



NOVATORE IMPACT SUMMIT

FOR ECONOMIC EMPOWERMENT
BY WOMEN

SEP 22/23 | RIGA



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WE CARE. DO YOU?

Baltic Gender Equality Barometer 2022

Aug 24, 2022

Methodology

TARGET GROUP: Respondents residing in Latvia, Lithuania, and Estonia aged 18 to 65.

METHOD: online survey: Computer-Assisted Web Interview (CAWI).

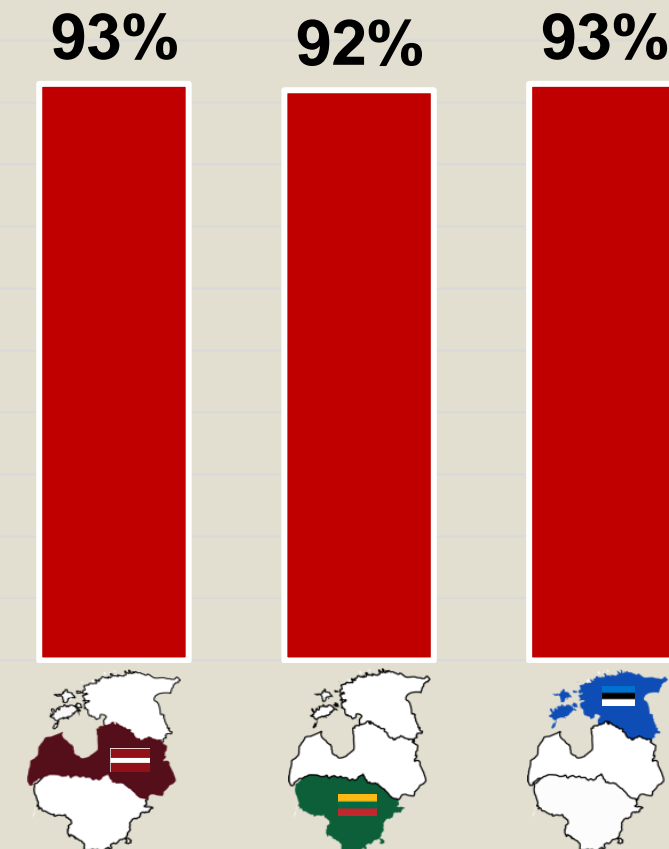
SAMPLE SIZE: 3352 respondents, representative sample.

DATA COLLECTION: August 2022.

Baltic people believe that gender equality is important and want to live in an equal society.

In your opinion, should men and women enjoy equal rights (e.g., in family, work, career path, wages)?

