



Vol.6 Gender Attitudes Survey

MAR 2021

Contact :
Yamazaki, Nakagawa, and Magome, Dentsu Institute
E-mail d-ii@dentsu.co.jp

Quality
of
Society

Dentsu
Institute

Survey Background

As a cornerstone of its activities addressing the theme “Quality of Society,” Dentsu Institute conducts ad hoc quantitative surveys under the title “Dentsu Institute Compass,” which seek to grasp how the changes in people’s attitudes will shape society. This is the 6th of those surveys.

The Global Gender Gap Index 2020 published by the World Economic Forum in 2019 ranked Japan 121st of 153 countries. Of the four dimensions composing the index—economic participation and opportunity, political empowerment, educational attainment, and health and survival—Japan rates particularly poorly for economic participation and opportunity, and political empowerment.

The 5th Basic Plan for Gender Equality formulated in December 2020 set out the aim of ensuring that in the 2030s, Japan will have a society in which everyone has the opportunity to flourish without being conscious of gender, and in which leadership positions are equally occupied by men and women, with the midterm goal of ensuring that women occupy around 30% of leadership positions as early as possible during the 2020s. Given that the Keidanren (Japan Business Federation) has also signed a memorandum of understanding for cooperation with the 30% Club Japan, private businesses are also anticipated to make increasing efforts to engage in initiatives toward gender equality.

With the approach of March 8, designated by the United Nations as International Women’s Day, for this, the 6th survey, we focused on people’s attitudes regarding gender in relation to areas such as society, economics, and the media. The survey covered a total of 3,000 men and women aged 18–79 from across Japan.

Note: The individual percentages in the graphs are calculated based on the actual numbers of respondents within the overall sample and have been rounded off. It should also be noted that as the sum totals of the individual percentages are calculated based on the actual numbers of respondents for that sum total within the overall sample as a whole and rounded off, these may not be consistent with simple sum totals calculated by adding the individual percentages together.

Q1

Do you think that there is equality between men and women in these contexts? For each of the following contexts, please select the option that most closely reflects your opinion.

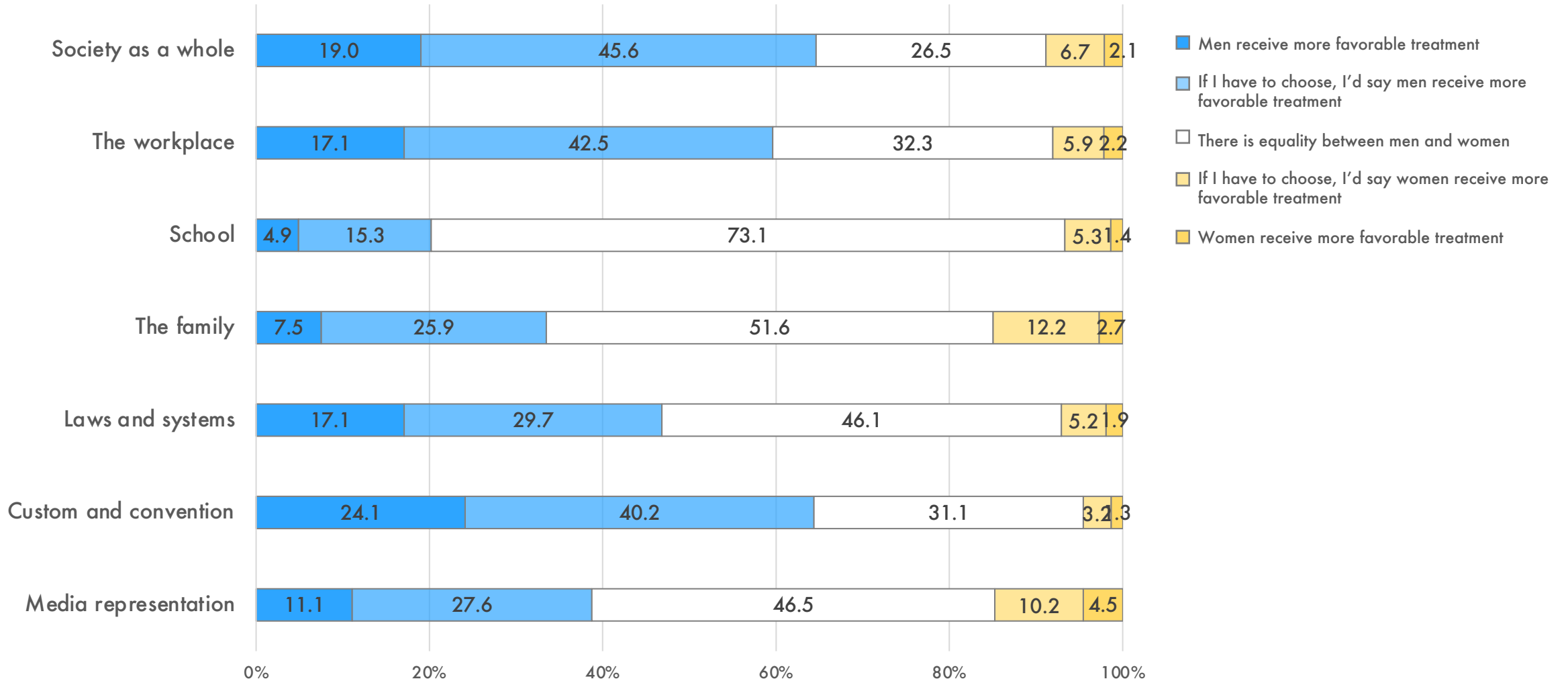
1. Society as a whole
2. The workplace
3. School
4. The family
5. Laws and systems
6. Custom and convention
7. Media representation

Options
Men receive more favorable treatment
If I have to choose, I'd say that men receive more favorable treatment
There is equality between men and women
If I have to choose, I'd say women receive more favorable treatment
Women receive more favorable treatment

Q1

Do you think that there is equality between men and women in these contexts?

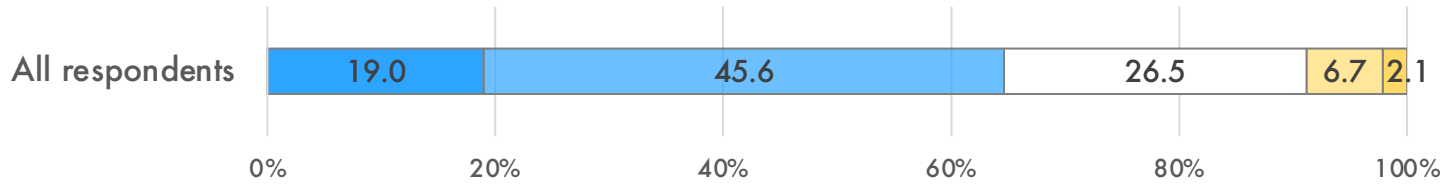
For each of the following contexts, please select the option that most closely reflects your opinion.



Q1-1

Do you think that there is equality between men and women in the following context?

Society as a whole

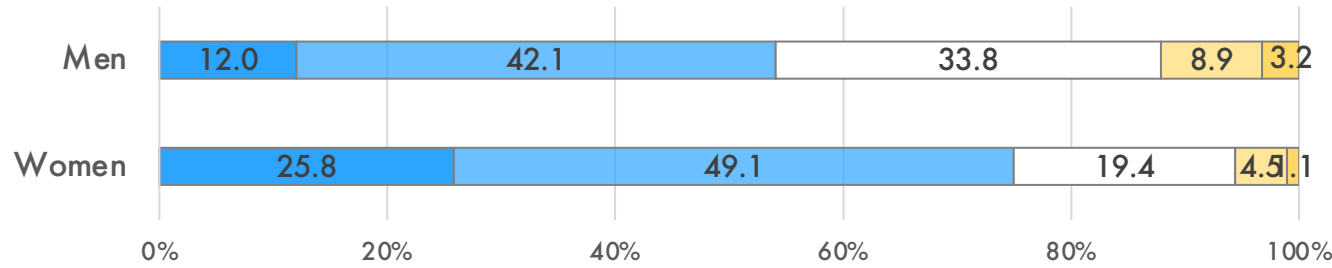


Men are favored **64.6%**

Equal **26.5%**

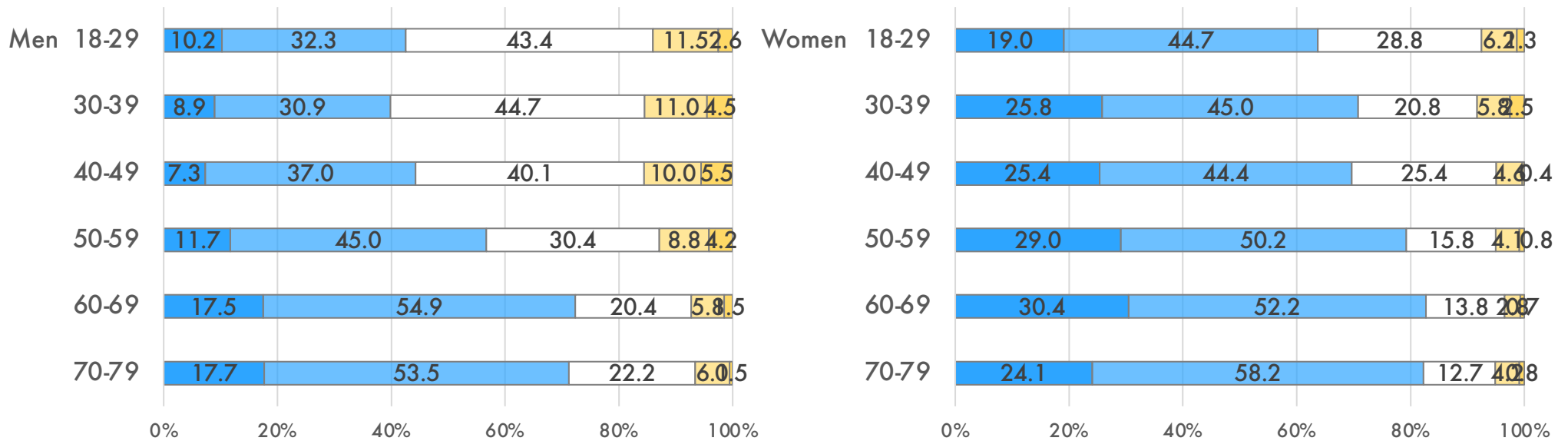
Women are favored **8.8%**

Gender



- Men receive more favorable treatment
- If I have to choose, I'd say men receive more favorable treatment
- Women receive more favorable treatment
- If I have to choose, I'd say women receive more favorable treatment
- There is equality between men and women

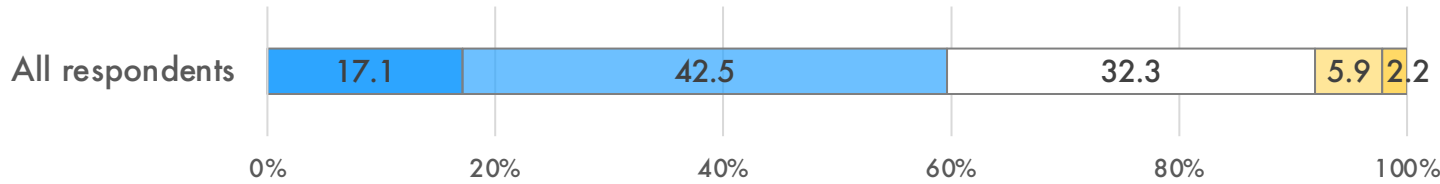
Age and gender



Q1-2

Do you think that there is equality between men and women in the following context?

The workplace

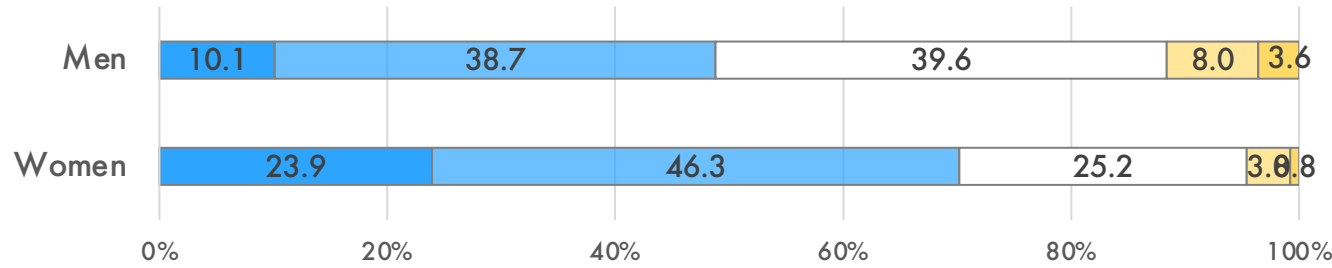


Men are favored **59.6%**

Equal **32.3%**

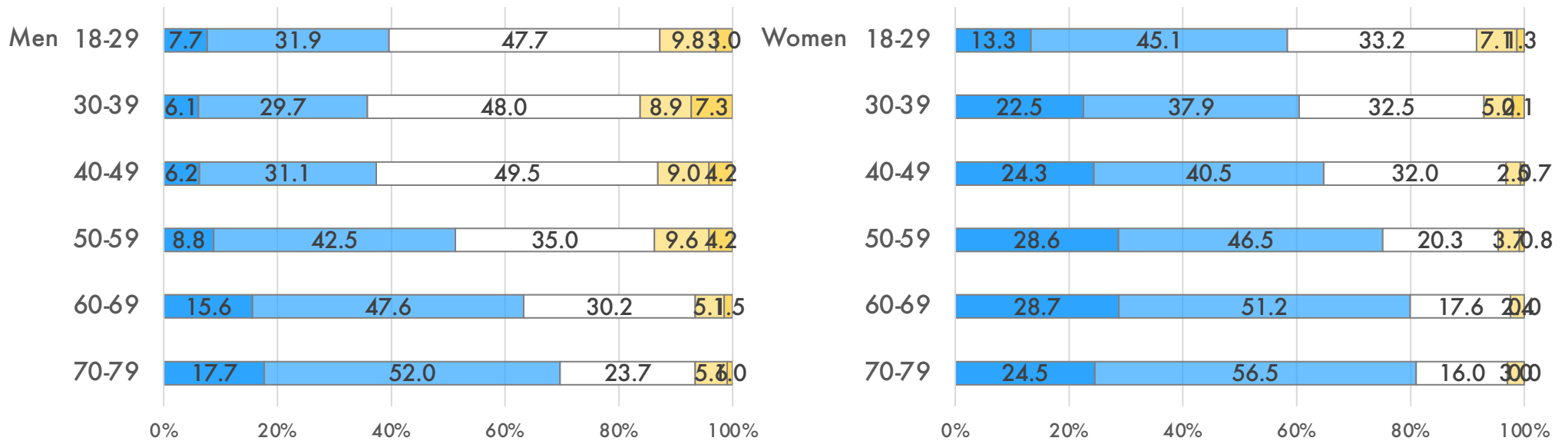
Women are favored **8.1%**

Gender



- Men receive more favorable treatment
- If I have to choose, I'd say men receive more favorable treatment
- There is equality between men and women
- Women receive more favorable treatment
- If I have to choose, I'd say women receive more favorable treatment

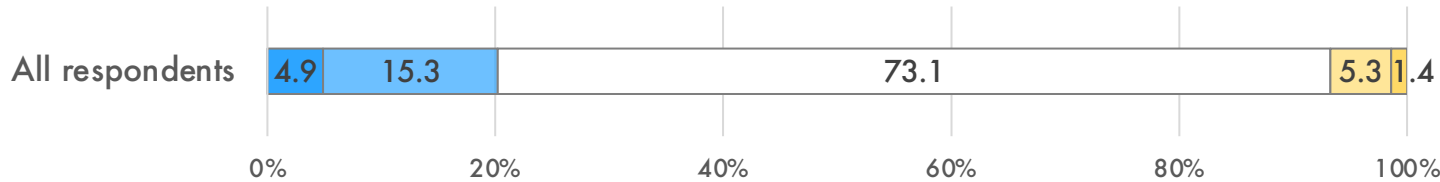
Age and gender



Q1-3

Do you think that there is equality between men and women in the following context?

School

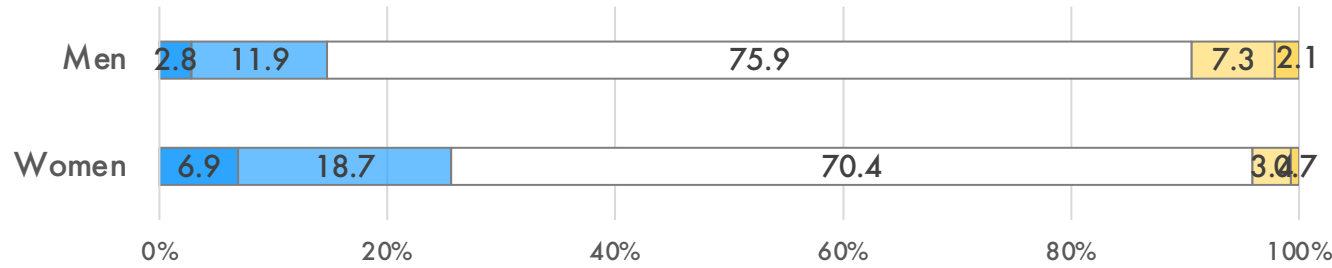


Men are favored 20.2%

Equal 73.1%

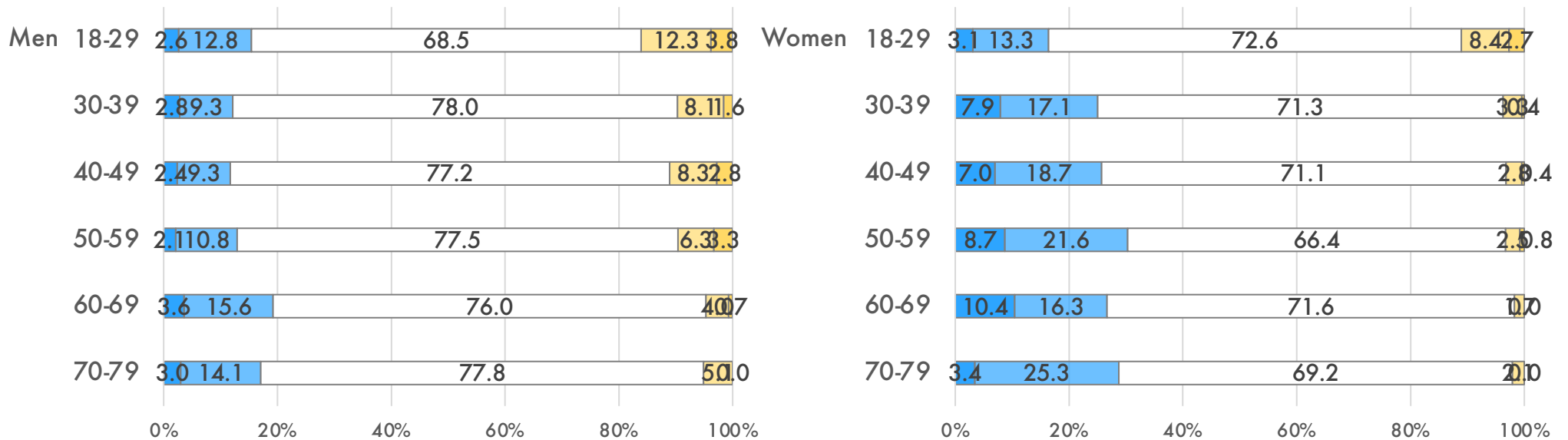
Women are favored 6.7%

Gender



- Men receive more favorable treatment
- Women receive more favorable treatment
- If I have to choose, I'd say men receive more favorable treatment
- If I have to choose, I'd say women receive more favorable treatment
- There is equality between men and women

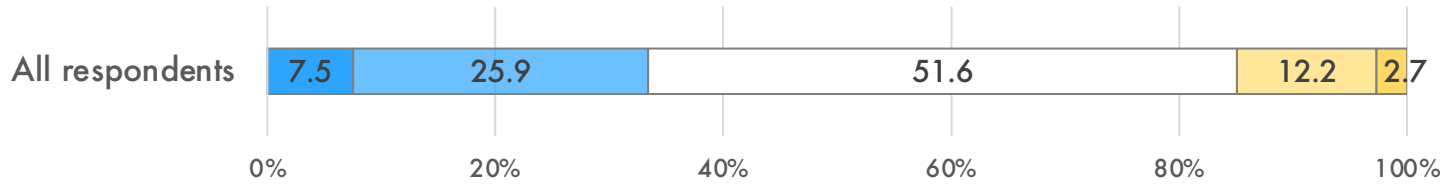
Age and gender



Q1-4

Do you think that there is equality between men and women in the following context?

