

Equal Measures 2030 Global Advocates Survey

Thank you for taking the time to complete the Equal Measures 2030 Global Advocates Survey!

Throughout March and April, we will be seeking hundreds of responses from gender equality advocates like you in order to better understand how advocates across sectors understand and relate to measuring and tracking progress on gender equality and the role of data and evidence (or its absence) in your work.

The findings of this survey will be used to better understand the perceptions and behaviours of gender equality advocates, especially in relation to current progress toward gender equality, information needs, and use of data and evidence for advocacy. It will inform the design and work of Equal Measures 2030 and its partners, and the results will be compiled, analysed and shared in Autumn 2018.

We greatly appreciate your support in sharing and promoting this survey as widely as possible with your colleagues, partners, and contacts so that we have insights from gender equality champions from civil society, government, and the private sector across the globe!

Q1. Defining Characteristics: Which, if any, of the following, have you done in the last three years? PLEASE TICK ALL THE BOXES THAT APPLY

- Worked for an organisation whose work includes advocating for gender equality (including paid and voluntary positions)
- Participated in a campaign (e.g. signed a petition) promoting gender equality
- Joined a public mobilisation (e.g. a rally, march or protest) around the issue of gender and gender inequality
- Attended an event to discuss or promote gender equality, women's rights or empowerment
- Contacted an elected representative on the topic of gender equality
- Made concerted efforts to advocate for gender equality, either personally, or in your professional capacity at work
- Other advocacy action (PLEASE WRITE IN)

- I have not taken action to advocate for gender equality in the last three years

EQUAL MEASURES 2030 PARTNERS



Q2. Which of the following best describes the action you take on gender equality?

PLEASE TICK ALL THE BOXES THAT APPLY

- This is a formal part of my role in my paid work
- This is something I do in my place of work, but is not a formal part of my role
- I do this as part of a volunteering role
- I do this informally, as a concerned citizen
- Other (PLEASE WRITE IN)

Q3. This questionnaire will ask for your views on issues related to advocacy, policy and data. You can answer these questions either for a specific country, or from a cross-national perspective. Which would you prefer? PLEASE TICK ONE BOX ONLY

- Cross-nationally (global, region or for more than one country)
 - National or sub-national (including province, district, community, etc.)
- (PLEASE WRITE IN WHICH COUNTRY)

Q4. In your opinion, what should be the three biggest priorities today, cross-nationally OR in your focus country, in relation to gender equality? These do not have to relate to your own sector of work. PLEASE TICK UP TO THREE BOXES

- Sexual and reproductive health and rights
- Access to comprehensive health services
- Reducing gender-based violence
- Equitable and quality education at all levels
- Economic empowerment, access to land and financial inclusion
- Women and work, unpaid care, pay gap
- Women's political and civil society participation
- Access to public infrastructure, including clean energy, water and sanitation
- Women and the effects of climatic and environmental changes
- Girls and women in conflict/post-conflict situations
- Public finance, public spending and taxation
- None of the above
- Don't know

Q5. Do you think that gender equality gets too much, too little or about the right amount of attention amongst policy-makers, cross-nationally OR in your focus country, today?

PLEASE TICK ONE BOX ONLY

Too much
attention

Too little
attention

About the right
amount of attention

Don't know /
not sure

Q6. In general, how, if at all, have the relative situations of men and women changed, cross-nationally OR in your focus country, in the last five years? PLEASE TICK ONE BOX ONLY

- Women and men are more equal than they were five years ago
- Women and men are less equal than they were five years ago
- The relative situations of women and men have not changed
- Don't know / not sure

Q7. In your advocacy work, where do you go to get data or evidence relating to gender equality?

PLEASE TICK ALL THE BOXES THAT APPLY

- Government sources (local, regional or national) (including statistical offices, census data, administrative record)
- Independent or academic research organisations (including universities)
- Multilateral/international organisations (e.g. UN, IMF, World Bank)
- Non-Government Organisations (NGOs), charities or community groups
- Private sector/business
- Media (e.g. outputs from news organisations online, in print, on TV or radio)
- Social media (e.g. Twitter, Facebook, LinkedIn)
- Other (e.g. primary research, special surveys)
- I don't use this kind of data

Q8. In general, how would you rate data and evidence relating to gender equality from the following sources, based on how useful they are to you? How would you rate data and evidence from... PLEASE TICK ONE BOX ONLY FOR EACH ROW

