

Survey within the American continent on women's rights:

A MAJORITY OF LATIN AMERICAN WOMEN BELIEVE THAT THEIR RIGHTS ARE NOT RESPECTED

The survey was conducted by WIN in December 2017, in 11 countries that represent 87% of the population of the American continent: Argentina, Brazil, Canada, Chile, Colombia, the United States, Ecuador, Mexico, Peru, Panama and Paraguay. In total, 5,982 surveys were conducted on women over 17 years of age.

The research clearly shows that there is still a long way to go in terms of women's rights.

These results are part of a larger study that will be published at the beginning of April 2018, where a wide range of questions related to women in America are investigated, such as perceptions about the gender situation, employment, leisure, consumption, maternity, social roles, etc. All of these factors identify patterns of behavior and differences by country.

Latin America: Improvements are critical

The violation of women's rights has strong relevancy throughout the American continents, with almost 6 out of 10 women stating they feel they are only respected 'a little' or 'not at all' (56%), compared to 44% of women who believe they are respected 'a lot'.

However, it is the disparity between hemispheres that is possibly the biggest cause for concern. The vast majority of North American women (84%) feel their rights are respected 'a lot', but this proportion falls significantly to a mere 36% in Latin America.

In the north region of the continent, Canada stands out with 93% of women who affirm that their rights are respected, although this does drop to 74% in the United States. Within Latin America, Colombia, Peru, Paraguay and Chile are the biggest culprits in this regard (only 20-30% of these women indicate that their rights are respected): Within Mexico, Argentina and Ecuador, these negative opinions are less pronounced, but positive opinions still account for around 40% of their country's female adult populations, while Panama and Brazil have the most divided opinions in one direction or another. In sociodemographic terms, the criticism is accentuated among those younger than 55 years of age, from middle and lower classes.

Almost a quarter of North and South American women admit to having suffered either physically or psychologically. 23% of the women surveyed reported having suffered some kind of gender abuse, either physical and / or psychological. Once again, in North America the incidence decreases: in Canada and the United States, these percentages are 14% and 15% respectively - in line with the values registered in Ecuador (15%) and Colombia (16%), the two countries with the lowest levels of gender abuse in South America. Far more disturbing is the fact that Argentina, Chile, Peru and Mexico have almost twice the levels of abuse or violence against women (around 30%) than Ecuador and Colombia.

The proportion of women who say they have suffered gender mistreatment in the last year increases significantly at younger ages, reaching 28% within the youngest group (18 and 34 years old). Victims of gender abuse also skews towards the lower classes, with 17% admitting to being victims in the upper class, against 26% in the lower social classes.

3 out of 10 women admit to having been sexually harassed. Mexico is the country with the highest level of harassment in the Americas.

With regard specifically to 'sexual harassment' itself, the WIN Americas study reveals that 29% of women surveyed acknowledged having suffered harassment at either work, their place of study or domestically. Again, there is disparity within the Americas region, with 19% of North American women openly admitting to it; a figure that grows to 32% among Latin American women.

However, there are very marked differences by country: Mexico (46%), Peru (41%), Chile (39%) and Panama (35%) are the nations with the highest level of sexual harassment declared among the countries measured. Argentina follows at 29%, while Brazil, Ecuador, the United States and Colombia all range between 20% and 23%. The country with the lowest declared level of harassment is Canada with 16%.

There is a staggering socio-demographic split by age. Younger women are the most affected at 40%, against just 10% of the women aged 55+. However, socioeconomic levels play no real part in sexual harassment; these actions are transversal and do not present large differences by social class. This aligns with the recent #metoo social media campaign which emphasized that women, regardless of their status, can all be victims in society, but that they should not be afraid to stand up to the perpetrators.

The places where sexual harassment are mentioned include: 'social environment' (18%), 'work' (9%), 'centers of learning' (4%) and 'other places' in general (17%).

