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Unveiling Femininity

Tradition meets Modernity

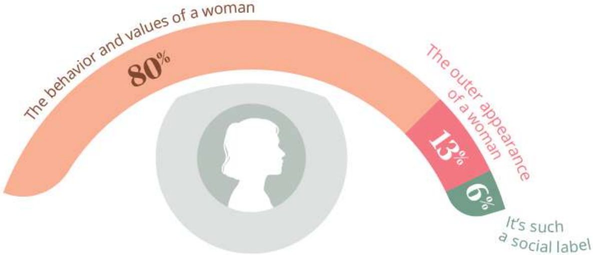
Today, perceptions of femininity among Romanians are multifaceted, encompassing both traditional and modern ideals. While physical appearance remains a focal point, there's a prevalent belief that femininity is primarily defined by behavior and values. This is reflected in the varied interpretations of femininity, with women often associating it with attributes like self-confidence and independence, while men lean towards notions of sensitivity and protection. Despite these differences, there's a common understanding that femininity is evolving, embracing naturalness, elegance, and self-assurance.

Romanians' Perception of Femininity

Beyond physical appearance

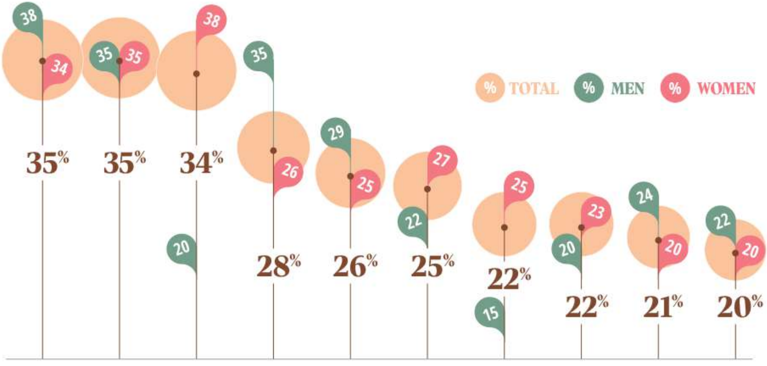
Although today we often focus on the physical appearance of those around us, Romanians believe that a woman's femininity is rather determined by her behavior and the values she promotes.

9 out of 10 Romanians maintain that a woman can emanate femininity regardless of her age.



Main femininity characteristics – TOP 10

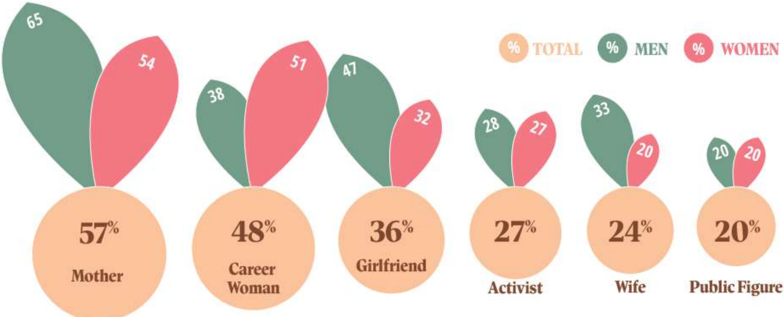
Today, femininity is associated with naturalness, elegance, and self-confidence. Although there are traits with which both women and men agree, there is a tendency for women to associate femininity with more bold characteristics such as self-confidence, independence & power, while men associate femininity more with sensitivity, delicacy, and the need for protection.



Naturalness
Elegance
Self-confidence
Sensitivity
Delicate attitude/ gestures
Attention to personal grooming
Independence
Gentleness
Caring for loved ones
A woman who takes care of her body, pays attention to her figure

Women roles that sustain the femininity in 2024

More than half of Romanians associate femininity with the maternal role. A discrepancy between women and men is highlighted - women associate femininity more strongly with the concept of a 'career woman' (51% compared to 38%), suggesting that men may perceive career-focused women as less feminine. The role of romantic partner is frequently linked to femininity in society's eyes, particularly by men, reflecting the importance of romantic relationships and partnerships in the development and expression of feminine identity. In contrast, the roles of activist, wife, and public figure seem to receive less recognition regarding femininity. Analyzing specifically the roles of mother, girlfriend, and wife, it is observed that these are associated with femininity to a greater extent by men, reflecting the traditional social expectation for women to be partners and supporters of household and family.

