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HUMANGRAPHEXPERIENCE

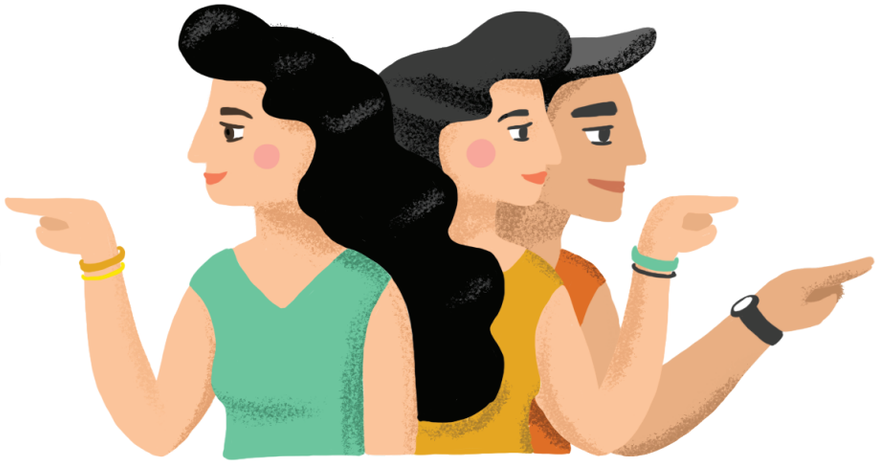
Women Status in society

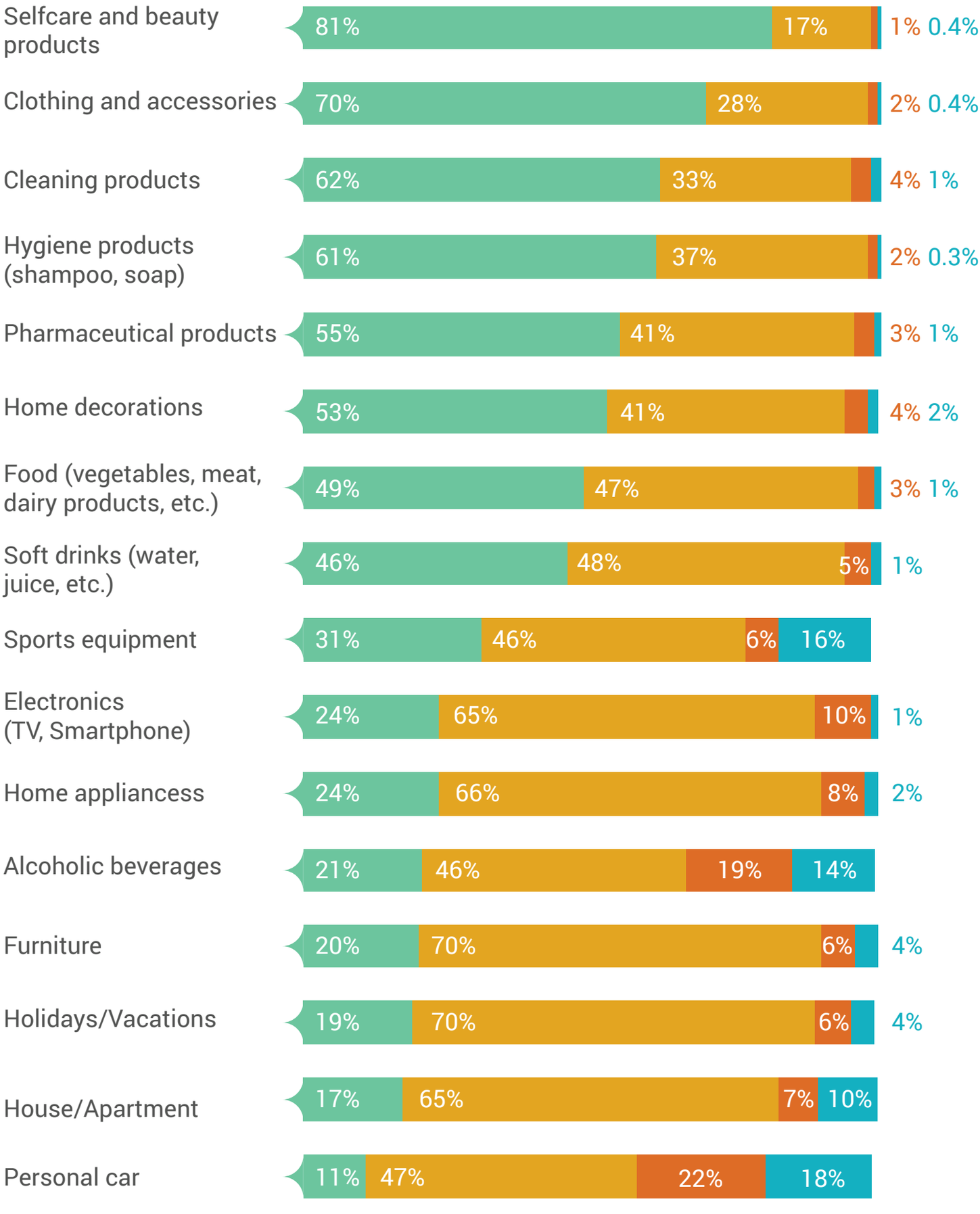
Decision Maker in Household

When it comes to self care and beauty products women are the main decision makers (8 out of 10 respondents). Clothing and cleaning products are also women's purchase responsibility as they have the patience to go shopping for the entire family and take care of the cleaning tasks.

Together with their husband/life partner decide the purchases that involve the entire family such as household furniture and holidays/vacations (7 out of 10 respondents).
The man remains the main decident in terms of personal car purchase and alcoholic beverages.

