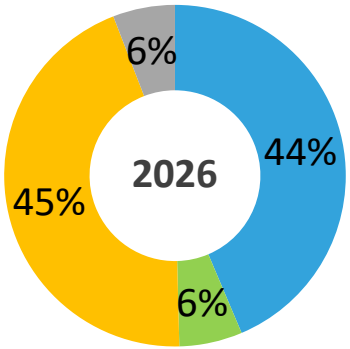
September 18th - International Equal Pay Day

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **total** population

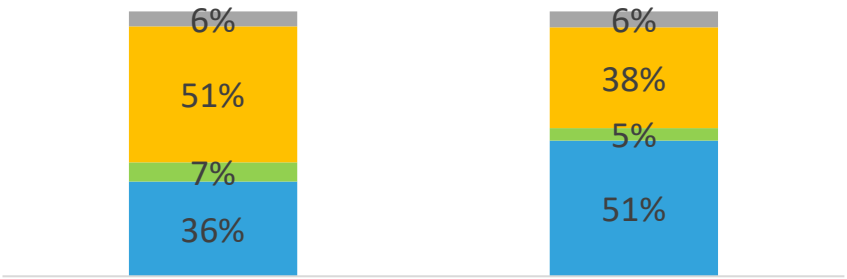
Global Average

2019* | 50% 5% 39% 6%



- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response

By gender 2026



Male

2019* | 46% 5% 43% 6%

Female

2019* | 54% 4% 35% 7%

Male who work

Female who work

Source: WIN 2026. No data in Georgia and Latvia
Total base: 43.000 cases.
Male who work: 15035 cases.
Female who work: 12406 cases.

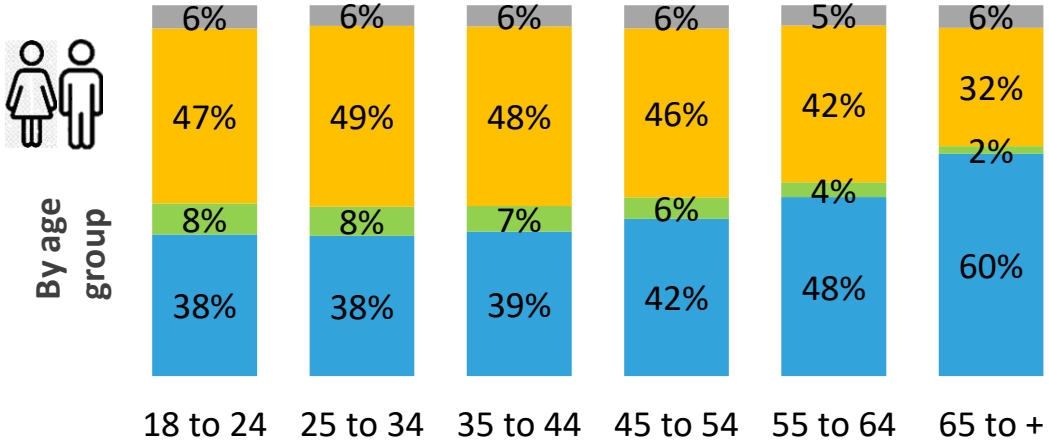
* Note: in 2019 the wording of the question was: *"In comparison to the men in your household, would you say that a woman's salary is higher, lower or equal to theirs? (Women earn the same as the men/ Women earn more than the men / Women earn less than the men / Do not know)"*

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **total** population



Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

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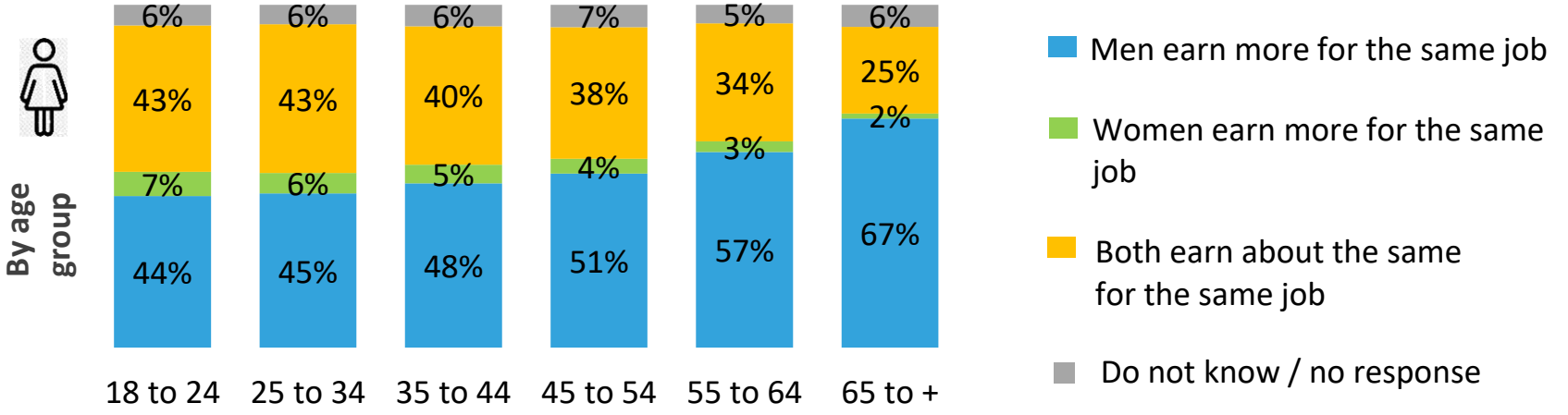
In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **female** population



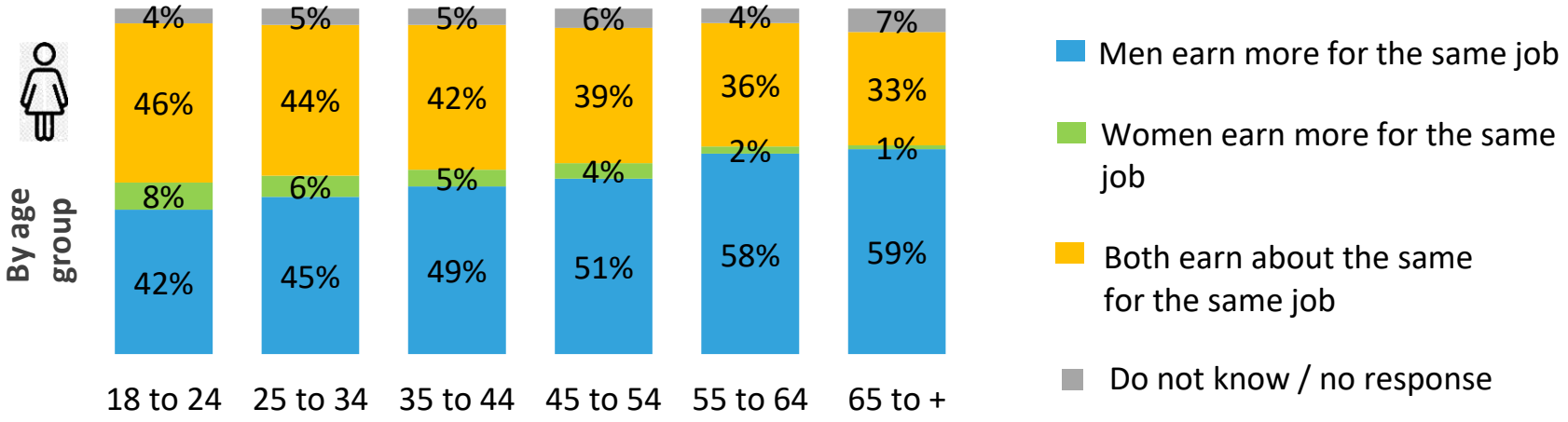
Source: WIN 2026. Female base: 21798. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **female who work**



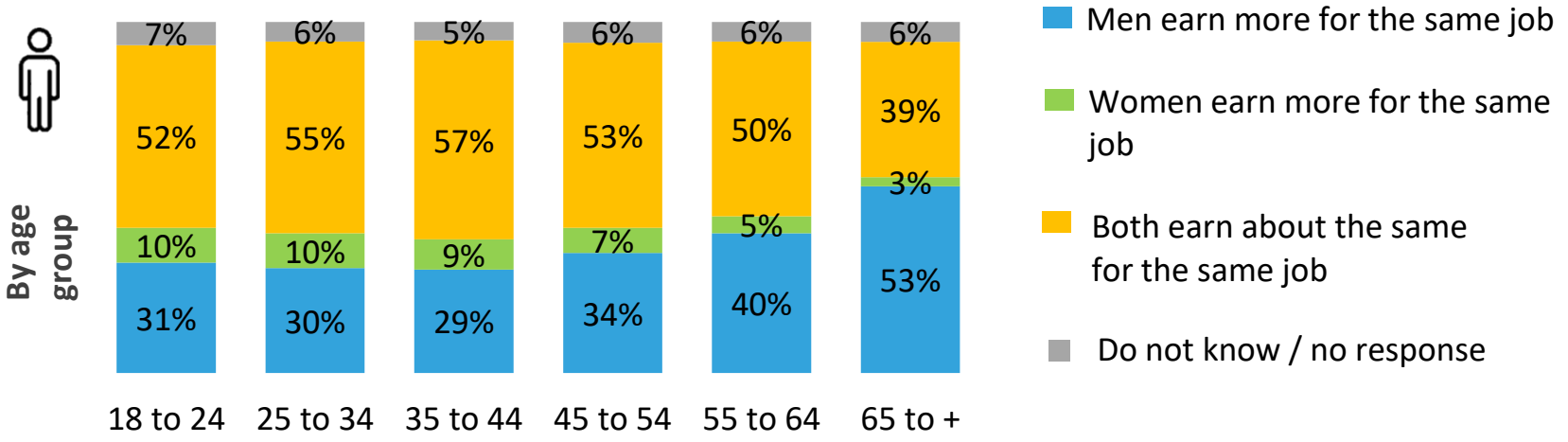
Source: WIN 2026. Female who work base: 12406. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **male** population



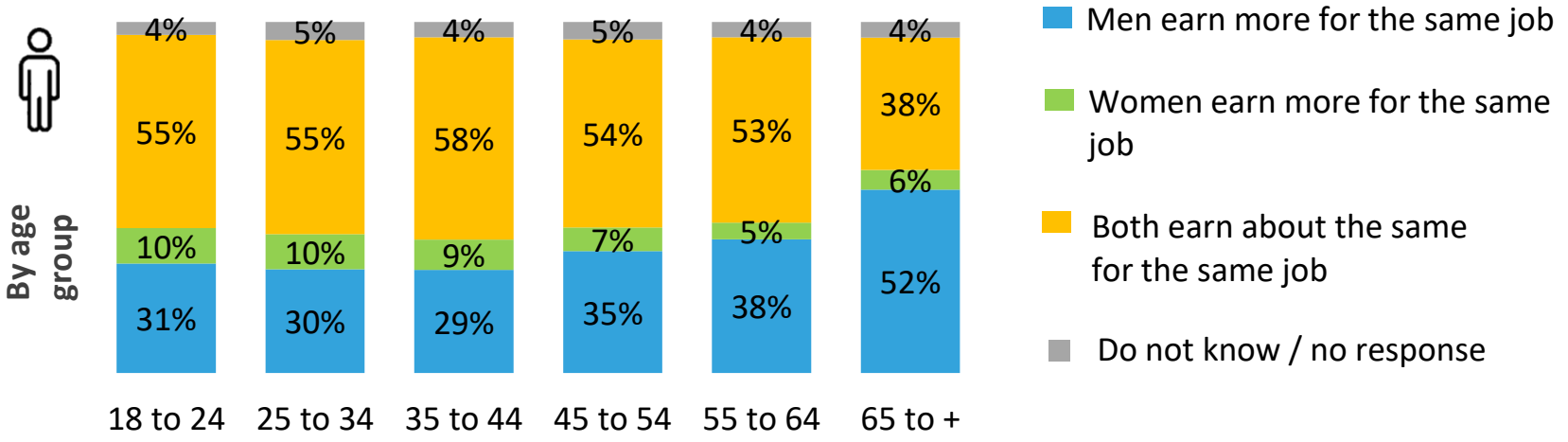
Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **male who work**



Source: WIN 2026. Male who work base: 15035. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

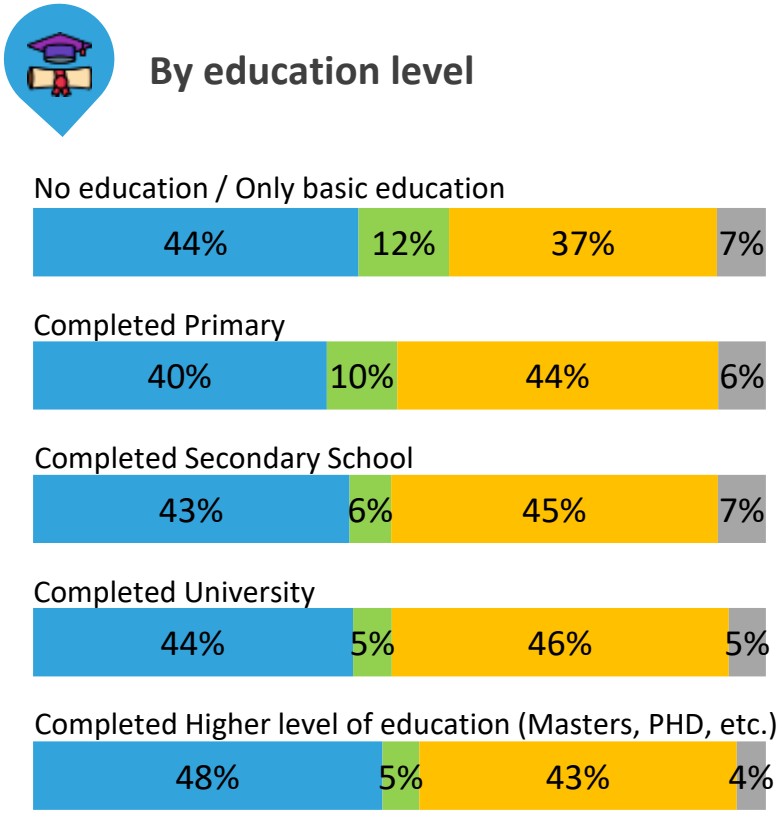
16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

