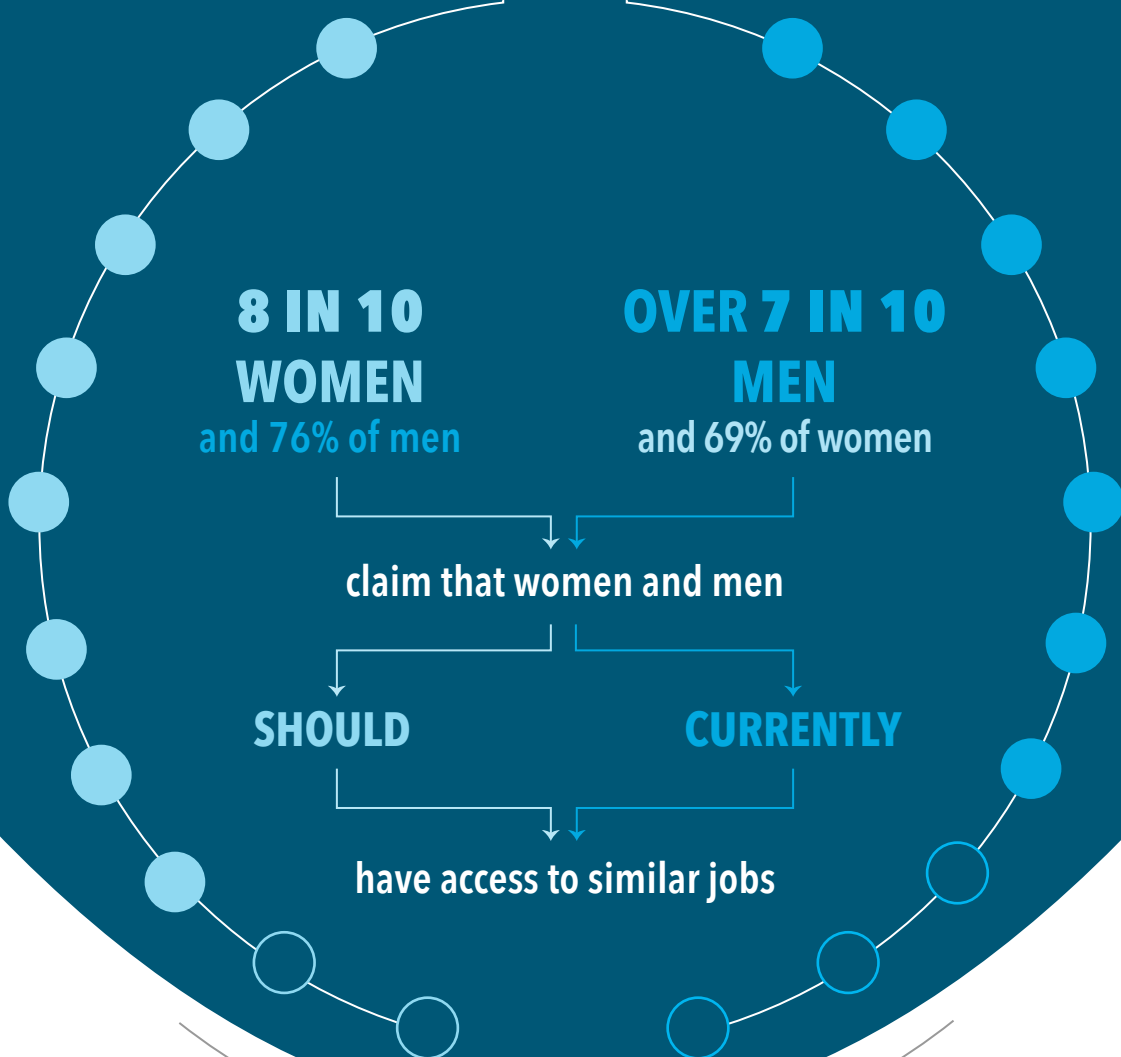


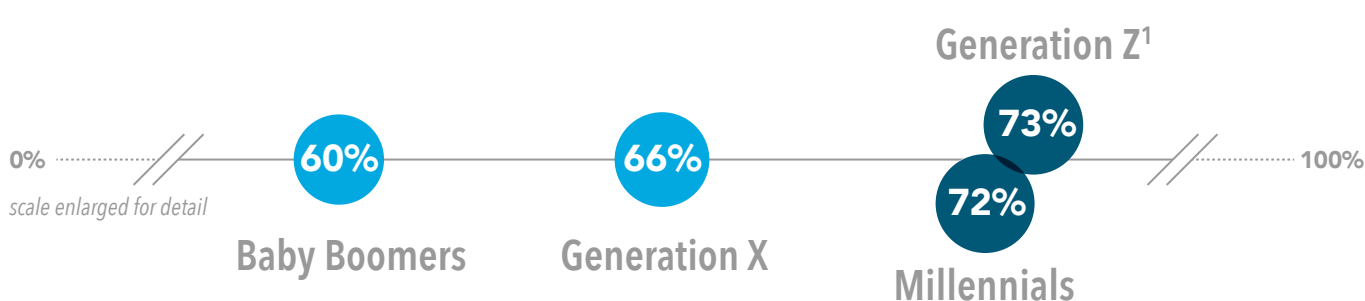
# TURN PERCEPTION INTO REALITY

**GOOD NEWS**  
MOST PEOPLE THINK WE SHOULD HAVE GENDER EQUALITY

**BAD NEWS**  
MOST PEOPLE BELIEVE WE'VE ALREADY ACHIEVED IT



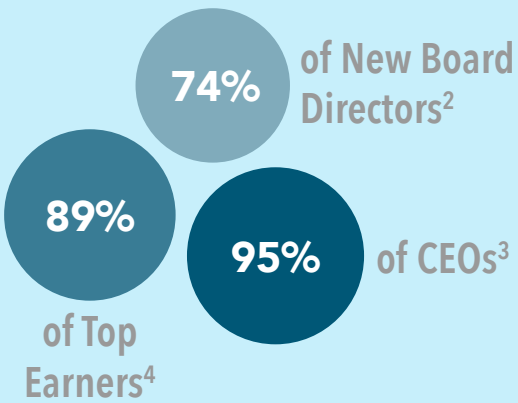
**YOUNGER GENERATIONS ARE MORE LIKELY TO BELIEVE EQUALITY HAS BEEN ACHIEVED.**



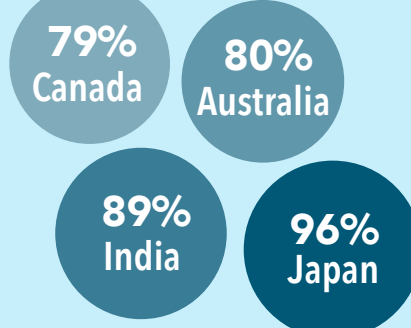
Believe that women and men already have access to similar jobs.

## REALITY BITES. WE HAVE NOT REACHED EQUALITY YET.

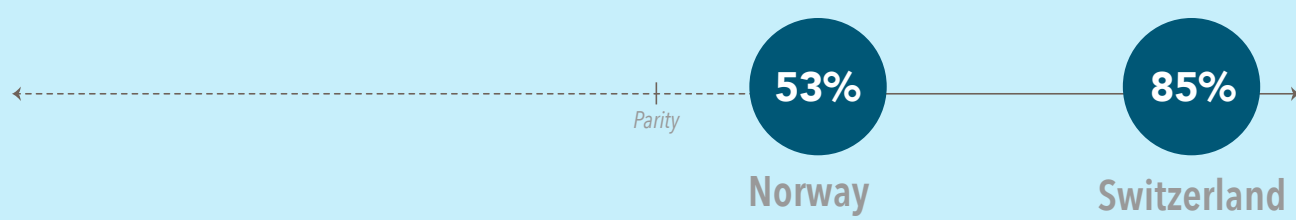
**In the United States, men are:**



**Men also hold the most board seats around the world:<sup>5</sup>**



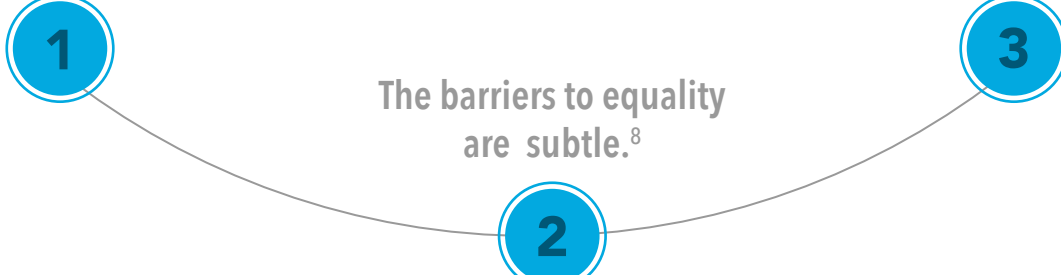
**In Europe, men's share of board seats ranges from:<sup>6</sup>**



## WHY IS IT SO HARD TO SEE INEQUALITY?

We all want to believe the world is fair.<sup>7</sup>

It can be uncomfortable to talk about inequality.<sup>9</sup>



## TURN THE PERCEPTION OF EQUALITY INTO REALITY.

Start by making the current inequality more **visible**.



**Learn how to make equality a reality by taking a free CatalystX course at [edx.org](http://edx.org).**

SPECIAL THANKS TO OUR RESEARCH PARTNERS FOR SUPPORTING OUR WORK:

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The Boston Consulting Group	Deutsche Bank AG	Kimberly-Clark Corporation	Verizon
Cargill, Inc.	EY	McDonald's Corporation	

**METHODOLOGY:**

These findings are based on a global survey administered online across 51 countries by RIWI. Respondents were asked to indicate if they thought that women and men currently have access to similar jobs and if they thought that women and men should have access to similar jobs.

