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AGENCY OF GENDER EQUALITY



# SIT Intergenerational Research Report 2025



SIT - CENTER FOR COUNSELING,  
SOCIAL SERVICES AND RESEARCH  
OCTOBER 2025

Prishtinë

Public opinions on gender themes:  
Gender stereotypes, gender-based violence and gender equality



This report was made possible by the United Nations Population Fund office in Kosovo (UNFPA). The content of this report is the sole responsibility of SIT- Center for Counseling, Social Services and Research. It does not necessarily reflect the views of UNFPA or the United Nations in Kosovo.

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SIT - CENTER FOR COUNSELING, SOCIAL SERVICES AND RESEARCH  
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# Introduction

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In June 2025, SIT, in collaboration with UNFPA, launched a survey to gather perspectives from both youth and older adults on gender equality, attitudes toward gender roles and stereotypes, and understandings of gender-based violence. The study employed an intergenerational approach, comparing responses across four age groups: Generation Z (18–29), Generation Y or Millennials (30–45), Generation X (46–60), and Boomers (60+).

This research builds on a previous SIT study, *Gender-based Violence through the Lenses of Gen Z (2024)*, which focused exclusively on male respondents from Generation Z. The present study expands that scope by including female respondents and comparing findings across different generations. This broader perspective is particularly relevant in the context of Kosovo’s ongoing social transformations as a post-war society—marked by rural-to-urban migration, the transition to a free-market economy, cultural shifts influenced by globalization, and strong ties with the dynamic diaspora.

The main purpose of this study is to examine public attitudes in Kosovo toward gender roles, gender stereotypes, gender-based violence, domestic violence, sexual harassment, and gender equality. The findings aim to strengthen the efforts of civil society and institutions in shaping more effective strategies to prevent and eradicate all forms of gender-based violence.

# Research Methodology

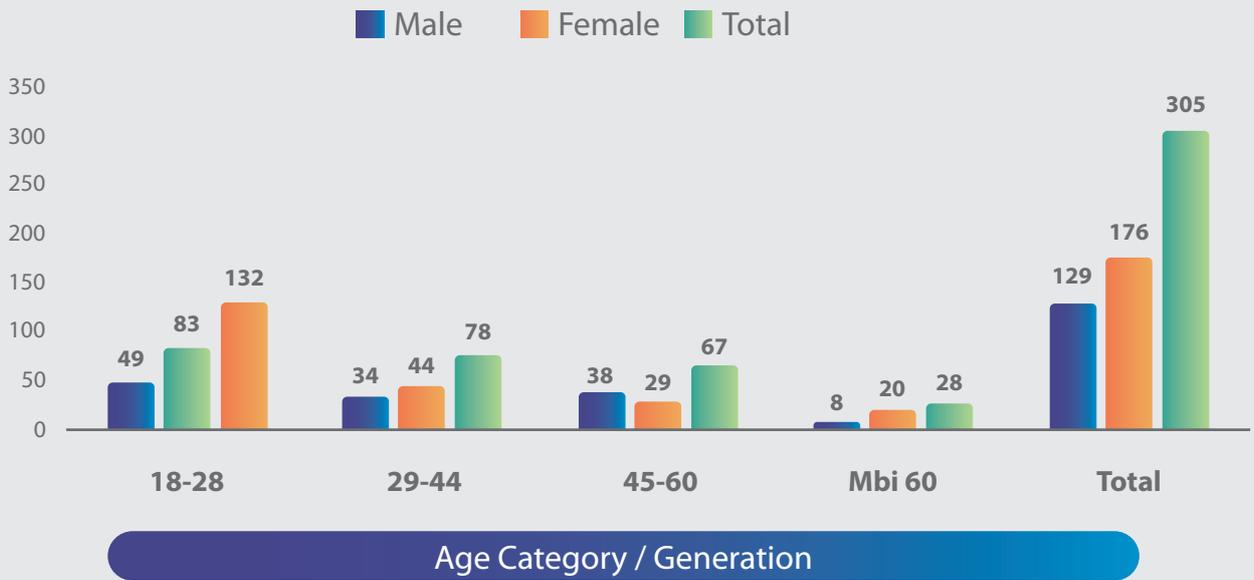
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The report is based on a quantitative survey launched and monitored through the Qualtrics platform. A total of 344 surveys were initially completed using an Albanian-translated version of the survey, which was piloted prior to the official launch. Data collection took place between June 9th and September 5th, 2025, with 80% of the sample targets completed in August.

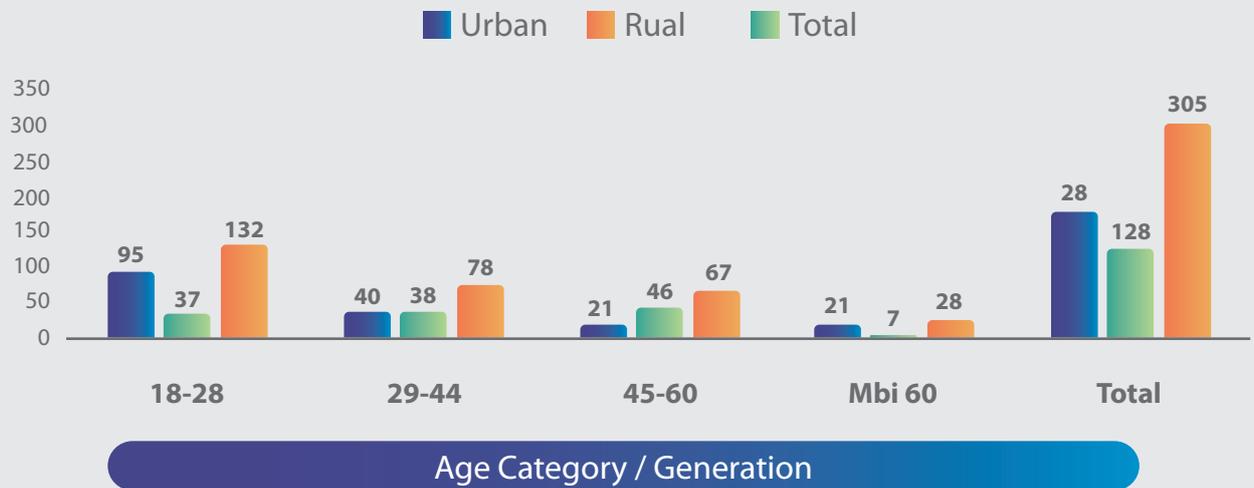
During the quality control process, 30 surveys were excluded due to insufficient responses across all four key topics, 8 were removed for lack of responses in the last three topics, and 1 was removed due to missing demographic information. The final analysis is based on 305 completed surveys, with an average survey duration of 6.88 minutes.

The sample was obtained using a mixed approach: online self-completion for younger respondents and face-to-face, tablet-assisted surveys for some of the older participants. Sample targets were defined using a three-way cross-tabulation of age, gender, and residential area. All sample targets were met, except for two groups: males aged 45-60 in urban areas, and males aged 60+ in rural areas. The final sample (N=305) is representative and statistically sufficient across key demographic categories: gender (male vs female), age (18-28, 29-44, 45-60, 60+), and residential area (urban vs rural). Results for the 60+ age category should be interpreted with caution.

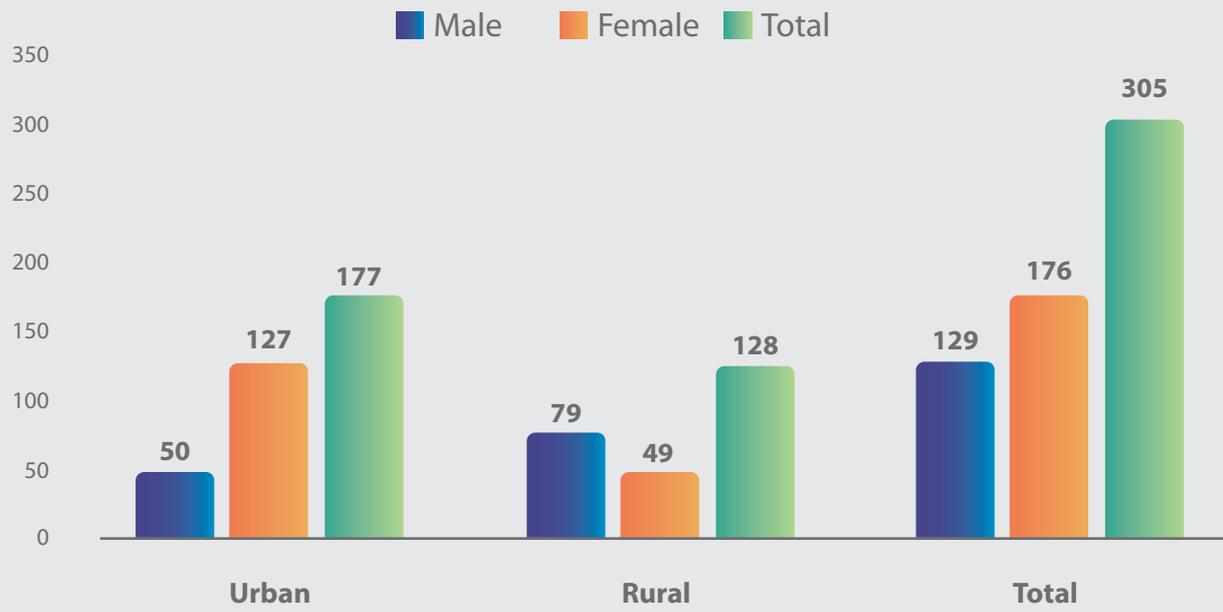
### SAMPLE DISTRIBUTION BY AGE/GENDER



### SAMPLE DISTRIBUTION BY AGE/RESIDENTIAL AREA



### SAMPLE DISTRIBUTION BY AGE/RESIDENTIAL AREA



# Overview of Key Findings

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The results from the overall sample (N=305), without distinguishing between different demographic categories, primarily show that violence is still often recognized through forms of physical assaults, fear, force, and threats. A smaller proportion of respondents identified violence in terms of spousal or partner social control, whether behavioral or informational.

The majority of respondents rejected traditional gender roles and stereotypes. However, the stereotype of men as natural family leaders persisted, with 40% of respondents supporting this view.

The majority of respondents opposed gender-based violence. More than 90% disagreed with the statement that a woman should endure domestic violence to preserve the family. Nonetheless, the inclination toward perpetrator justification and victim-blaming is still present.

Encouragingly, a substantial majority of respondents rejected the most common dismissals of gender equality. Regrettably, a notable minority still holds views that undermine equality.

Younger generations show more progressive attitudes, while older cohorts (45–60 and 60+) hold more stereotypical views. Female respondents consistently show more progressive attitudes and viewpoints. Urban populations generally display greater awareness and understanding of gender issues.

Encouragingly, discrepancies among respondents aged 18–28 are minimal across both, gender and residential areas. This pattern is consistent across most of the survey's measures, suggesting that the youngest generation (18–28) holds relatively unified attitudes toward gender-based violence, regardless of demographic background. In contrast, larger discrepancies are generally observed among older generations, particularly across gender and residential location.

While broad support for gender equality and opposition to gender-based violence exist, significant minorities continue to justify stereotypes, social control, and subtler forms of gender-based violence. Addressing these requires targeted, context-sensitive interventions that challenge entrenched norms and reinforce gender equality as a foundation for a free and progressive society. Integrating gender equality into education, community engagement, and policy frameworks will be essential to achieve lasting change.

# Understanding Gender-based Violence

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According to the UNHCR, Gender-Based Violence (GBV) is defined as “an umbrella term for any harmful act that is perpetrated against a person’s will and is based on socially ascribed (i.e., gender) differences between males and females. It includes acts that inflict physical, sexual, or mental harm or suffering, threats of such acts, coercion, and other deprivations of liberty. These acts can occur in both public and private settings.”<sup>1</sup>

This study tested several behavioral parameters, all of which relate to gender-based violence. Respondents were asked: “Which of the following behaviors count as violence? Using a scale of 1 to 4, where 1 means ‘Never violence’ to 4 means ‘Always Violence’, please score your opinion whether such behaviour consists of violence or not.” In this section, a higher score indicates a better understanding of the aspects of gender-based violence.

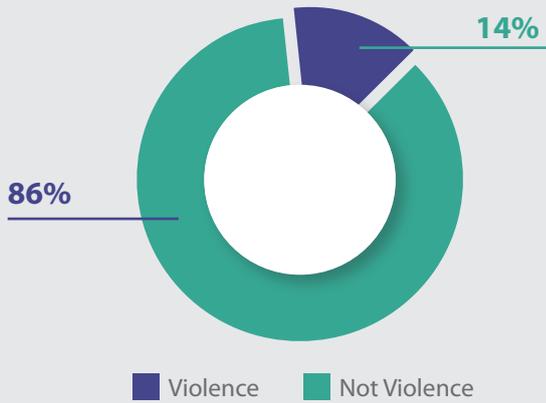
The results from the overall sample (N=305), without distinguishing between different demographic categories, primarily show that violence is still often recognized as physical assaults, fear, force, and threats. A smaller proportion of respondents identified violence in terms of spousal or partner control, whether behavioral or informational. About one-third of respondents justified persistent informational surveillance by husbands (32%) or wives (36%), while nearly one-quarter (24%) justified social control exerted by a husband over his spouse. Unfortunately, 21% of the overall sample showed a tendency to justify economic violence.

On a more positive note, over 80% of respondents recognized psychological pressure (“A man repeatedly criticizes a woman to make her feel bad or useless”) as gender-based violence. Similarly, 86% identified male physical tantrums (“A man throws or smashes objects to frighten or threaten a woman”) as violence, even if no direct physical harm is caused. However, it is concerning that 20% of respondents still hold stereotypical views, believing that a typical man is likely or expected to exercise control within the family or inner circle, and may resort to violent means when deemed necessary.