The family

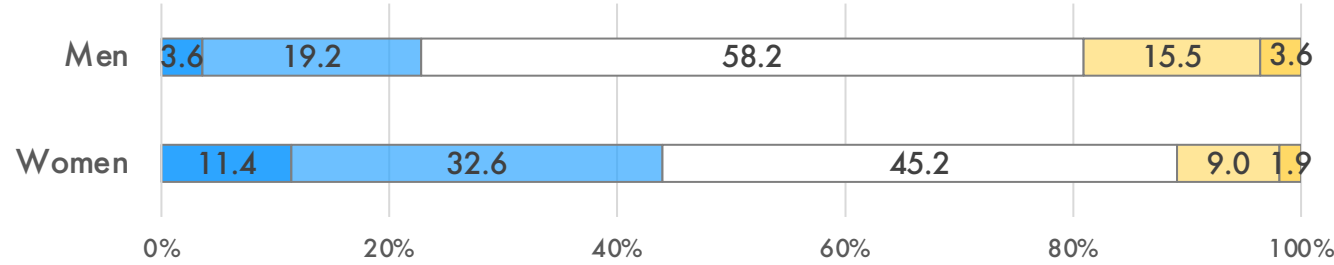


Men are favored **33.5%**

Equal **51.6%**

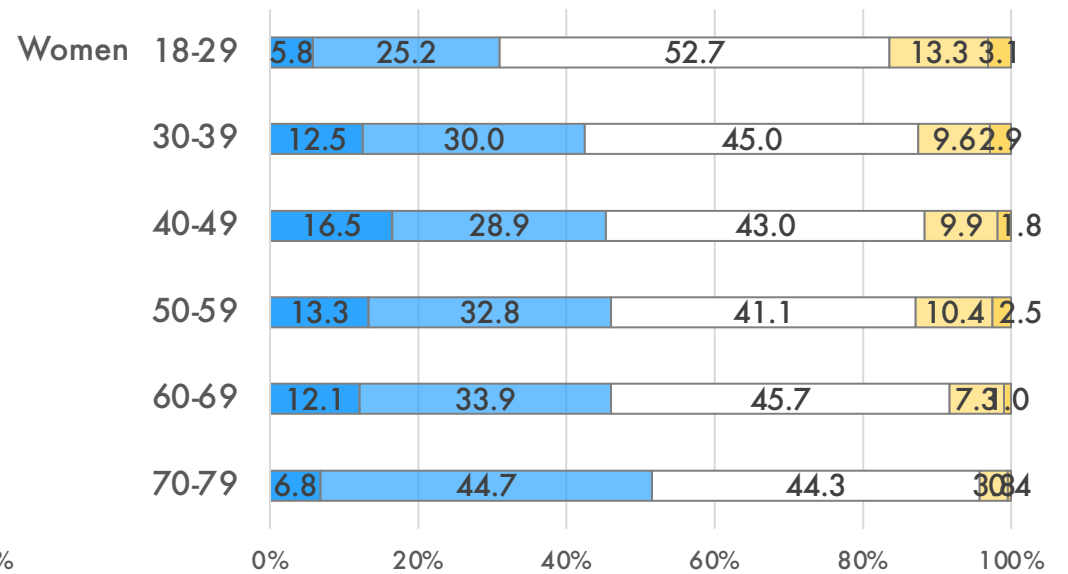
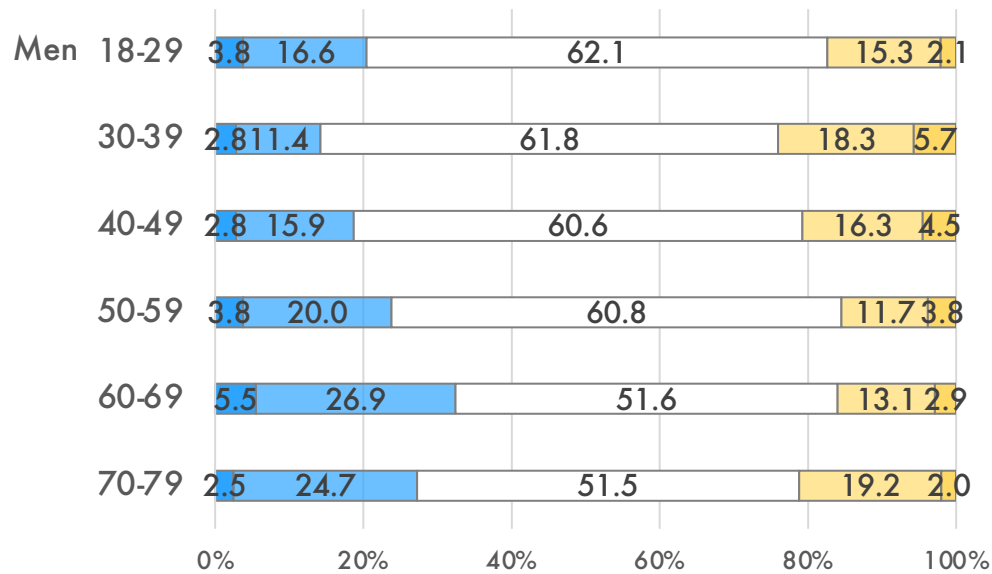
Women are favored **14.9%**

Gender



- Men receive more favorable treatment
- Women receive more favorable treatment
- If I have to choose, I'd say men receive more favorable treatment
- If I have to choose, I'd say women receive more favorable treatment
- There is equality between men and women

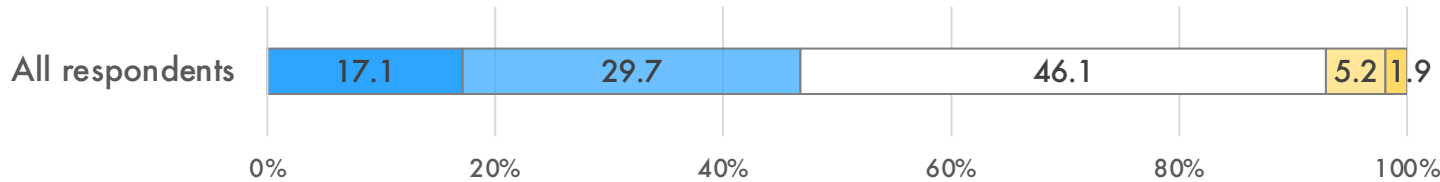
Age and gender



Q1-5

Do you think that there is equality between men and women in the following context?

Laws and systems

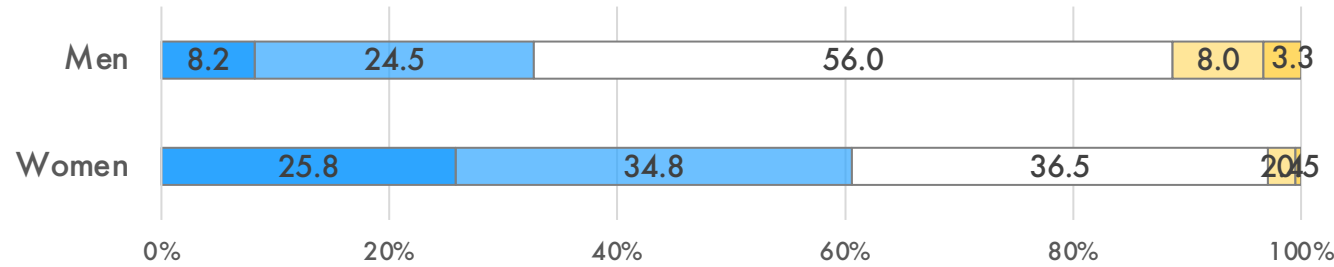


Men are favored **46.8%**

Equal **46.1%**

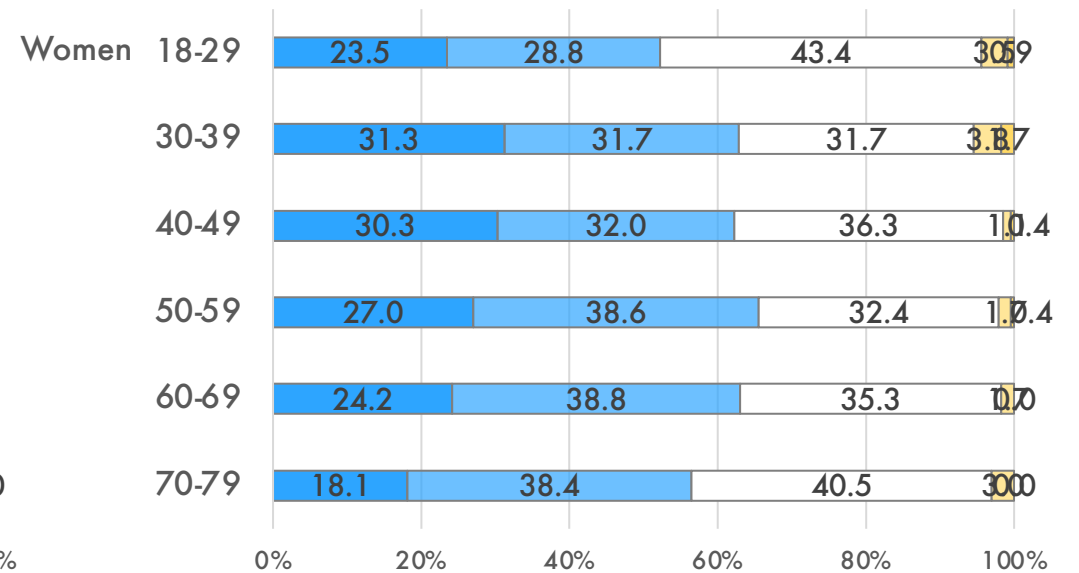
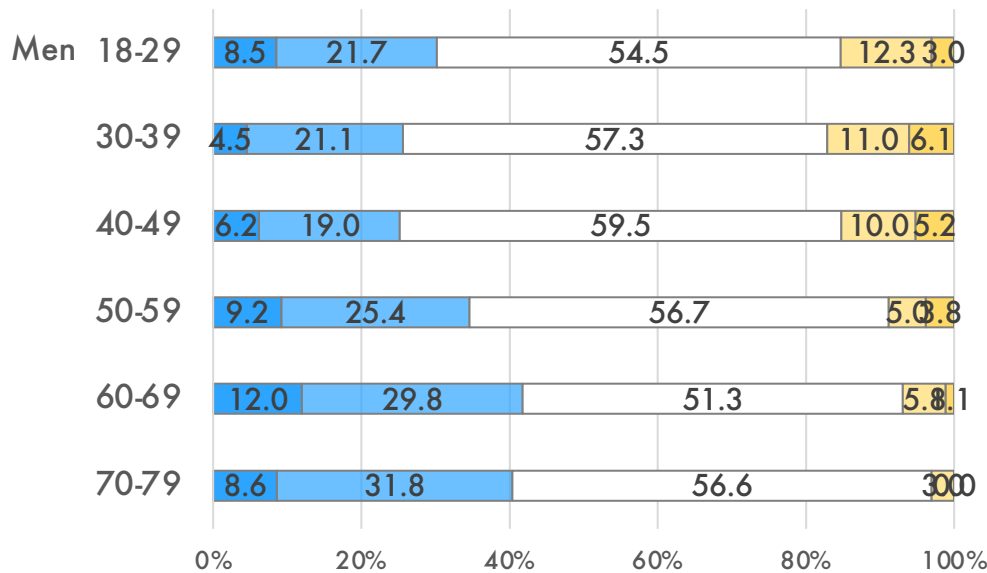
Women are favored **7.1%**

Gender



- Men receive more favorable treatment
- If I have to choose, I'd say men receive more favorable treatment
- There is equality between men and women
- Women receive more favorable treatment
- If I have to choose, I'd say women receive more favorable treatment

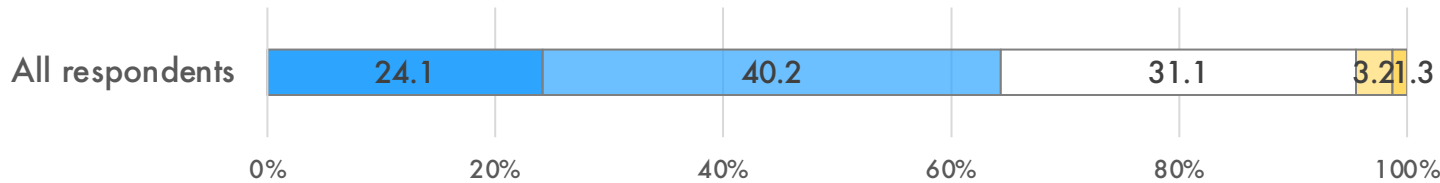
Age and gender



Q1-6

Do you think that there is equality between men and women in the following context?

Custom and convention

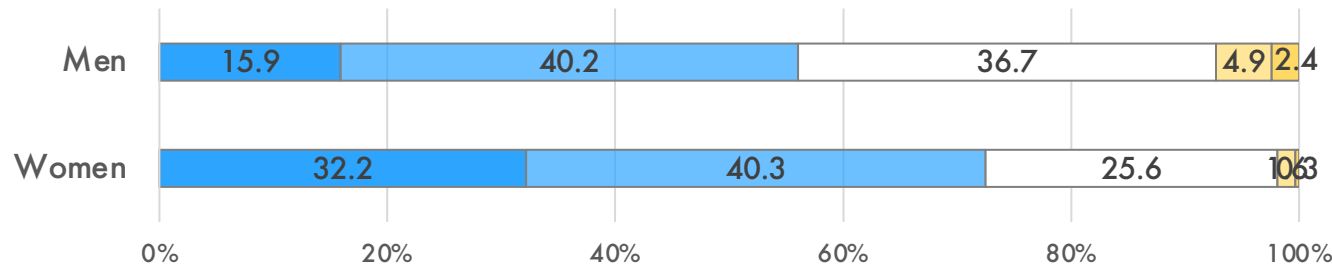


Men are favored **64.4%**

Equal **31.1%**

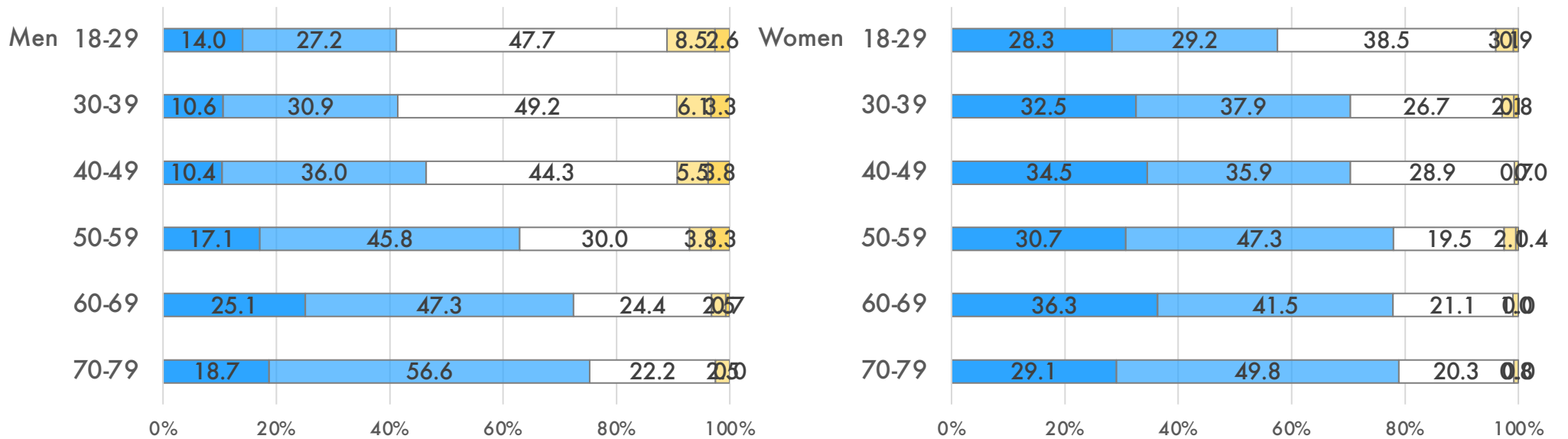
Women are favored **4.5%**

Gender



- Men receive more favorable treatment
- If I have to choose, I'd say men receive more favorable treatment
- There is equality between men and women
- Women receive more favorable treatment
- If I have to choose, I'd say women receive more favorable treatment

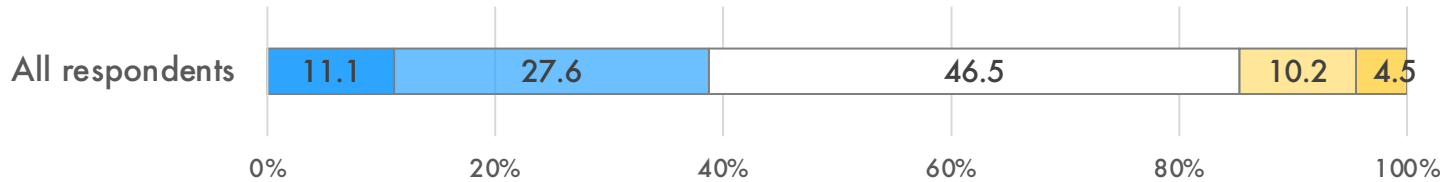
Age and gender



Q1-7

Do you think that there is equality between men and women in the following context?

Media representation

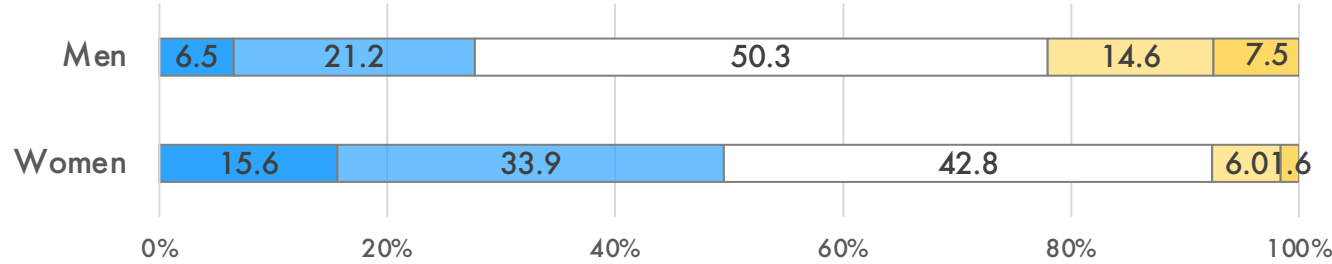


Men are favored **38.7%**

Equal **46.5%**

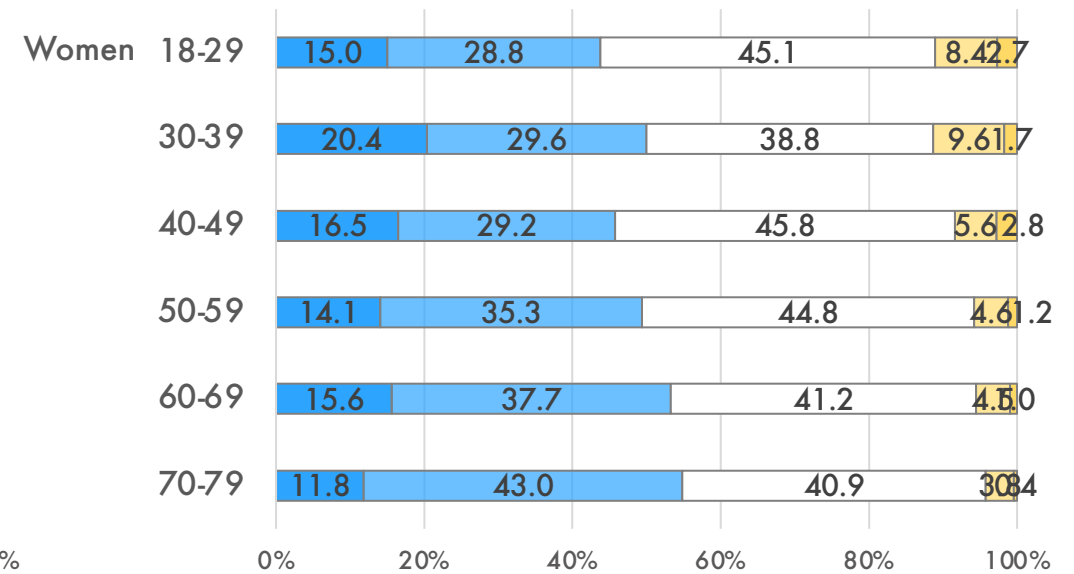
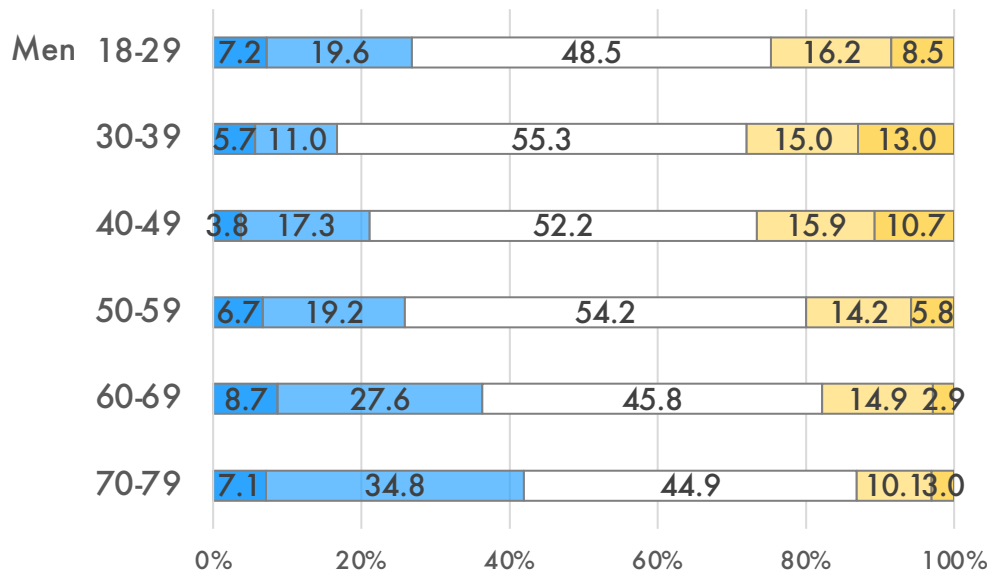
Women are favored **14.8%**

Gender



- Men receive more favorable treatment
- If I have to choose, I'd say men receive more favorable treatment
- There is equality between men and women
- Women receive more favorable treatment
- If I have to choose, I'd say women receive more favorable treatment

Age and gender

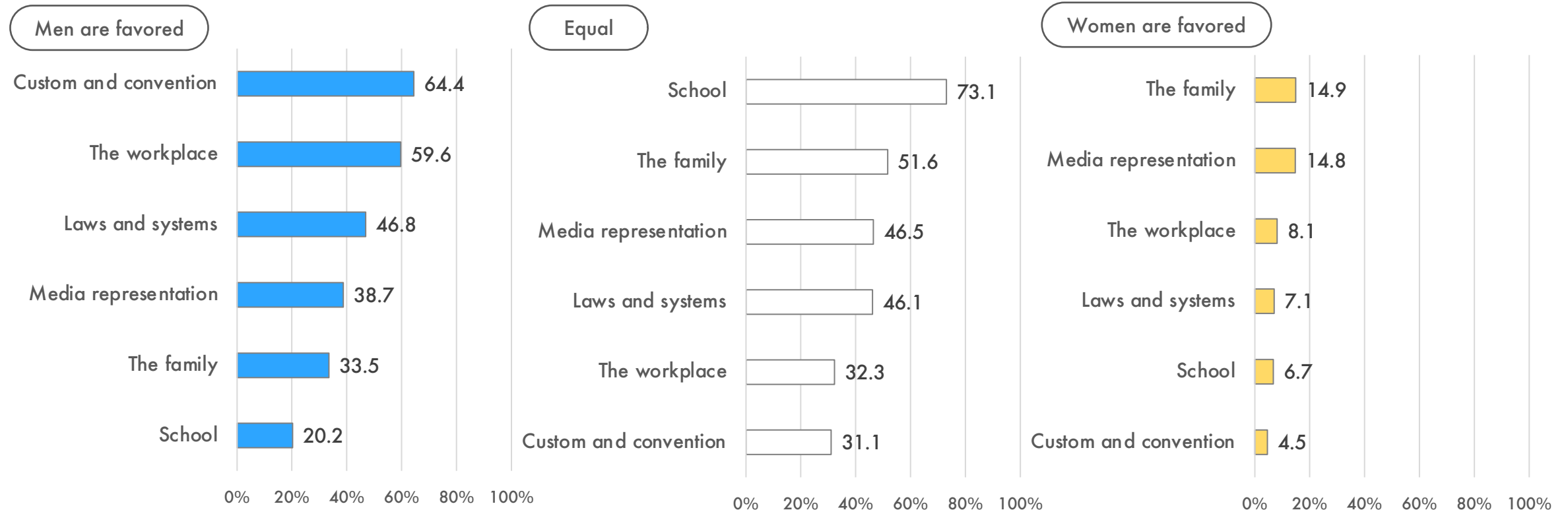


Q1

The percentages for “men are favored,” “equal,” and “women are favored.”

