



*The barometer on women's happiness
around the world*

WORLDWIDE





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➤ A GLOBAL WORLDWIDE SURVEY, IMPLEMENTED BY 45 EDITIONS OF ELLE

➤ ONLINE QUANTITATIVE SURVEY CONDUCTED IN NOVEMBER 2016

Argentina / Australia / Belgium Fl / Belgium Fr / Brazil / Bulgaria / Canada / China / Croatia / Czech Republic / Denmark / Finland / France / Germany / Greece / Hong Kong / Hungary / India / Indonesia / Italy / Japan / Kazakhstan / Korea / Malaysia / Mexico / Netherlands / Norway / Oriental / Poland / Portugal / Quebec / Romania / Russia / Serbia / Singapore / Slovenia / South Africa / Spain / Sweden / Taiwan / Thailand / UK / Ukraine / USA / Vietnam

➤ RESPONDENTS: ELLE READERS

- > All women, 15-49 years old
- > Weighting of the results per country in terms of age, based on 15-49 y.o. national population (UNO database, 2010 to 2014 data, according countries). No other quotas per country applied to results
- > Total worldwide based on average of countries' results: each country is measured / analysed equally regardless of population

➤ TOTAL OF 30 335 ANSWERS ANALYZED

- > Worldwide total based on the full 30 335 questionnaires implemented by 45 ELLE editions
- > Details per country displayed only when responding basis is over 400 answers ➔ 32 countries representing a total of 27 089 questionnaires

II - SYNTHESIS





1 - HAPPINESS



1 - HAPPINESS

Q2. Today, what is your biggest source of happiness?

39% my family life **25%** my social life
17% my love /sex life **9%** my professional life **9%** other

Family life is the main source of happiness (39%) ahead of **social** life (25%), while professional life is the least important (9%)

➡ **Family life is all the more important that it is fully satisfying**

(75% of women are happy with it). More in detail :

- > **Presence of children increases happiness level:** 73% of women with children consider family as their biggest source of happiness versus 24% for those without children
- > **When single, women find their happiness more in social life** (39% versus 25%) and a little more in their professional life (12% versus 9%)

➡ **Living with a partner improves love / sex life:** 64% of women

in a relationship are happy with their love/sex life versus 29% of single women

- > But a third (30%) of women have no sex life

➡ Concerning **professional life**, there is **no difference in satisfaction according to age** but single women are slightly happier with theirs (54% versus 52% for women living with a partner)



1- HAPPINESS

* Multiple choice

Q3. **What is missing from your life that could make you feel happier?***

45% Money

29% being with the right partner

27% the right job / having a job

21% health & well-being

➡ **Money** is the most important thing missing, even for women who are happy (43% versus 51% when unhappy), who are working (44% versus 47% when not working) or living with a partner (46% versus 44% when single)

➡ **Love** (being with the right partner) must be considered according to marital status: it is of course **the element that is missing the most for single women** (48%, before money at 44% versus only 8% for women living with a partner)

➡ **A (right) job** is of course **more important for non working women** (37%) but **working women are 21%** to consider they **don't have the right job**

What is missing among those who are happy ?

➡ **Happy women are happy because they have almost everything**: family life, children, partner etc., which could explain why they are happy – even if they still feel they lack money

➡ **After money**, they are looking for complete fulfillment, which requires **time** (20%) – something they are missing ...



2 – CHALLENGES & PRESSURES



2 - CHALLENGES & PRESSURES

* Multiple choice

Q4. **What are your biggest priorities today? ***

49% family

39% career

37% myself

➤ **As family is the main source of happiness, it appears to be the main priority for women** (49%), for 15-34 y.o. and for 35-49 y.o. 50% versus 48 % respectively.

➤ **Single women also consider family first** (48%), but they are also focused on their career (45% versus 31% for those living with a partner) and, of course, on themselves (45% versus 29% when not single)

➤ When living with a partner, and more importantly, **when having children, priorities change: kids become the most important priority** (72%), **before family as a whole** (50%) or the couple (28%). As expected, **career is less important** (23%), as are friends (7%, but this is perhaps due to a lack of spare time)

➤ **Younger women** (15-34 y.o.) consider their **career** (46%) **a priority, more so than their friends** (24%)



2 - CHALLENGES & PRESSURES

* Multiple choice

Q8. **Currently, what are the biggest challenges you are facing ? ***

54% Financial security –
financial independence

45% Evolving in
my career

36% Happy love
- sex life

29% Finding time
for myself

28% Balancing personal life
& career

17% My children's care
& education

➤ **The main challenges for women are linked to what they are missing:** since they feel they lack money, they **firstly want financial security** (more often when unhappy: 61% versus 52%)

➤ **Single women are more focused on their career** (50% versus 39% for non single) and their (future?) love life (44% versus 26% when living with a partner)

➤ **Childcare & education is the biggest challenge for women with children** (54%), although **time for themselves** is also **important** (33%) – without forgetting financial security (50%)

2 - CHALLENGES & PRESSURES

* Multiple choice

Q9. What are the main pressures you personally feel from the society in your country ? *

Women feel a lot of pressure to succeed in every stage of their life,
which varies according to their profile :

➡ **Younger 15-34 y.o.** feel more **pressure from a professional point of view** (54% versus 47%), to maintain a **great appearance** (35%)

➡ **Single** women are more sensitive to the injunction of **succeeding in their love life** (36% versus 14% when with a partner) and also, at a lower level, succeeding in their **social life** (26% versus 19% when with a partner)

➡ **When having children, women** must **succeed** as a **mother** (43%) – but also in their professional life (38%), thus the difficulty to conciliate both professional and personal lives...

This pressure to succeed in professional life is stronger when women are not working
(**54%** versus **44%** when working)



3 – APPEARANCE & AGE



3 – APPEARANCE & AGE

Q10. How do you feel about your appearance ?

A large majority of women consider they are happy with their appearance

64% Happy **35%** Not happy

- ➡ **Older women** 35-49 y.o. even felt a little **happier than younger** women (65% versus 63%)
- ➡ **Living with a partner** seems to give **more self-confidence to women**: they are 65% to be happy with their appearance versus 62% of single women
- ➡ Moreover, **women who are happy** in general are **quite happier with their appearance** (72%) versus unhappy women (43%)

Q11. Is aging a big issue/concern for you ?

Aging can be considered as a big issue

51% NO **47%** YES

- ➡ **This perception is linked with age**: **53% of women 35-49** y.o. think it is a big issue versus **42% of 15-34 y.o.**
- ➡ **Happy women are** wiser: they are only **43%** to consider **aging as a big issue** (versus **55% of unhappy women**)



4 – STATUS OF WOMEN

Women's perception of the feminine condition in their country is considered "good" for two thirds of them. There seems to be a positive trend, as the status of women is seen as "improving" for 79% of ELLE readers.



4 – STATUS OF WOMEN

Q23. How would you define the conditions of women in your country ?

66% Good

34% Not good

There is not a significant difference according to women's profiles

➡ No main difference per age: 67% of the 15-34 y.o. think the status of women is good versus 65% of 35-49 y.o.. **but younger women are more positive about its evolution** (improving: 77% versus 72%)

➡ No difference according to job status (working or not)

➡ Single women are a little less positive about the status of women (64% versus 68% for women living with a partner)

➡ **Having children makes women slightly less positive for the status of women in the future**: if mothers are generally positive concerning the present situation, only 73% think it should improve (versus 76% of women without children)

Q26. Are you aware enough of your rights as a woman in your country?

67% aware

30% not aware

67% of ELLE readers consider themselves aware of their rights as women:

➡ **Only 64% of 15-35 y.o.** versus 72% of 35-49 y.o. are aware of their rights as women (should feminism struggle again for the youth?)

➡ **Women living with a partner** are also **more aware** of their rights (70% versus 65% for single): due to age, or perhaps a consequence of living with a partner ...

4 – WOMEN'S CONDITION

Q25. Do you think there are sufficient numbers of women in decision-making positions in politics or the economy in your country ?

54% No **41%** Yes

ELLE readers are not very optimistic when considering the presence of women in decision-making positions

Only **41%** consider there are enough women at this level

➡ This view is shared by all women, regardless of marital status, professional situation or age is (slight difference between younger and older women)

➡ Only women who are confident in their own future are more positive (42% versus 36% for women unconfident): perhaps because these confident women have reached a higher professional situation – a decision-making positions?

Q22. Do you believe the childcare services offered to working mothers in your country are adequate ?

55% No **23%** Yes

Only **23%** of women consider them adequate

➡ Mothers are only 33% to estimate them adequate versus 19% for women without children: a perception that could discourage these women from having children while working?

➡ In the same trend, only 20% of the 15-34 y.o. have a positive perception versus 28% of 35-49 y.o. (the older being more often mothers)



5 – LIVING IN A MAN'S WORLD ?



5 – LIVING IN A MAN'S WORLD ?

Q18. Generally, do you feel that women have the same chance as men, at being successful in your country?

62% Yes

38% No

About **two thirds** of ELLE readers estimate that women have the **same chance as men at being successful**.

➡ Young 15-34 y.o. are more optimistic (63% versus 59% for 35-49 y.o.) – which is coherent with the fact that 15-35 y.o. have a better perception of the status of women

➡ Single women and mothers have the same perception

Q16. Do you think women have the same access as men to education in your country ?

87% Yes

13% No

There is a clear **consensus** on **access to education** :

only **13%** of ELLE readers estimate that **women have less access to education than men**

➡ This is the case in Asian countries especially

Q17. Do you think women have the same access as men to job opportunities in your country ?

63% Yes

37% No

63% of ELLE readers are positive

➡ 15-34 y.o. women are a little more positive (64% versus 61%)

➡ Working women are not so convinced : 64% agree (versus 60% of non working woman)



5 – LIVING IN A MAN'S WORLD ?

Q20. Do you feel you experience discrimination in your professional life because you are a woman ?

44% NO

39% YES

39% of ELLE readers have already experienced discrimination in their professional life as a woman – close to 37% consider the job market discriminatory :

➡ 35-49 y.o. women have experienced discrimination more often (42% versus 37% of 15-34 y.o.)

Q21. Do you feel you experience discrimination in your professional life because you are a mother ?

47% not concerned

35% NO

18% YES

Discrimination due to being a mother is less common, only **18% of ELLE readers** have already experienced

➡ But mothers account for 36% of those who have been victim to discrimination: a high result, close to overall job discrimination as a woman.

III – DETAILED RESULTS





1 – THE RESPONDENTS

Who are they ?



1 - PROFILE

Synthesis : ELLE's worldwide readers profile

An active **young woman**, single or living with a partner, **with no children and highly educated**.

➤ **Rather young**, 15-34 y.o. : **59%**

➤ **Half single / Half living with a partner** : **48%** *couple* / **52%** *single*

> Younger 15-34 y.o. are more often single (62%) whereas 35-49 y.o. women live with their partner (64%)

➤ **High Level of education** (university and higher) : **78%**

➤ **Two thirds work** : **66%**

> Working women live more often with their partner (53% versus 48%)
and often have more children (34% versus 31%)

➤ **Two thirds have no children** : **69%**

> Only 12% of 15-34 y.o. have children versus 58% of 35-49 y.o.
19% of women with children are single (versus 66% of women without children)

Q31. What is your age ?

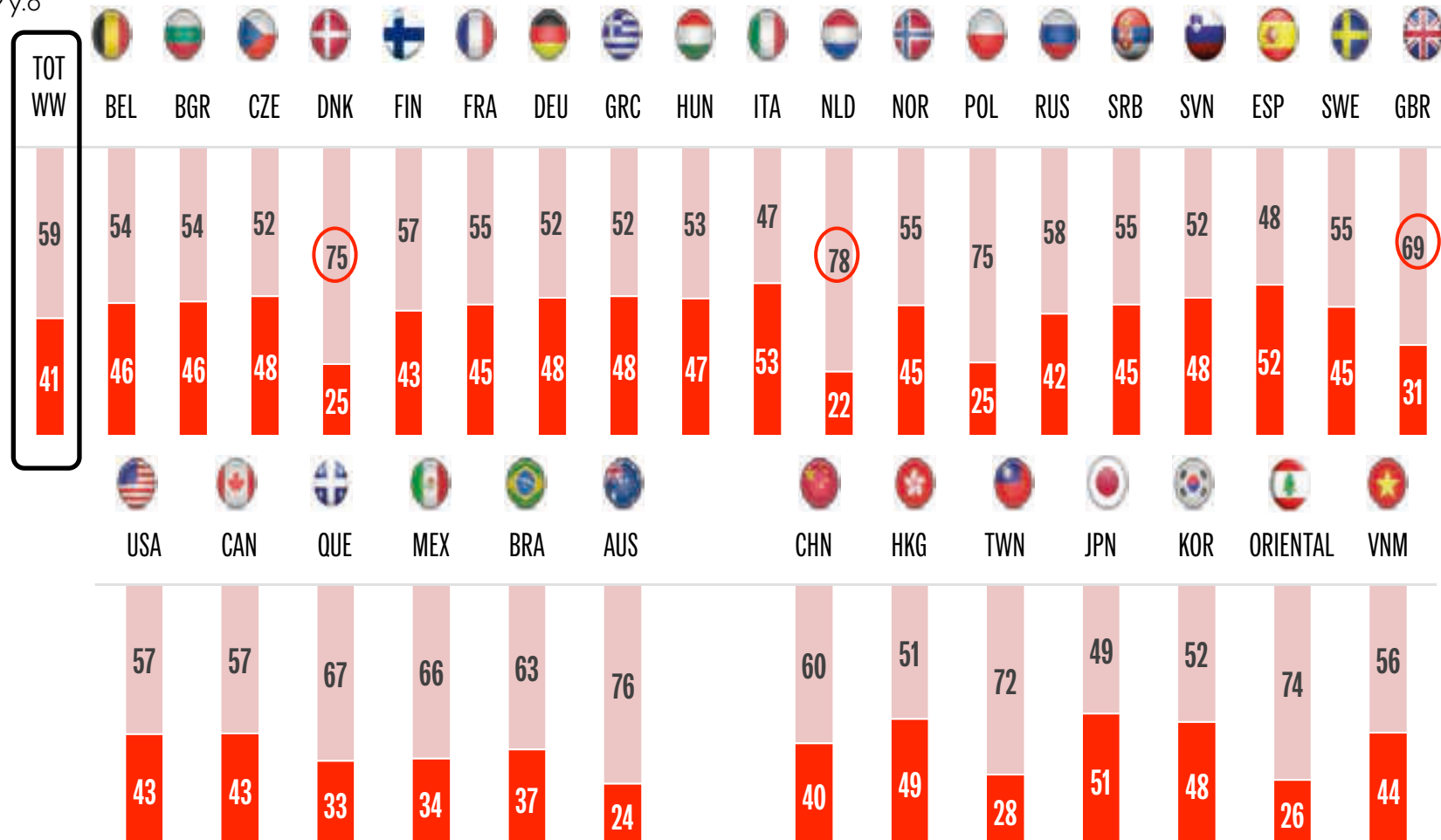
In %

59% 15-34 y.o.

41% 35-49 y.o.

■ 15-34 y.o

■ 35-49 y.o



Q35. Are you married or live as a couple?

52% single **48%** couple

Younger 15-34 y.o. are more often single (62%) whereas 35-49 y.o. live more often with a partner (64%)

In %	TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
SINGLE	52	46	47	48	48	41	41	44	28	35	55	73	50	40	63	42	42	49	50	56
COUPLE	48	54	53	52	52	59	59	56	72	65	45	27	50	60	37	58	58	51	50	44

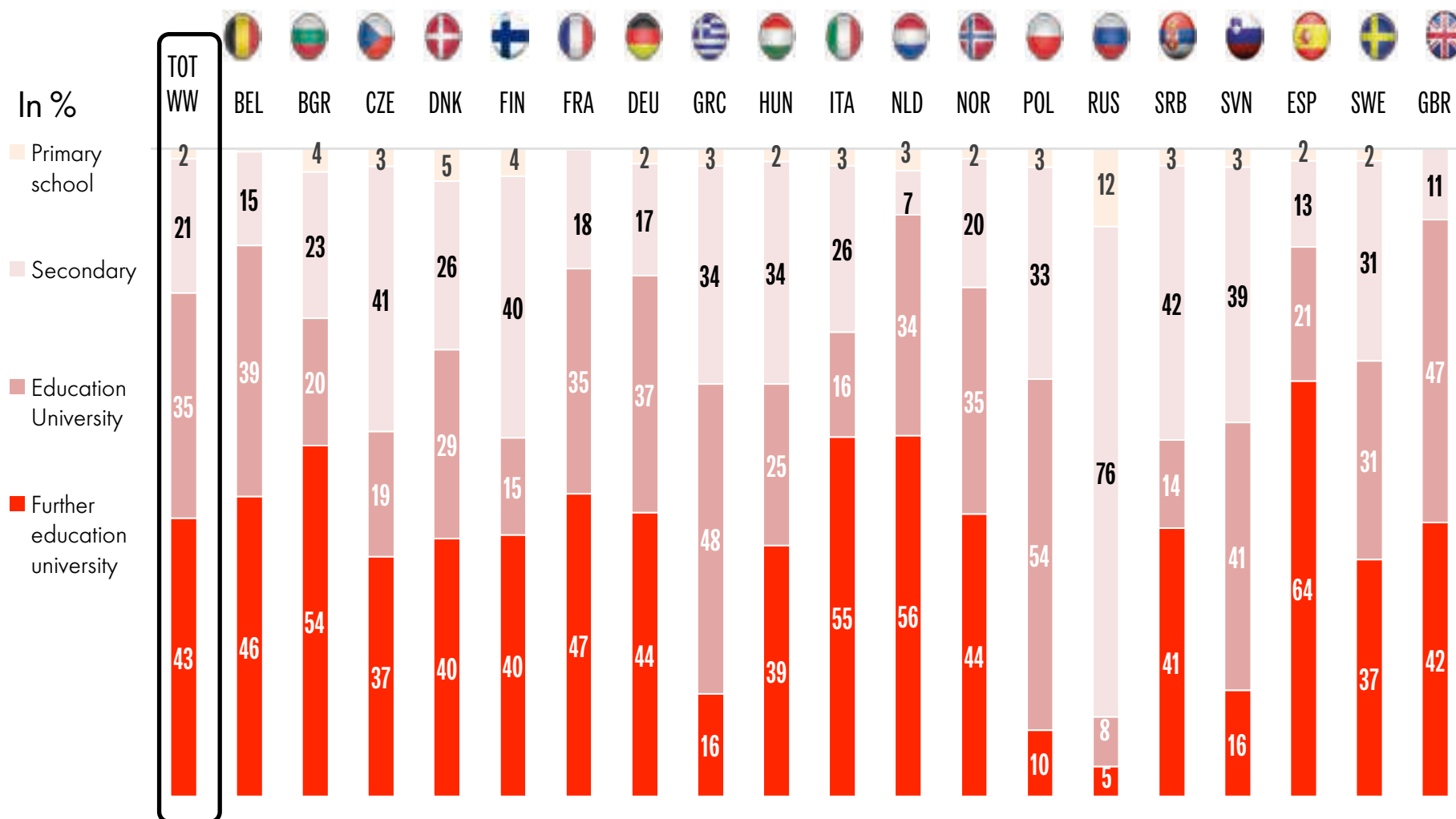
	USA	CAN	QUE	MEX	BRA	AUS		CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
SINGLE	56	45	25	72	61	63		58	49	51	58	44	70	51
COUPLE	44	55	75	28	39	37		42	51	49	42	56	30	49

Q32. What is your level of education ?

1 - PROFILE

78% university

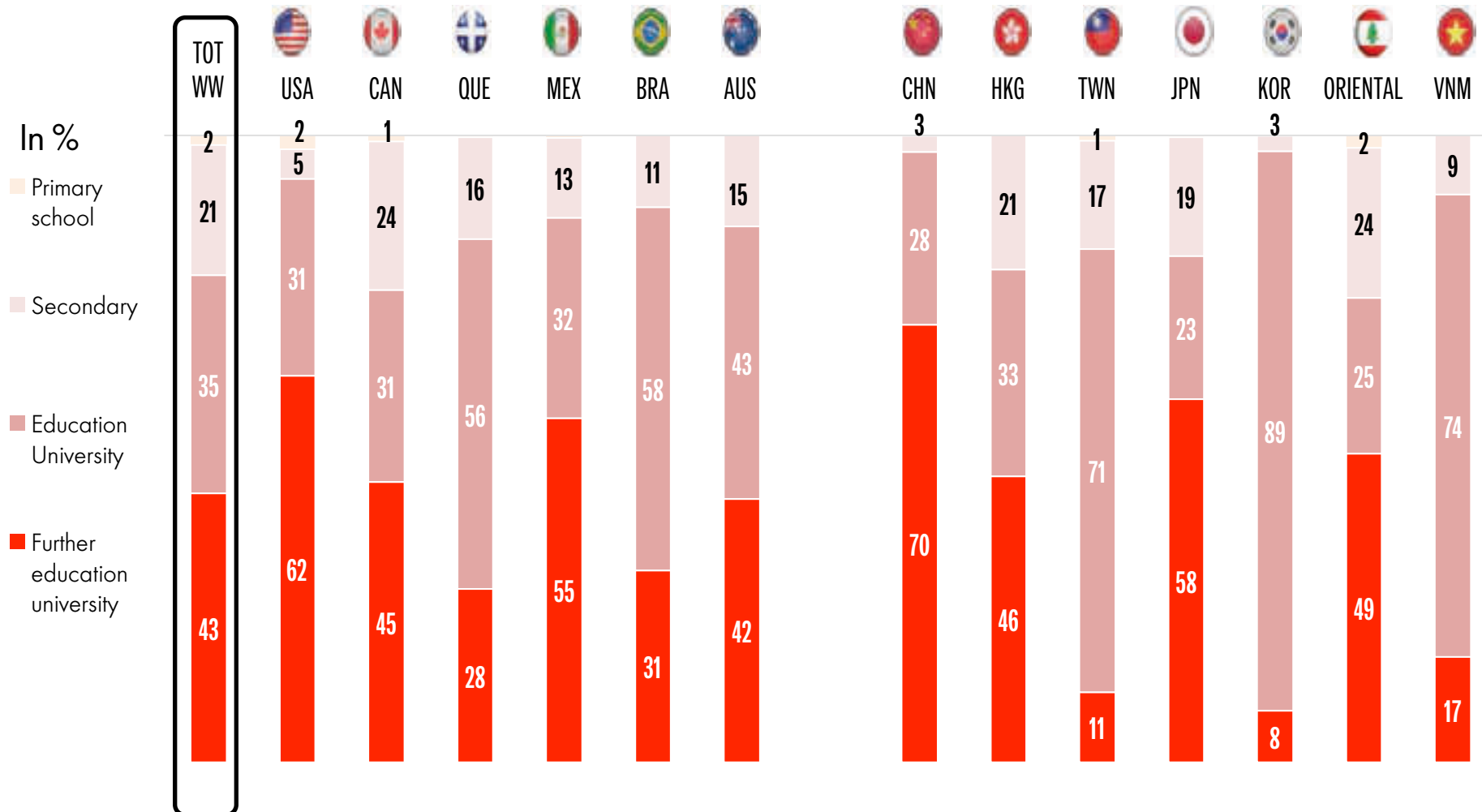
22% secondary & lower



Q32. What is your level of education ?

1 - PROFILE

78% university **22%** secondary & lower



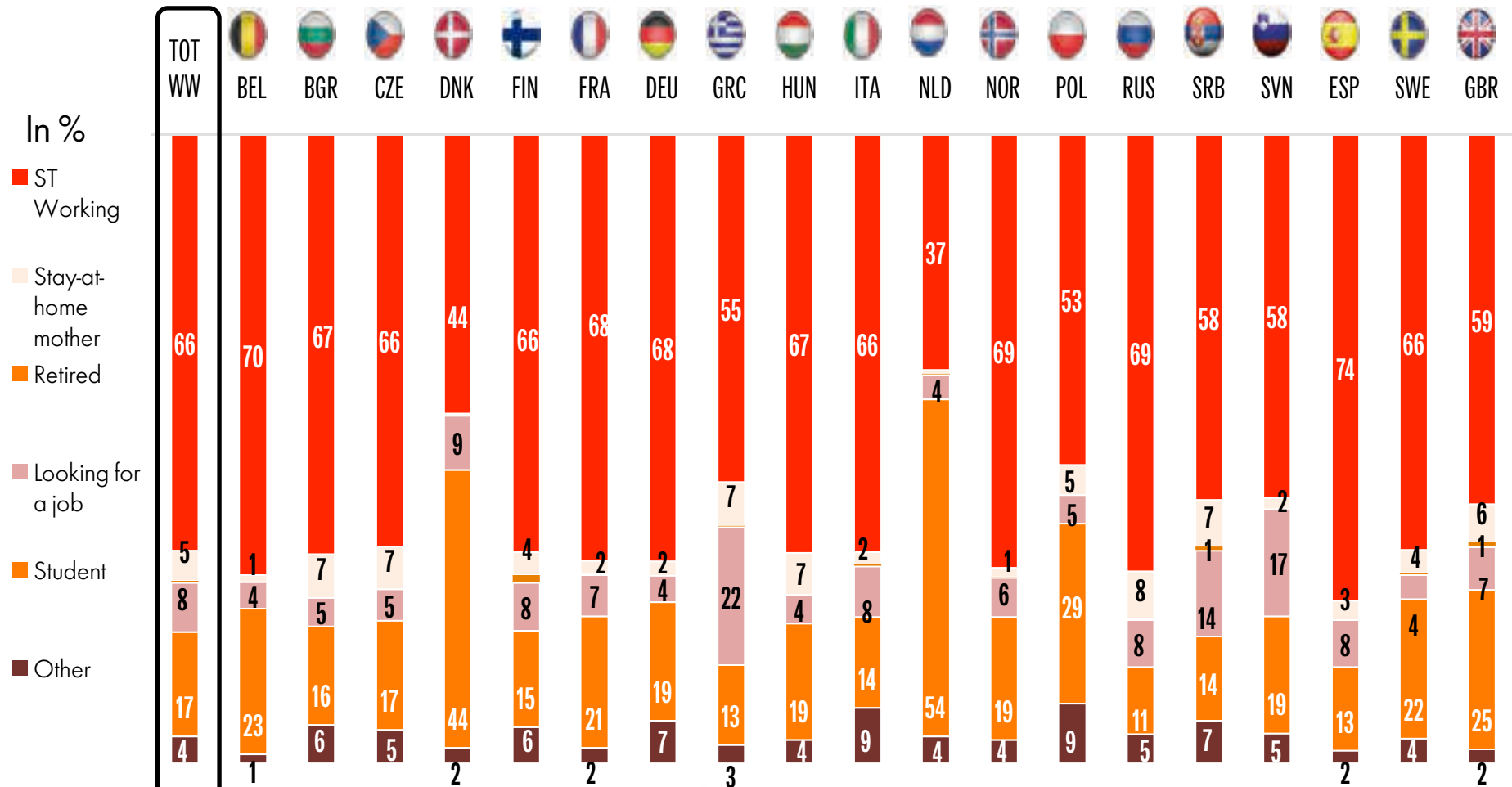
Q33. What is your job status :

1 - PROFILE

66% work

34% don't work

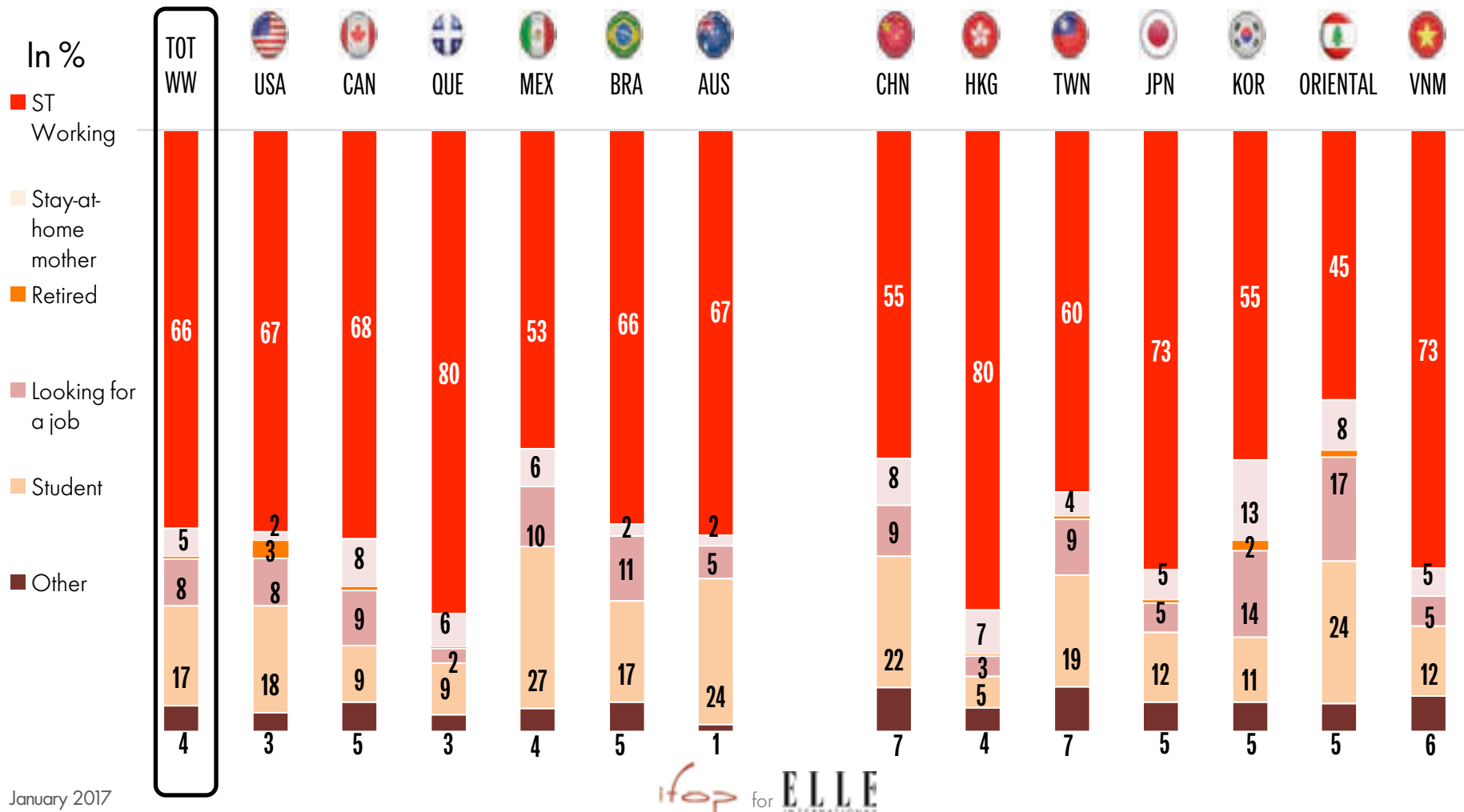
Working women live more often with a partner (53% versus 48%) and more often children (34% versus 31%)



66% work

34% don't work

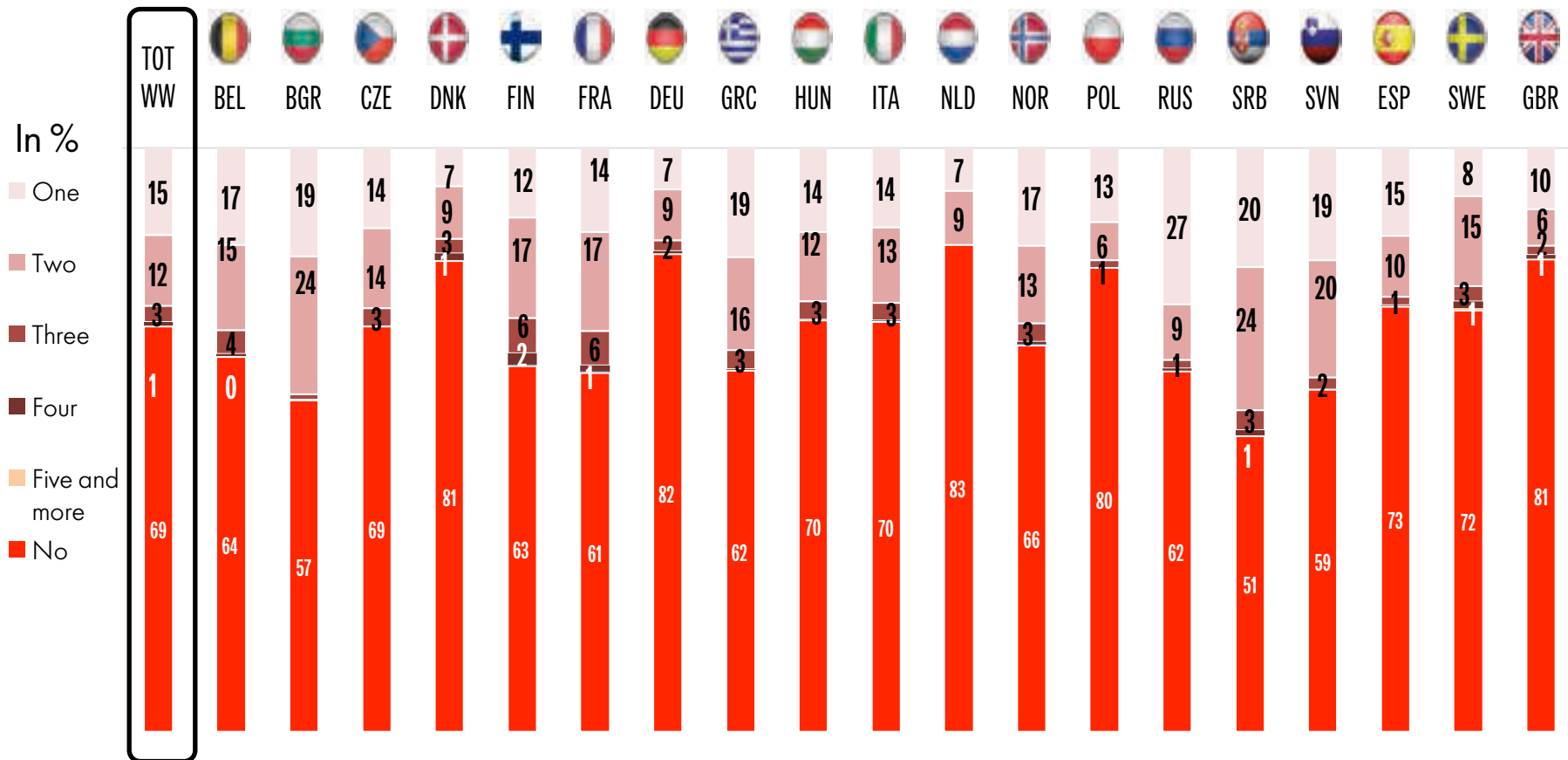
Working women live more often with a partner (53% versus 48%) and more often children (34% versus 31%)



Q34. Do you have children ?