- Me, alone
- Me with somebody else
- Somebody else (husband, life partner)
- Not applying





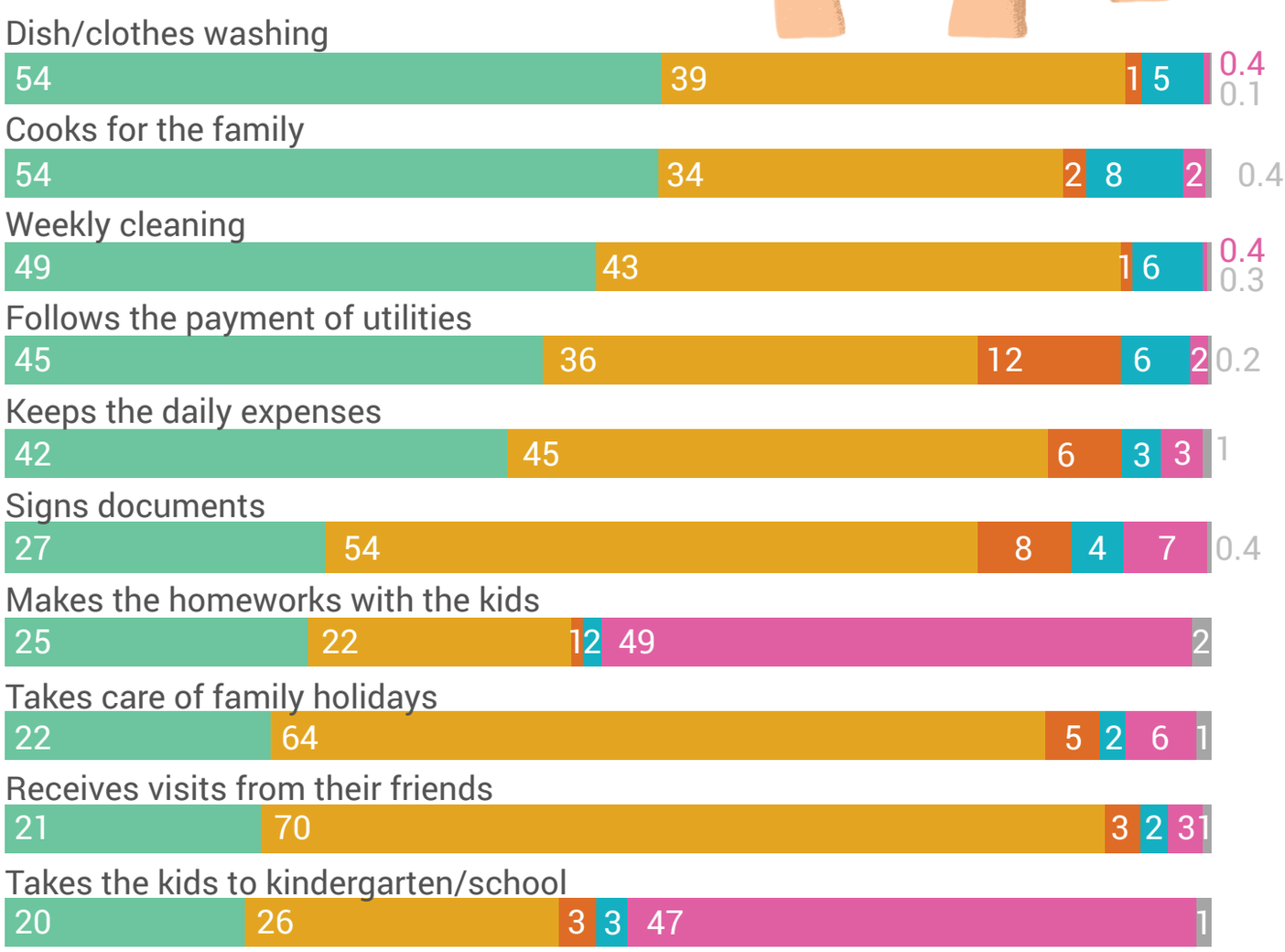
Responsibilities in the Household

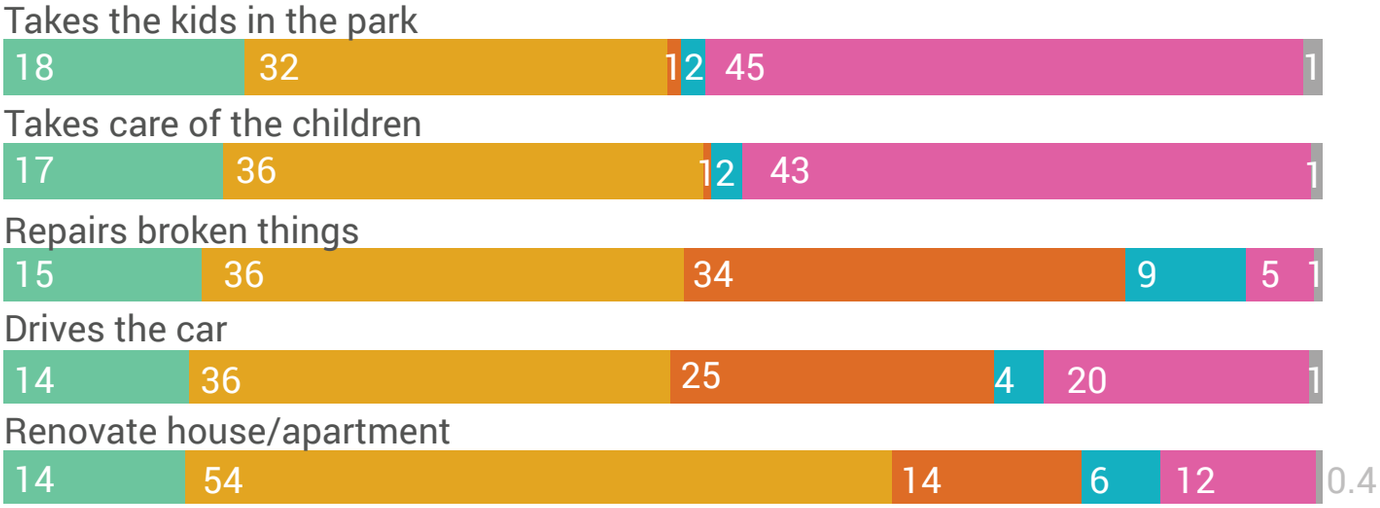
Taking care of the household wellbeing, such as washing the dishes/clothes, cooking for the entire family, weekly cleaning remain women main responsibilities, as a definition of woman's role in the family from the beginning of time.