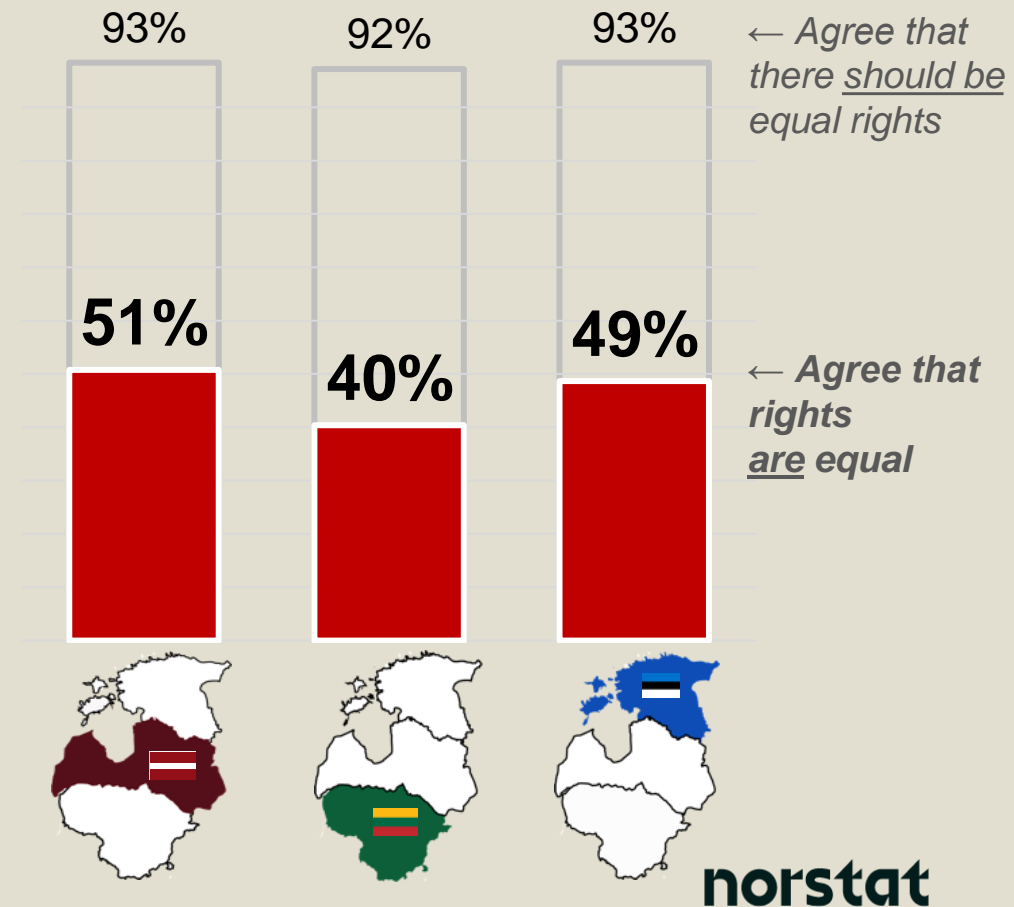
There should be equal rights:



Baltic people admit that there is still much room for improvement.

In your opinion, do men and women enjoy equal rights in Latvia / Lithuania / Estonia (e.g., in family, work, career path, wages)?

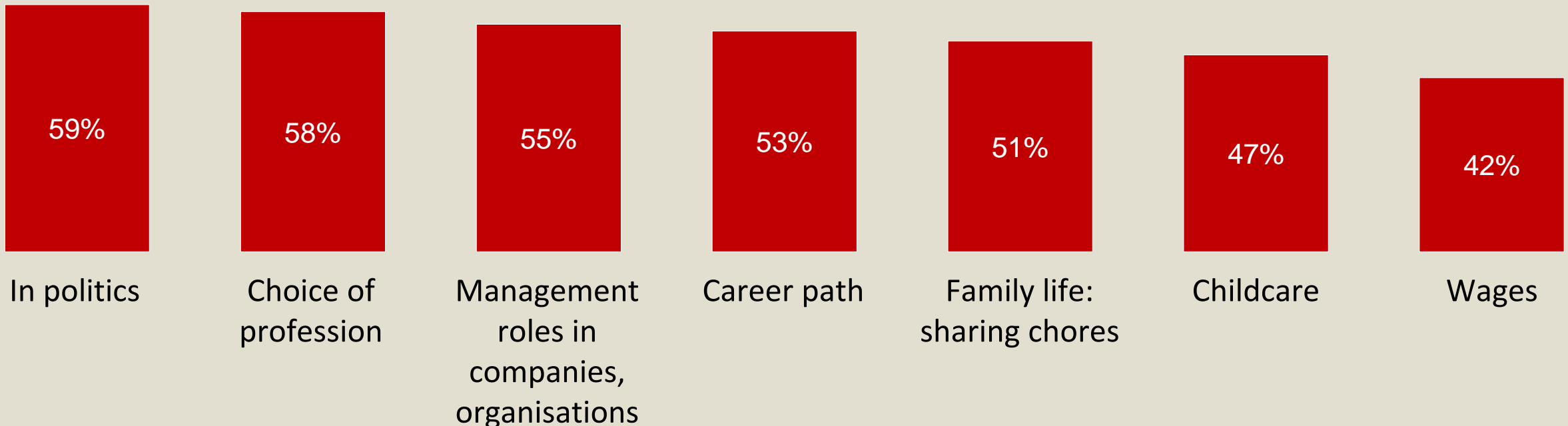
Equality exists:



Respondents critical about equal opportunities. In particular, what concerns wages and childcare.