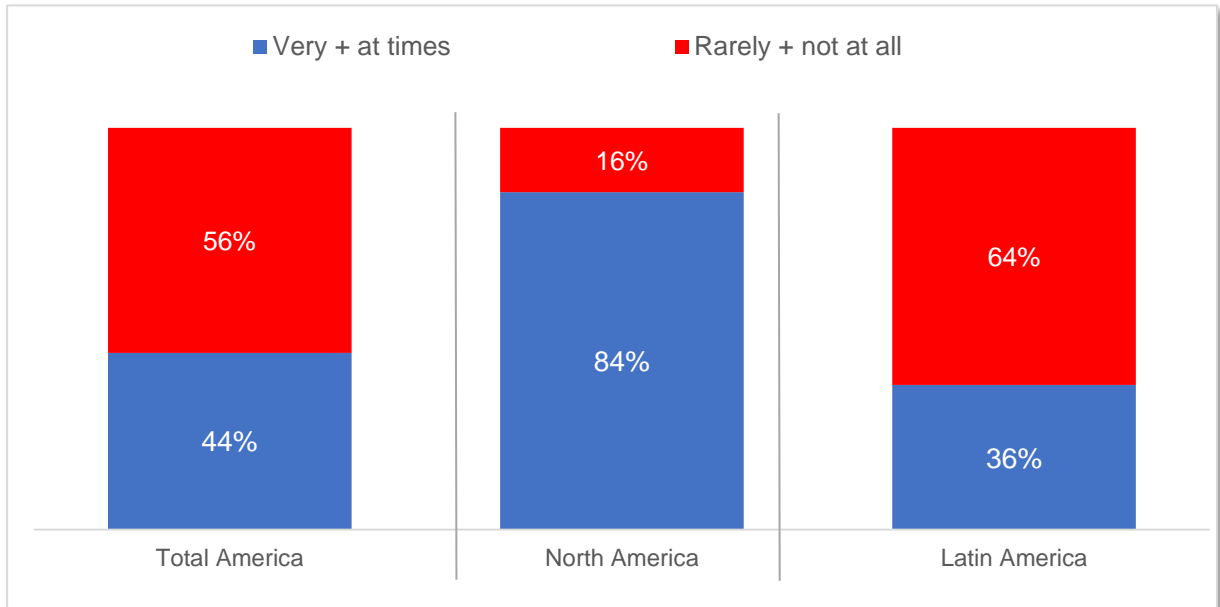
The WIN Americas research study shows that although in terms of recognition of women's rights there is a very marked difference between North America and Latin America, in matters such as gender violence and harassment, much remains to be done throughout the continent, and ultimately, the world.

This study is announced in the framework of International Women's Day, a date in which the outstanding challenges regarding the fight for gender equality in the world are remembered, as well as the integral and dignified development of women as individuals.

GRAPHICS AND TABLES APPENDIX

RESPECT FOR WOMEN'S RIGHTS - Total and by Region

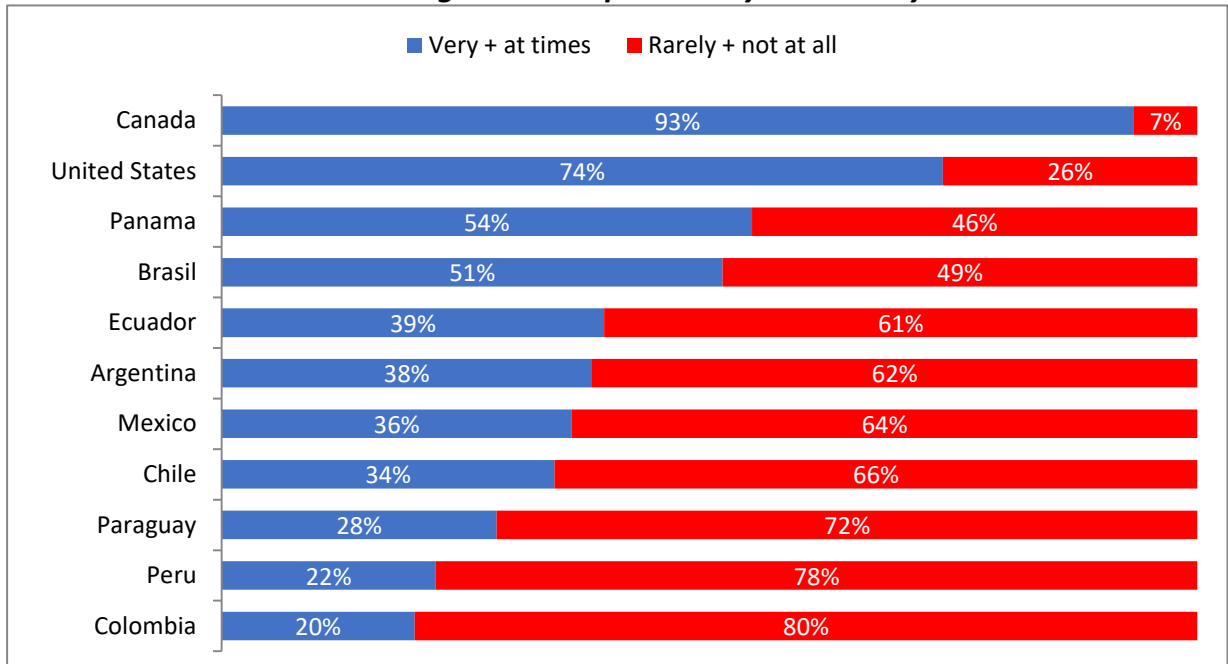
*Thinking about the equal rights of women and men,
how much do you think women's rights are respected in your country?*