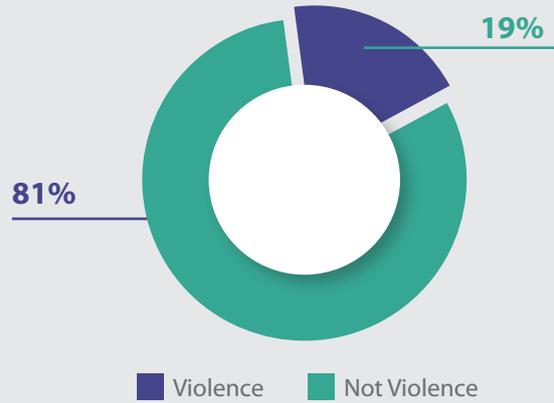
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<sup>1</sup> UNHCR Policy on the Prevention of, Risk Mitigation, and Response to Gender-Based Violence, 2020, UNHCR

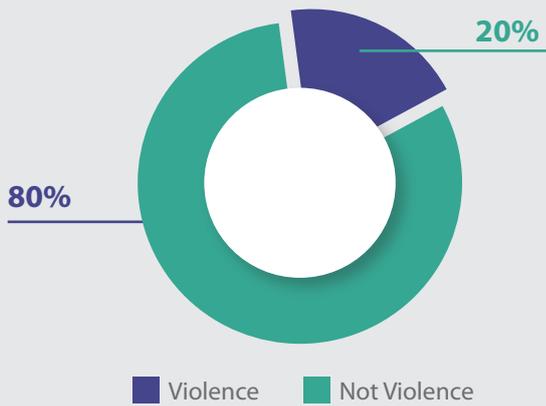
MAN THROWS OR SMASHES OBJECTS TO FRIGHTEN OR THREATEN A WOMAN



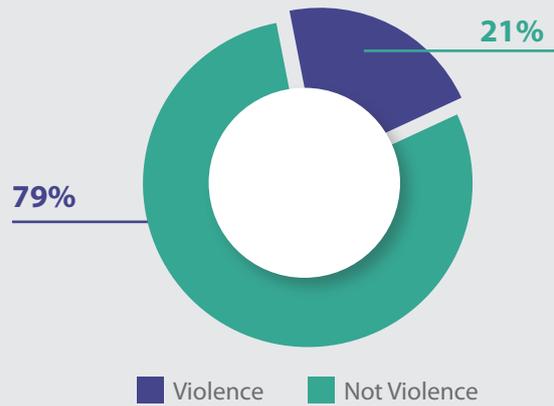
MAN REPEATEDLY CRITICIZES A WOMAN TO MAKE HER FEEL BAD OR USELESS



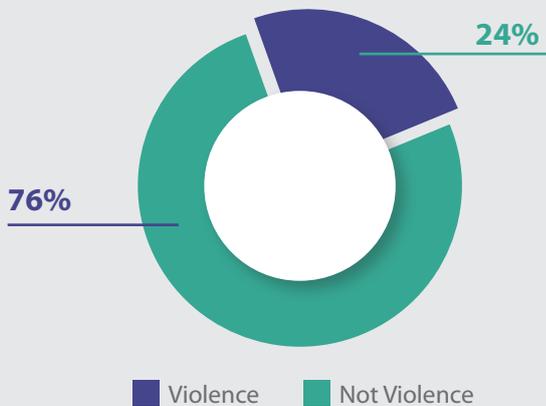
MEN ARE MEN: THEY ARE EXPECTED TO EXERCISE COERCIVE CONTROL



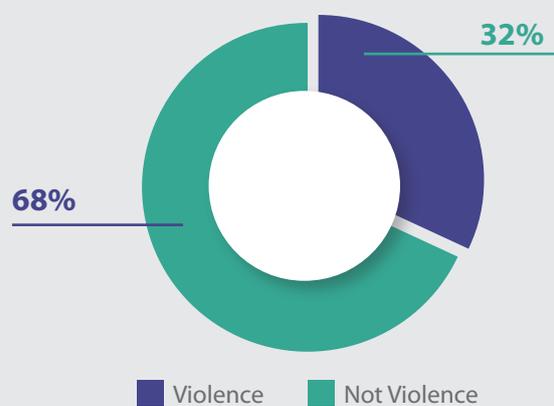
MEN ARE MEN: THEY ARE EXPECTED TO EXERCISE COERCIVE CONTROL

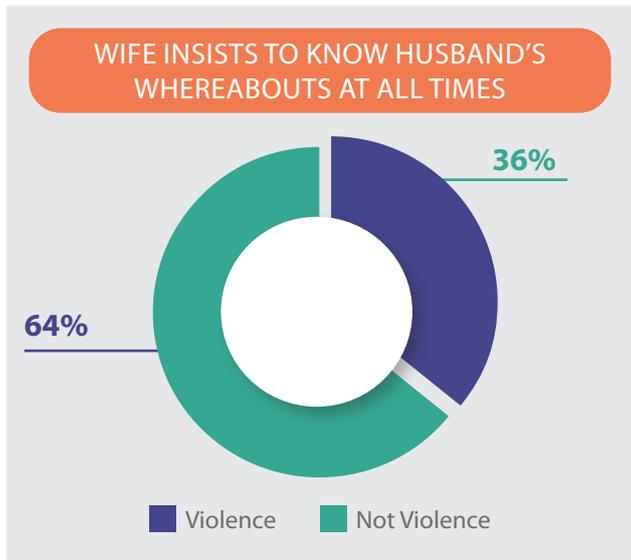


MAN CONTROLS A WOMAN'S SOCIAL LIFE BY PREVENTING HER FROM SEEING FAMILY AND FRIENDS



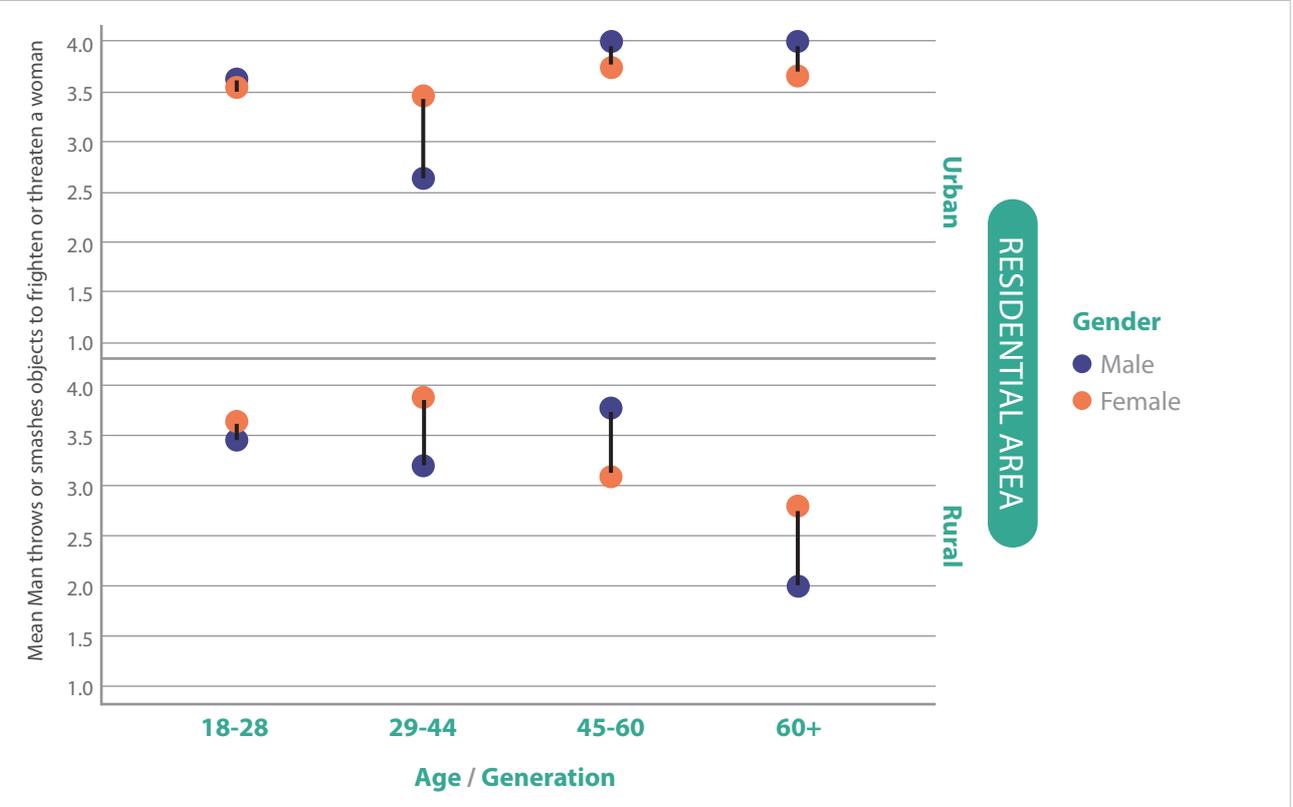
MAS INSISTS TO KNOW WIFE'S WHEREABOUTS AT ALL TIMES



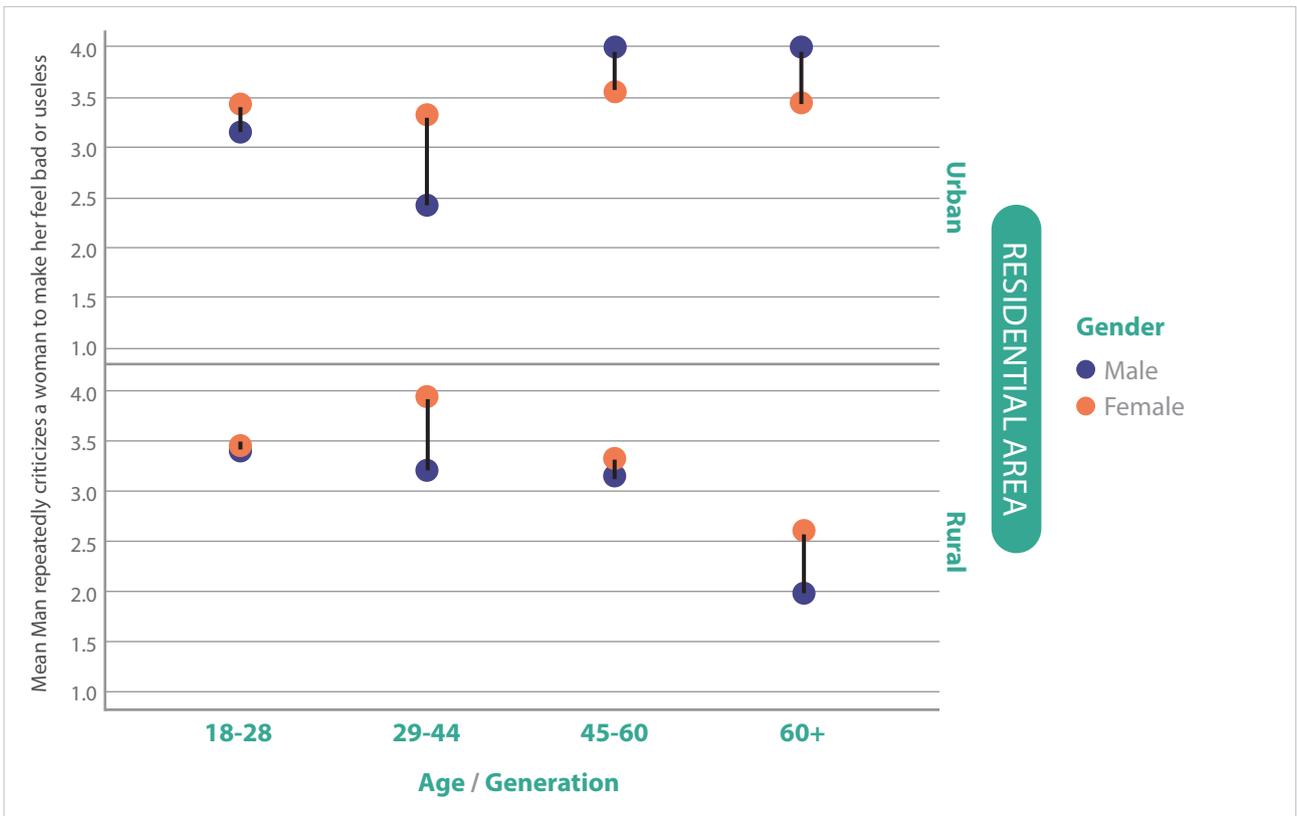


These findings vary across different sample categories, as detailed below. Starting with the behavior most clearly recognized as violence by the overall sample (86% of respondents, N=305)—“A man throws or smashes objects to frighten or threaten a woman”—the analysis reveals the greatest discrepancies among respondents aged 60 and above, particularly between rural and urban areas.

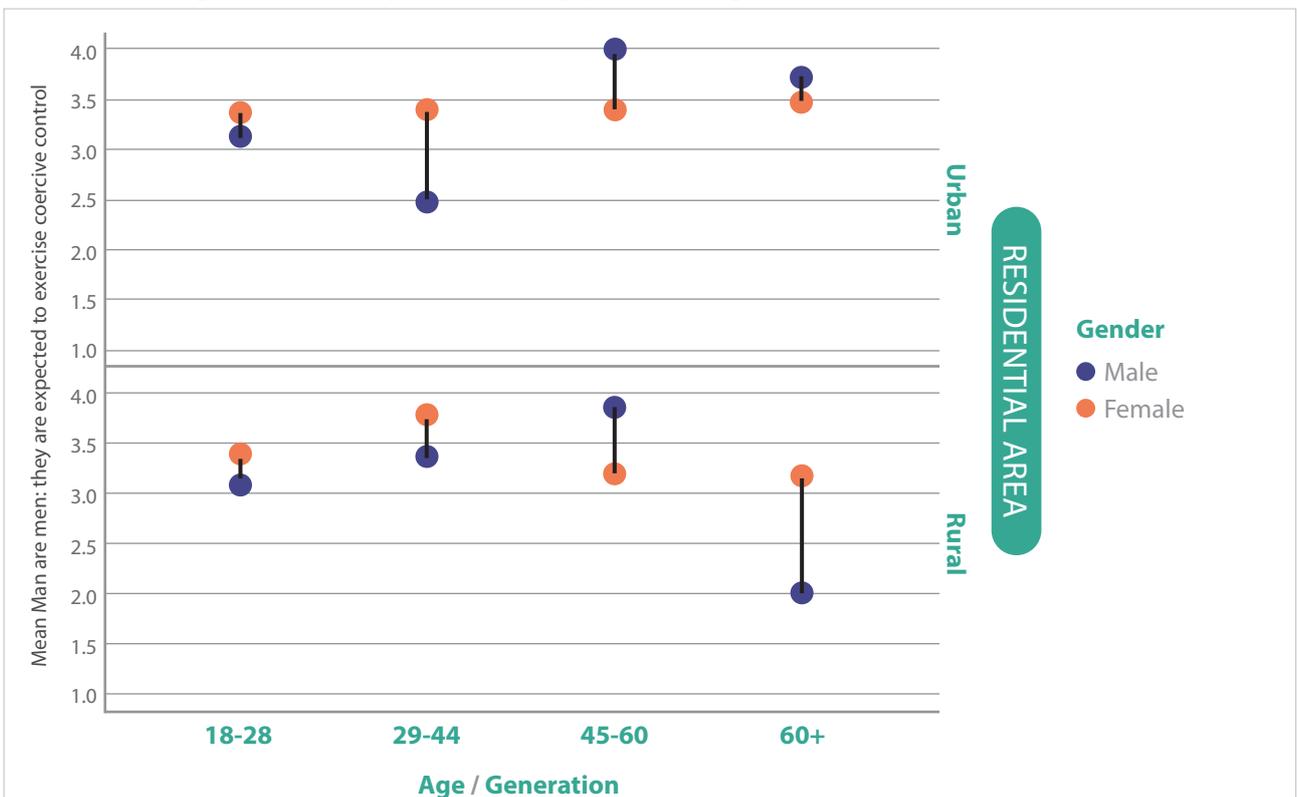
Women and men in rural areas of this age group were less likely to identify this behavior as violent. A similar gap is observed between rural men and urban women aged 29–44. Notably, the difference between the 29–44 and 45–60 age groups is statistically significant in this regard.



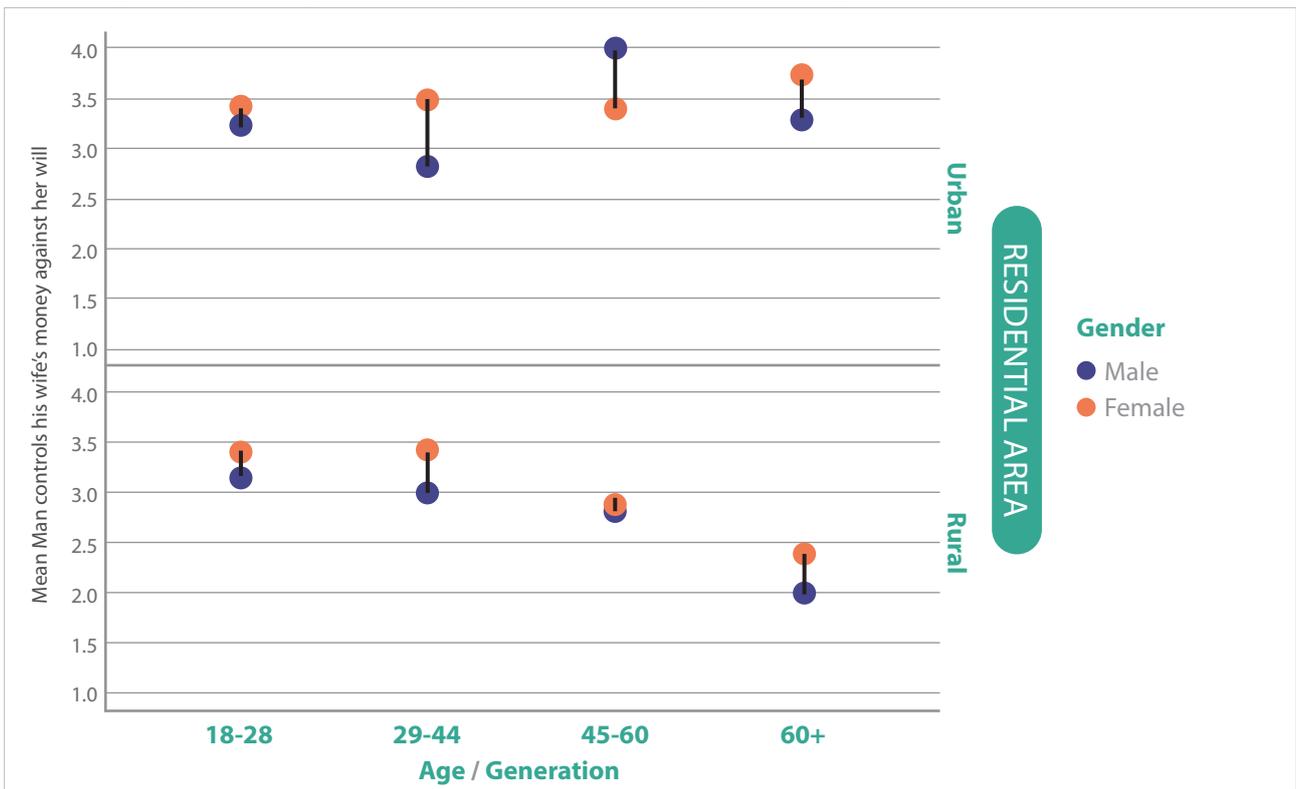
Urban men aged 45–60 and 60+ unanimously recognized the behavior “A man repeatedly criticizes a woman to make her feel bad or useless” as violence (average score 4/4), while urban men aged 29–44 lagged significantly behind (average score 2.5/4).