69% have no children **31%** have children

Only 12% of 15-34 y.o. have children versus 58% of 35-49 y.o. and 19% of women with children are single (versus 66% of women without children)

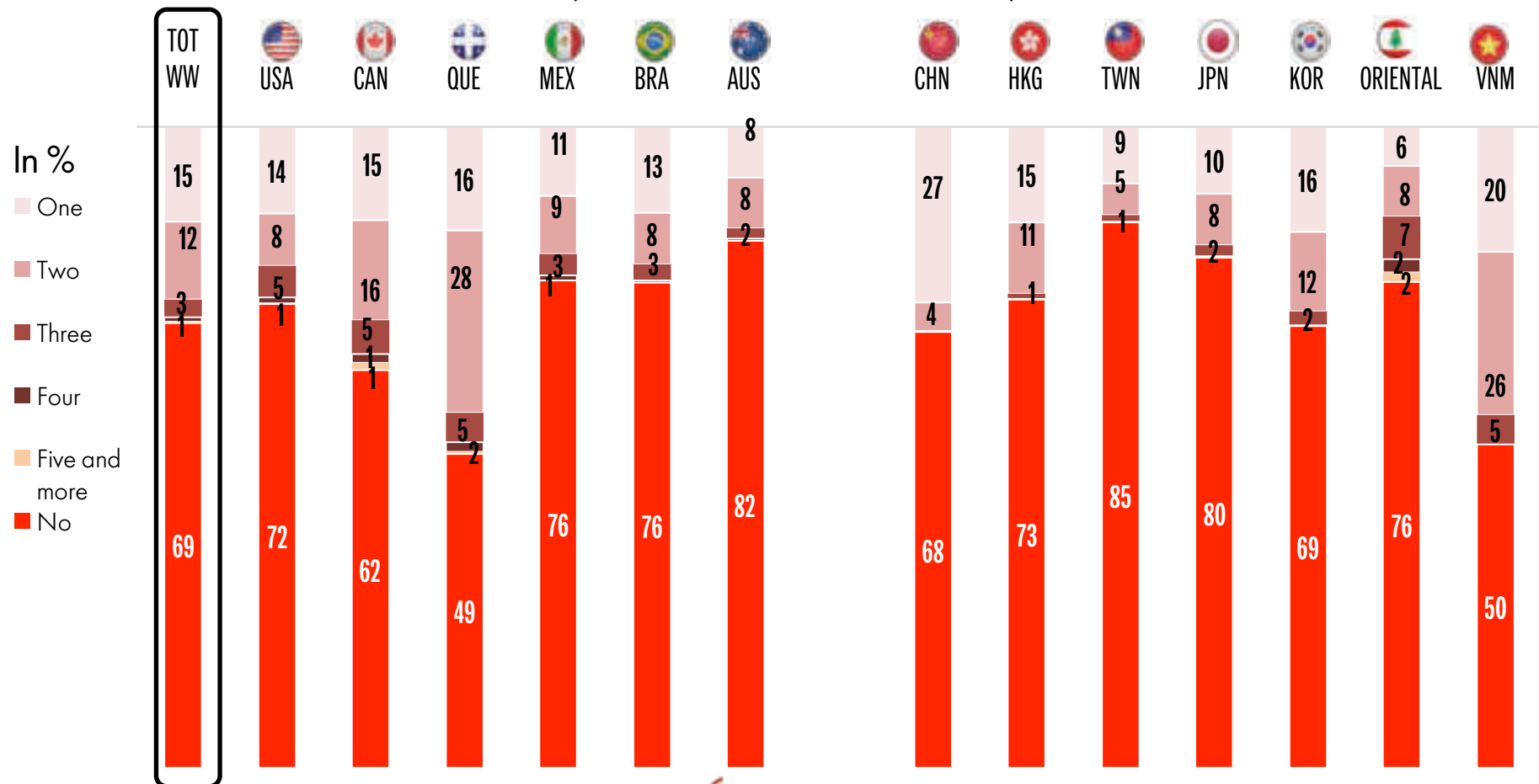


Q34. Do you have children ?

1 - PROFILE

69% have no children **31%** have children

Only 12% of 15-34 y.o. have children versus 58% of 35-49 y.o. and 19% of women with children are single
(versus 66% of women without children)



Q27. Which of the following concerns you most?

22%
healthcare



(Belgium, Hungary, Czech, Canada, China, Greece, HK, Korea, Russia, Slovenia, Spain)

17%
poverty



(Finland, Greece, Hungary, Mexico, Russia, Serbia, Slovenia, Spain, Taiwan, Vietnam)

14%
environment



(Belgium, Denmark, Canada, China, Finland, France, Germany, Mexico, Netherlands, Norway, Quebec, Sweden, Taiwan, Vietnam)

13%
children education



(Belgium, Bulgaria, France, Mexico, Greece, US, Vietnam)

8%
international humanitarian



(Australia, Denmark, Finland, Italy, Netherlands, Oriental, Russia, UK, US)

8%
women's rights



(Australia, Brazil, France, Italy, Japan, Korea, Norway, Poland, Quebec, Sweden, UK, US)

6%
politics



(Brazil, Denmark, Germany, Korea, Norway, Hungary, Poland, UK)

6%
art & culture



(China, Czech, Germany, Italy, Japan, Oriental, Serbia, Taiwan)

Q27. Which of the following concerns you most?

1 - PROFILE

22% health care

17% poverty

14% environment

	1st	2nd	3rd		TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
In %																								
Environment					14	19	16	11	24	21	19	18	5	8	12	25	18	8	9	9	9	9	19	16
International humanitarian					8	8	2	4	21	15	9	9	8	9	15	16	8	5	13	2	3	8	8	20
Local charity					3	2	8	3	1	0	4	3	3	0	3	0	1	2	2	1	9	1	2	0
Poverty					17	14	19	2	6	31	17	6	24	24	14	14	5	15	20	23	29	29	4	12
Healthcare					22	26	23	27	18	16	19	16	37	25	19	18	24	16	29	22	28	26	16	13
Women's rights-status					8	5	2	4	6	0	9	7	2	4	15	4	11	18	4	4	7	5	23	12
Politics					6	3	2	3	11	9	3	9	2	16	2	5	9	21	3	5	2	6	7	10
Children's education					13	16	18	10	8	3	15	12	15	6	8	7	13	4	10	14	9	9	10	10
Art-culture					6	5	5	25	3	1	4	14	3	1	9	4	6	7	6	11	3	2	5	5
Other					4	2	5	11	2	4	3	7	2	7	3	8	4	4	6	10	2	5	6	2
















Q27. Which of the following concerns you most?

1 - PROFILE

22% health care

17% poverty

14% environment

1st	2nd	3rd													
In %	TOT WW														
Environment	14	16	23	19	18	13	16		18	17	18	14	15	5	21
International humanitarian	8	11	6	3	8	5	15		1	7	2	11	6	13	1
Local charity	3	2	2	2	2	2	1		1	1	2	2	3	11	4
Poverty	17	11	18	9	26	19	10		3	14	26	15	15	10	22
Healthcare	22	17	25	18	12	13	18		49	35	20	2	25	16	18
Women's rights-status	8	12	6	12	6	19	14		5	2	7	14	10	4	5
Politics	6	8	4	1	5	14	7		2	7	2	6	10	3	3
Children’s education	13	18	10	32	11	9	10		8	12	9	13	13	16	21
Art-culture	6	2	3	3	6	2	5		11	3	12	20	3	10	4
Other	4	3	5	3	6	3	4		1	2	3	3	1	13	3

Q28. Which of these causes are you involved in ? *

35% *not involved in a cause*

17%
art & culture



(Australia, China, Czech, Greece, Netherlands, Hungary, Russia, Taiwan, UK, US)

15%
local charity



(Australia, Canada, Czech, Greece, Hungary, UK, US)

14%
children's education



(Denmark, Greece, Netherlands, Russia, UK, US)

13%
environment



(Canada, Czech, Denmark, Greece, Hungary, Mexico, Netherlands, Sweden, US)

13%
healthcare



(Australia, Belgium, China, Czech, Denmark, Greece, Netherlands, Norway, Slovenia, Sweden, US, Vietnam,)

8%
women's rights / status



(Australia, Brazil, Canada, Poland, Quebec, Sweden, UK, US)

8%
International humanitarian



(Australia, Canada, Czech, Denmark, Netherlands, Spain, Sweden, UK, US)

5%
poverty



(Australia, Canada, Greece, Hungary, Taiwan, US, Vietnam)

4%
politics



(Australia, Czech, Denmark, Netherlands, Norway, Sweden, UK, US)



Q28. Which of these causes are you involved in ?*

1 - PROFILE
* Multiple choice

35% not involved in a cause

17% art & culture

15% local charity

	1st	2nd	3rd		TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
In %																								
Environment					13	15	5	30	17	3	12	14	22	19	8	22	13	6	10	4	8	9	19	13
International humanitarian					8	6	1	11	16	7	7	5	7	3	9	12	9	2	3	1	3	11	14	13
Local charity					15	10	16	23	16	9	9	10	19	25	8	11	5	6	17	3	15	8	9	21
Poverty					5	5	3	3	5	2	6	2	11	8	5	7	4	1	3	4	4	6	4	6
Healthcare					13	16	8	25	21	3	13	10	19	13	12	23	19	10	7	9	19	11	16	15
Women's rights-status					8	6	1	8	10	3	6	4	5	10	8	9	11	13	2	2	3	4	20	16
Politics					4	3	1	7	13	2	3	5	4	5	4	8	8	4	2	3	2	3	6	9
Children's education					14	10	11	12	17	5	12	12	34	14	14	18	10	9	21	12	11	7	11	22
Art-culture					17	15	8	40	19	4	10	13	26	29	13	33	14	19	24	9	12	7	14	22
Other					7	7	6	11	8	11	5	11	13	10	9	9	8	6	6	8	8	6	6	7
No					35	40	54	13	30	64	48	46	9	24	34	21	43	46	38	55	42	48	34	30

Q28. Which of these causes are you involved in ? *

1 - PROFILE

* Multiple choice

35% not involved in a cause

17% art & culture

15% local charity

	1st	2nd	3rd		TOT WW	USA	CAN	QUE	MEX	BRA	AUS		CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
In %																			
Environment					13	21	19	15	16	10	15		9	8	14	5	10	3	10
International humanitarian					8	13	9	4	4	5	15		0	4	5	7	7	4	0
Local charity					15	23	30	10	5	13	23		7	12	11	3	9	7	14
Poverty					5	8	9	6	5	4	8		2	4	8	2	6	4	12
Healthcare					13	17	14	10	8	4	19		26	14	13	3	14	7	17
Women's rights-status					8	18	11	13	5	22	23		2	5	6	5	5	3	4
Politics					4	10	6	2	3	6	8		1	3	3	1	3	4	2
Children's education					14	25	12	15	7	6	15		12	13	10	6	13	14	14
Art-culture					17	22	15	14	14	10	22		25	16	21	13	15	9	7
Other					7	6	10	7	7	7	5		6	6	3	4	5	12	2
No					35	23	30	44	47	44	29		10	42	46	65	34	49	17



Top 5 adjectives used by women to describe themselves *

46%
empathetic

44%
open-minded

41%
optimistic

37%
stressed/anxious

32%
organised

1 - PROFILE

Q29. What are the main adjectives you would use to define yourself? *

* Multiple choice

	1st	2nd	3rd	4th	5th		BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
In %	TOT WW																								
Empathetic	46	49	50	53	63	61	44	55	3	66	49	43	61	50	28	26	56	52	48	55					
Open-minded	44	50	52	46	52	49	49	51	38	57	32	56	41	45	39	39	26	29	46	64					
Optimistic	41	40	47	45	47	44	33	39	35	42	24	50	37	32	37	36	43	38	39	36					
Stressed/anxious	37	45	31	28	34	35	48	23	42	44	39	36	29	54	34	29	28	35	45	44					
Organised	32	36	46	40	44	33	37	45	44	25	35	32	37	40	28	30	37	40	37	31					
Generous	31	35	27	26	28	19	40	28	35	41	35	18	37	12	12	40	27	43	40	40					
Strong-willed	30	23	38	22	46	35	29	39	30	41	42	34	40	17	17	25	15	30	39	41					
Spontaneous	29	44	33	28	19	27	35	23	35	21	39	43	16	25	14	27	25	27	21	13					
Confident	26	12	24	16	26	27	9	24	7	27	17	29	23	28	19	24	25	23	21	25					
Never self-satisfied	21	23	14	24	2	14	29	7	14	30	33	18	19	23	46	18	11	22	11	26					
Challenging-demanding	20	25	24	40	16	23	29	25	22	13	23	28	13	37	34	21	27	6	14	14					
Courageous	20	29	19	19	14	21	33	15	13	17	24	22	21	23	13	26	22	28	28	16					
Feeling guilty	14	9	15	11	10	18	4	13	16	10	6	7	16	13	51	3	7	21	24	8					



Top 5 adjectives used by women to describe themselves *

46%
empathetic

44%
open-minded

41%
optimistic

37%
stressed/anxious

32%
organised

1 - PROFILE

Q29. What are the main adjectives you would use to define yourself? *

* Multiple choice

	1st	2nd	3rd	4th	5th		USA	CAN	QUE	MEX	BRA	AUS		CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
In %	TOT WW																			
Empathetic	46						63	55	54	33	8	61		65	54	51	35	48	44	59
Open-minded	44						57	62	59	35	58	55		39	34	22	20	23	22	44
Optimistic	41						41	39	44	39	38	40		59	47	41	42	31	34	46
Stressed/anxious	37						38	48	47	40	55	43		28	30	47	45	44	39	18
Organised	32						42	37	43	30	30	38		28	25	11	10	14	14	24
Generous	31						35	43	51	41	41	44		32	22	18	11	20	17	29
Strong-willed	30						45	33	11	19	16	49		31	20	25	38	20	14	33
Spontaneous	29						14	17	31	34	44	15		42	48	62	24	28	44	13
Confident	26						34	27	17	29	26	25		29	24	22	16	18	44	38
Never self-satisfied	21						29	13	22	18	31	27		29	19	25	12	27	17	19
Challenging-demanding	20						16	13	29	18	41	17		17	8	27	21	11	19	24
Courageous	20						20	13	21	30	34	17		7	13	13	25	7	19	15
Feeling guilty	14						11	15	8	14	18	17		7	6	8	19	15	13	6



2 – HAPPINESS

Level & sources of happiness



2 - HAPPINESS

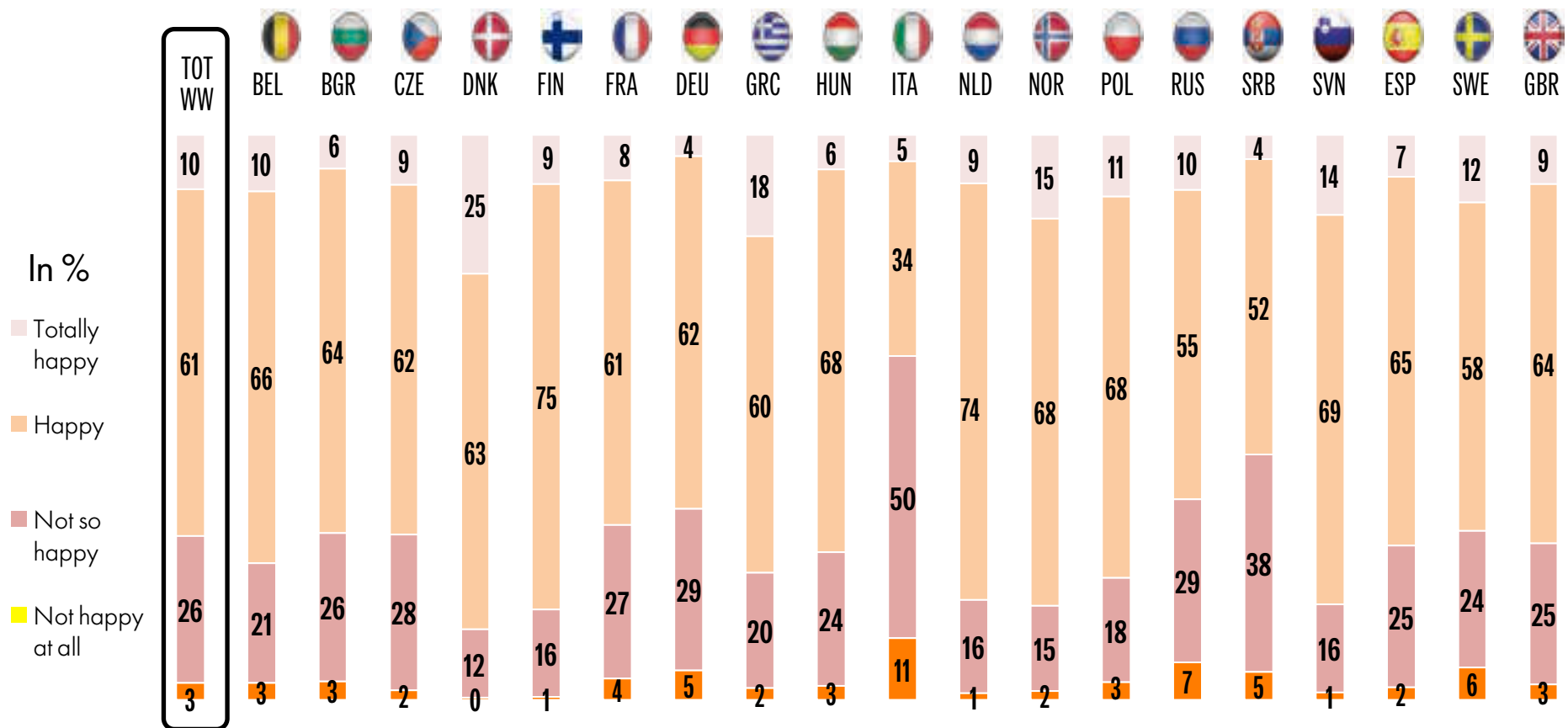
Q1. *How do you feel about your life in general?*

10% Totally happy

61% Happy

26% Not so happy

3% Not happy at all





2 - HAPPINESS

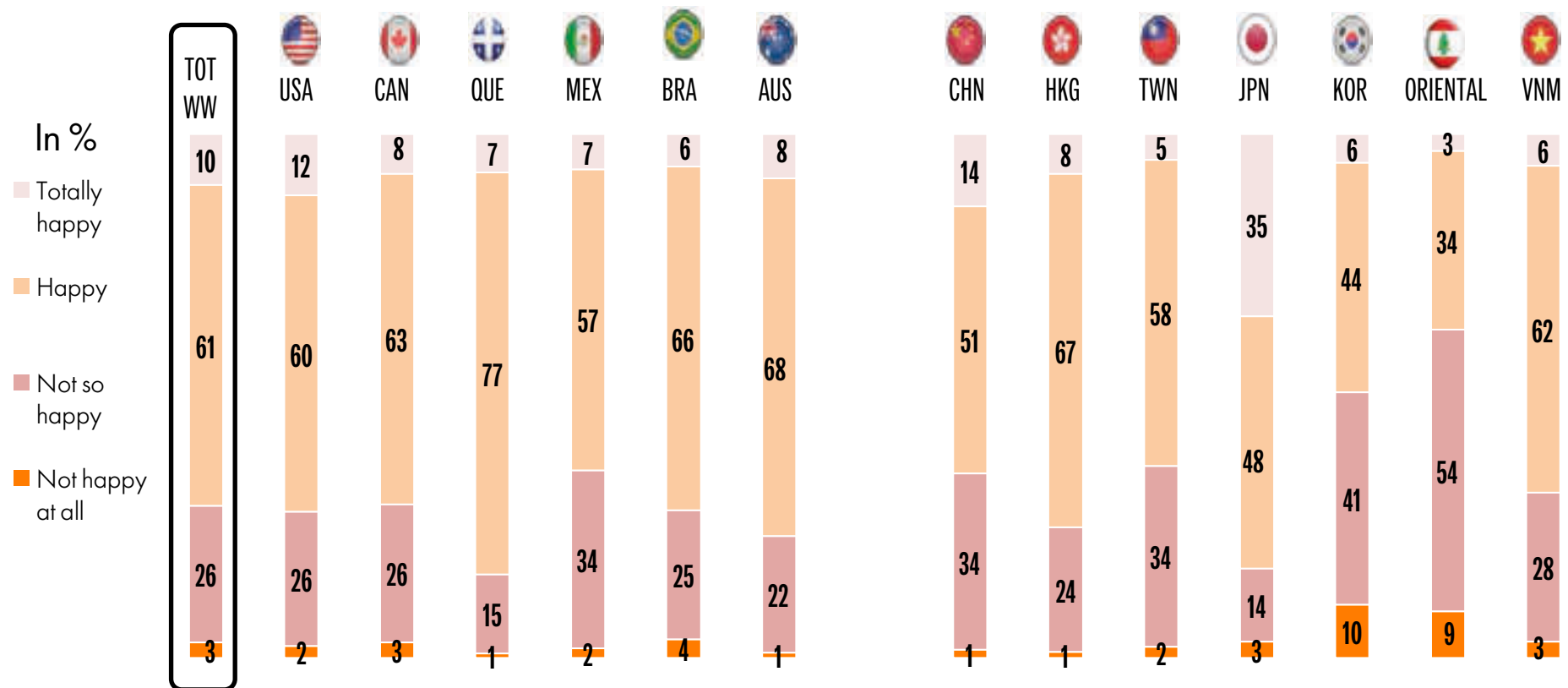
Q1. *How do you feel about your life in general?*

10% Totally happy

61% Happy

26% Not so happy

3% Not happy at all

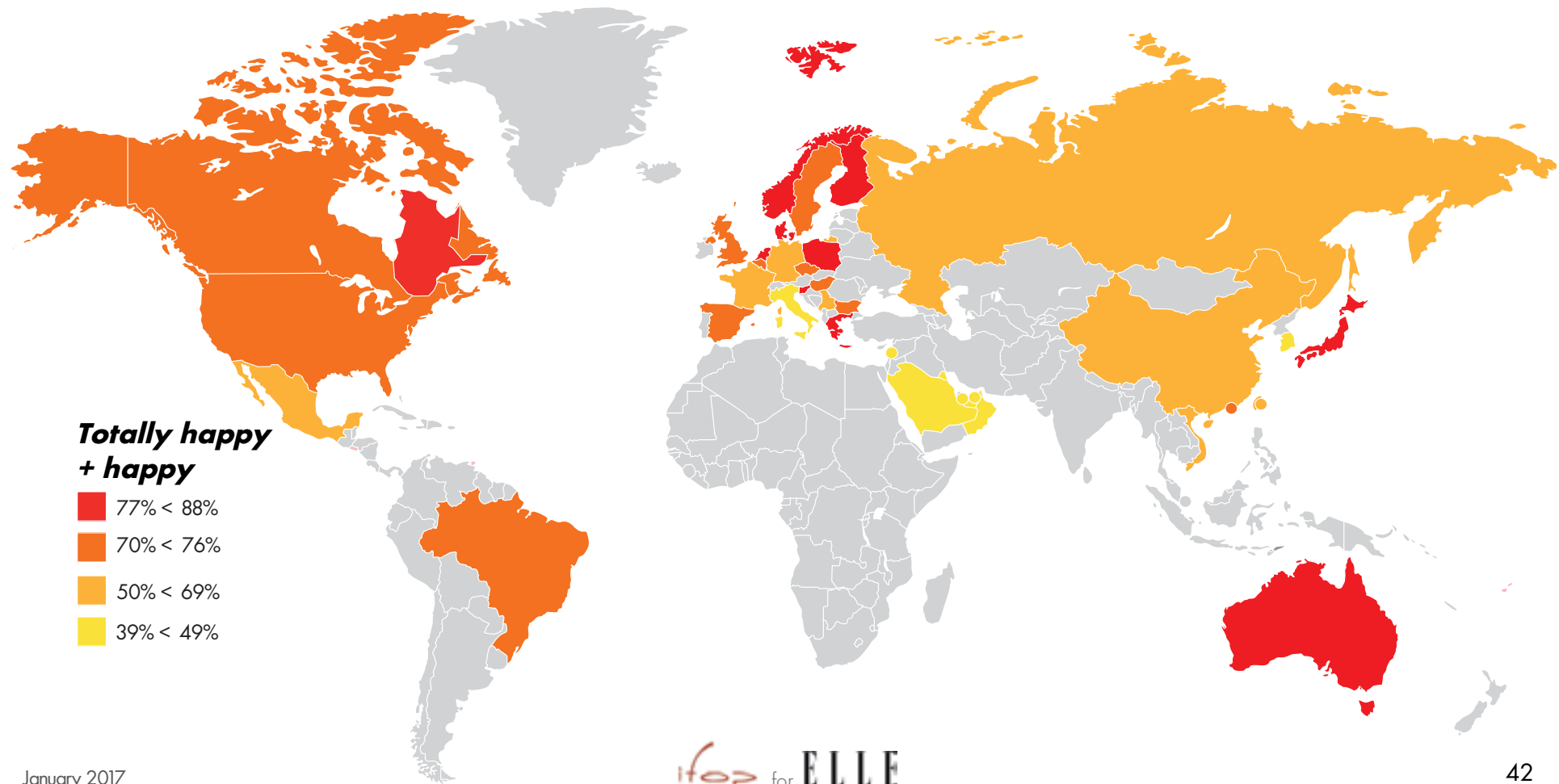




2 - HAPPINESS

Q1. How do you feel about your life in general?

French, Italian and German are less happy than the average, while women from **Quebec, Australia and Poland** are **much happier**



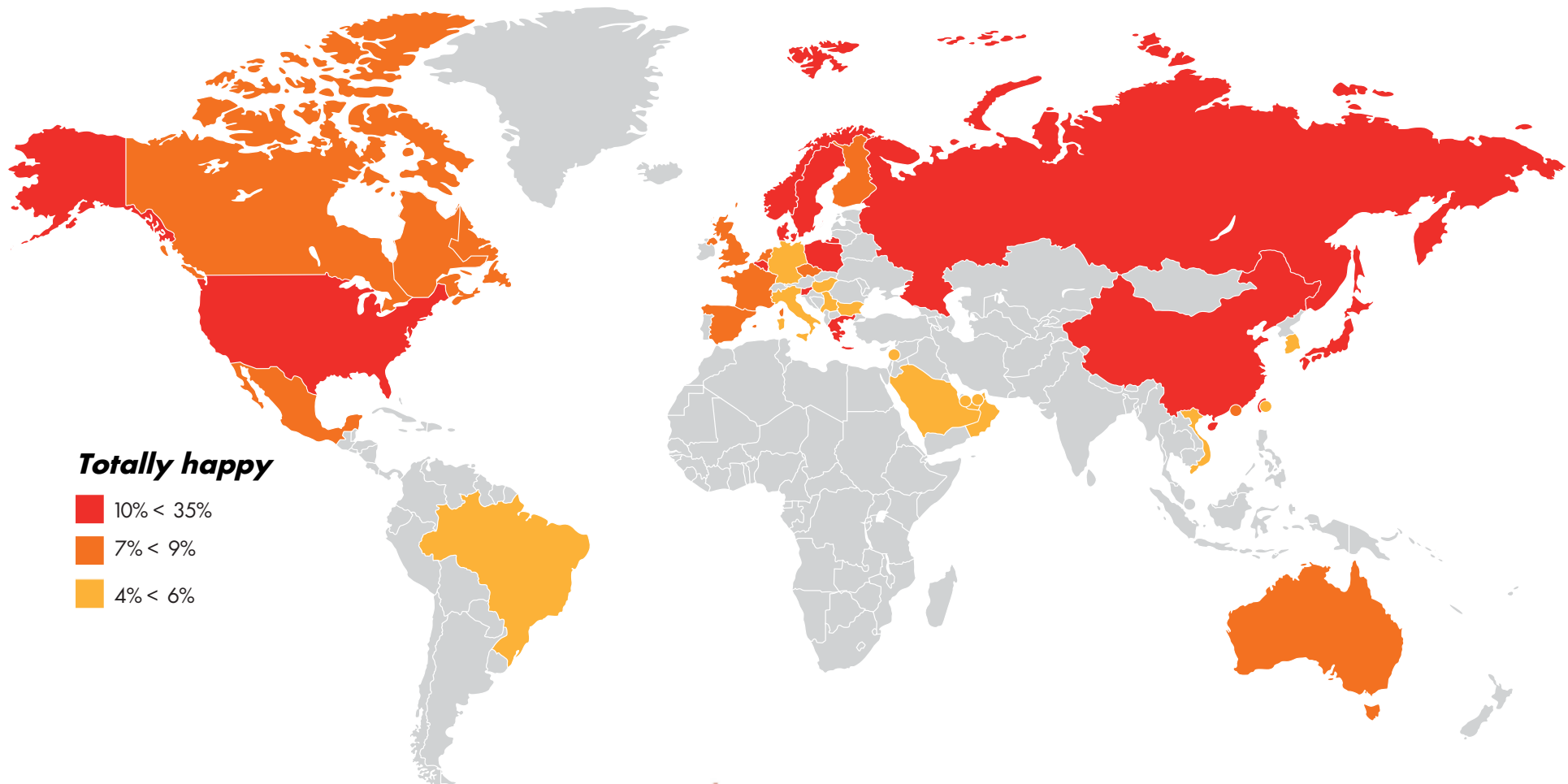


2 - HAPPINESS

Q1. *How do you feel about your life in general?*

Focus on women who are totally happy

Higher proportion in **USA, China, Japan, Poland** and **Scandinavia** (except Finland)



A realistic objective for half of the women - 52% - Only Russian and Middle Eastern women seem far from happiness.

In %	TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
Current state	24	26	20	33	20	29	24	23	18	19	15	26	30	23	22	18	33	22	21	28
Realistic objective	52	49	56	51	63	55	45	58	45	43	47	53	50	57	31	58	41	54	60	46
Sweet wish	21	23	22	16	15	14	28	15	31	34	32	19	19	15	43	20	23	22	17	25
Unrealistic dream	3	1	2	-	2	1	3	4	6	4	6	3	1	5	4	4	2	3	1	1

Current state	28	23	29	24	19	29		19	20	18	23	16	8	32
Realistic objective	51	53	50	53	53	58		53	53	52	65	51	37	55
Sweet wish	20	19	20	19	23	11		27	21	25	9	28	47	11
Unrealistic dream	1	4	1	4	5	2		1	5	5	3	5	8	1

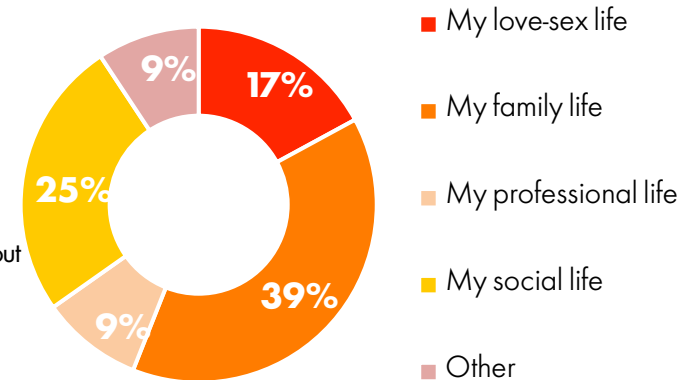
2 - HAPPINESS

Q2. Today, what is your biggest source of happiness?

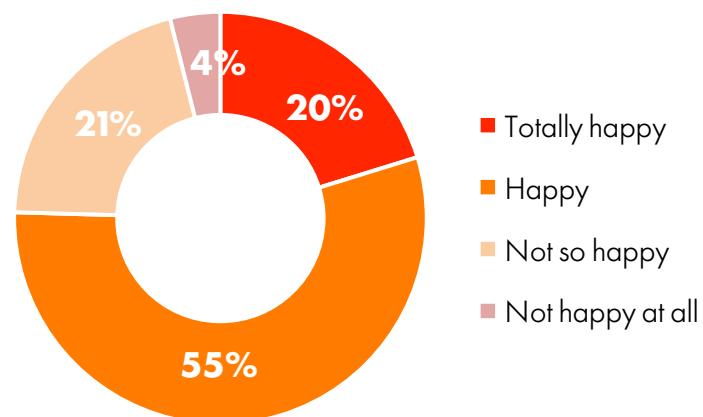
➤ **Family life is the main source of happiness** (39%) ahead of **social** life (25%), while professional life is the least important (9%)

➤ **Family life is all the more important that it is fully satisfying** (75% of women are happy with it). More in detail :

- > **Presence of children increases happiness level**: 73% of women with children consider family as their biggest source of happiness versus 24% for those without children
- > **When single, women find their happiness more in social life** (39% versus 25%) and a little more in their professional life (12% versus 9%)



Q13. How do you feel about your family life ?





Q2. Today, what is your biggest source of happiness?