SOURCE WIN. BASE: TOTAL AMERICA

RESPECT FOR WOMEN'S RIGHTS - By Country

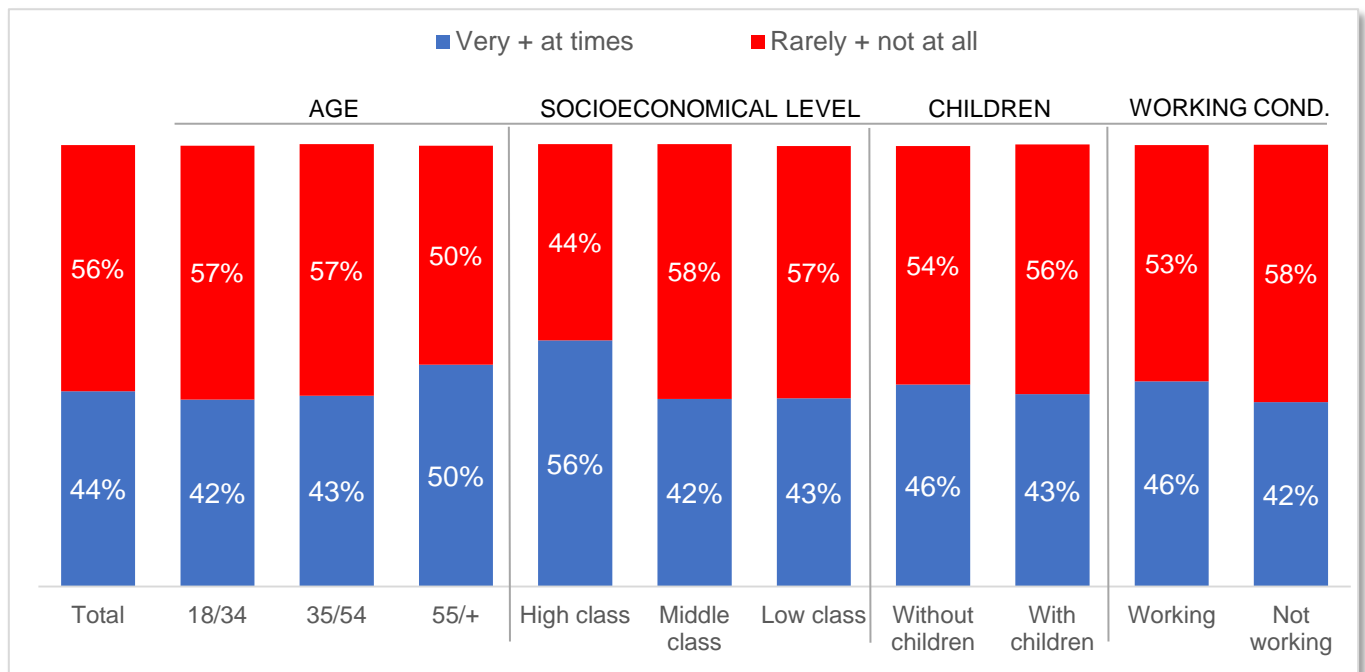
Thinking about the equal rights of women and men, how much do you think women's rights are respected in your country?