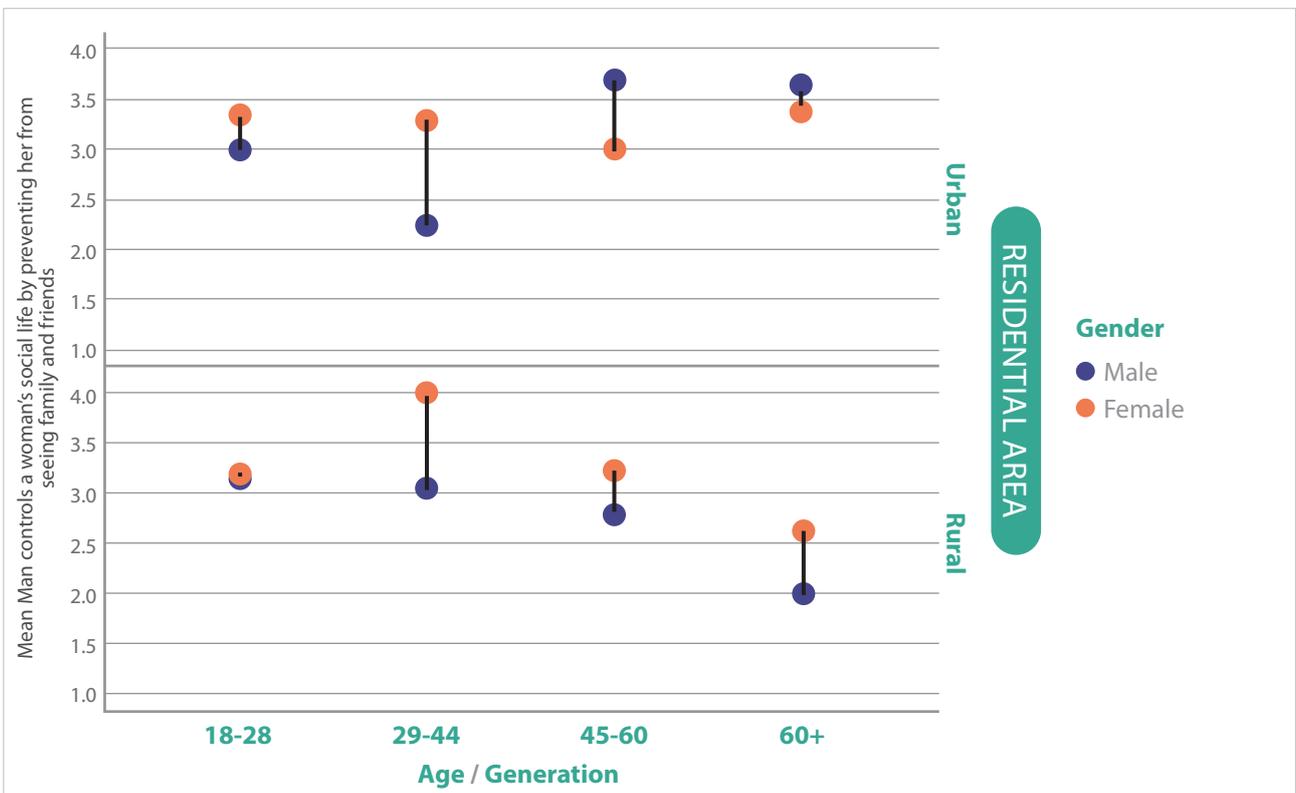
Statistically significant differences appear between male respondents aged 18–28 and those aged 45–60, with the older group more likely to identify the behavior “Men are men: they are expected to exercise coercive control” as violent. Among urban male respondents, the gap between ages 29–44 and 45–60 is even more pronounced.



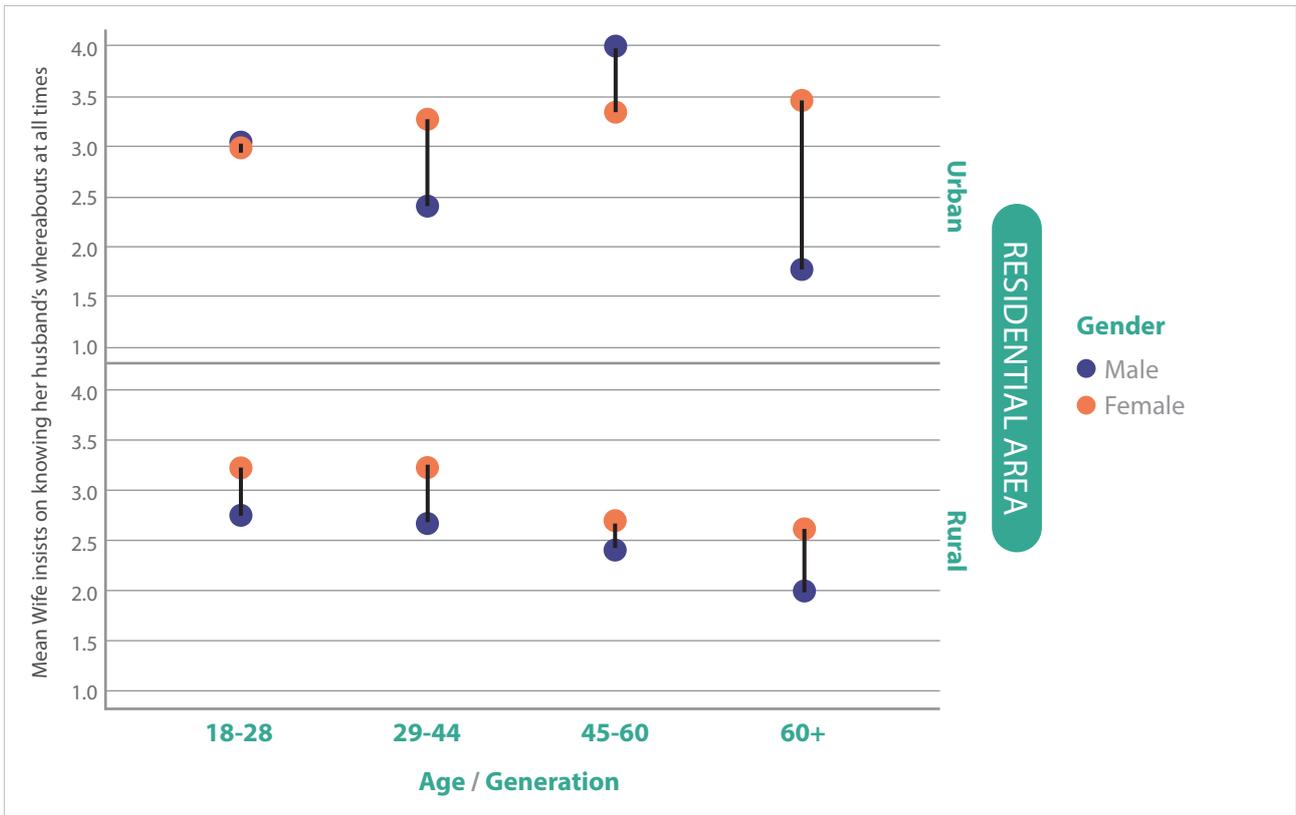
Urban respondents performed significantly better in recognizing economic forms of gender-based violence, such as “A man controls his wife’s money against her will.” Younger respondents (18–28) also scored higher, particularly when compared with rural respondents aged 45–60 and 60+.



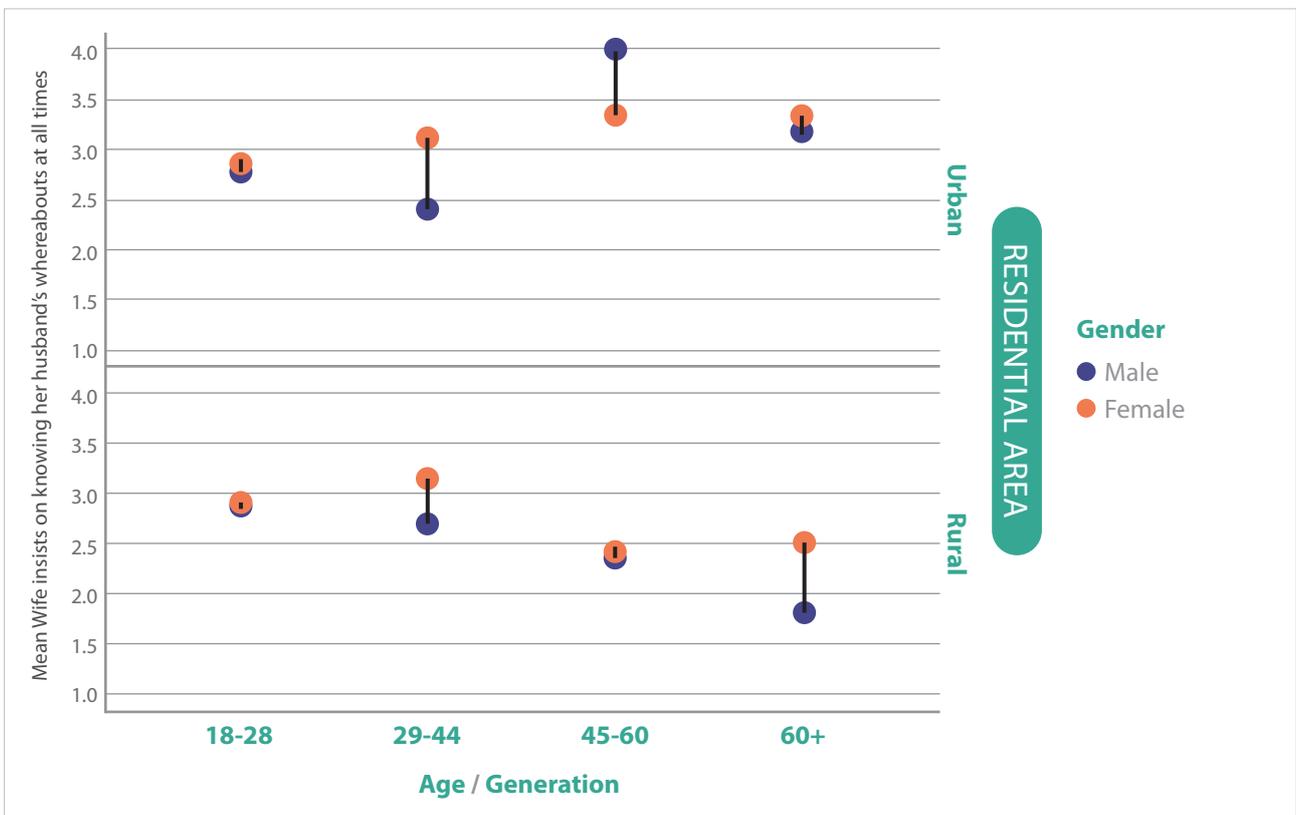
In identifying social control—“A man controls a woman’s social life by preventing her from seeing family and friends”—male respondents across most generations and residential areas scored poorly. The gender gap is most striking among ages 29–44, where female respondents scored much higher.



Urban respondents showed significantly better recognition of surveillance behaviors, specifically “A man insists on knowing his wife’s whereabouts at all times” and “A wife insists on knowing her husband’s whereabouts at all times.”



In both cases, the urban-rural schism is highest for Generation 45-60.



# Gender Roles & Stereotypes

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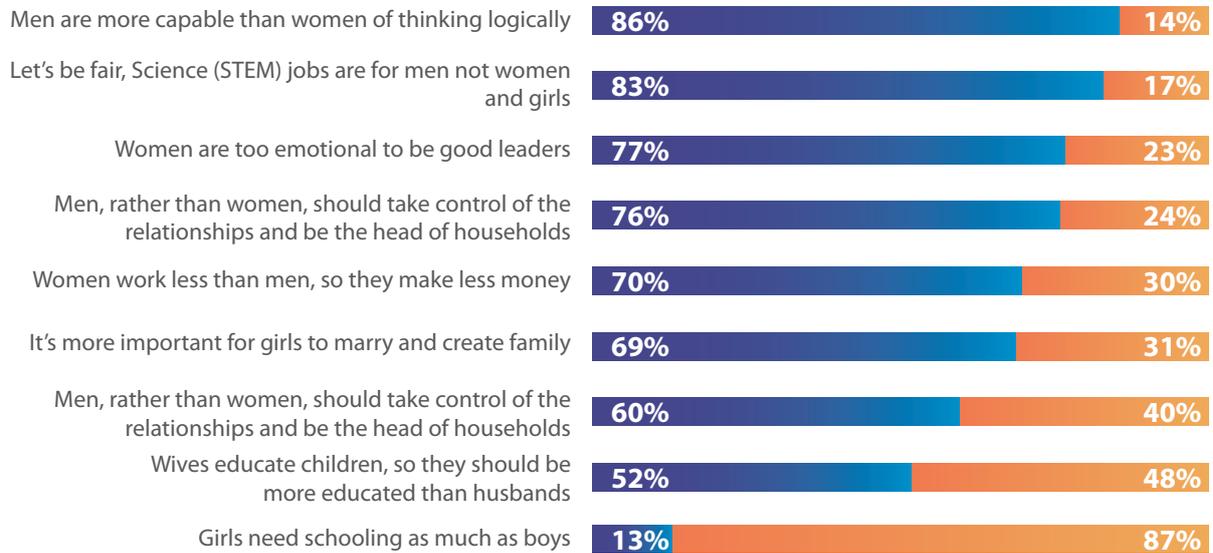
Given that gender stereotypes are present across societies and evolve over time and circumstances, this study aimed to assess general trends at an overall level, while also examining perceptual and attitudinal differences across sample categories. A range of gender roles and stereotypes were tested, with some statements intentionally reversed to challenge assumptions. Respondents were asked: *“Using a scale of 1 to 4, where 1 means ‘Strongly disagree’ and 4 means ‘Strongly agree,’ please indicate your level of agreement with each statement.”* It is important to note that in this section, a higher score does not necessarily indicate a more favorable response, as interpretation depends on the specific content of each statement.

Findings from the overall sample (N = 305), without distinguishing between categories, reveal that the majority of respondents rejected traditional gender roles and stereotypes. For example, 86% disagreed that men are logically superior, and 83% disagreed that men are more suited to science and technology. Encouragingly, 87% of respondents agreed that girls need schooling as much as boys, emphasizing the importance of education for both genders. Only half of the respondents (52%) agreed with the statement that wives should be more educated than husbands because they are responsible for educating children. Among those who disagreed, some commented that they supported gender equality in family roles.

Nonetheless, certain stereotypes remain prevalent. Nearly one-third (31%) of respondents endorsed the belief that a girl’s most important role is marriage and family formation (“It’s more important for girls to marry and create a family”). Similarly, 30% agreed that women earn less because they work less, likely equating “work” exclusively with paid employment. The stereotype of men as family leaders also persisted, with 40% of respondents supporting this view. These findings differ across sample categories, as discussed in the following sections.

