



THE FUTURE OF *FEMINISM*

A deep dive into womanhood, gender
equality, and the state of feminism today

VICE MEDIA
GROUP

VICE INSIGHTS

OBJECTIVE

UNDERSTAND WHAT IT MEANS TO BE A WOMAN TODAY, AND ASSESS THE STATE OF FEMINISM & GENDER EQUALITY NOW AND FOR THE FUTURE

METHODOLOGY

We conducted an online survey fielded from February 9 - February 28, 2023 among the VICE Media Group audience and youth around the world.

MARKETS



SAMPLE SIZE

N=2067

GENDER

77% WOMEN

19% MEN

4% NON-BINARY/NA

GENERATION

29% GEN Z

71% GEN Y

MARKETS

27% US

24% UK

24% MENA

24% INDIA

WHAT IT MEANS TO BE A WOMAN TODAY:

**A SHIFT
FROM
EXPECTATION
TO
*EXPRESSION***



SOCIETY CONTINUES TO PUT PEOPLE INTO 'BOXES' BASED ON THEIR GENDER IDENTITY



HALF

Of youth say: "Someone's social standing is primarily based on their gender identity."

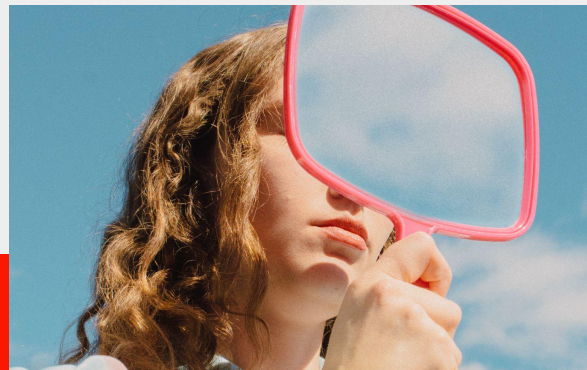
↑ 65% India Women
↓ 39% US Women
↓ 31% UK Women



60%

Of youth say: "I feel that my gender identity is often politicised."

↑ 88% Non-binary
↑ 72% Black Women
↑ 69% US Women
↓ 43% MENA Women



1 IN 3

Of youth say their gender identity plays *more* of a role today than in the past in how society perceives them

↑ 66% Non-binary
↑ 44% India Women

WOMEN ARE SIGNIFICANTLY MORE LIKELY TO EXPERIENCE GENDER DISCRIMINATION THAN MEN

Q: When thinking about the chances or opportunities you've been given so far in your life, which aspects of your identity have been disadvantageous? (Top 3 out of 18 options)

WOMEN SAY...

- 01 My mental health
- 02 My body size
- 03 My gender identity**



18 My sexual orientation

MEN SAY...

- 01 My socio-economic class
- 02 My mental health
- 03 My level of education



18 My gender identity

GENDER BIAS IS EVERYWHERE

Q: On a scale of 1-5, where 1 is “Never,” 3 is “Sometimes” and 5 is “Always,” how often do you experience the following as a result of your gender identity? (%Always-%Sometimes)

WOMEN SAY THEY ARE DISCRIMINATED AGAINST BECAUSE OF THEIR GENDER IN...



90% “I think about how I dress and the reactions I might get from others.”

88% “I feel that others are watching and judging me.” ↑ 94% Non-binary

81% “I feel discriminated against, treated unfairly, and/or stereotyped against.”
↑ 94% Non-binary | ↑ 87% Black Women

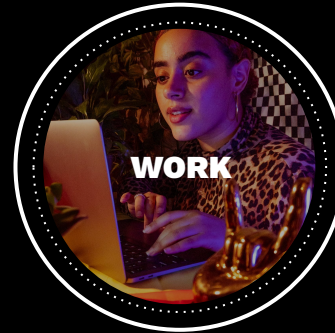
79% “I hear comments/jokes about my identity that make me feel uncomfortable.”
↑ 90% Non-binary | ↑ 86% Black Women



92% “I do and/or am expected to do most of the household chores.” ↑ 97% India Women

86% “I feel I put/have put more work/thought/sacrifices into my relationship than my partner.” ↑ 92% India Women

80% “I feel pressure to be the breadwinner and provide financially for my (prospective) family.”



77% “I experience microaggressions at my job.”
↑ 84% Non-binary | ↑ 82% Black Women
↑ 86% India Women

74% “I am treated as not being competent at my job.” ↑ 78% Black Women
↑ 82% India Women