SOURCE WIN. BASE: TOTAL BY COUNTRY

RESPECT FOR THE RIGHTS OF WOMEN - TOTAL AMERICAN CONTINENT, CROSSING BY SOCIODEMOGRAPHIC SEGMENTS

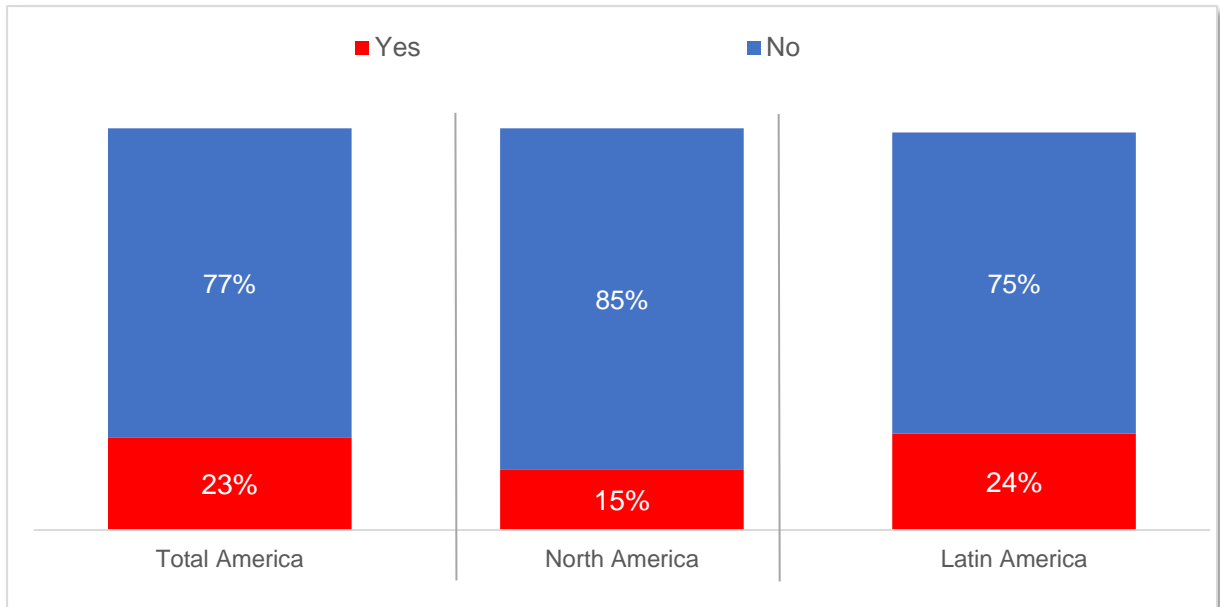
Thinking about the equal rights of women and men, how much do you think women's rights are respected in your country?



SOURCE WIN. BASE: TOTAL AMERICA

SUFFERED GENDER VIOLENCE - Total and by Region

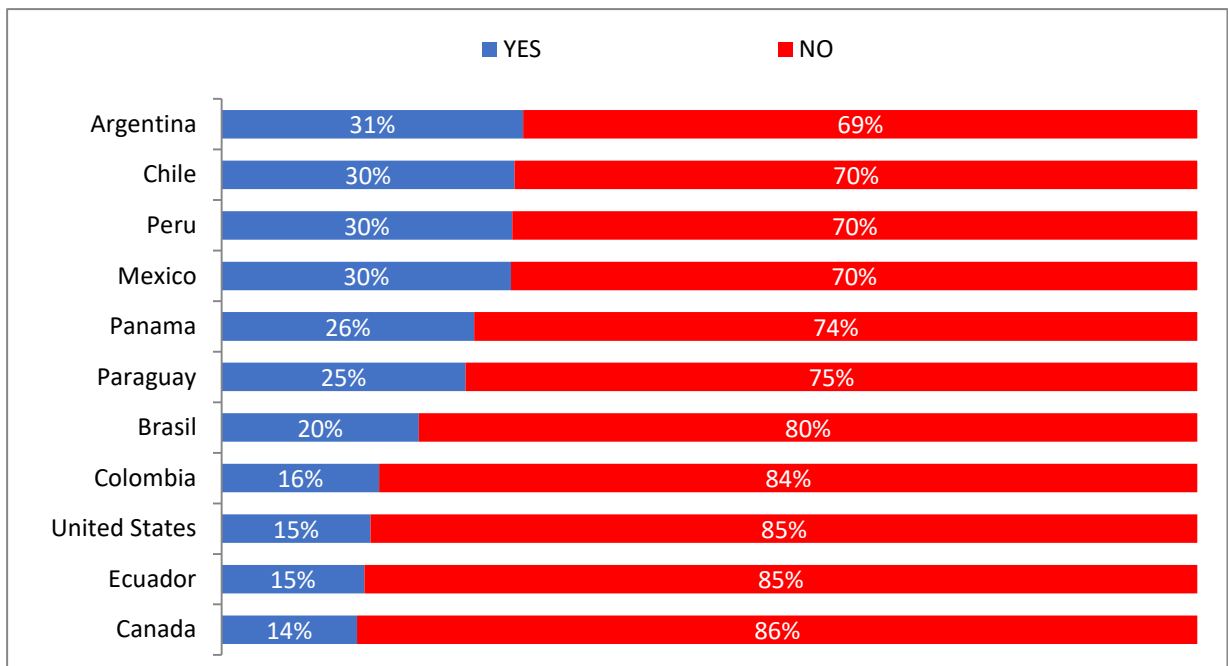
*Referring to gender violence applied against women (both physical and mental).
Have you suffered from any kind of violence against women
(either physical or psychological) in the past year?*