The percentages for “total responding men receive more favorable treatment” (the sum of “men receive more favorable treatment” and “if I have to choose, I’d say that men receive more favorable treatment”), those responding that “there is equality between men and women,” and “total responding women receive more favorable treatment” (the sum of “women receive more favorable treatment” and “if I have to choose, I’d say that

women receive more favorable treatment”) for each of the 6 contexts other than “society as a whole” were arranged in descending order. This revealed that the highest “total responding men receive more favorable treatment” was for “the custom and convention” while the highest percentage responding “there is equality between men and women” was for “school.”

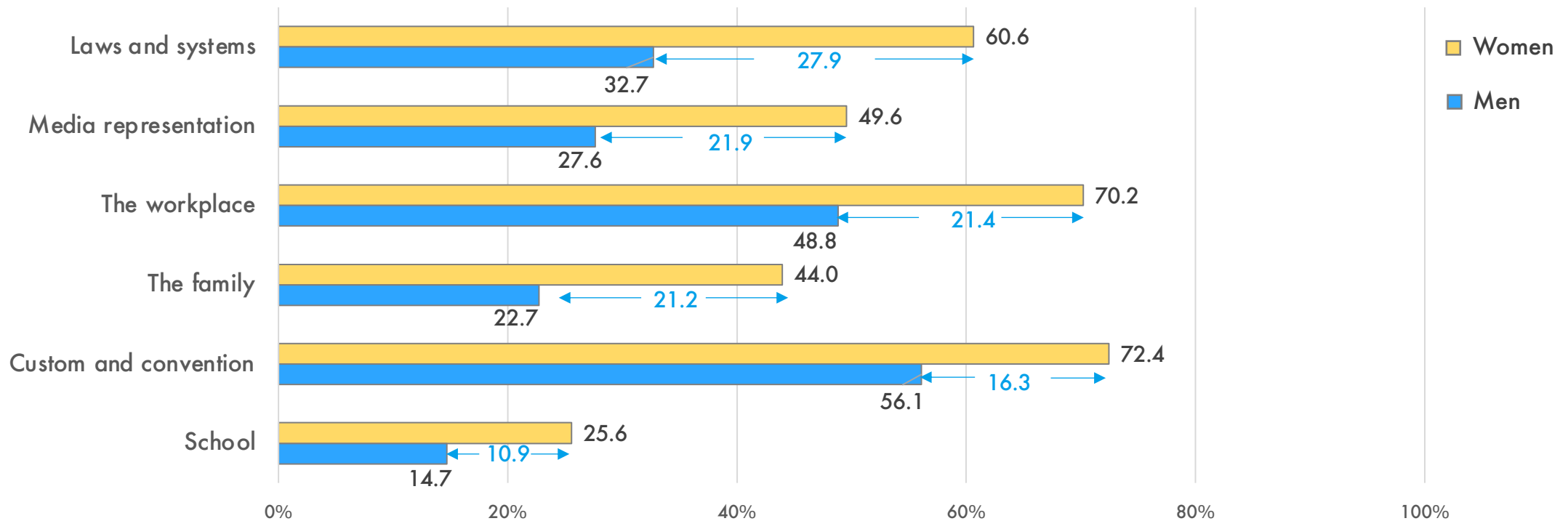


Q1

The percentages for “total responding men receive more favorable treatment” by gender

Looking at the percentages by gender for “total responding men receive more favorable treatment” (the sum of “men receive more favorable treatment” and “if I have to choose, I’d say that men receive more favorable treatment”) for the six contexts other than “society as a whole,” the greatest difference was for “laws and systems,” where there was a

27.9 percentage point difference between men and women. More than 10 percentage point differences between the “total responding men receive more favorable treatment” percentages for men and women can also be seen for other contexts.



Q2

(For those who selected a response other than “there is equality between men and women” in Q1)

What would you like to see happen to the gender gaps in these contexts in the future?

For each of the following contexts, please select the option that most closely reflects your opinion.

1. Society as a whole
2. The workplace
3. School
4. The family
5. Laws and systems
6. Custom and convention
7. Media representation

Options
We should aim for equality between men and women in the future
We should not aim for equality between men and women in the future
Can't decide/don't know

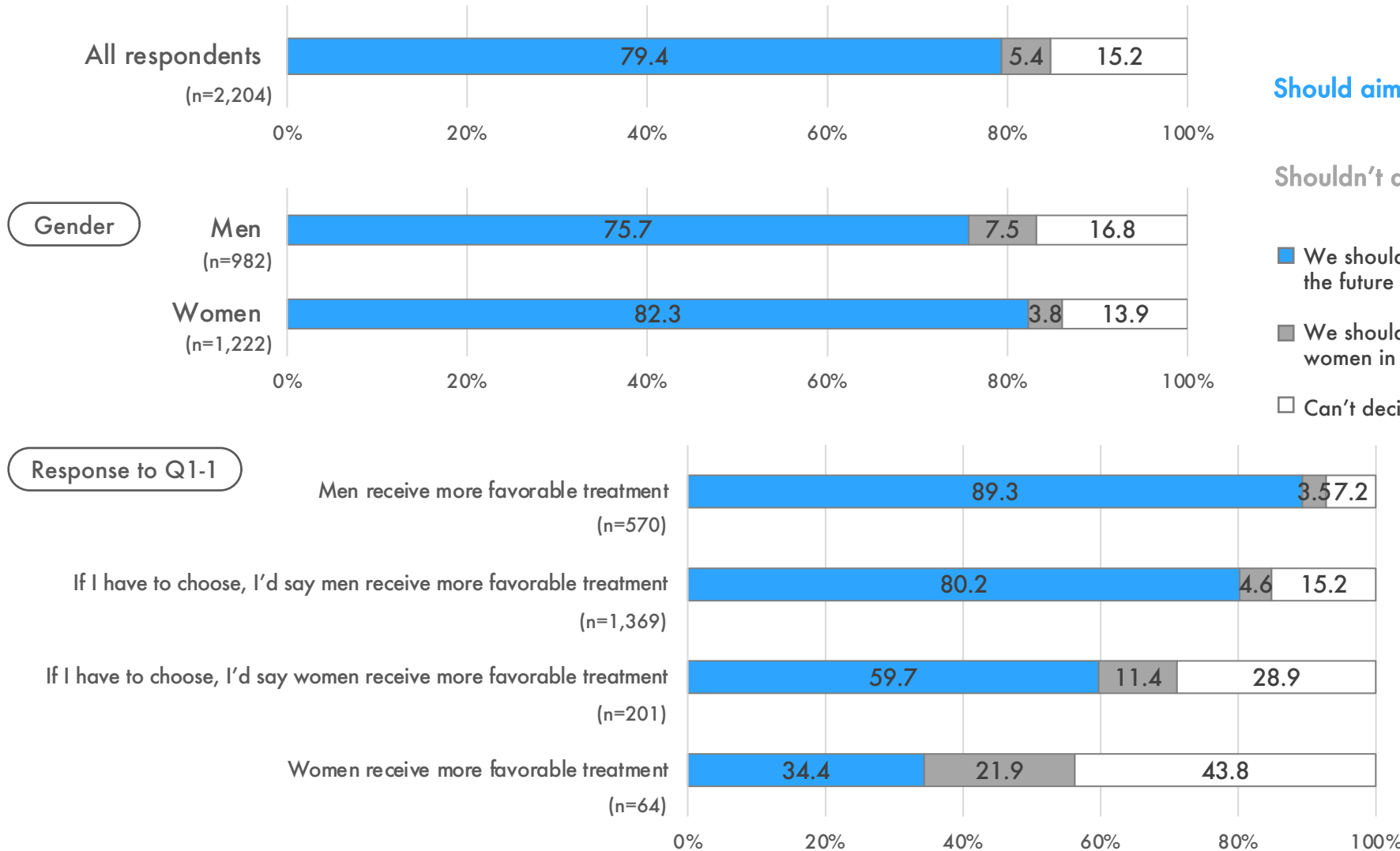
Q2-1

What would you like to see happen to the gender gaps in the context in the future?

Society as a whole

Should aim for equality **79.4%**
 Shouldn't aim for equality **5.4%**

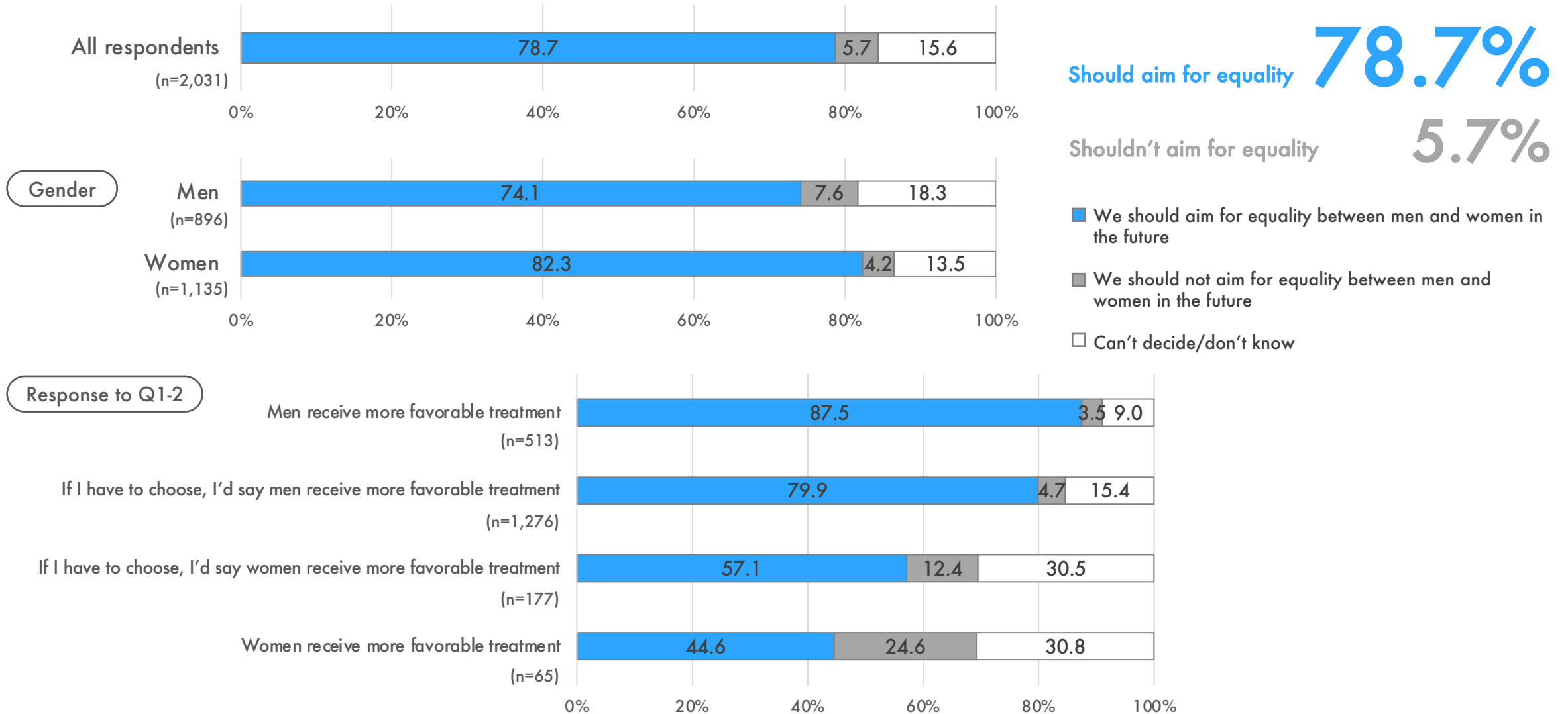
- We should aim for equality between men and women in the future
- We should not aim for equality between men and women in the future
- Can't decide/don't know



Q2-2

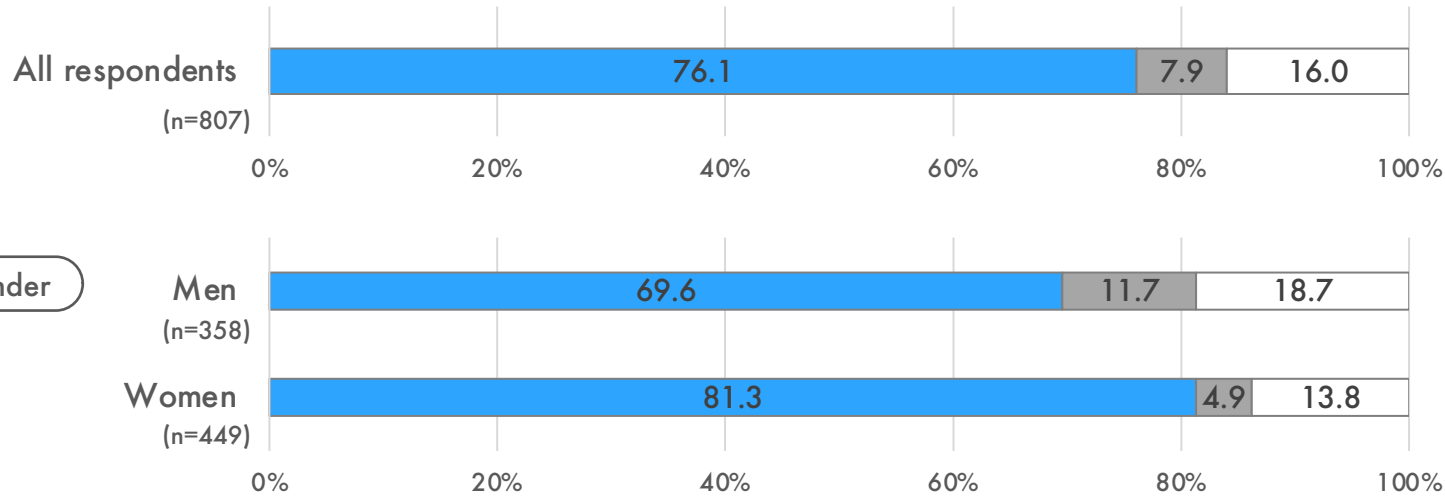
What would you like to see happen to the gender gaps in the context in the future?

The workplace



School

Gender

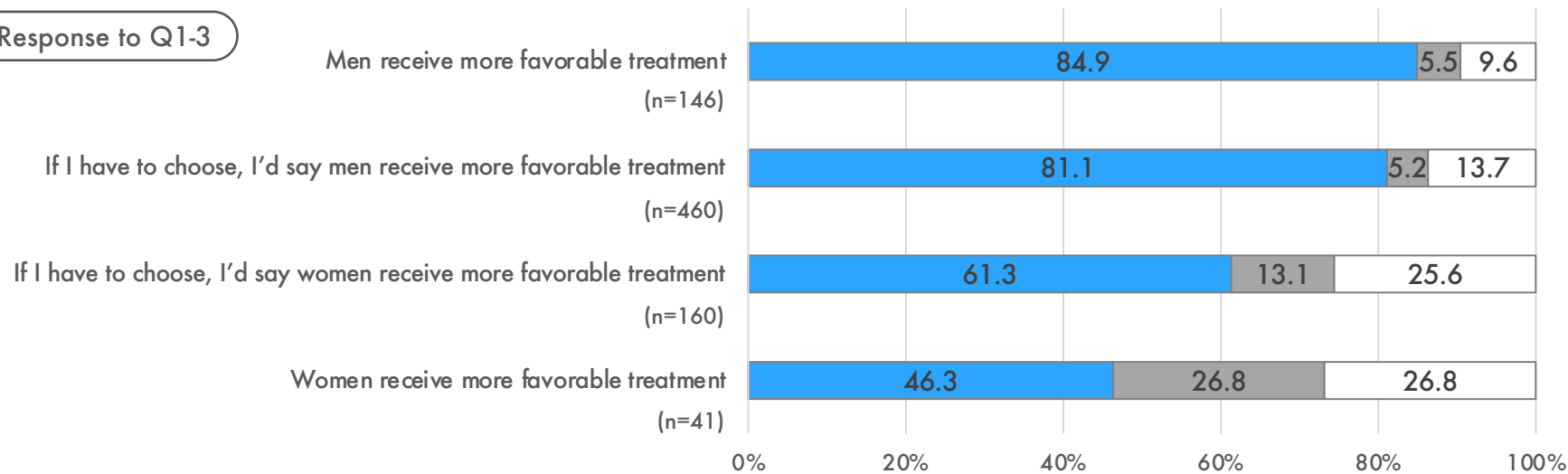


Should aim for equality **76.1%**

Shouldn't aim for equality **7.9%**

- We should aim for equality between men and women in the future
- We should not aim for equality between men and women in the future
- Can't decide/don't know

Response to Q1-3



Q2-4

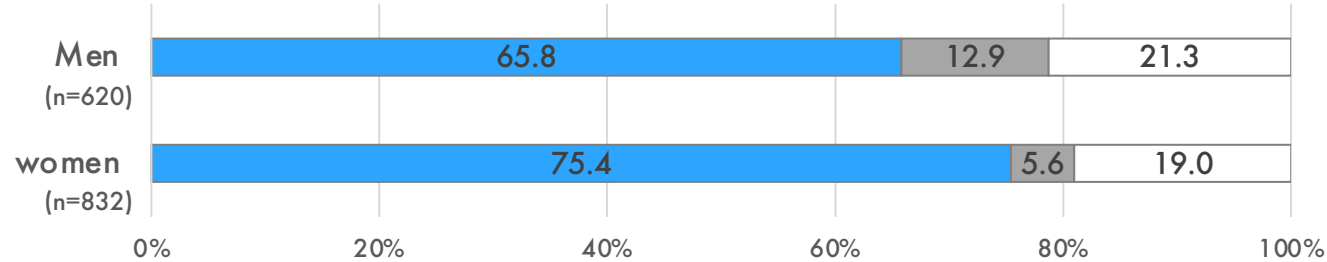
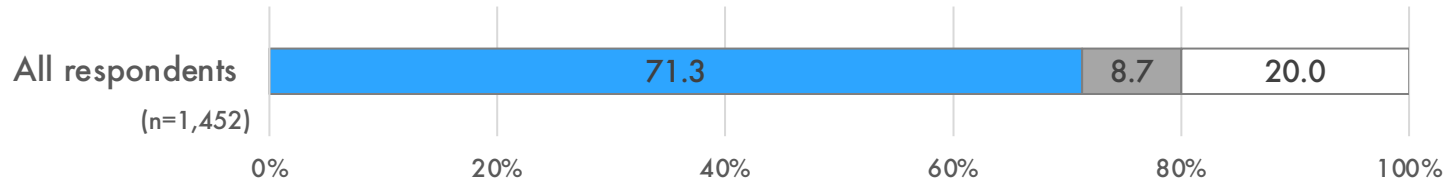
What would you like to see happen to the gender gaps in the context in the future?