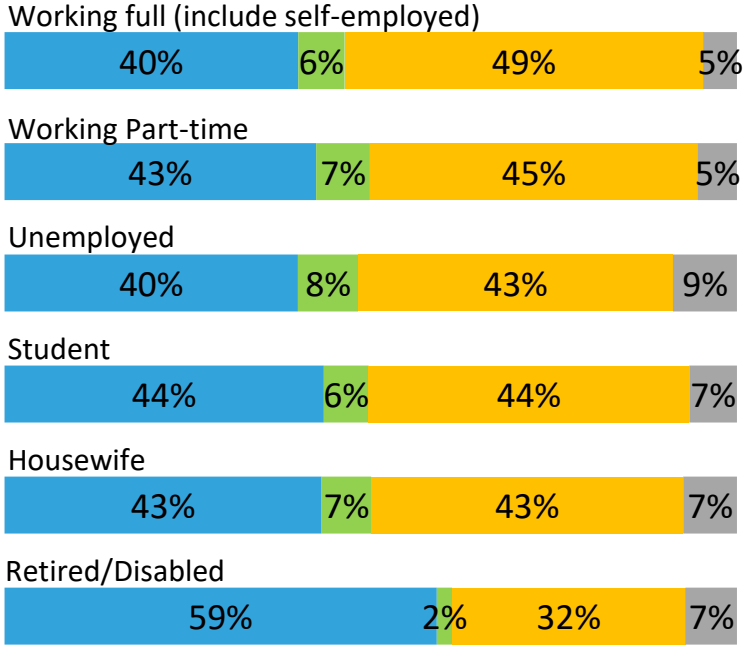
% within **total** population

- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response

By education level



By employment



Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **female** population

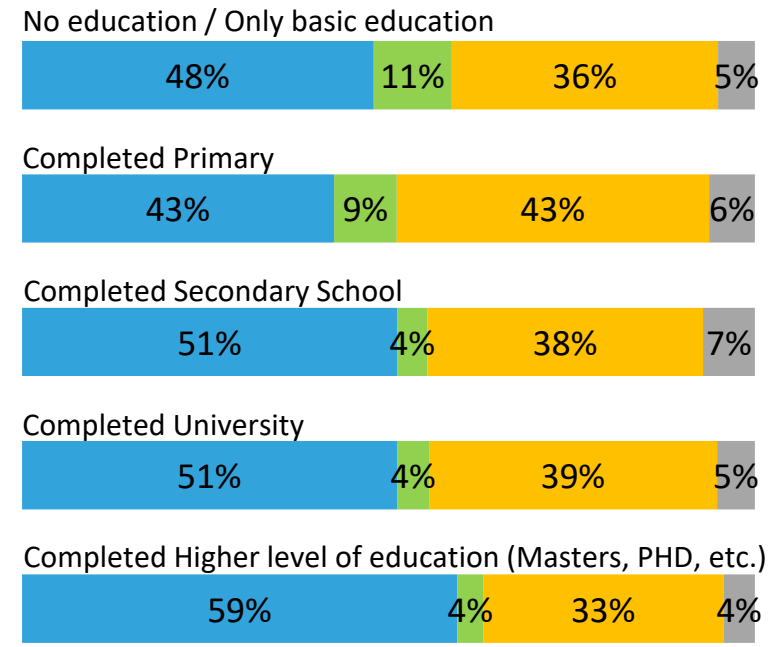
Men earn more for the same job

Women earn more for the same job

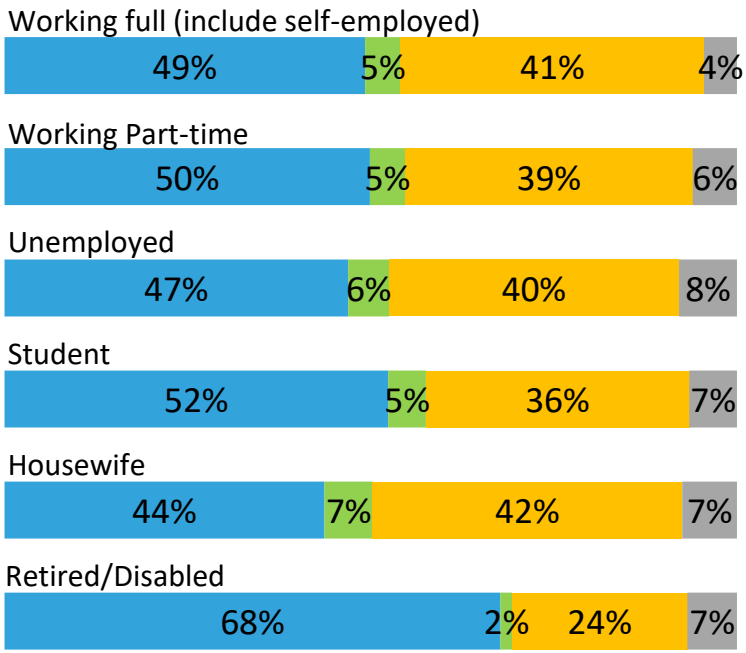
Both earn about the same for the same job

Do not know / no response

By education level



By employment



Source: WIN 2026. Female base: 21798. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

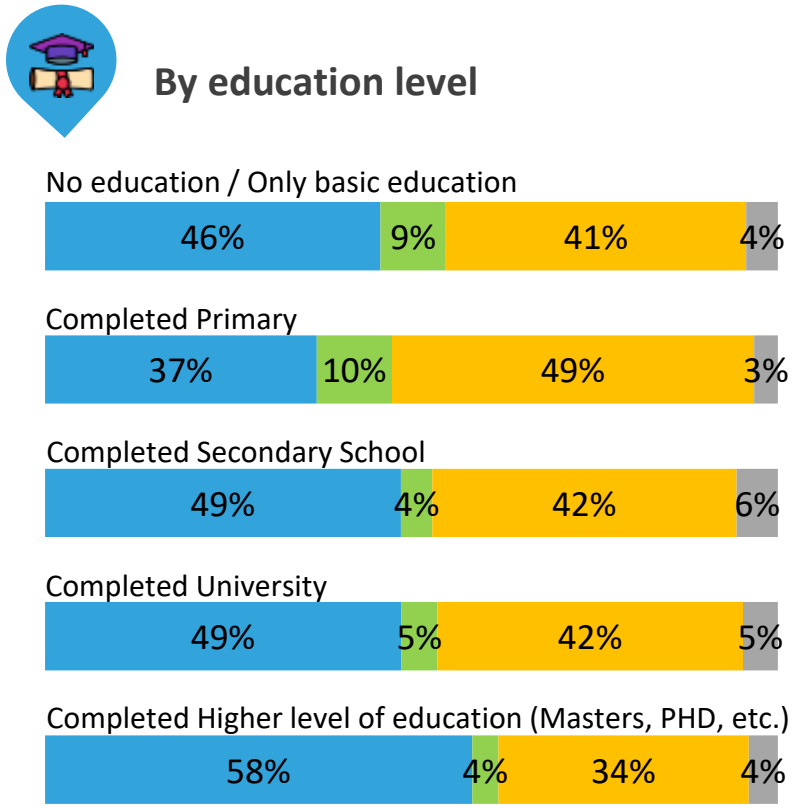
16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

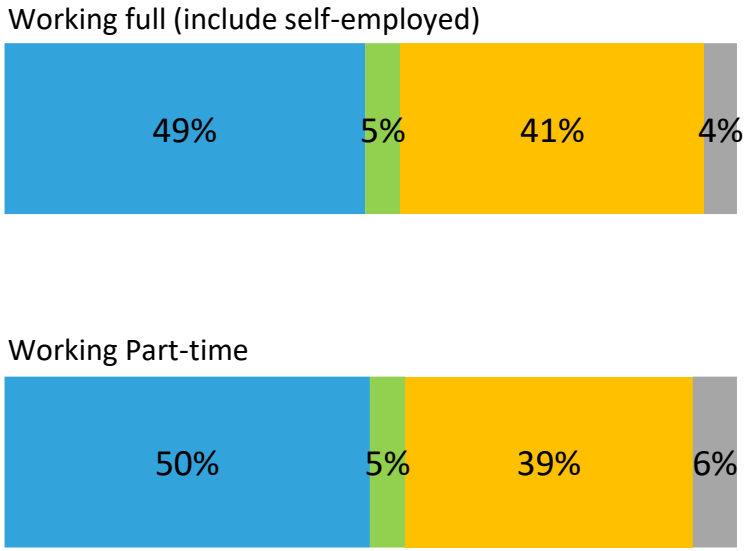
% within **female who work**

- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response

By education level



By employment



Source: WIN 2026. Female who work base: 12406. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

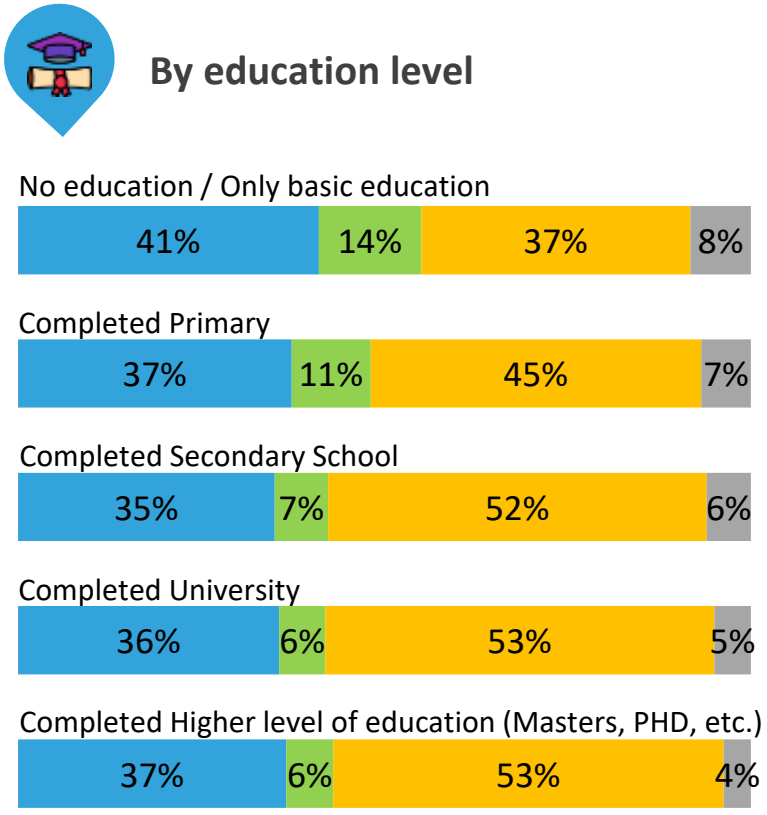
16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

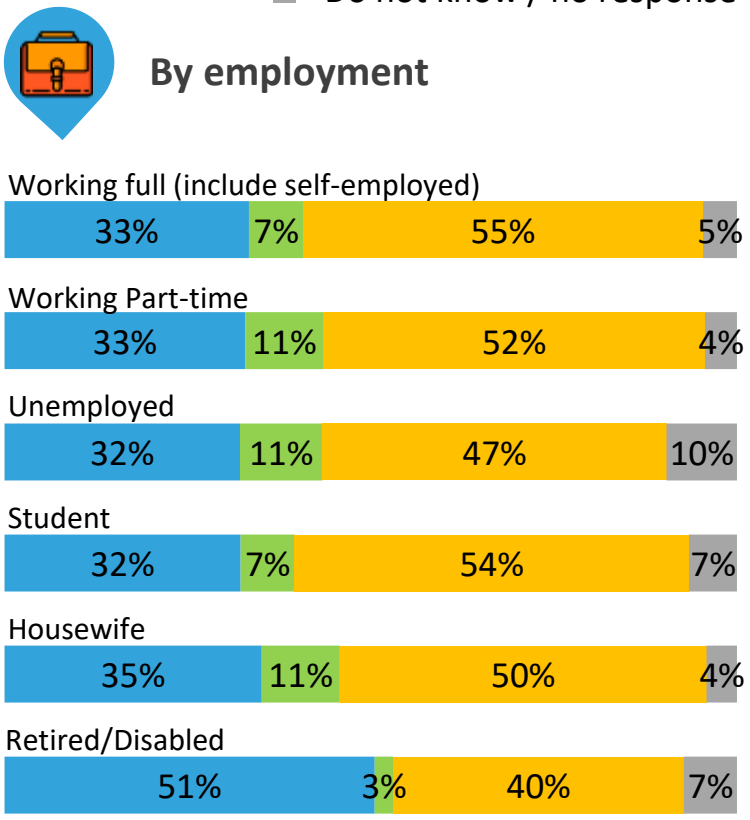
% within **male** population

- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response

By education level



By employment



Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

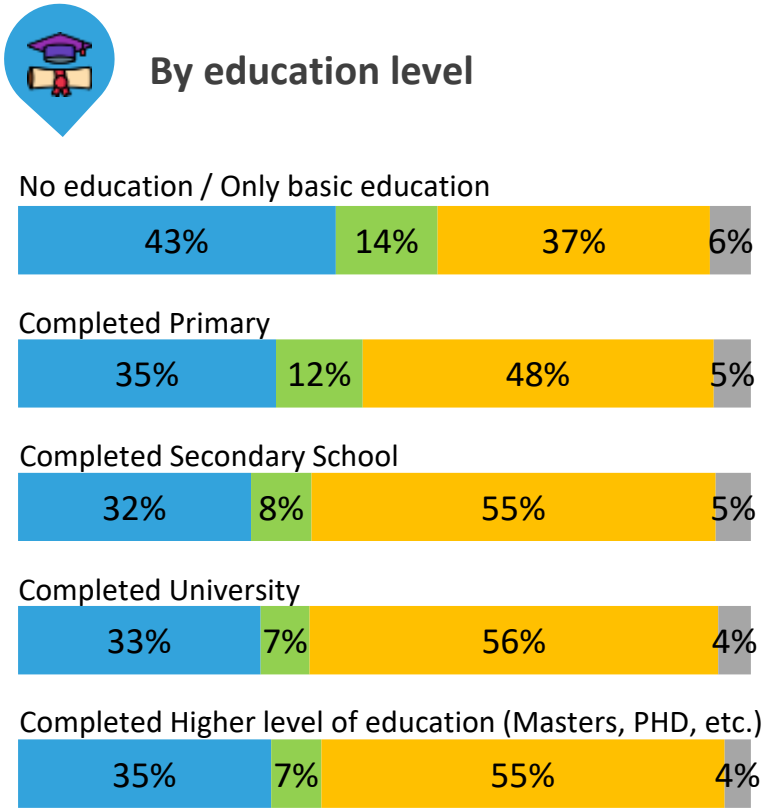
16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