SOURCE WIN. BASE: TOTAL AMERICA

SUFFERED GENDER VIOLENCE – By Country

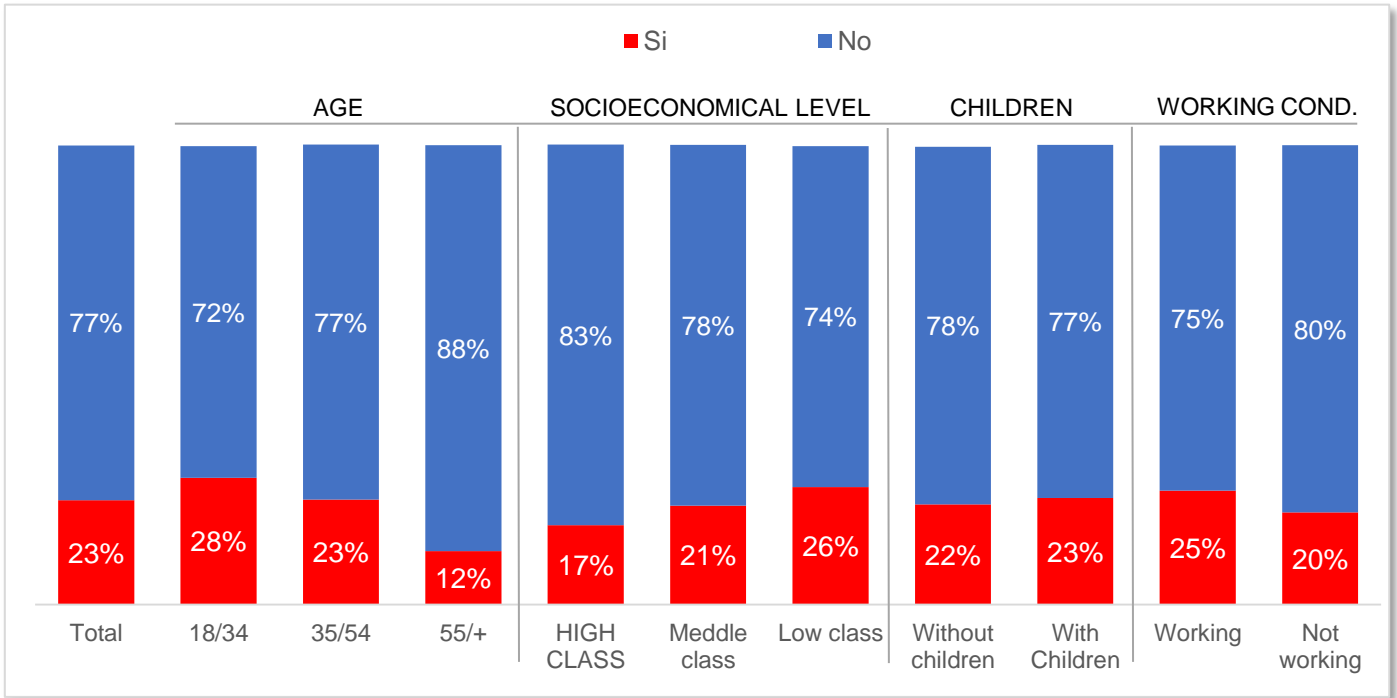
*Referring to gender violence applied against women (both physical and mental).
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chological) in the past year?*