## Gender-based Violence and Sexual Harassment

■ Disagree ■ Agree



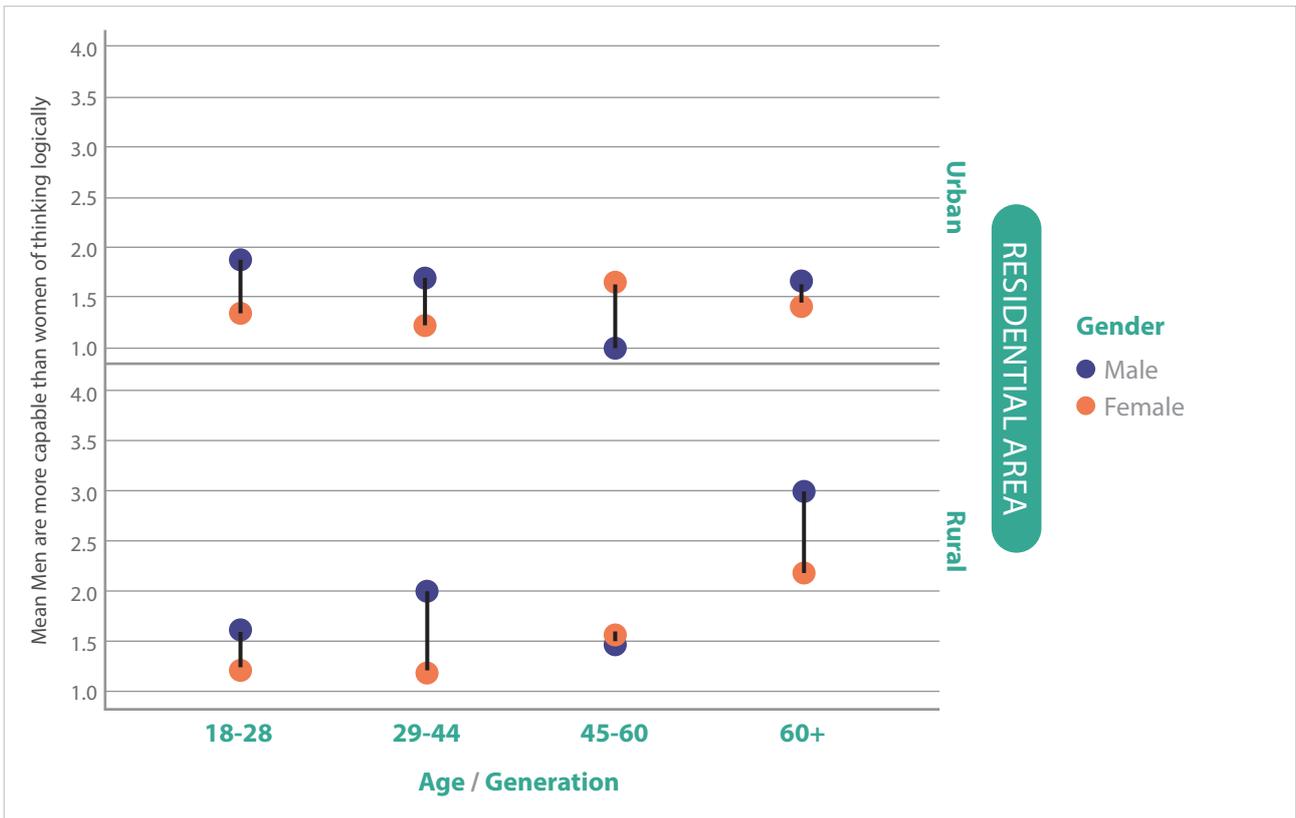
Overall, gender appears to be a significant factor across most of the gender stereotypes tested in this study, with female respondents, on average, expressing less stereotypical thinking.

For certain statements, however, the differences between men and women are statistically negligible. Both male and female respondents strongly agreed that “Girls need schooling as much as boys” and strongly disagreed with the statement “Let’s be fair, science (STEM) jobs are for men, not women and girls.” Similarly, there were no significant gender differences in responses to the statement “Wives educate children, so they should be more educated than husbands.”

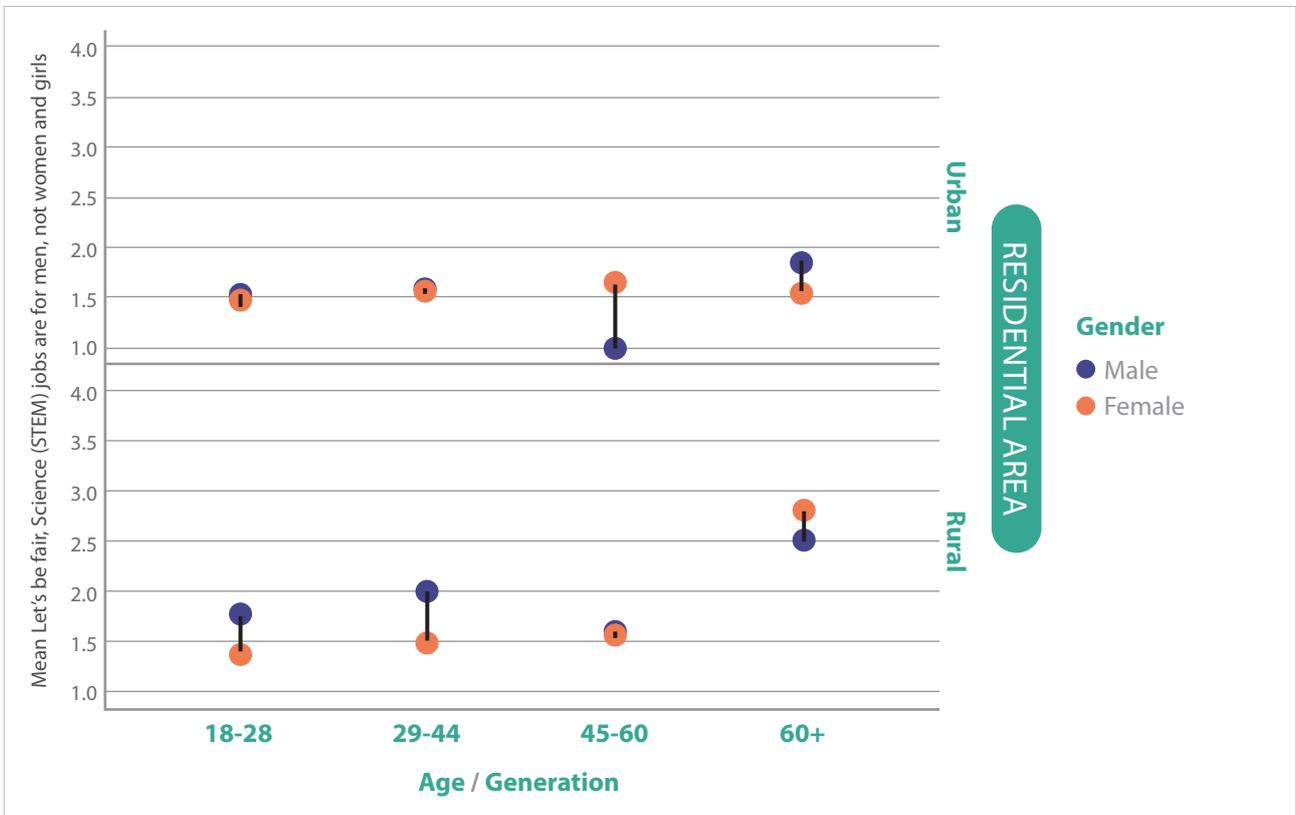
At a more granular level, some exceptions emerge. For example, urban women in the 45–60 age group scored higher in prejudice across several measures.

In terms of urban–rural variation, the differences across most gender stereotypes are statistically significant. Urban respondents, on average, held less stereotypical views regarding gender roles compared to their rural counterparts.

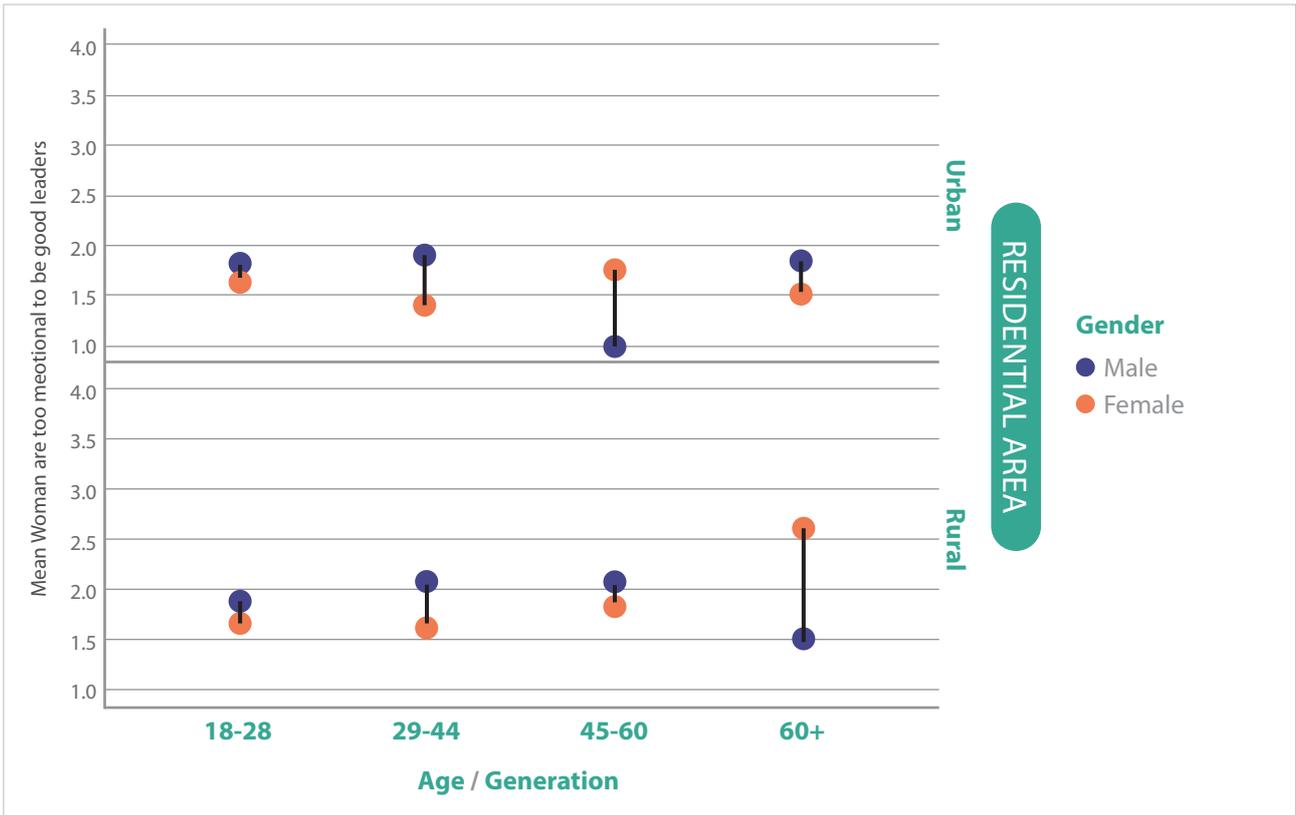
Agreement with the statement “Men are more capable than women of thinking logically” was generally low, especially among young female respondents (18–28 and 29–44), both urban and rural. No statistically significant differences were found across age or residential categories.



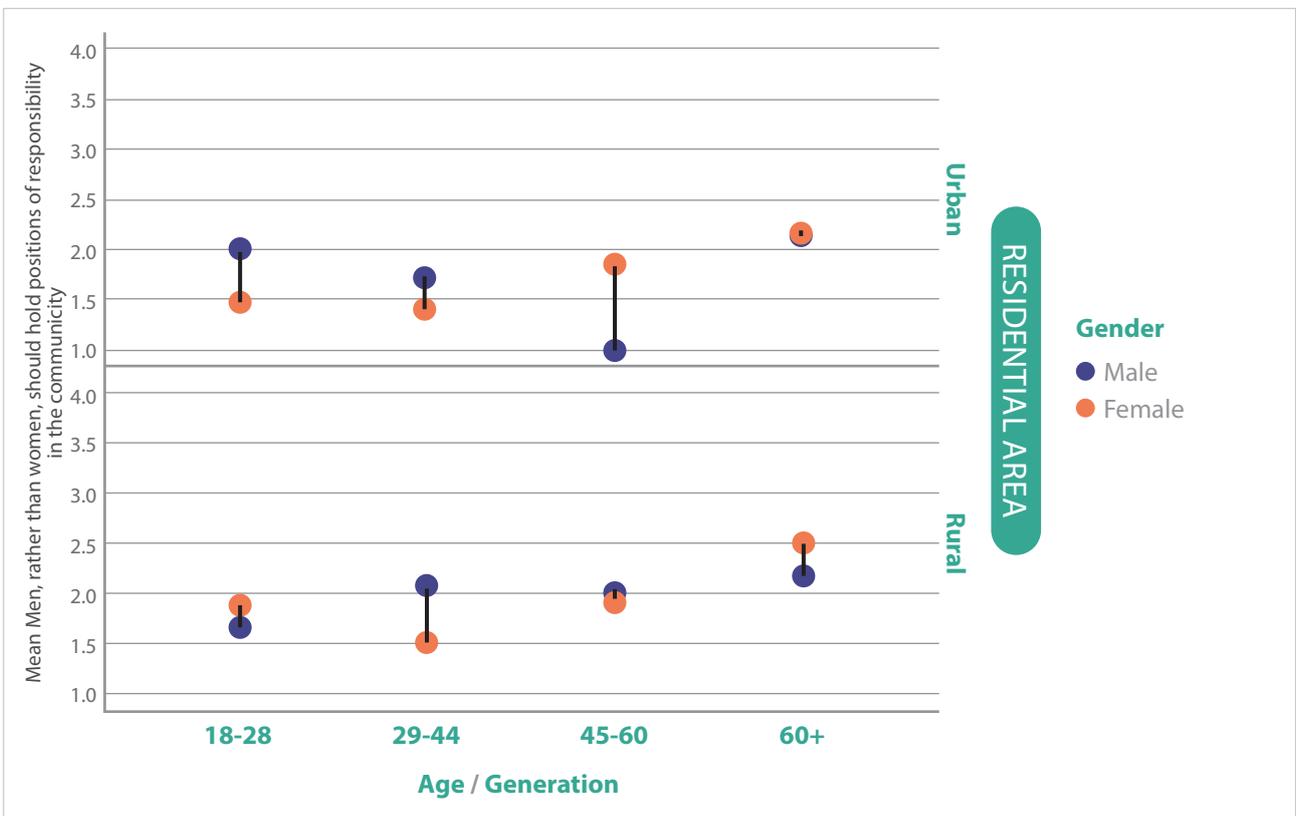
Agreement with “Let’s be fair, Science (STEM) jobs are for men, not women and girls” was also generally low, except among rural respondents aged 60+. No statistically significant differences appeared across categories.