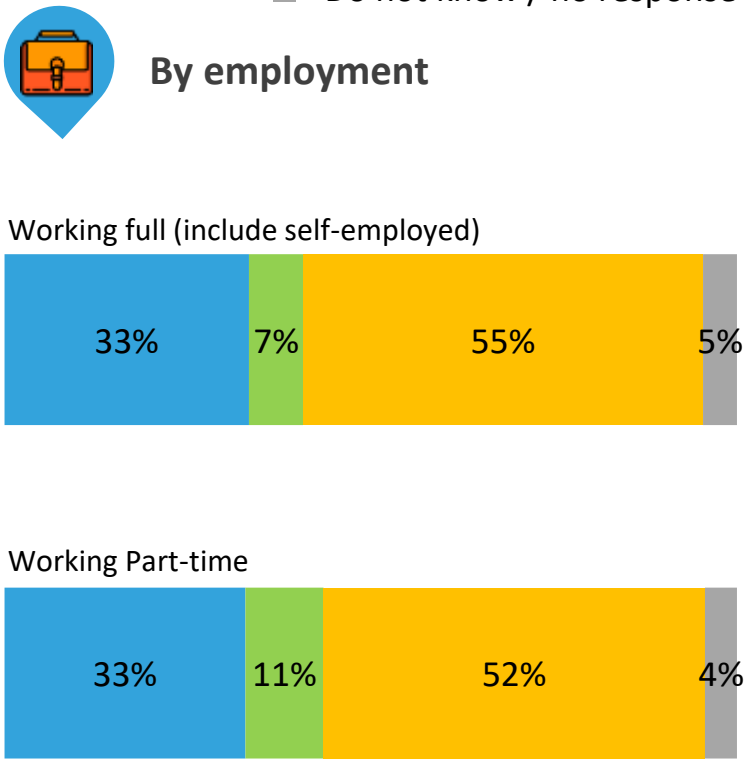
% within **male who work**

- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response

By education level



By employment



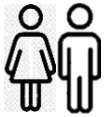
Source: WIN 2026. Male who work base: 15035. No data in Georgia and Latvia

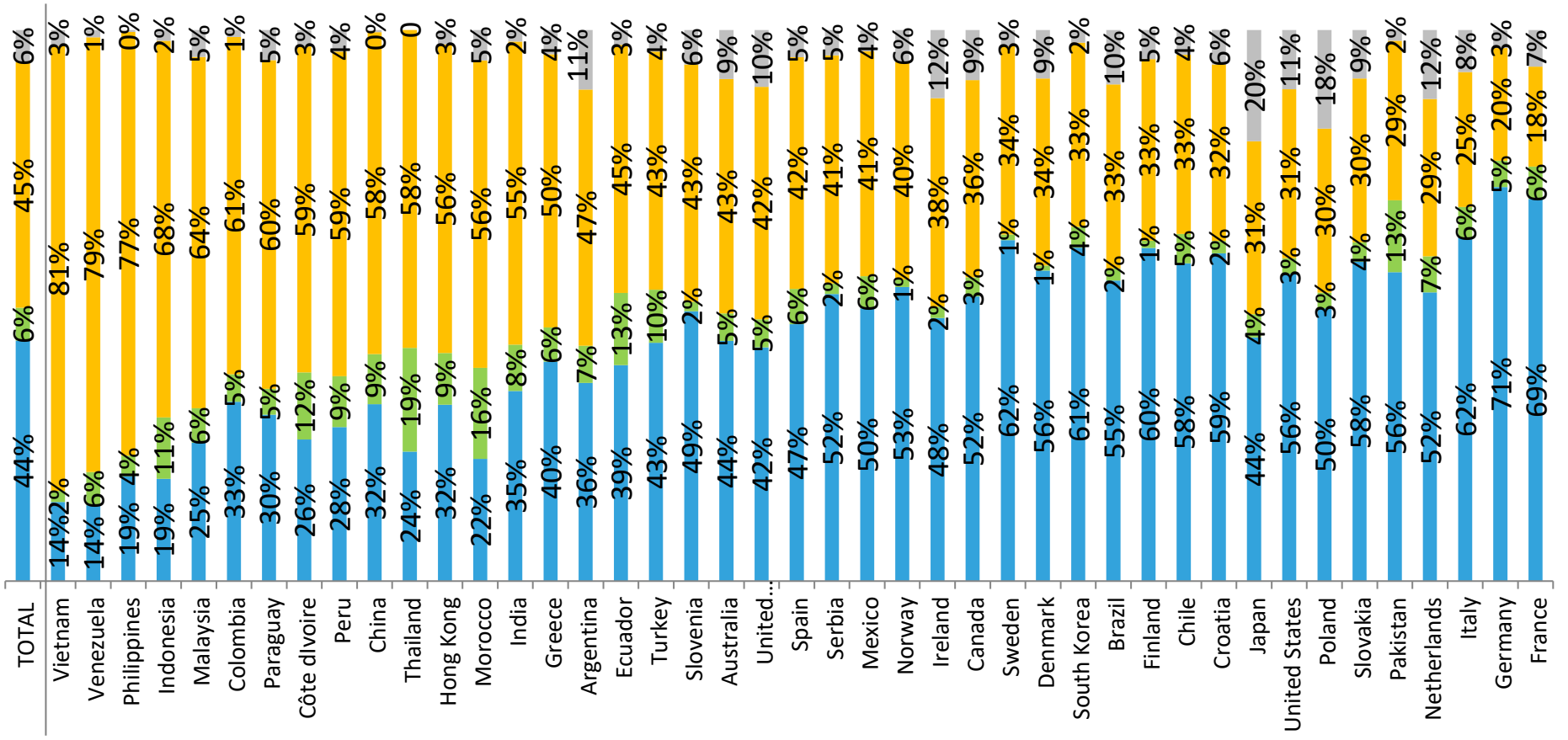
Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **total** population





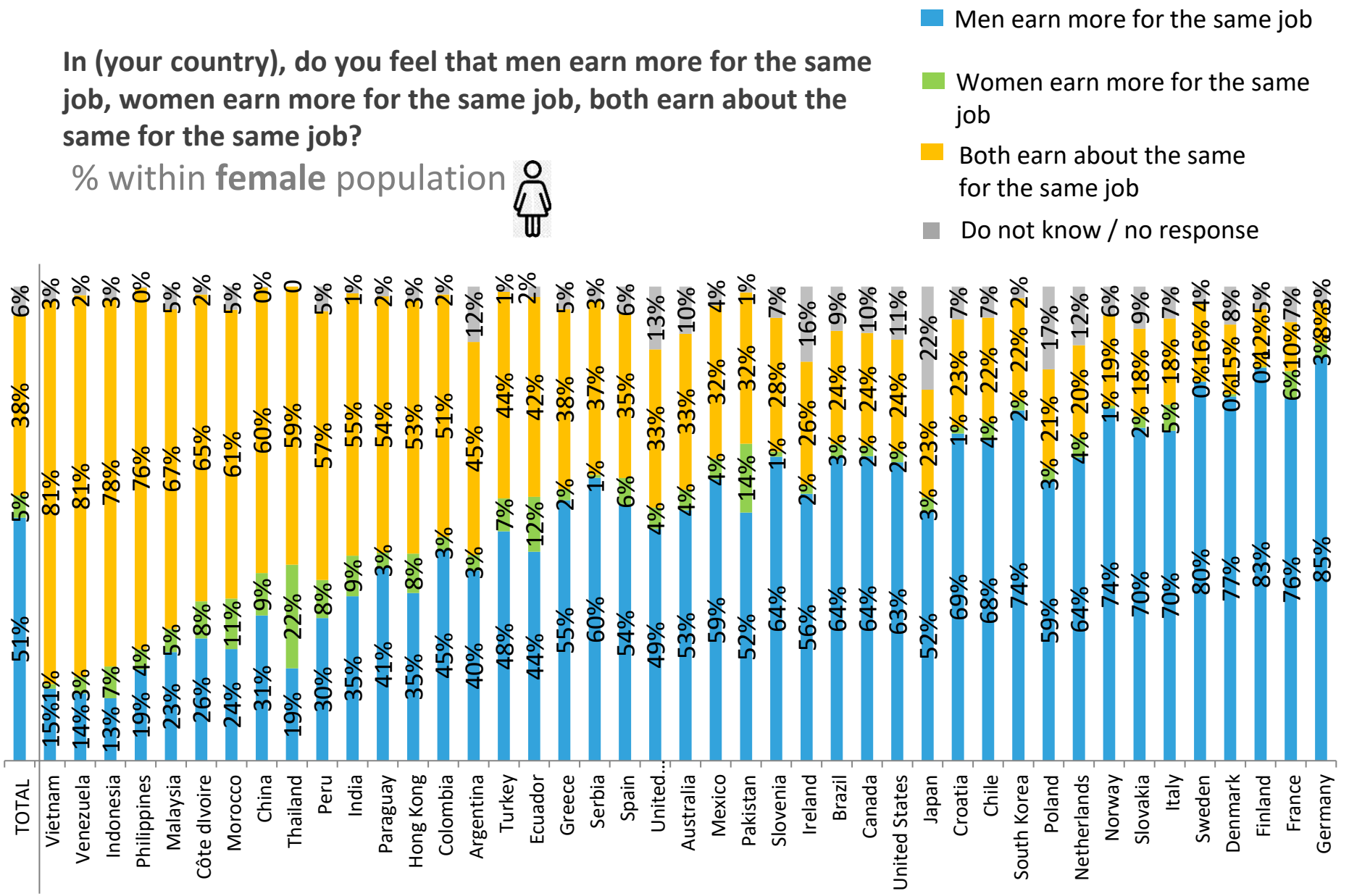
Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **female** population



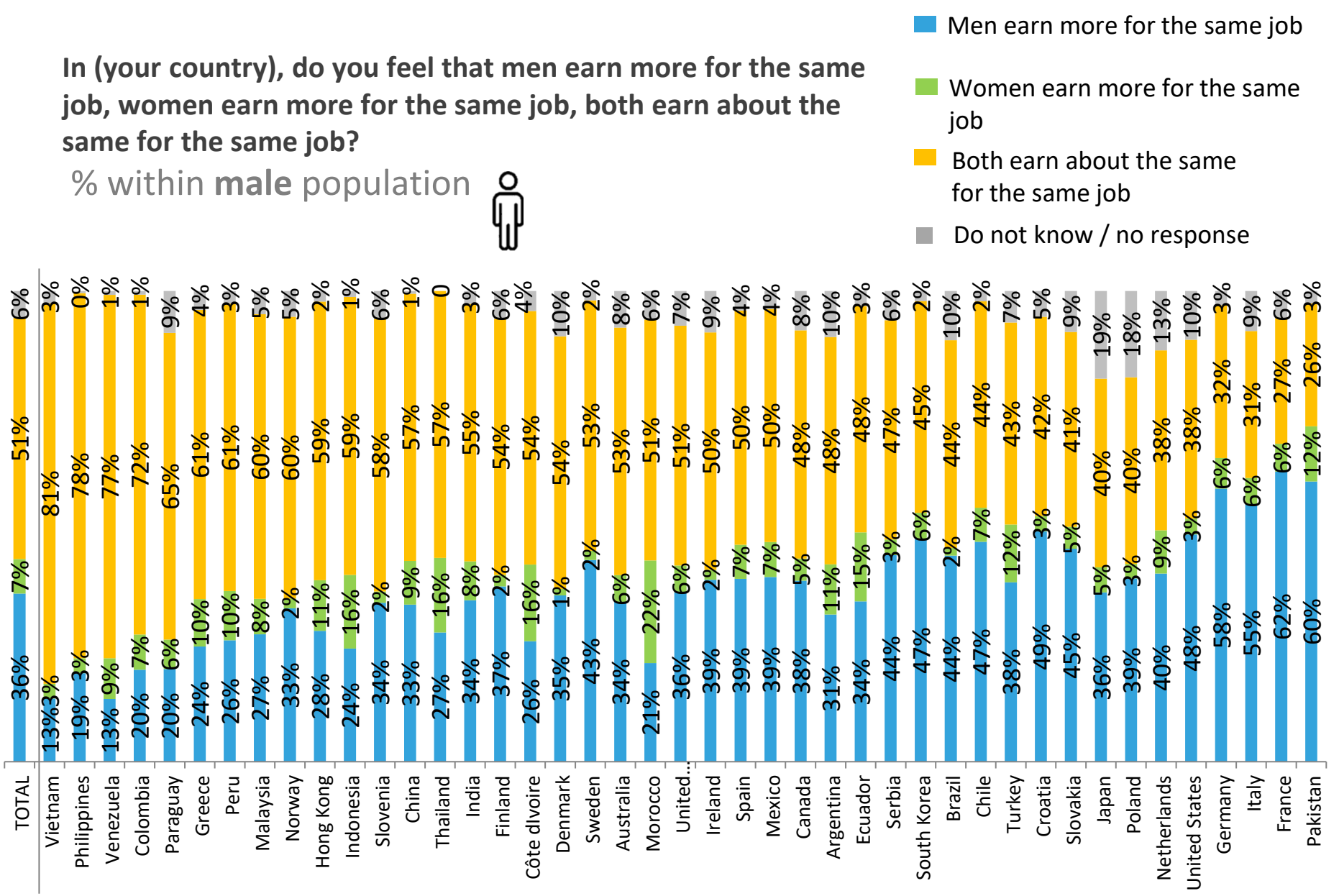
Source: WIN 2026. Female base: 21798. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **male** population



Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

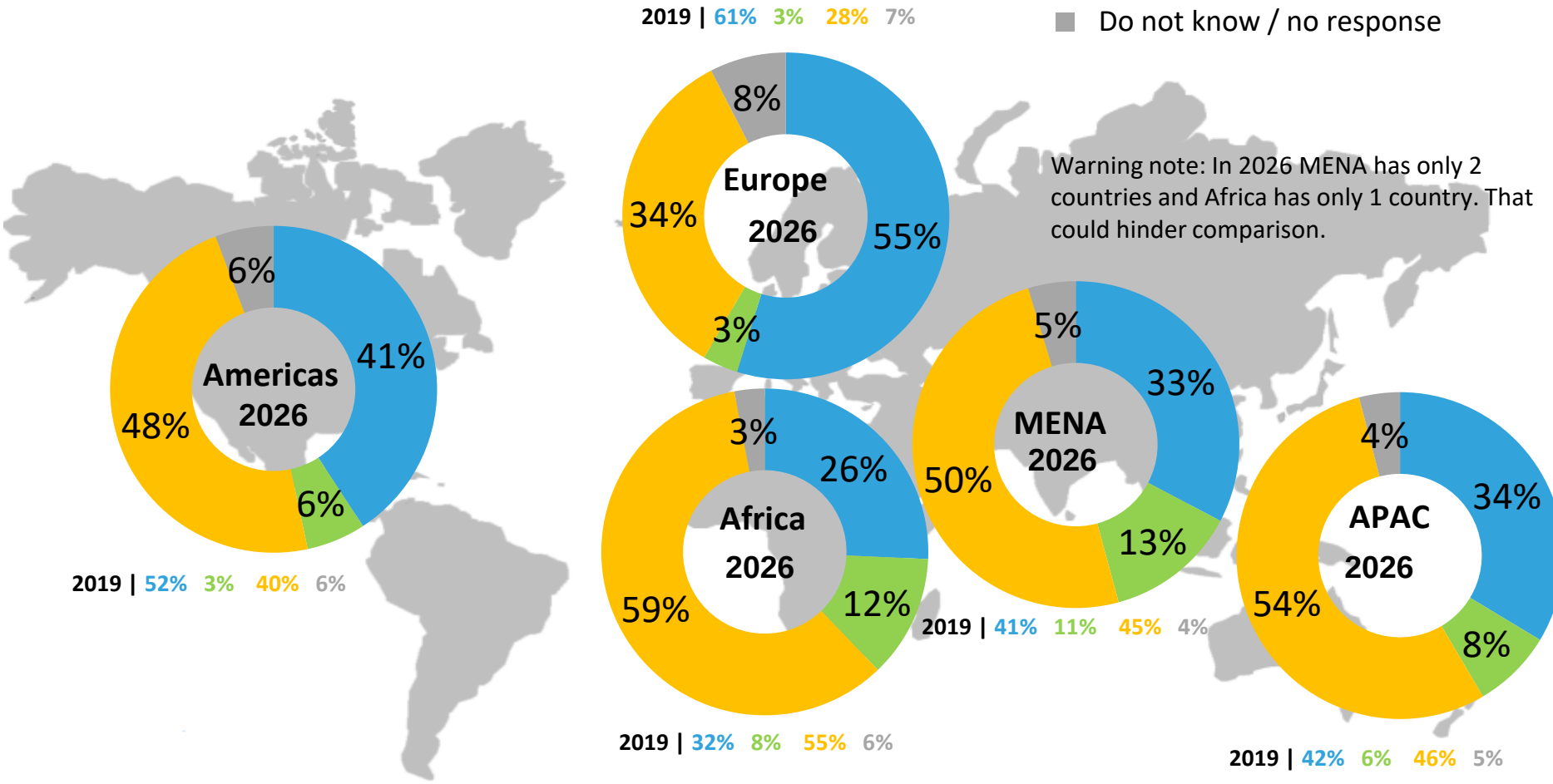
Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **total** population

- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response



Warning note: In 2026 MENA has only 2 countries and Africa has only 1 country. That could hinder comparison.

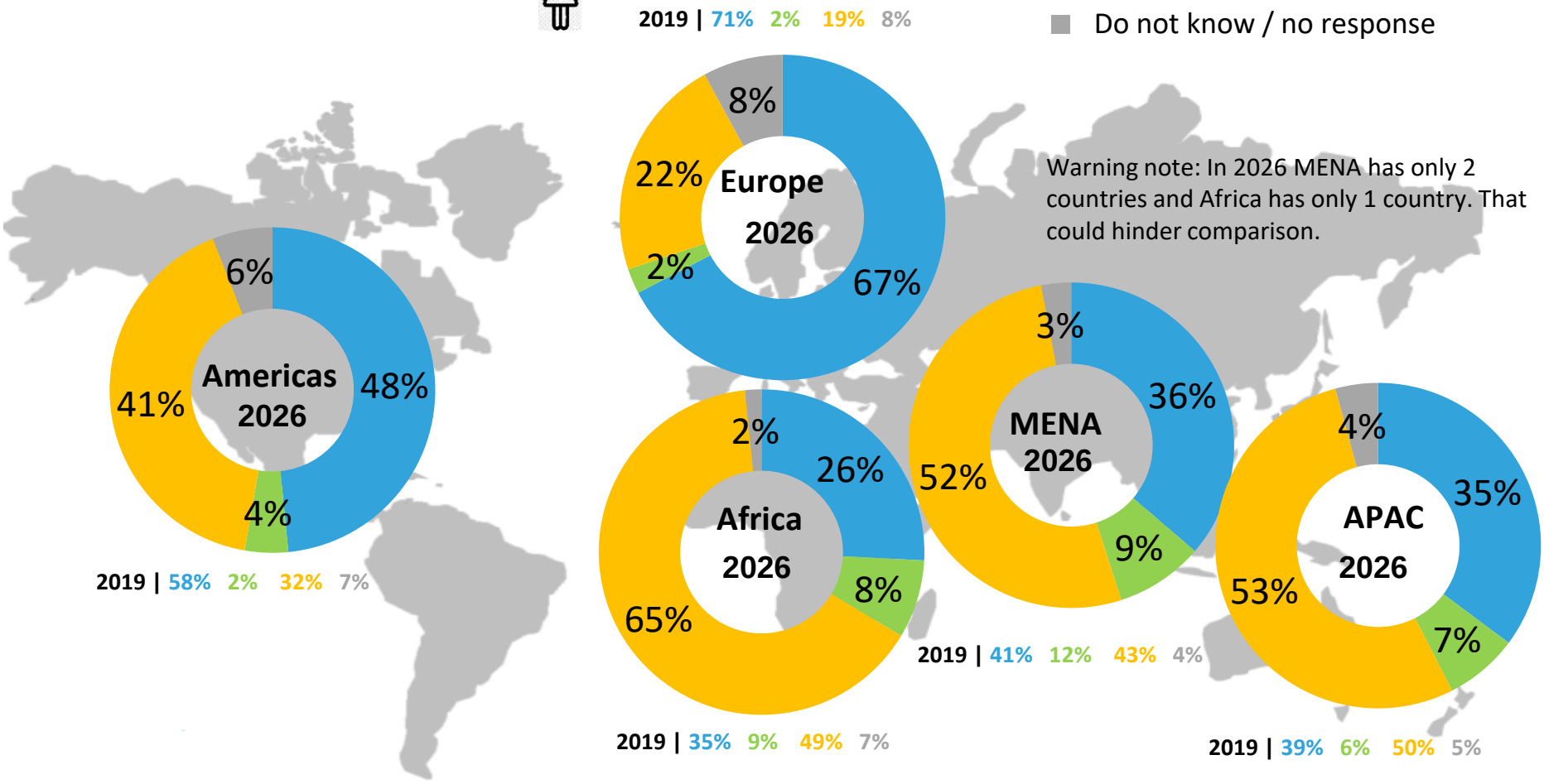
Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **female** population

- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response



Source: WIN 2026. Female base: 21798. No data in Georgia and Latvia

WiN Worldwide Independent Network Of Market Research

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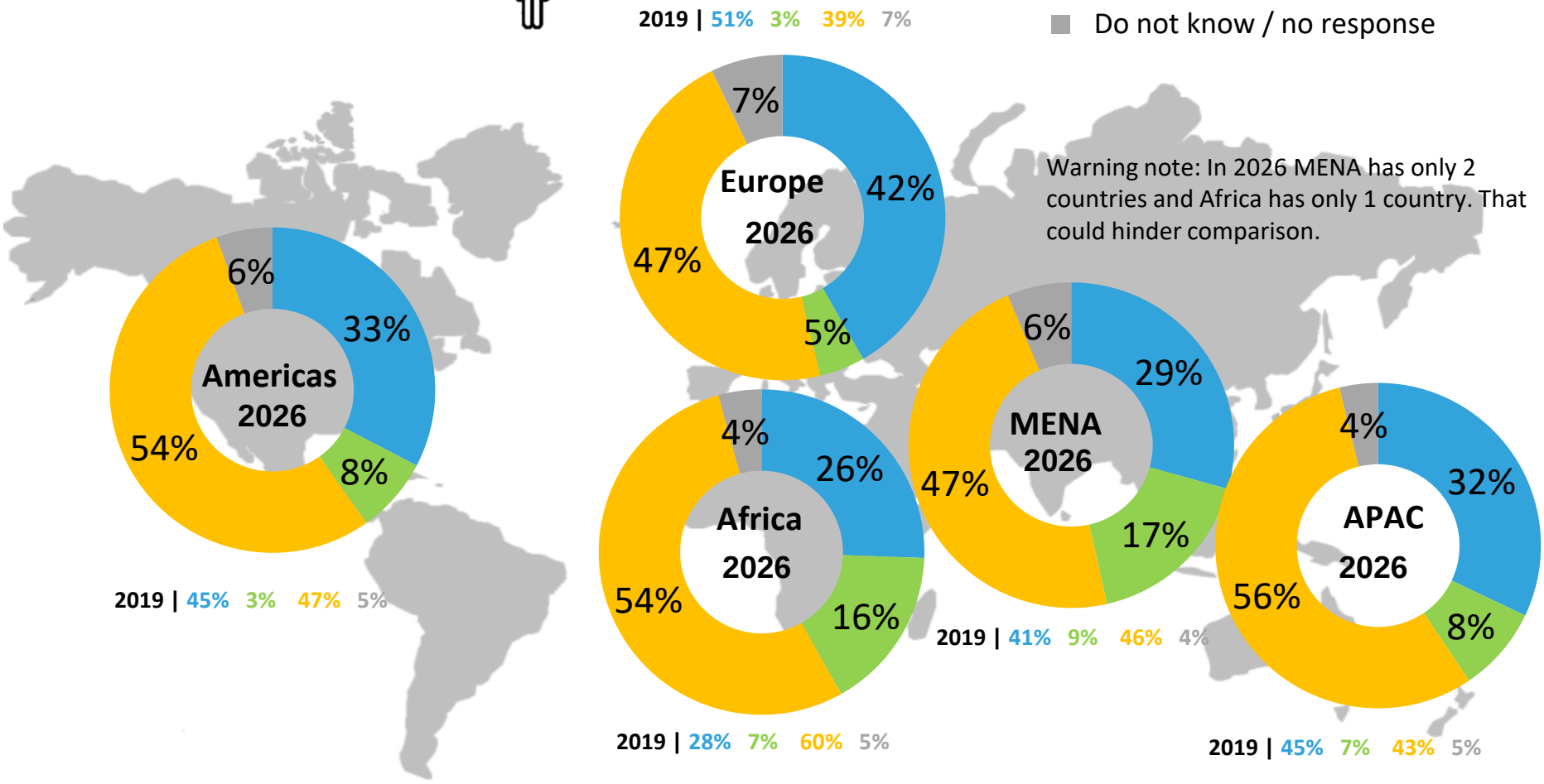
In (your country), do you feel that men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

% within **male** population

- Men earn more for the same job
- Women earn more for the same job
- Both earn about the same for the same job
- Do not know / no response



Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

Relation between perceived pay equality between women and men for the same job and perception of gender equality in different areas

% within **female** population

	TOTAL	Q1_01. Gender equality: At work			Q1_02. Gender equality: In politics			Q1_03. Gender equality: At home		
		Definitely achieved + to some extent achieved	Not really achieved + not at all achieved	Do not know	Definitely achieved + to some extent achieved	Not really achieved + not at all achieved	Do not know	Definitely achieved + to some extent achieved	Not really achieved + not at all achieved	Do not know
Men earn more for the same job	**51%**	42%	70%	42%	45%	63%	35%	48%	61%	41%
Women earn more for the same job	**5%**	5%	4%	3%	5%	5%	4%	5%	5%	3%
Both earn about the same for the same job	**38%**	48%	21%	27%	46%	28%	34%	43%	29%	26%
Do not know / no response	**6%**	5%	5%	28%	5%	5%	27%	5%	5%	30%

Source: WIN 2026. Female base: 21798 cases.