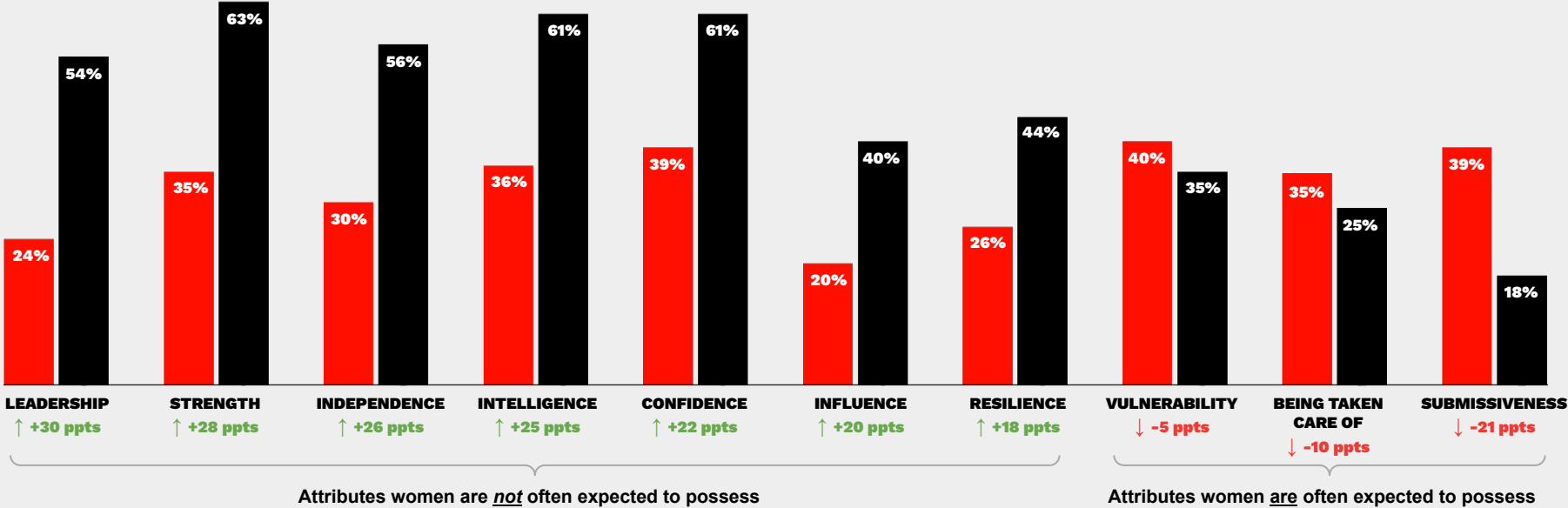
95% “I consider whether a certain situation is safe for me before I partake in it (e.g., travelling alone, engaging with strangers etc.)”

71% “I am not taken seriously by my doctor/healthcare provider.”
↑ 90% Non-binary | ↑ 79% Black Women

THERE IS A STARK **CONTRAST** BETWEEN HOW SOCIETY SEES WOMEN AND HOW WOMEN SEE THEMSELVES

Q: Through a societal lens, which of the following attributes are “women” expected to possess? (overall %) vs Through your personal lens, which of the following attributes do you feel “women” possess? (women %)

- Attributes women are expected to possess via a societal lens
- Attributes women do possess via a personal lens



NOTE: Percentages differences (i.e., +/-xx ppts) refer to the difference between how women are seen through a societal lens vs how women see themselves via a personal lens