SOURCE WIN. BASE: TOTAL BY COUNTRY

**SUFFERED GENDER VIOLENCE – TOTAL AMERICAN CONTINENT,
SPLITS BY SOCIODEMOGRAPHIC SEGMENTS**

*Referring to gender violence applied against women (both physical and mental).
Have you suffered from any kind of violence against women
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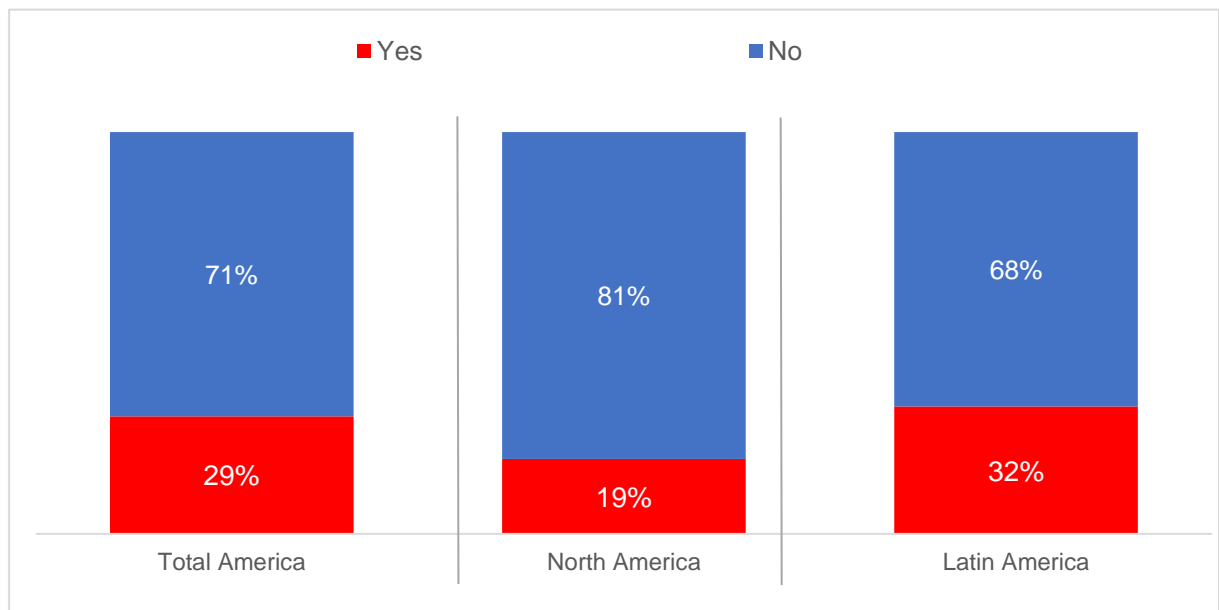
SOURCE WIN. BASE: TOTAL AMERICA

SEXUAL HARASSMENT IN DIFFERENT ENVIRONMENTS - By Country
In the past year, would you say you've experienced sexual harassment at...?
Answered 'YES' for each environment
 (Countries ordered in alphabetical order)

COUNTRY	Work	Center of Learning /Academic	Social Environment	Other Places
ARGENTINA	7%	3%	20%	22%
BRASIL	7%	1%	13%	11%
CANADA	6%	3%	13%	3%
COLOMBIA	4%	3%	15%	9%
CHILE	9%	2%	23%	30%
ECUADOR	5%	4%	9%	17%
MEXICO	15%	7%	34%	27%
PANAMA	13%	5%	23%	21%
PERU	14%	4%	23%	20%
UNITED STATES	10%	4%	15%	4%
TOTAL	9%	4%	18%	17%

SOURCE WIN. BASE: TOTAL BY COUNTRY

SEXUAL HARASSMENT – By country
In the past year, would you say you have experienced sexual harassment?