2 - HAPPINESS

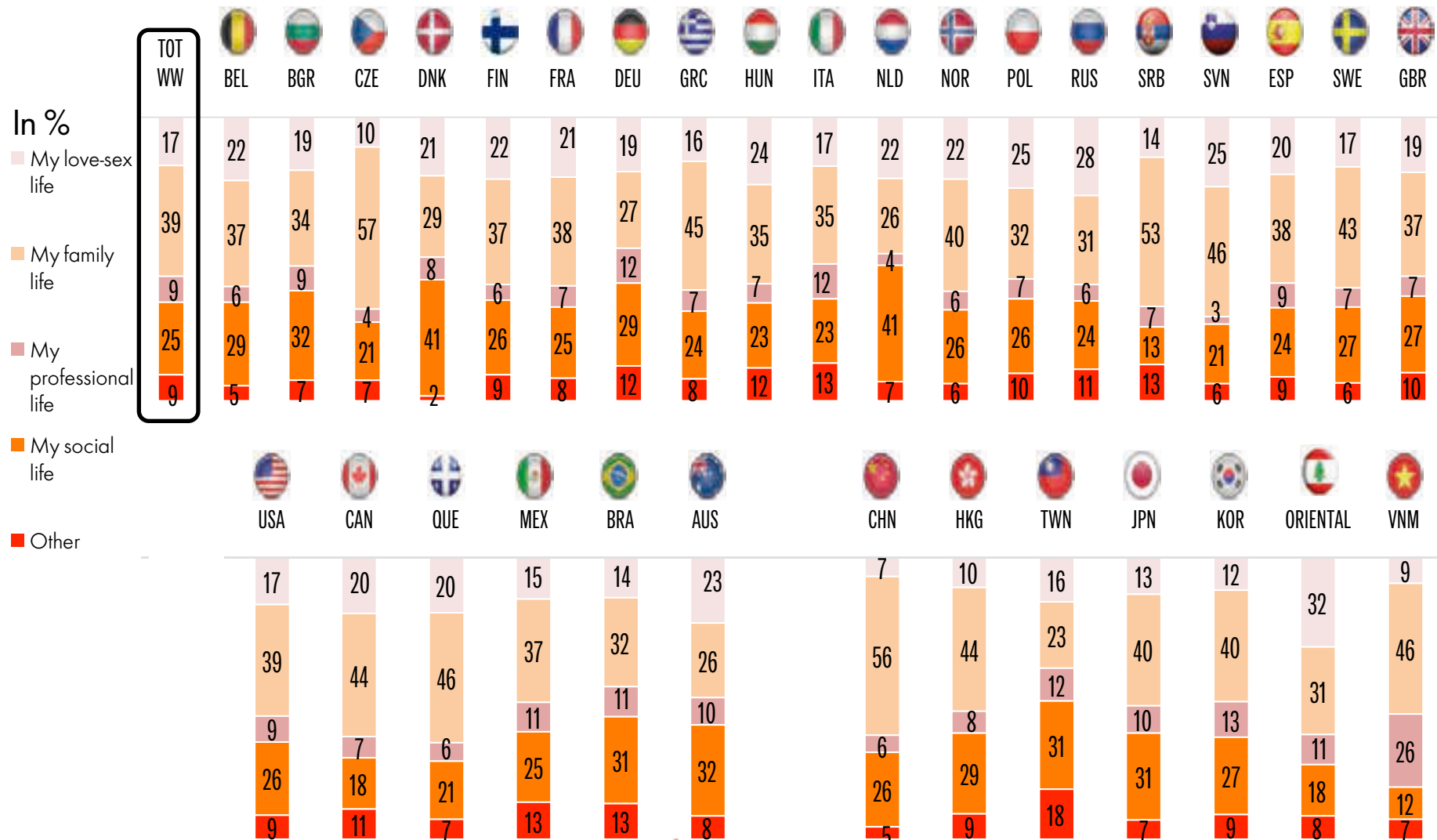
39% my family life

25% my social life

17% my love sex life

9% my professional life

9% other





Q13. How do you feel about your family life ?

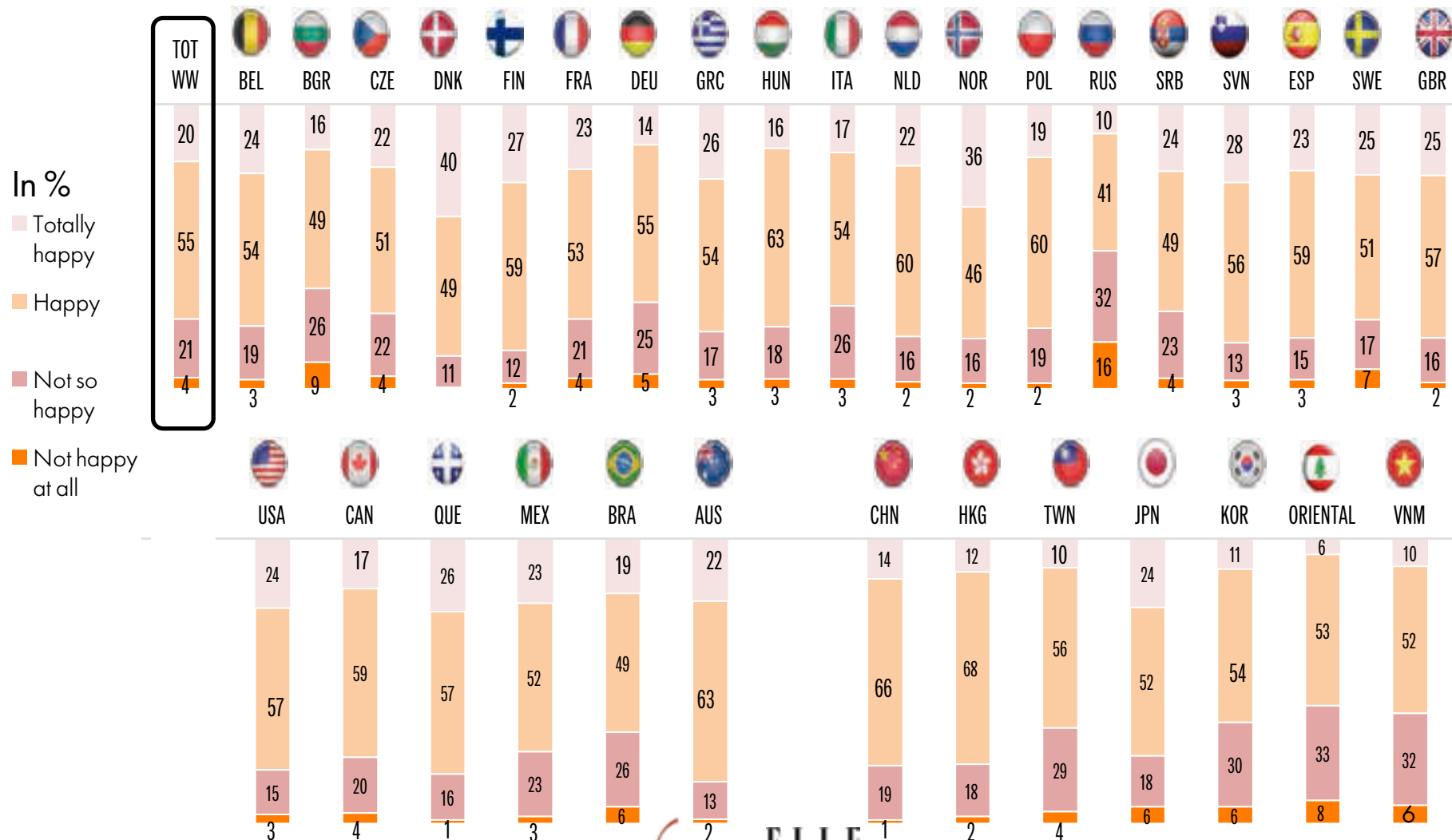
2 - HAPPINESS

20% Totally happy

55% Happy

21% Not so happy

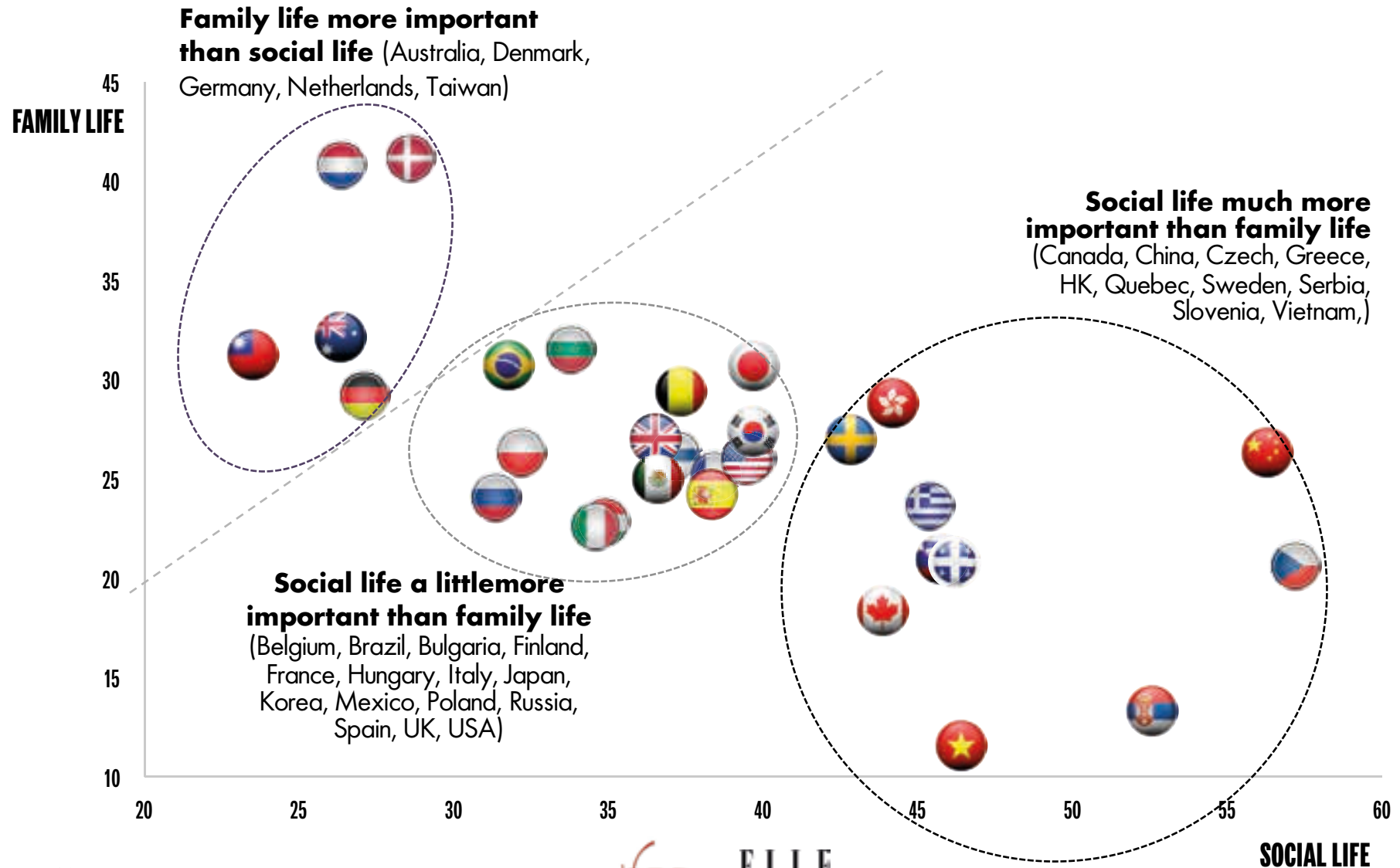
4% Not happy at all



Q2. Today, what is your biggest source of happiness?

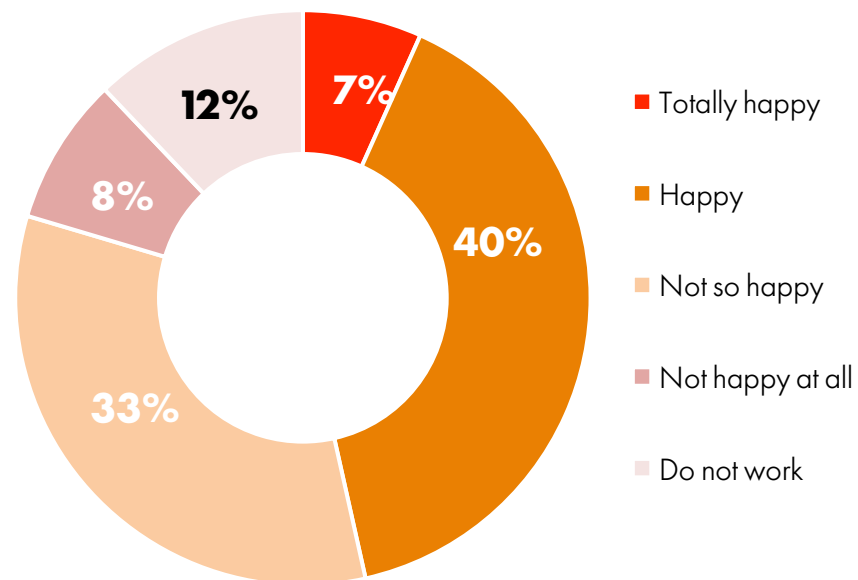
2 - HAPPINESS

Social Life versus Family life



Q14. How do you feel about your professional life ?

➤ Concerning **professional life**, there is **no difference of satisfaction according to age** but single women are slightly happier with theirs (**54%** versus **52%** for women living with a partner)

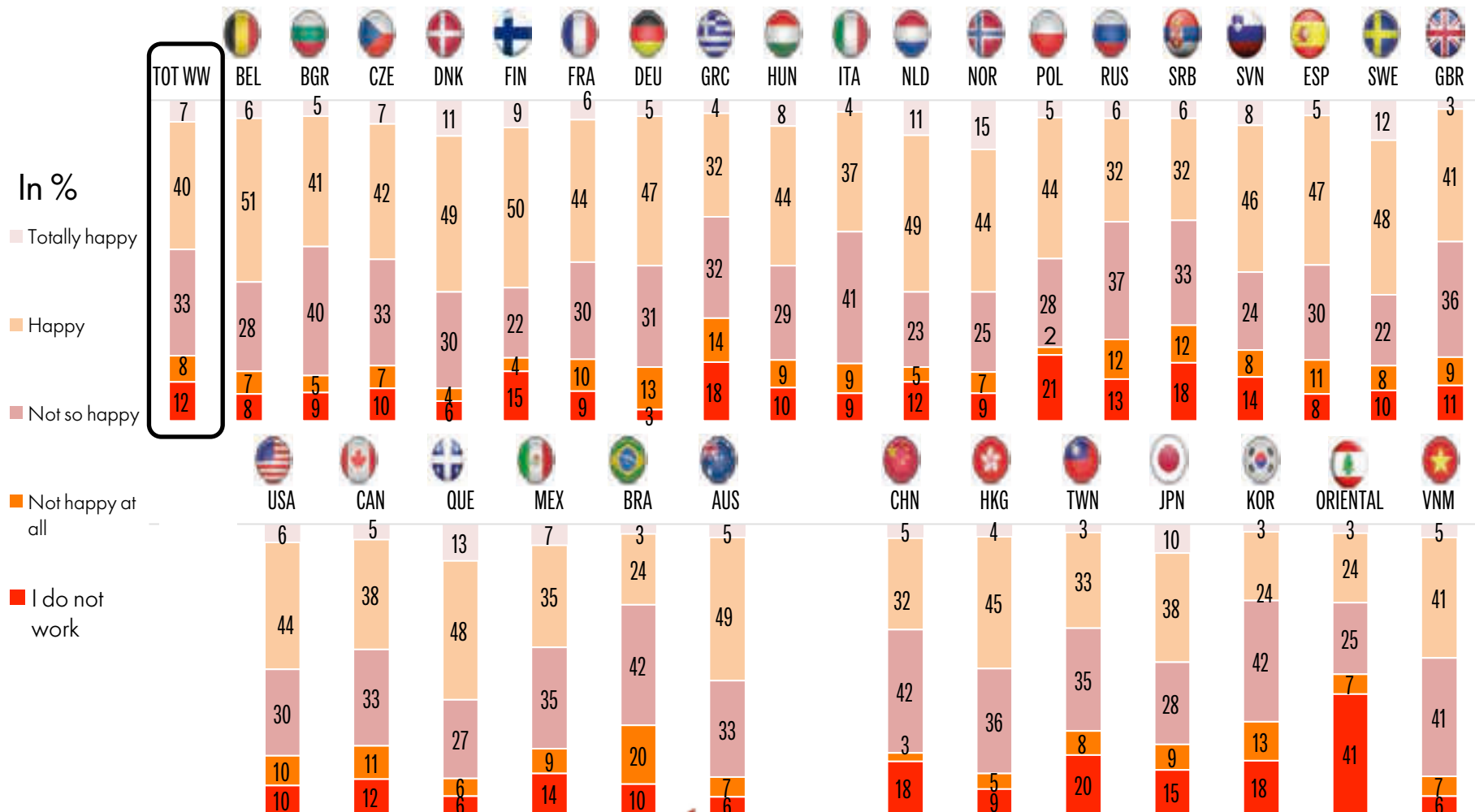




Q14. How do you feel about your professional life ?

2 - HAPPINESS

7% Totally happy **40%** Happy **33%** Not so happy 8% Not happy at all **12%** I do not work





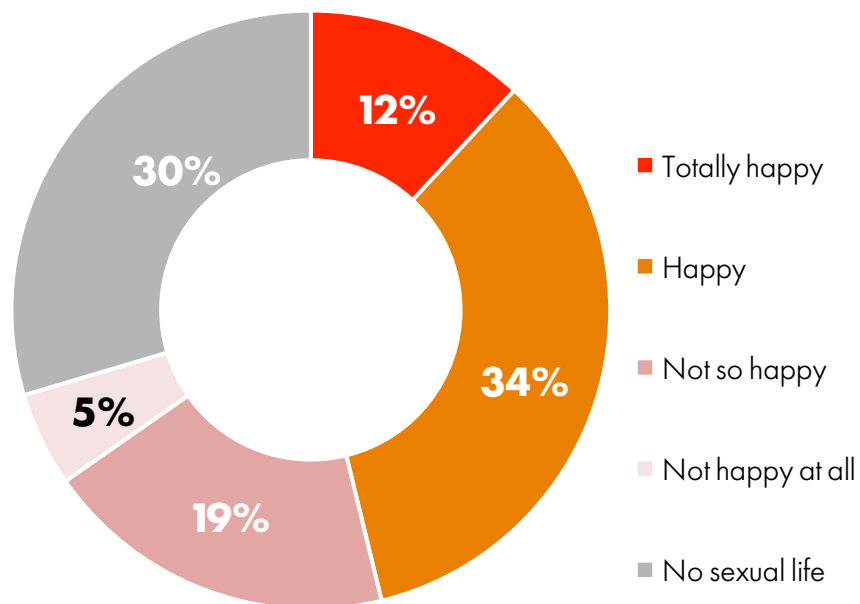
2 - HAPPINESS

Q12. How do you feel about your sex life?

➡ **Living with a partner improves love / sex life:**

64% of women in a couple are happy with it versus **29%** of single women

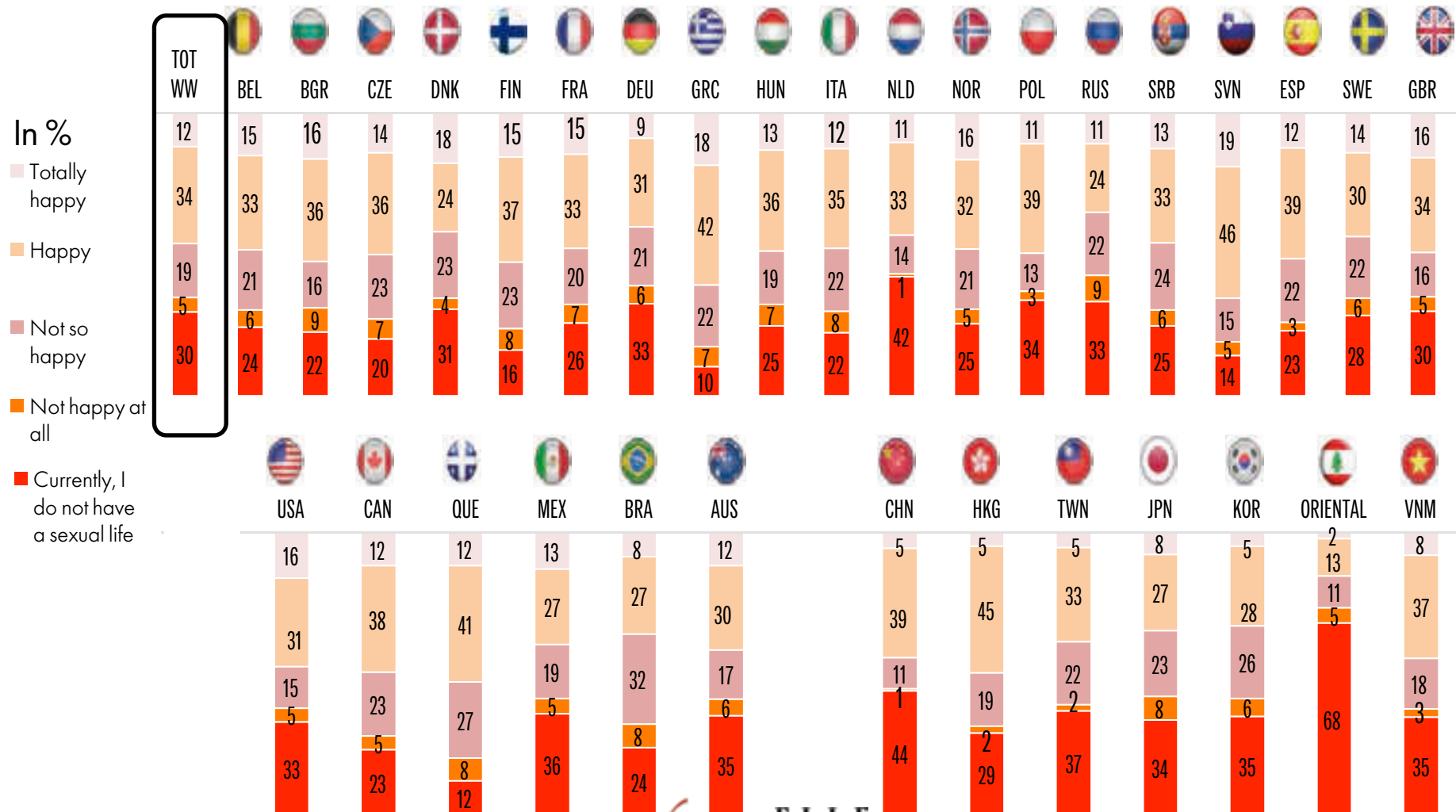
> But a third (30%) of women declare having no sex life



2 - HAPPINESS

Q12. How do you feel about your sex life?

12% Totally happy **34%** Happy 19% Not so happy 5% Not happy at all **30%** Currently, I do not have a sex life



Q3. What is missing from your life that could make you feel happier ? *

45% Money

29% being with the right partner

27% the right job / having a job

21% health & well-being

➡ **Money** is the most important thing missing, even for women who are happy (43% versus 51% when unhappy), who are working (44% versus 47% when not working) or living with a partner (46% versus 44% when single)

➡ **Love** (being with the right partner) must be considered according to marital status: it is of course **the element that is missing the most for single women** (48%, before money at 44% versus only 8% for women living with a partner)

➡ **A (right) job** is of course **more important for non working women** (37%) but **working women are 21%** to consider they **don't have the right job**

What is missing among those who are happy ?

➡ **Happy women are happy because they have almost everything**: family life, children, partner etc., which could explain why they are happy – even if they still feel they lack money

➡ **After money**, they are looking for complete fulfillment, which requires **time** (20%) – something they are missing ...



Q3. What is missing from your life that could make you feel happier ? *

2 - HAPPINESS

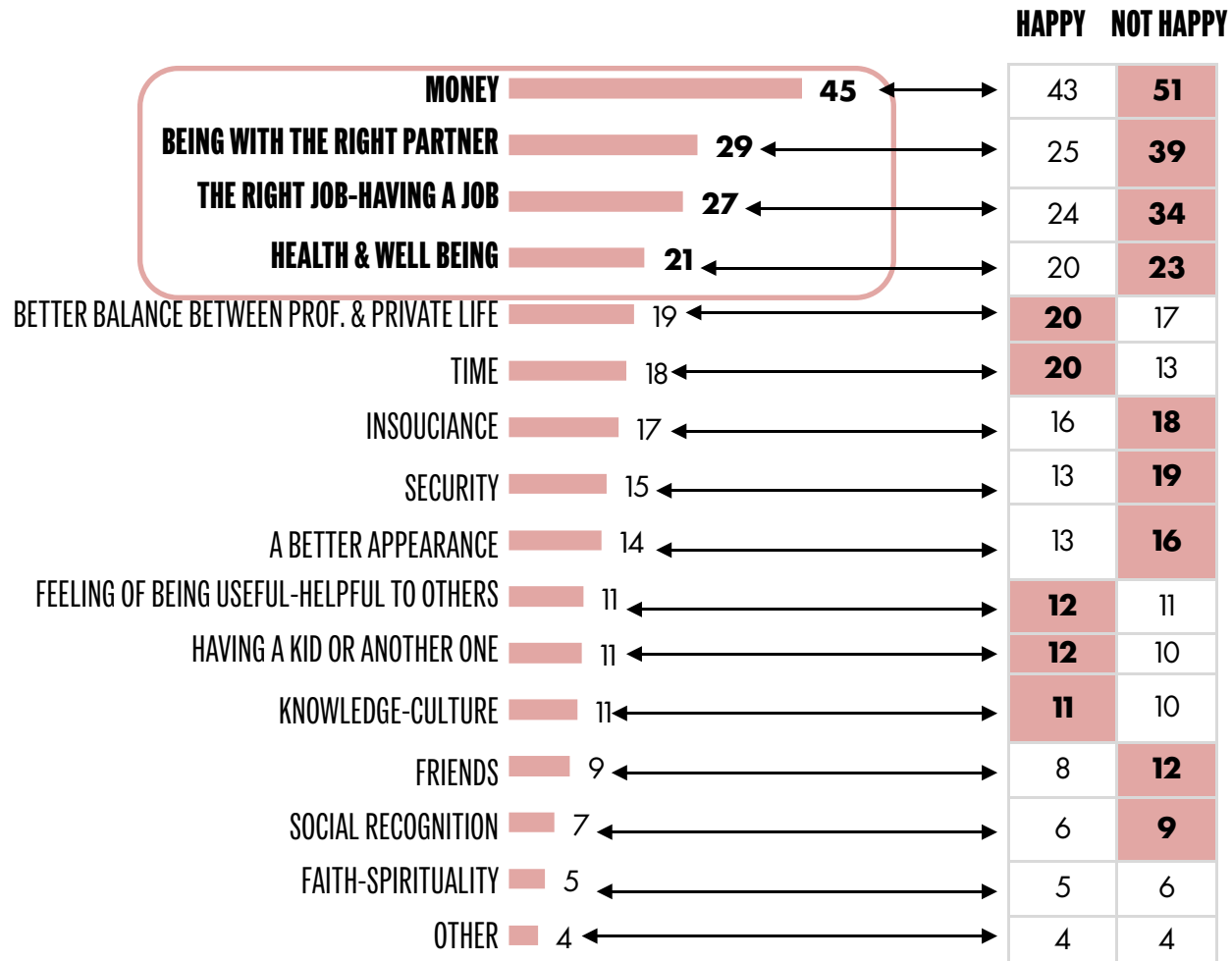
* Multiple choice

45% Money

29% being with the right partner

27% the right job / having a job

21% health & well-being



Q5. How would you define your quality of life?

2 - HAPPINESS

62% Good

20% very good

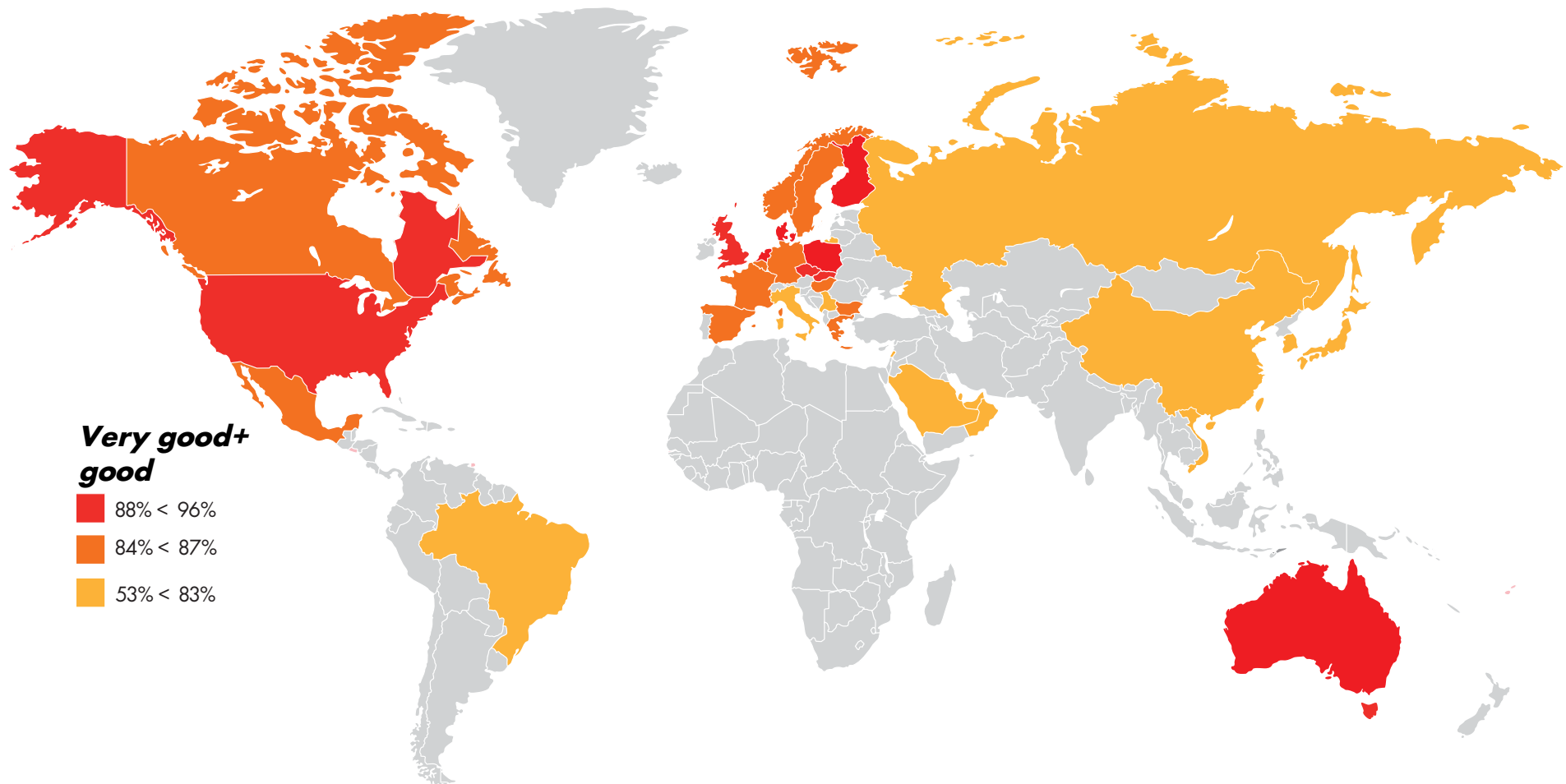
17% not so good

2% not good at all

1st		BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
In %	TOT WW																			
Very good	20	27	23	40	33	16	19	25	20	18	15	23	26	25	10	12	18	21	29	30
Good	62	61	63	52	57	72	66	61	66	69	62	70	58	65	60	62	71	66	55	62
Not so good	17	11	12	7	10	12	13	13	13	12	19	7	14	10	27	22	8	13	13	8
Not good at all	2	1	2	1	0	1	2	1	2	2	4	0	1	1	3	4	3	1	3	0
TOT Good	81	87	86	92	90	88	86	86	86	86	78	92	84	90	70	74	89	87	84	92
TOT Not good	19	13	14	8	11	12	15	14	14	14	23	8	16	10	30	26	11	13	16	8

	USA	CAN	QUE	MEX	BRA	AUS	CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
Very good	37	28	40	19	21	42	8	8	6	14	4	4	6
Good	51	57	56	64	51	51	47	71	64	58	49	51	62
Not so good	11	13	4	15	25	7	42	21	28	26	39	40	30
Not good at all	0	2	0	2	3	0	3	1	2	3	8	6	2
TOT Good	89	85	96	84	72	93	56	78	70	71	53	55	68
TOT Not good	11	15	4	16	28	7	45	22	30	29	47	45	32

Q5. How would you define your quality of life?