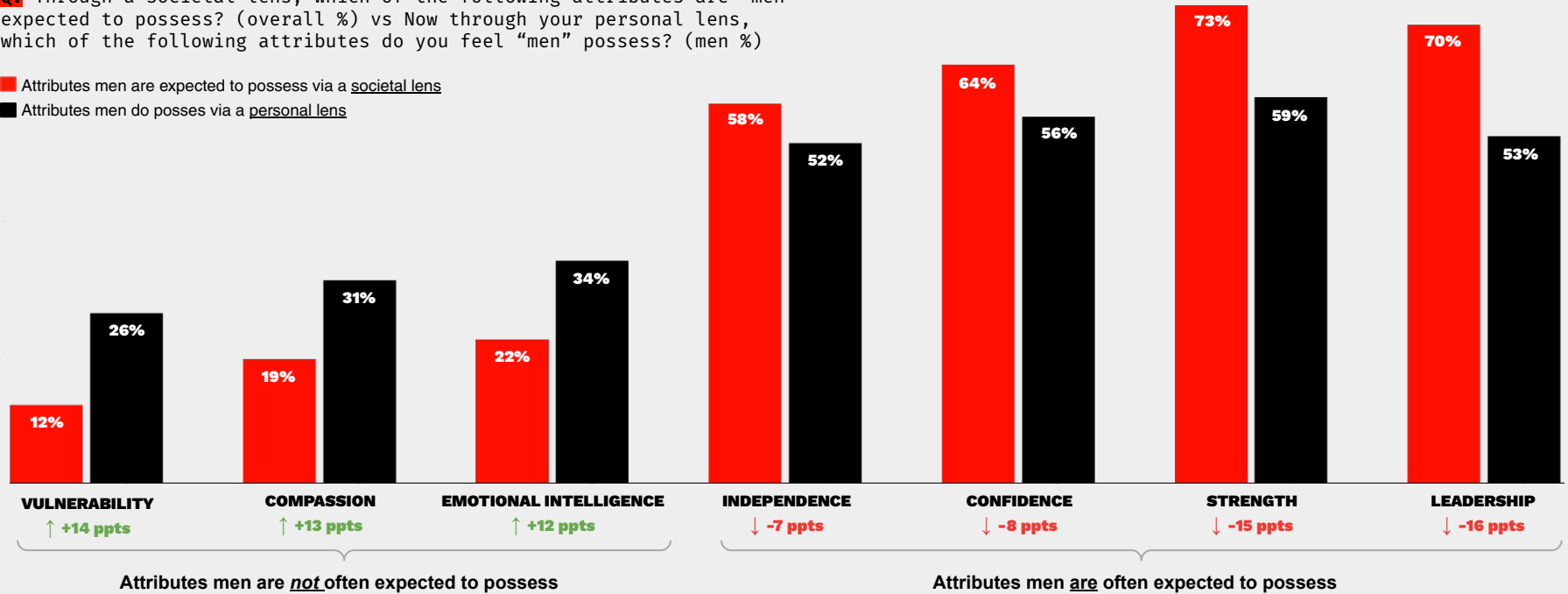


THE SAME GOES FOR MEN - THERE IS A **MISMATCH** BETWEEN HOW SOCIETY SEES MEN AND HOW MEN SEE THEMSELVES

Q: Through a societal lens, which of the following attributes are “men” expected to possess? (overall %) vs Now through your personal lens, which of the following attributes do you feel “men” possess? (men %)

■ Attributes men are expected to possess via a societal lens

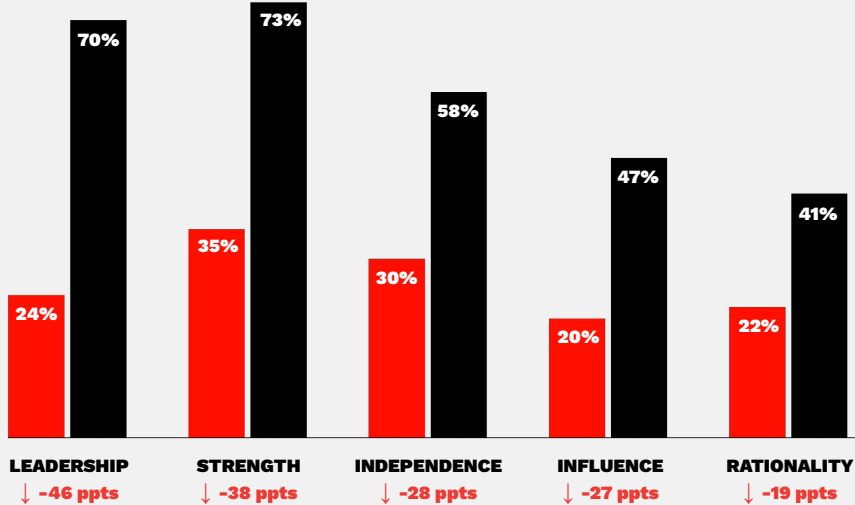
■ Attributes men do possess via a personal lens



ON THE INSIDE, MEN AND WOMEN ARE ACTUALLY QUITE **SIMILAR**

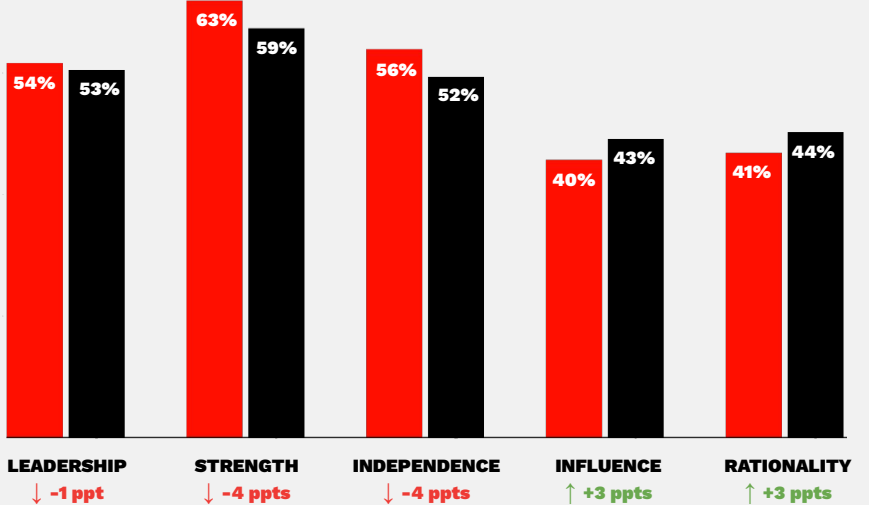
HOW SOCIETY SEES WOMEN AND MEN

- Attributes women are expected to possess via a societal lens
- Attributes men are expected to possess via a societal lens



HOW WOMEN AND MEN SEE THEMSELVES

- Attributes women do possess via a personal lens
- Attributes men do possess via a personal lens



NOTE: Percentages differences (i.e., +/-xx ppts) refer to the difference between how women & men are seen through a societal lens (% overall) vs how women & men see themselves through a personal lens (% women & % men)