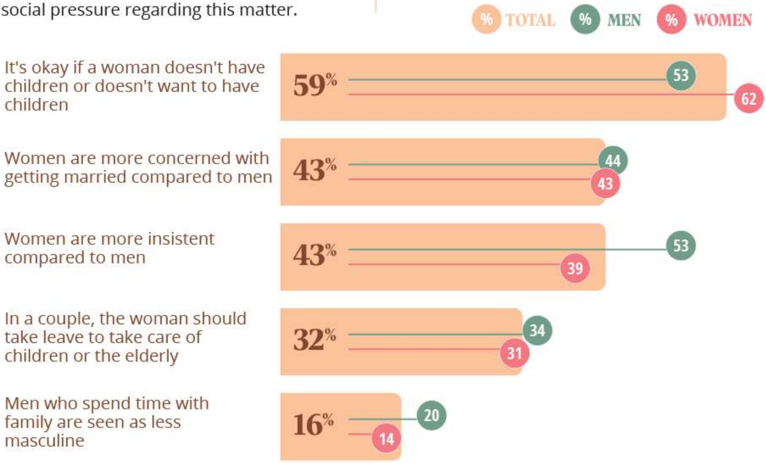


Perceptions and expectations regarding gender roles in Romanian society

At a declarative level, 59% of Romanians agree that not all women want children, yet we know that this aspect remains quite controversial.

There is still a preconception that women are more inclined to desire marriage compared to men, but this is also because women are more likely to discuss or feel social pressure regarding this matter.

32% of Romanians expect women to give up their jobs to take care of children or elderly family members, while men who spend time with their families are seen as less masculine (16%).



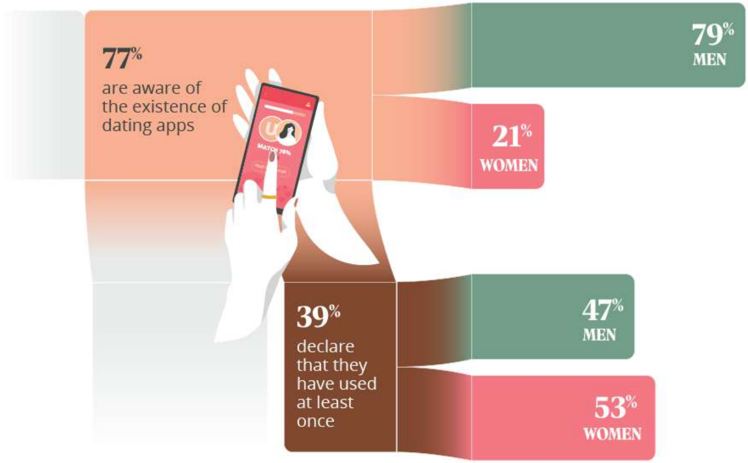
The Dating Apps in Romania

Awareness and Usage

The data reveals a significant awareness of the existence of dating apps among the Romanian population, with 77% of Romanians being familiar with this technology. However, it is interesting to note the gender discrepancy in this awareness, with 79% of men and only 21% of women knowing about the existence of these apps.

Regarding the actual usage of dating apps, 39% of those aware of them stated that they have used such a platform at least once.

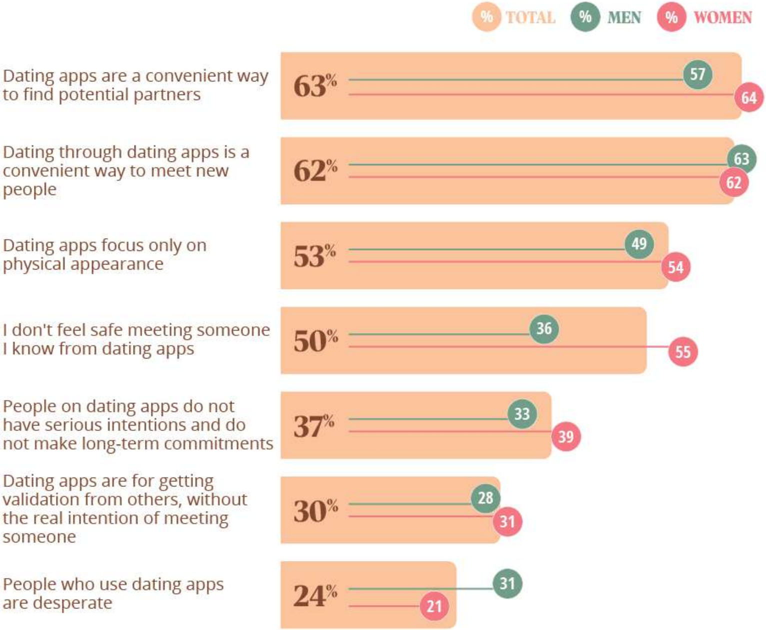
OF ROMANIANS...