3 – CHALLENGES & PRESSURES



3 – CHALLENGES & PRESSURES

* Multiple choice

Q4. What are your biggest priorities today? *

49% family

39% career

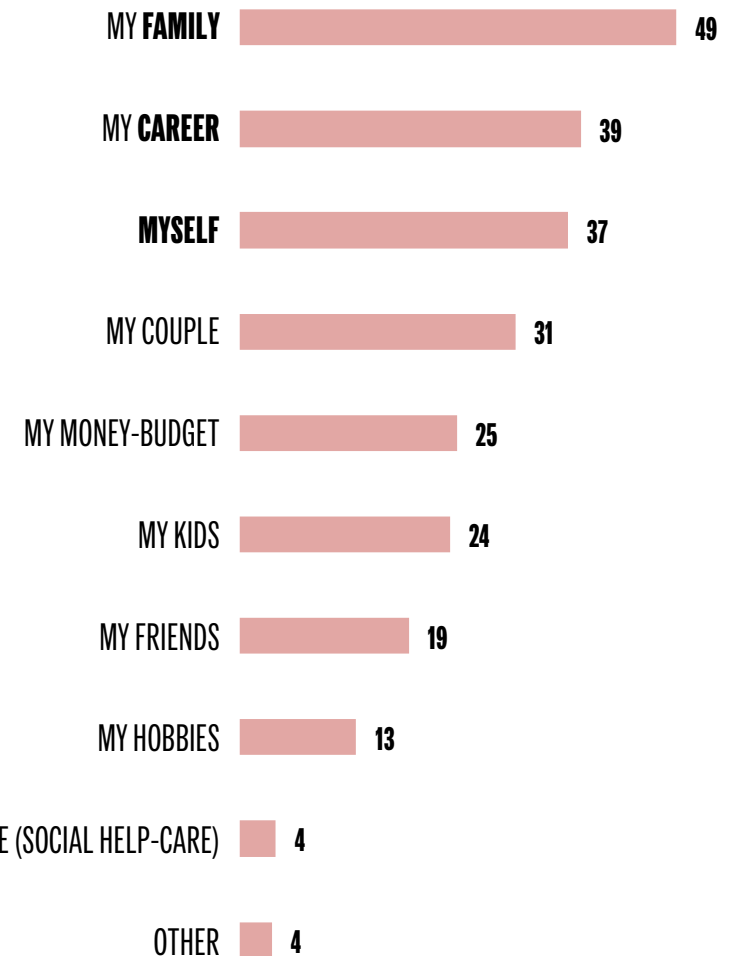
37% myself

➤ **As family is the main source of happiness, it appears to be the main priority for women (49%), for 15-34 y.o. and for 35-49 y.o. 50% versus 48 % respectively.**

➤ **Single women also consider family first (48%), but they are also focused on their career (45% versus 31% for those living with a partner) and, of course, on themselves (45% versus 29% when not single)**

➤ **When living with a partner, and more importantly, when having children, priorities change: kids become the most important priority (72%), before family as a whole (50%) or the couple (28%). As expected, career is less important (23%), as are friends (7%, but this is perhaps due to a lack of spare time)**

➤ **Younger women (15-34 y.o.) consider their career (46%) a priority, more so than their friends (24%)**



3 – CHALLENGES & PRESSURES

* Multiple choice

Q4. What are your biggest priorities today? *

49% family

39% career

37% myself

	1st	2nd	3rd		TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
In %																								
My kids					24	29	31	30	19	27	31	12	25	21	22	17	30	17	24	38	34	26	22	16
My couple					31	42	20	51	36	48	41	37	27	41	31	35	43	42	20	28	44	36	38	41
My career					39	37	32	35	38	35	42	37	31	30	43	34	36	37	26	23	12	36	43	53
My family					49	41	53	61	41	45	40	32	42	47	36	56	48	60	56	48	60	49	40	44
My money-budget					25	18	23	16	5	12	20	18	17	22	18	20	9	25	21	24	9	13	10	22
My friends					19	31	19	30	46	31	23	24	9	21	13	47	29	33	9	9	21	15	30	30
My hobbies					13	14	9	16	17	26	15	9	7	11	8	19	8	35	12	4	7	7	15	13
Myself					37	36	31	34	39	42	38	36	34	35	47	39	28	25	43	27	36	43	40	37
Other people (social help-care)					4	5	1	5	6	5	5	7	4	3	4	4	9	4	4	2	3	2	7	3
Other					4	2	2	3	2	6	3	6	4	8	3	3	5	2	5	3	2	2	6	6

3 – CHALLENGES & PRESSURES

* Multiple choice

Q4. What are your biggest priorities today? *

49% family

39% career

37% myself

	1st	2nd	3rd												
In %	TOT WW	USA	CAN	QUE	MEX	BRA	AUS		CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
My kids	24	18	27	44	17	18	16		22	22	11	21	18	22	37
My couple	31	24	43	59	21	23	28		24	41	31	19	13	23	24
My career	39	49	39	42	43	58	50		47	29	43	43	21	24	38
My family	49	49	44	37	42	42	46		63	63	42	52	54	44	55
My money-budget	25	32	40	17	24	21	38		38	24	53	19	56	21	43
My friends	19	19	13	22	8	14	26		23	24	17	13	10	6	9
My hobbies	13	7	8	13	10	9	12		27	20	31	23	19	7	6
Myself	37	43	32	46	48	54	42		20	31	38	53	51	37	29
Other people (social help-care)	4	3	4	4	4	5	4		0	2	2	1	3	5	15
Other	4	4	4	2	3	4	3		3	6	1	6	2	7	3



3 – CHALLENGES & PRESSURES

* Multiple choice

Q8. **Currently, what are the biggest challenges you are facing ?***

54% Financial security – financial independence

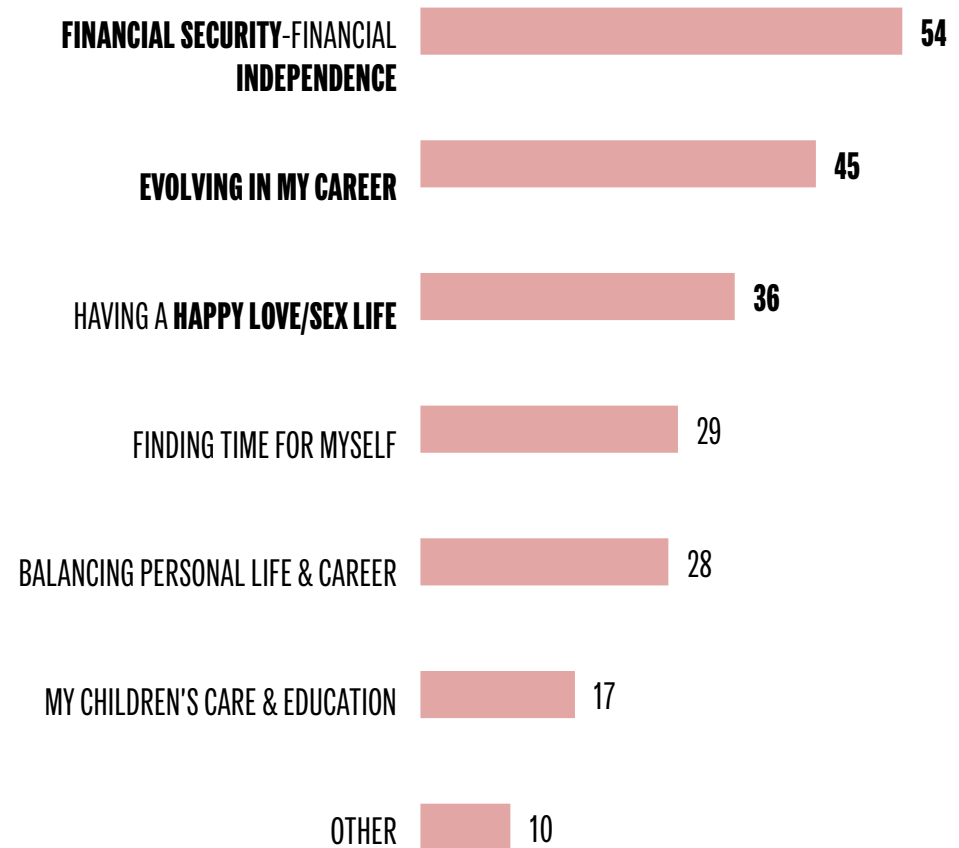
45% Evolving in my career

36% Happy love - sex life

➡ **The main challenges for women are linked to what they are missing:** since they feel they lack money, they **firstly want financial security** (more often when unhappy: 61% versus 52%)

➡ **Single women are more focused on their career** (50% versus 39% for non single) and their (future?) love life (44% versus 26% when living with a partner)

➡ **Childcare & education is the biggest challenge for women with children** (54%), although **time for themselves** is also **important** (33%) – without forgetting financial security (50%)





3 – CHALLENGES & PRESSURES

* Multiple choice

Q8. Currently, what are the biggest challenges you are facing ? *

54% Financial security – financial independence

45% Evolving in my career

36% Happy love/sex life

	1st	2nd	3rd		TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
In %																								
Financial security- Financial independence					54	43	51	46	50	53	46	45	54	54	46	42	43	60	56	50	54	39	47	49
Evolving in my career					45	43	34	39	51	44	46	45	40	46	49	61	35	58	33	24	40	47	52	59
My children's care & education					17	22	23	18	5	16	22	13	24	13	24	10	10	12	6	29	25	18	16	8
Having a happy love- sex life					36	44	41	37	40	41	43	35	18	35	28	41	35	46	57	30	27	31	49	35
Balancing personal life & career					28	30	23	32	23	37	29	30	19	22	31	29	26	19	9	15	24	33	24	35
Finding time for myself					29	37	36	30	25	24	36	36	31	30	31	38	24	31	31	24	28	27	21	28
Other					10	9	7	14	9	13	9	12	10	9	9	10	18	10	17	9	11	12	14	15



3 – CHALLENGES & PRESSURES

* Multiple choice

Q8. Currently, what are the biggest challenges you are facing ? *

54% Financial security
financial independence

45% Evolving in
my career

36% Happy love/
- sex life

	1st	2nd	3rd		USA	CAN	QUE	MEX	BRA	AUS		CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
In %	TOT	WW																
Financial security-Financial independence	54				56	64	59	54	71	62		38	56	61	48	65	41	51
Evolving in my career	45				54	45	43	46	53	56		61	52	48	53	39	26	44
My children's care & education	17				15	14	27	13	12	7		24	20	11	18	22	16	35
Having a happy love-sex life	36				37	34	43	31	35	49		29	33	37	39	25	57	34
Balancing personal life & career	28				33	26	33	29	26	33		41	34	29	34	27	19	22
Finding time for myself	29				31	26	41	24	30	30		35	23	37	17	38	25	23
Other	10				9	15	9	10	7	8		9	8	8	12	4	8	10



3 – CHALLENGES & PRESSURES

* Multiple choice

Q9. What are the main pressures you personally feel from the society in your country ? *

47% to succeed in my professional life

31% to keep a great appearance

28% To fit in the social, cultural, religious standards and expectations

Women feel a lot of pressure to succeed in every stage of their life, which varies according to their profile :

➡ **Younger 15-34 y.o.** feel more **pressure from a professional point of view** (54% versus 47%), to maintain a **great appearance** (35%)

➡ **Single** women are more sensitive to the injunction of **succeeding in their love life** (36% versus 14% when with a partner) and also, at a lower level, succeeding in their **social life** (26% versus 19% when with a partner)

➡ **When having children, women** must **succeed as a mother** (43%) – but also in their professional life (38%), thus the difficulty to conciliate both professional and personal lives...

➡ This pressure to **succeed in professional life is stronger when women are not working** (54% versus 44% when working)

TO SUCCEED IN MY **PROFESSIONAL LIFE** 47

TO KEEP A **GREAT APPEARANCE** 31

TO FIT IN THE **SOCIAL-CULTURAL-RELIGIOUS STANDARDS AND EXPECTATIONS** FOR WOMEN PLANTED IN MY COUNTRY 28

TO SUCCEED IN MY **LOVE LIFE** 25

TO SUCCEED IN MY **SOCIAL LIFE** 23

TO SUCCEED AS A **MOTHER** 21

OTHERS 6

NONE 12



3 – CHALLENGES & PRESSURES

* Multiple choice

Q9. What are the main pressures you personally feel from the society in your country ? *

47% to succeed in my professional life

31% to keep a great appearance

28% To fit in the social, cultural, religious standards and expectations

	1st	2nd	3rd		TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
In %																								
To succeed in my professional life					47	54	41	60	63	53	51	46	41	47	48	49	47	45	28	27	62	47	52	51
To succeed in my social life					23	22	15	19	26	26	20	25	19	12	23	49	34	11	21	12	22	20	46	24
To succeed in my love life					25	38	19	14	29	20	39	19	16	24	22	21	22	23	19	18	14	28	26	30
To succeed as a mother					21	20	18	45	10	20	23	15	22	22	17	7	14	30	14	22	29	21	15	15
To keep a great appearance					31	33	22	45	30	28	30	31	18	28	34	39	33	48	10	24	25	36	49	50
To fit in the social-cultural-religious standards, expectations for women planted in my country					28	21	31	19	22	14	29	40	20	28	33	11	33	37	12	34	42	33	22	34
Others					6	3	4	4	5	6	4	5	8	5	3	4	3	4	8	10	5	6	7	6
None					12	8	17	8	11	17	8	14	18	14	13	11	11	8	33	16	3	11	9	8

3 – CHALLENGES & PRESSURES

* Multiple choice

Q9. What are the main pressures you personally feel from the society in your country ? *

47% to succeed in my professional life

31% to keep a great appearance

28% To fit in the social, cultural, religious standards and expectations

	1st	2nd	3rd												
In %	TOT WW	USA	CAN	QUE	MEX	BRA	AUS		CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
To succeed in my professional life	47	47	59	55	56	67	56		55	43	56	29	43	23	47
To succeed in my social life	23	19	25	18	16	21	24		16	27	31	34	44	20	32
To succeed in my love life	25	36	28	33	30	32	38		26	26	28	24	22	21	21
To succeed as a mother	21	18	25	28	13	17	19		19	20	17	37	18	11	33
To keep a great appearance	31	42	44	39	27	46	51		35	36	33	27	31	20	27
To fit in the social-cultural-religious standards, expectations for women planted in my country	28	40	15	28	27	39	27		20	6	24	41	42	33	22
Others	6	4	6	4	6	5	5		20	16	8	8	9	11	8
None	12	10	8	8	11	5	7		6	12	9	7	2	21	6

3 – CHALLENGES & PRESSURES

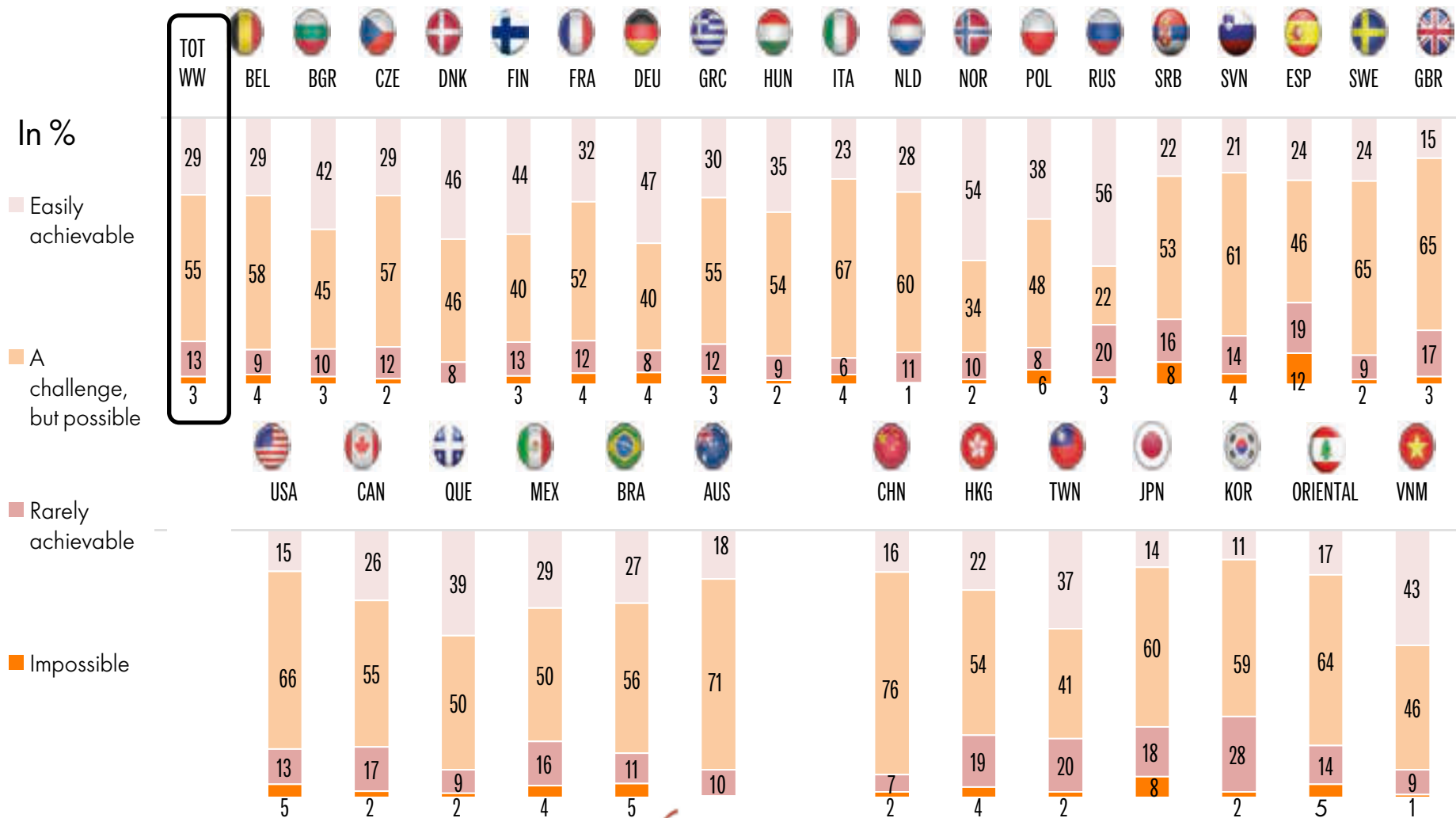
Q15. *Reconciling your professional and private life is ?*

29% Easily achievable

55% A challenge, but possible

13% Rarely achievable

3% Impossible



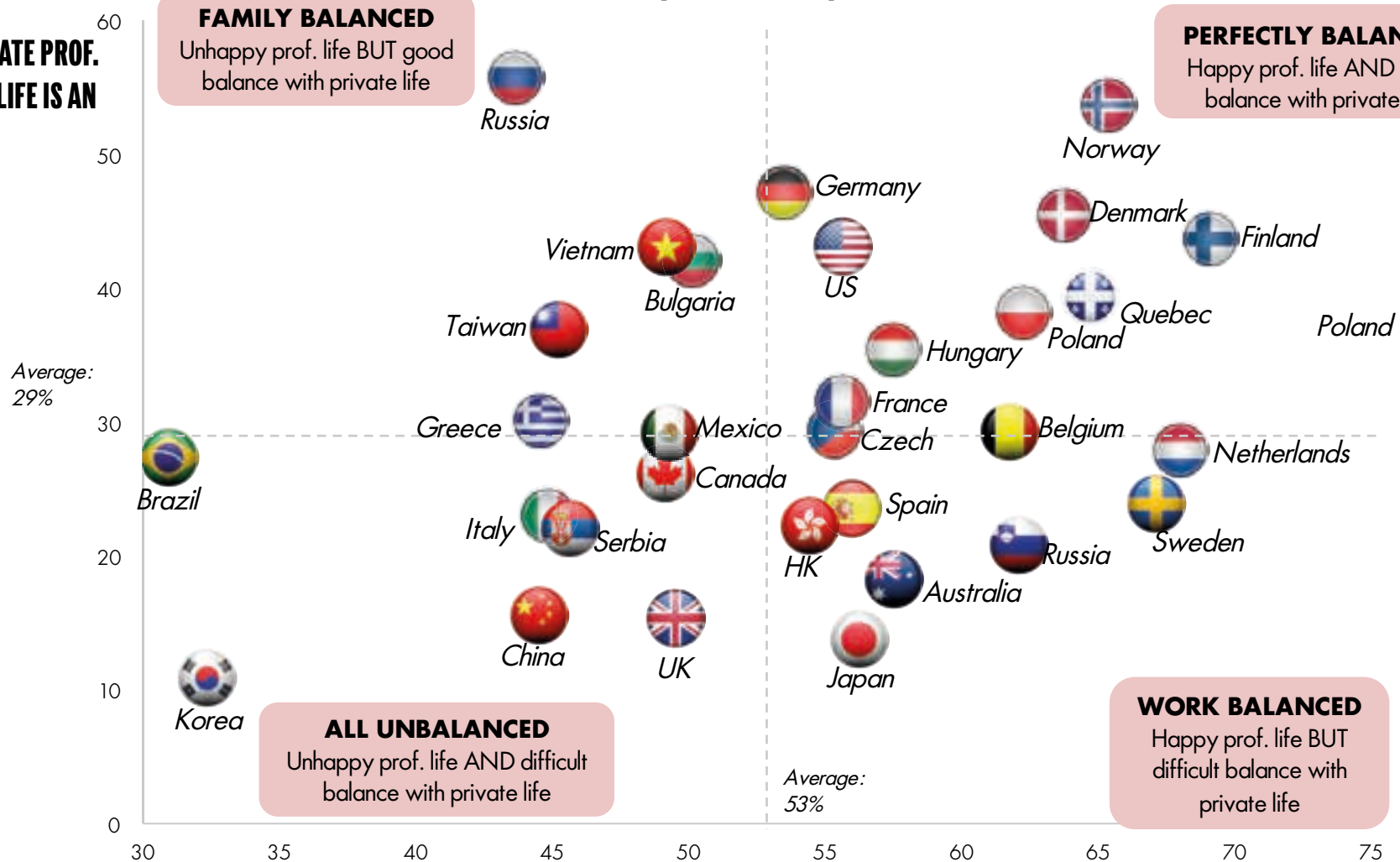


Q14. **How do you feel about your professional life?**
Q15. **Reconciling your professional and private life is?**

3 – CHALLENGES & PRESSURES

To have both a **happy professional life AND reconcile it with private life** is more **common in Northern Europe**, while it is **quite difficult in Asia**

RECONCILIATE PROF. & PRIVATE LIFE IS AN EVIDENCE





4 – APPEARANCE & AGE



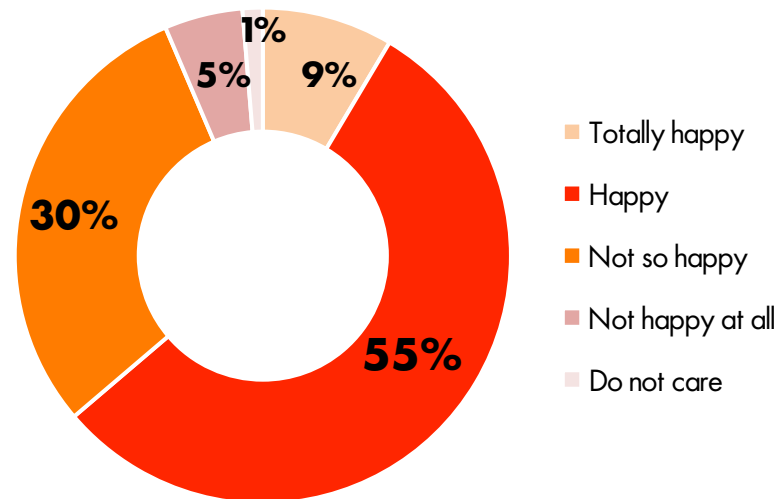
4 – APPEARANCE & AGE

Q10. *How do you feel about your appearance ?*

64% Happy
(Totally happy + Happy)

35% Not happy
(Not so happy + Not happy at all)

- **Older women** 35-49 y.o. even felt a little **happier than younger** women (65% versus 63%)
- **Living with a partner** seems to give **more self-confidence to women**: they are 65% to be happy with their appearance versus 62% of single women
- Moreover, **women who are happy** in general are **quite happier with their appearance** (72%) versus unhappy women (43%)



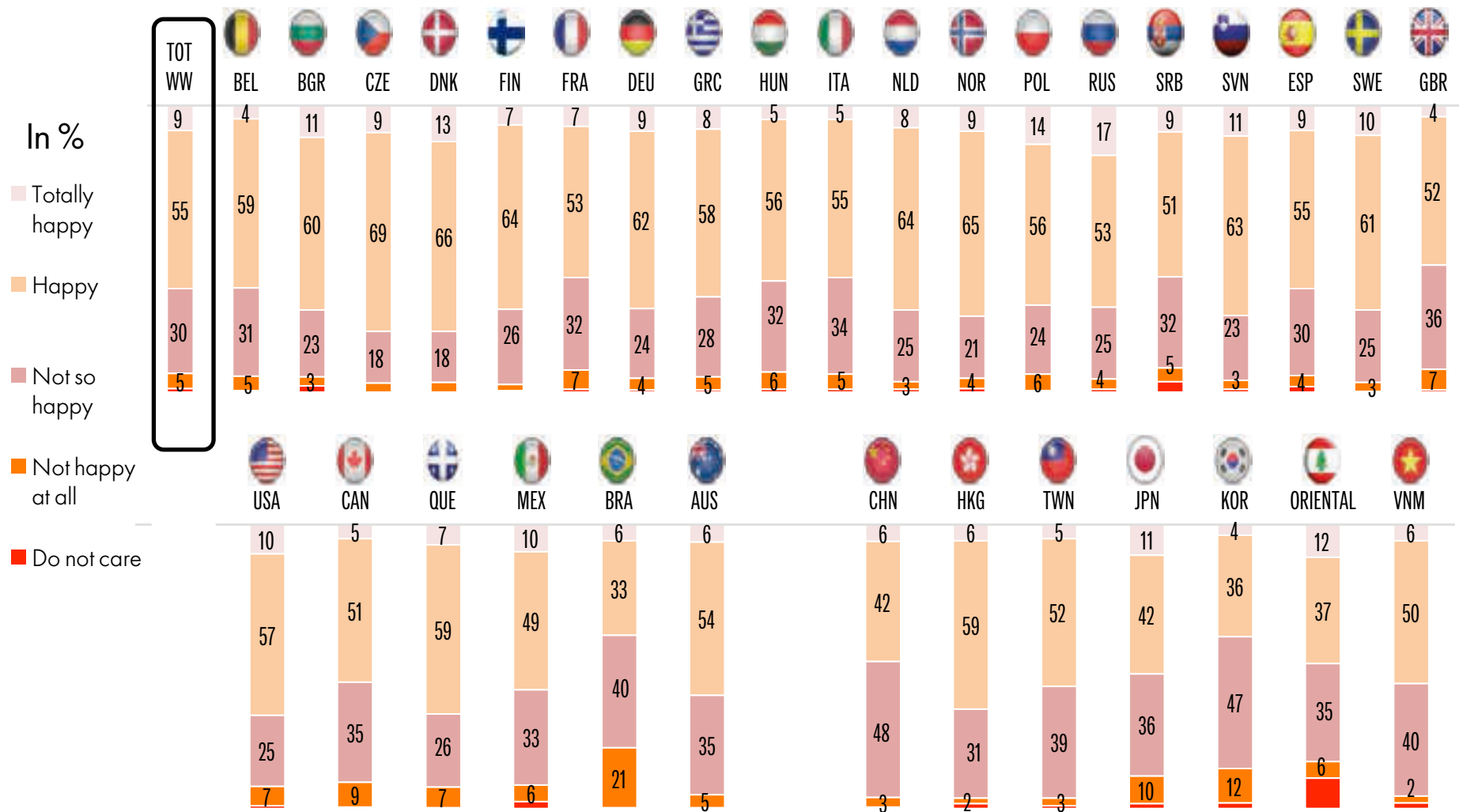


Q10. How do you feel about your appearance ?

4 – APPEARANCE & AGE

64% Happy
(Totally happy + Happy)

35% Not happy
(Not so happy + Not happy at all)



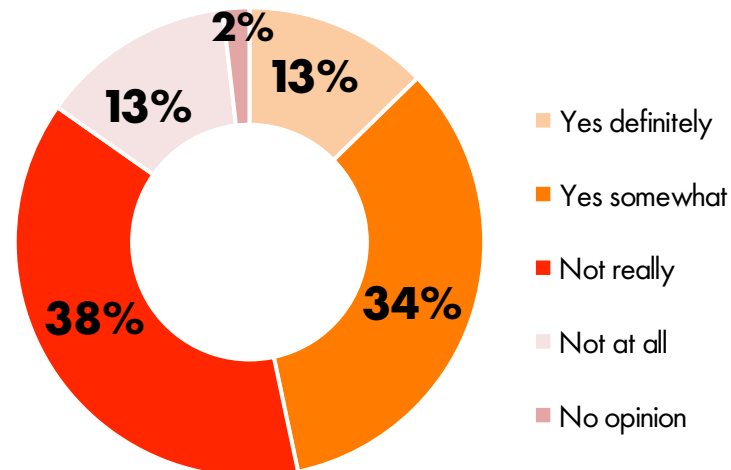
Q11. Is aging a big issue/concern for you ?

51% NO
(Not really + Not at all)

47% YES
(Yes definitely + Yes somewhat)

➤ **This perception is linked with age: 53% of women 35-49 y.o. think it is a big issue versus 42% of 15-34 y.o.**

➤ **Happy women are wiser: they are only 43% to consider aging as a big issue (versus 55% of unhappy women)**

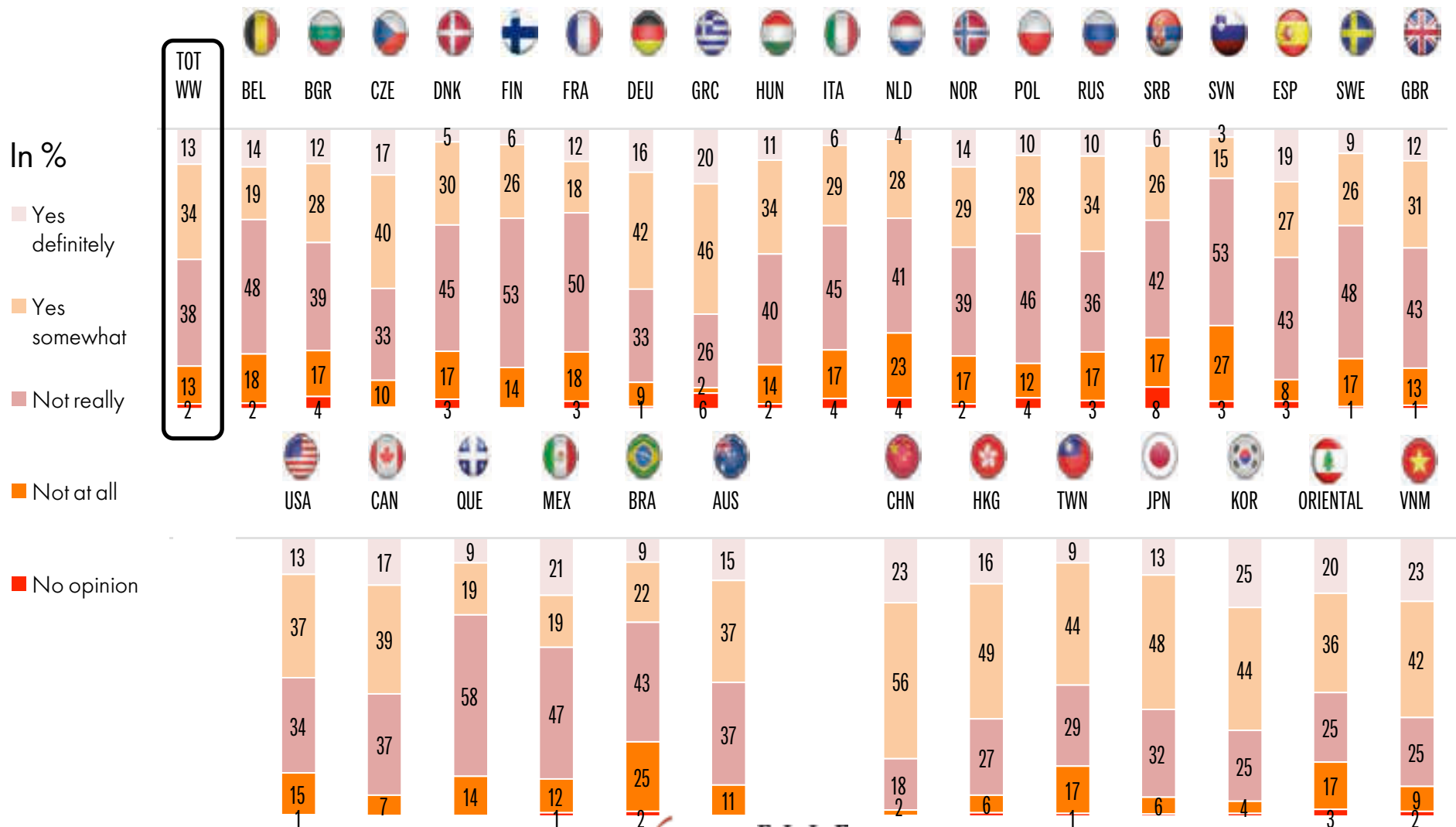


Q11. Is aging a big issue/concern for you ?

4 – APPEARANCE & AGE

51% NO
(Not really + Not at all)

47% YES
(Yes definitely + Yes somewhat)



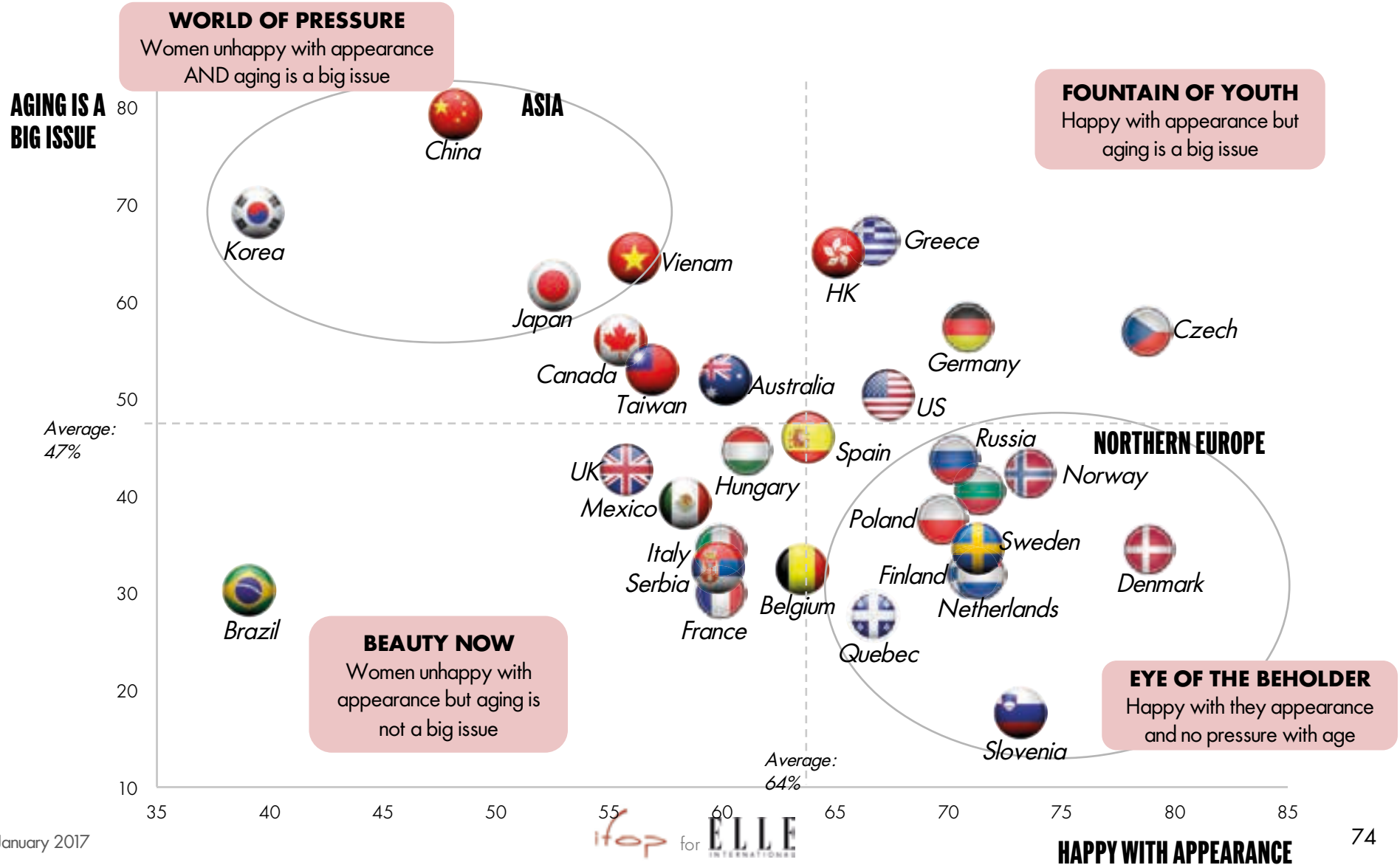


Q10. How do you feel about your appearance?

Q11. Is aging a big issue?

4 – APPEARANCE & AGE

Asian women are the least happy with their appearance and consider **aging to be a big issue**: a strong pressure from Asian societies – the total opposite of Northern Europe, where, women are more peaceful with these issues.