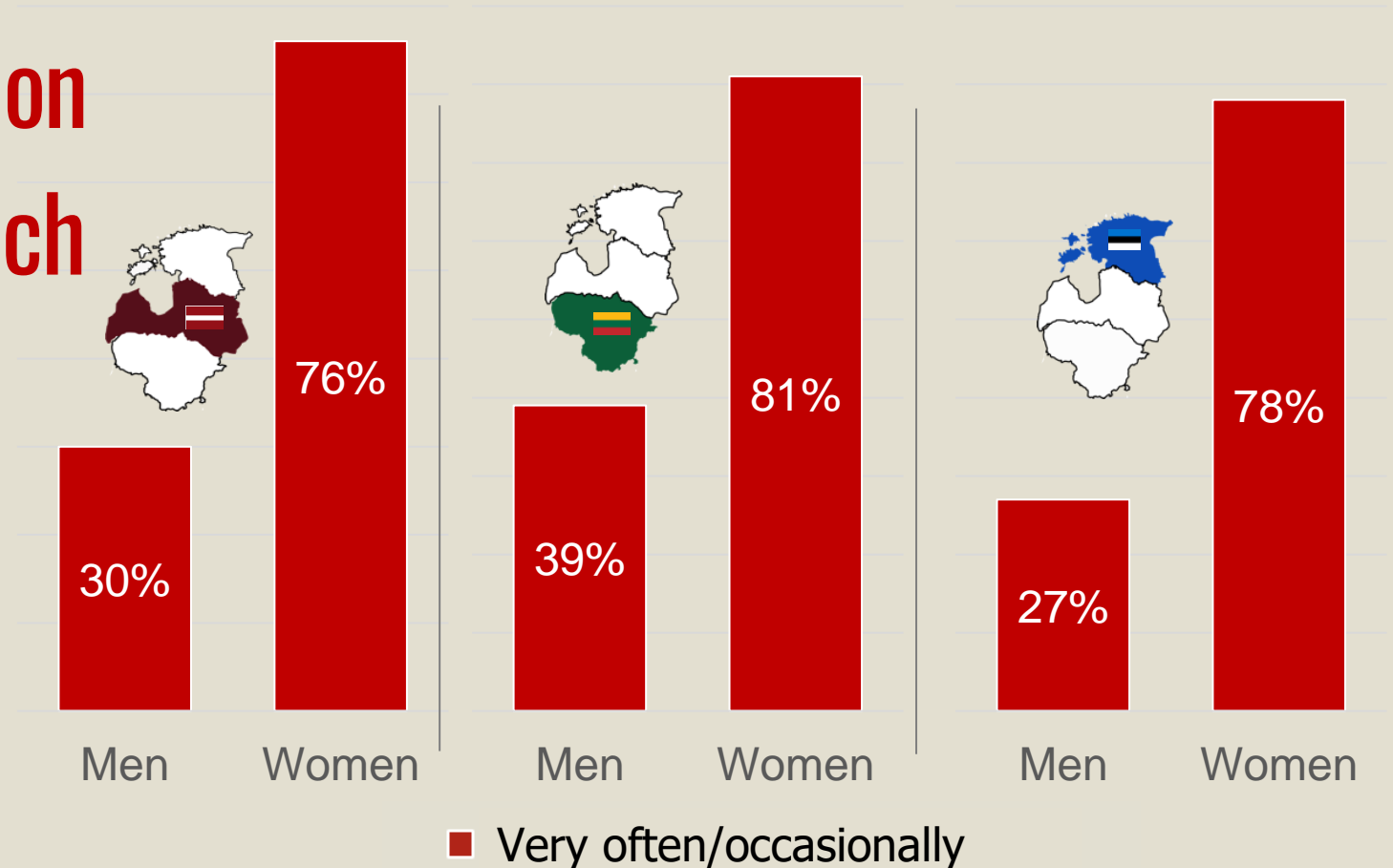
In your opinion, are genders equal in Latvia / Lithuania / Estonia?