Together with their life partner/husband share the responsibility of organizing family's free time, holidays and visits from friends;
The husband/life partner remains the pillar of the family in their perception, repairing the broke things, driving the car, activities that most women think it is a man's duty.

- Me, alone
- Me with my husband/life partner
- My husband/life partner
- Somebody else (parents, in laws, housekeeper)
- Not applying
- I don't know/No answer

(%)

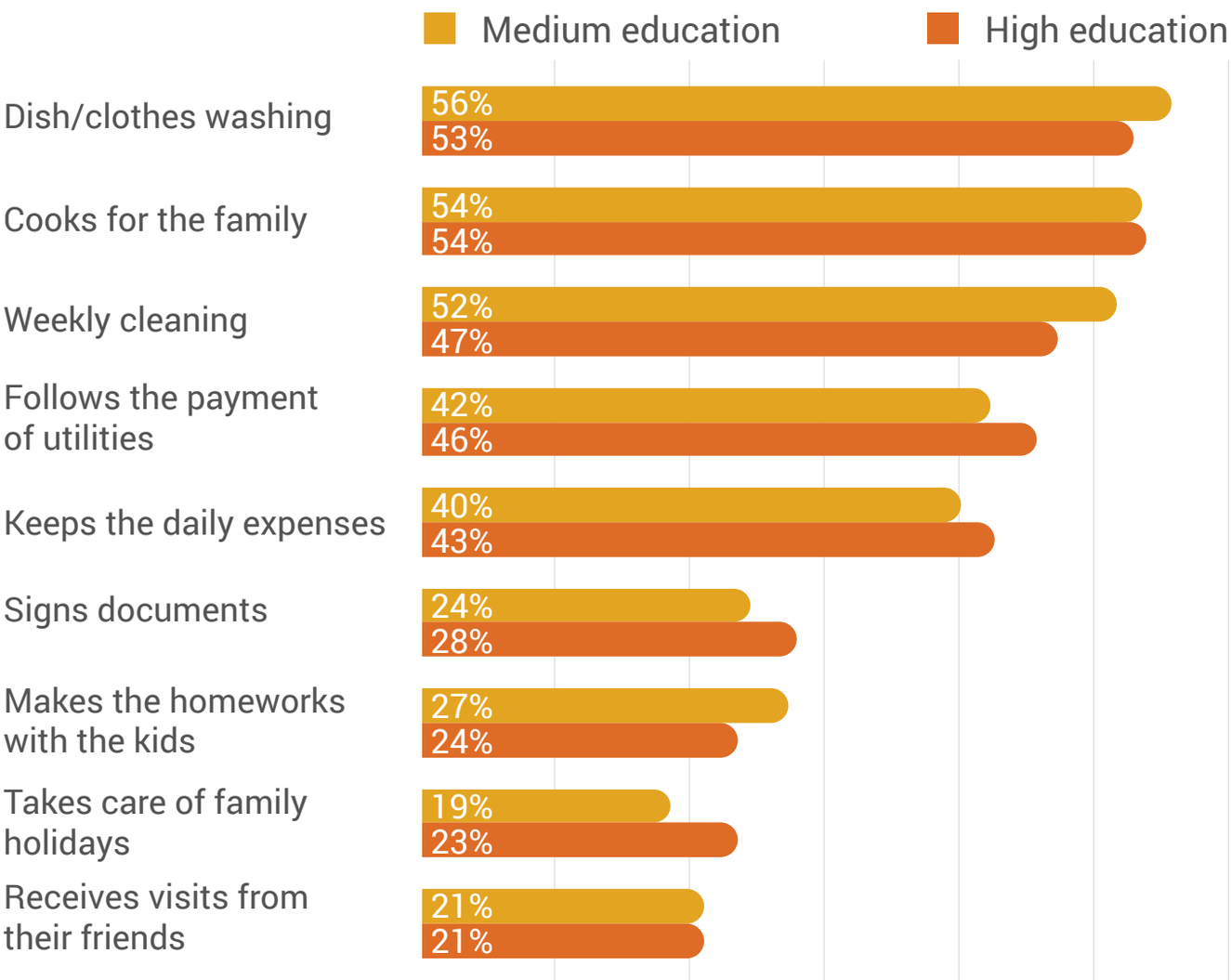


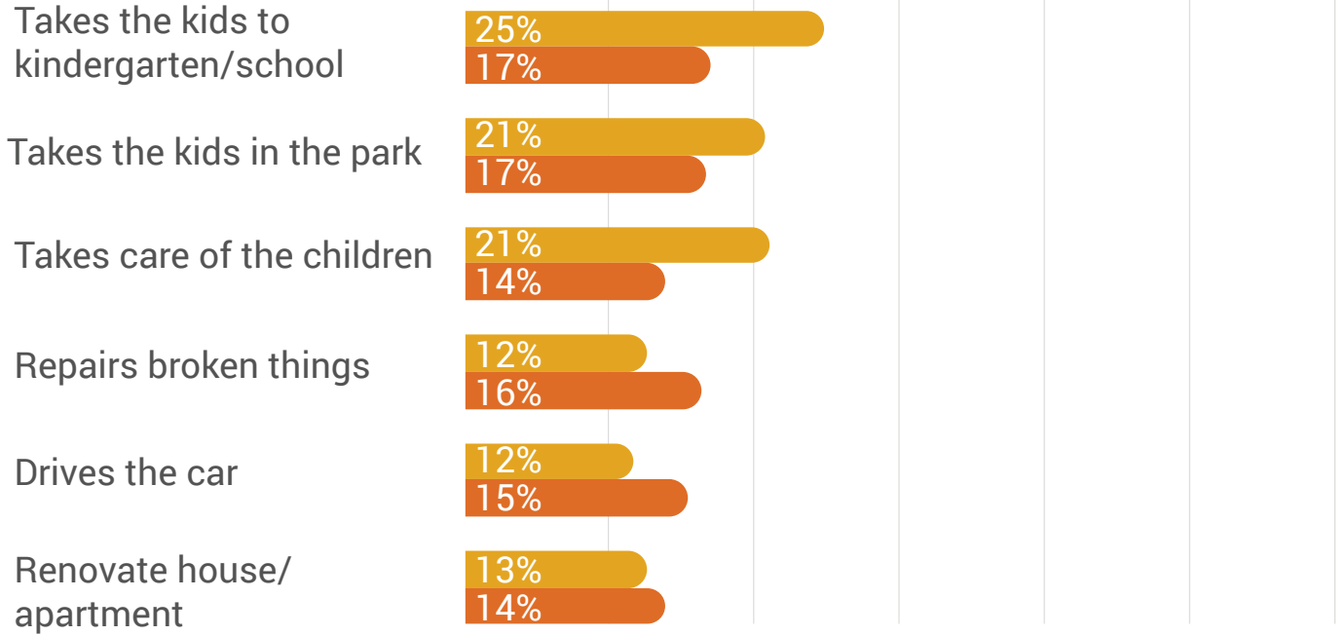


Responsibilities in the Household: Split by education

Women with medium education have more domestic responsibilities such as: taking care of the children and cleaning;

We notice that women with high education are slightly more preoccupied with the daily expenses, utilities payment, fixing broken things, driving the car, activities that are perceived to be mainly for men.



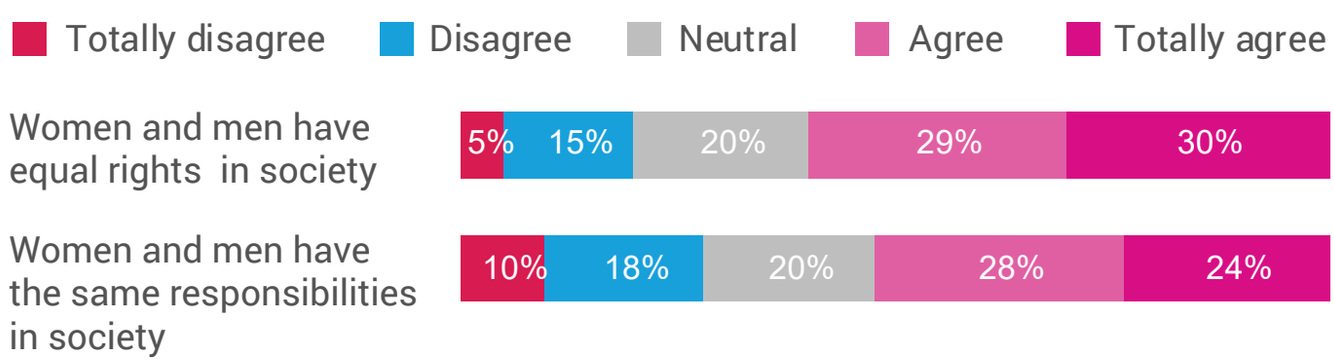


Rights & Responsibility of Women in Society

6 out of 10 women declared that have the same rights as men in society (agree + totally agree). Especially young women, 18-24 years old, with medium education.

When it comes to responsibilities, less women feel the equality between them and men (5 out of 10 women), especially among mature women (55+ years old).

Even the modern society sells them equal rights, they feel a disadvantage in the day to day activities, as women do by themselves the main household activities (dish/clothes washing, cooking, cleaning, utilities payment, daily expenses, signs documents etc.)