WOMEN DO NOT DEFINE THEMSELVES BY THEIR GENDER, BUT BY WHO THEY ARE ON THE INSIDE

Q3: Which of the following aspects of your identity are most meaningful to you - i.e., it's essential to who you are?
(Top 5 out of 18 answer options, % Women)

- 01 My personality (69%)
- 02 My values (59%)
- 03 My hobbies/passions (52%)
- 04 My mental health (50%)
- 05 My social relationships (45%)



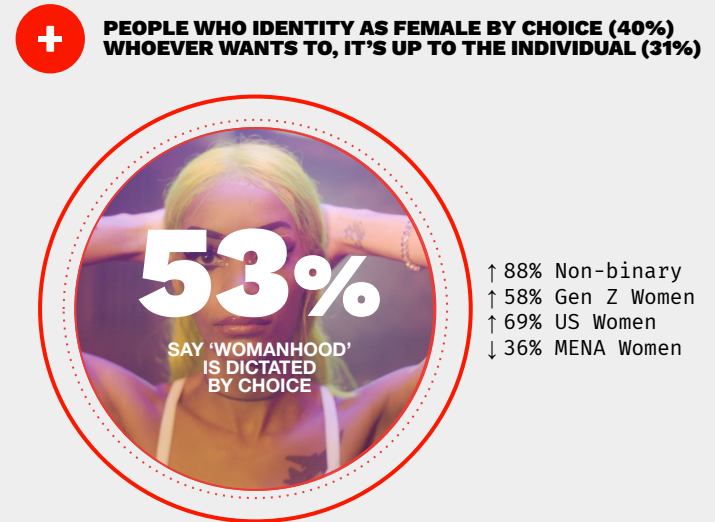
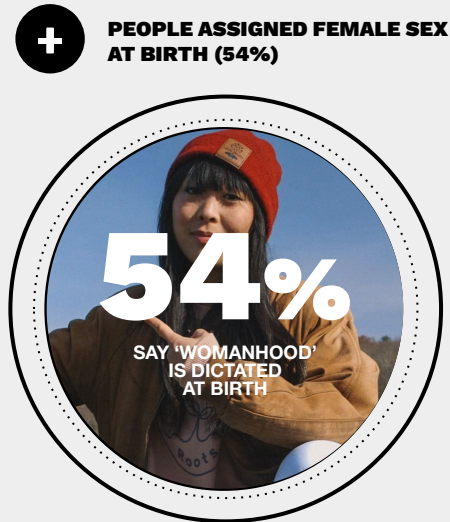
- 13 My gender identity (24%)

↑ 64% Non-binary
↑ 38% India Women
↓ 18% MENA Women



THE DEFINITION OF 'WOMAN' HAS EXPANDED TO INCLUDE THOSE 'FEMALE' BY CHOICE

Q: Who do you believe is included in the term "woman"?



YOUNG PEOPLE ARE PUSHING FOR MORE **INTERNAL & PERSONAL** EXPRESSIONS OF GENDER

+

53% MY PERSONAL EXPRESSION OF GENDER ROLES

(i.e., self-determined gender roles that do not adhere to any predefined rules of how someone of a certain gender should be, act, look etc.)

↑ 62% Non-binary
↑ 58% Black Women
↑ 58% US Women

Q: What percentage of your life would you say you operate by society's expectation of gender roles vs. your personal expression of gender roles?

+

47% SOCIETY'S EXPECTATIONS OF GENDER ROLES

(i.e., gender roles defined by society around how someone of a certain gender should be, act, look, etc.)

THE CURRENT STATE OF FEMINISM:

**PURPOSEFUL,
BUT
*POLARIZED***

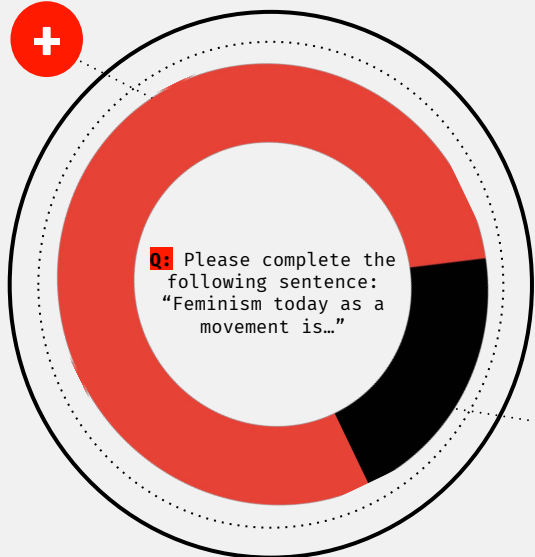


WHILE FEMINISM TODAY IS VERY MUCH ALIVE, IT IS ALSO HEAVILY POLARIZED

80%
VERY MUCH
ALIVE



↑ 85% UK Women
↑ 84% India Women



20%
DYING

↑ 26% Black Women
↑ 26% Men

% Based on total youth



72%

Of youth say: "When it comes to the feminist movement today we are more polarised than ever."