WIN Worldwide Independent Network Of Market Research

Q1. Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

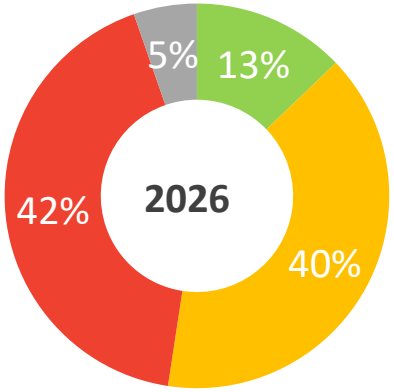
Job opportunities and career

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **total** population

Global Average

2023|	13%	39%	43%	4%
2022|	13%	39%	43%	5%
2021|	14%	37%	45%	4%



- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response

Source: WIN 2026. No data in Georgia and Latvia
Total base: 43.000 cases.

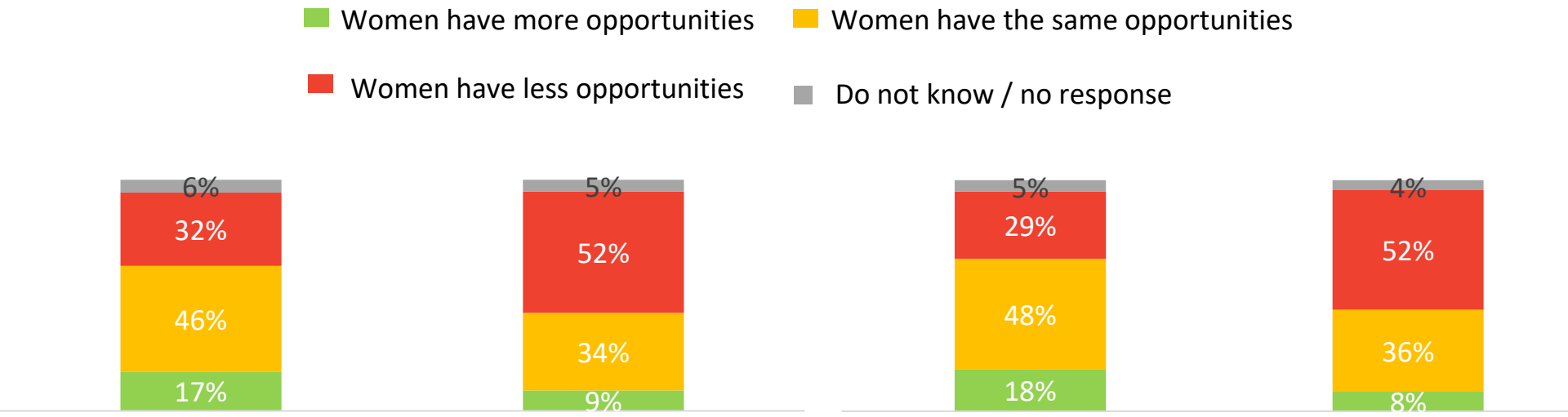
Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **male and female** population

By gender 2026



2023|	17%	45%	34%	4%
2022|	16%	45%	34%	5%
2021|	17%	42%	37%	4%

2023|	9%	33%	54%	4%
2022|	9%	33%	52%	6%
2021|	10%	32%	54%	4%

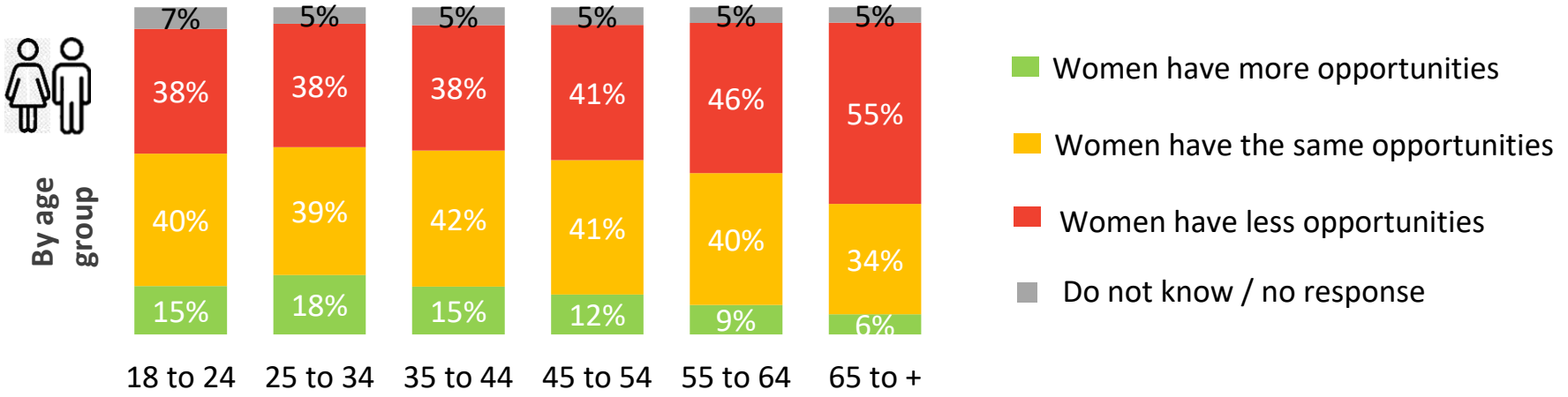
Male base: 21191 cases
Female base: 21798 cases
Male who work: 15035 cases
Female who work: 12406 cases

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **total** population



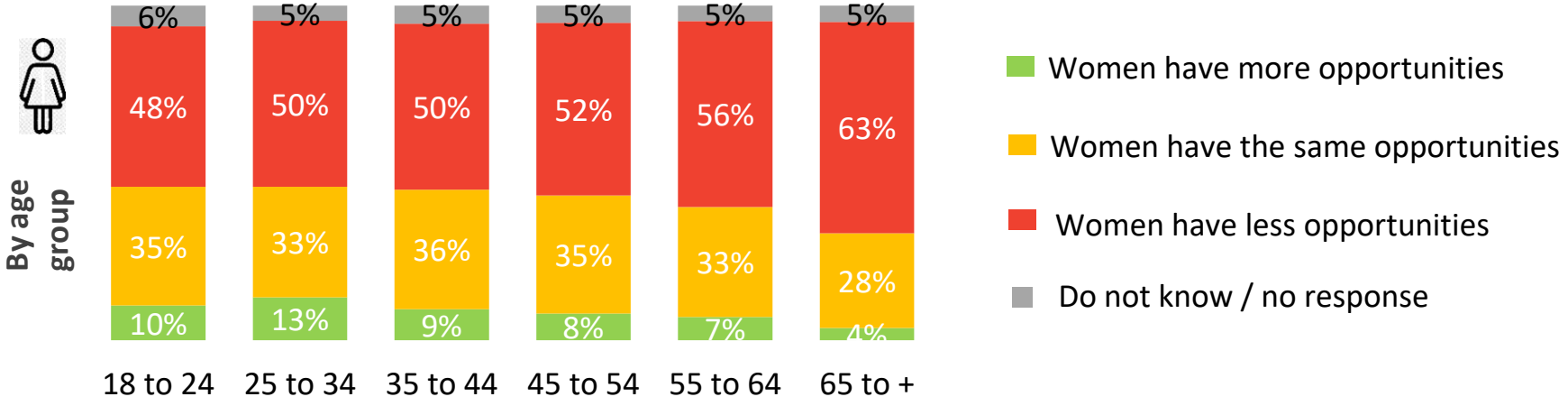
Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **female** population



Source: WIN 2026. Female base: 21798. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

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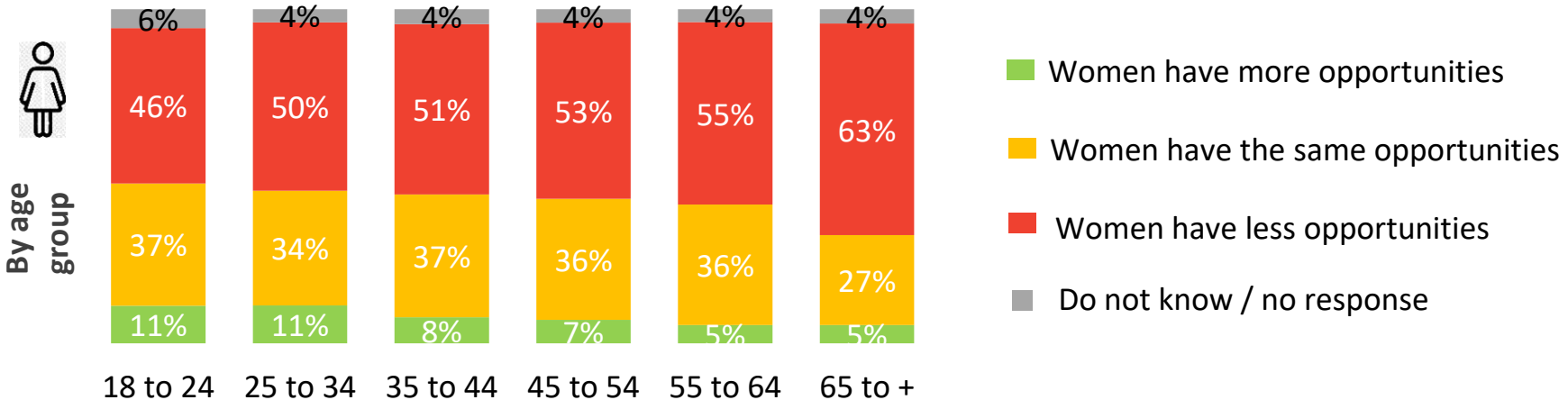
% within **female who work**



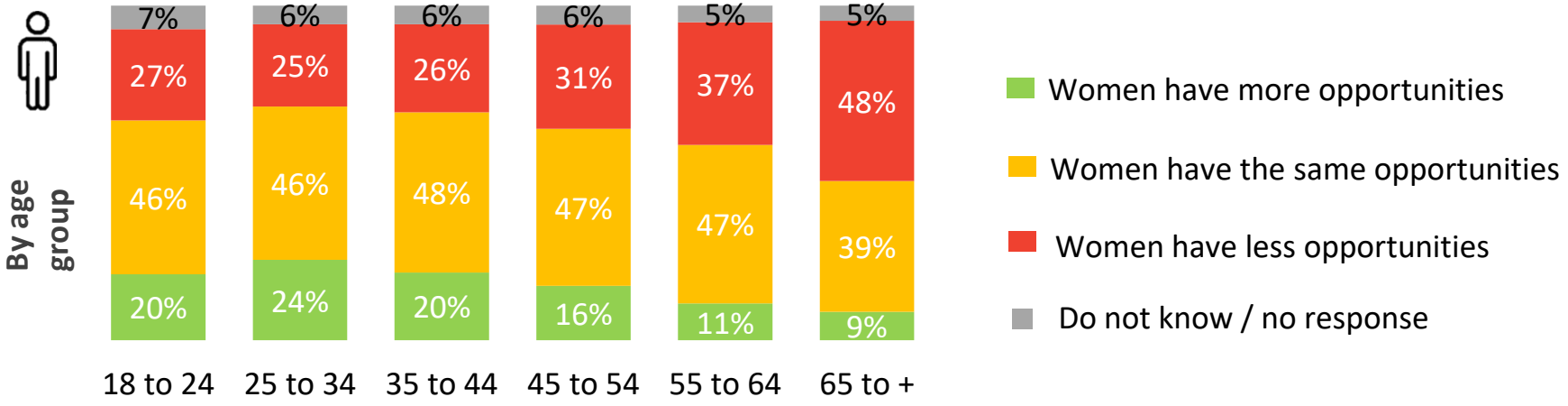
Source: WIN 2026. Female who work base: 12406. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **male** population



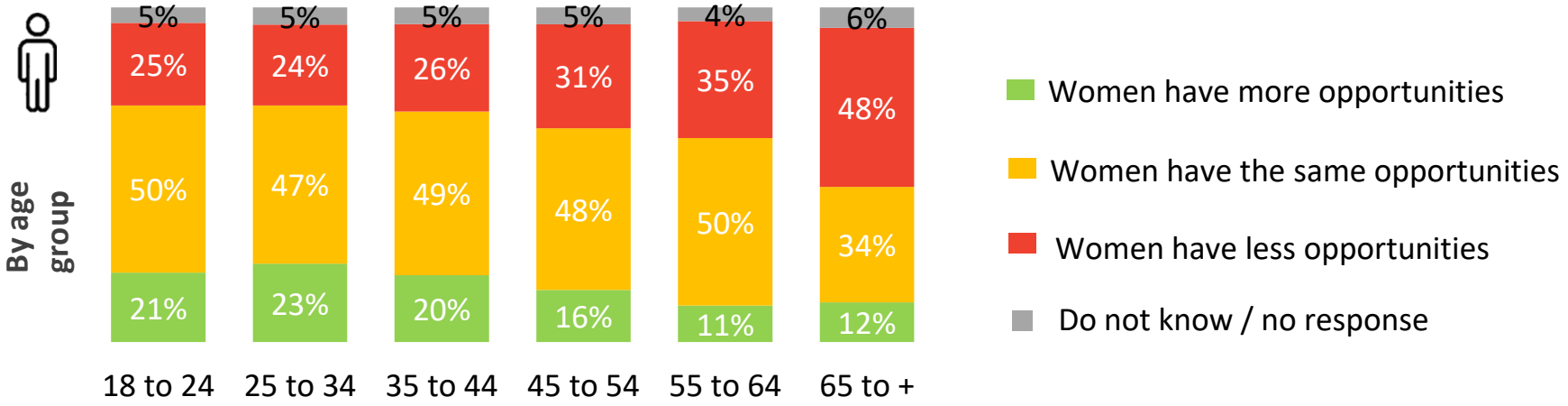
Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **male who work**