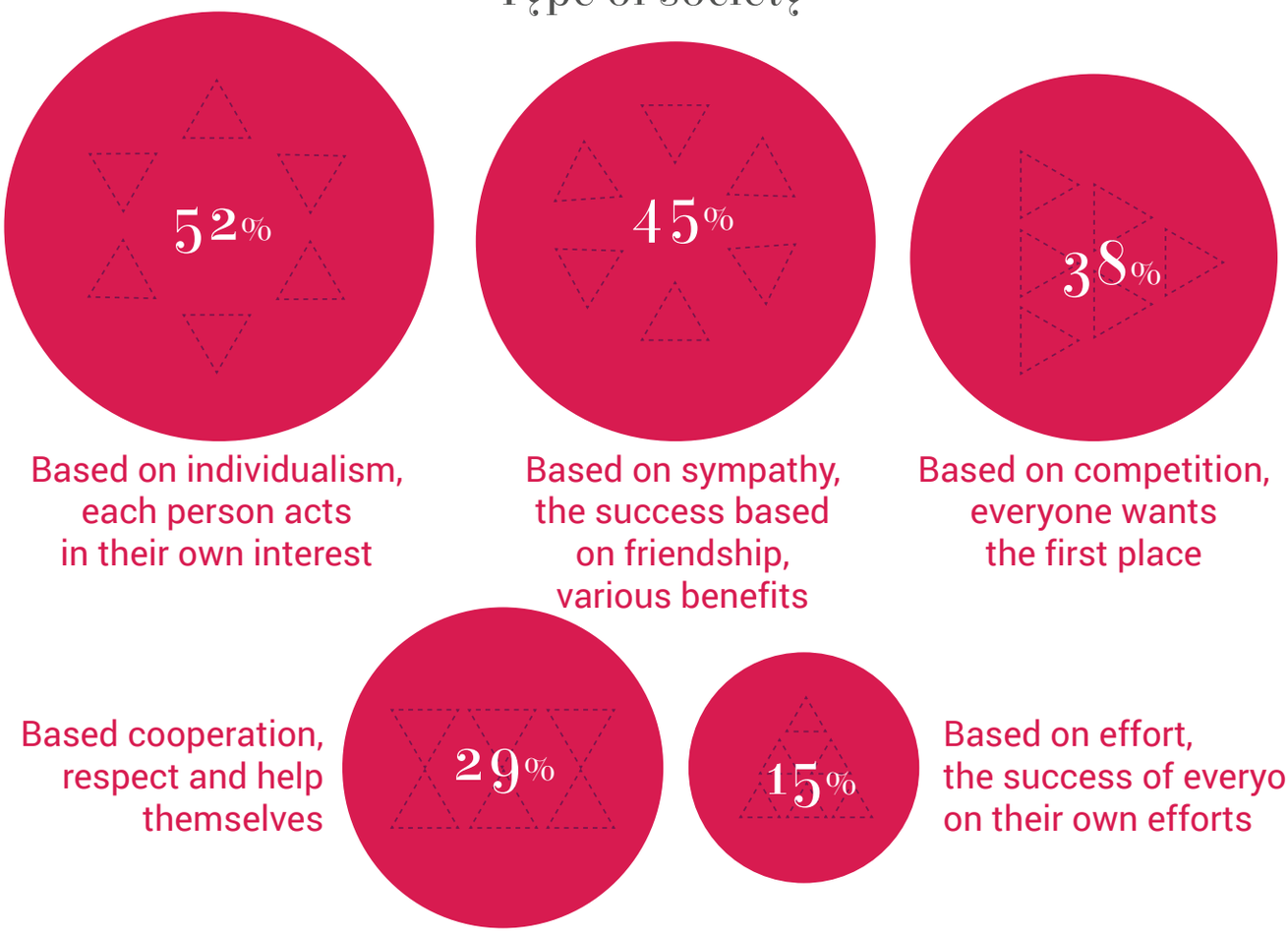


The Role of Women in Society

Half of the respondents believe that the nowadays society is based on individualism, each person acts in their own interest. Especially mature women, 45-54 years old (56%), with high education (55%).

A society based on success through their own efforts was mentioned only by 15% of the respondents. Mainly by young idealist women, 18-24 years old (22%), that aspire to a better future.