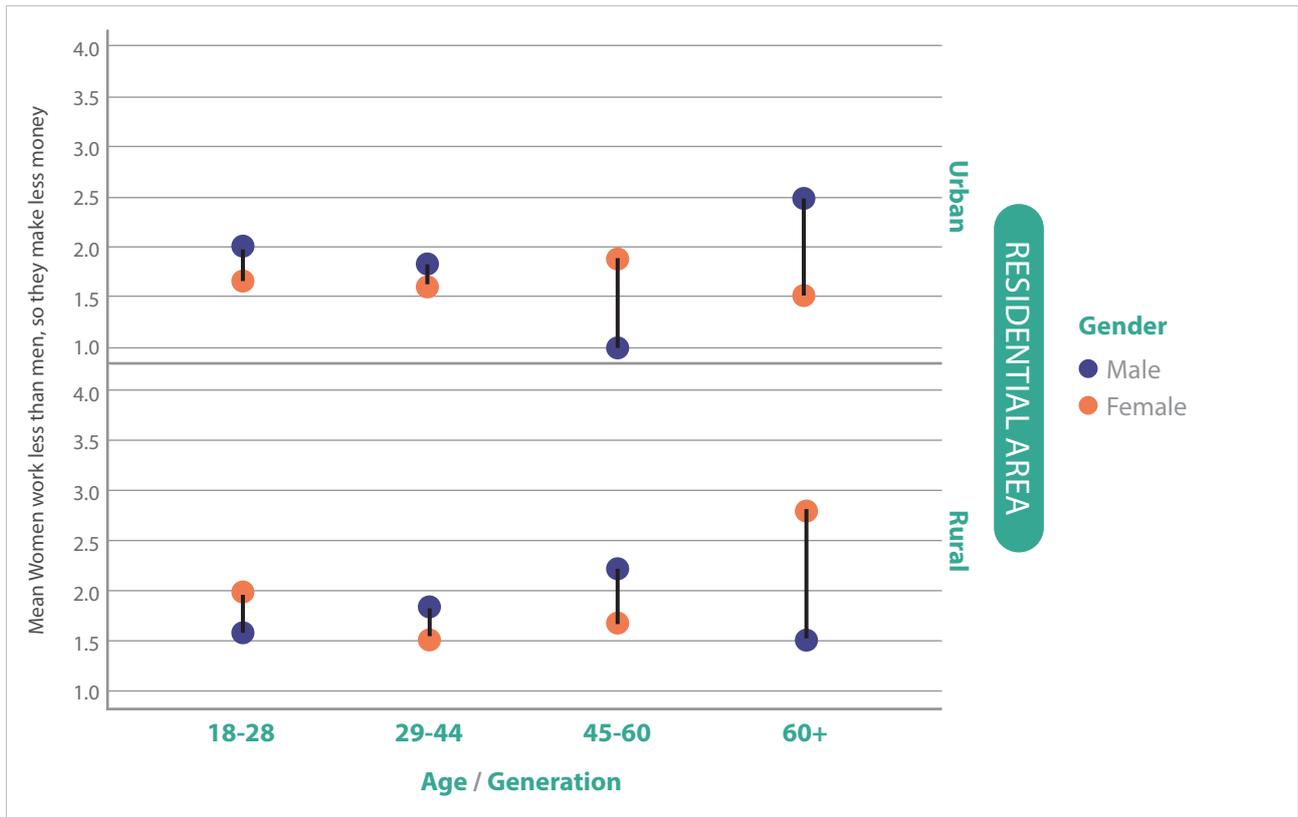
The stereotype of the “emotional female” persisted among rural female respondents aged 60+.



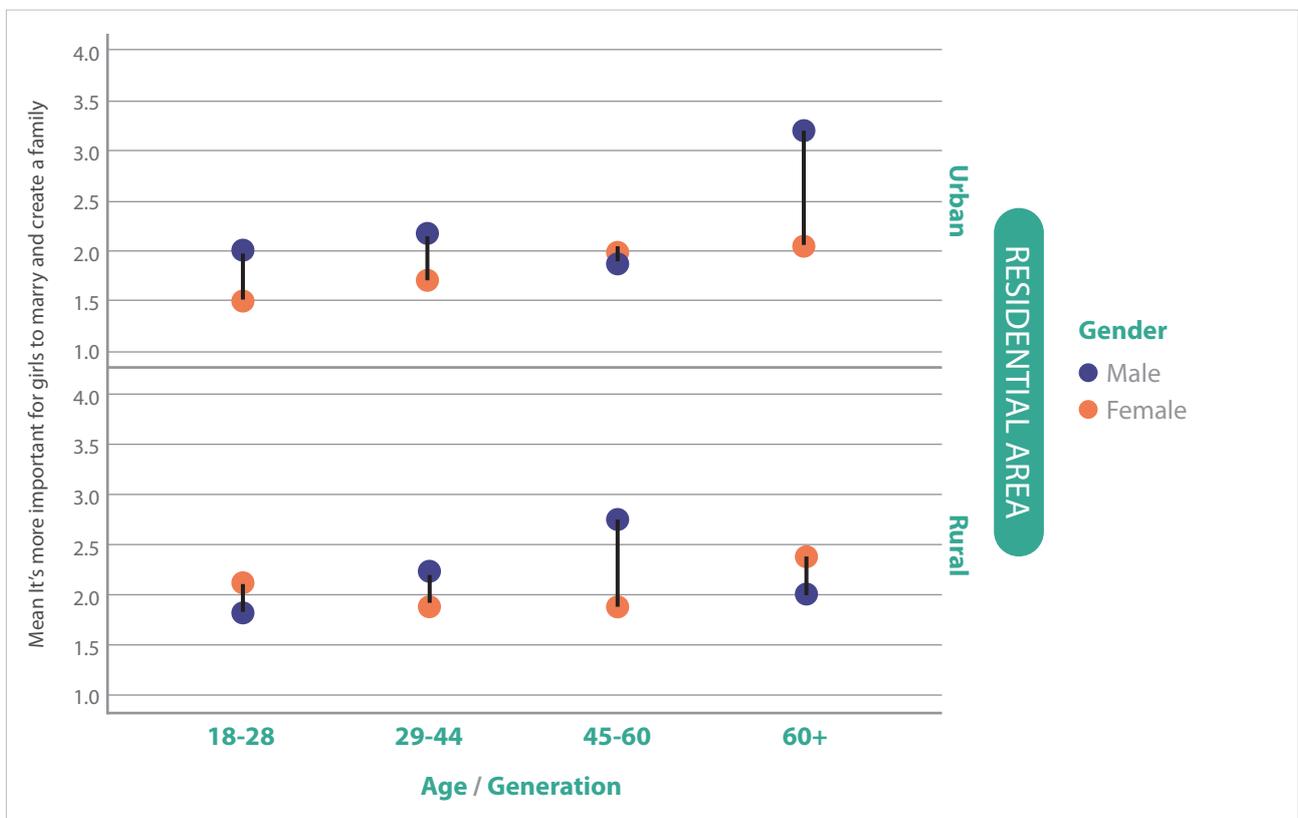
The stereotype of “men as community leaders” appears less common among younger generations compared to those 60+. Interestingly, young men (18–28) agreed more with this view than their female peers. Respondents aged 60+ scored highest on this stereotype, with differences across generations being statistically significant.



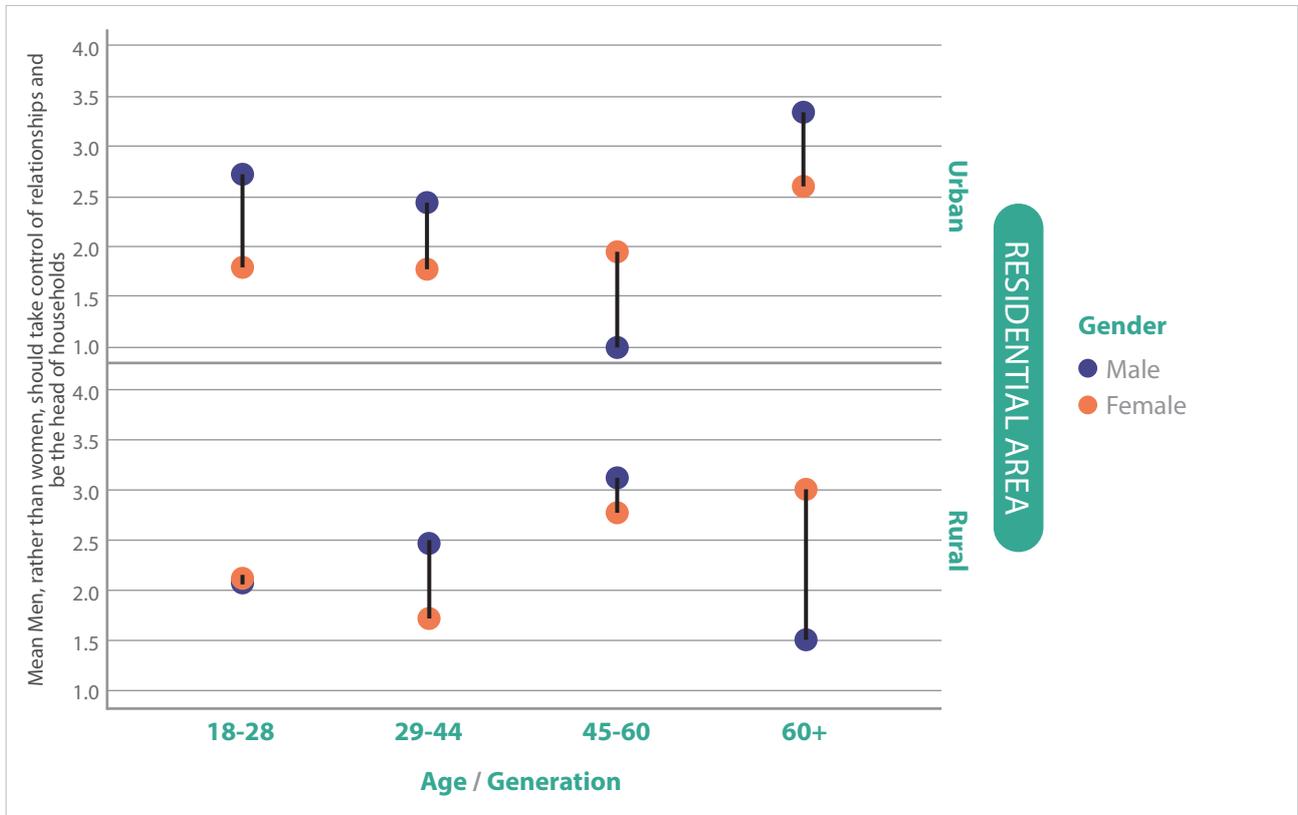
The belief that “Women work less than men, so they make less money” was more frequently endorsed by rural respondents, particularly rural women aged 60+.



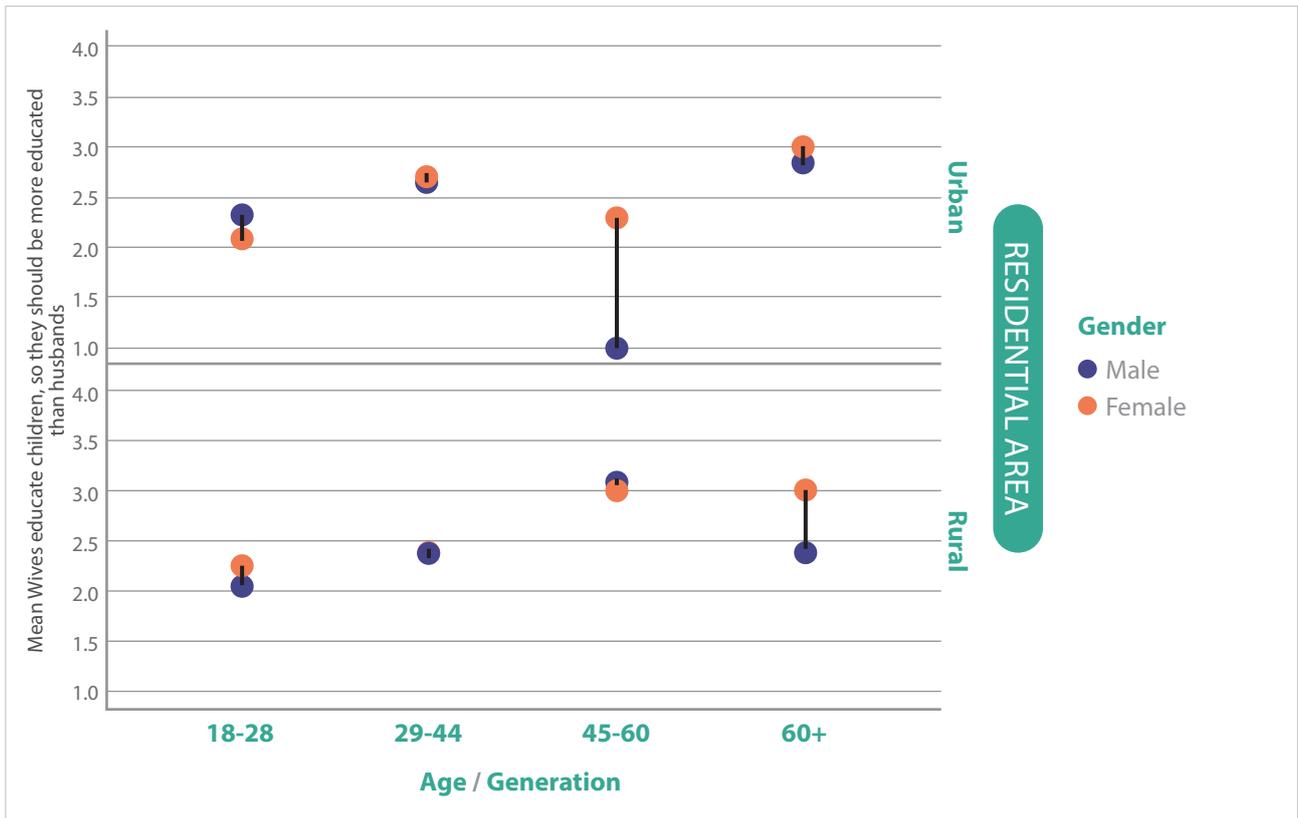
Male respondents were generally more likely than female respondents to agree with “It’s more important for girls to marry and create a family.” The exception was rural women aged 60+, who scored similarly to men.



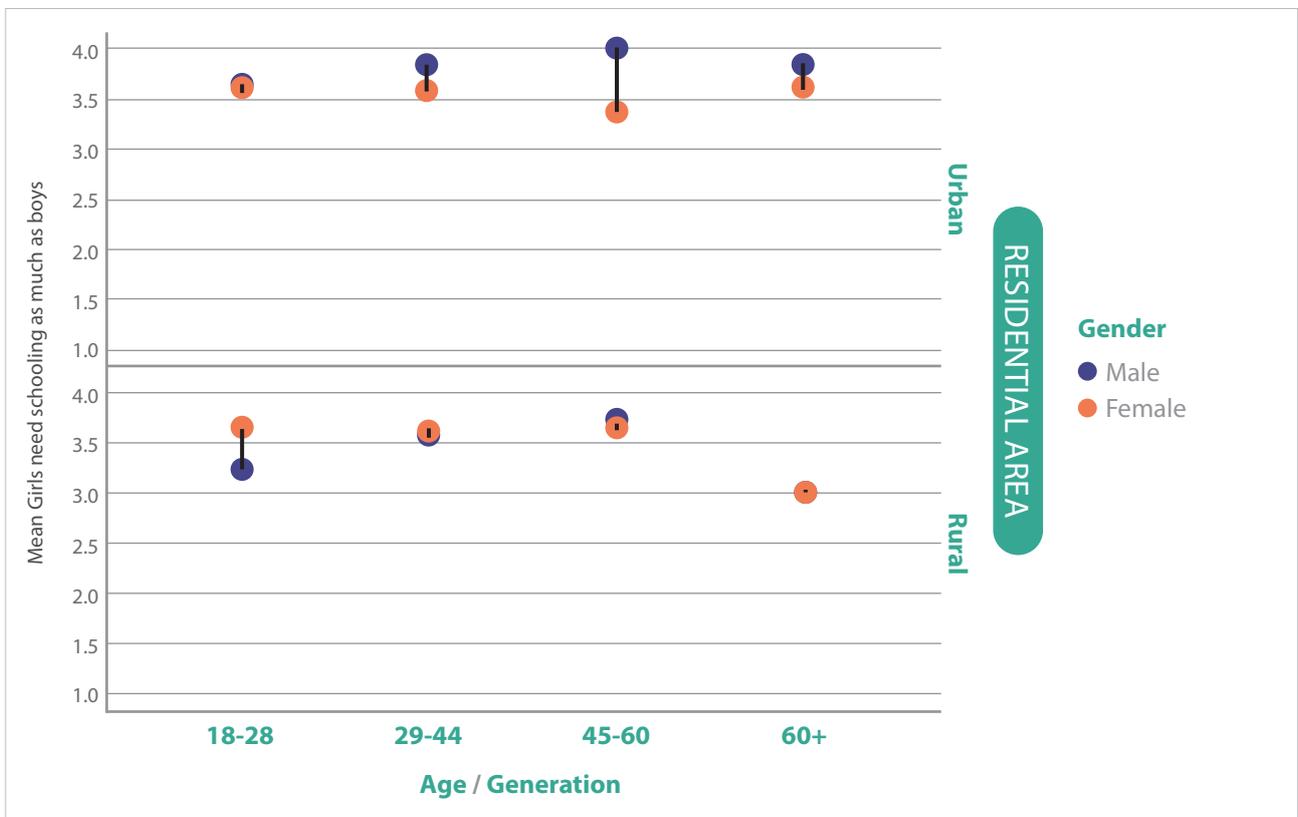
Although male and female respondents aged 18–28 were generally close in their responses, young men expressed higher agreement with “Men, rather than women, should take control of relationships and be the head of households.” Overall, respondents aged 45–60 and 60+ scored higher on this item than the younger generations (18–28 and 29–44).