	Very useful	Fairly useful	Not very useful	Not at all useful	Don't know/not sure
a) Government sources (local, regional or national).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Independent or academic research organisations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Multilateral/international organisations, such as the UN.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Non-Governmental Organisations (NGOs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The private sector/business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Media (e.g. outputs from news organisations online, in print, on TV or radio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Social media (e.g. Twitter, Facebook, LinkedIn)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9. To what extent do you agree or disagree with the following statements? PLEASE TICK ONE BOX ONLY FOR EACH ROW

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
a) Data and evidence relating to gender equality is readily and widely available, cross-nationally OR in your focus country.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Data and evidence relating to gender equality, cross-nationally OR in your focus country, is up to date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Data and evidence relating to gender equality, cross-nationally OR in your focus country, is relevant to my work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Data and evidence relating to gender equality, cross-nationally OR in your focus country, is consistently reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Data and evidence relating to gender equality, cross-nationally OR in your focus country, is sufficiently disaggregated / broken down into useful sub-groups, e.g. by gender, wealth, location.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Q10. Turning specifically now to government data sources, which of the following statements best reflects your view of government data relating to gender equality, cross-nationally OR in your focus country? PLEASE TICK ONE BOX ONLY

- Data on gender equality is complete and available – there are no data gaps, cross-nationally OR in your focus country **GO TO Q12**

- Data on gender equality is mostly complete and available – there are a few data gaps, cross-nationally OR in your focus country **GO TO Q11**

- Data on gender equality is somewhat incomplete or unavailable – there are some gaps in data, cross-nationally OR in your focus country **GO TO Q11**

- Data on gender equality is mostly incomplete or not always available – there are many gaps in data, cross-nationally OR in your focus country **GO TO Q11**

- Don't know **GO TO Q12**

Q11. To what extent are the following factors relevant in explaining gaps in government data sources, relating to gender equality, cross-nationally OR in your focus country? PLEASE TICK ONE BOX ONLY FOR EACH ROW

	Very relevant	Fairly relevant	Not very relevant	Not at all relevant	Don't know
a) Collecting data on issues that affect girls and women in policymaking isn't prioritised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) There is little demand from advocates for data relating to gender equality.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Gender data is harder to collect than other data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) There isn't enough technical know-how within government related to gender data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) There isn't enough funding for the government to collect better gender data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





Q12. To what extent do you agree or disagree with the following statements?

PLEASE TICK ONE BOX ONLY FOR EACH ROW

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
a) A breakthrough in the Sustainable Development Goals (SDGs) on helping the most disadvantaged girls and women will not be possible without the relevant data.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Lack of data on gender equality is a political issue.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Lack of data on gender equality is a technical issue.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) More or better data and evidence would be helpful to me in my advocacy work.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Comparing the situation across countries is an important part of my advocacy work.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Government spending and investment in public services has a big impact on gender equality.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) I know where to find and how to use data about government spending and investment in public services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Tax policy and issues to do with taxation have a big impact on gender equality.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13. Thinking ahead to 2023, in five years' time, what single indicator or metric would best enable policymakers, cross-nationally OR in your focus country, to know if real progress has been made on gender equality? PLEASE WRITE IN BELOW





Q14. What, if anything, would help you personally to more effectively use data and evidence to promote gender equality, cross-nationally OR in your focus country?

PLEASE TICK ALL THE BOXES THAT APPLY

- Skills and training in how to access, analyse or communicate data
- Greater knowledge of what data exists and where to find it
- More and better data (i.e. "I'm aware of what data exists and where - but it's not enough or not the right data")
- More resources/staff time to work on data analysis and communication
- Ready-made analysis, charts and visualisations of existing data presented online
- Ready-made analysis, charts and visualisations of existing data presented in print
- Nothing, I already use data and evidence as effectively as possible
- Not applicable, I do not want to use data and evidence more
- Other (PLEASE WRITE IN)

Q15. Can you think of a recent example where using data or evidence has had an impact, or would have had an impact in changing perceptions, laws or legislation, policies, etc.?

PLEASE TICK ONE BOX ONLY

- Yes – I can think of an example where it has had an impact **GO TO Q15a**
 - Yes – I can think of an example where it *would* have had an impact
-
- No – I can't think of any example of how data or evidence has helped **GO TO Q16**
 - Don't know

Q15a. In a few words, could you describe the change, and how data or evidence helped or would have helped? PLEASE WRITE IN BELOW



Now a few questions about you and your advocacy role. This will help us look at patterns or differences in responses across this survey.