Type of society



How women see their role in society

64%
Friend

63%
Professional

63%
Wife

61%
Mother

61%
Daughter

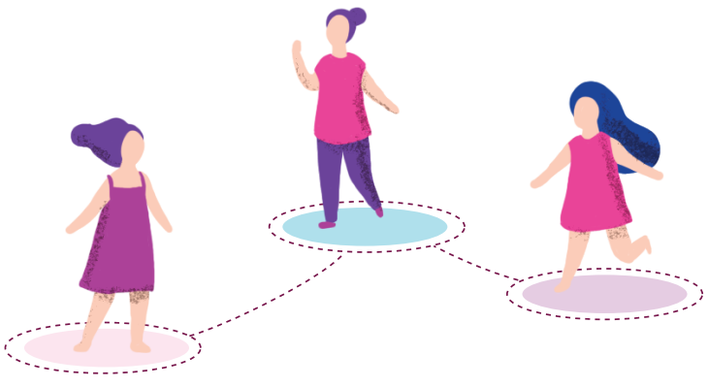
47%
Girlfriend/ Lover

44%
Woman that follows her dream

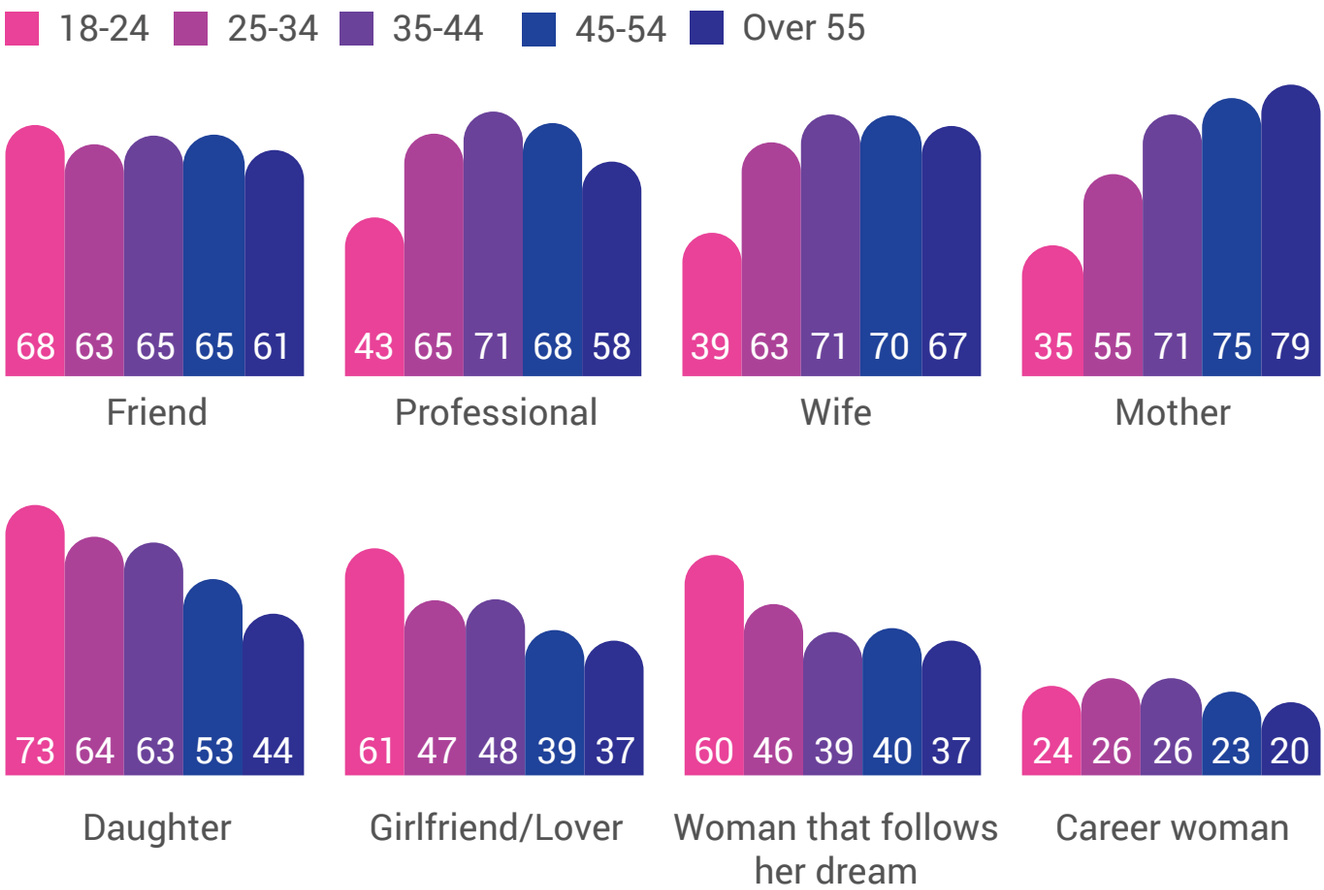
25%
Career woman

The Role of Women in Society Split by Age (%)

Young women (18-24 y.o.) perceive their role in society as a friend, daughter, girlfriend and woman that follows her dream.



Even though most women become moms until the age of 34 y.o. (77% accordingly to SNA Focus), most of them consider that their place in society is defined