money around the world, to send payments and to purchase money orders. As of December 31, 2016, the Western Union, Vigo and Orlandi Valuta branded services were offered through a combined network of over 550,000 agent locations in 200 countries and territories and over 100,000 ATMs and kiosks, and included the capability to send money to billions of accounts. In 2016, The Western Union Company completed 268 million consumer-to-consumer transactions worldwide, moving \$80 billion of principal between consumers, and 523 million business payments. For more information, visit [www.westernunion.com](http://www.westernunion.com).

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