The family

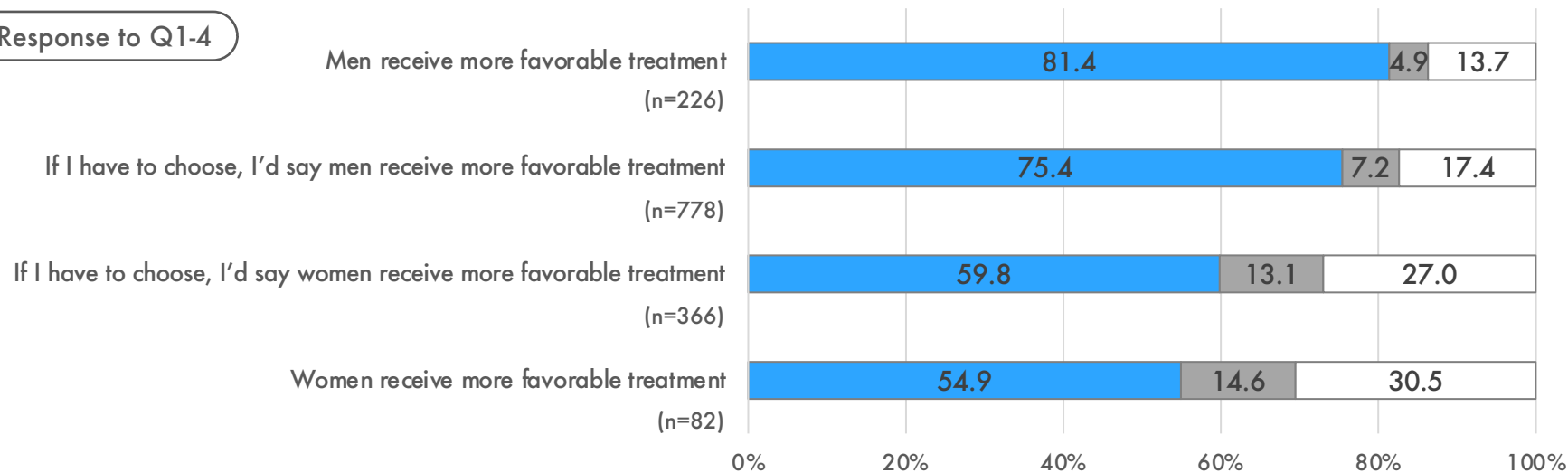
Gender

Should aim for equality **71.3%**
 Shouldn't aim for equality **8.7%**

- We should aim for equality between men and women in the future
- We should not aim for equality between men and women in the future
- Can't decide/don't know



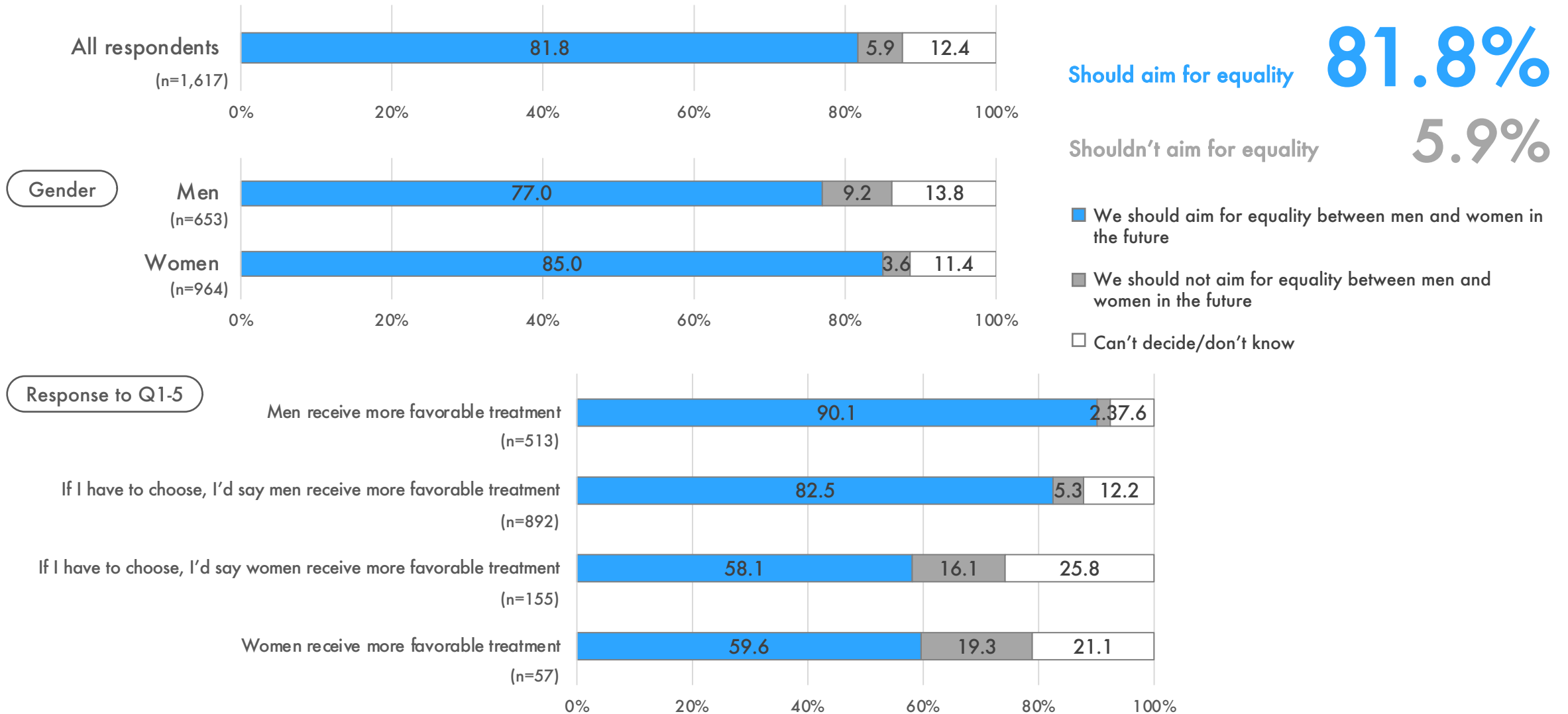
Response to Q1-4



Q2-5

What would you like to see happen to the gender gaps in the context in the future?

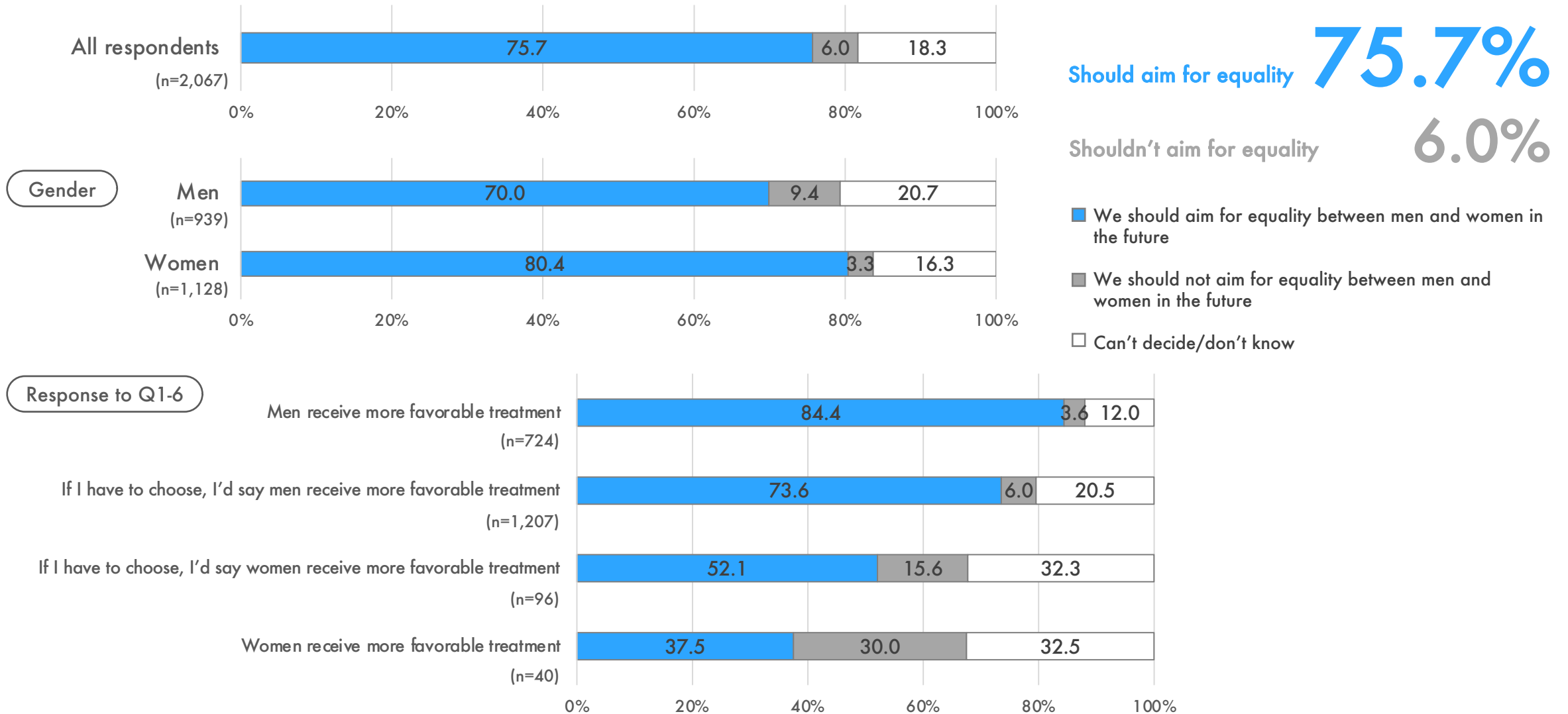
Laws and systems



Q2-6

What would you like to see happen to the gender gaps in the context in the future?

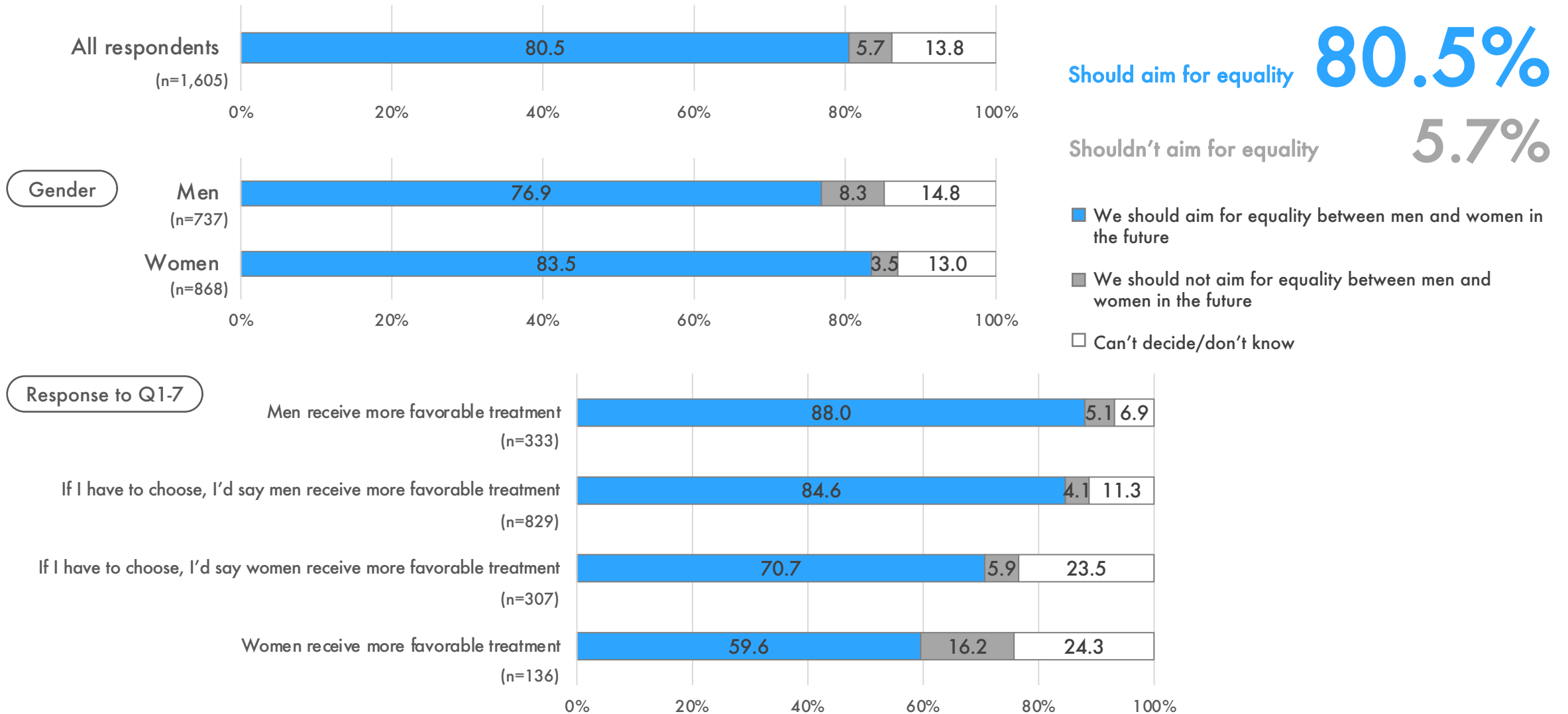
Custom and convention



Q2-7

What would you like to see happen to the gender gaps in the context in the future?

Media representation



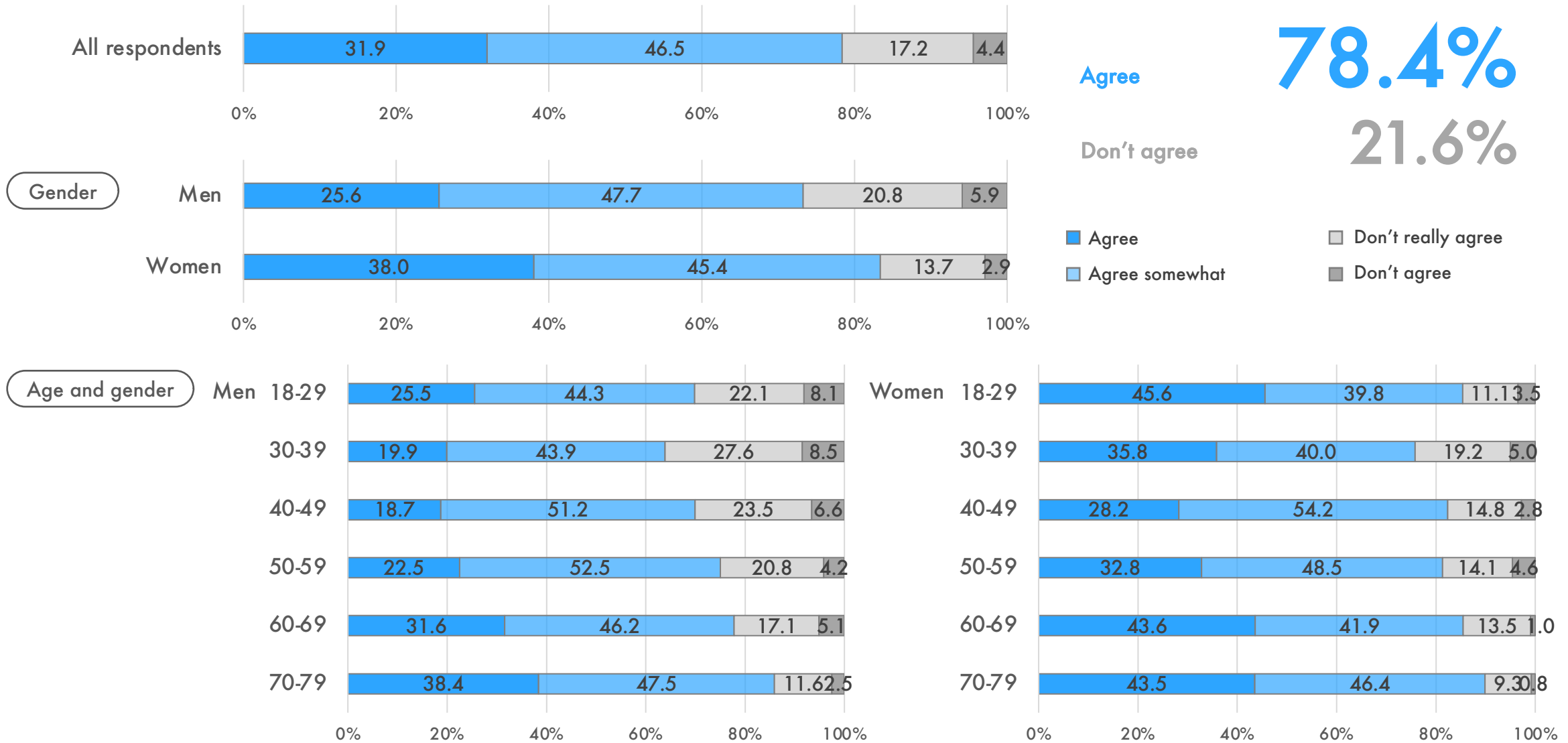
Q3

For each of the following opinions, please select the option that most closely corresponds to your own opinion.

1. Japan should make earnest efforts toward gender equality.
2. It is important to provide education in order to eradicate gender discrimination.
3. Primary and junior high school age students need to receive sufficient sex education.
4. I empathize with those who see gender discrimination as a serious issue and take action.
5. I prefer businesses and brands that engage in initiatives toward gender equality.
6. It is good to see increasing numbers of advertisements with characters that break away from stereotypical gender roles.
7. It is good to see increasing opportunities for people with diverse physiques and unique physical appearances to appear on TV shows or in magazines or advertisements.
8. Japan's ranking in the Gender Gap Index—121st of 153 countries—is a valid assessment.
9. I don't like the phrase "josei katsuyaku" (women's participation and advancement)
10. I don't like expressions based on gender labels, such as "a man would XXX."
11. Men should be manly, and women should be womanly.
12. I have a positive attitude to the word "feminist."

Options
Agree
Agree somewhat
Don't really agree
Don't agree

Japan should make earnest efforts toward gender equality.



Q3-2

It is important to provide education in order to eradicate gender discrimination.