more by professional achievements, wife or even daughter roles, due to the fact that they are focused to accomplish other priorities such as career, buy a house/ apartment. After the age of 35 y.o women start to balance their roles, considering in the same extent their place in society as a professional, wife and mother.



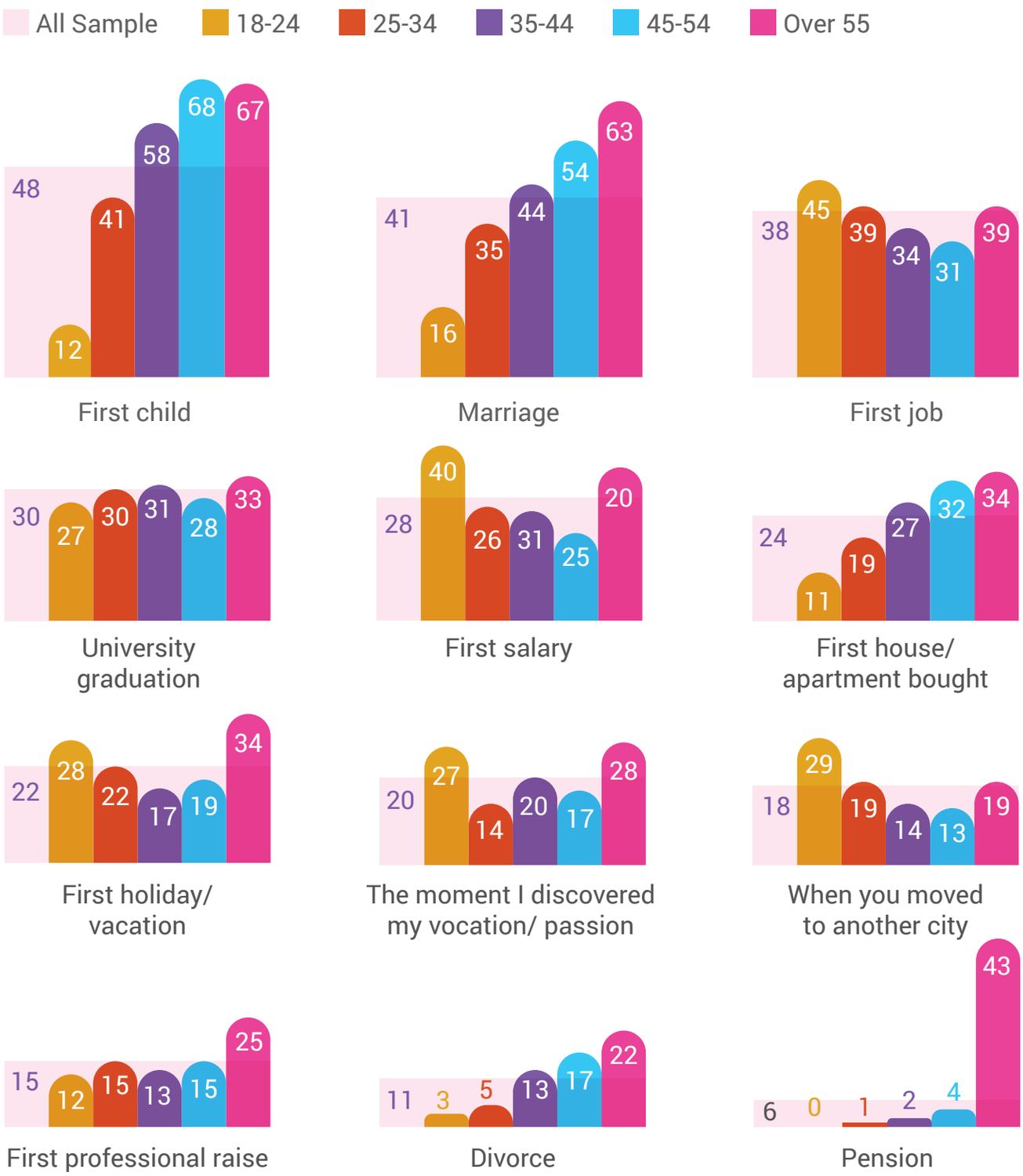
Life Changing Events in a Woman's life (%)

At 18-24 age, most women consider life changing events having their 1st job and their 1st salary. These are also events specific to this age, as base all women has lower % of consideration.