**SOURCES:**

1. Generation Z (commonly abbreviated to Gen Z, also known as iGeneration, Post-Millennials, Centennials, Founders, or Plurals) are the cohort of people born after the Millennials. The generation is generally defined with birth years ranging from the mid to late 1990s through the 2010s or alternately ranging from the early 2000s through the early 2020s. Alex Williams, "Move Over, Millennials, Here Comes Generation Z," *The New York Times*, September 18, 2015; Joan Schneider, "How to Market to the iGeneration," *HBR Blog*, May 6, 2015; Jaclyn Salem, "Centennial Infographic," *The Futures Company*, February 2015; Michael Hais and Morley Winograd, "A New Generation Debuts: Plurals," *Huffington Post*, July 7, 2012; Sarah Whitten, "This is What MTV is Calling the Post-Millennial Generation," *CNBC*, December 2, 2015.
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3. Catalyst, *Women CEOs of the S&P 500* (August 4, 2017).
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5. Percentages are approximations due to rounding. Julia Dawson, Stefano Natella, and Richard Kersley, *The CS Gender 3000: The Reward for Change* (Credit Suisse, 2016).
6. Percentages are approximations due to rounding. Julia Dawson, Stefano Natella, and Richard Kersley, *The CS Gender 3000: The Reward for Change* (Credit Suisse, 2016).
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This study was authored by Jennifer Thorpe-Moscon.