↑ 83% India Women

I think that the word 'feminist' in today's context is too polluted and politicised.

- Gen Z, Man, India

The term [feminism] has been negatively co-opted and politicised by anti-feminists, I think we just lost this word.

- Millennial, Woman, US

MANY PEOPLE FEEL **EXCLUDED** FROM THE FEMINIST MOVEMENT

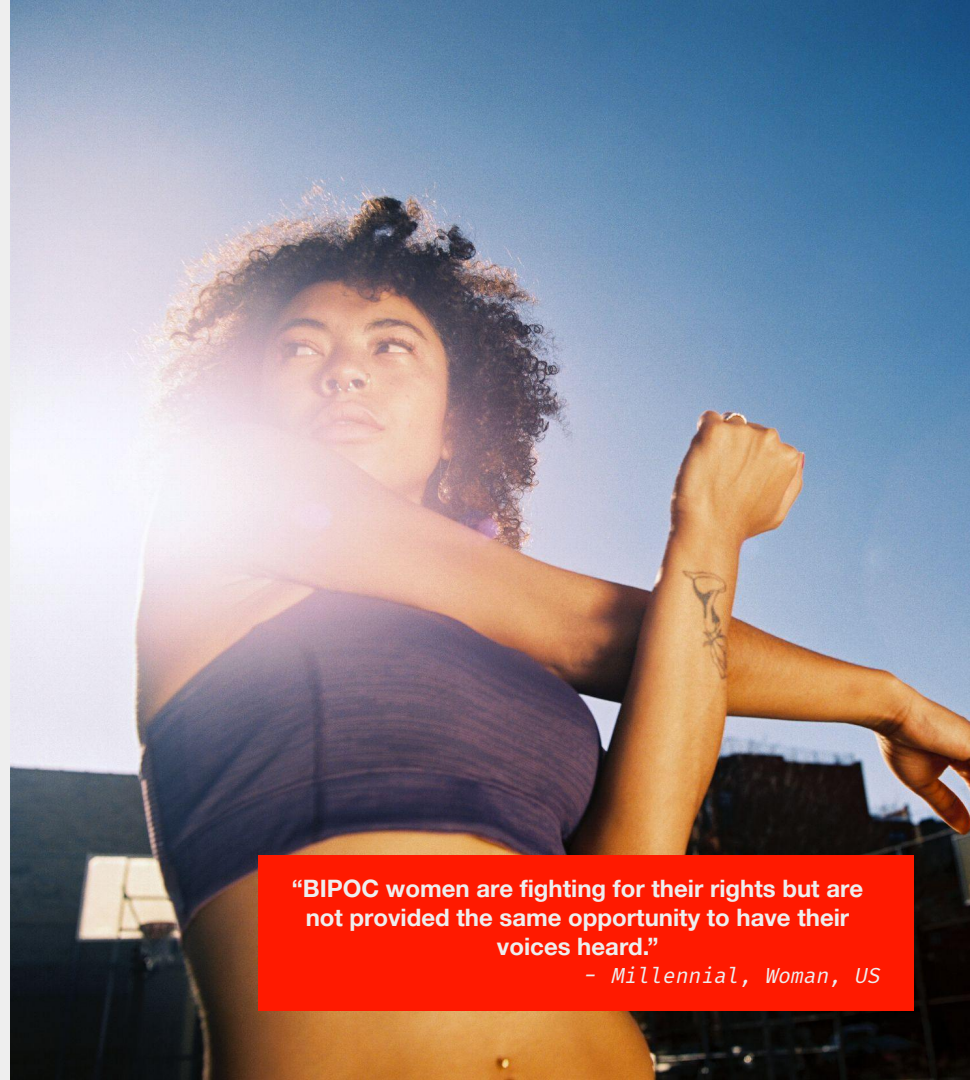
HALF

Of youth feel that the feminist movement today is **not inclusive**.

↑ 55% India Women

↑ 54% MENA Women

% Based on total youth



“BIPOC women are fighting for their rights but are not provided the same opportunity to have their voices heard.”

- Millennial, Woman, US

MANY ARE RELUCTANT TO CALL THEMSELVES “FEMINIST,” DESPITE BELIEVING IN GENDER EQUALITY

38% NO, BUT I DO BELIEVE IN
GENDER EQUALITY

↑ 45% Men
↑ 45% UK Women

8%

NO, AND I AM
AGAINST IT

↑ 15% Men
↑ 13% MENA Women



21%

YES, BUT I AM NOT
VOCAL ABOUT IT

↑ 31% Black Women

33% YES, AND I AM
OPEN ABOUT IT

↑ 58% Non-binary
↑ 42% US Women
↑ 42% India Women

THE FUTURE OF FEMINISM:

A MORE *INCLUSIVE* MOVEMENT



FEMINISM MUST ACKNOWLEDGE THE RIGHTS OF **ALL** GENDER IDENTITIES



#1 Ensuring equal rights and liberties for women as men have (53%)



#1 Ensuring equal rights and liberties for all gender identities (e.g., women, men, transgender, non-binary, etc.) (51%)