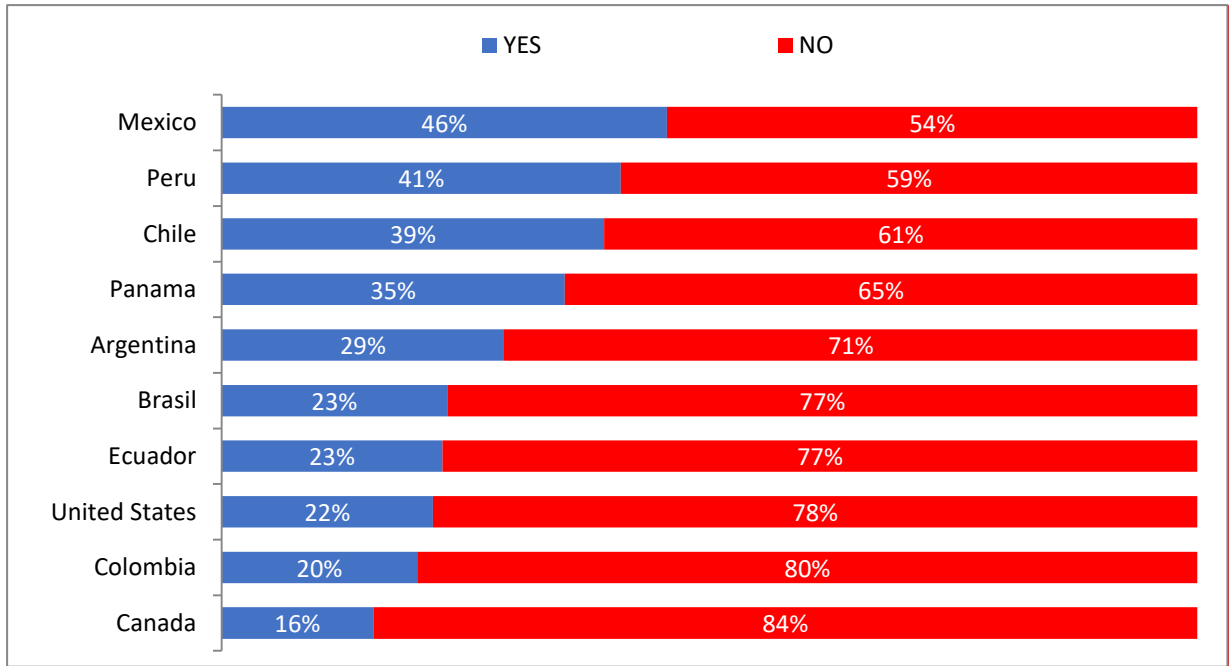


SOURCE WIN. BASE: TOTAL AMERICA

Note: YES =% of women who reported having suffered sexual harassment in at least one environment (work, learning center, social environment or other place).

SEXUAL HARASSMENT – By country

In the past year, would you say you have experienced sexual harassment?