5 – FUTURE & SOCIETY

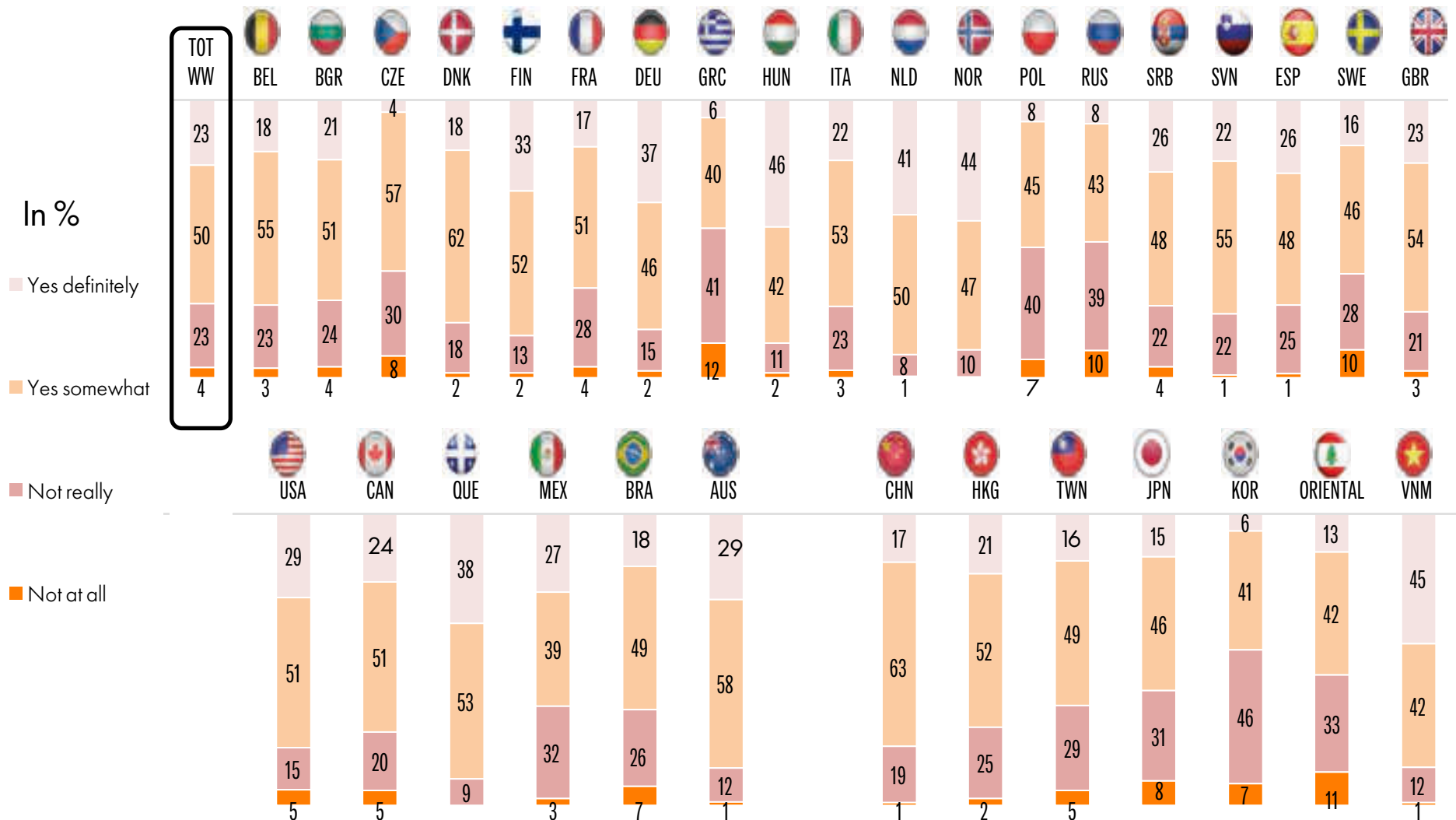


Q6. Do you feel confident about your future?

5 – FUTURE & SOCIETY

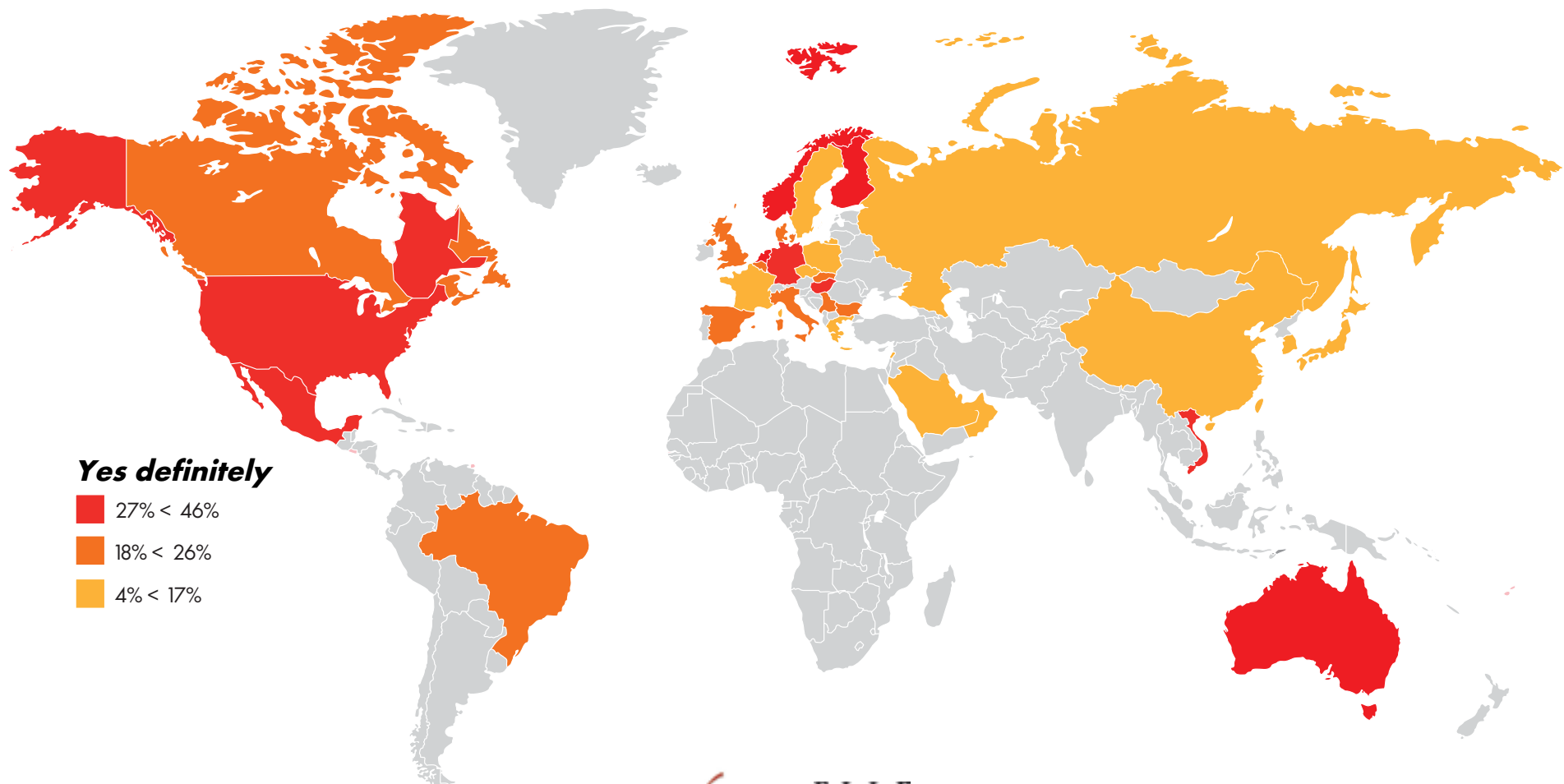
73% YES
(Yes definitely + Yes somewhat)

27% NO
(Not really + Not at all)



Q6. Do you feel confident about your future?

Northern European women are more confident in their own future versus women from Russia and Asian countries





Q7. Do you feel confident in the future of your country?

5 – FUTURE & SOCIETY

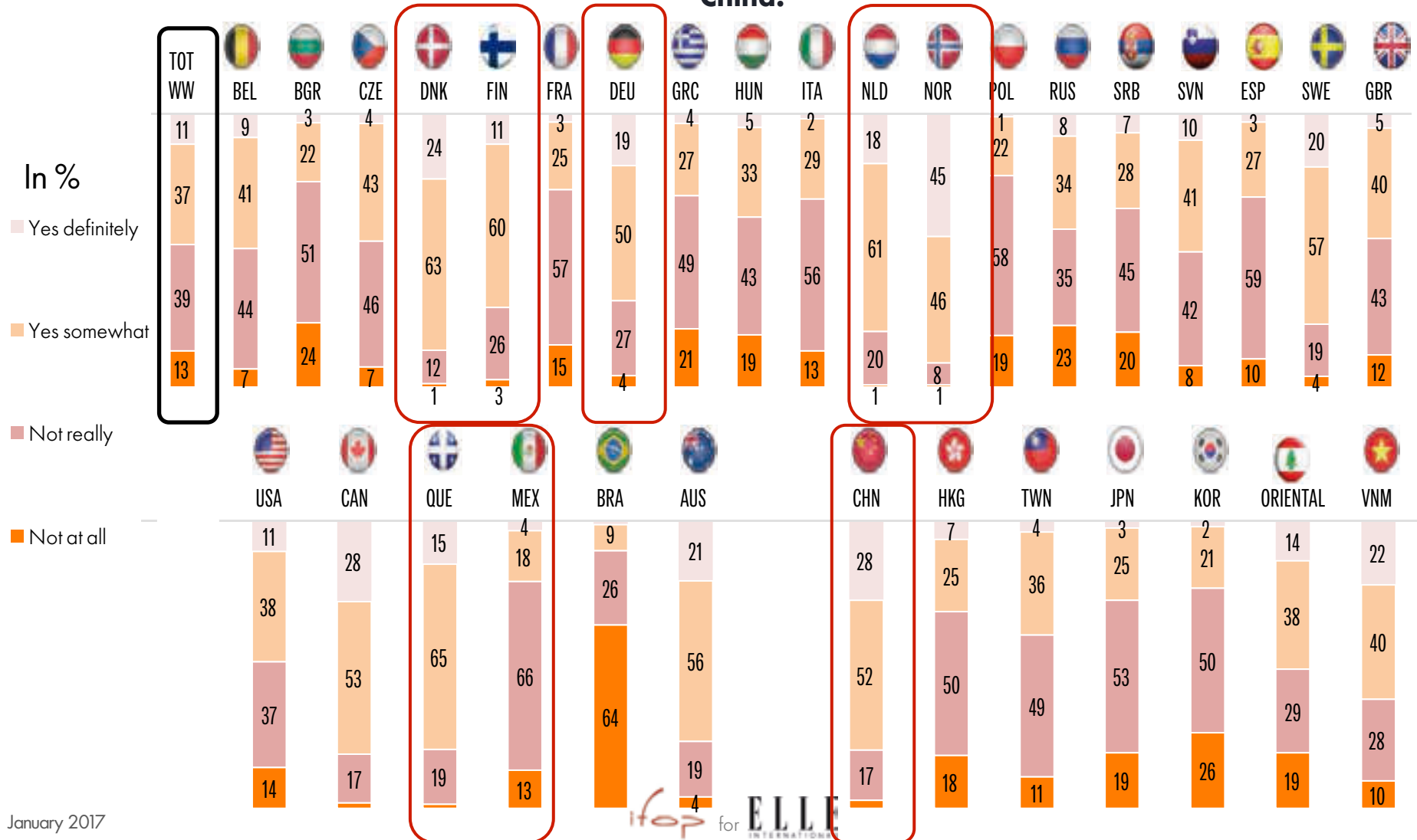
52% NO

(Not really + Not at all)

48% YES

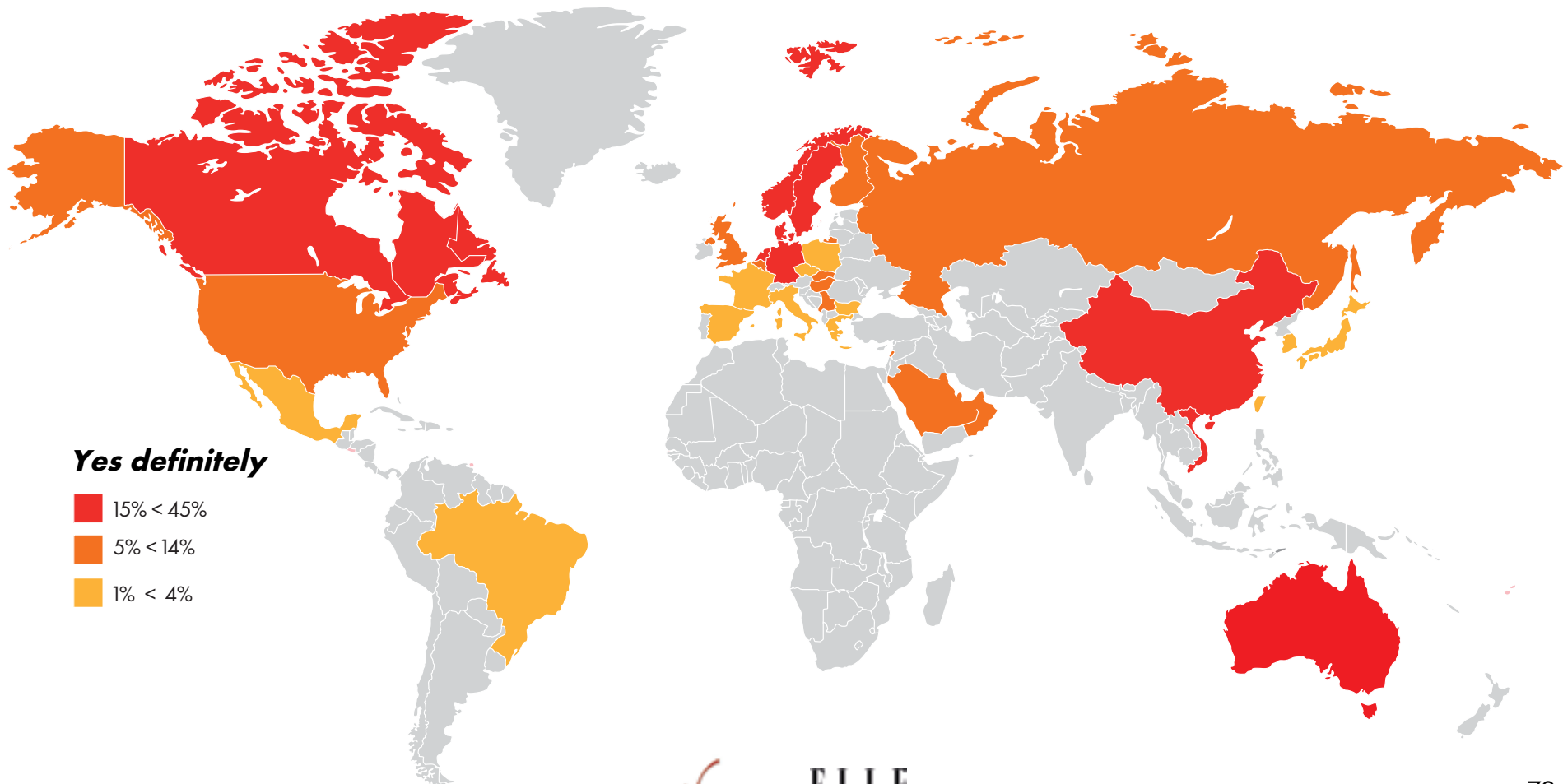
(Yes definitely + Yes somewhat)

High level of trust in Northern European and in China.



Q7. Do you feel confident in the future of your country?

About **half** of the women is **confident in the future** of their country in general.
Women are more confident in Canada, China and Northern Europe.

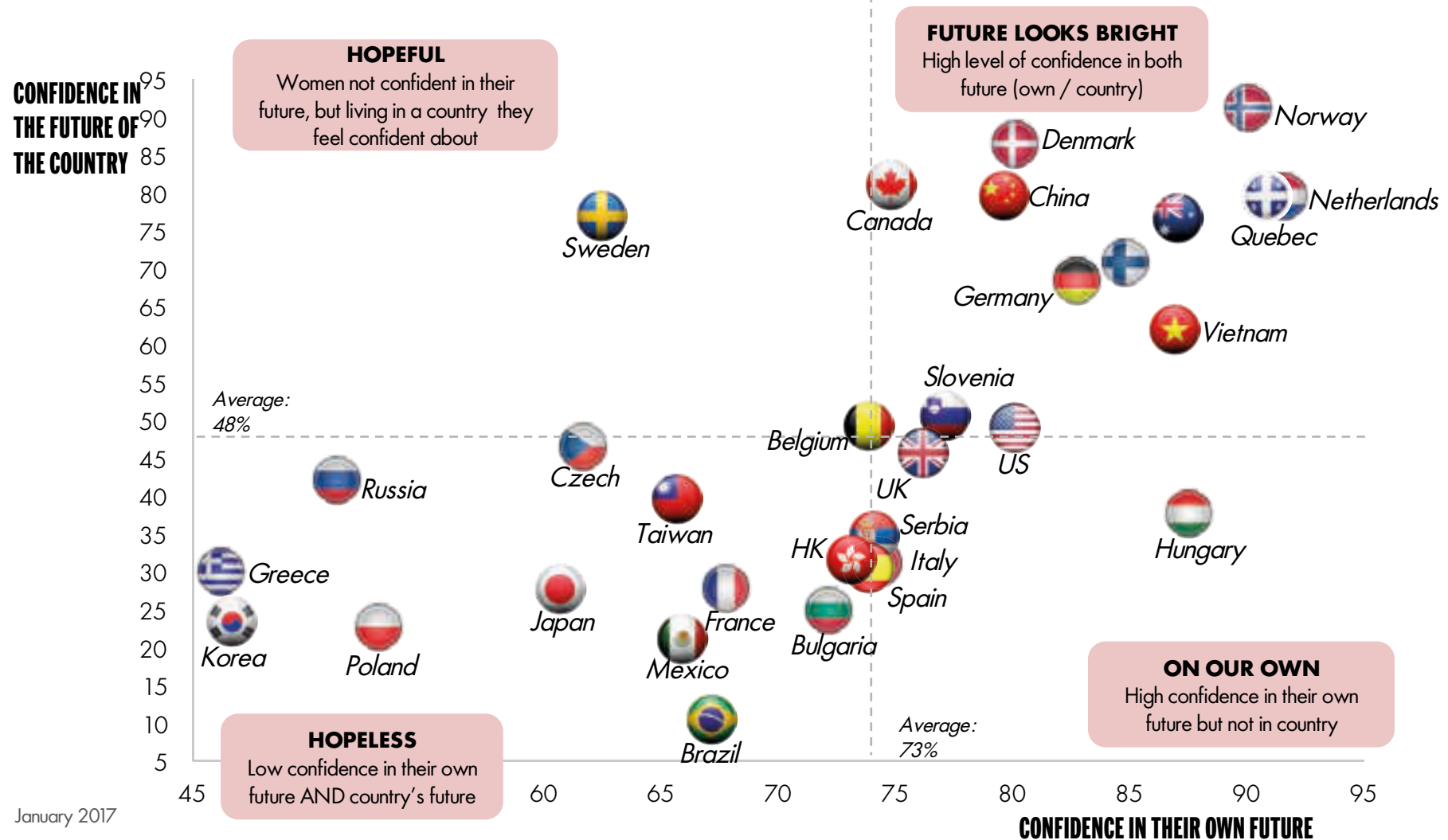




Q6. Do you feel confident about your future?
Q7. Do you feel confident in the future of your country?

5 – FUTURE & SOCIETY

In Northern Europe, women have both **high levels of confidence** in both **their own future** and **their country's**.
On the other hand, **Asian countries, except China & Vietnam, and Southern Europe** don't show positive trends for women – **uncertain future for people and for the country**.





6 – STATUS OF WOMEN

6 – STATUS OF WOMEN

Q23. How would you define the conditions of women in your country ?

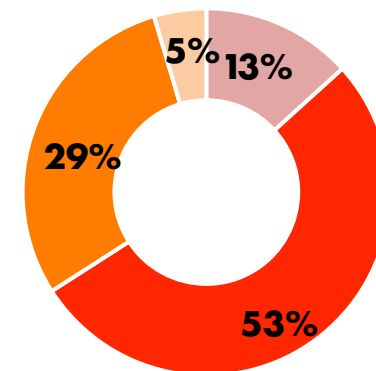
66% Good
(Very good + Good)

34% Not good
(Not so good + Not good at all)

➔ **Women's perception of the feminine condition in their country is "good" for two third of them. There seems to be a positive trend, as women status is improving for 79% of ELLE readers.**

➔ **There are not major differences according to women's profiles**

- > No main difference per age: 67% of the 15-34 y.o. think the conditions of women is good versus 65% of 35-49 y.o.. **But the younger are more positive about its evolution** (improving: 77% versus 72%)
- > No difference according to job status (working or not)
- > Single women are a little less positive about the conditions of women (64% versus 68% for women living with a partner)
- > **Having children make women a little less positive about the status of women** : if mothers are as positive as average concerning the present situation, only 73% think it should improve (versus 76% of women without children)



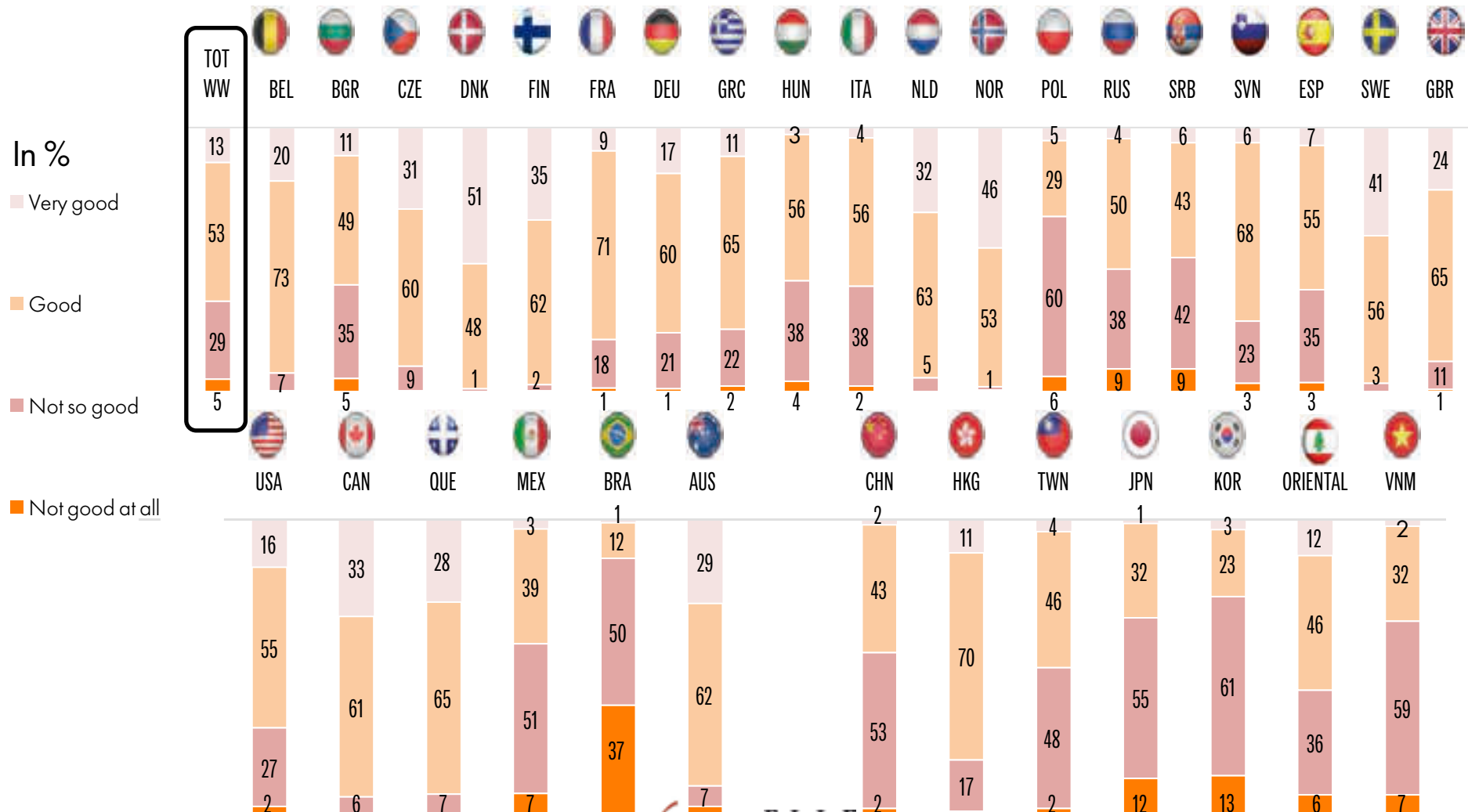
■ Very good
■ Good
■ Not so good
■ Not good at all

6 – STATUS OF WOMEN

Q23. How would you define the conditions of women in your country ?

66% Good
(Very good + Good)

34% Not good
(Not so good + Not good at all)



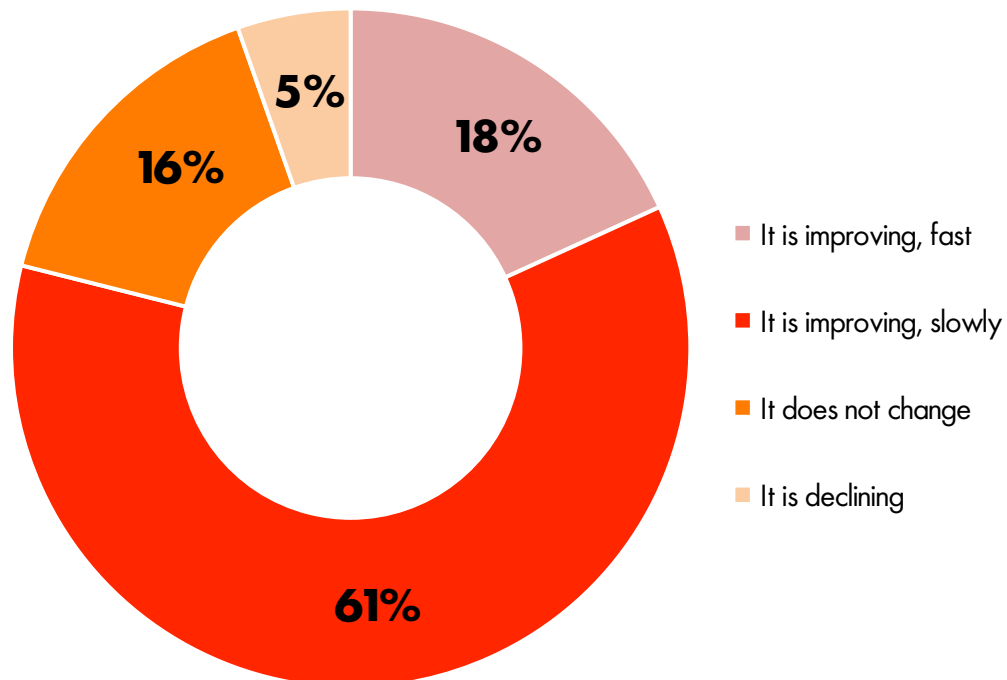


6 – STATUS OF WOMEN

Q24. What do you think about the evolution of women status in your country ?

79% improving
(Improving Fast + Slowly)

21% not improving
(It does not change + It is declining)

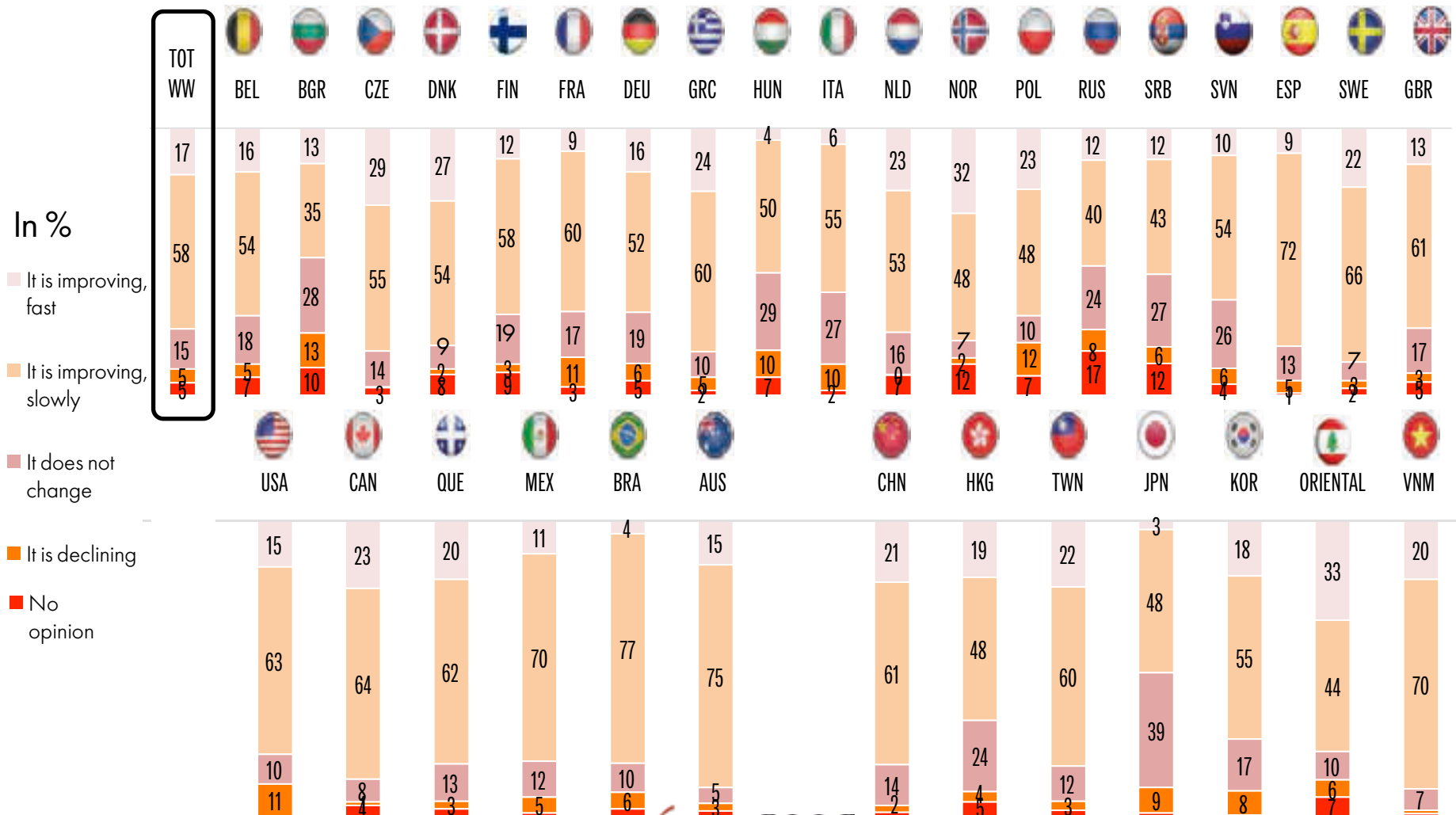


6 – STATUS OF WOMEN

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21% not improving
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6 – STATUS OF WOMEN

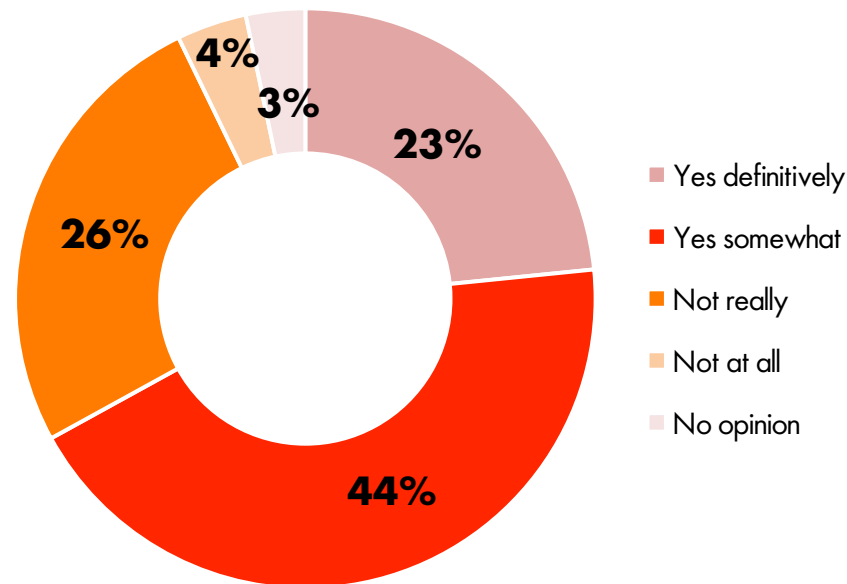
Q26. Are you aware enough of your rights as a woman in your country?

67% aware
(Yes definitely + Yes somewhat)

30% not aware
(Not really + Not at all)

➔ **67% of ELLE readers consider to be aware of their rights as a women:**

- > **Only 64% of 15-35 y.o.** versus 72% of 35-49 y.o. are aware of them: should feminism struggle again for the youth?
- > **Women living with a partner** are also **more aware** of their rights (70% versus 65% for single): due to age, or perhaps a consequence of living with a partner ?

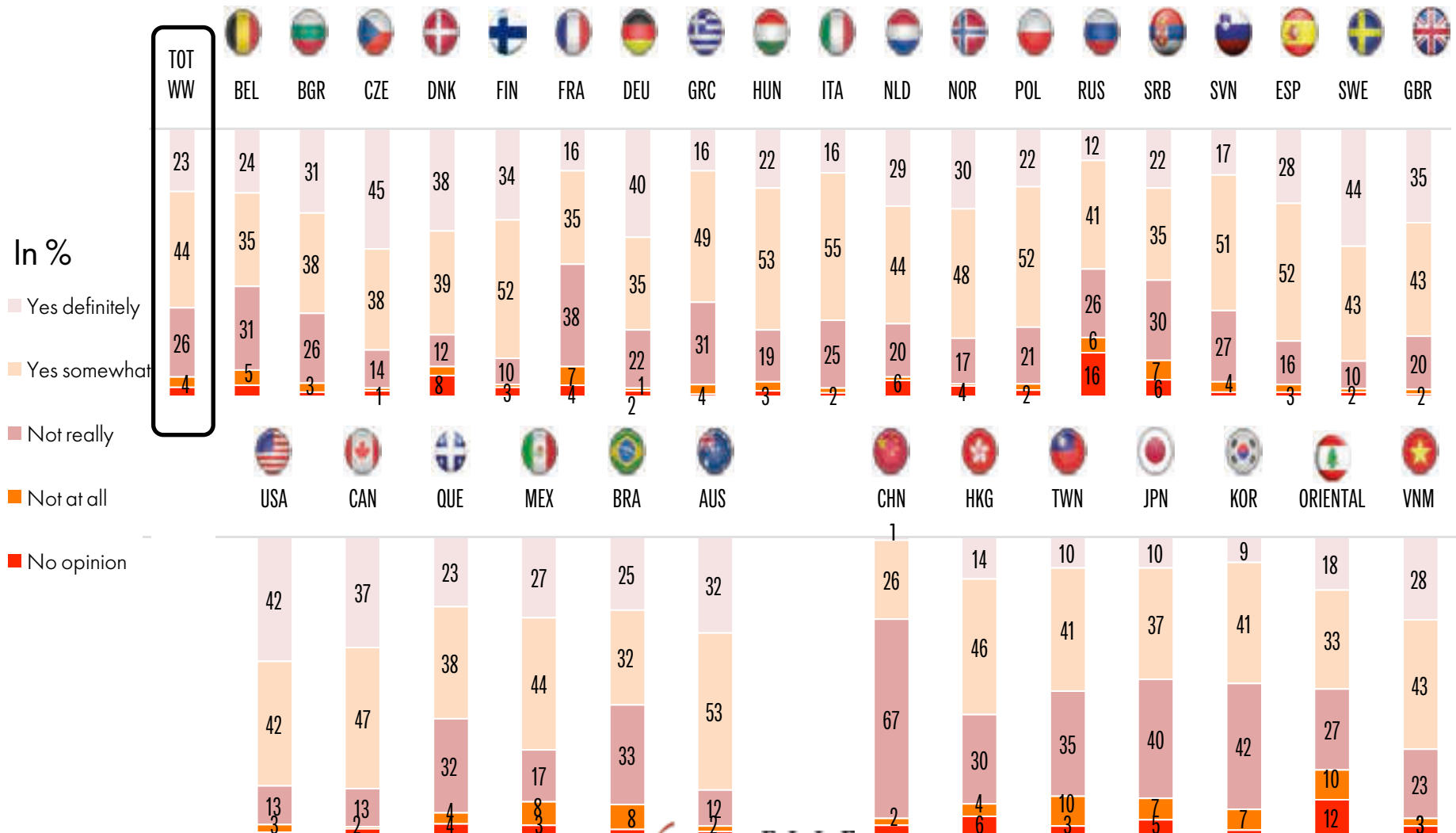


6 – STATUS OF WOMEN

Q26. Are you aware enough of your rights as a woman in your country?