↑ 87% Non-binary
↑ 62% US Women

**TO ACHIEVE TRUE
GENDER EQUALITY,
FEMINISM NEEDS TO
WORK HARDER FOR
THOSE HISTORICALLY
MARGINALIZED**



82%

Of women say: "Feminism needs to **represent a more diverse group of women** (e.g., women of colour, women from a socio-economic background)"

↑ 94% Non-binary
↑ 89% US Women
↑ 86% Black Women

73%

Of women say: "Feminism needs to **represent a more diverse group of gender identity** (e.g., transgender community, queer community)"

↑ 92% Non-binary
↑ 86% India women
↑ 79% US women
↓ 55% MENA women



'FEMINISM' MUST ACCOUNT FOR DISPROPORTIONATE INEQUITIES AMONG WOMEN

2 IN 5

Young people say feminism should focus on **equity**
(providing equal outcomes)

- ↑ 60% Non-binary
- ↑ 48% US Women
- ↑ 46% Black Women

We need to be intersectional about our feminism. It has to encompass all ethnicities, all genders, and all sexualities. If it doesn't, what are we really fighting for? [...] You cannot cherry pick your equity. You need to be equal and fight across the board.

- Millennial, Woman, US

THE PATH TO GENDER EQUALITY:

REQUIRES

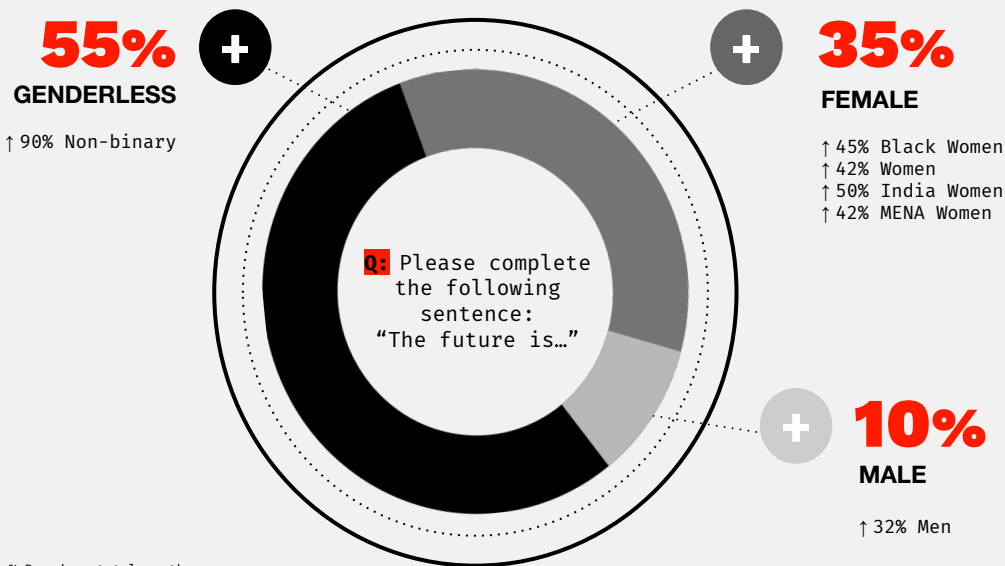
PARTICIPATION

FROM

EVERYONE



YOUTH ARE **HOPEFUL** FOR A FUTURE WHERE ONE GENDER DOES NOT LEAD OVER ANOTHER



% Based on total youth



81%

Of youth say:

"I am hopeful when it comes to the future of gender equality"

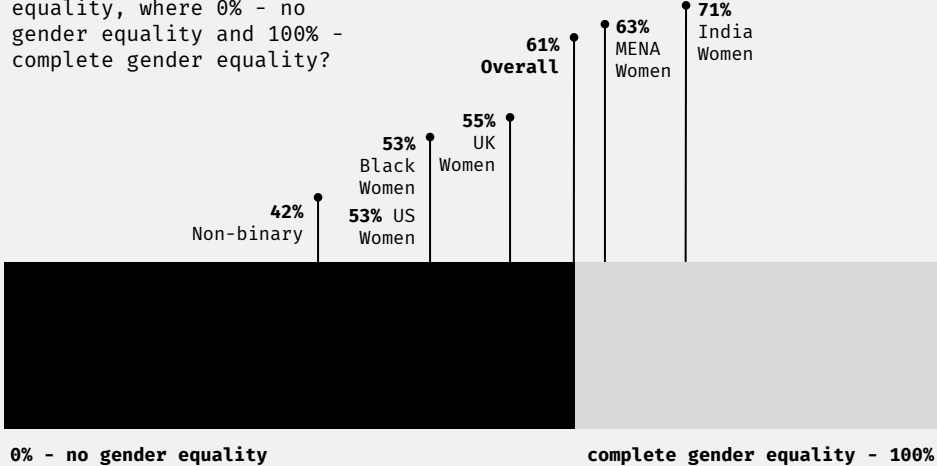
↑ 91% India Women
↓ 70% Black Women
↓ 69% Non-binary

"I like gender definitions because I like being a woman [...] I want the feminist movement to be inclusive but I don't want it to pretend that gender doesn't exist. It's similar to being 'colorblind.'"