82.1%

17.9%

Agree

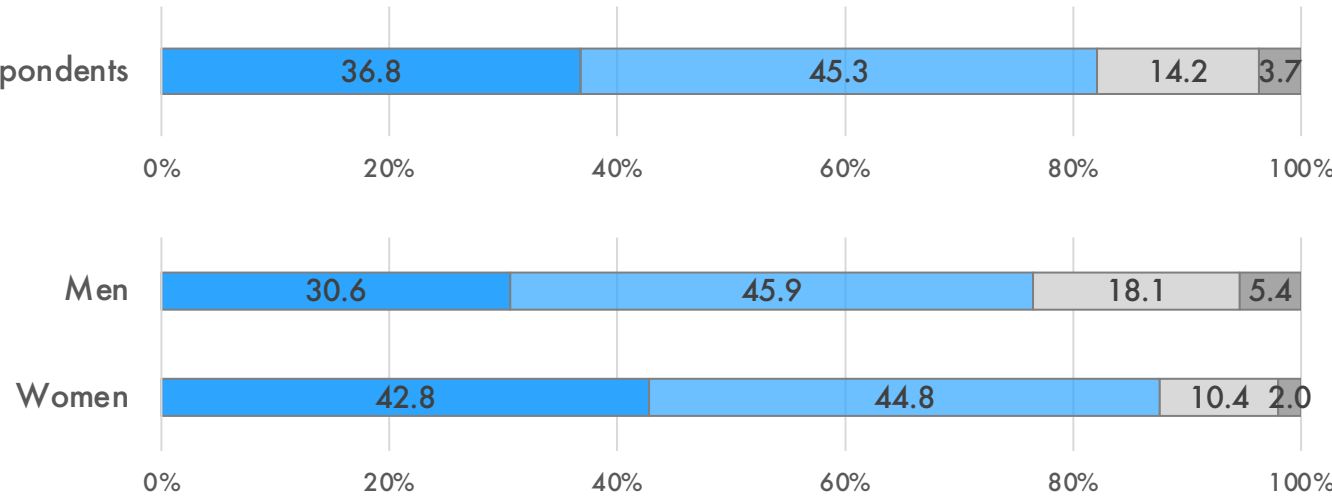
Don't agree

Agree somewhat

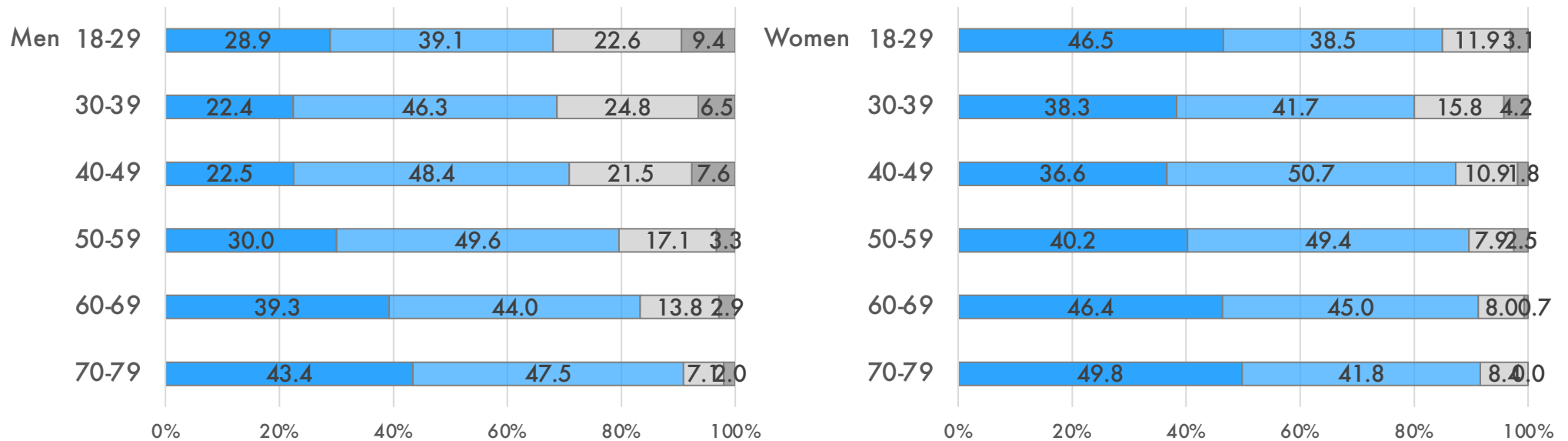
Don't really agree

Don't agree

Gender

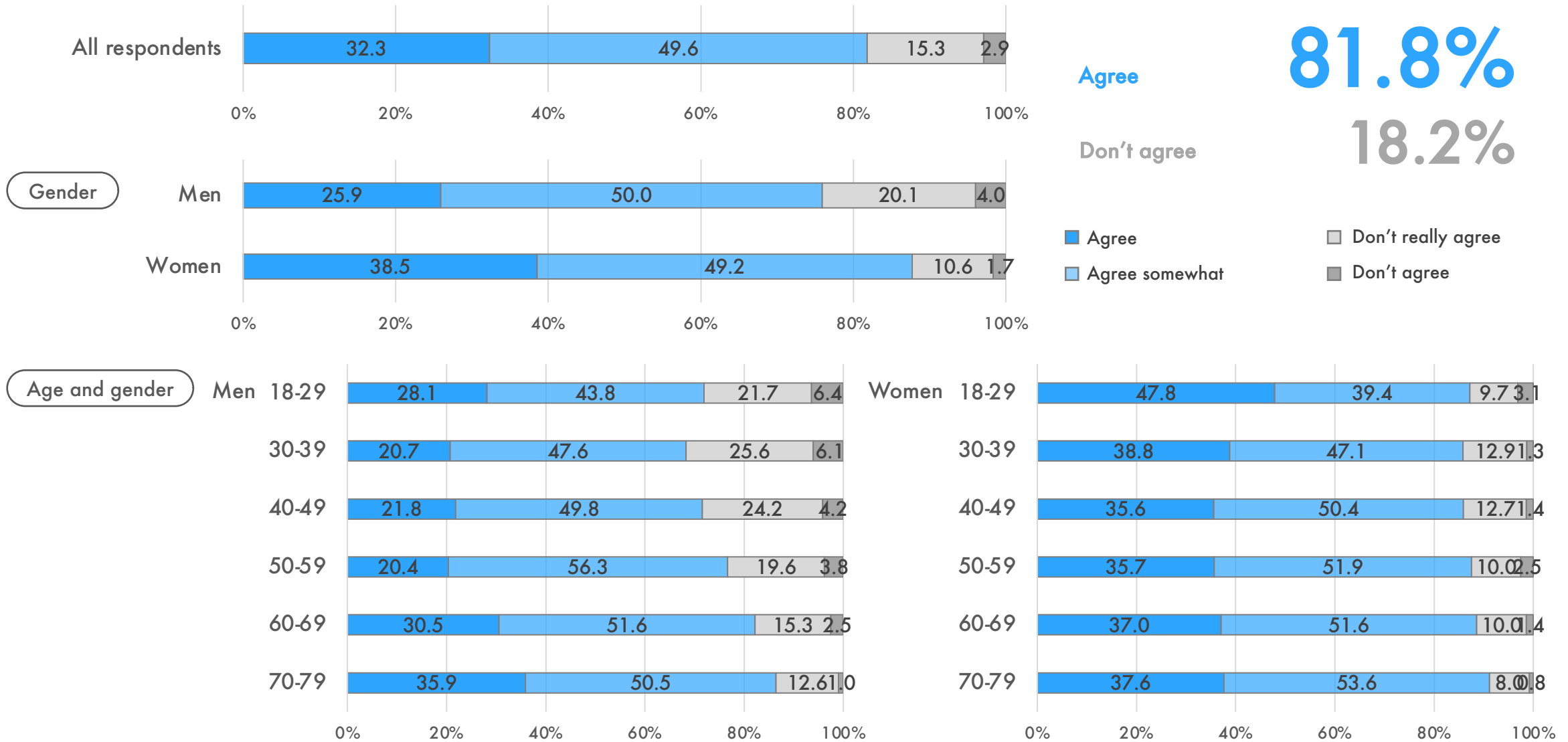


Age and gender



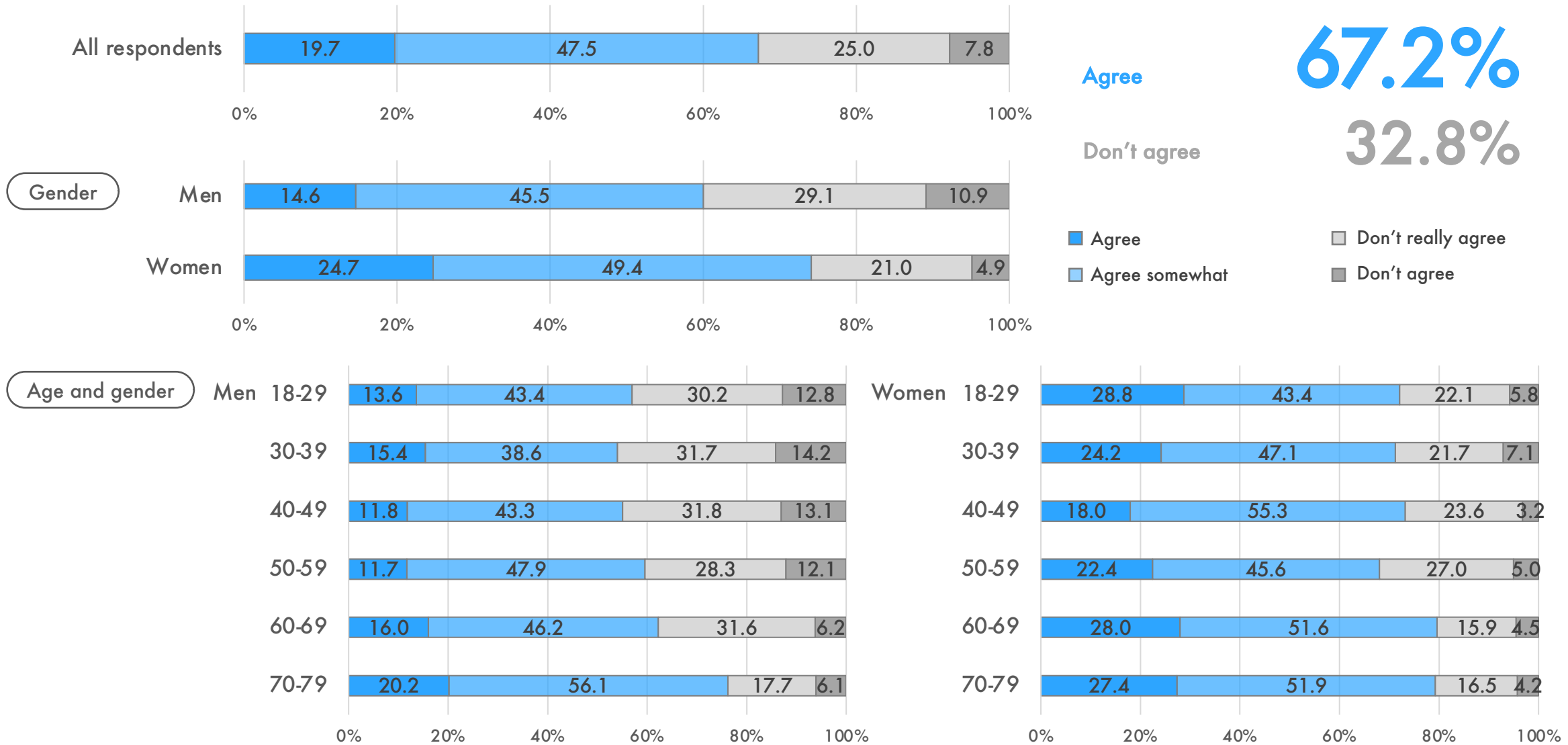
Q3-3

Primary and junior high school age students need to receive sufficient sex education.



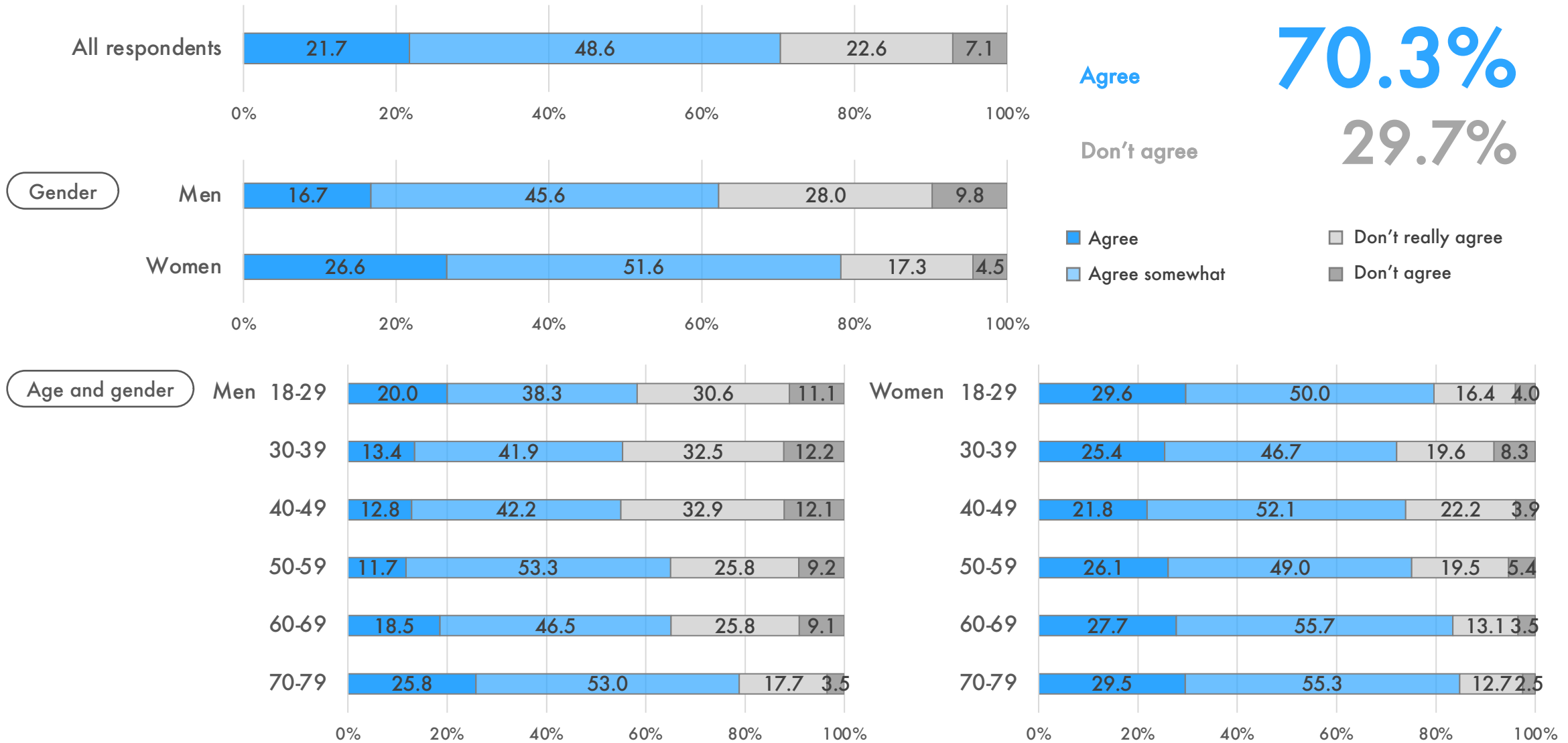
Q3-4

I empathize with those who see gender discrimination as a serious issue and take action.



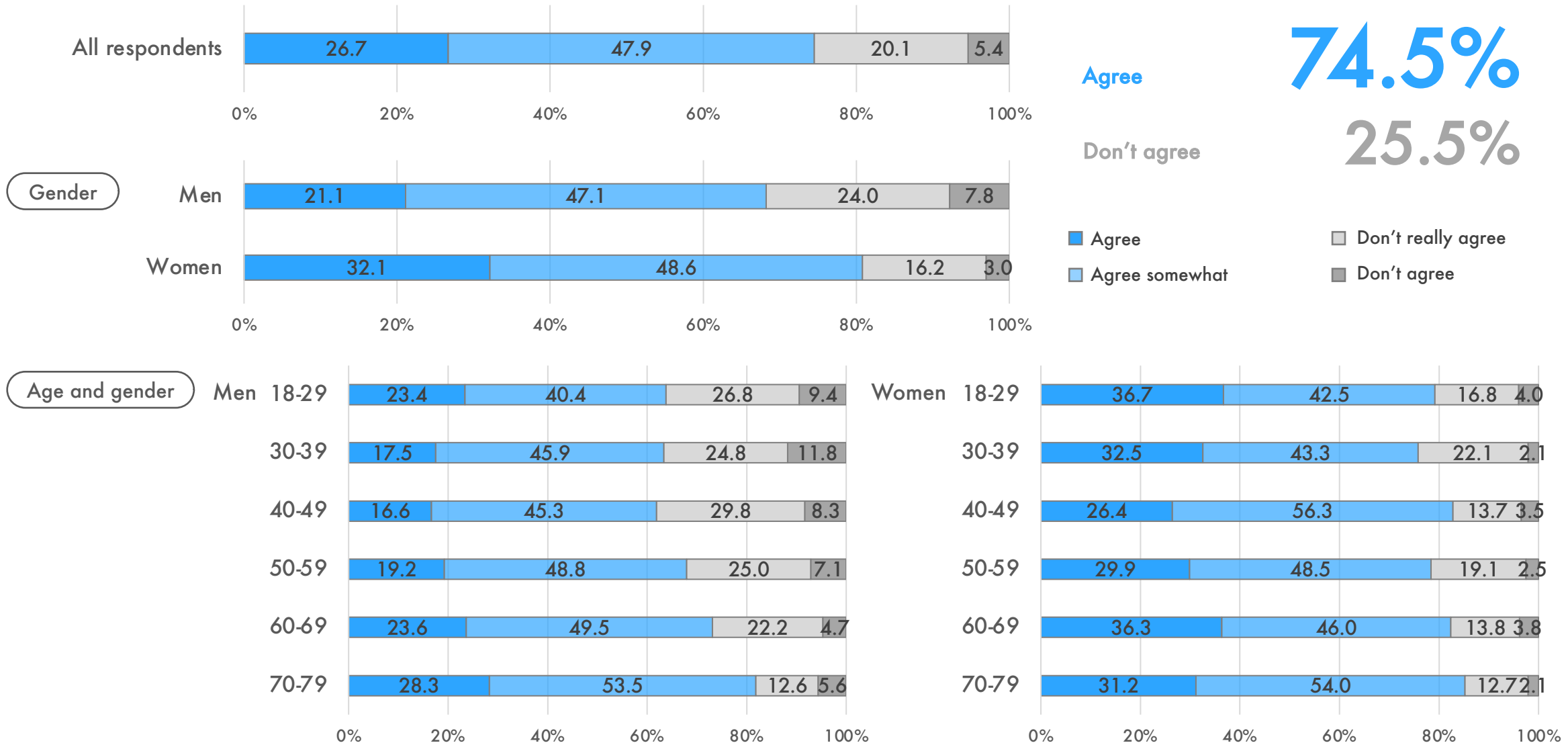
Q3-5

I prefer businesses and brands that engage in initiatives toward gender equality.



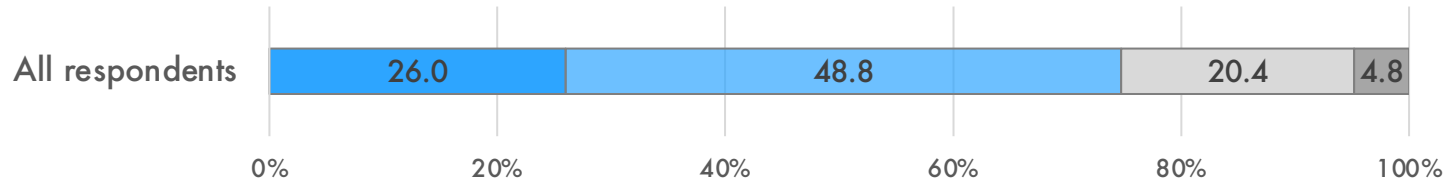
Q3-6

It is good to see increasing numbers of advertisements with characters that break away from stereotypical gender roles.



Q3-7

It is good to see increasing opportunities for people with diverse physiques and unique physical appearances to appear on TV shows or in magazines or advertisements.



Agree

74.8%

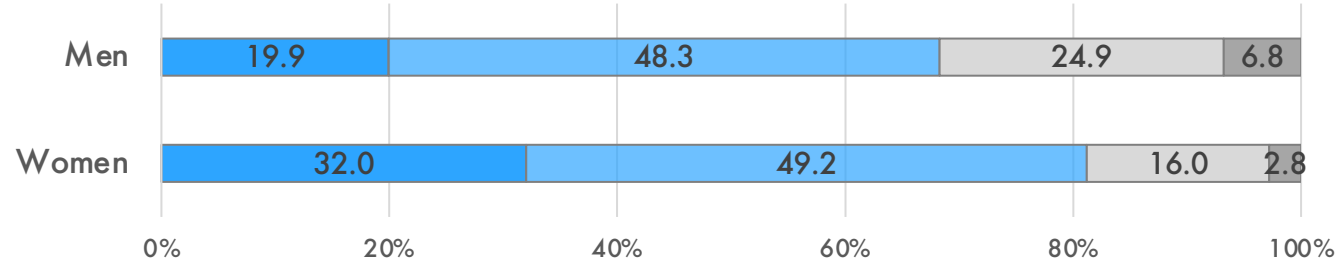
Don't agree

25.2%

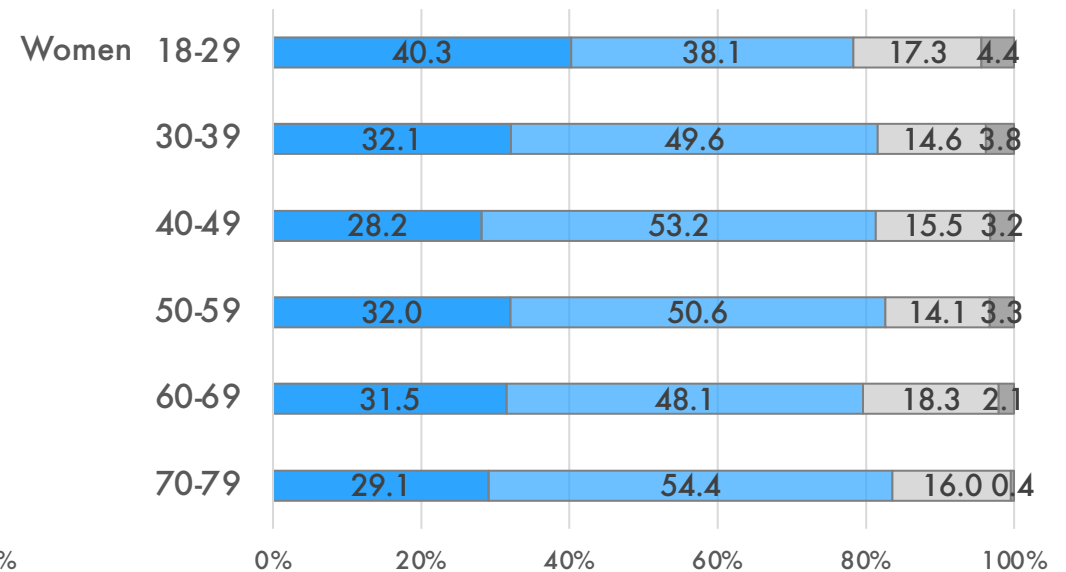
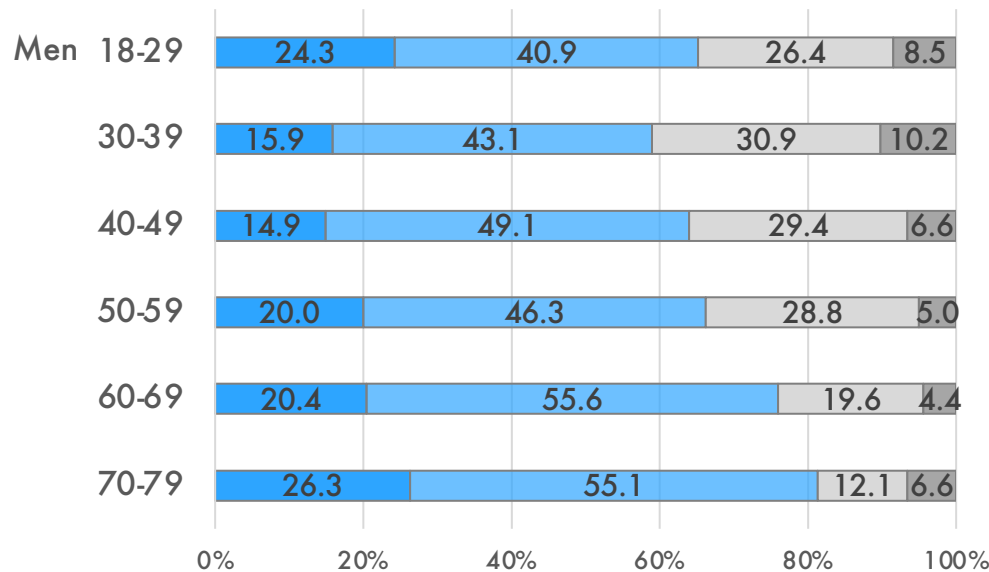
Agree
Agree somewhat