67% aware
(Yes definitely + Yes somewhat)

30% not aware
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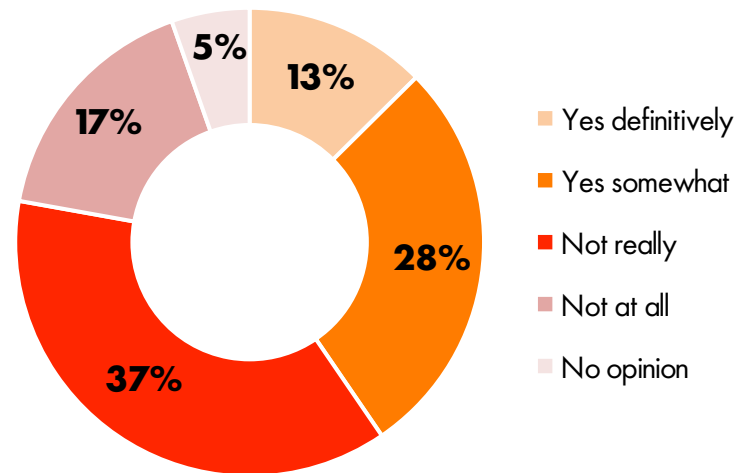
Q25. Do you think there are sufficient numbers of women in decision-making positions in politics or the economy in your country ?

54% No
(Not really + Not at all)

41% Yes
(Yes definitely + Yes somewhat)

► **ELLE readers are not very optimistic when considering the presence of women in decision-making positions : only 41% consider there are enough women at these levels**

- > This view is shared by all women, regardless of marital status, working status or age is (slight difference between younger and older)
- > Only women who are confident in their own futures are more positive (42% versus 36% for women not confident) : perhaps because these confident women have reached a higher, professional situation – a decision-making one?

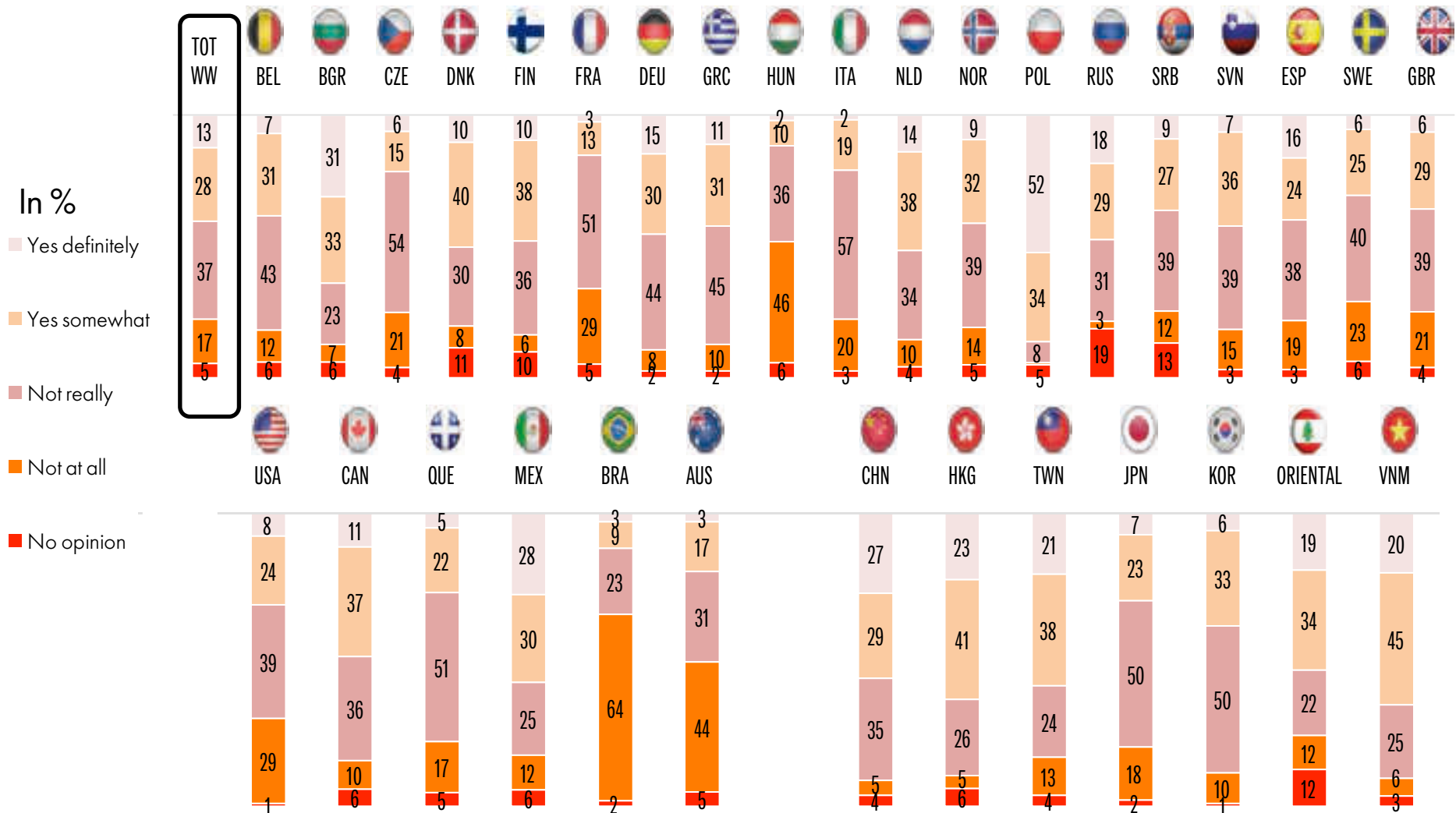


Q25. Do you think there are sufficient numbers of women in decision-making positions in politics or the economy in your country?

6 – STATUS OF WOMEN

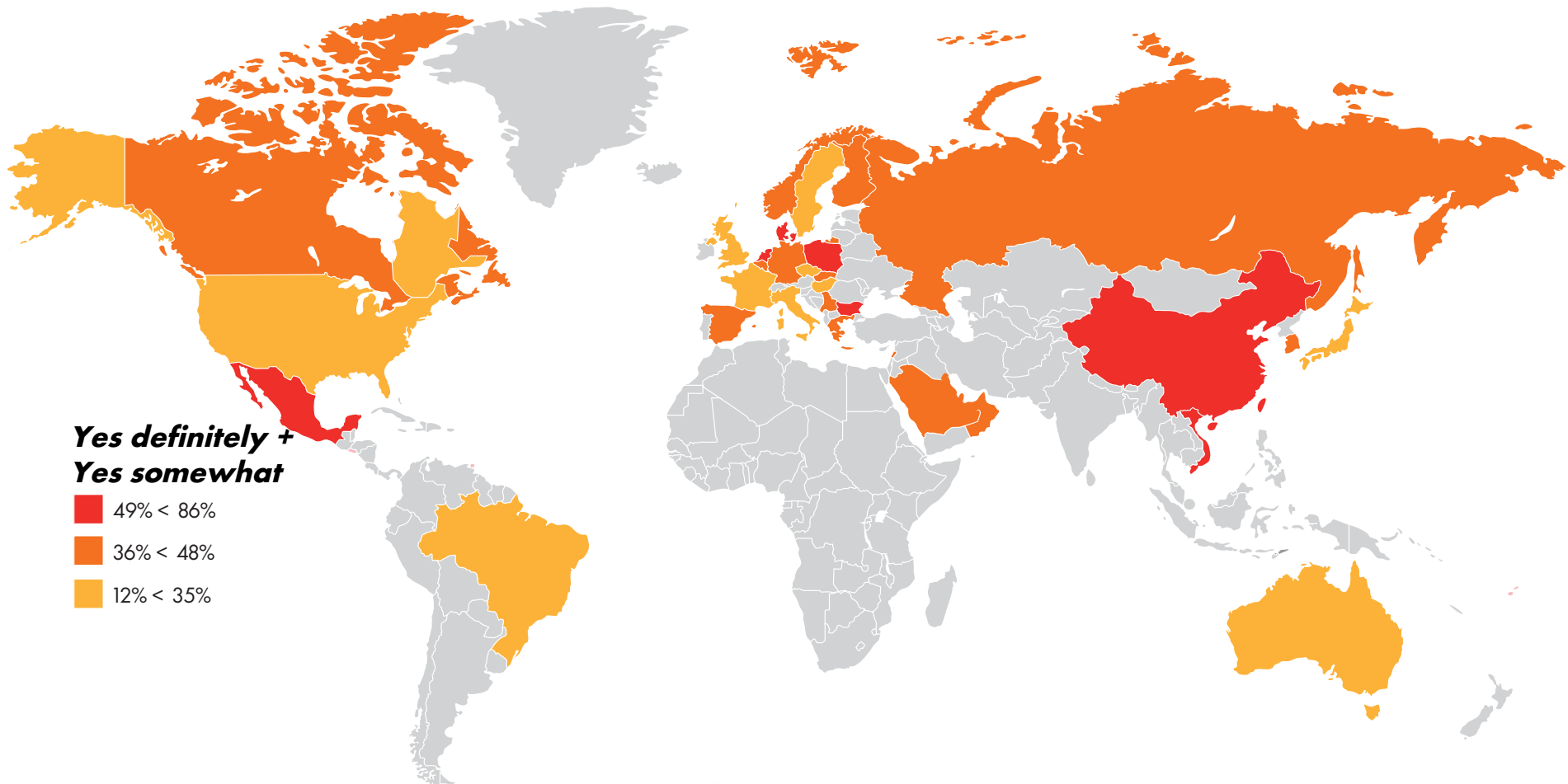
54% No
(Not really + Not at all)

41% Yes
(Yes definitely + Yes somewhat)



6 – STATUS OF WOMEN

Q25. Do you think there are sufficient numbers of women in decision-making positions in politics or the economy in your country ?



6 – STATUS OF WOMEN

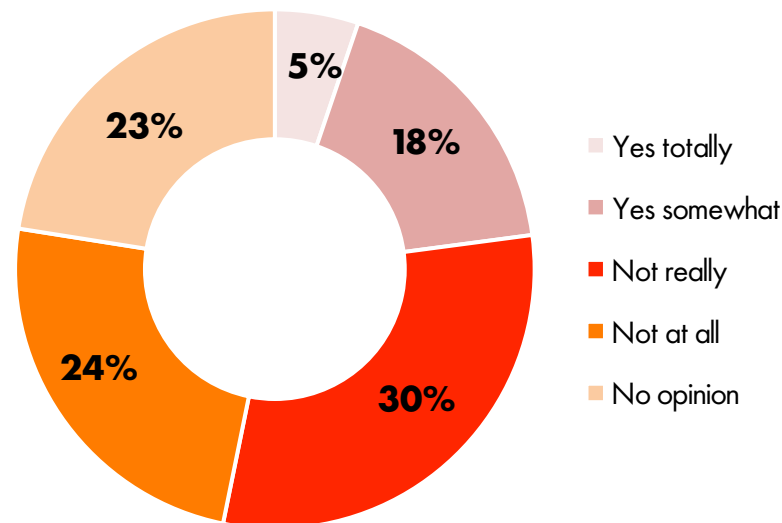
Q22. Do you believe the childcare services offered to working mothers in your country are adequate ?

55% No
(Not really + Not at all)

23% Yes
(Yes definitely + Yes somewhat)

➔ **Concerning childcare services offered to working mothers, the situation is quite bad, as only 23% of women consider them adequate**

- > Mothers are only 33% to estimate them adequate versus 19% for women without kid: a worse perception that could discourage these women to have children when keeping their job?
- > In the same trend, only 20% of the 15-34 y.o. have a positive perception versus 28% of 35-49 y.o. (the older being more often mothers)

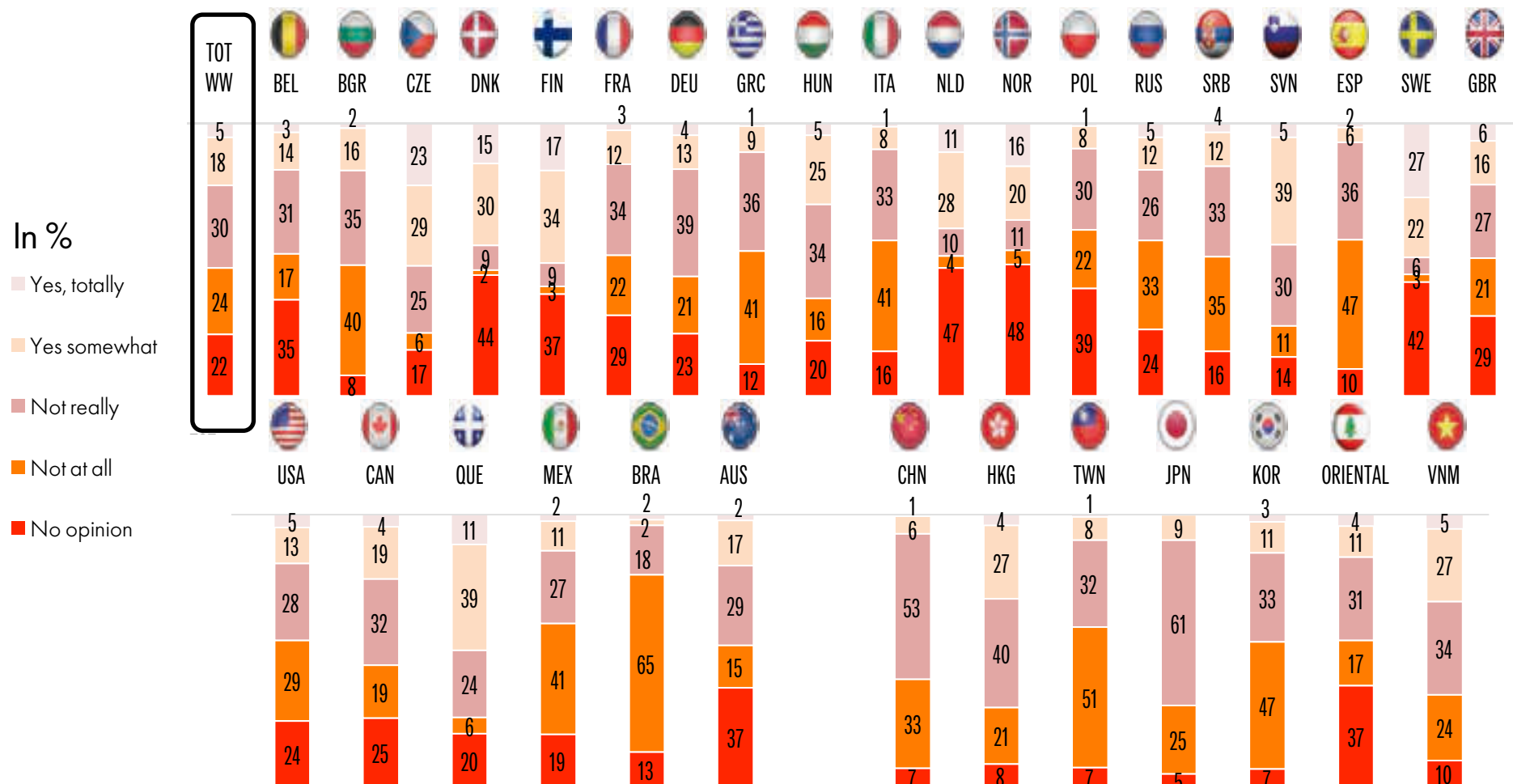


6 – STATUS OF WOMEN

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55% No
(Not really + Not at all)

23% Yes
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7 – A MAN'S WORLD

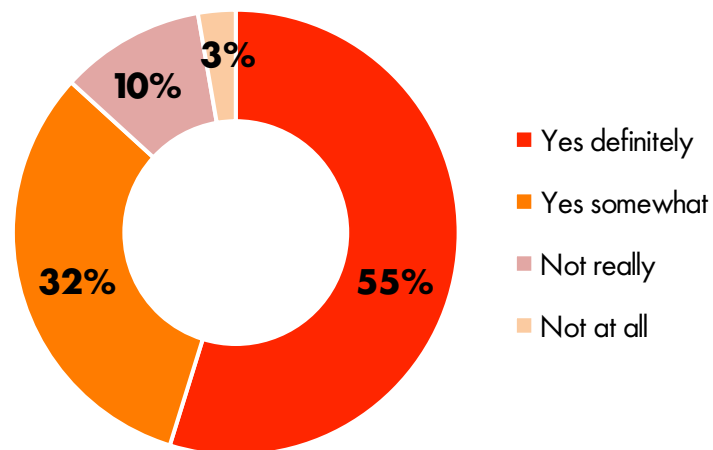
Q16. **Do you think women have the same access as men to education in your country ?**

87% Yes
(Yes definitely + Yes somewhat)

13% No
(Not really + Not at all)

➡ There is a clear **consensus** on access to **education** : only **13%** of ELLE readers estimate that **women have less access to education than men**

> This is the case in Asian countries especially

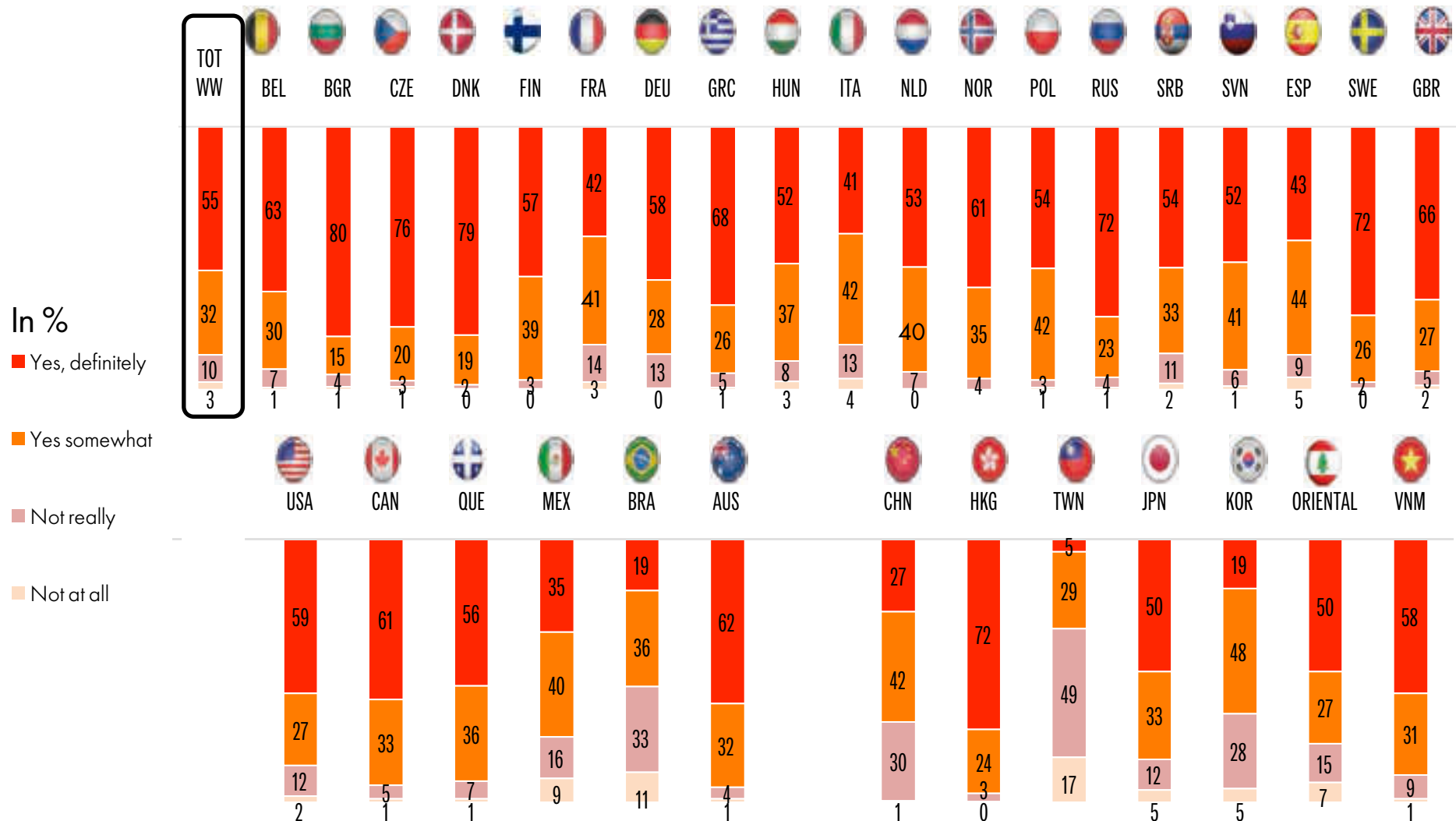


Q16. **Do you think women have the same access as men to education in your country ?**

7 – A MAN'S WORLD

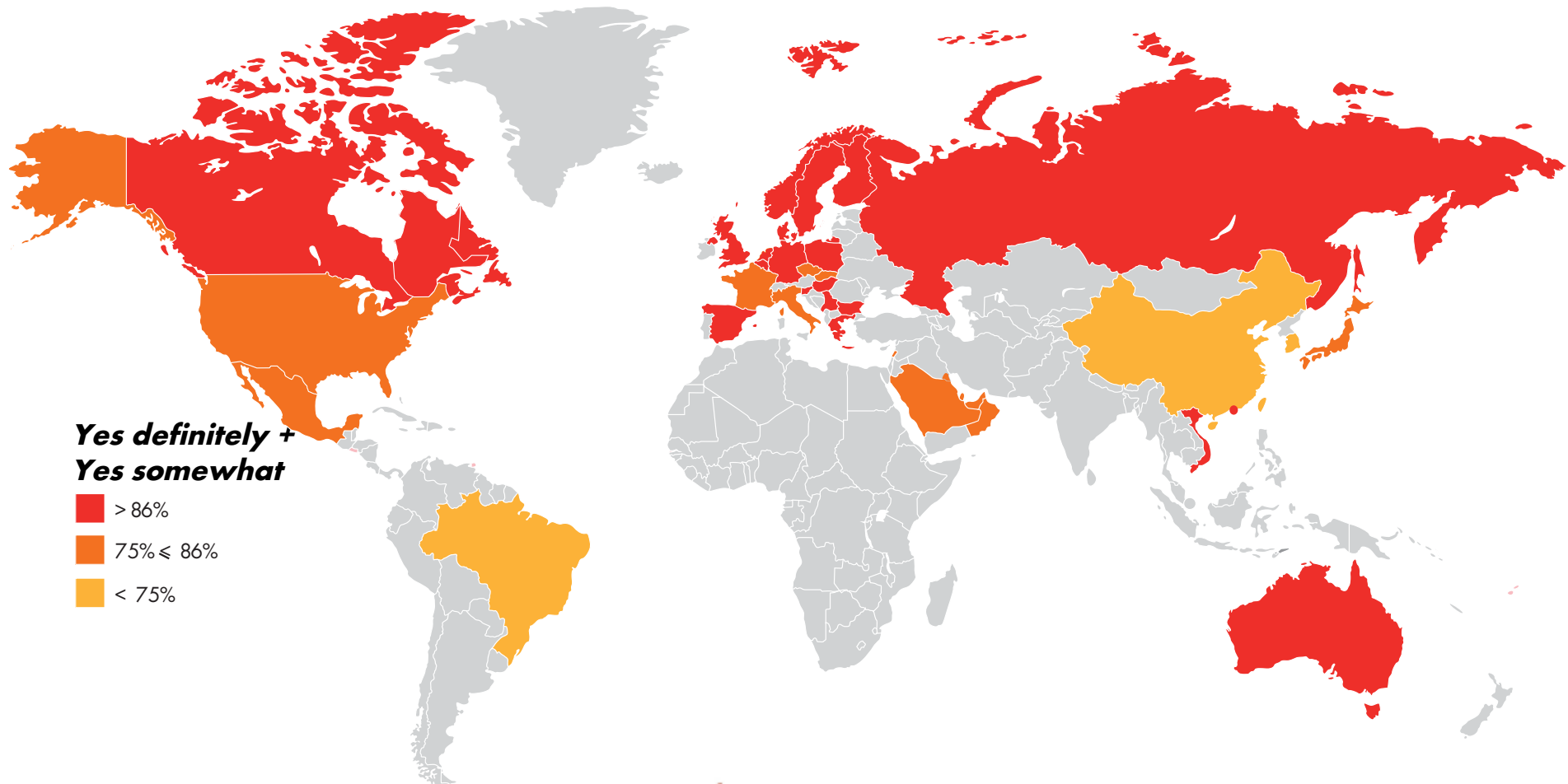
87% Yes
(Yes definitely + Yes somewhat)

13% No
(Not really + Not at all)



7 – A MAN'S WORLD

Q16. Do you think women have the same access as men to education in your country ?



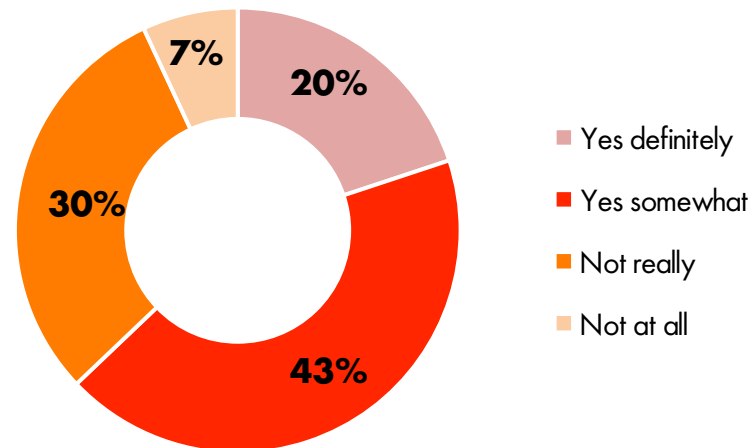
Q17. Do you think women have the same access as men to job opportunities in your country ?

63% Yes
(Yes definitely + Yes somewhat)

37% No
(Not really + Not at all)

➤ **Concerning job opportunities : 63% of ELLE readers are positive:**

- > Younger 15-34 y.o. women are a little more positive (64% versus 61%)
- > Working women are not so convinced : 64% agree (versus 60% of non working woman)

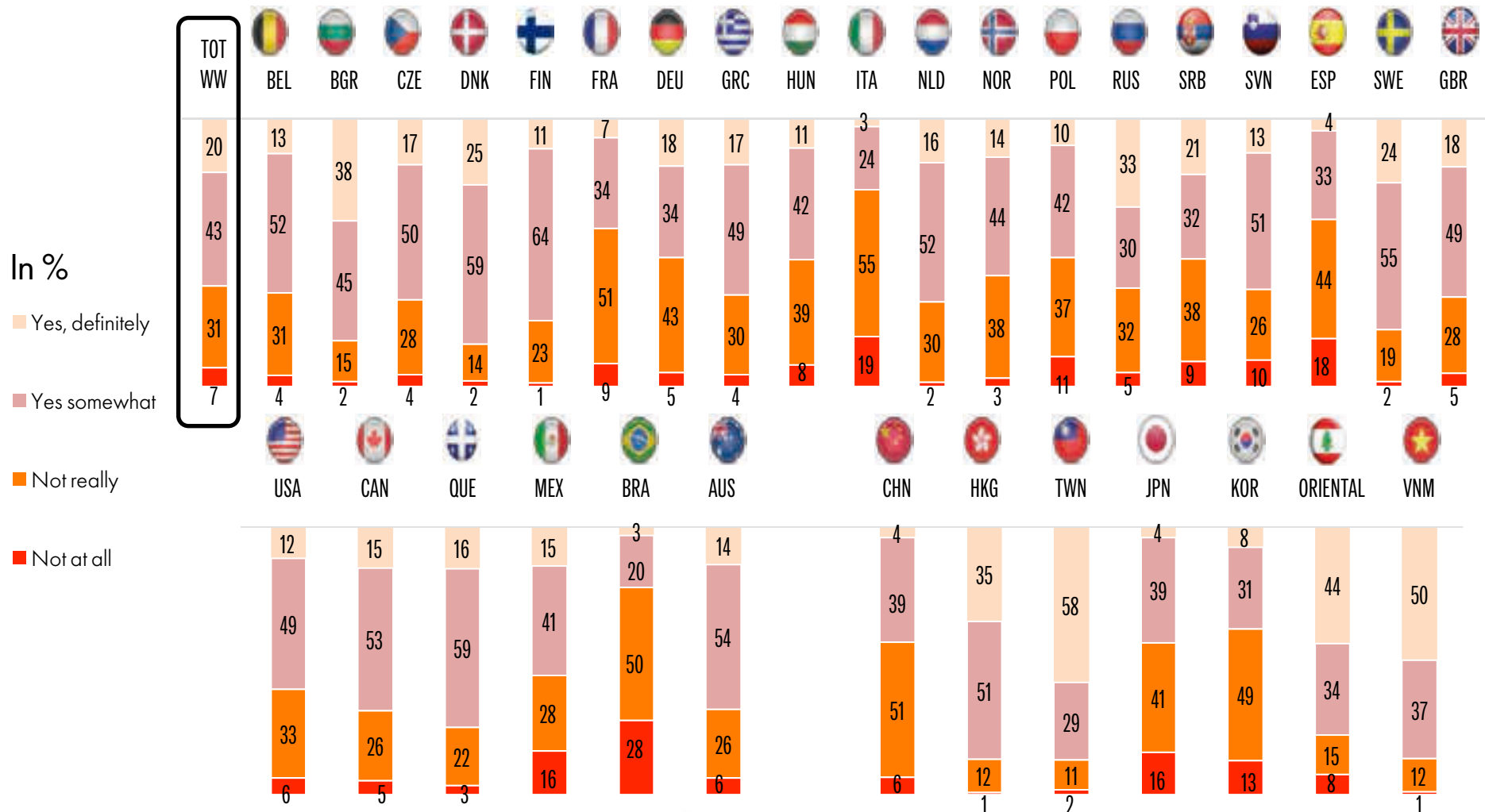


7 – A MAN'S WORLD

Q17. Do you think women have the same access as men to job opportunities in your country ?

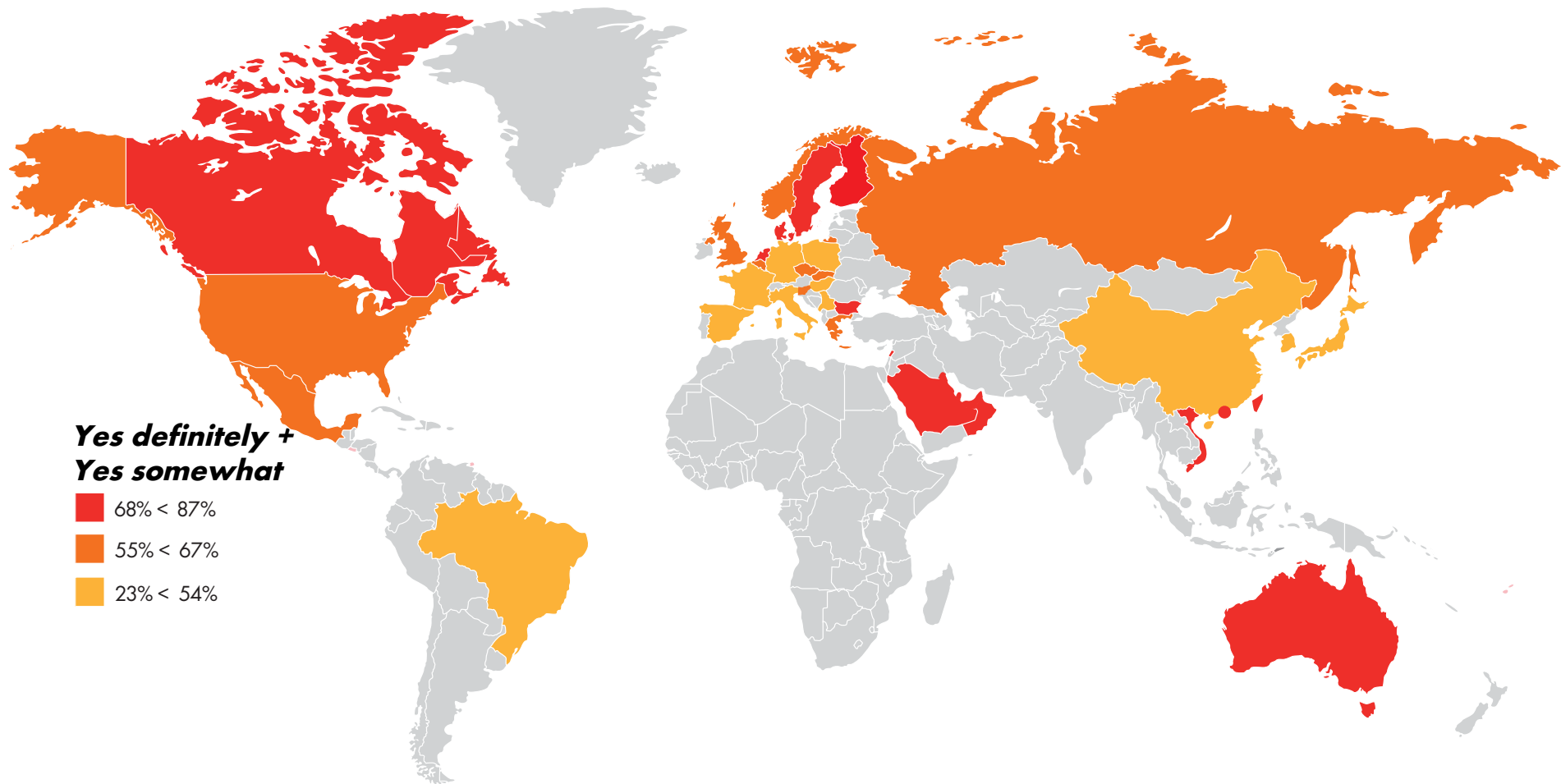
63% Yes
(Yes definitely + Yes somewhat)

37% No
(Not really + Not at all)



7 – A MAN'S WORLD

Q17. Do you think women have the same access as men to job opportunities in your country ?