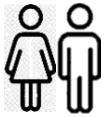
Source: WIN 2026. Male who work base: 15035. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

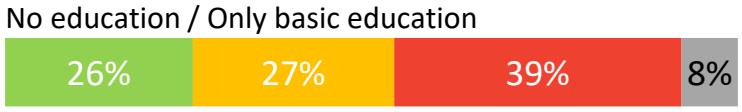
In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **total** population

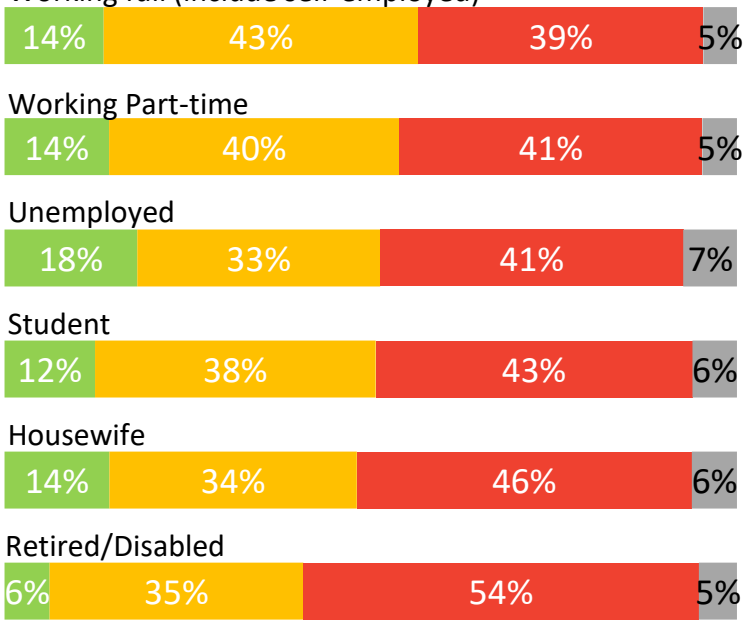


- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response

By education level



By employment



Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **female** population

- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response

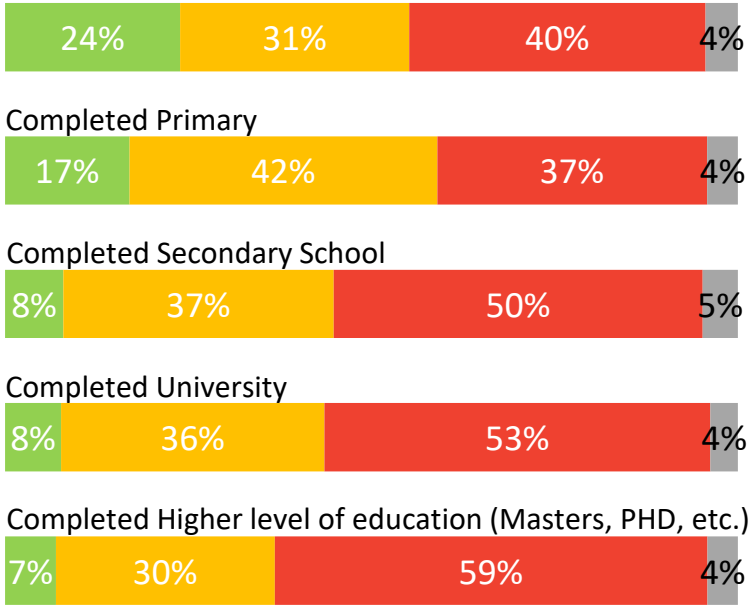
By education level

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

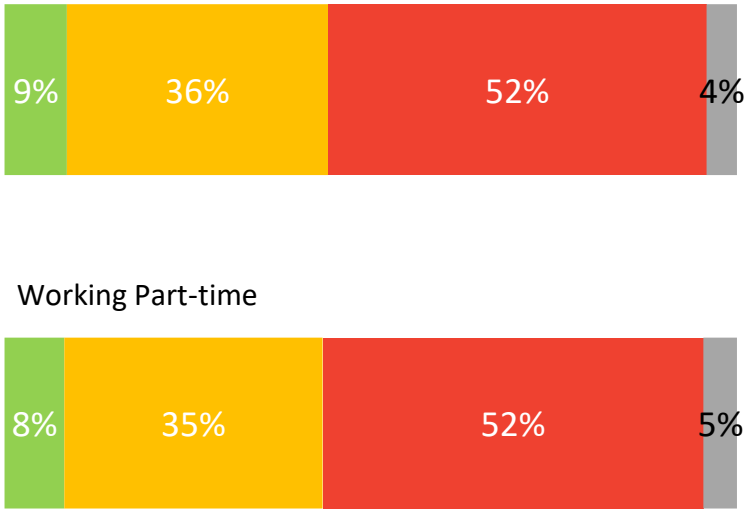
% within **female who work**

- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response

By education level



By employment



Source: WIN 2026. Female who work base: 12406. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

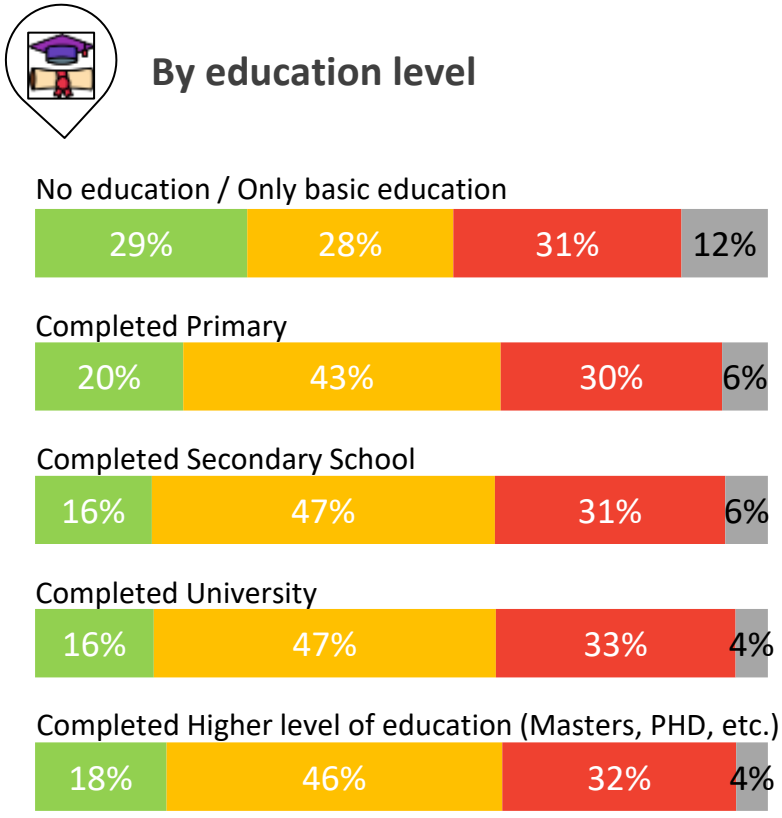
Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

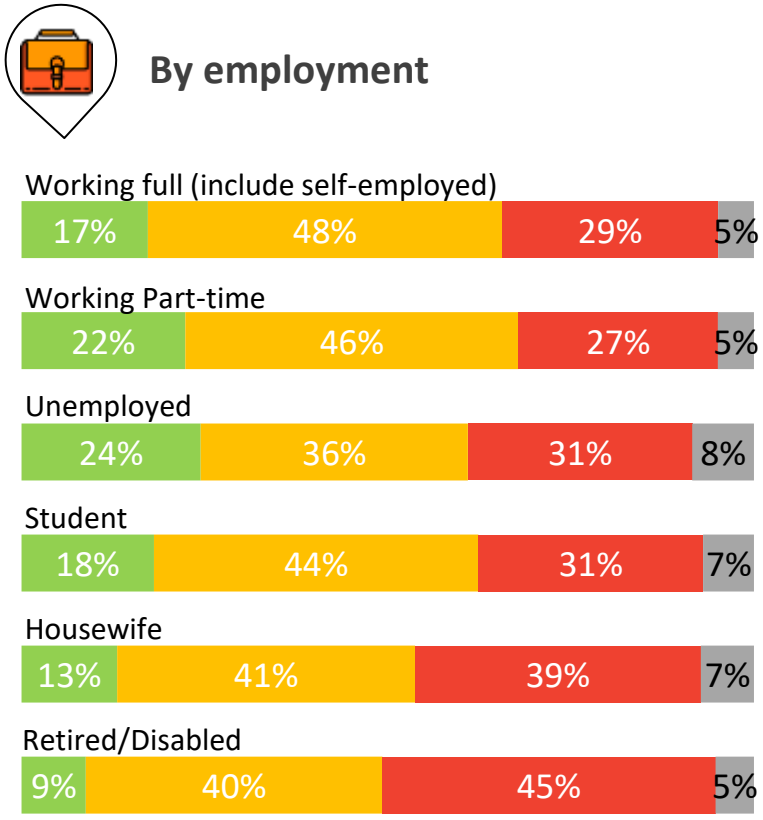
% within **male** population

- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response

By education level



By employment



Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

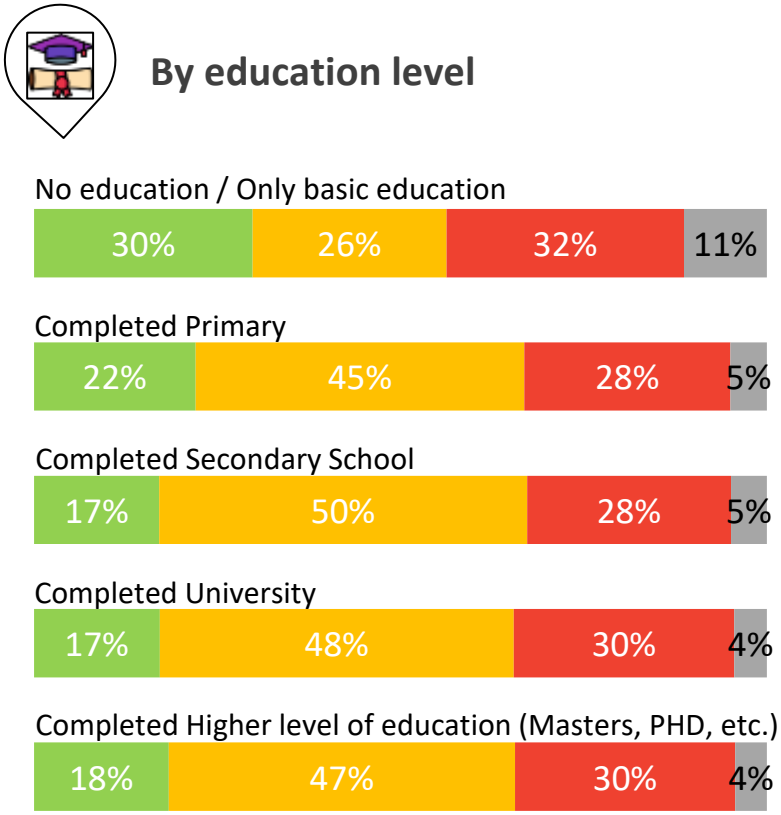
Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **male who work**

- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response

By education level



By employment

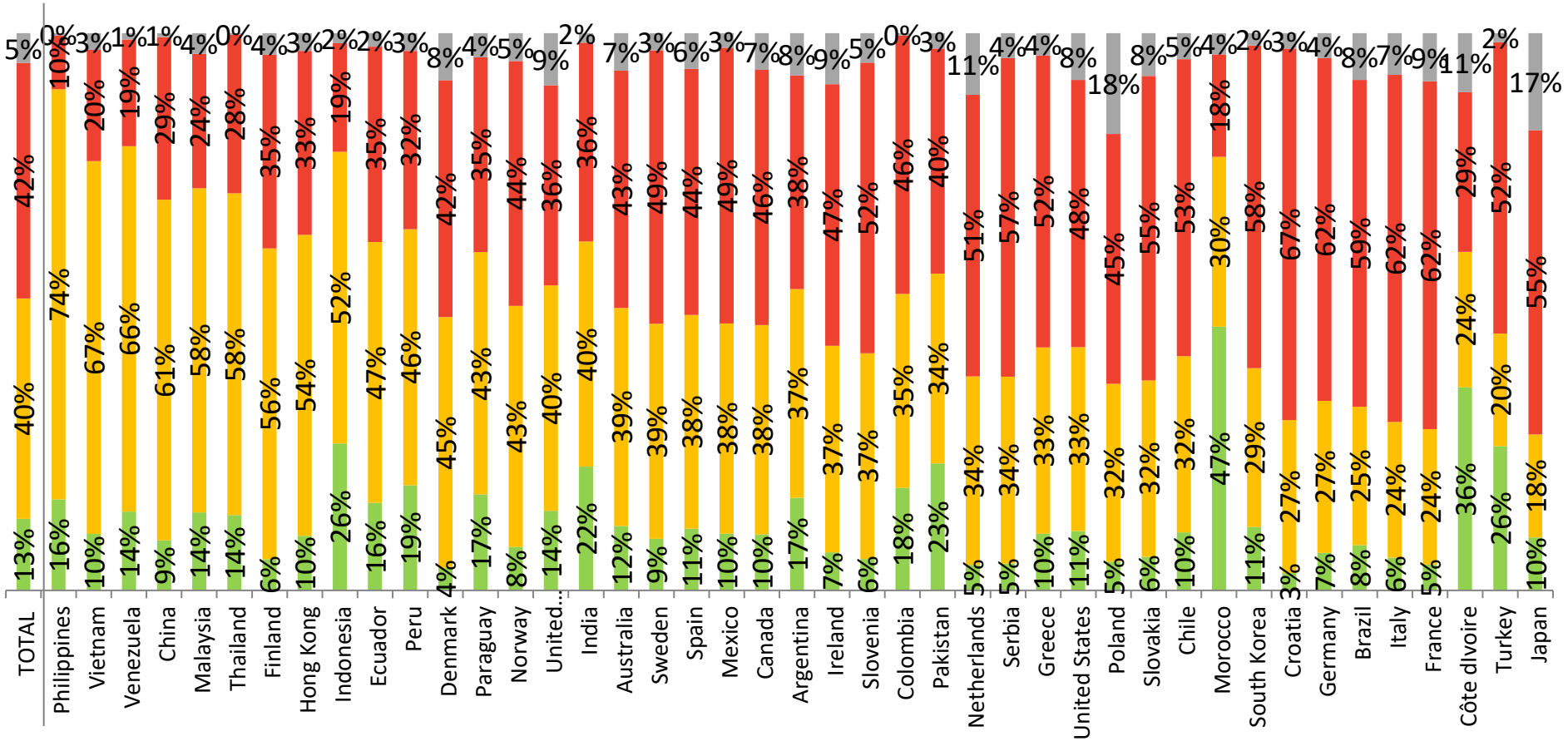
Source: WIN 2026. Male who work base: 15035. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **total** population



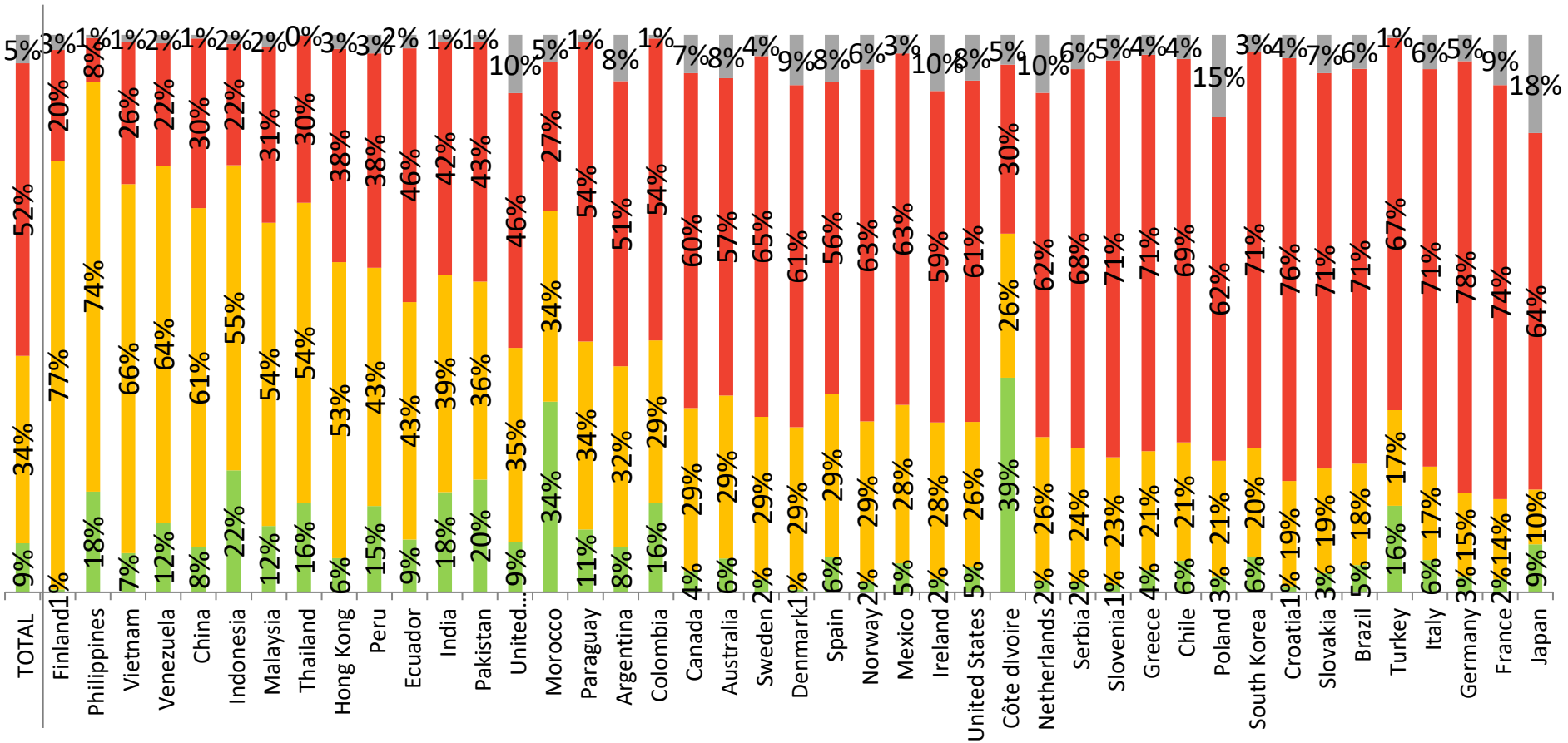
Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **female** population



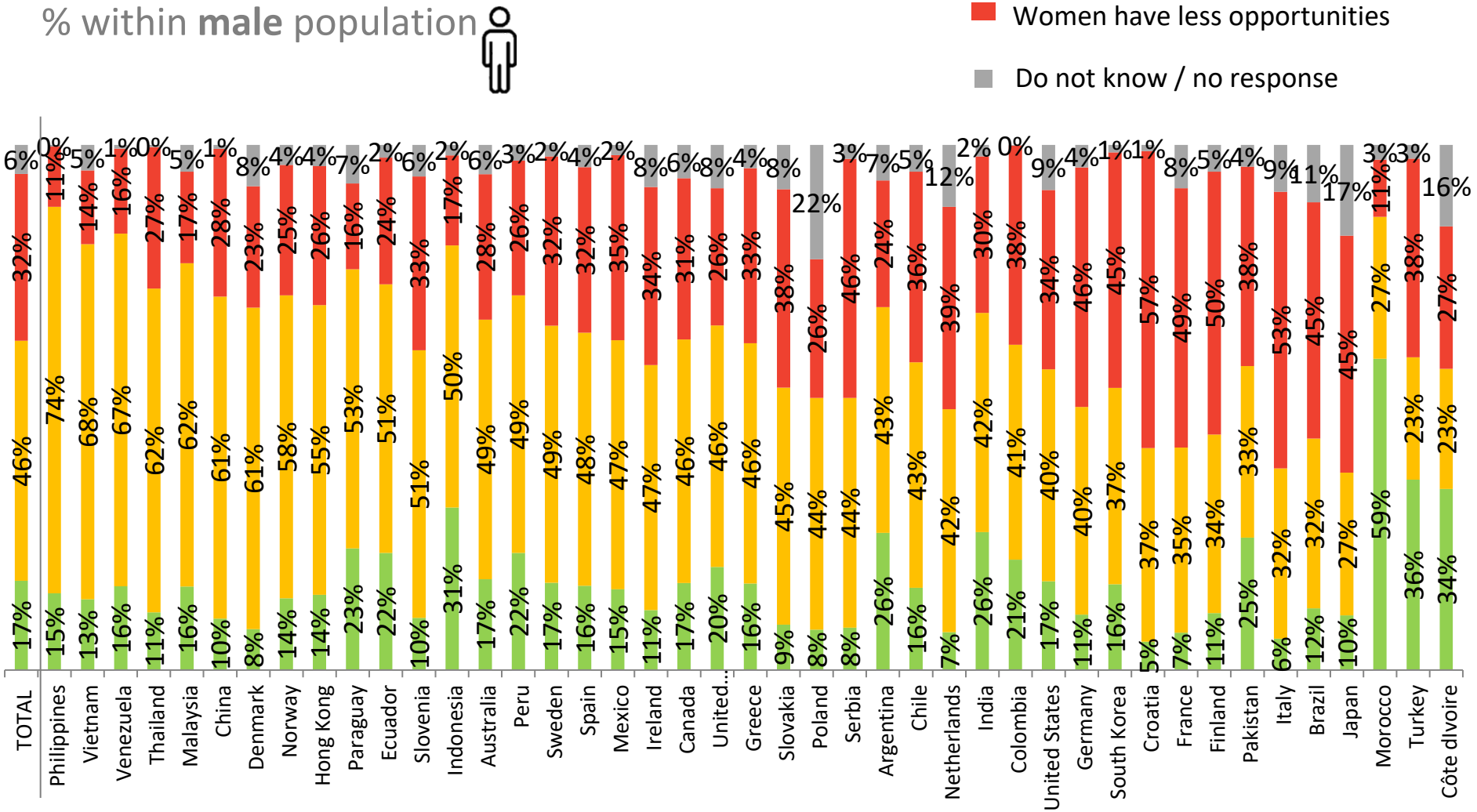
Source: WIN 2026. Female base: 21798. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **male** population



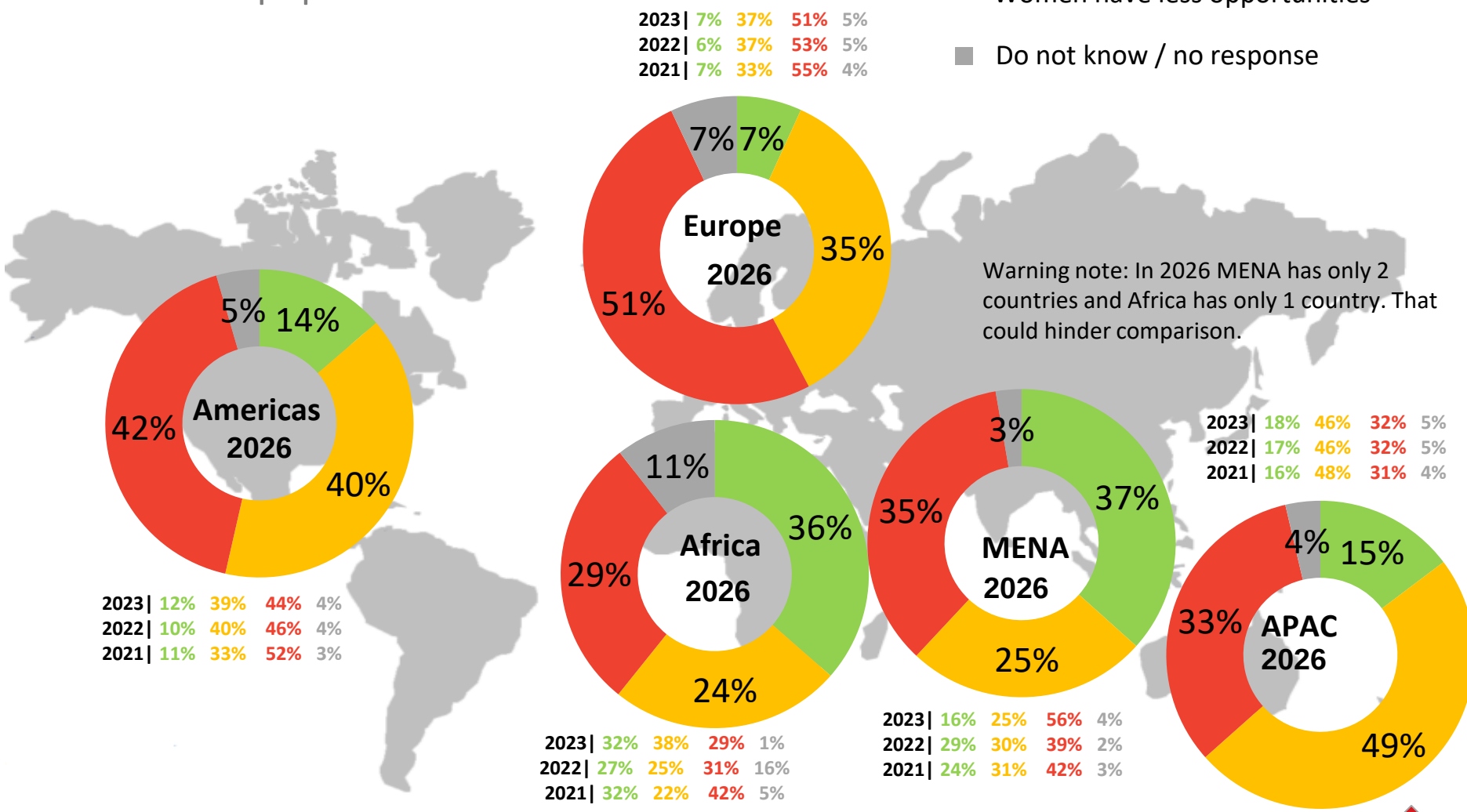
Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