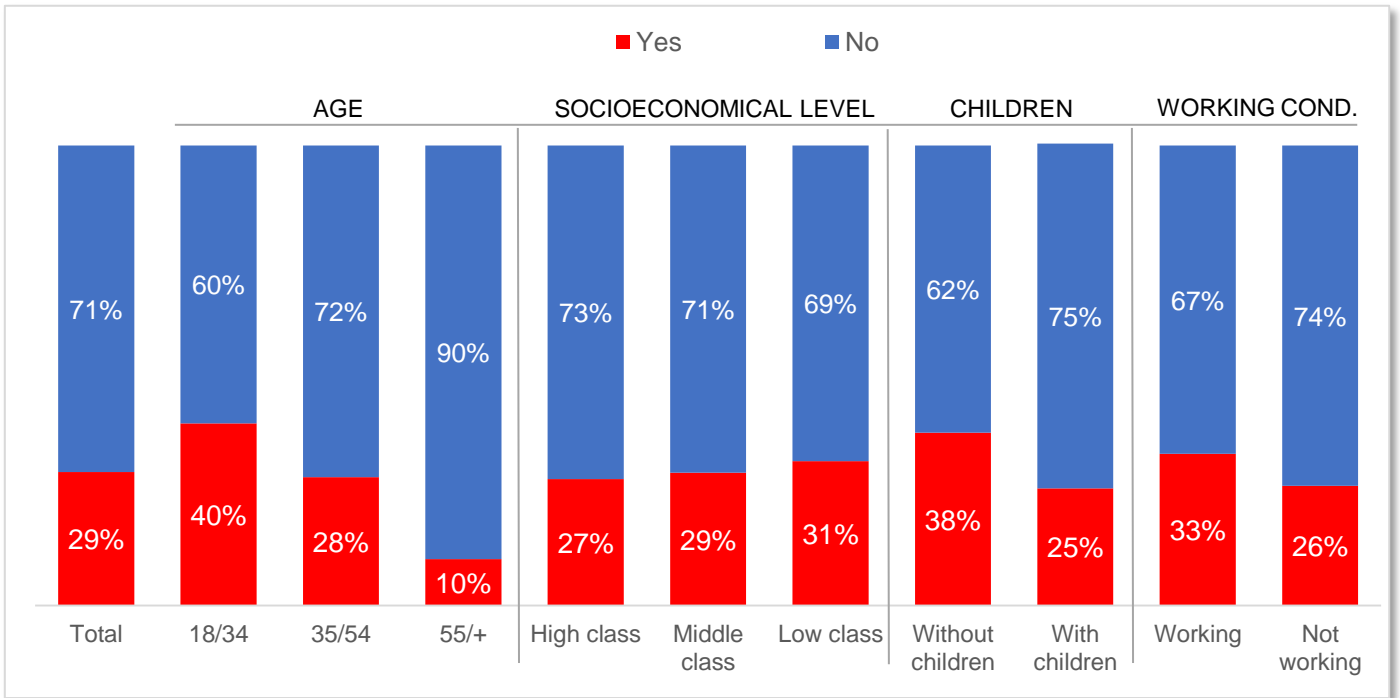


SOURCE WIN. BASE: TOTAL BY COUNTRY

Note: YES =% of women who reported having suffered sexual harassment in at least one environment (work, learning center, social environment or other place).

SEXUAL HARASSMENT – TOTAL AMERICAN CONTINENT, CROSSING BY SOCIO-DEMOGRAPHIC SEGMENTS

In the past year, would you say you have experienced sexual harassment?



SOURCE WIN. BASE: TOTAL AMERICA

Note: YES =% of women who reported having suffered sexual harassment in at least one environment (work, center of learning/academic, social environment or other place).

Methodology details:

A total of 5,982 women were interviewed in 11 countries representing almost 87% of the total population of the Americas. In each country a representative sample of women was selected, according to the following methodological detail:

País	Company	Sample	Methodology	Coverage	Fieldwork
Canada	LEGER	502	online	Nationwide	December 2017
USA	LEGER USA	547	online	Nationwide	December 2017
Brasil	Market Analysis	526	online	Nationwide	November 2017
Mexico	Brand Investigation S.A de C.V	500	online	Cities of Mexico, Guadalajara y Monterrey	December 2017
Panama	Dichter & Neira	503	online	Main cities	December 2017
Colombia	Centro Nacional de Consultoria	500	Telefónico	Nationwide	December 2017
Ecuador	CEDATOS	712	Mix telephone/f2f	Quito y Guayaquil	December 2017 / January 2018
Peru	DATUM Internacional	504	online	Gran Lima	December 2017
Chile	Activa Research	675	online	Nationwide	December 2017
Argentina	VOICES	513	online	8 main cities	December 2017
Paraguay	Instituto de Comunicación y Arte - ICA	500	online	Nationwide	December 2017

Regions in this report:

- **North America** – United States, Canada
- **Latin America** – Argentina, Brasil, Chile, Colombia, Ecuador, Mexico, Peru, Panama, Paraguay.

About the independent global network of market research and opinion polls (WIN):

WIN is a global network that conducts market research and opinion polls in all continents. The largest independent market research and survey companies in their respective countries participate in the network. Over the past decade, WIN has demonstrated extensive competencies and the ability to conduct surveys in multiple markets and/or countries following the highest standards requested by the market, with a tremendous accumulated experience.

WIN:

Website: www.winmr.com

For more information about this study:

Urpi Torrado (Peru) urpi@datum.com.pe

Constanza Cilley (Argentina) constanzacilley@voicesconsultancy.com

Manuel R. Hermelo (Argentina) ricardomanuelhermelo@voicesconsultancy.com