The provocative statement “Wives educate children, so they should be more educated than husbands” split respondents into two groups. Responses suggest that education is still strongly associated with jobs and material income rather than broader learning and enlightenment.



The statement with the highest agreement across respondents was “Girls need schooling as much as boys.” Differences between groups were minimal, though rural men aged 18–28 scored slightly lower than others.



# Attitudes towards Domestic Violence & Sexual Harassment

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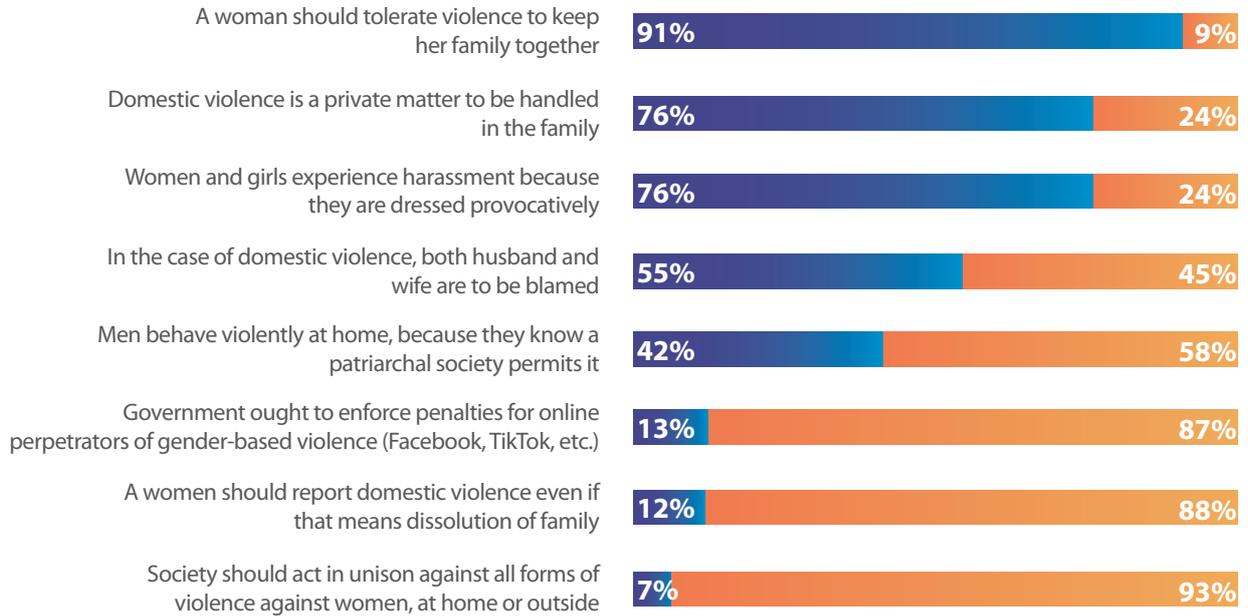
The world is not a safe place for women, and gender stereotypes—together with cultural tendencies to minimize and normalize violence—play a role in sustaining this reality. In this study, several gender roles and stereotypes were tested, with some statements intentionally reversed. Respondents were asked to rate their agreement on a four-point scale, where 1 indicated “Strongly disagree” and 4 indicated “Strongly agree.” As in the previous section, higher scores do not automatically signal more favorable responses, since interpretation depends on the content of each statement.

Findings from the overall sample (N = 305), without distinguishing between categories, show that the majority of respondents opposed gender-based violence. More than 90% disagreed with the statement that a woman should endure domestic violence to preserve family unity (“A woman should tolerate violence to keep her family together”), and 93% agreed that “Society should act in unison against all forms of violence against women, at home or outside.”

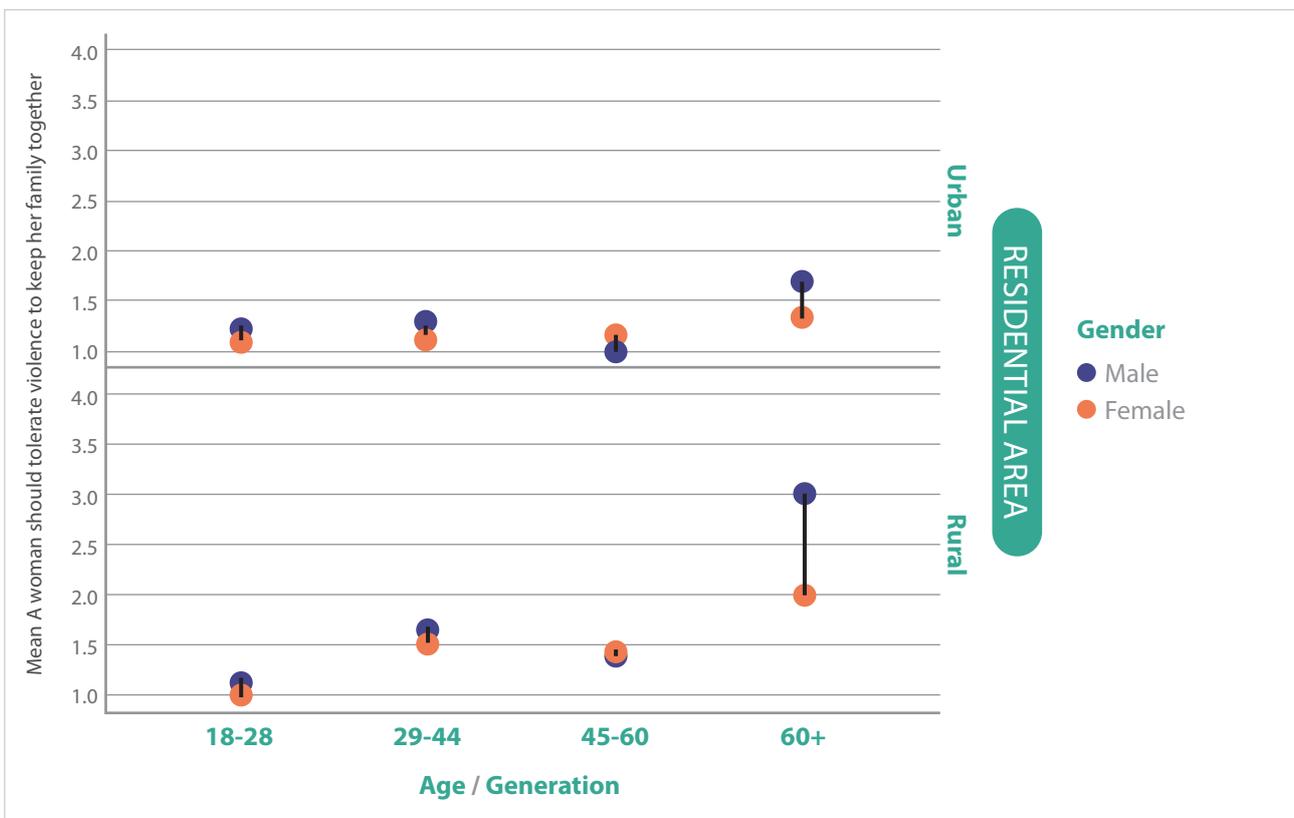
Nonetheless, a concerning minority (7-9%) expressed attitudes that justify or downplay violence. Twelve percent of respondents believed it is better for a woman not to report domestic violence if doing so would dissolve the family (“A woman should report domestic violence even if that means dissolution of the family”). Almost one-quarter (24%) agreed that “Domestic violence is a private matter to be handled within the family.” The inclination toward perpetrator justification and victim-blaming is most evident in the statement “In the case of domestic violence, both husband and wife are to be blamed,” which was endorsed by 45% of respondents.

## Gender-based Violence and Sexual Harassment

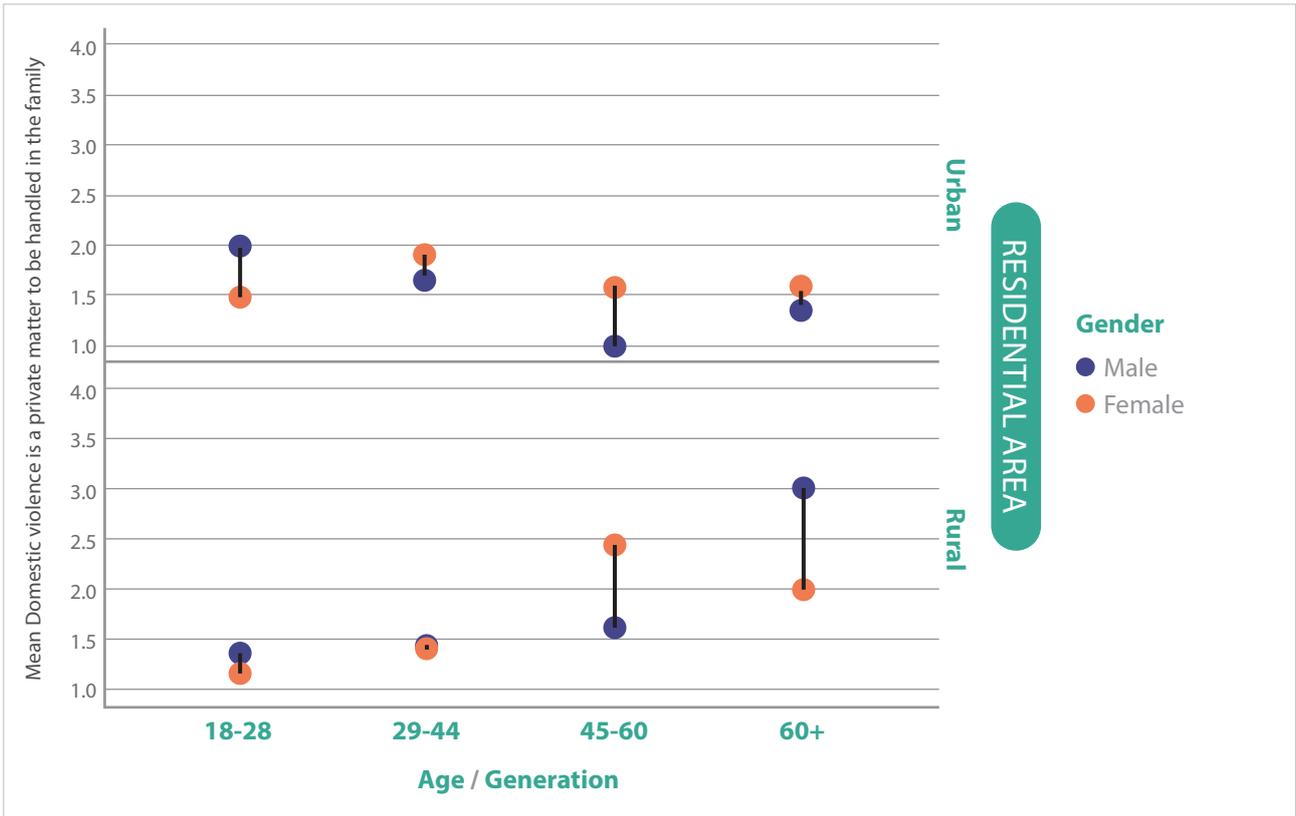
■ Disagree ■ Agree



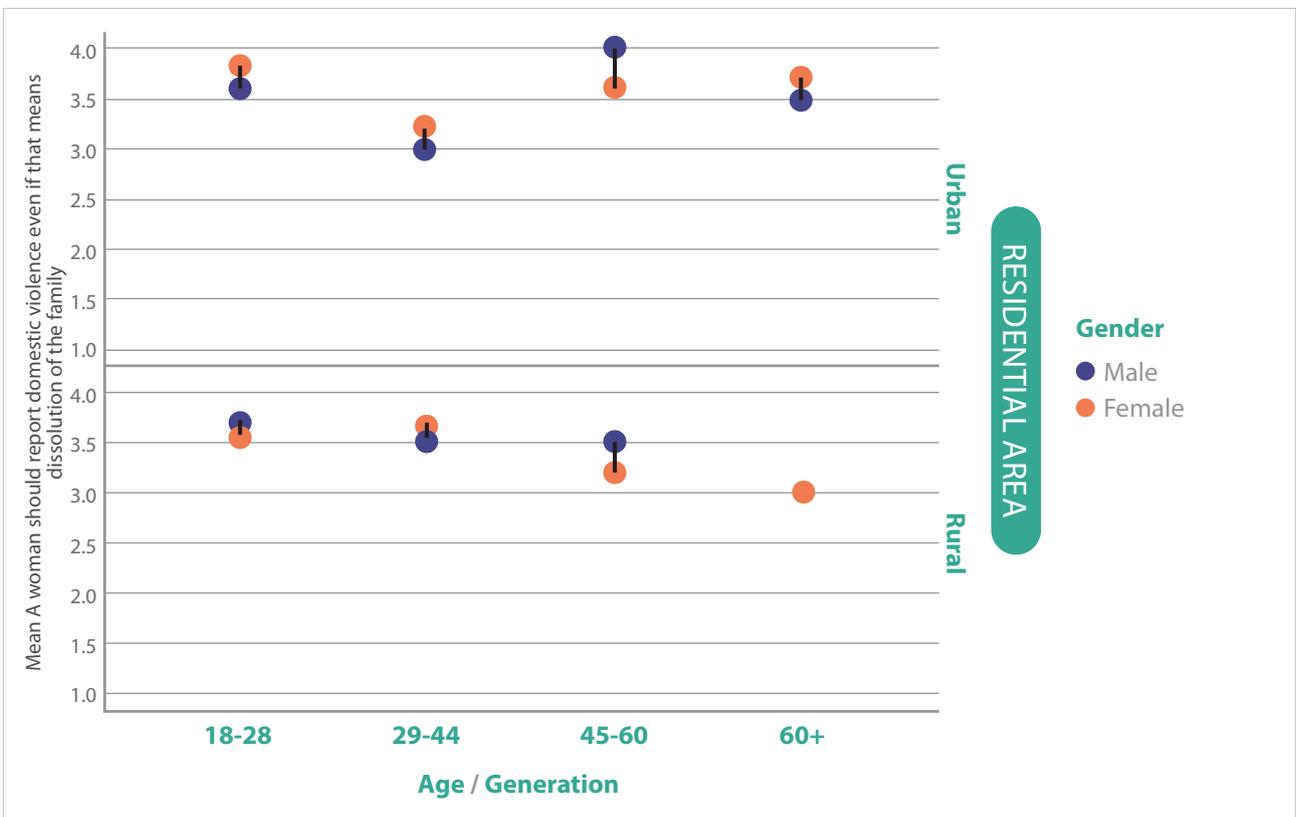
Agreement with “A woman should tolerate violence to keep her family together” was very low overall, except among rural respondents aged 60+.