When they reach 25-34 age, first job continues to be an important life changing event for most of them, but they also consider the birth of their 1st child. Specific for this stage is that they are more self secure, not focusing so much on discovery of their vocations & passions.

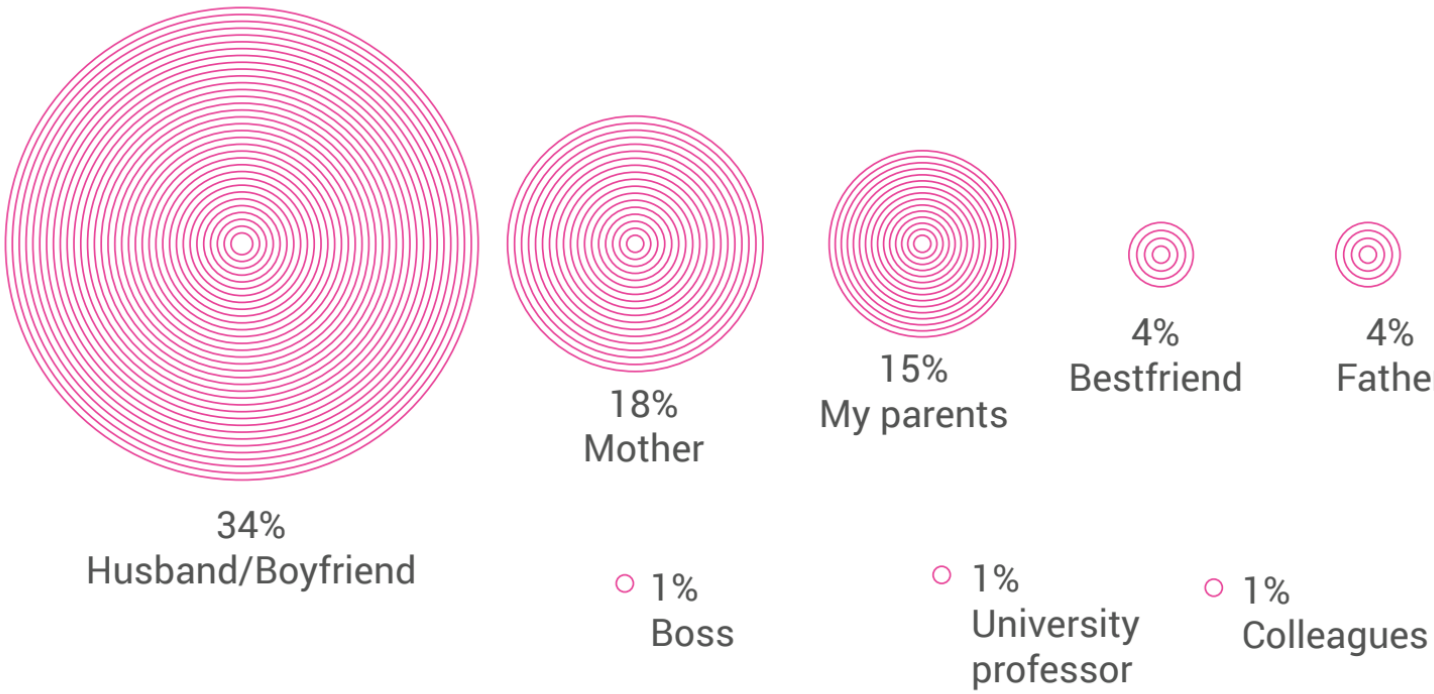
After 35 years, the birth of 1st child is clearly the main considered life changing event and marriage starts to be considered an important event among mature women.

Compared to general women base, after 55 y.o., women have an extended list of events considered life changing: 1st salary; 1st house/ apartment brought; 1st holiday; the moment of their passions/ vocations discovery; 1st professional raise; pension.



Who is the Main Influencer for Women?

The husband/boyfriend is the main influencer in a woman's life (declared by one third of interviewed women). Followed at a significant difference by their parents.

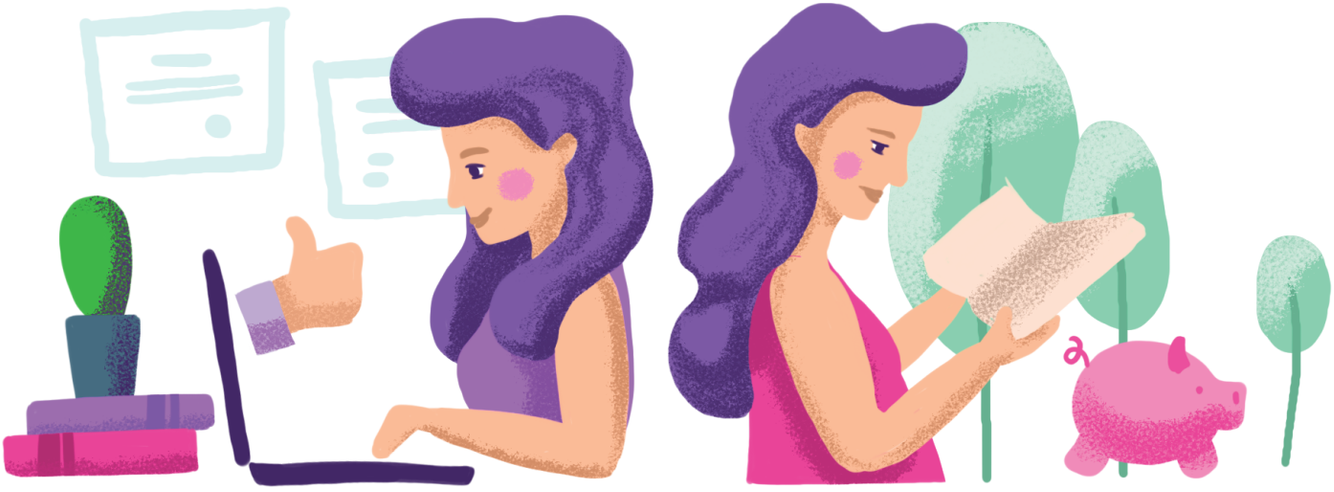


Woman's Needs

Professionally 4 out of 10 women declared they need to be recognized for their work, followed at a significant difference by job stability, professional growth and trainings/workshops. At their beginning of career young women, 18-24 y.o., are eager to validate their capability (32%) and grow professionally (38%). Among high educated women we notice the need of developing their aptitudes through training and workshops (28%).