Worldwide Independent Network Of Market Research

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **total** population



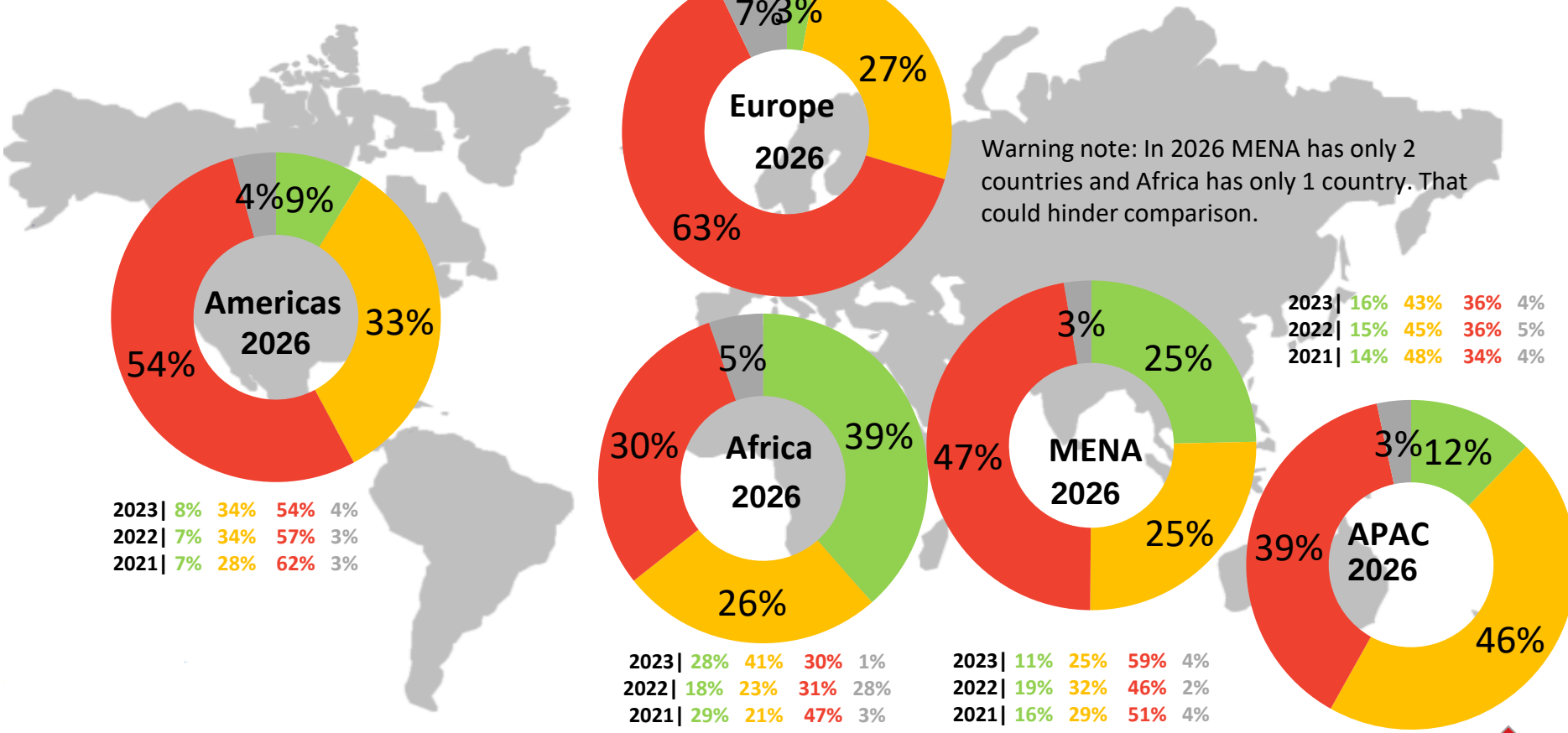
Source: WIN 2026. Base: 43.000 cases. No data in Georgia and Latvia

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **female** population

- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response



Source: WIN 2026. Female base: 21798. No data in Georgia and Latvia

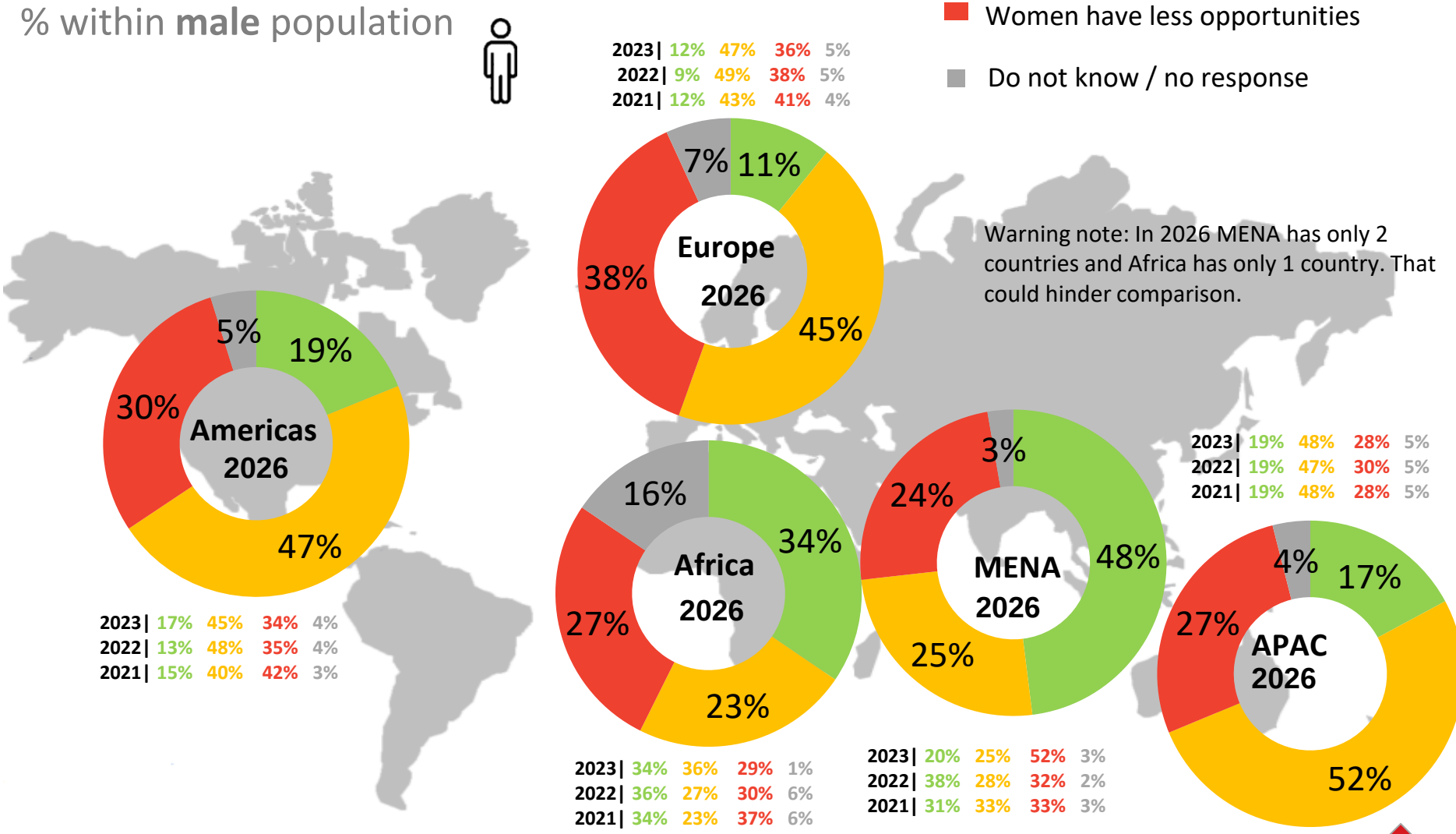
Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

WIN Worldwide Independent Network Of Market Research

In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

% within **male** population

- Women have more opportunities
- Women have the same opportunities
- Women have less opportunities
- Do not know / no response



Source: WIN 2026. Male base: 21191. No data in Georgia and Latvia

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

WIN Worldwide Independent Network Of Market Research

Relation between perceived opportunities for women in employment and career and perception of gender equality in different areas

% within **female** population

	TOTAL	Q1_01. Gender equality: At work			Q1_02. Gender equality: In politics			Q1_03. Gender equality: At home		
		Definitely achieved + to some extent achieved	Not really achieved + not at all achieved	Do not know	Definitely achieved + to some extent achieved	Not really achieved + not at all achieved	Do not know	Definitely achieved + to some extent achieved	Not really achieved + not at all achieved	Do not know
Women have more opportunities	**9%**	10%	6%	7%	10%	8%	8%	9%	9%	7%
Women have the same opportunities	**34%**	42%	20%	24%	42%	23%	28%	39%	23%	20%
Women have less opportunities	**52%**	44%	70%	44%	44%	66%	37%	48%	64%	44%
Do not know / no response	**5%**	4%	4%	25%	4%	4%	26%	4%	4%	29%

Source: WIN 2026. Female base: 21798 cases.

Q1. Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

WIN Worldwide Independent Network Of Market Research

Relation between perceived pay equality between women and men for the same job and perceived opportunities for women in employment and career

% within **female** population

	TOTAL	Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?			
		Women have more opportunities	Women have the same opportunities	Women have less opportunities	Do not know / no response
Men earn more for the same job	**51%**	29%	28%	72%	25%
Women earn more for the same job	**5%**	17%	6%	2%	2%
Both earn about the same for the same job	**38%**	51%	62%	22%	22%
Do not know / no response	**6%**	3%	4%	4%	51%

Source: WIN 2026. Female base: 21798 cases.

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16. In (your country), do **you feel that** men earn more for the same job, women earn more for the same job, both earn about the same for the same job?

Q17. In (your country), do you think women have the same opportunities, more opportunities or less opportunities than men in job opportunities and career?

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1007	NATIONAL	2-15 January 2026
2	Australia	Luma Research	CAWI	549	NATIONAL	29-30 January 2026
3	Brazil	Market Analysis Brazil	CAWI	1000	INTERNET POP	9-16 January 2026
4	Canada	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	8-13 January 2026
6	China	WisdomAsia	Online Panel	1000	URBAN	14-19 January 2026
7	Colombia	Centro Nacional de Consultoría	CATI	500	NATIONAL	6-12 February 2026
8	Côte d'Ivoire	EMC	CATI	502	NATIONAL	24-30 January 2026
9	Croatia	Institute for market and media research, Mediana Fides	CAWI	591	NATIONAL	8-12 January 2026
10	Denmark	Opinion Denmark A/S	CAWI	1007	NATIONAL	13-21 January 2026
11	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	1104	NATIONAL	28-31 January 2026
12	Finland	Taloustutkimus Oy	Online Panel	1093	NATIONAL	31 Dec 2025 – 7 Jan 2026
13	France	OpinionWay	Online Panel	1007	NATIONAL	16-19 January 2026
14	Georgia	GORBI Eurasia LTD	F2F	2050	NATIONAL	31 Jan – 13 Feb 2026
15	Germany	Produkt+Markt	CAWI	1000	NATIONAL	19 Dec 2025 – 6 Jan 2026
16	Greece	Alternative Research Solutions	CAWI	502	NATIONAL	3 Dec 2025 – 12 Jan 2026
17	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	9-15 January 2026
18	India	DataPrompt International Pvt. Ltd.	Online	1000	NATIONAL	29 Dec 2025 - 21 Jan 2026
19	Indonesia	DEKA	Online	987	INTERNET POP	16-31 January 2026
20	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	8-13 January 2026
21	Italy	SWG S.p.a	CAWI	1002	NATIONAL	7-12 January 2026
22	Japan	Nippon Research Center, LTD.	CAWI	1100	NATIONAL	22-27 January 2026
23	Latvia	Marketing and Public Opinion Research Centre SKDS	CAWI	1005	NATIONAL	17-19 January 2026

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
24	Malaysia	Central Force International	CAWI	1001	INTERNET POP	27 Nov 2025 – 3 Dec 2025
25	Mexico	Brand Investigation S.A.de C.V	Online	1000	NATIONAL	7-12 January 2026
26	Morocco	Integrate Consulting	Online	500	NATIONAL	8-9 January 2026
27	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	6-20 January 2026
28	Norway	Opinion AS	CAWI	1029	NATIONAL	13-19 January 2026
29	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	6 Dec 2025 -14 Jan 2026
30	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	2 Dec 2025- 29 Jan 2026
31	Peru	Datum Internacional	P2P	1202	NATIONAL	16-10 January 2026
32	Philippines	The Philippine Survey and Research Center (PSRC)	PAPI	1000	NATIONAL	9-26 January 2026
33	Poland	Mareco Polska	CAWI	530	NATIONAL	8-14 December 2025
34	Serbia	Institute for market and media research, Mediana Adria	CAWI	522	NATIONAL	8-15 January 2026
35	Slovak Republic	Go4insight	CAWI	1000	NATIONAL	16-26 January 2026
36	Slovenia	Institute for market and media research, Mediana	CAWI	1018	NATIONAL	8-9 January 2026
37	South Korea	Gallup Korea	CAWI	1200	NATIONAL	21-28 January 2026
38	Spain	Instituto DYM	CAWI	1000	NATIONAL	15-18 January 2026
39	Sweden	Demoskop AB	CAWI	1012	NATIONAL/ INTERNET POP	19 Dec 2025 – 23 Jan 2026
40	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	16 Dec 2025 – 15 Jan 2026
41	Turkey	BAREM Research	CATI	725	TR Urban	30 Jan – 4 Feb 2026
42	United Kingdom	ORB International	Online	1194	NATIONAL	12-22 Dec 2025
43	USA	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
44	Venezuela	Centro Nacional de Consultoría	CATI	302	NATIONAL	1-5 February 2026
45	Vietnam	DXL Research & Consulting	F2F	900	URBAN	12-28 Dec 2025