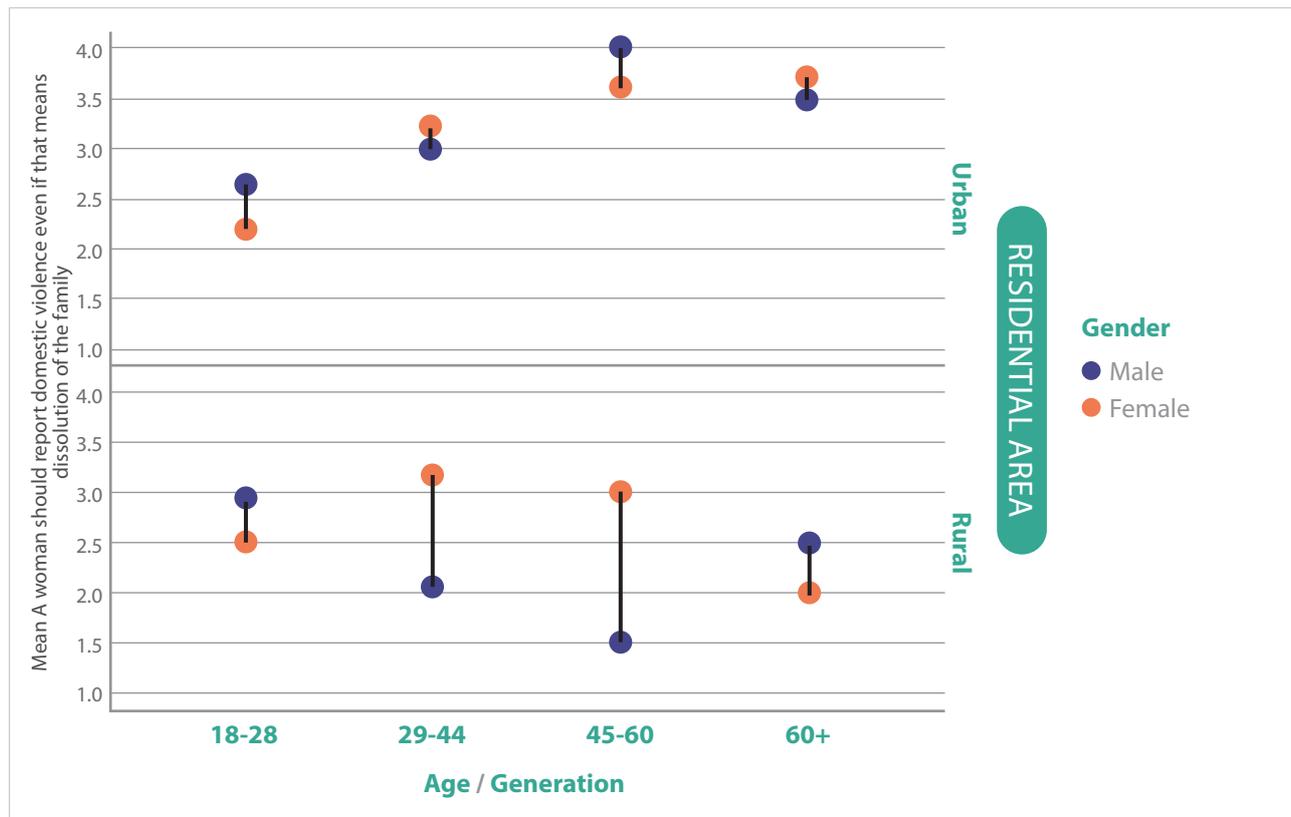
Agreement with “Domestic violence is a private matter to be handled in the family” was also low, except for rural women aged 45–60.



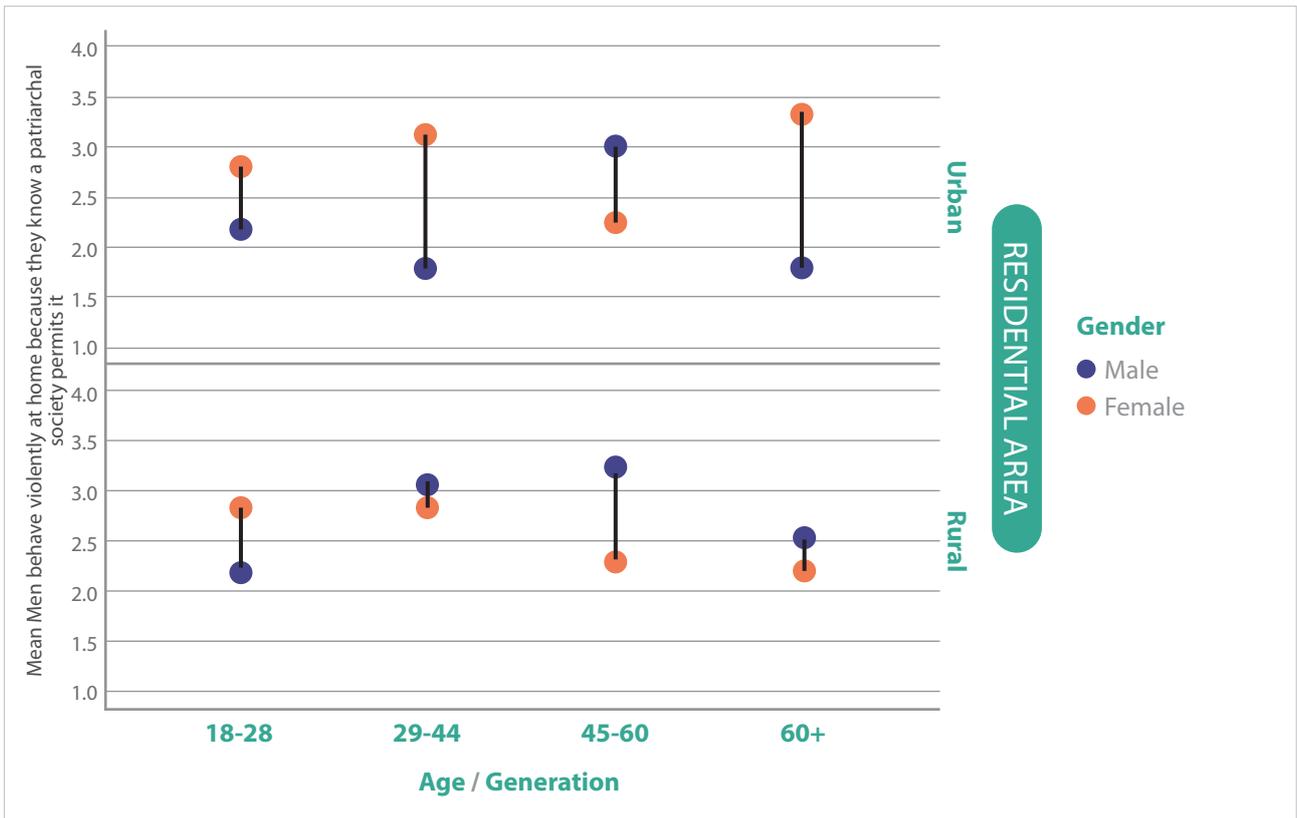
Respondents showed high agreement with “A woman should report domestic violence even if that means dissolution of the family”, except for rural women aged 45–60 and urban respondents aged 29–44.



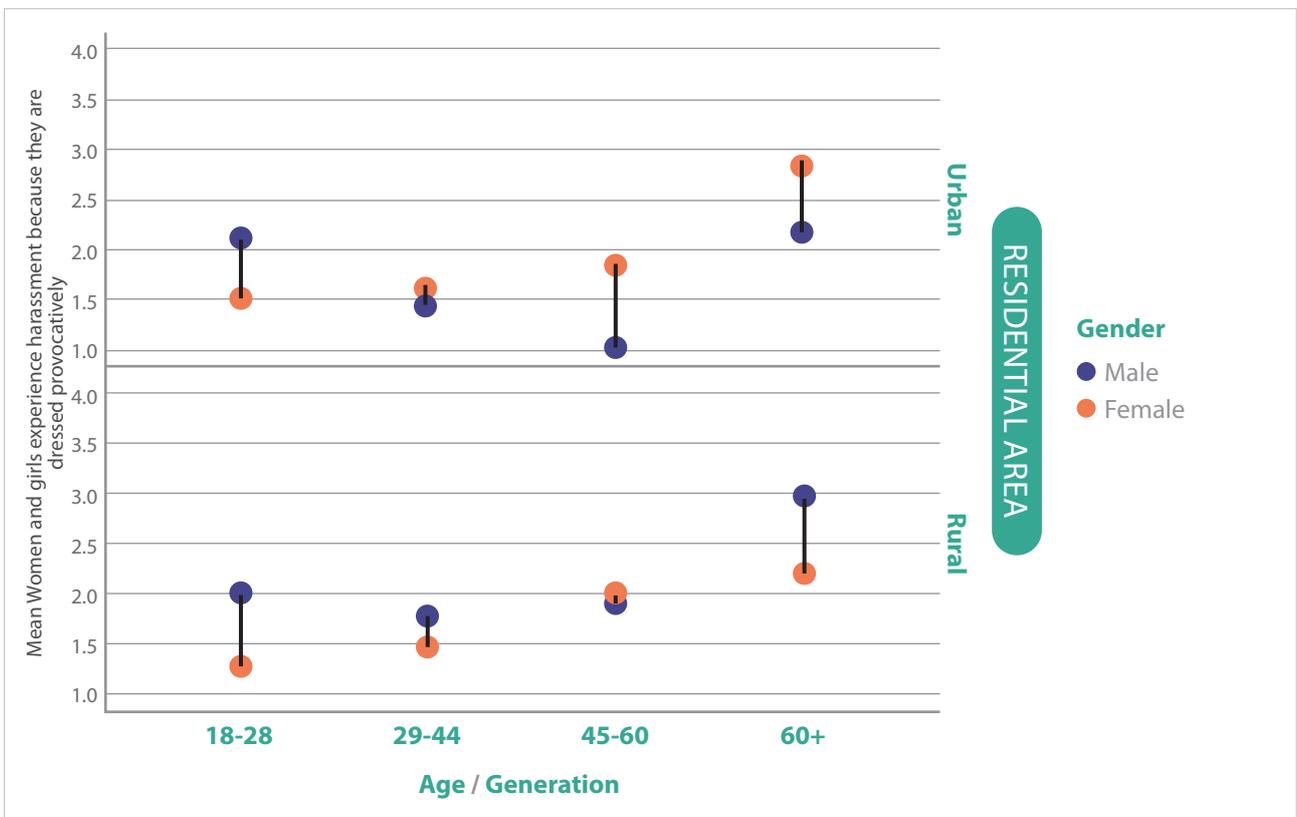
Responses to “In the case of domestic violence, both husband and wife are to be blamed” were highly divergent. The gap was stark between urban and rural men aged 45–60, and also pronounced between urban and rural women aged 29–44.



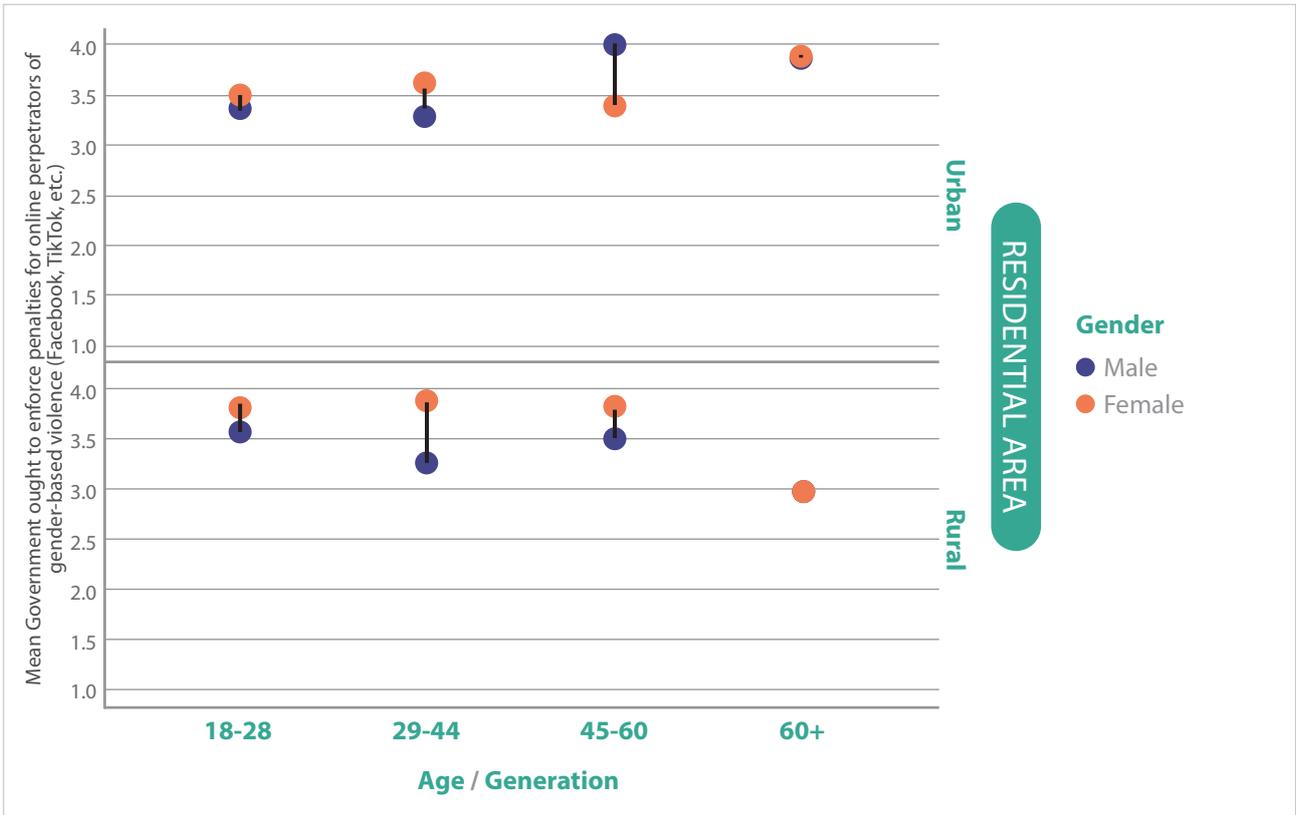
Responses to “Men behave violently at home because they know a patriarchal society permits it” require careful interpretation. The statement was understood differently by respondents: some disagreed, meaning “Our society no longer permits it,” while others agreed to signal criticism of patriarchal norms that enable violence. Because of these mixed interpretations, the results should be read with caution.



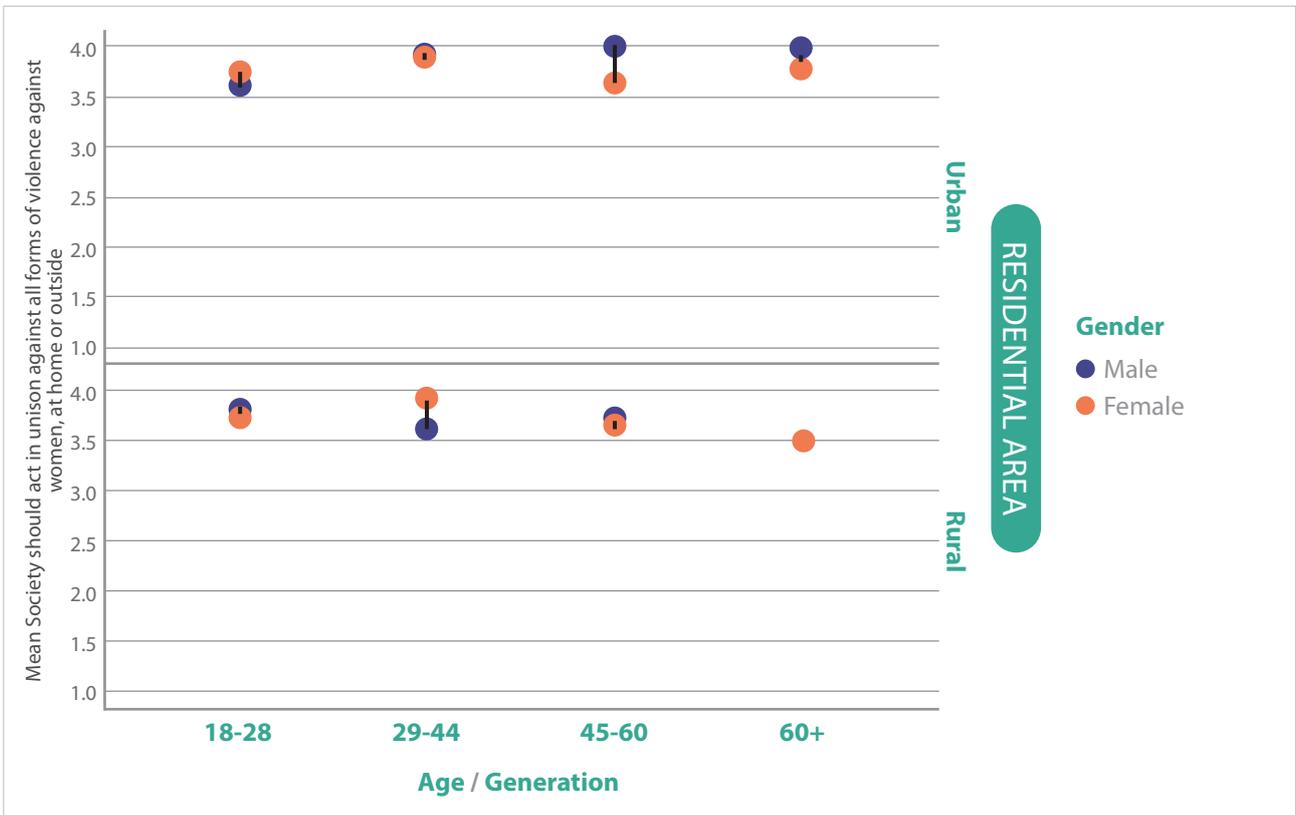
Male respondents aged 18–28 and 60+ were more likely to agree with “Women and girls experience harassment because they are dressed provocatively”, in both urban and rural areas.