Don't really agree
Don't agree

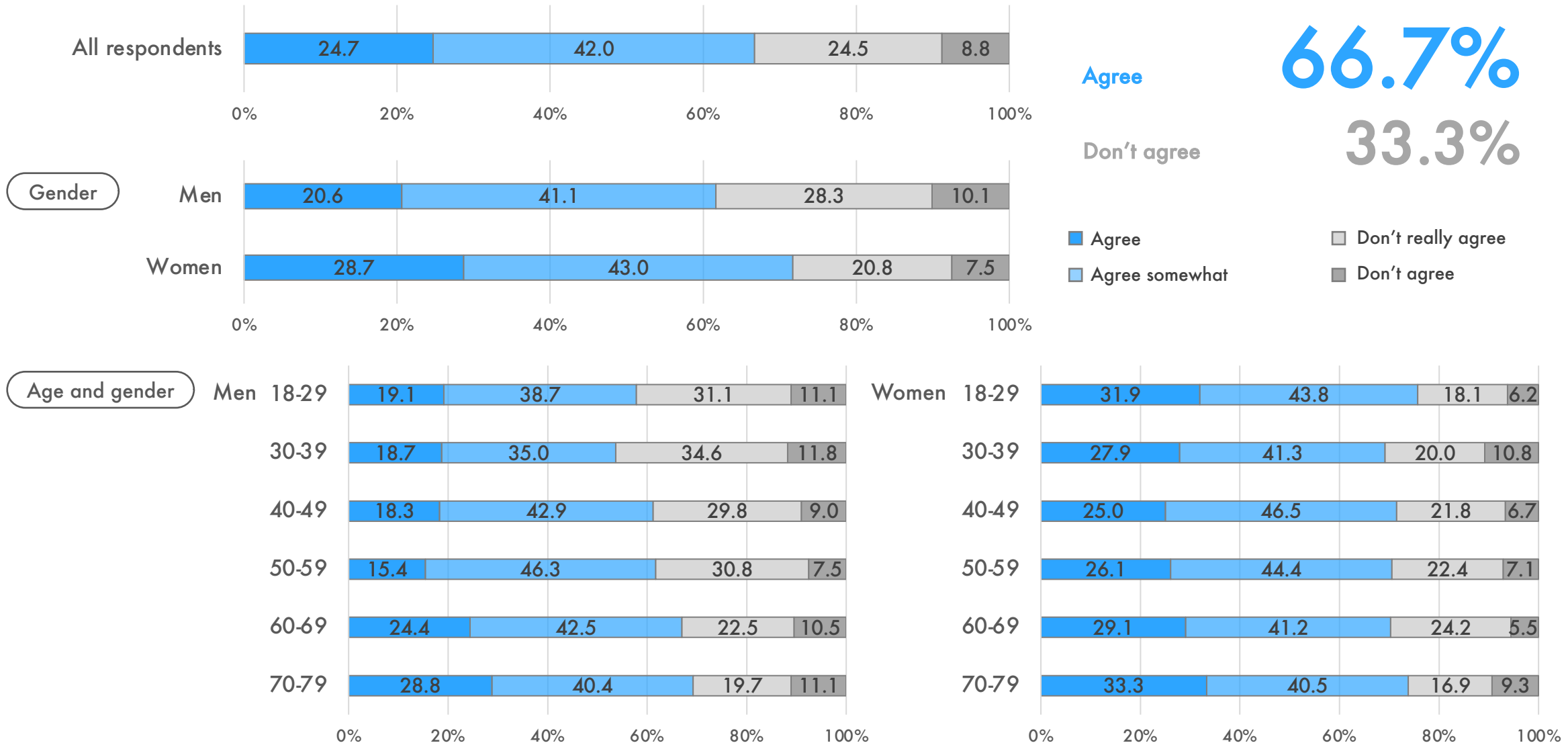
Gender



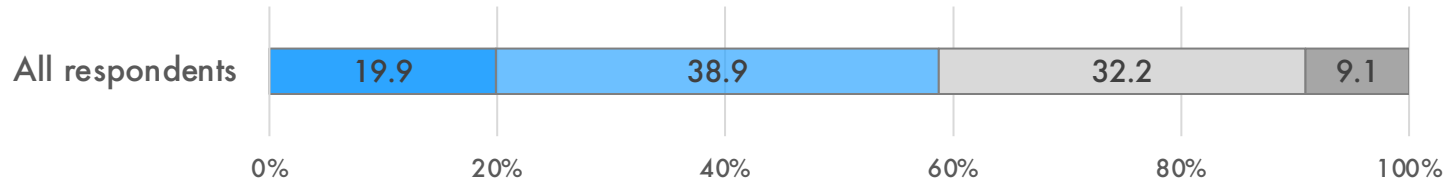
Age and gender



Japan's ranking in the Gender Gap Index—121st of 153 countries—is a valid assessment.



I don't like the phrase "josei katsuyaku" (women's participation and advancement)



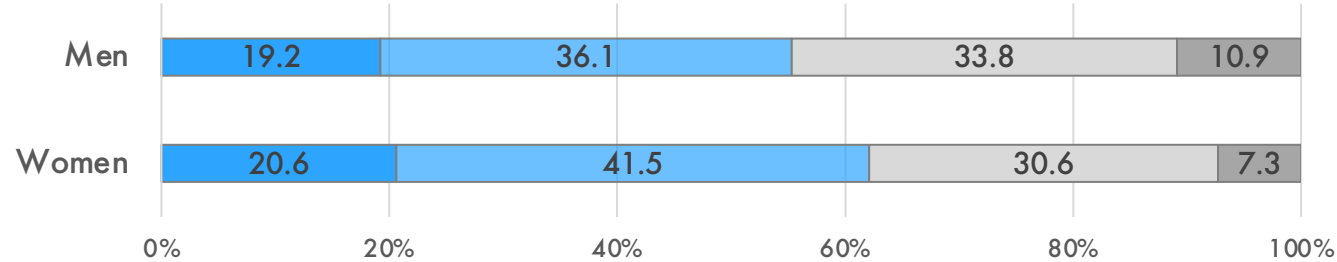
Agree

58.8%

Don't agree

41.2%

Gender



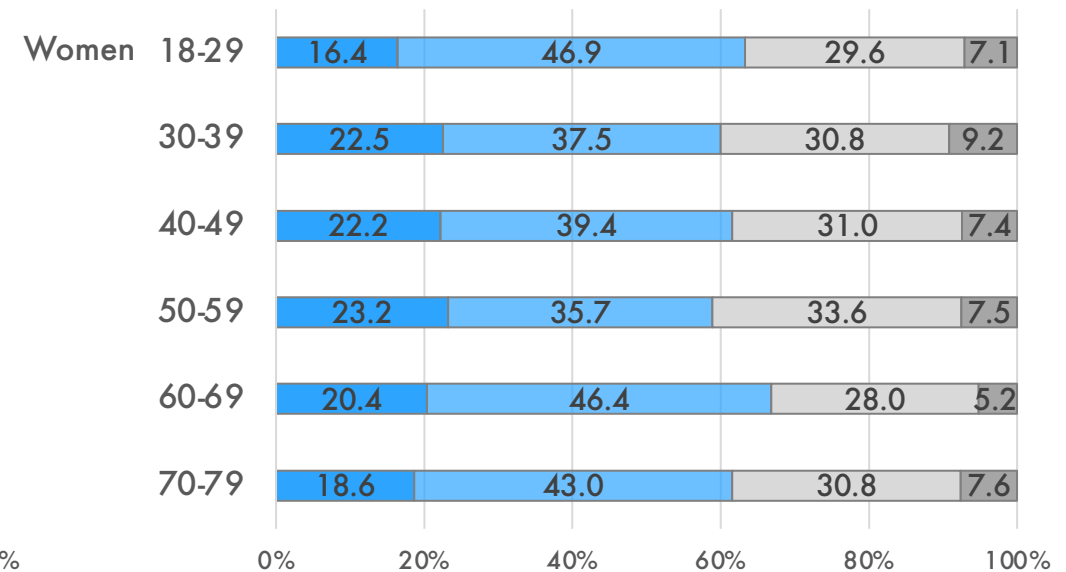
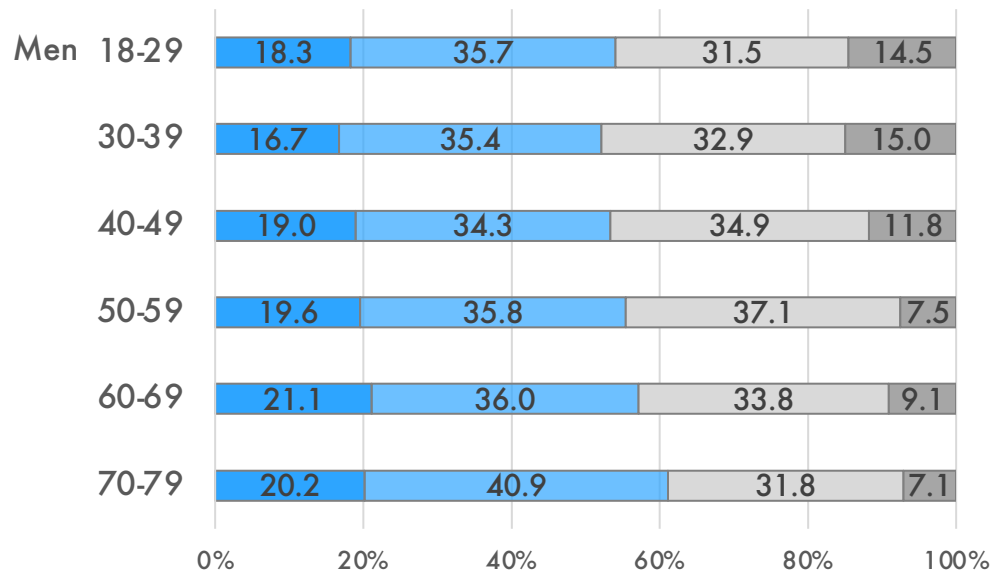
Agree

Don't really agree

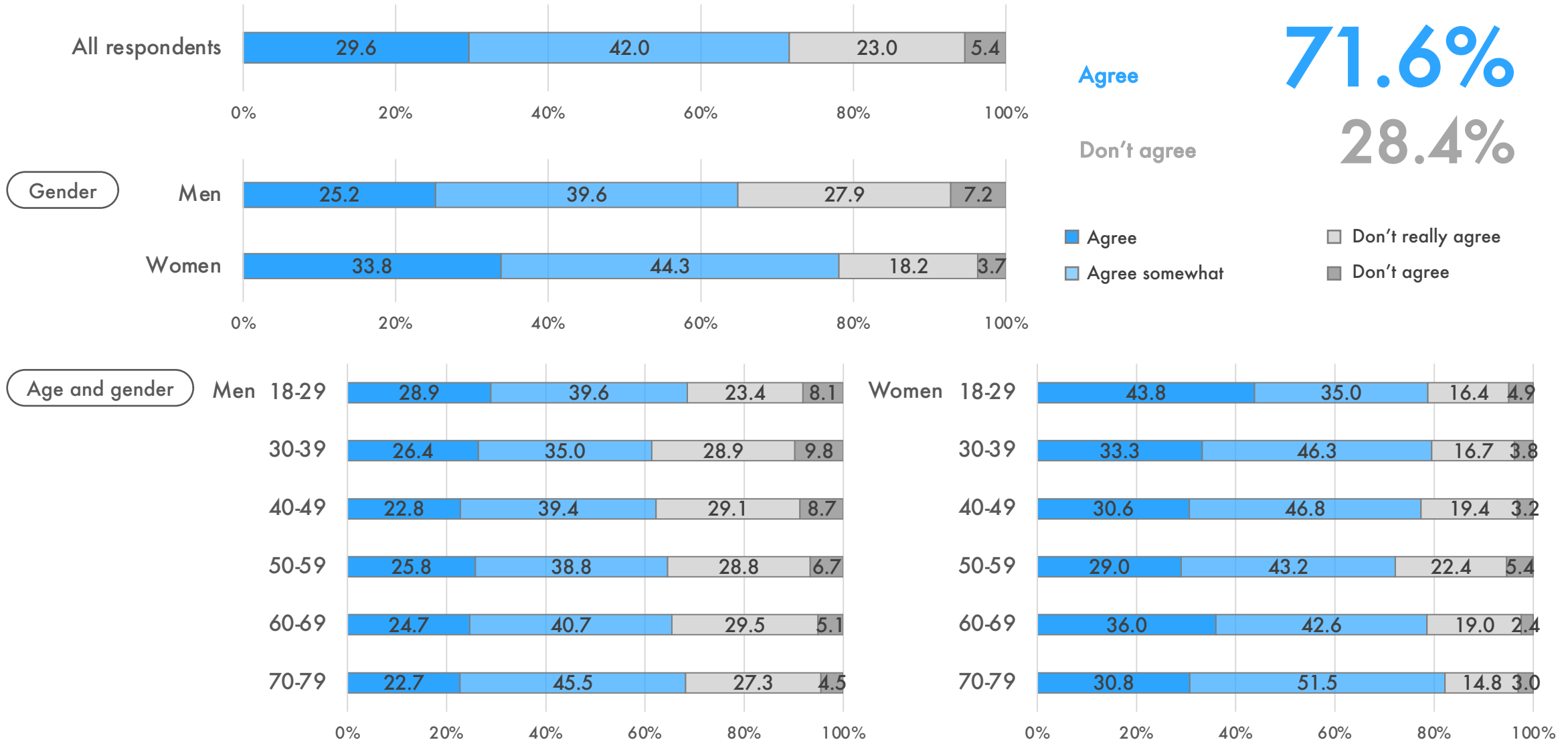
Agree somewhat

Don't agree

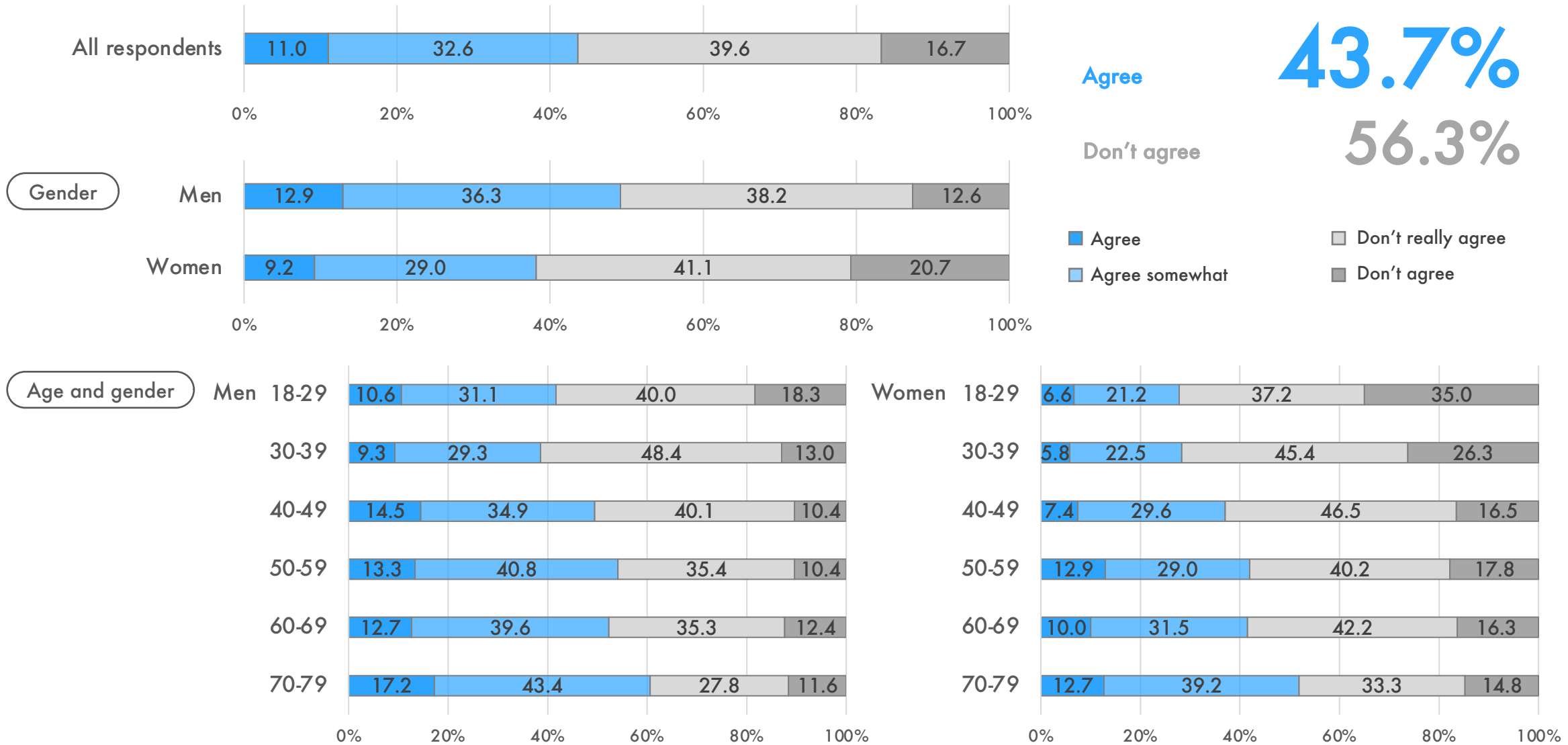
Age and gender



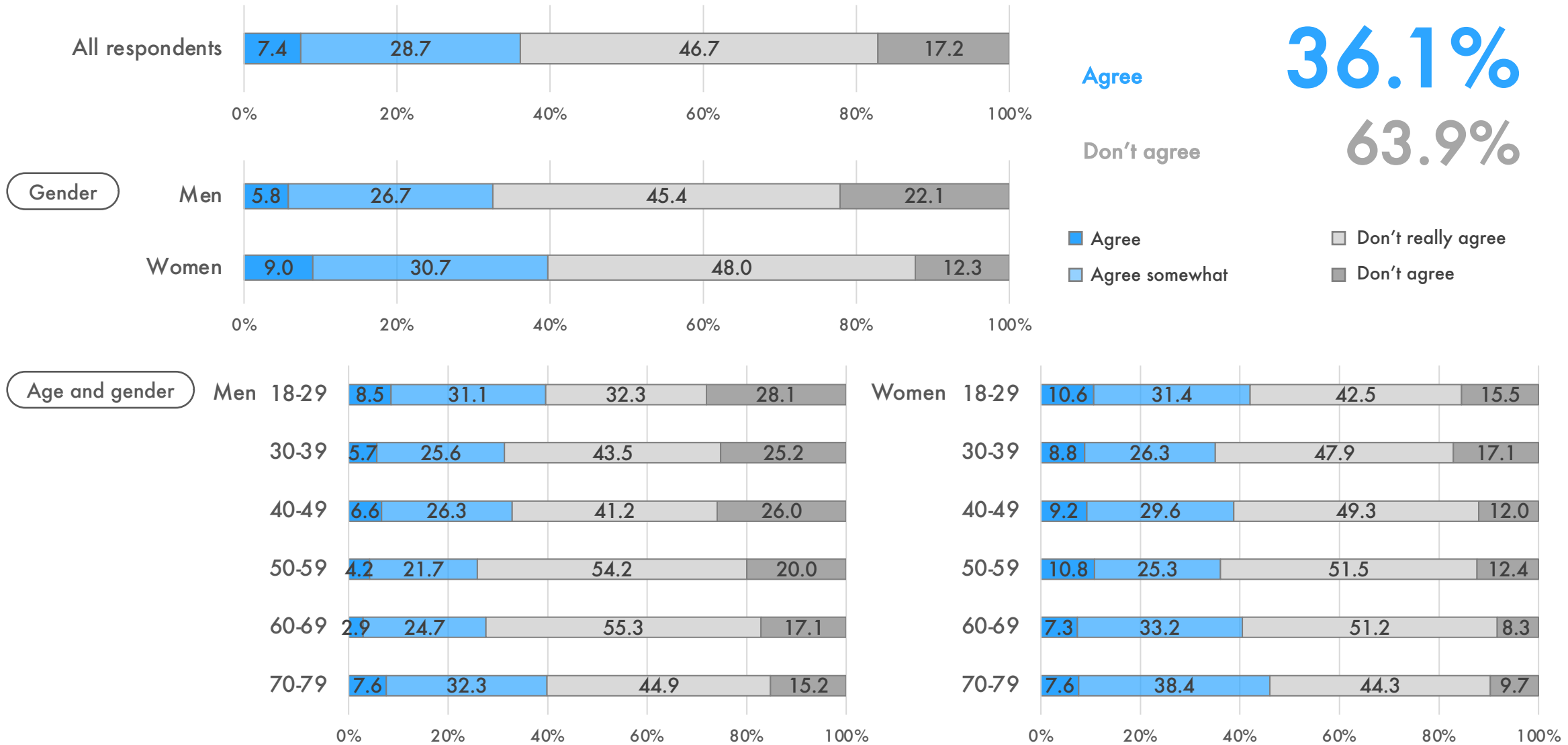
I don't like expressions based on gender labels, such as "a man would XXX."



Men should be manly, and women should be womanly.



I have a positive attitude to the word "feminist."



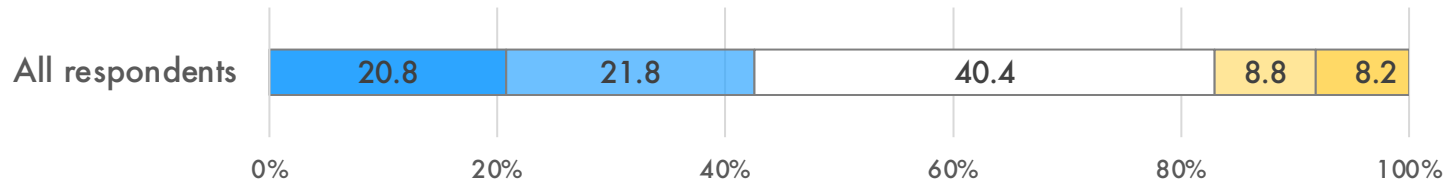
Q4

The following items have not yet been accepted in Japan. For each of those items, please select the option that most closely corresponds to your own opinion.