Perceptions about Dating Apps from

two perspectives

The data reveals a wide range of perceptions and concerns among users of dating apps in Romania. Most respondents believe that these apps are convenient for finding potential partners and meeting new people, yet there are concerns regarding the emphasis placed exclusively on physical appearance (53%). Additionally, a significant proportion feels insecure about meeting people they know from dating apps (50%), especially women. Regarding long-term intentions and commitments, a smaller number of respondents trust in the seriousness of dating app users (37%). There are also concerns regarding users' motivations, with a significant percentage considering that they seek validation from others (30%). Moreover, a minority segment of respondents' associates dating app users with desperation (24%), especially men. These conclusions underline the complexity of perceptions and attitudes towards dating apps in Romanian society.

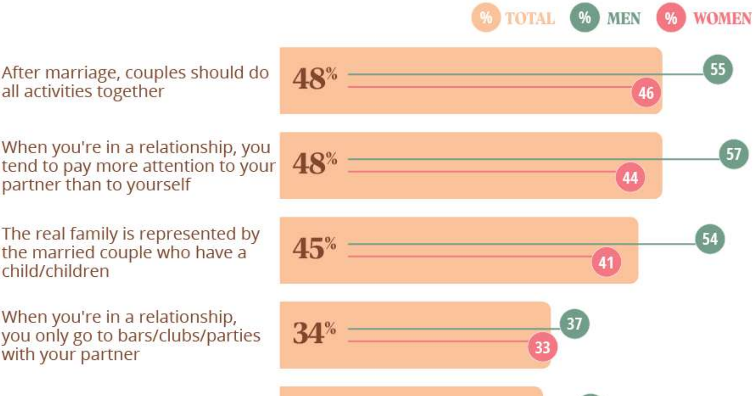


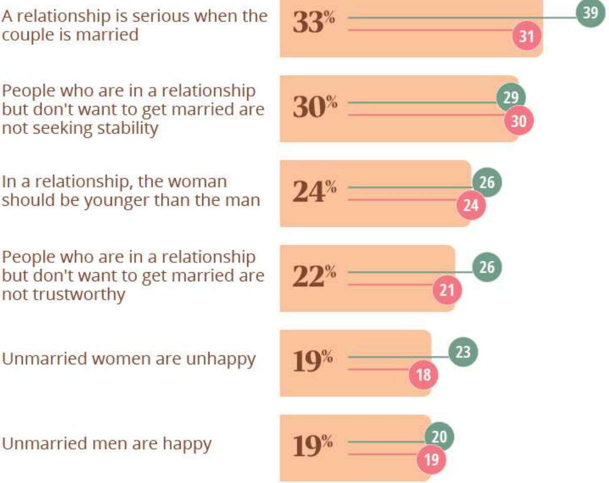
Perceptions about couple life & marriage

Marriage remains highly valued in Romanian society, with nearly half of respondents believing that couples should engage in activities together post-marriage (48%). However, there's a prevalent confusion between couple stability/seriousness and dependence, as evidenced by the common belief of "We need to do everything together." This blurred boundary can lead to a weakening of individual identity, directly conflicting with the human need for personal space.

However, adhering to the societal belief that marriage validates the stability of a relationship can be seen as seeking marriage as a milestone, viewing it as a symbol of commitment, and expecting social recognition. This is highlighted by the fact that a third of Romanians believe that a relationship becomes serious only when the couple is married (33%).

The traditional notion of family, centered around a married couple with children, persists among a significant portion of Romanians (45%).