Q16. Which of the following best describes how you think of yourself?

PLEASE TICK ONE BOX ONLY

Female

Male

In another way

Q17. Which of the following age groups do you belong to?

PLEASE TICK ONE BOX ONLY

Under 18 years

18-29

30-49

50+

Q18. Which, if any, of the following best describes the organization in which you work or volunteer? PLEASE TICK ONE BOX ONLY

- Government (including elected officials or civil servants and at any level, national, state level or local/city level)
- Independent or academic research organisations (including universities)
- Multilateral/international organisations, including the UN
- The private or business sector
- International NGO, where girls' or women's rights ARE the sole focus
- International NGO, where girls' or women's rights ARE NOT the sole focus
- National NGO, where women's rights ARE the sole focus
- National NGO, where women's rights ARE NOT the sole focus
- Larger girls' or women's rights movement or network (income more than USD \$75,000 per year)
- Small girls' or women's rights movement or network (income less than USD \$75,000 per year)
- Other community-based organisation
- Other (PLEASE WRITE IN)



Q19. Which of the following best describe(s) the policy area focus of your advocacy?

PLEASE TICK AS MANY BOXES THAT APPLY

- Sexual and reproductive health and rights
- Access to comprehensive health services
- Reducing gender-based violence
- Equitable and quality education at all levels
- Economic empowerment, access to land and financial inclusion
- Women and work, unpaid care, pay gap
- Women’s political and civil society participation
- Access to public infrastructure, including clean energy, water and sanitation
- Women and the effects of climatic and environmental changes
- Girls and women in conflict/post-conflict situations
- Public finance, public spending and taxation
- None of the above
- Don’t know

Q20. Which of the following age ranges do you cover in your advocacy work?

PLEASE TICK AS MANY BOXES THAT APPLY

- | | | | |
|--------------------------|---------------------------|--------------------------|--------------------------|
| Girls (<15 years) | Young women (15-24 years) | Women (25+ years) | Don't know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q21. Are you able to read online or print materials in any of the following languages?

PLEASE TICK AS MANY BOXES THAT APPLY

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| English | French | Spanish | Hindi | Bahasa Indonesia | Kiswahili |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



Q22. Your participation in the survey is anonymous. However, as a respected member of the advocacy community, being able to state that you or your organisation participated would help add weight to the findings and increase the influence of the survey results, cross-nationally OR in your focus country, as well as to provide you directly with survey findings once available. We will not attribute any individual responses to your name or organisation. For example, a quote will be identified as ‘advocate, cross-nationally OR in your focus country.’

Would you agree to include your name in a list of those who have participated in the survey? PLEASE TICK ONE BOX ONLY

- Yes – agree to have my name, job title, and organisation included
- Yes – agree to have my job title and organisation included, but not my name
- Yes – agree to have my organisation’s name included, but not to be identified personally
- Yes – agree to have my job title and sector included, but not my name or my organisation’s name
- None of the above

Q23. Please enter below the details you are happy for us to include in the survey participants’ list. PLEASE WRITE IN

Name:

Job title:

Organisation:

Q24. Would you be happy for Ipsos MORI or Equal Measures 2030 to contact you again, in the next year, for further research on topics similar to those discussed today? Whether or not you agree, your details will never be given or sold to third parties for any other use. PLEASE TICK ONE BOX ONLY

- Yes – agree to be contacted for further research on similar topics
- No – do not agree to be contacted for further research on similar topics

Email:

Telephone:



Thank you very much for your time in completing this survey. Your inputs are invaluable and will be used to better understand the perceptions and behaviours of gender equality advocates, especially in relation to current progress toward gender equality, information needs, and use of data and evidence for advocacy. It will inform the design and work of Equal Measures 2030 and its partners, and the results will be compiled, analysed and shared in Autumn 2018. Here are a list of ways you can stay connected to the work of Equal Measures 2030.

Sign up for our newsletter and visit our website: www.equalmeasures2030.org

Stay connected to gender equality, data and the SDGs and keep up with all the latest news

Follow us on Twitter (@Equal2030), Facebook (@Equal2030) and LinkedIn (Equal Measures 2030)

Become a part of the EM2030 community and help us to amplify our vision, mission and mandate.