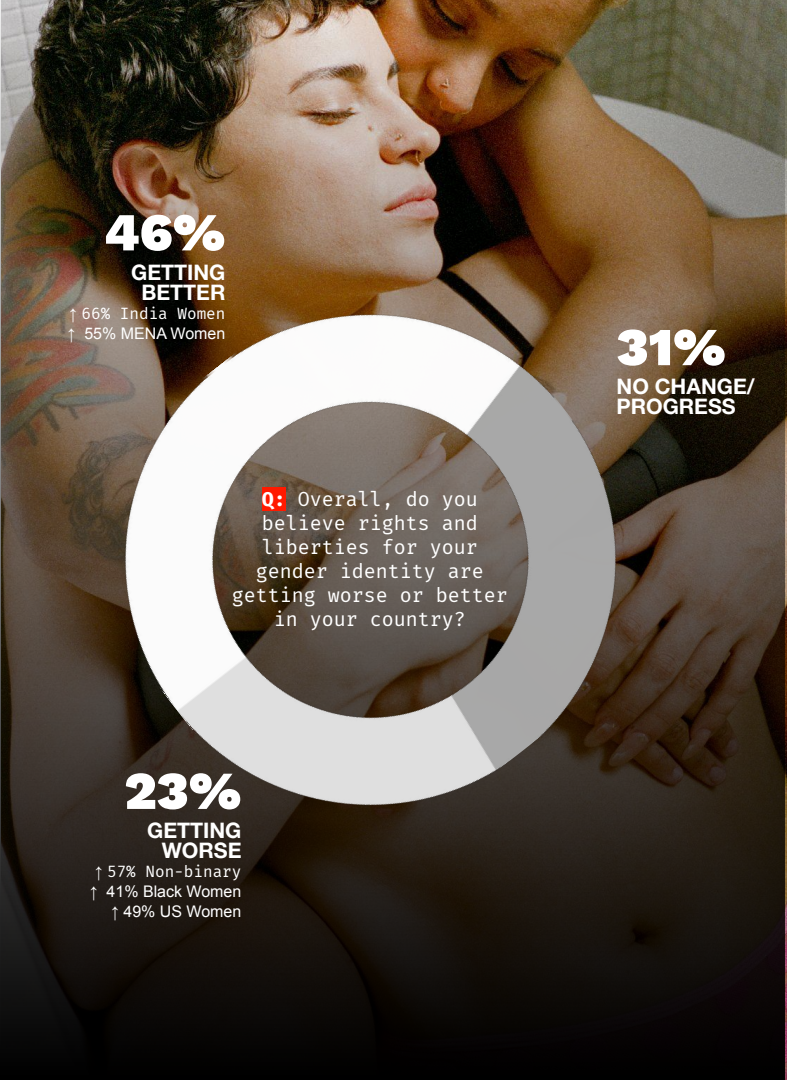
- Millennial, Woman, US

WHILE STEPS HAVE BEEN MADE TOWARDS **GENDER EQUALITY**, THERE IS STILL WORK TO BE DONE

Q: Where do you believe we are in achieving gender equality, where 0% - no gender equality and 100% - complete gender equality?



% Overall Based on total youth



46%

GETTING BETTER

↑ 66% India Women
↑ 55% MENA Women

31%

NO CHANGE/ PROGRESS

Q: Overall, do you believe rights and liberties for your gender identity are getting worse or better in your country?

23%

GETTING WORSE

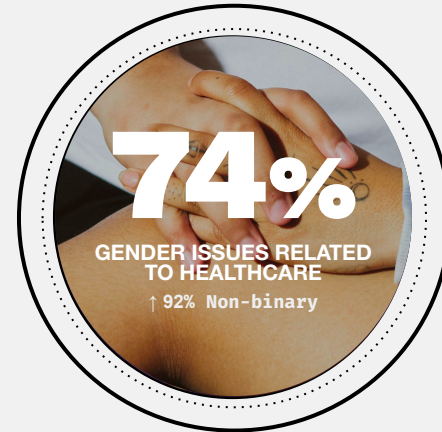
↑ 57% Non-binary
↑ 41% Black Women
↑ 49% US Women

WORK & HEALTHCARE MUST BE KEY AREAS OF FOCUS FOR GENDER EQUALITY

Q: What do you believe are the most pressing issues when it comes to gender equality?