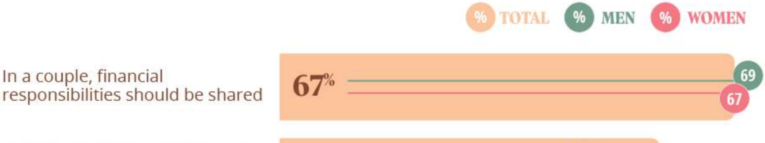


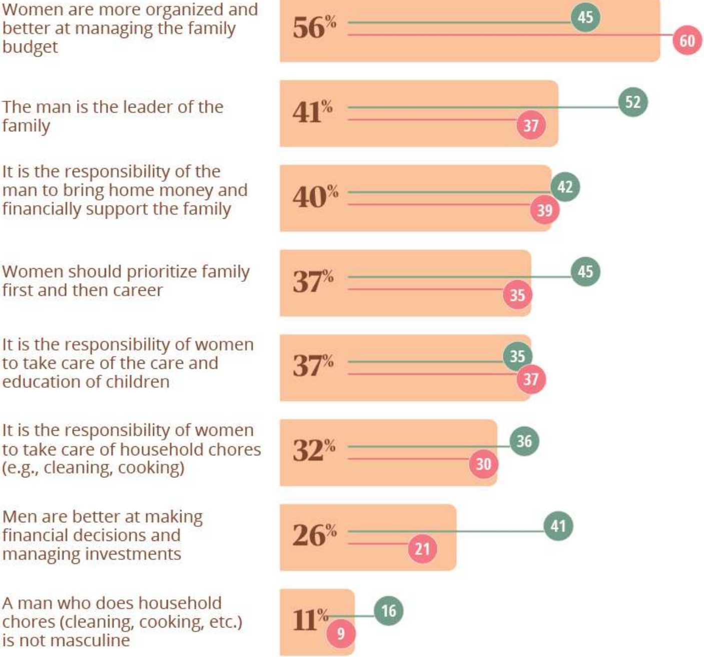
Perspectives on gender roles in relationships

In general, there is a predominant perception towards the idea that financial responsibilities should be shared in a relationship, with 67% of Romanians supporting the notion that these should be equally distributed between partners. Additionally, there is a perception that women are more organized and better at managing the family budget, reflected by 56% of Romanians.

However, traditional ideas still exist regarding family leadership and financial support. Highlight 52% vs. 37% women consider that man is the leader of the family - The need to provide is deeply ingrained in men's minds due to cultural expectations and social norms, contrasting with the modern women's desire for independence and self-sufficiency.

There are also divergent opinions regarding prioritization between family and career, with 37% of respondents believing that women should prioritize their family first and then their career.



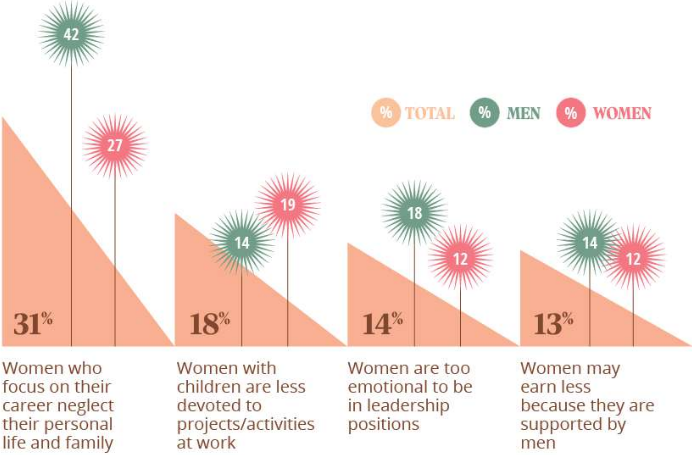


Challenges and Perceptions of women in modern society

Over time, women have proven they can do it all; however, there is still a perception that women who dedicate themselves to their careers will automatically neglect their correlated with the notion that women do not wish to expose their vulnerability at the beginning of a relationship, which can translate into any type of relationship.

families and vice versa. Additionally, women are often seen as too emotional to hold leadership positions – This can be

Men's hard belief that strong leadership leaves no room for emotions.



The complex landscape of perceptions surrounding femininity in Romania reveals a blend of traditional norms and evolving attitudes. While there's a growing acceptance of diverse expressions of femininity, challenges persist, particularly in the realms of gender equality and work-life balance.

Addressing these challenges requires not only individual introspection but also societal shifts towards greater inclusivity and support for women's roles and aspirations. By fostering dialogue and awareness, we can strive towards a more equitable and empowering future for all.

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