■ Baltic States



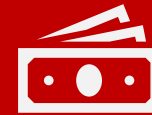
In your opinion, gender inequality affects...

Women face discrimination on grounds of gender much more often.



Respondents have most often faced inequality in the following areas: wages, recruitment process and at home/in family.

TOP3,
have faced gender inequality...



Wages

(i.e., lower pay for the same job)



**Recruitment
process**



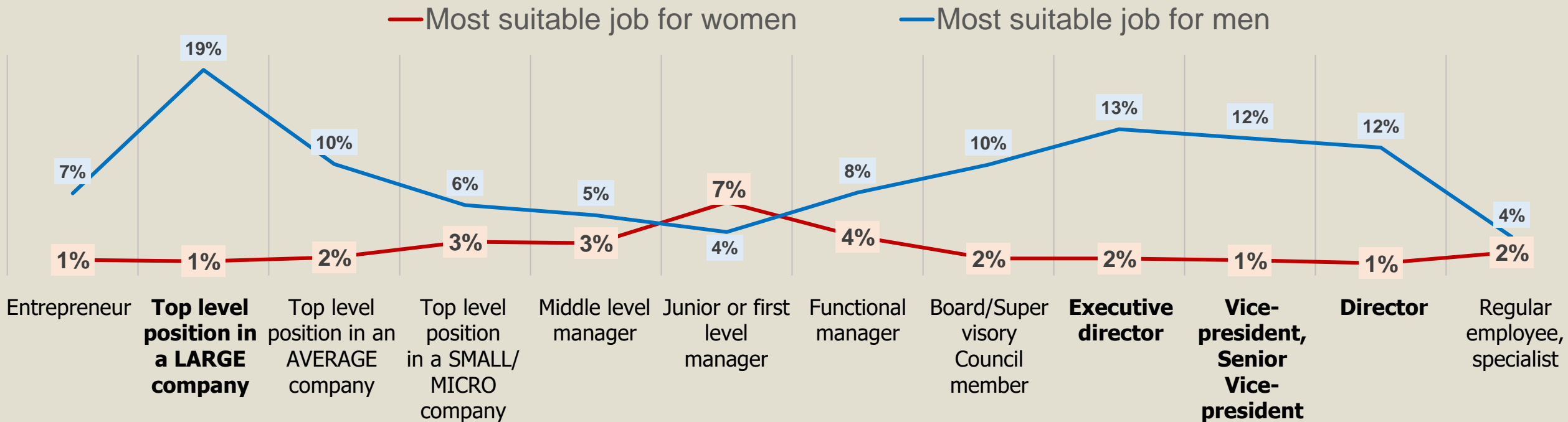
At home/in family

**Most Baltic respondents
were of the opinion that
gender was not relevant to
have a specific position.**

~ 88%

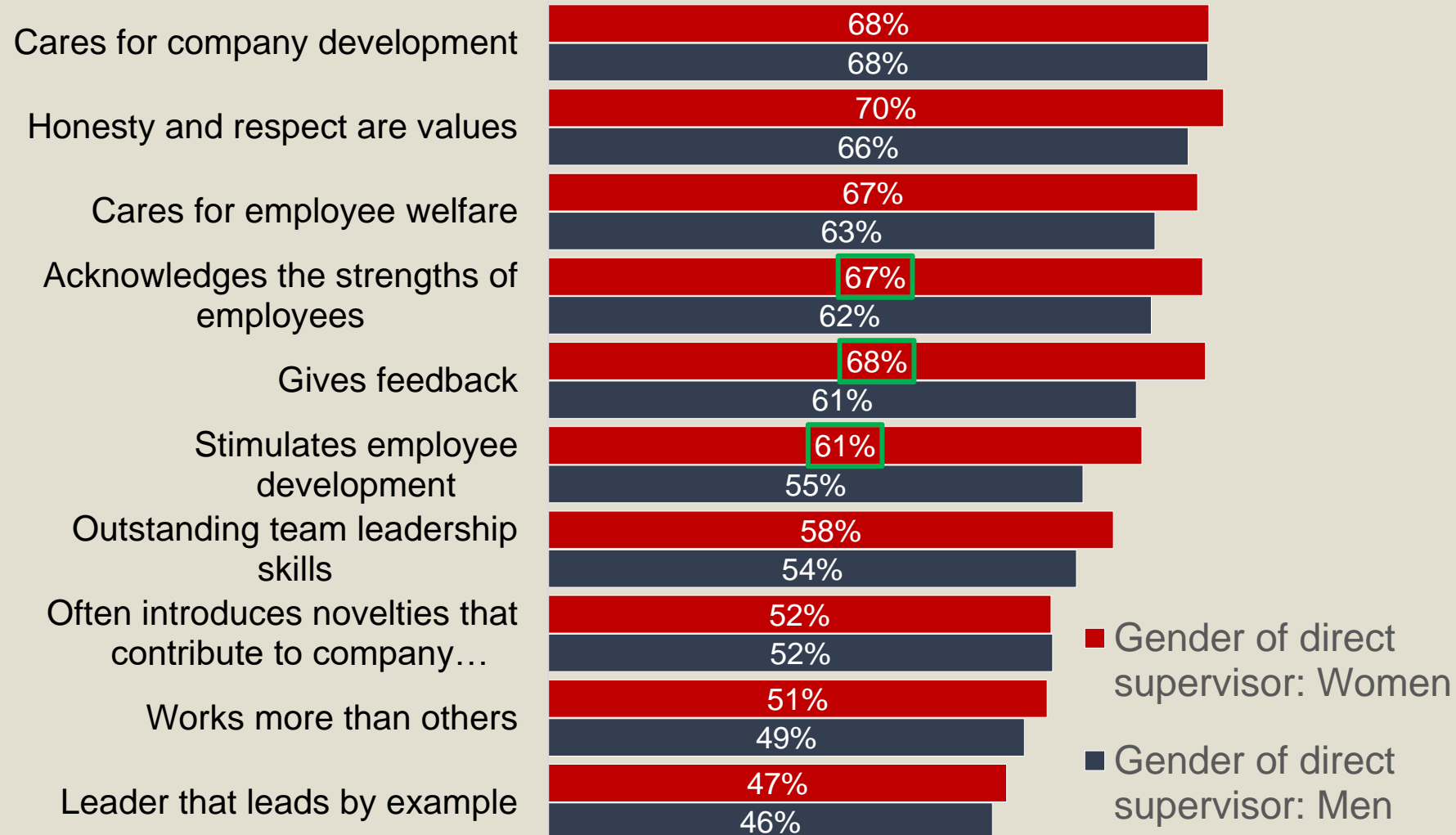
**Professions are equally suited
to men and women**

However, a part believe that management positions are more suitable for men.



Your direct supervisor is:

**Managers of
both genders:
equal!**



**Stereotypes are still
alive and kicking.**

Women should spend more time on childcare than men.	41%
The main role of women is to take care of the home and family	33%
Men have better logical reasoning skills than women	31%
Bread-winning is the main task of men	30%
Men should earn more than women	29%
Men are more ambitious than women	29%
Jobs that require important decisions are more suitable for men, not women	21%
Men are better managers than women	19%

Continue highlighting gender equality.

In particular, focus on: equal wages and recruitment processes.

Root out stereotypes.



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Thank you!

Aug 24, 2022

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