In their personal life women need/crave the most for that time for themselves, this being more visible at women 35-44 y.o. (57%), with kids (55%). For most women kids are the focus of their life and forget how important is that time in which they can relax their mind and body.

Young women (18-24 y.o.) at a personal level crave for trust, independence and validation and medium educated women search for family's appreciation and affection.

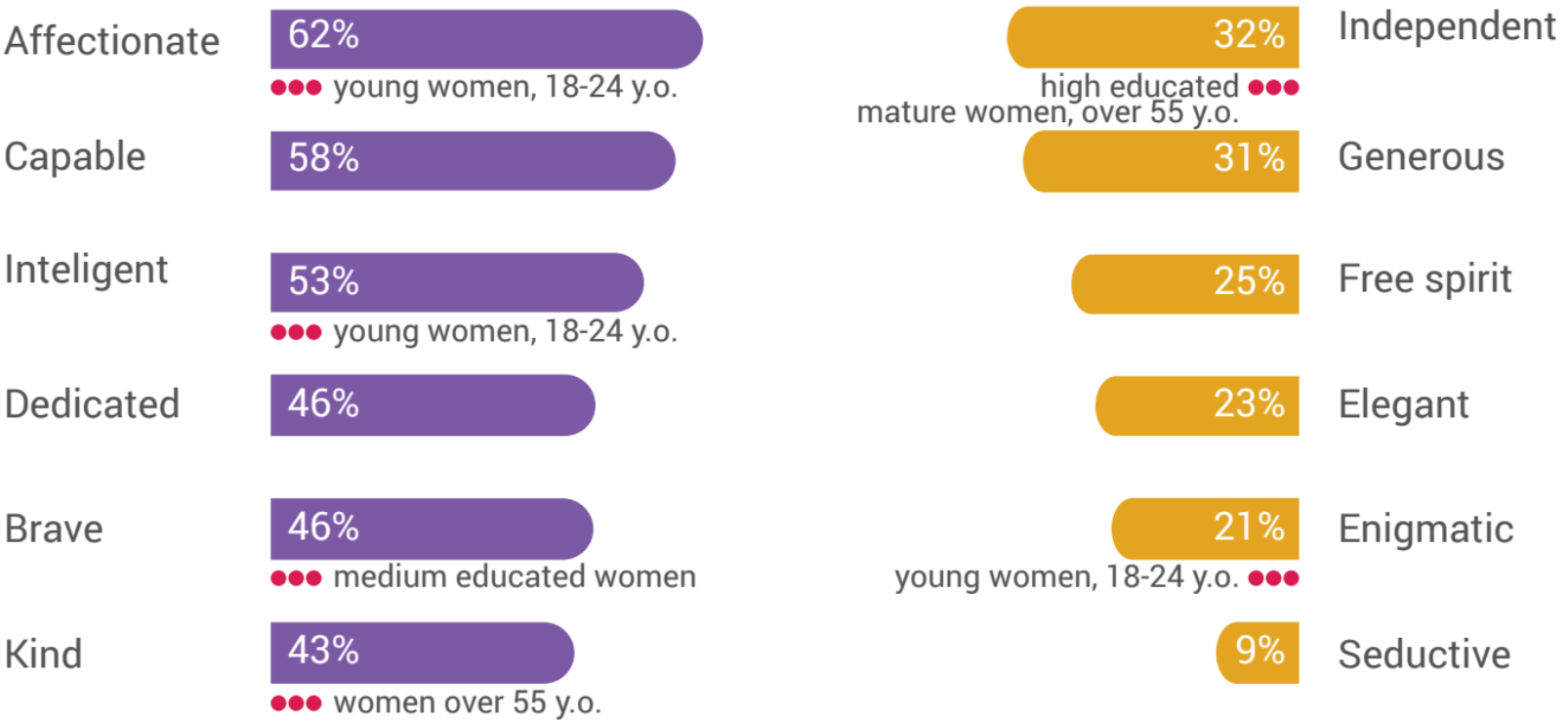


Professional		Personal	
Work recognition (financial or emotional)	40%	49%	Time for myself, in order to take care of my body and mind
Job stability/security	29%	41%	Financial independence
Professional growth	26%	27%	The thing that defines me as a person (passion)
Trainings/workshops	24%	19%	Prove myself that I can
Prove myself that I am capable and I can face any challenge	20%	18%	Family appreciation
Colleagues support /trust when I make a decision	6%	14%	Affection from my dear ones
Be as a part of the team/integration	6%	11%	Family support/trust
I don't know/No answer	12%		

Women's Self Image:

••• In greater extent by

Top 11 attributes		Bottom 11 attributes	
Responsible	70% ••• high educated women over 45 y.o.	38% mature women, over 45 y.o. •••	Balanced
Sincere	69% ••• women over 55 y.o.	37%	Full of energy
Sensitive	64% ••• young women, 18-24 y.o.	35% high educated women •••	Empathic
Family concerned	62%	34% young women, 18-24 y.o. •••	Impulsive
Strong	62% ••• medium educated women	34% young women, 18-24 y.o. •••	Daring



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