- **43%** Ensuring equal pay for equal work across all gender identities ↑ **50%** Black Women
- **39%** Ensuring equal access to certain education/job field between men and women
- **38%** Ensuring equal parental leave across all gender identities (e.g., equal time, pay)
- **35%** Ensuring equal gender representation in leadership positions at work
- **30%** Ensuring equal division of domestic work across all gender identities



- **37%** Normalising talking about maybe taboo women's health topics (e.g., menstruation, menopause) ↑ **42%** Gen Z Women
- **35%** Access to safe, legal abortion
- **35%** Ensuring equal access to healthcare across all gender identities
- **31%** Ensuring equal access to contraception across all gender identities
- **31%** Ensuring equal responsibility to take contraception across all gender identities
- **28%** Normalising talking about maybe taboo men's health topics (e.g., erectile dysfunction)

WHILE WORK AND HEALTHCARE ARE THE MOST PRESSING ISSUES WORLDWIDE, THERE ARE MORE SPECIFIC FOCUSES FOR GENDER EQUALITY BY MARKET

Q: What do you believe are the most pressing issues when it comes to gender equality?

US

1. Gender issues related to **Healthcare (82%)**
 2. Gender issues related to **Work/Education (77%)**
 3. Gender issues related to **Violence (62%)**
- ↑ +14 ppts vs Global Average

UK

1. Gender issues related to **Work/Education (75%)**
 2. Gender issues related to **Healthcare (75%)**
 3. Gender issues related to **Appearance (56%)**
- ↑ +7 ppts vs Global Average

MENA

1. Gender issues related to **Work/Education (75%)**
2. Gender issues related to **Healthcare (61%)**
3. **Basic gender issues (e.g. right to own property, etc.) (51%)**

INDIA

1. Gender issues related to **Healthcare (77%)**
 2. Gender issues related to **Work/Education (75%)**
 3. Gender issues related to **Representation (65%)**
- ↑ +9 ppts vs Global Average



YOUNG PEOPLE ARE TAKING SOCIAL AND POLITICAL ACTION TO IMPROVE GENDER EQUALITY

Q: What actions are you currently taking to promote gender equality?

87%

OF YOUNG PEOPLE TAKE **SOCIAL ACTIONS** AGAINST GENDER INEQUALITY

Speak up when I experience and/or witness a gender discriminatory event

↑ 49% US Women | ↑ 48% India Women **44%**

Talking with others about my/their experiences when it comes to gender inequality

↑ 52% US Women **42%**

Educate myself on how to ask and/or negotiate for a raise/promotion when I know I am due

↑ 54% India Women | ↑ 50% Black Women **41%**

Talking with my partner(s) about equal division of household work

↑ 44% US Women | ↑ 42% India Women **39%**

Challenge gender stereotypes in my daily life

↑ 80% Non-binary | ↑ 50% US Women **38%**

Openly talk about salaries with others

↑ 38% US Women **34%**

Use gender inclusive language

↑ 87% Non-binary | ↑ 54% US Women **34%**

77%

OF YOUNG PEOPLE TAKE **POLITICAL ACTIONS** AGAINST GENDER INEQUALITY

Keep up to date with news/information around gender equality

↑ 52% US Women **43%**

Engage on social media with accounts/posts that promote gender equality

↑ 46% India Women **37%**

Vote for gender identities that are underrepresented in positions of power

↑ 45% US Women **30%**

Shop from women-owned businesses

↑ 44% US Women **29%**

Not shop from brands that do not support gender equality

↑ 44% Non-binary **23%**

Attend gender equality protests/rallies

↑ 28% India Women **21%**

THE FUTURE OF GENDER EQUALITY IS NOT JUST IN THE HANDS OF WOMEN, BUT IN THE HANDS OF SOCIETY AT WIDE

Q: From whom would you like to see more participation when it comes to gender equality and/or the feminist movement?

45%

Of youth say: "Women in general"

↑ 51% Black Women
↑ 54% India Women (top #1)
↑ #1 MENA Women

47%

Of youth say: "The government"

↑ 57% US Women

41%

Of youth say: "Men in general"

↑ 73% Non-binary (top #1)
↑ 58% Black Women (top #1)

40%

Of youth say: "The media"

↑ 47% UK Women

32%

Of youth say: "Companies/brands"

↑ 39% India Women
↑ 38% US Women

What would culture look like if gender wasn't a determining factor?

HOW BRANDS CAN HELP:

SEE THE INDIVIDUAL

There is a stark contrast between how society sees people and how people see themselves. Young people are defining themselves not by the gender box they tick, but by the values and personalities they hold and express. They are not limiting 'women' to birth certificates, but celebrating womanhood as a choice.

How can brands help dismantle society's gender bias and expectations? In what ways can brands celebrate who people are at their core, regardless of gender?

ADDRESS GENDER INEQUITIES

While protecting the rights and liberties of women is still a global ambition, the fight for gender equality must expand and work harder to protect the rights and liberties of those historically marginalized, such as women of lower socioeconomic standings, Black women, and non-binary folks.

How can brands strive for equity, not just equality? How can brands correct for historical wrongdoings and further acknowledge the needs of those historically marginalized?

CONTRIBUTE TO THE FIGHT

We still have a way to go when it comes to gender equality, and young people are doing their part in the fight. Today's youth see brands as a critical partner in the future of feminism and gender equality.

Where can brands do work inside their organizations, ensuring the rights and liberties of all employees? Where can brands leverage their voice and influence in culture, using products, marketing, and creative to further promote a more gender-equal world?



THANK YOU!

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