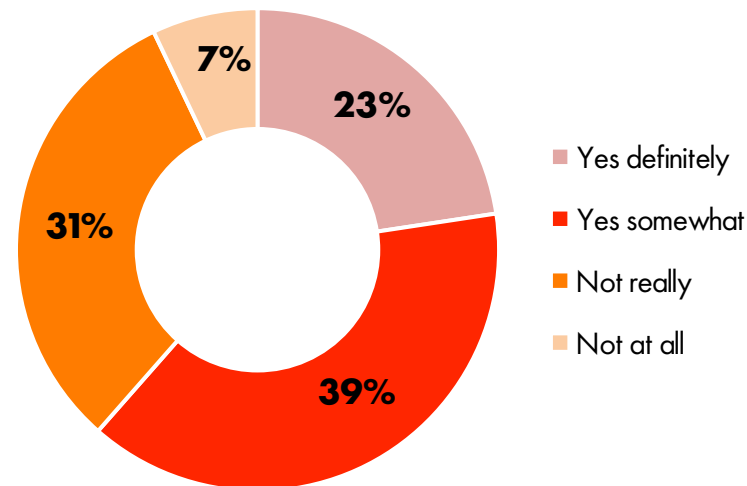
Q18. Generally, do you feel that women have the same chance as men, at being successful in your country?

62% Yes
(Yes definitely + Yes somewhat)

38% No
(Not really + Not at all)

➡ **About two thirds of ELLE readers estimate that women have same chance as men:**

- > Young 15-34 y.o. are more optimistic (63% versus 59% for 35-49 y.o.) – which is coherent with the fact that 15-35 y.o. have a better perception of the conditions of women
- > Single women and mothers have the same perception than average

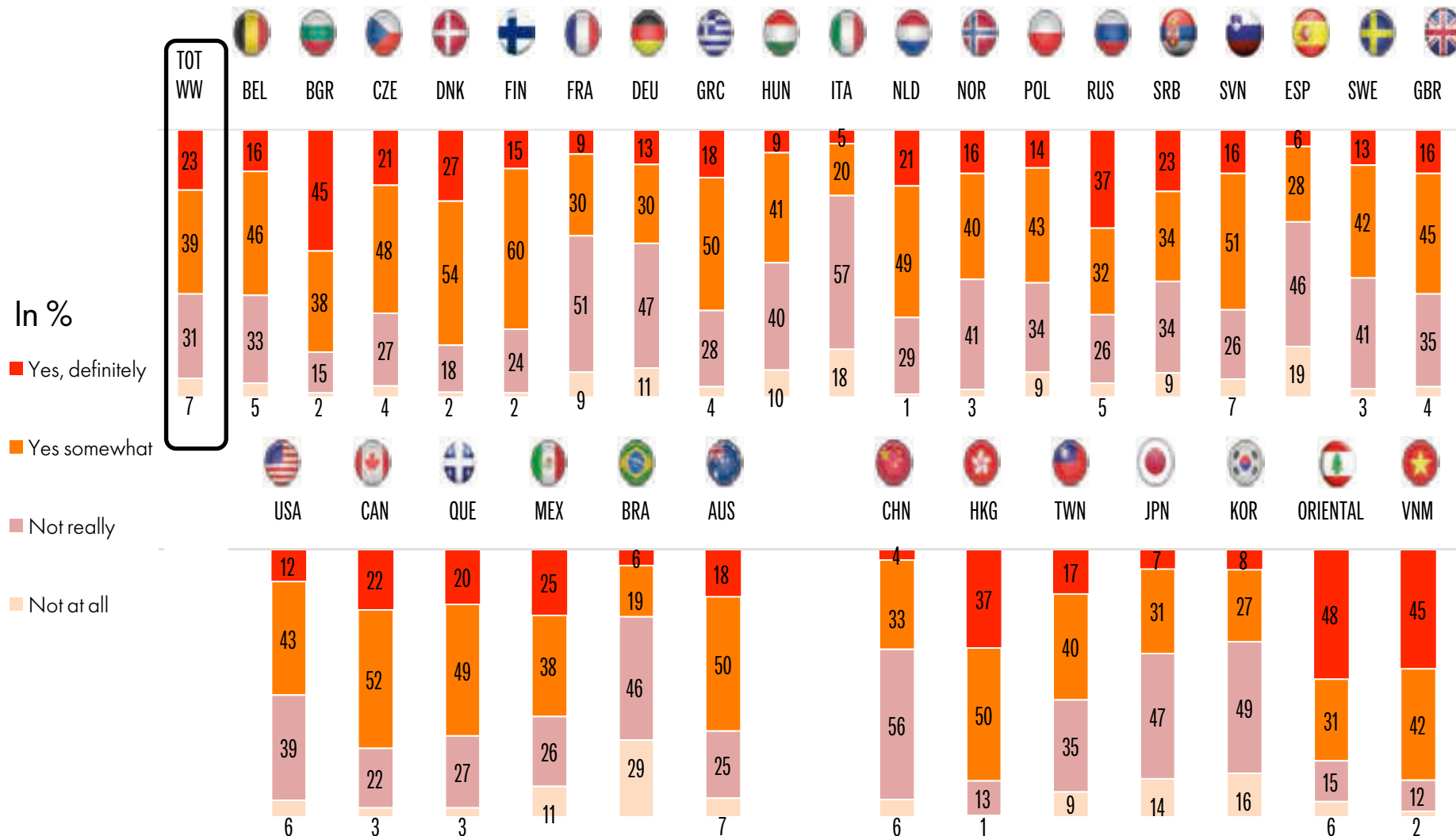


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7 – A MAN'S WORLD

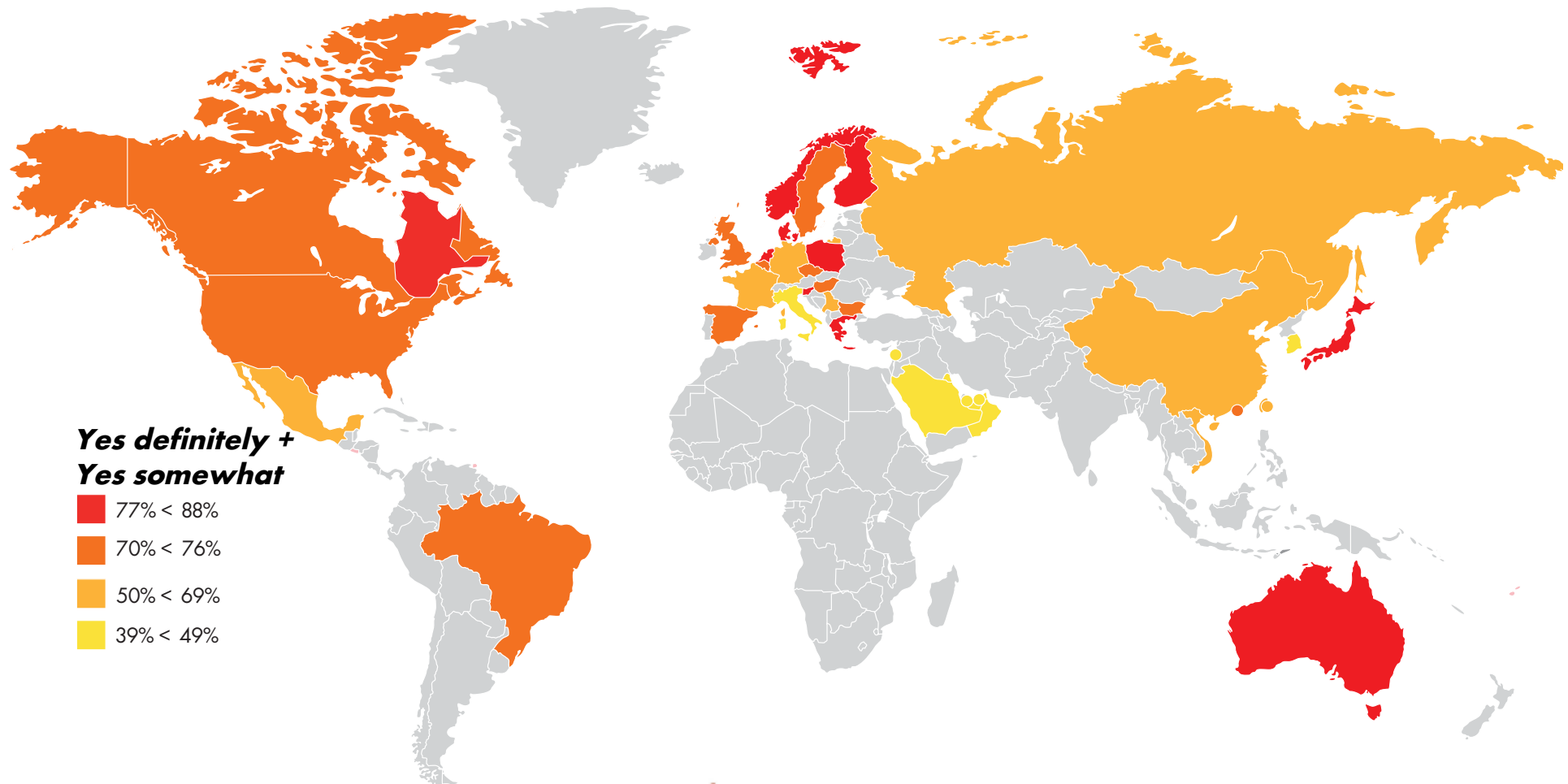
62% Yes
(Yes definitely + Yes somewhat)

38% No
(Not really + Not at all)



7 – A MAN'S WORLD

Q18. Generally, do you feel that women have the same chance as men, at being successful in your country?



Q20. Do you feel you experience discrimination in your professional life because you are a woman ?

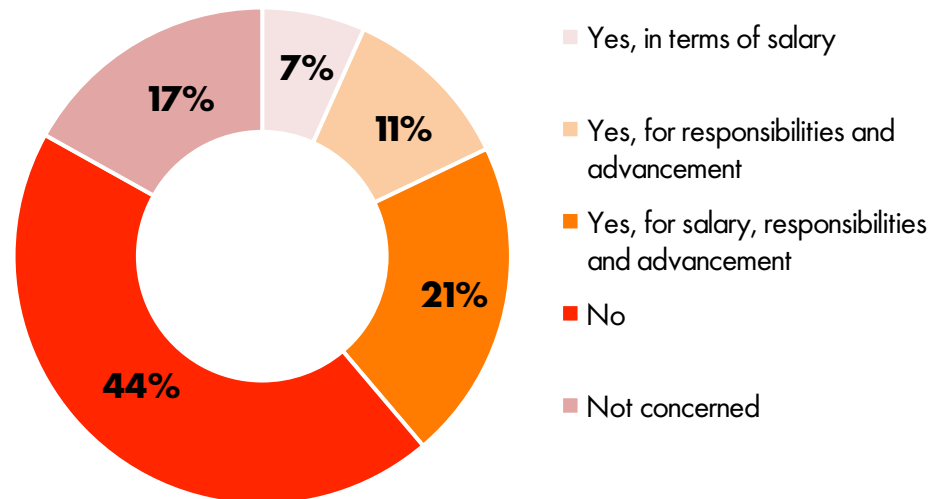
44% NO

39% YES
(Yes in terms of salary +
Yes for responsibilities and advancement +
Yes, for salary, responsibilities and advancement)

17% not concerned

➔ **39% of ELLE readers have already experienced discrimination in their professional life as a woman** – close to 37% who consider the job market discriminatory :

> 35-49 y.o. women have experienced discrimination more often (42% versus 37% of 15-34 y.o.)



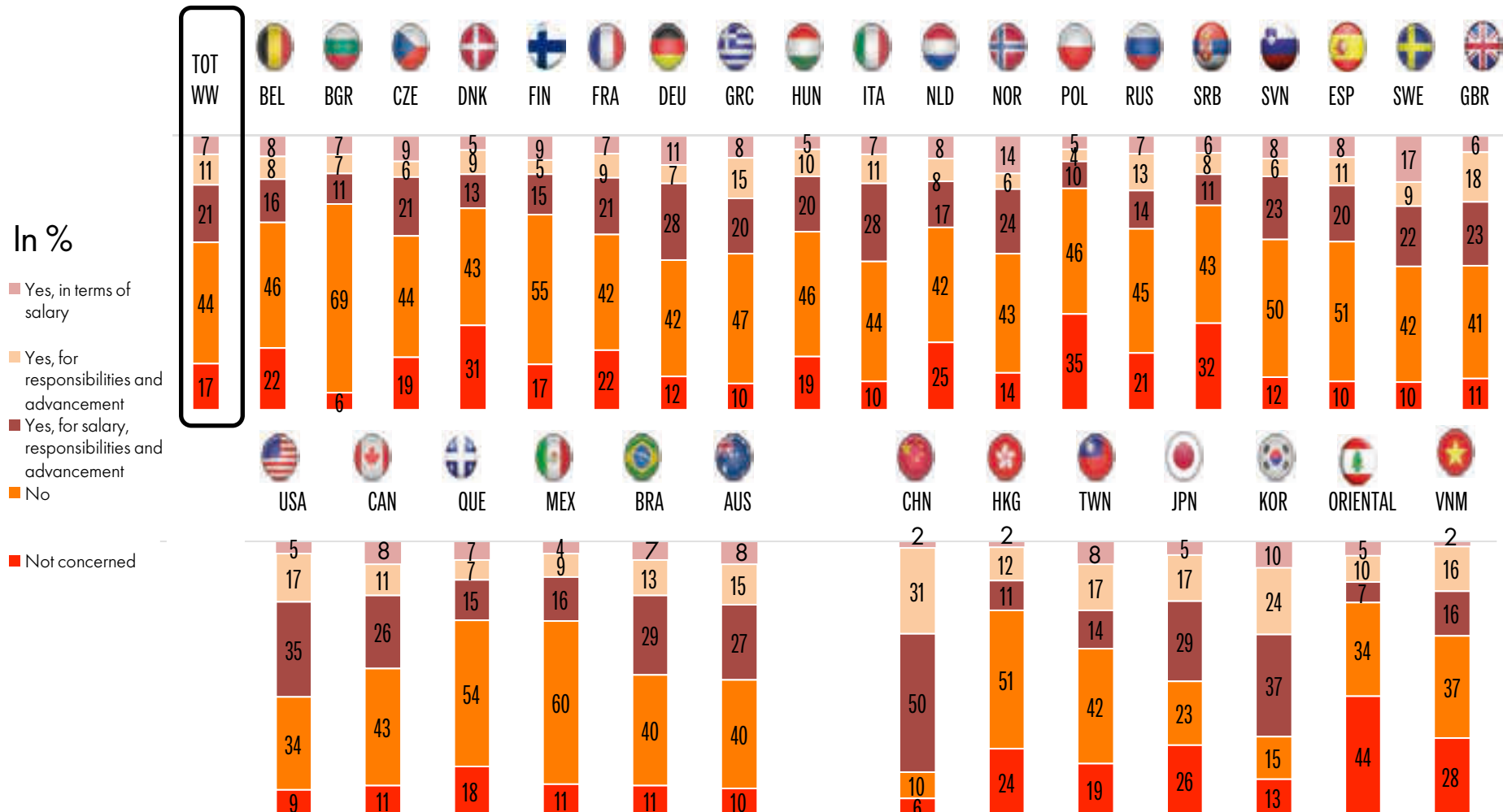
7 – A MAN'S WORLD

Q20. Do you feel you experience discrimination in your professional life because you are a woman ?

44% NO

39% YES *(Yes, in terms of salary +
Yes for responsibilities and advancement +
Yes, for salary, responsibilities and advancement)*

17% not concerned



Q21. Do you feel you experience discrimination in your professional life because you are a mother ?

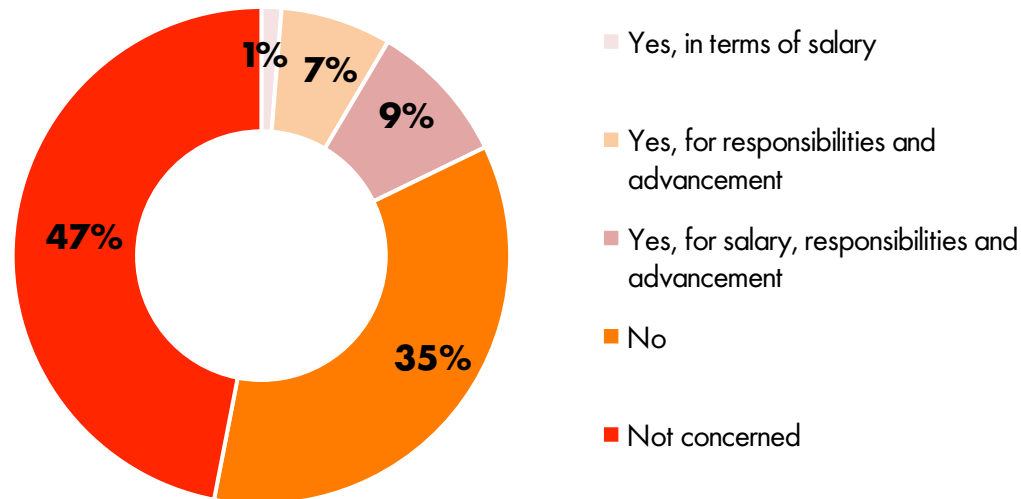
47% not concerned

35% NO

18% YES
(Yes in terms of salary +
Yes for responsibilities and advancement +
Yes, for salary, responsibilities and advancement)

➡ **Discrimination due to being a mother** is less common: only **18% of ELLE readers** have already experimented it.

> But mothers account for 36% of those who have been victim to discrimination: a high result, close to overall job discrimination as a woman.



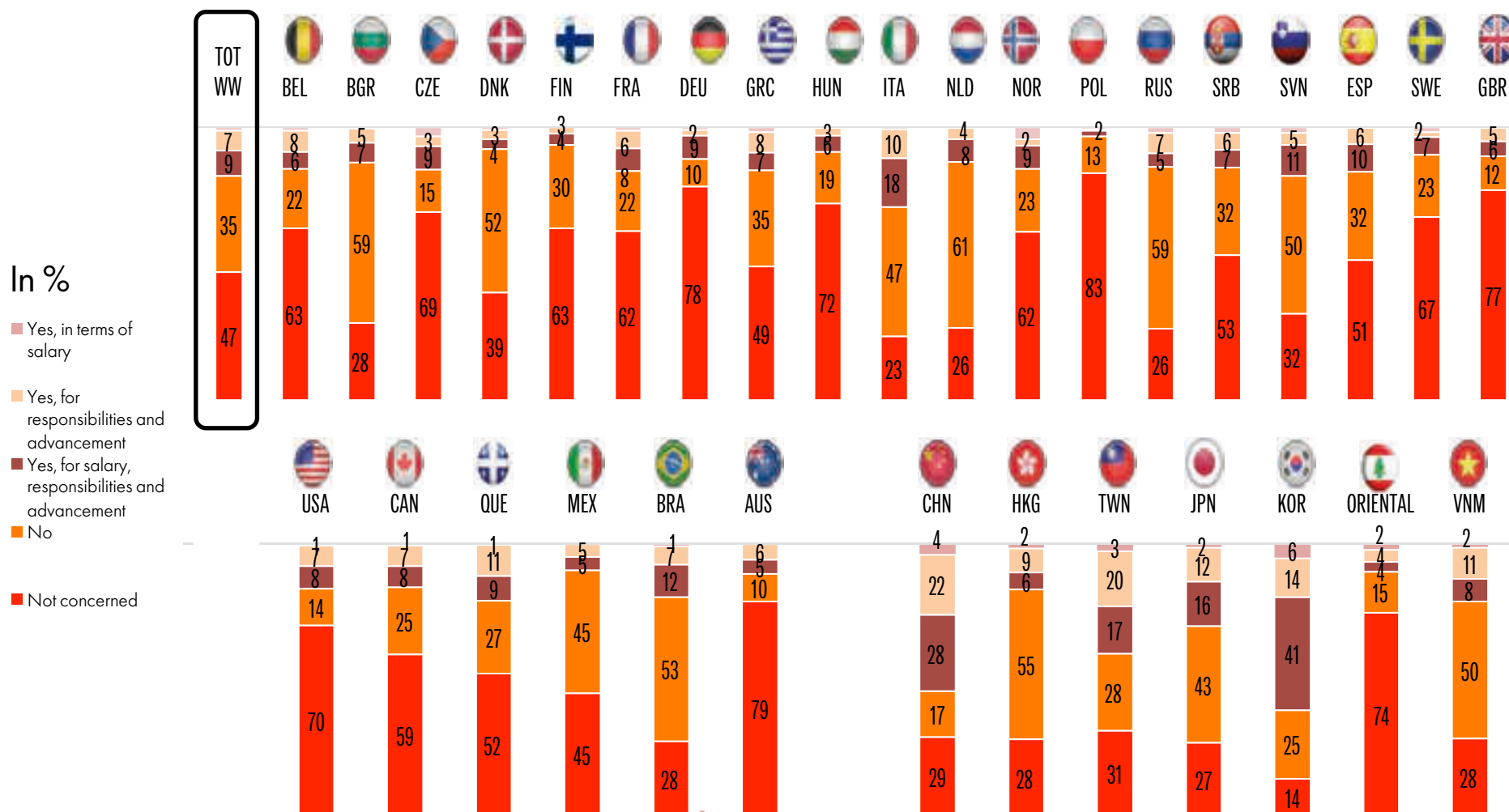
7 – A MAN'S WORLD

Q21. Do you feel you experience discrimination in your professional life because you are a mother ?

47% not concerned

35% NO

18% YES
(Yes, in terms of salary +
Yes for responsibilities and advancement +
Yes, for salary, responsibilities and advancement)

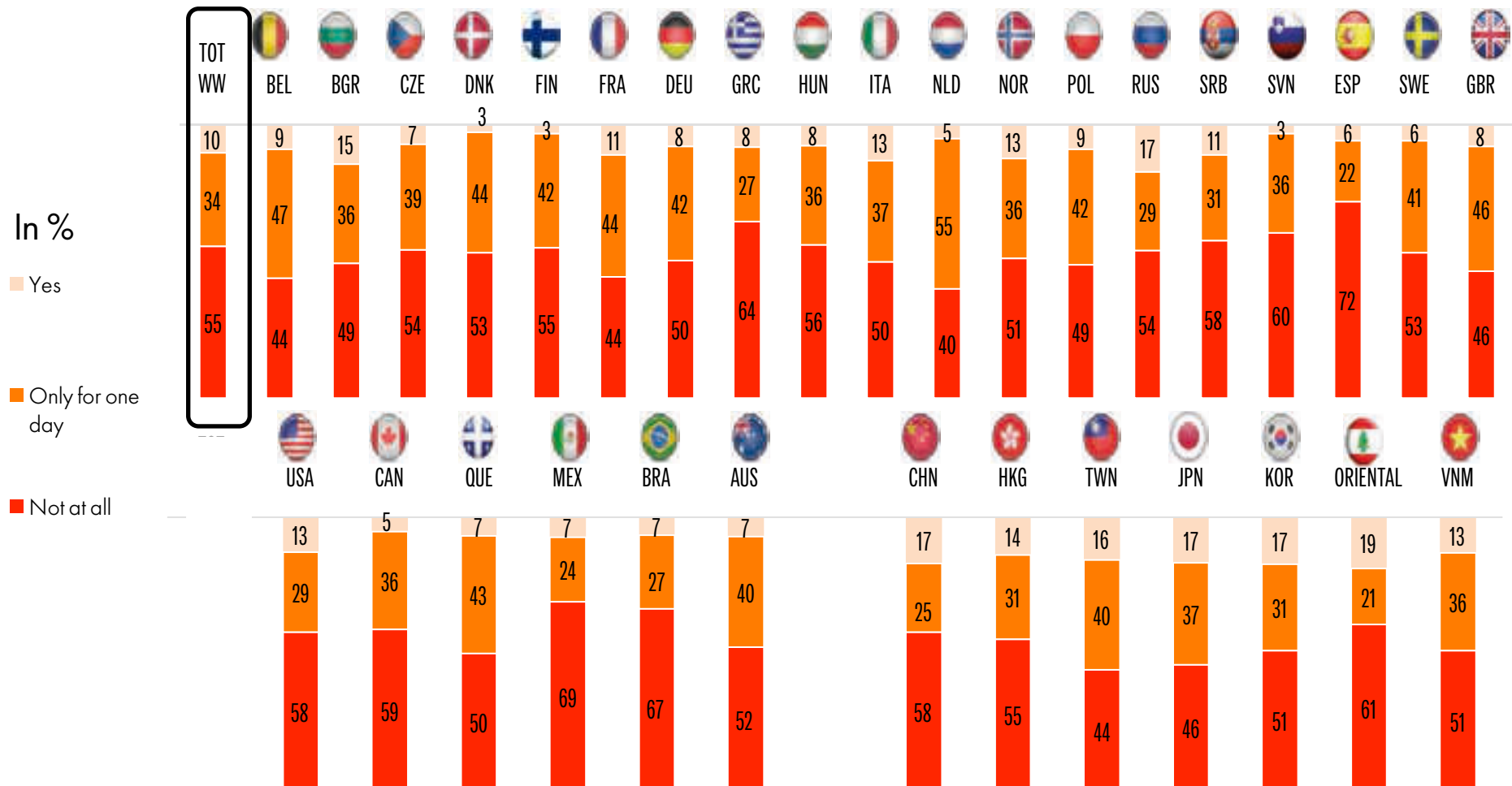


Q19. *Would you like to be a man?*

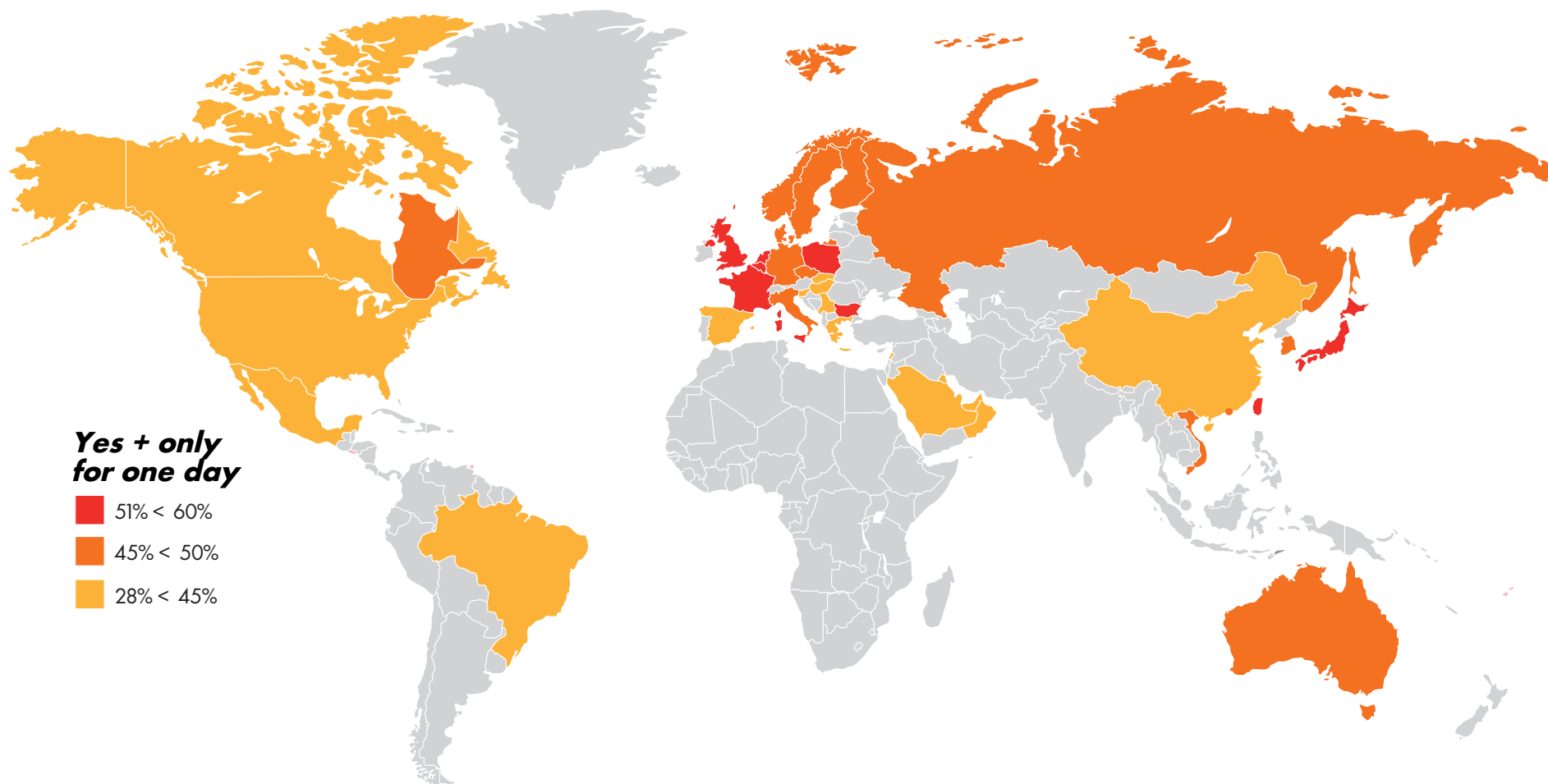
55% NO

34% only for a day

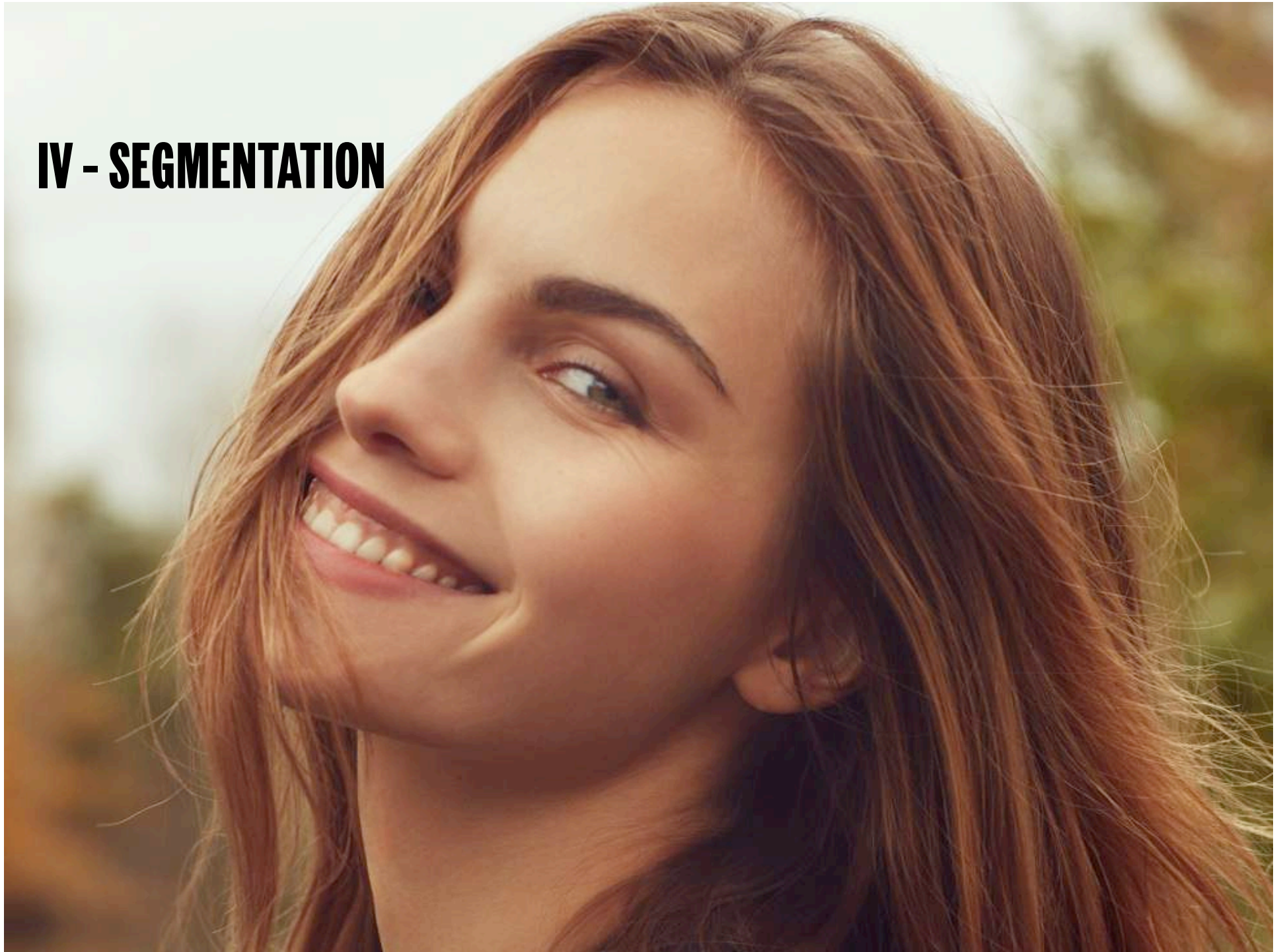
10% YES



Q19. Would you like to be a man?