1. Separate surnames for married couples
2. Quota systems
3. Sale of emergency contraceptives at pharmacies
4. Increase in the minimum age for sexual consent

Options
Agree
If I have to choose, I'd say agree
Neither agree nor disagree
If I have to choose, I'd say disagree
Disagree

Separate surnames for married couples

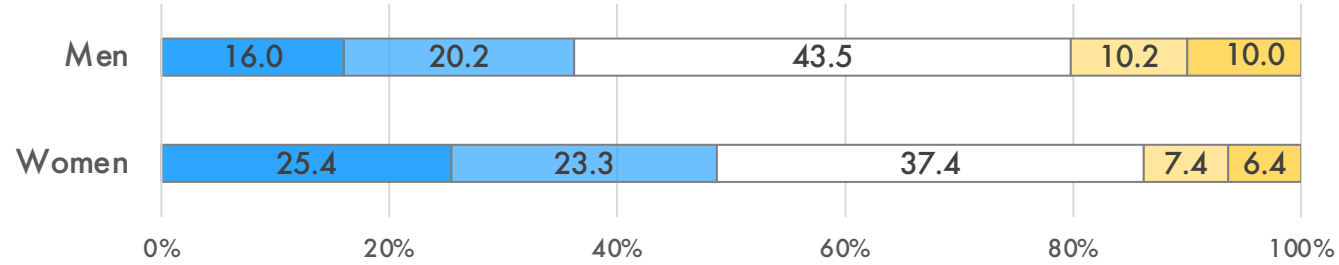


Agree 42.6%

Neither 40.4%

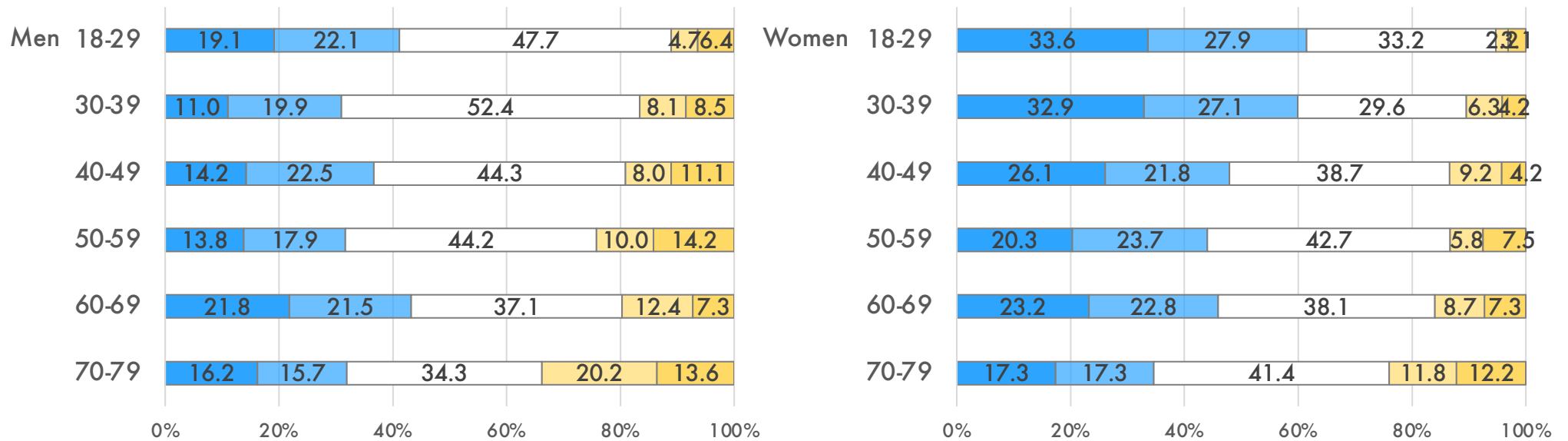
Disagree 17.0%

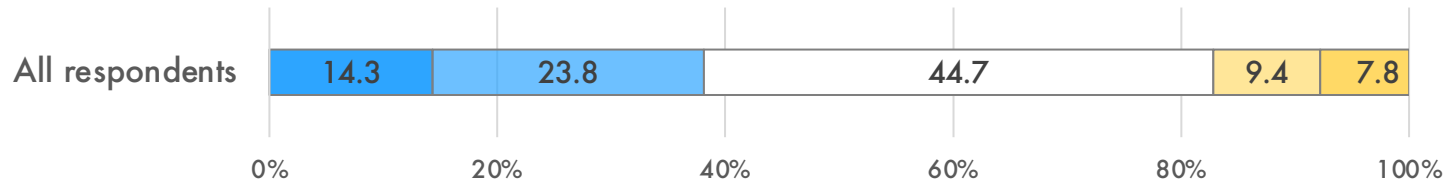
Gender



- Agree
- If I have to choose, I'd say agree
- Neither agree nor disagree
- If I have to choose, I'd say disagree
- Disagree

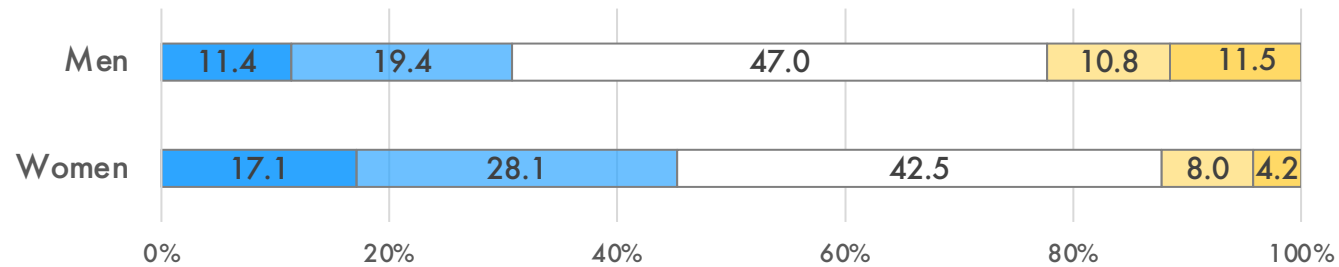
Age and gender





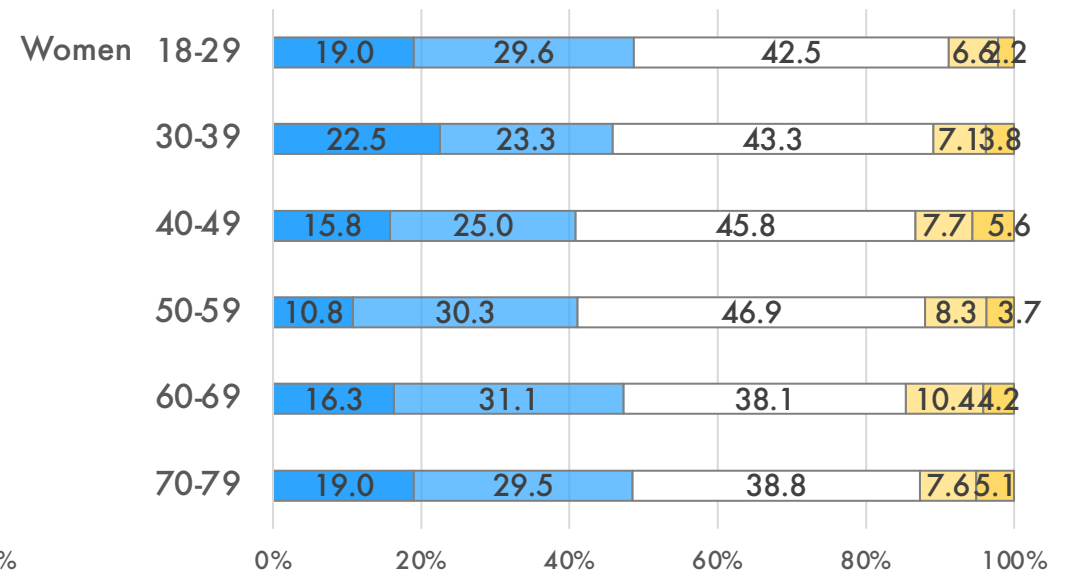
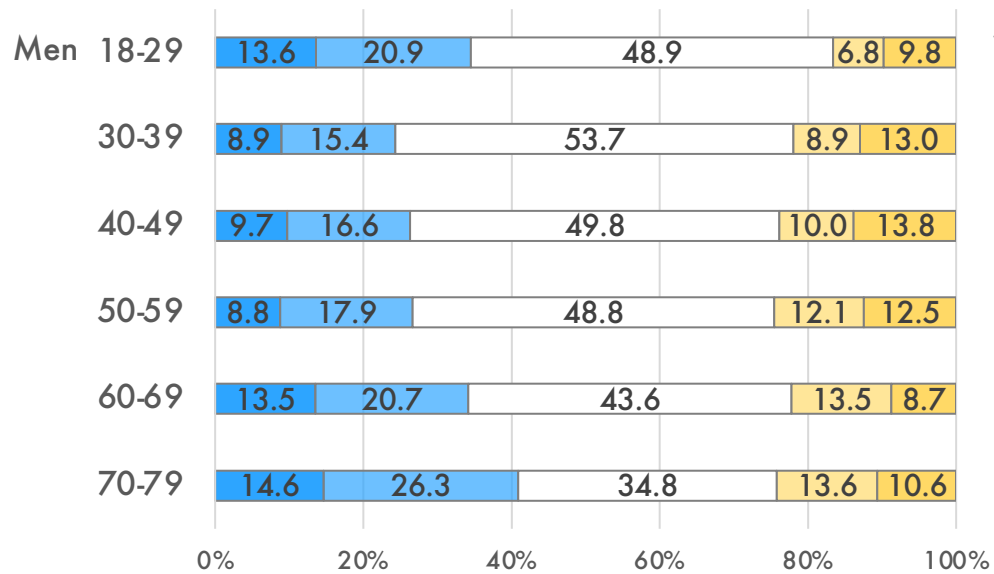
Agree **38.1%**
 Neither **44.7%**
 Disagree **17.2%**

Gender

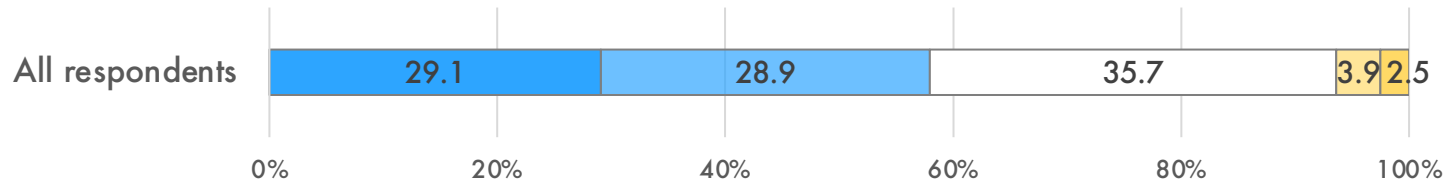


- Agree
- If I have to choose, I'd say agree
- Neither agree nor disagree
- If I have to choose, I'd say disagree
- Disagree

Age and gender



Sale of emergency contraceptives (morning-after pill) at pharmacies

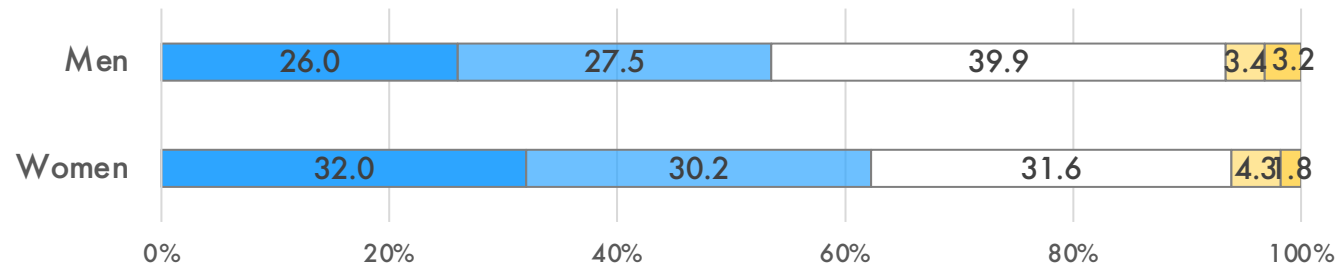


Agree 57.9%

Neither 35.7%

Disagree 6.4%

Gender



■ Agree

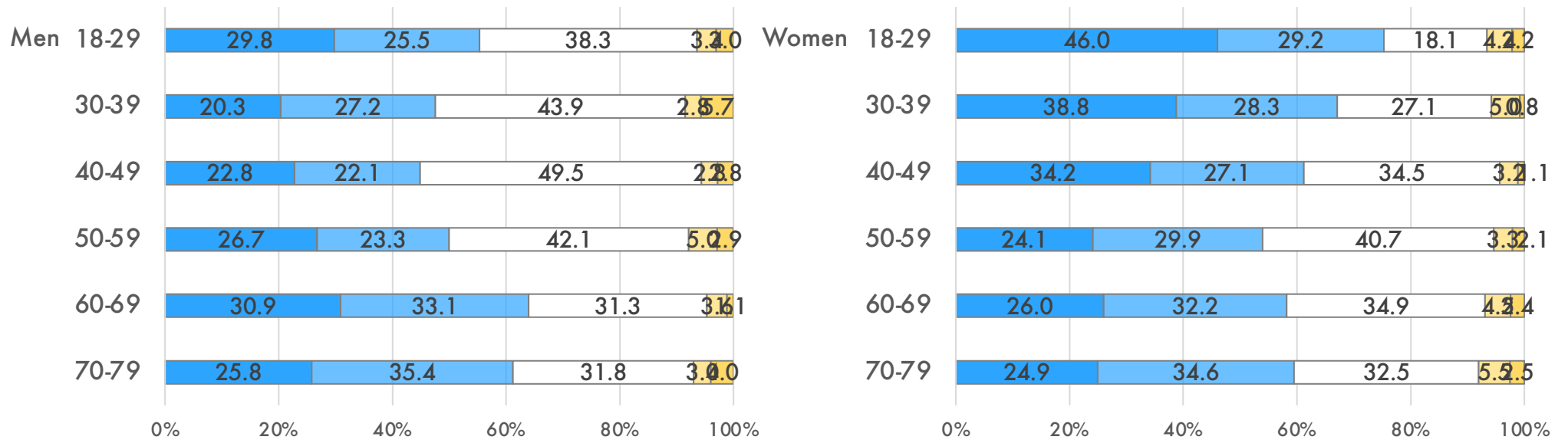
■ If I have to choose, I'd say agree

■ Neither agree nor disagree

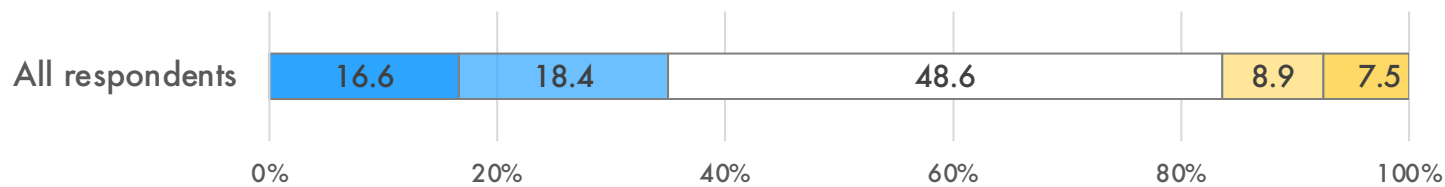
■ If I have to choose, I'd say disagree

■ Disagree

Age and gender



Increase in the minimum age for sexual consent *Currently, Japan's legal minimum age of consent is 13 years of age.

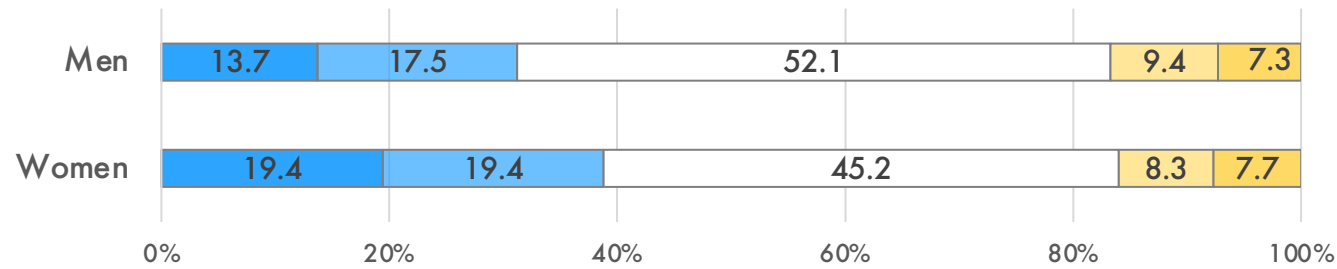


Agree 35.0%

Neither 48.6%

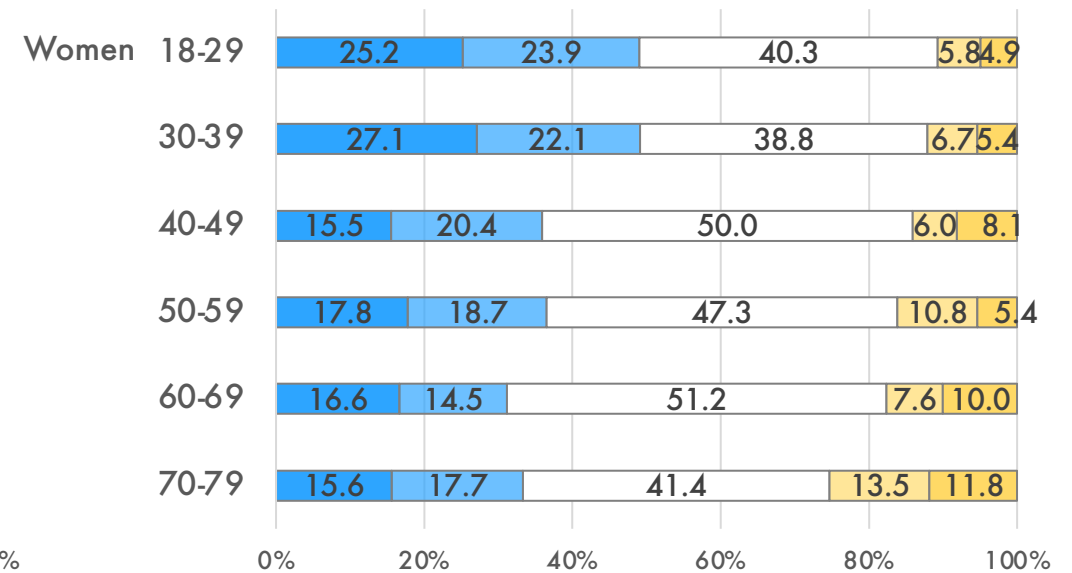
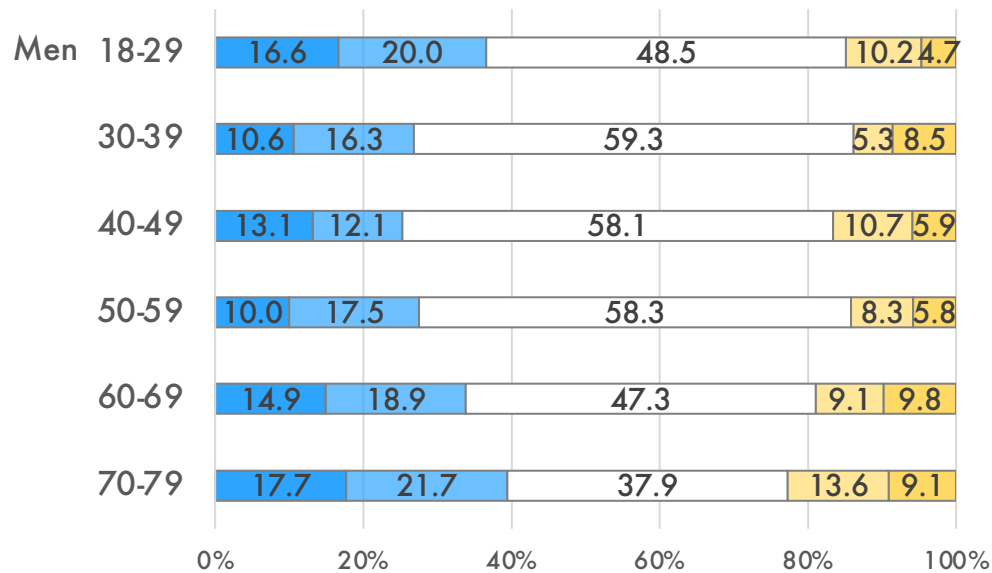
Disagree 16.4%

Gender



- Agree
- If I have to choose, I'd say agree
- Neither agree nor disagree
- If I have to choose, I'd say disagree
- Disagree

Age and gender



Q5

For each of the following social networking services (SNS), please select the option that most closely resembles how you typically use that SNS.

1. Twitter

2. Facebook

3. TikTok

4. Instagram

	Options
Check often	I check it often, and also post/share often
	I check it often, and sometimes also post/share
	I check it often, but don't post/share
Check Occasionally	I check it occasionally, and also post/share occasionally
	I check it occasionally, but don't post/share
Don't check	I don't check it or post/share

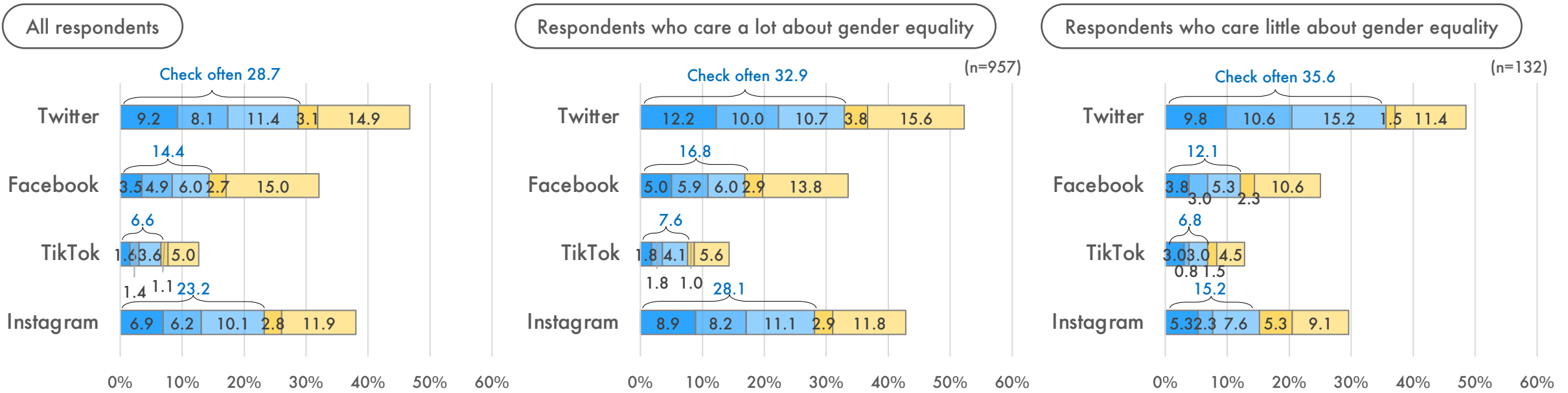
* "Post" does not include one-on-one exchanges via direct messaging, etc.