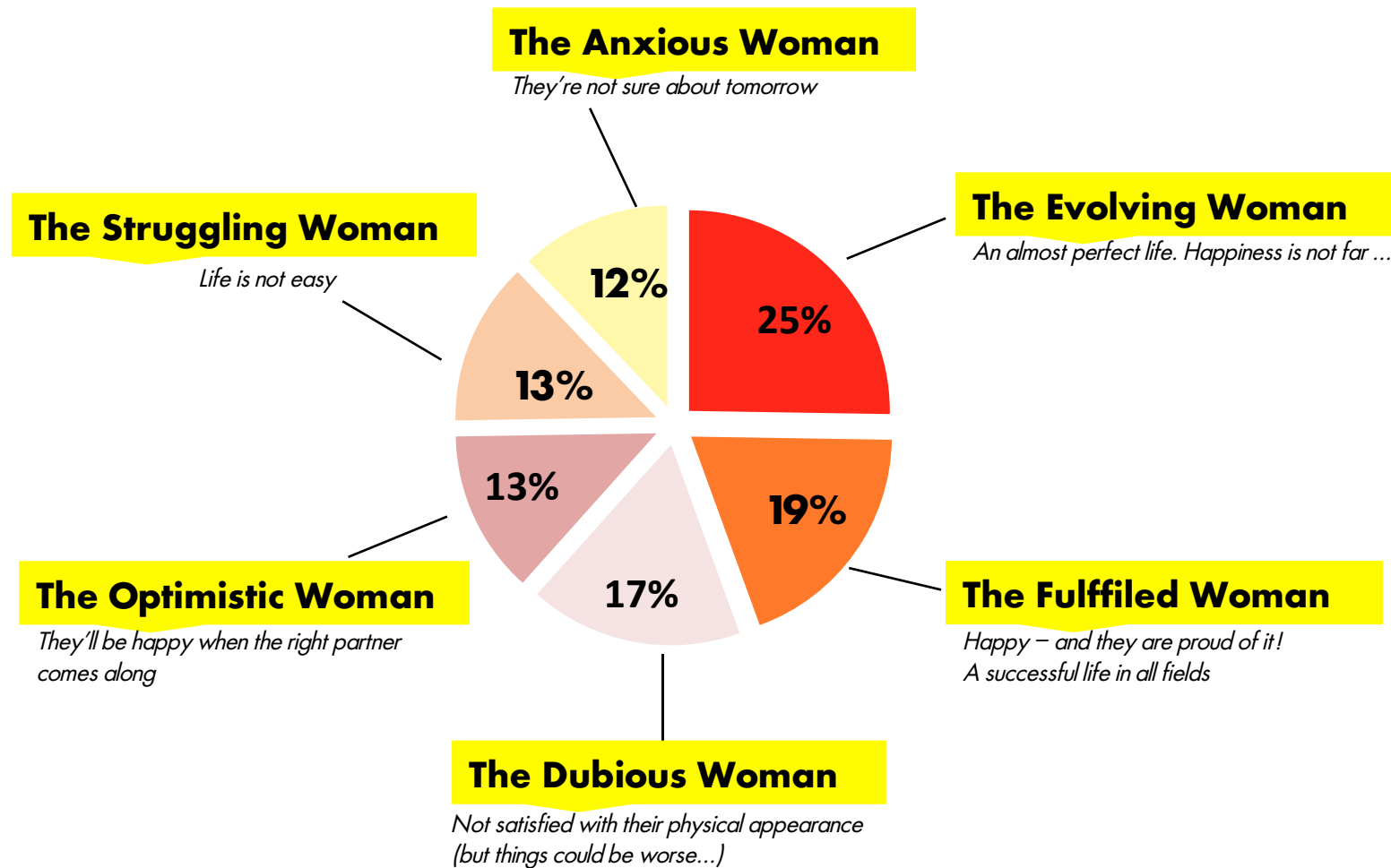
IV - SEGMENTATION





4-SEGMENTATION

SEGMENTATION OF WOMEN:

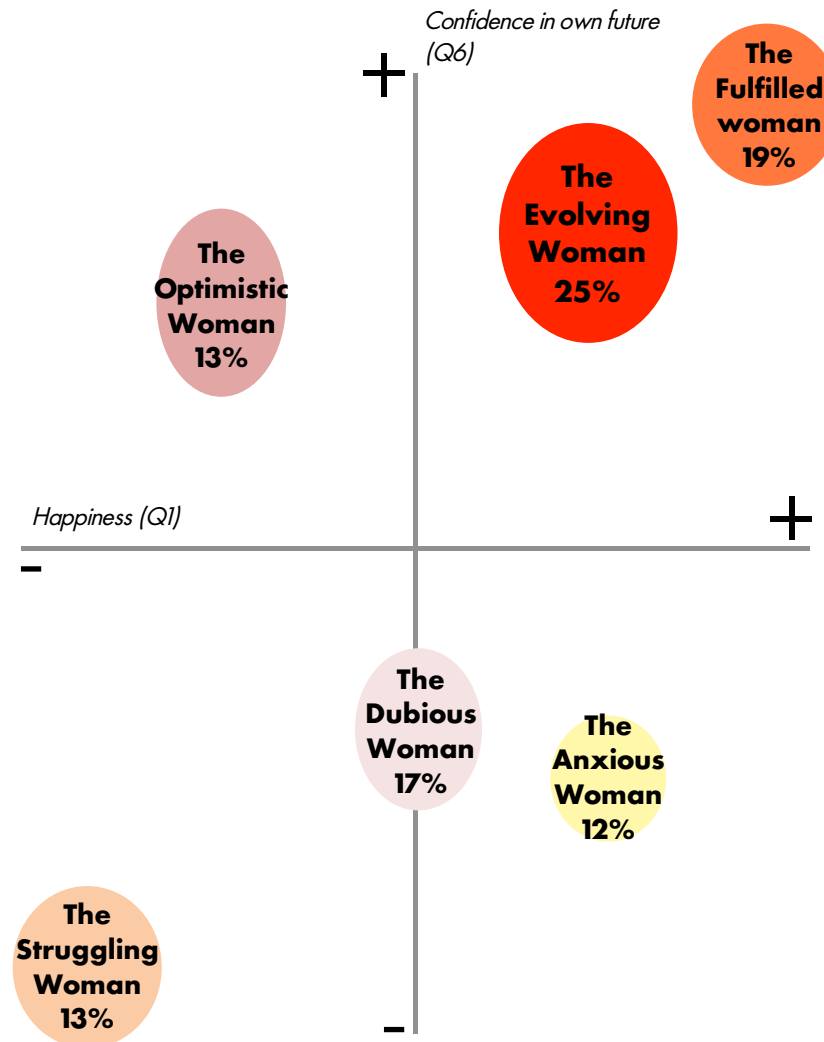


Happiness and confidence in the future are the key indicators



4-SEGMENTATION

SEGMENTATION OF WOMEN:



Happiness and confidence in the future are the key indicators



4-SEGMENTATION/ METHODOLOGY

Data taken into account for the segmentation

1/6

Feeling about life in general is the strongest axis to differentiate groups, with happier groups versus unhappy (the Optimistic Woman) and the very unhappy (The Struggling Woman)

Feeling about life in general	TOT WW	THE EVOLVING WOMAN	THE FULFILLED WOMAN	THE DUBIOUS WOMAN	THE OPTIMISTIC WOMAN	THE STRUGGLING WOMAN	THE ANXIOUS WOMAN
Totally happy	10%	3%	40%	2%	2%	0%	5%
Happy	61%	82%	60%	68%	53%	5%	81%
Not so happy	26%	15%	0%	29%	45%	74%	14%
Not happy at all	3%	0%	0%	0%	1%	21%	0%
Total Happy	71%	85%	100%	70%	54%	5%	86%
Total Not happy	29%	15%	0%	30%	46%	95%	14%



4-SEGMENTATION/ METHODOLOGY

Data taken into account for the segmentation

2/6

Perception of the current state of life shows the specificity of the **Fulfilled Woman, the only segment for which happiness is a current state.**

Conversely, **more than half of the Struggling Woman consider happiness as not achievable.**

A happy life	TOT WW	THE EVOLVING WOMAN	THE FULFILLED WOMAN	THE DUBIOUS WOMAN	THE OPTIMISTIC WOMAN	THE STRUGGLING WOMAN	THE ANXIOUS WOMAN
My current state	24%	1%	79%	1%	11%	1%	62%
A realistic objective	52%	80%	21%	65%	63%	25%	38%
A sweet wish	21%	18%	0%	32%	26%	58%	0%
An unrealistic dream	3%	2%	0%	2%	1%	16%	0%
Total Current state or achievable	76%	81%	100%	65%	74%	26%	100%
Total A wish or unrealistic dream	24%	19%	0%	35%	26%	74%	0%



4-SEGMENTATION/ METHODOLOGY

Data taken into account for the segmentation

3/6

Quality of life is linked to happiness indicator: the Fulfilled Woman being the most enthusiastic with their lives and the Struggling Women, the least.

Quality of life	TOT WW	THE EVOLVING WOMAN	THE FULFILLED WOMAN	THE DUBIOUS WOMAN	THE OPTIMISTIC WOMAN	THE STRUGGLING WOMAN	THE ANXIOUS WOMAN
Very good	20%	9%	73%	8%	8%	1%	7%
Good	62%	84%	26%	79%	71%	19%	82%
Not so good	17%	7%	0%	13%	21%	67%	11%
Not good at all	2%	0%	0%	0%	0%	13%	0%
TOT Good	81%	93%	100%	87%	79%	20%	89%
TOT Not good	19%	7%	0%	13%	21%	80%	11%



4-SEGMENTATION/ METHODOLOGY

Data taken into account for the segmentation

4/6

Confidence in the future of the women interviewed is **the second axis of the segmentation**, as it shows strong difference between segments and it is not directly linked with levels of happiness :

- The Dubious Woman are happy but not confident about their future
- The Optimistic Woman, although not happy, think their future will be better (thus their name)
- The Evolving and the Fulfilled woman, both happy and confident in their future, are the opposite to Struggling Women (unhappy and unconfident)

Confidence in the future	THE EVOLVING WOMAN	THE EVOLVING WOMAN	THE FULFILLED WOMAN	THE DUBIOUS WOMAN	THE OPTIMISTIC WOMAN	THE STRUGGLING WOMAN	THE ANXIOUS WOMAN
Yes definitely	23%	29%	68%	2%	18%	0%	0%
Yes somewhat	50%	71%	32%	57%	70%	11%	47%
Not really	23%	1%	0%	39%	12%	66%	50%
Not at all	4%	0%	0%	2%	0%	22%	3%
TOT Yes	73%	99%	100%	59%	88%	12%	47%
TOT No	27%	1%	0%	41%	12%	88%	53%



4-SEGMENTATION/ METHODOLOGY

Data taken into account for the segmentation

5/6

Feeling about appearance shows a significant difference with the Dubious Woman: they are happy, but not with their appearance, which might be linked to their lack of confidence in their own future?

Feeling about appearance	TOT WW	THE EVOLVING WOMAN	THE FULFILLED WOMAN	THE DUBIOUS WOMAN	THE OPTIMISTIC WOMAN	THE STRUGGLING WOMAN	THE ANXIOUS WOMAN
Totally happy	9%	9%	22%	0%	6%	1%	8%
Happy	55%	84%	65%	8%	62%	23%	74%
Not so happy	30%	7%	11%	76%	30%	52%	17%
Not happy at all	5%	0%	1%	14%	1%	20%	0%
Do not care	1%	0%	1%	2%	1%	3%	1%
TOT Happy	64%	93%	87%	8%	68%	24%	82%
TOT Not happy	35%	7%	12%	89%	31%	72%	17%



4-SEGMENTATION/ METHODOLOGY

Data taken into account for the segmentation

6/6

Feeling about family life is the sixth variable used to construct the segmentation and helps to explain why Optimistic Woman are unhappy (but confident in their future): they suffer from a poor family life – more precisely, a lack of family life

Feeling about family life	TOT WW	THE EVOLVING WOMAN	THE FULFILLED WOMAN	THE DUBIOUS WOMAN	THE OPTIMISTIC WOMAN	THE STRUGGLING WOMAN	THE ANXIOUS WOMAN
Totally happy	20%	19%	52%	15%	0%	1%	22%
Happy	55%	81%	46%	80%	0%	25%	76%
Not so happy	21%	0%	2%	5%	87%	58%	3%
Not happy at all	4%	0%	0%	0%	13%	17%	0%
TOT Happy	75%	100%	98%	95%	0%	25%	97%
TOT Not happy	25%	0%	2%	5%	100%	75%	3%

The Evolving Woman 25%

Optimistic – Open-minded

“I want and I can be happy but I feel a lot of pressure to succeed in everything”

Happiness is a realistic objective for these young, active women. They just need more time and a better balance of their professional and private lives to achieve fulfillment, as they seem very involved in their job but also want to spend time with friends.

Sociodemographic profile

- Younger: 63% are 15-34 y.o. (versus 59% on average)
- Little more educated (46% University + 3 years versus 43%)
- Working women (68% versus 66%)
- Less often in a couple (46% versus 48%), thus less presence of children (73% versus 69% with no children)

Happiness

- Quite happy (85% in total versus 71%)
- Living a good life (93% versus 81% in total)
- Their life is OK, they are the happier than average with their love / life (49% total happy versus 46%), their family life (81% rather happy versus 55%, total: 100% versus 76%) and even their professional life (happy: 53% versus 47%)
- Family is their biggest source of happiness (40% versus 39%), no difference for other sources with average results

Appearance and age

- They are fully happy with their appearance (93% versus 64%)
 - And feel that aging is not a big issue (56% versus 52%)
- ➡ *A high level of satisfaction with appearance due to young age of these women but concerned with aging, almost as high as the average: a future pressure for these women when getting older?*

Status of Women

► They perceive **women's conditions as good** (71% versus 66%)

- An optimistic perception: they estimate that women have the same access to education as men (89% versus 87%), job opportunities (67% versus 63%), same chance at being successful (65% versus 62%)
- But they have experienced discrimination in their professional life as much as the average (39%)
- Thus, they are interested in being a man on average (45%)

Future & society

Quite happy, these women are very confident in the future

- In their own future, at 99% (but they are 71% rather very confident versus 50% and very confident at 29% versus 23%: their level of confidence is less reliable than "*fulfilled woman's*")
- Thus they are also more confident in their country's future (56% versus 48%)

Challenges & pressure

- Main priorities family (53% versus 49%), career (40% versus 39%) and friends (21% versus 19%)
- On the contrary, children are a little bit less important (22% versus 24%)
- They just need more time (21% versus 18%) and a better balance between prof. and private life (22% versus 19%)
- Thus, they feel as the **main pressure** the requirement **to be successful in their professional life** (50% versus 47%, 1st pressure). Overall, they are a little more sensitive to all pressures from society (succeed in social life, in love life): **a group of young "executive women" who want to be perfect – yet suffer from it?**

The Fulfilled Woman 19%

Optimistic - Open-minded - Confident – Unpathetic

“I am happy, fully happy, and I ‘m proud of it!”

The Fulfilled Woman has everything: relationship, children, good job and money, they just would like more time to take care of others → Happiness is their current state. An upper social grade, highly educated group.

Sociodemographic profile

- Slightly older: 44% are 35-49 y.o. (versus 41% on average)
- Higher levels of education (50% University + 3 years versus 43%)
- Working women (70% versus 66%)
- A relationship (62% versus 48%) with kid(s) (38% versus 31%)

Happiness

- Fully happy (100% in total, 40% very happy versus 10%)
- Living a very good life (73% versus 20%)
- Their life is almost perfect, they are totally happy with their love / sex life (34% versus 17%), family life (52% versus 22%) and even their professional life (happy: 72% versus 47%)
- Their social life is less important in building happiness (19% versus 26%): a sign of frustration due to lack of time or a fallback onto the family?

Challenges & pressure

- Main priorities are personal: family (54% versus 49%), couple (39% versus 31%) and kids (27% versus 24%).
- Money is not a goal (13% versus 25%)
- They lack time (23% versus 18%) to being useful to others (13% versus 12%)
- As for they are very successful in every field, they feel less pressure from society (20% feel no pressure versus 12%)



4-SEGMENTATION/ PROFILES

The Fulfilled Woman

Status of Women

- They perceive **women's conditions as good** (79% versus 66%)
 - An optimistic perception: they estimate that women have the same job opportunities as men (73% versus 63%), same chances at being successful (72% versus 62%)
 - They have less experienced less discrimination in their professional life (30% versus 39%)
 - Thus, they are less interested in being a man (38% versus 45%)

Future & society

- Quite happy, very strong, living in women-friendly countries, these women are very confident in the future
- In their own future, at 100% (68% very confident versus 23%)
 - And also in their country's future (65% versus 48%)

Appearance and age

- They are fully happy with their appearance (87% versus 64%)
 - And feel that aging is not a big issue (64% versus 53%)
- Wisdom: a cause or a consequence of their happiness?

The Anxious Woman 12%

Spontaneous – Umpathetic

“Today is fine but I am worried about tomorrow”

Middle aged women, quite happy due to their good family lives, but they are not confident about their future – and their children’s future ?

Sociodemographic profile

Family, middle / lower middle class active women

- Older: 45% are 35-49 y.o. (versus 41% on average)
- Slightly less educated (27% have secondary level or less versus 22%)
- No job status difference: working as much as the average (66%)
- More are in a relationship (55% versus 48%) with children (38% versus 31%)

Happiness

They are focused on their family:

- Quite happy (86% in total versus 71%)
- Living a good life (89% versus 81% in total)
- Their life is OK, they are generally happier than the average with their love / sex life (58% versus 46%), their **family life** (97% versus 76%) but no difference concerning their professional life (happy: 45% versus 47%)
- **Family is their biggest source of happiness** (49% versus 39%), other potential sources of happiness are less important, especially their professional life (5% versus 9%)

Challenges & pressure

- **Main priorities are family** (60% versus 49%), **children** (27% versus 24%) and **couple** (34% versus 31%): this group is focused on family life the most along with Perfect Women (82% each one, versus 75%)
- But they are **less implicated in their career** (33% versus 39%, lowest result)
- They are just **lacking money** (50% versus 45%) and **insouciance** (19% versus 17%), **thus their anxiety?**
- But **they don’t feel much pressure from society** (17% no pressure versus 12%, lower results for main answers): does the focus on their family and private life make these women stronger or more detached?



4-SEGMENTATION/ PROFILES

The Anxious Woman

Status of Women

- They perceive **women's conditions to be reasonably good**, (67%, like average)
- An optimistic perception: they estimate that women have the same access to education as men (90% versus 87%) – no difference about job opportunities or being successful
- They have experienced discrimination less often in their professional life (65% versus 61%)
- Thus, they are not interested in being a man (60% versus 55%)

Future & society

Although they are happy, these women are NOT very confident in the future

- 53% are not confident in their future (versus 27%)
- *A lack of confidence due to many challenges they are facing (financial security: 58% versus 54% / childcare: 21% versus 18%) in countries with difficult future: they are not confident in the future of their own country (63% versus 52%)*

Appearance and age

- They are fully happy with their appearance (82% versus 64%)
- And feel that aging is not a big issue (54% versus 52%)
- *A high level of satisfaction with appearance: a cause or a consequence of their high level of happiness?*



4-SEGMENTATION/ PROFILES

The Dubious Woman 17%

Generous – Never satisfied with oneself – Feeling guilty – Stressed/ anxious

“I don’t trust myself very much: I don’t feel that I’m beautiful – and appearance is important. As a woman, I feel I have less opportunity than men. Fortunately, my family makes me fully happy!”

Sociodemographic profile

- Younger: 64% are 15-34 y.o. (versus 59% on average), 31% are 15-34 y.o. (versus 27%)
- Slightly more educated (81% University and up versus 78%)
- Working women (64% versus 66%, a little bit less)
- No familial specificity (as much in couple – 49% - and with children – 30% - as average)

Happiness

- As happy as average and living a good life (87% versus 81% in total)
- This happiness is linked especially to their family life (95% happy versus 76%) rather than their unsatisfying sex life (39% happy versus 46%) or professional life (36% happy versus 47%)
- Thus, family is their biggest source of happiness (41% versus 39% with social & leisure life (27% versus 26%) while they are missing money (51% versus 45%) and a better job (30% versus 27%) to achieve a high level of happiness

Challenges & pressure

- These women are a little more invested in almost all fields of their life (children, career, money, etc.) with no clear challenge identified
- Likewise, they feel a global pressure on every field of their life, a little more than average (succeed in professional life, in social life, etc.)

4-SEGMENTATION/ PROFILES

The Dubious Woman

Status of Women

- They have experienced **more discrimination** in their **professional life** (45% versus 39%) and as a **mother** (20% versus 18%)
- They perceive **women's conditions less good than average** (not good: 37% versus 34%), feeling that **it is not improving** (22% versus 20%)
- This all the more true in detail: they estimate that **women don't have the same access to education as men** (15% versus 13%), job opportunity (44% versus 38%), the **same chance at being successful** (46% versus 39%), and there are not enough women in decision making positions (60% versus 54%)
- That explains why they are **more interested in being a man** (48% versus 45%)

Future & society

While happy, these women are not confident in the future

- Only 59% are confident in their own future (versus 73%)
- And 59% are not confident in the future of their country (versus 48%)

➡ **A sign of pessimism, due to lack of money, poor women's conditions or something else?**

Appearance and age

➡ **The main specificity of these women is their focus on their appearance:**

- 46% **feel pressure** from society about their appearance (versus 32%)
- That pressure is all the more felt that **they are massively unhappy with their appearance** (89% unhappy versus 35%!), hence their **wish to have a better appearance** (29% versus 14% consider it is missing missing their life)
- **This dissatisfaction concerning their appearance is not clearly linked with age:** they consider aging as a big issue slightly more than average (52% versus 47%), this difference is not so important.

The Struggling Women 13%

Never satisfied with oneself– Feeling guilty – Stressed/ anxious

“Life is hard, it’s no fun to struggle for money... I’d like to take a breath and be able to take care of myself...”

Middle aged women, more often single, no children, facing material difficulties. Life is hard for them, they are really unhappy, but how could they change that?

Sociodemographic profile

➡ **A personal situation for these women that explains their material situation and their perception of their lives**

- Older: 44% are 35-49 y.o. (versus 41%)
- Less educated (30% secondary or less versus 22%)
- The group with the most important part of non working women (44% versus 34%), looking for a job (16% versus 8%)
- Massively single (64% versus 52%, highest score), they have less often children (73% without kid versus 69%)

Happiness

➡ They **are massively unhappy**, at every stage

- **95% feel unhappy** (versus 29%), 21% not happy at all (versus 3%!)
- Their **only source of happiness is their social life** (27% versus 26%), the others being disappointed, as their love sex life (15% versus 17%) or their family life (27% versus 39%)
- These women **are missing everything** (security, right job, better appearance) except time (11% versus 18%)
- Above all, they lack **money** (58% versus 50%) and **a loving partner** (39% versus 29%)

➡ That’s why they **generally consider their life as not good** (80% versus 19%)

Status of Women

➡ **These women have a very negative perception of women’s conditions in their country, due to their difficult experiences – the worst perception**

- They have experienced **more discrimination** in their **professional life** (47% versus 39%) and as a **mother** (22% versus 18%)
- They perceive **women’s conditions very bad** (not good: 56% versus 34%), feeling that **it is not improving** (31% versus 20%)
- This all the more true in detail: they estimate that **women don’t have the same access to education** as men (24% versus 13%), **less job opportunities** (53% versus 38%), **less chances at being successful** (46% versus 39%), and there are not enough women in decision making positions (59% versus 54%)
- These women could be new feminists, as they consider not being completely aware of their women’s rights as women (44% versus 30%)

Challenges & pressure

- In this difficult, personal context, their biggest priority is money (38% versus 26%), hence their challenge to assure financial security (65% versus 55%)
- They are (39%) their other priority, i.e., having a happy love life (46% versus 36%), as they are single
- These challenges are hard to achieve, and they feel more pressure from society at every level (succeed in professional life, in social life, in love life, etc.)

➡ **A hard daily life for these struggling women**, wondering how they manage to make ends meet

Future & society

Quiet unhappy, these women live a hard life and don't expect better ahead days, for them or in general

- 88% are not confident in their own future (versus 27%)
- And 75% are not confident in the future of their country (versus 48%)

➡ **A strong pessimism**, explained by their current situation and the fact they don't perceive any solution...

Appearance and age

➡ **The main specificity of these women is their focus on their appearance:**

- **they are massively unhappy with their appearance** (72% unhappy versus 35%)
- And this is due to aging, which is a big issue for them (59% versus 47%)

The Optimistic Woman 13%

Open-minded – Confident – Courageous – Challenging – Demanding

***"I will be fully happy when I have THE right partner at my side.
Meanwhile, I will focus on my career..."***

Young active and single women, they want to find the right partner. They seem to suffer a little bit from their poor love life, as they feel rather unhappy. But they are optimistic, while making great efforts to find this partner.

Sociodemographic profile

► Young active and single women: a "princess" looking for love – their challenge?

- No **major age difference**: 35% are 25-34 y.o. (versus 33% on average) but not younger or older
- No difference in education levels
- **Working women**: highest proportion among all groups (71% versus 66%)
- And mostly are **single** (62% versus 52%)

Happiness

- **Less happy**: (55% versus 71%) → 45% are not so happy versus 26% - although they live a good life (79% versus 81%)
- This lack of happiness is explained by their conjugal status (mainly single): a large part of them **are missing the right partner** (42% versus 29%) – in consequence, they are **unhappy** with their **sex life** (35% versus 24%) and even more, with their **family life** (100% unhappy versus 25%!)
 - Thus on their **social and leisure life**, is their **biggest source of happiness** (33% versus 26%) and in second their **professional life** (18% versus 9%, highest score)

► More individualist / consumerist women?

Challenges & pressure

- As they are more often single, they are more involved in their career (46% versus 39%, biggest priority for them and highest score among all 6 groups)
- Hence their big challenge: having a happy love / sex life (49% versus 36%, highest score among 6 groups), after their financial independence (58% versus 54%)
- And in consequence, they feel a heavier pressure from society to succeed in their love life (33% versus 25%)



4-SEGMENTATION/ PROFILES

The Optimistic Woman

Status of Women

- ➡ They perceive **women's conditions as not so good** (60% good versus 66%)
 - A rather pessimistic perception: they estimate that women have a fewer job opportunities than men (61% versus 63%)
 - They have experienced discrimination in their professional life as much as average (39%)
 - Thus, they are a little bit more interested in being a man (48% versus 45%)

Future & society

- Rather unhappy, these women are nevertheless very confident in their own future (88% versus 73%)
- ➡ They are young, all hopes are permitted (especially concerning their love life)

Appearance and age

- They are quite happy with their appearance (68% versus 64%)
- But they feel that aging is a big issue (51% versus 47%)
- ➡ **As they look for a partner, appearance seems more important for these women**



4-SEGMENTATION/ PER COUNTRY

Repartition per country

In %



	TOT WW	BEL	BGR	CZE	DNK	FIN	FRA	DEU	GRC	HUN	ITA	NLD	NOR	POL	RUS	SRB	SVN	ESP	SWE	GBR
The Dubious	17	18	11	12	20	14	22	12	25	17	17	17	12	19	8	18	18	21	14	28
The Struggling	13	11	14	12	5	7	15	12	14	9	20	5	7	13	25	18	8	11	15	8
The Evolving	25	25	26	15	33	37	22	28	18	36	26	35	34	21	16	28	27	28	25	21
The Anxious	12	12	10	22	6	12	12	5	21	3	7	5	5	21	15	9	16	9	15	10
The Fulfilled	19	22	19	25	29	22	17	24	14	20	13	24	32	18	10	14	23	22	21	24
The Optimistic	13	12	21	15	6	8	12	19	8	14	16	14	11	9	24	12	8	10	11	9



4-SEGMENTATION/ PER COUNTRY

Repartition per country

														
	TOT WW	USA	CAN	QUE	MEX	BRA	AUS	CHN	HKG	TWN	JPN	KOR	ORIENTAL	VNM
The Dubious	17	16	21	21	19	30	21	22	19	14	25	21	14	10
The Struggling	13	11	16	4	14	19	7	20	14	23	15	34	38	10
The Evolving	25	25	23	21	23	14	24	26	33	24	17	17	25	22
The Anxious	12	9	7	6	12	8	9	8	13	10	13	13	6	8
The Fulfilled	19	30	23	33	19	17	30	15	12	13	20	5	5	20
The Optimistic	13	8	10	13	13	13	9	8	9	15	9	10	14	29

V - QUESTIONNAIRE



1 - How do you feel about your life in general?

- 1- Totally happy
- 2- Happy
- 3- Not so happy
- 4- Not happy at all

2 - Today, what is your biggest source of happiness?

- 1- My love/sex life
- 2- My family life
- 3- My professional life
- 4- My social life (friends, hobbies, culture...)
- 5- Other

3 - What is missing from your life that could make you feel happier?

3 responses maximum

- 1- Security
- 2- Money
- 3- Knowledge / Culture
- 4- A child
- 5- The right job / Having a job
- 6- Health & Well being
- 7- Time
- 8- Having a boyfriend/ Being with the right partner
- 9- Friends
- 10- Social recognition
- 11- Better work/life balance
- 12- A better appearance
- 13- Insouciance
- 14- Feeling of being useful / Helpful to others
- 15- Faith / Spirituality
- 16- Other

4 - What are your biggest priorities today ?

3 responses maximum

- 1- My kids
- 2- My couple
- 3- My career
- 4- My family
- 5- My money / budget
- 6- My friends
- 7- My hobbies
- 8- Myself
- 9- Other people (social help / care)
- 10- Other

5 - How would you define your quality of life?

- 1- Very good
- 2- Good
- 3- Not so good
- 4- Not good at all

6 - Do you feel confident about your future ?

- 1- Yes definitely
- 2- Yes somewhat
- 3- Not really
- 4- Not at all

7 - Do you feel confident in the future of your country?

- 1- Yes definitely
- 2- Yes somewhat
- 3- Not really
- 4- Not at all

8 - Currently, what are the biggest challenges you are facing ?

3 responses maximum

- 1- Financial security/ Financial independence
- 2- Evolving in my career
- 3- My children's care & education
- 4- Having a happy love/sex life
- 5- Balancing personal life & career
- 6- Finding time for myself
- 7- Other

9 - What are the main pressures you personally feel from the society in your country ?

3 responses maximum

- 1- To succeed in my professional life
- 2- To succeed in my social life
- 3- To succeed in my love life
- 4- To succeed as a mother
- 5- To keep a great appearance
- 6- To fit in the social/cultural/religious standards and expectations for women planted in my country
- 7- Others
- 8- None

10 - How do you feel about your appearance?

- 1- Totally happy
- 2- Happy
- 3- Not so happy
- 4- Not happy at all
- 5- Do not care

11 - Is aging a big issue/concern for you ?

- 1- Yes definitely
- 2- Yes somewhat
- 3- Not really
- 4- Not at all
- 5- No opinion

12 - How do you feel about your sex life?

- 1- Totally happy
- 2- Happy
- 3- Not so happy
- 4- Not happy at all
- 5- Currently, I do not have a sex life

13 - How do you feel about your family life?

- 1- Totally happy
- 2- Happy
- 3- Not so happy
- 4- Not happy at all

14 - How do you feel about your professional life?

- 1- Totally happy
- 2- Happy
- 3- Not so happy
- 4- Not happy at all
- 5- I do not work

15 - Reconciling your professional and private life is ?

- 1- Easily achievable
- 2- A challenge, but possible
- 3- Rarely achievable
- 4- Impossible

16 - Do you think women have the same access as men to education in your country?

- 1- Yes definitely
- 2- Yes somewhat
- 3- Not really
- 4- Not at all

17 - Do you think women have the same access as men to job opportunities in your country ?

- 1- Yes definitely
- 2- Yes somewhat
- 3- Not really
- 4- Not at all

18 - Generally, do you feel that women have the same chance as men, at being successful in your country?

- 1- Yes definitely
- 2- Yes somewhat
- 3- Not really
- 4- Not at all

19 - Would you like to be a man ?

- 1- Yes
- 2- Only for one day
- 3- No

20 - Do you feel you experience discrimination in your professional life because you are a woman?

- 1- Yes, in terms of salary
- 2- Yes, in terms of responsibilities and opportunities for advancement
- 3- Yes, in terms of salary, responsibilities and opportunities for advancement
- 4- No
- 5- Not concerned

21 - Do you feel you experience discrimination in your professional life because you are a mother?

- 1- Yes, in terms of salary
- 2- Yes, in terms of responsibilities and opportunities for advancement
- 3- Yes, in terms of salary, responsibilities and opportunities for advancement
- 4- No
- 5- Not concerned

22- Do you believe the childcare services offered to working mothers in your country are adequate?

- 1- Yes, totally
- 2- Yes somewhat
- 3- Not really
- 4- Not at all
- 5- No opinion

23 - How would you define the conditions of women in your country?

- 1- Very good
- 2- Good
- 3- Not so good
- 4- Not good at all

24 - What do you think about the evolution of women status in your country?

- 1- It is improving, fast
- 2- It is improving, slowly
- 3- It does not change
- 4- It is declining
- 5- No opinion

25 - Do you consider there are sufficient numbers of women in decision-making positions in Politics or Economy in your country ?

- 1- Yes, definitely
- 2- Yes, somewhat
- 3- Not really
- 4- Not at all
- 5- No opinion

26 – Are you aware enough of your rights as a woman in your country?

- 1- Yes definitely
- 2- Yes somewhat
- 3- Not really
- 4- Not at all
- 5- No opinion

27 - Which of the following concerns you most?

1 response only

- 1- Environment
- 2- International humanitarian issues
- 3- Local charity
- 4- Poverty
- 5- Healthcare
- 6- Women's rights and status
- 7- Politics
- 8- Education
- 9- Art / Culture
- 10- Other

28 - Which of these causes are you involved in?

3 responses maximum

- 1- Environment
- 2- International humanitarian
- 3- Local charity
- 4- Poverty
- 5- Healthcare
- 6- Women's rights and status
- 7- Politics
- 8- Education
- 9- Art / Culture
- 10- Other
- 11- None

29 - What are the main adjectives you would use to define yourself?

5 responses maximum

- 1- Optimistic
- 2- Confident
- 3- Open-minded
- 4- Spontaneous
- 5- Generous
- 6- Empathetic
- 7- Organised
- 8- Strong-willed
- 9- Courageous
- 10- Challenging/demanding
- 11- Never self-satisfied
- 12- Feeling guilty
- 13- Stressed and anxious
- 14- Other

30 - Having a happy life is :

- 1- My current state
- 2- A realistic objective
- 3- A sweet wish
- 4- An unrealistic dream

DEMOGRAPHIC DATA

31 - What is your age ?

- a- Under 19
- b- 20-24
- c- 25-29
- d- 30-34
- e- 35-39
- f- 40-44
- g- 45-49
- h- 50-54
- i- 55-64
- j- 65 and more

32 - What is your level of education ?

- 1- Primary school
- 2- Secondary
- 3- Education/university (up to 3 years)
- 4- Further education/university (more than 3 years)

33 - What is your job status :

- 1- Working
- 2- Stay-at-home mother
- 3- Retired
- 4- Looking for a job
- 5- Student
- 6- Other

34 - Do you have children ?

- 1- No
- 2- One
- 3- Two
- 4- Three
- 5- Four
- 6- Five or more

35 - Are you married or live as a couple?

- 1- Yes
- 2- No