Q5

For each of the following social networking services (SNS), please select the option that most closely resembles how you typically use that SNS.

Responses regarding the use of SNS revealed that among respondents who care a lot about gender equality*¹ the percentages responding “check it often” were high for all SNS, and particularly high for Twitter and Instagram. Looking at respondents who care little about gender

equality*² on the other hand, while for Twitter the percentage responding “check it often” exceeded that for respondents who care a lot about gender equality, the usage rate for the other 3 SNS was low, with the usage rate for Instagram particularly low.



*1 “Respondents who care a lot about gender equality” refers to those people who responded “agree” for Q3-1 (the statement “Japan should make earnest efforts toward gender equality”).

*2 “Respondents who care little about gender equality” refers to those people who responded “don’t agree” for Q3-1.

- I check it often, and also post/share often
- I check it often, and sometimes also post/share
- I check it often, but don't post/share
- I check it occasionally, and also post/share occasionally
- I check it occasionally, but don't post/share

Q6

How often do you watch/read/listen to the following types of media?

For each type, please select the option that reflects how often you do so.

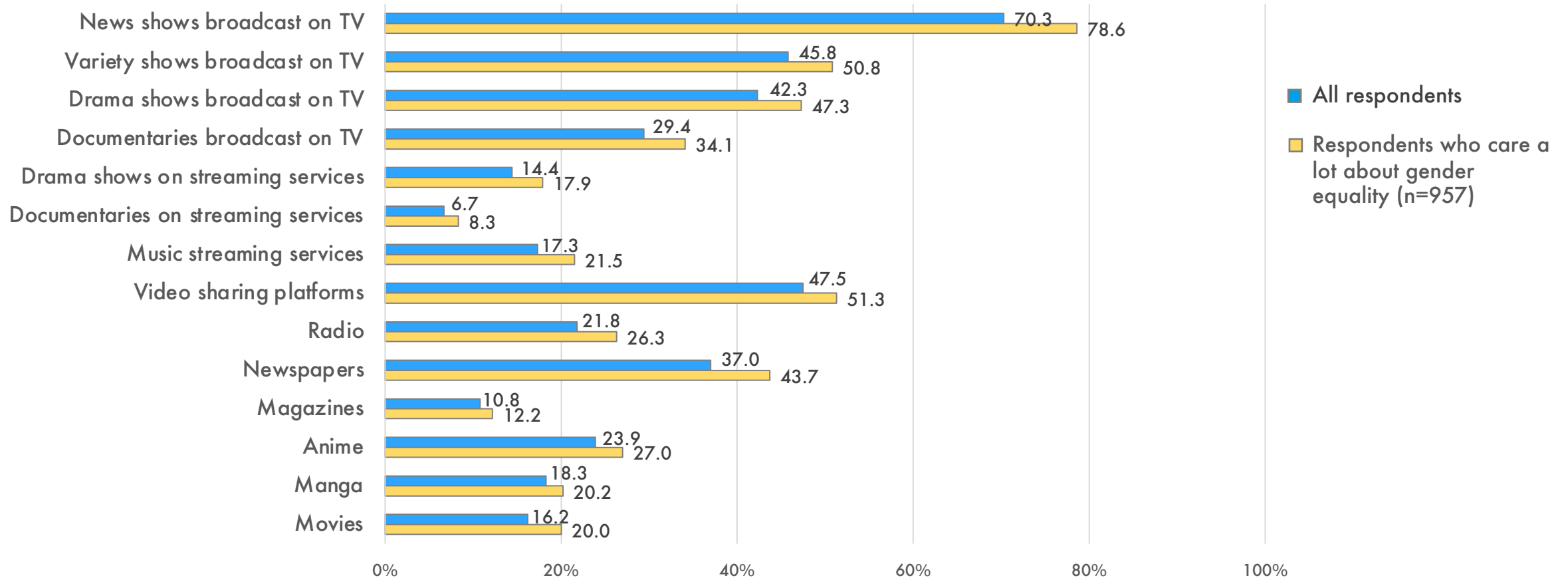
1. News shows broadcast on TV
2. Variety shows broadcast on TV
3. Drama shows broadcast on TV
4. Documentaries broadcast on TV
5. Drama shows on streaming services (Netflix, Hulu, etc.)
6. Documentaries on streaming services (Netflix, Hulu, etc.)
7. Music streaming services (Prime Music, Spotify, Apple Music, LINE MUSIC, etc.)
8. Video sharing platforms (YouTube, Nico Nico Douga, MixChannel, etc.)
9. Radio (including podcasts and other online radio)
10. Newspapers
11. Magazines
12. Anime
13. Manga
14. Movies

Options
Watch/read/listen often (at least once a week)
Occasionally watch/read/listen (between once a month and once a year)
Don't watch/read/listen at all

The percentage of “watch/read/listen often” by the types of media

Among respondents who care a lot about gender equality, there were high percentages of respondents who “watch/read/listen often (at least once a week)” for all types of media. The differences in the responses from this

group and those from respondents as a whole were particularly high for “News shows broadcast on TV” (8.3 percentage points) and “newspapers” (6.7 percentage points).



Q7

Of the UN's 17 Sustainable Development Goals, please name all goals that you believe Japan should make particular effort to fulfill?

Sustainable Development Goals

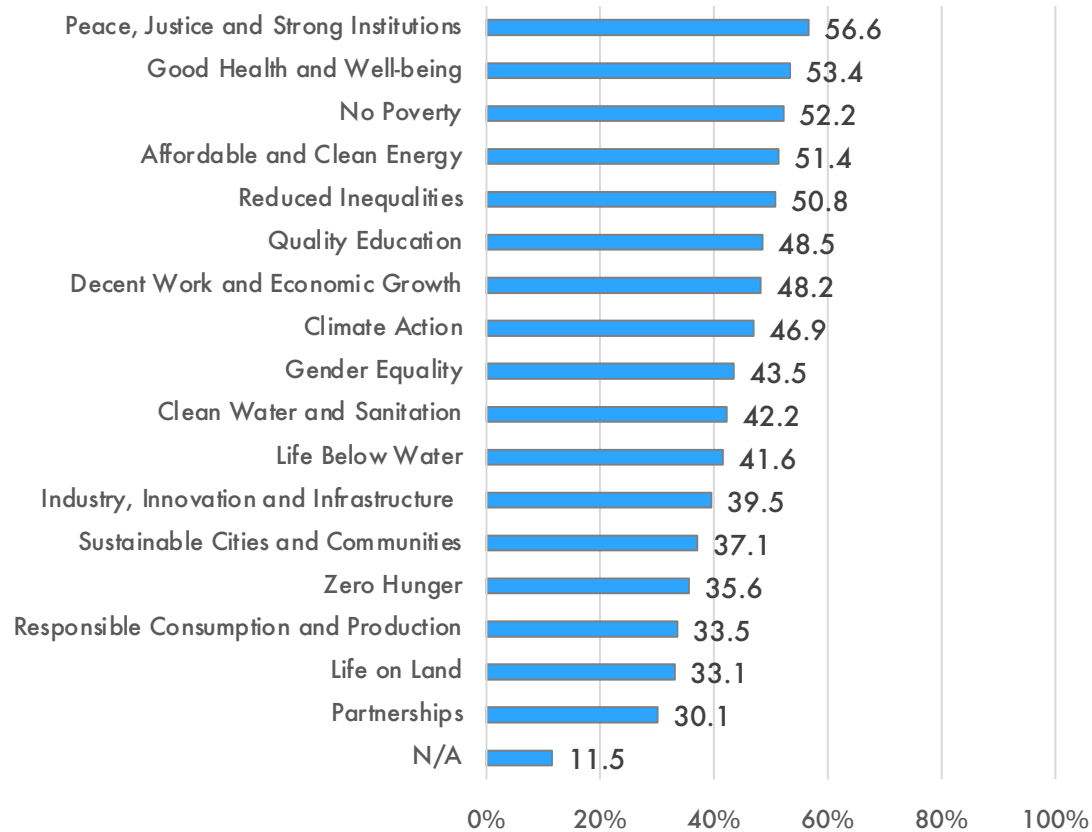
1	No Poverty	10	Reduced Inequalities
2	Zero Hunger	11	Sustainable Cities and Communities
3	Good Health and Well-being	12	Responsible Consumption and Production
4	Quality Education	13	Climate Action
5	Gender Equality	14	Life Below Water
6	Clean Water and Sanitation	15	Life on Land
7	Affordable and Clean Energy	16	Peace, Justice and Strong Institutions
8	Decent Work and Economic Growth	17	Partnerships
9	Industry, Innovation and Infrastructure		

Of the UN's 17 Sustainable Development Goals, please name all goals that you believe Japan should make particular effort to fulfill?

When respondents were asked to list the “Sustainable Development Goals that Japan should make particular effort to fulfill,” for all goals the responses from respondents who care a lot about gender equality*¹ were higher than those from respondents as whole. Moreover, the results also

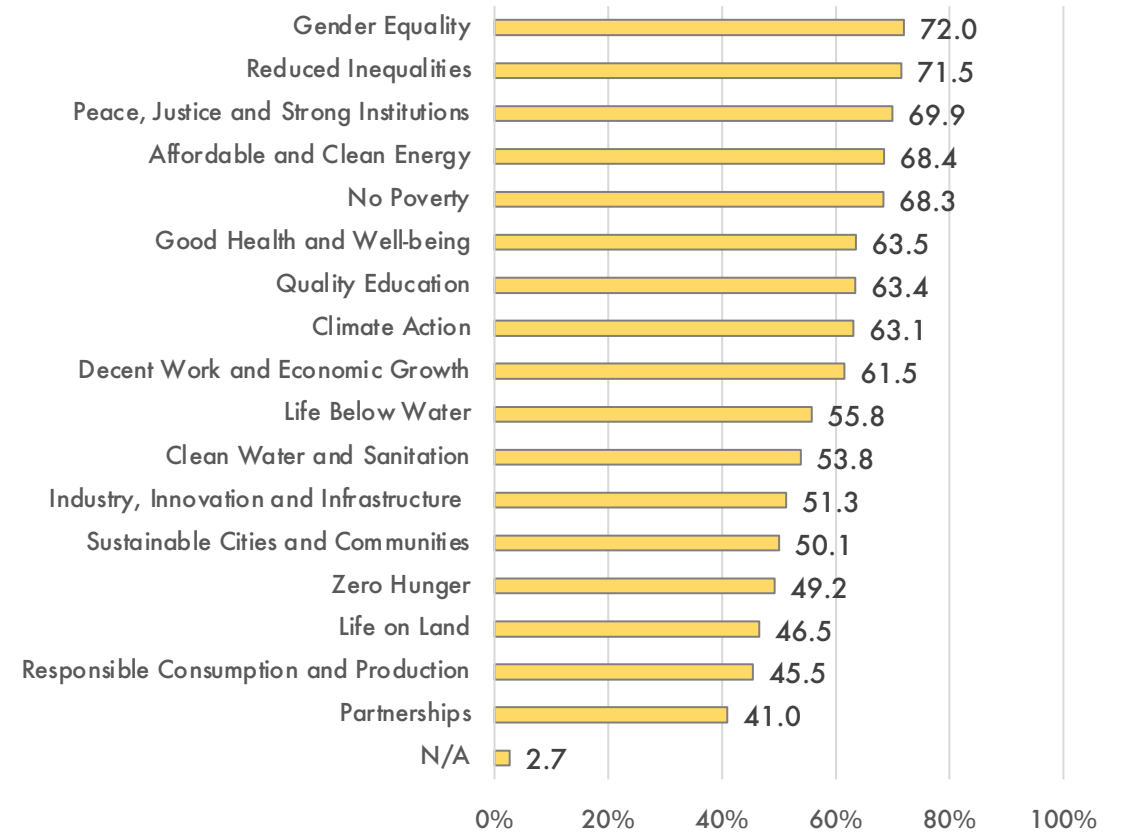
showed that respondents who care a lot about gender equality tend to seek equality, supporting goals such as “gender equality,” “reduced inequalities,” and “peace, justice and strong institutions.”

All respondents



Respondents who care a lot about gender equality

(n=975)



Q8

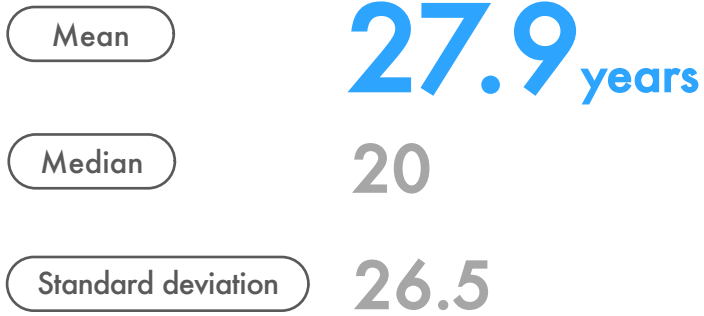
How many years from now do you think it will take to achieve the following items?

Please provide your prediction on the number of years for each item.

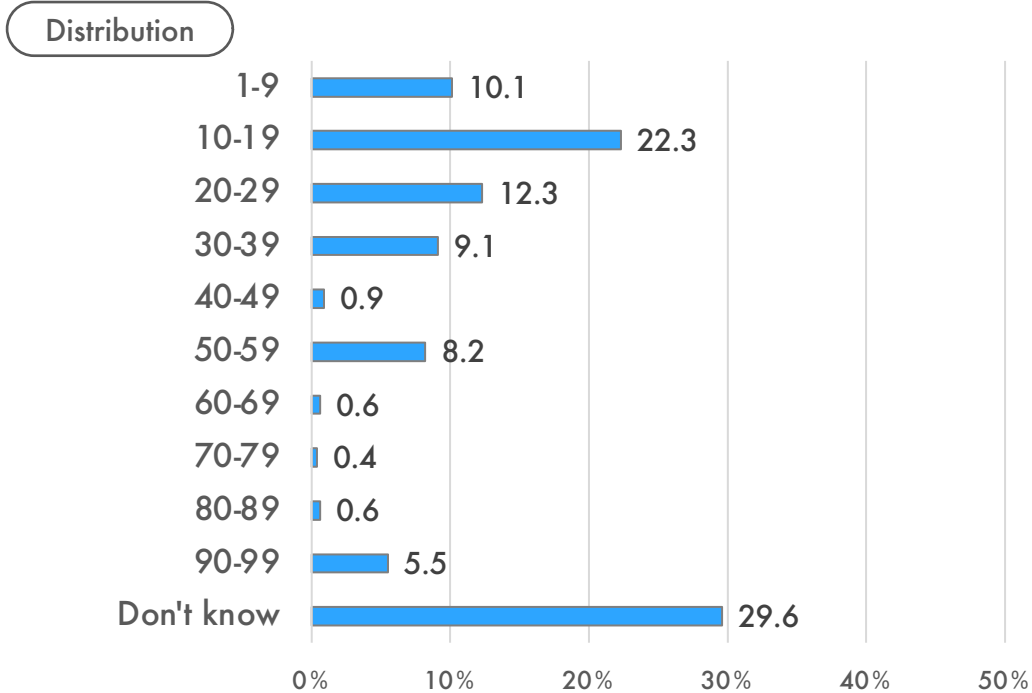
***Please provide answers between 0–99. For “don’t know” write “0.”**

- 1. Japan has its first female prime minister**
- 2. 50% of Diet members are women**
- 3. 30% of companies’ managerial positions are occupied by women**

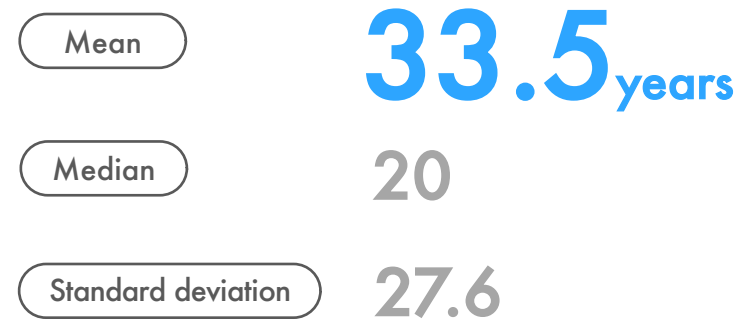
1. Japan has its first female prime minister



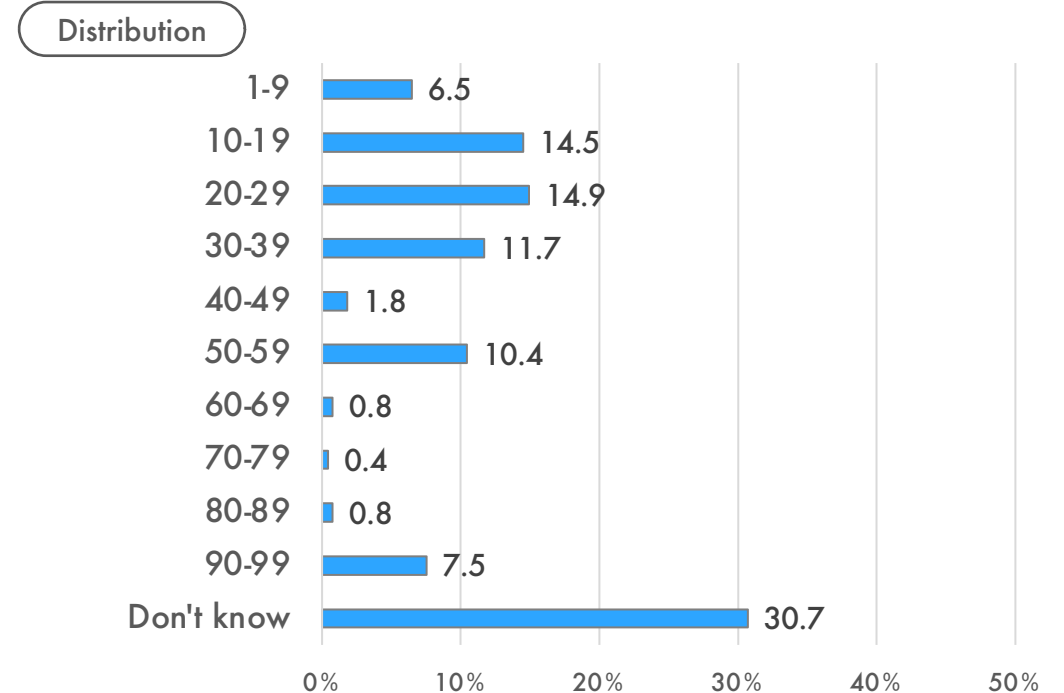
*Calculated after "don't know" responses were excluded.



2. 50% of Diet members are women



*Calculated after "don't know" responses were excluded.



3. 30% of companies' managerial positions are occupied by women

Mean

24.7 years

Median

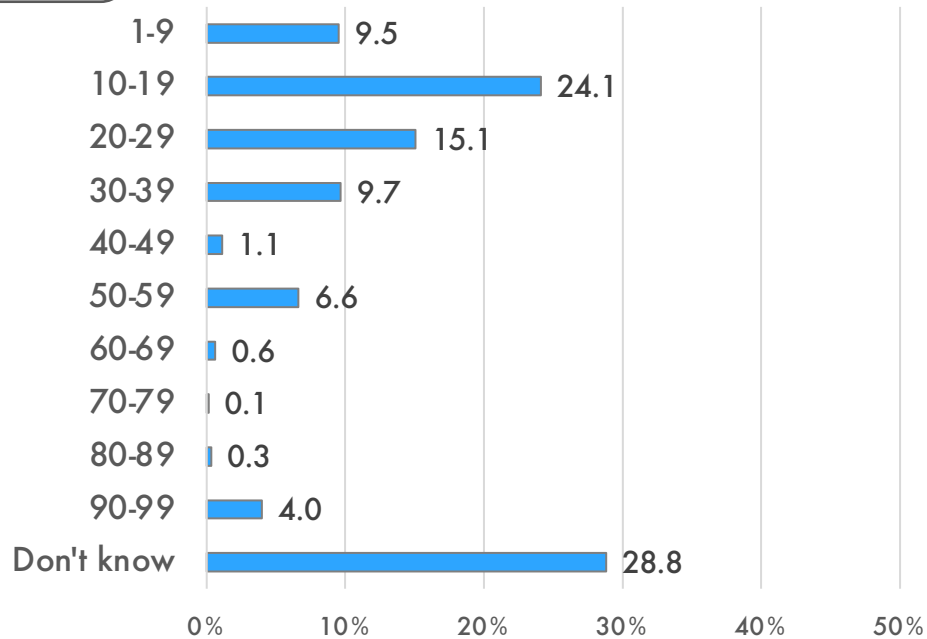
20

Standard deviation

23.0

Distribution

*Calculated after "don't know" responses were excluded.



Methodology

Dentsu Institute Compass Vol. 6: Gender Attitudes Survey

Survey date February 5, 2021

Survey area Japan (countrywide)

Subjects Men and women aged 18–79 years

*Excluding high school students

*Excluded industries: Publishing, printing and related services,
broadcasting, research and advertising

Survey method Online questionnaire

Sample size 3,000

Conducted by Dentsu Macromill Insight, Inc.

Sample allocation

	18-29	30-39	40-49	50-59	60-69	70-79	Total
Men	235	246	289	240	275	198	1,483
Women	226	240	284	241	289	237	1,517

*In order to accurately reflect Japan's population composition ratios, the 2015 Population Census of Japan—which, albeit, is a census that divides gender into just two categories, men and women—was drawn on in order to gather responses according to population composition ratios for gender by age group (in 10-year brackets).