There was high agreement with “Government ought to enforce penalties for online perpetrators of gender-based violence (Facebook, TikTok, etc.)”. Male respondents aged 45–60 expressed stronger agreement than those aged 29–44.



There was broad agreement with “Society should act in unison against all forms of violence against women, at home or outside”, though rural respondents aged 60+ lagged slightly behind.



# Attitudes towards Gender Equality

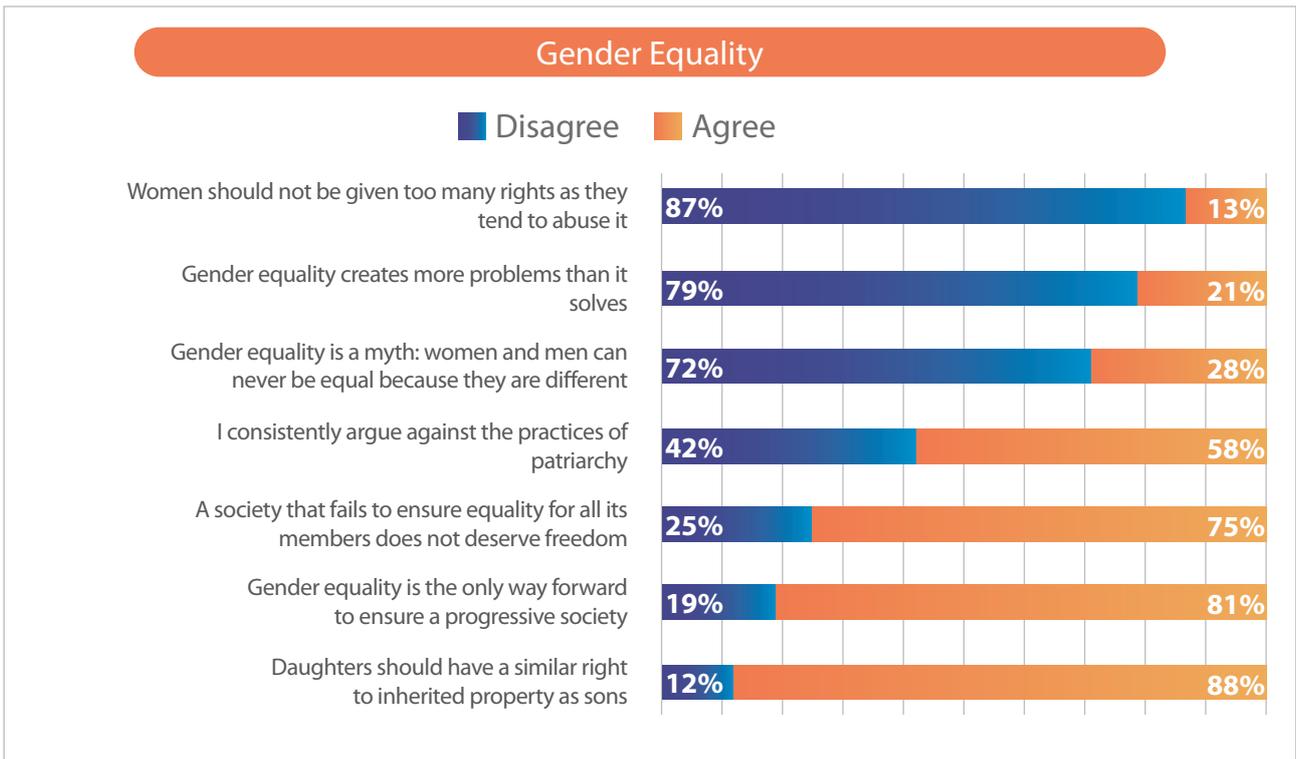
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Several items measuring respondents' attitudes toward gender equality were tested in this study, with some statements intentionally reversed. Respondents were asked to indicate their level of agreement on a four-point scale, where 1 corresponded to "Strongly disagree" and 4 to "Strongly agree." As in the previous section, a higher score does not necessarily imply a more favorable response, since interpretation depends on the content of each statement.

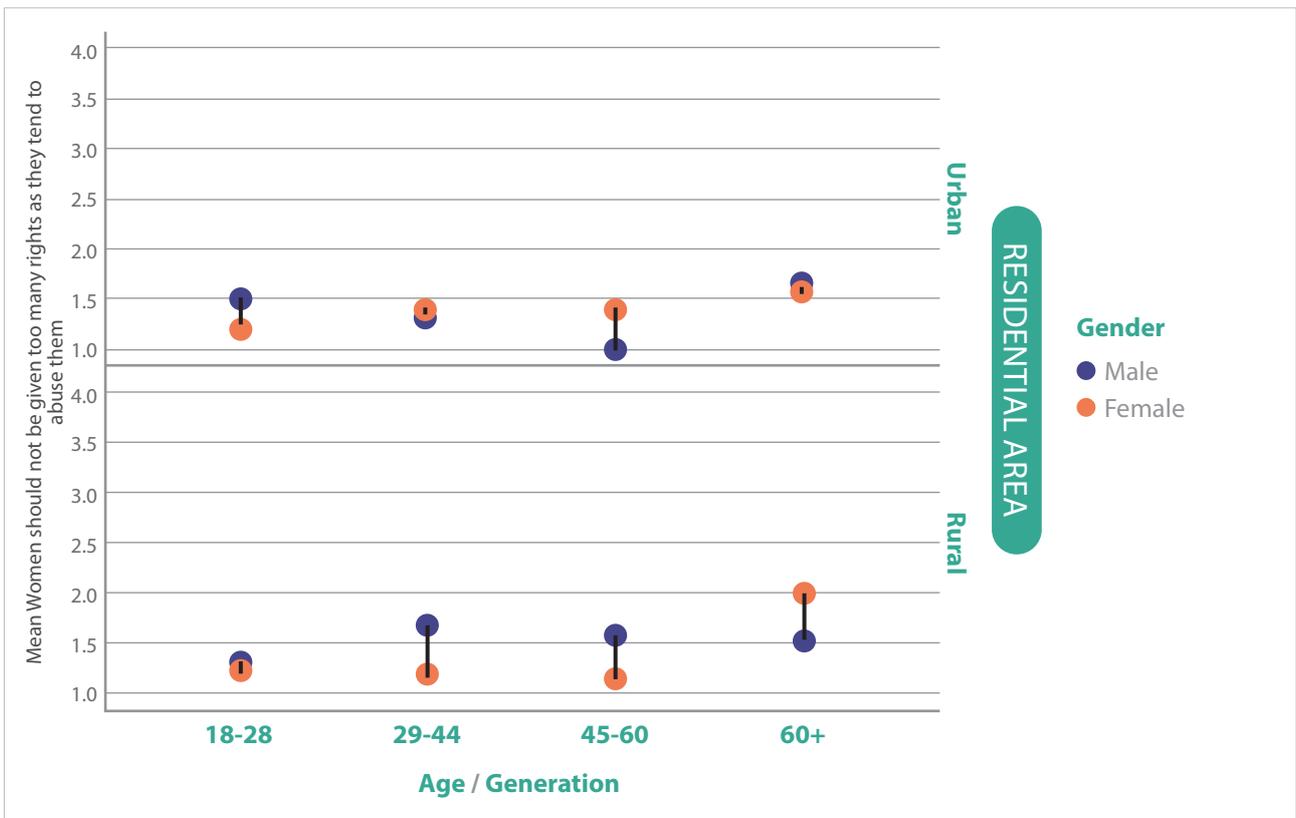
Encouragingly, a substantial majority of respondents rejected the most common dismissals of gender equality. Specifically, 72% disagreed with the notion that gender equality is a myth, 79% disagreed that it creates more problems than it solves, and 87% rejected the idea that women are being "given too many rights."

By the same token, regrettably, a notable minority still holds views that undermine equality. More than one-quarter (28%) of respondents agreed that "Gender equality is a myth: women and men can never be equal because they are different." Similarly, 21% endorsed the view that "Gender equality creates more problems than it solves," and 13% believed that "Women should not be given too many rights, as they tend to abuse them."

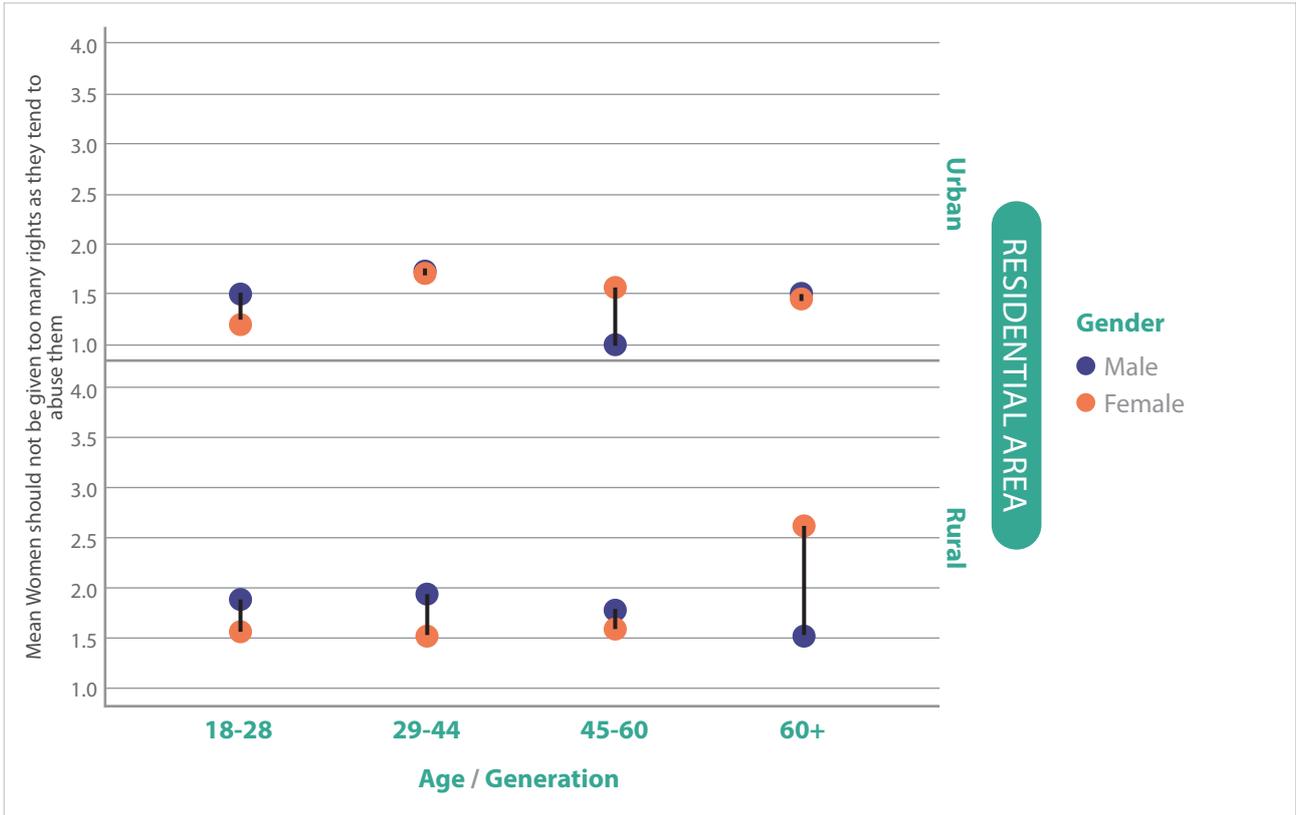
These findings are further reinforced by broader attitudes toward social progress. One-quarter (25%) of the sample disagreed that a free and progressive society must provide equality for all, 19% disagreed that gender equality is the only path forward, and 12% rejected equal inheritance rights for girls and boys. Taken together, these results suggest that while strong support for gender equality exists, approximately one-fifth of the population continues to question or resist its principles.



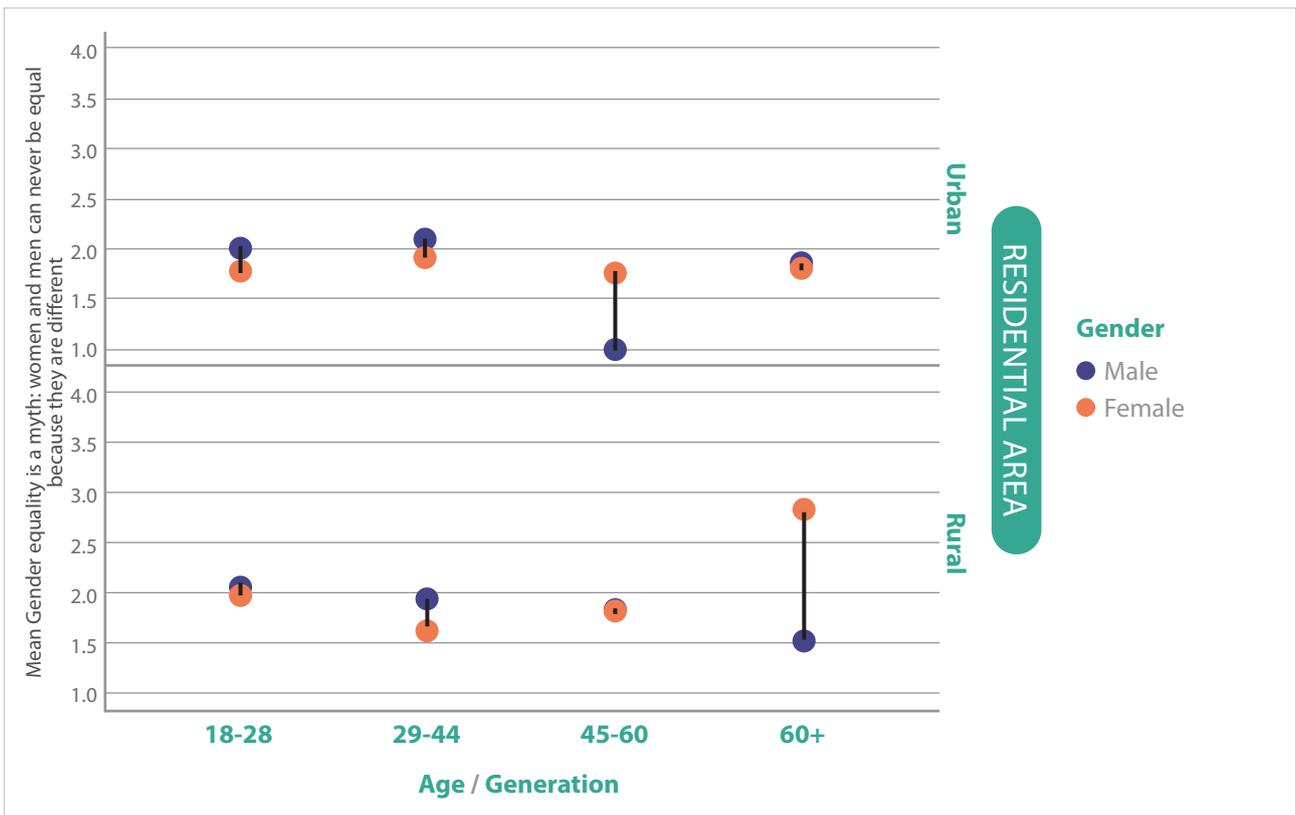
Agreement with “Women should not be given too many rights as they tend to abuse them” was generally low. In rural areas, some gender differences appeared among older generations, but no statistically significant differences were found across the main categories.



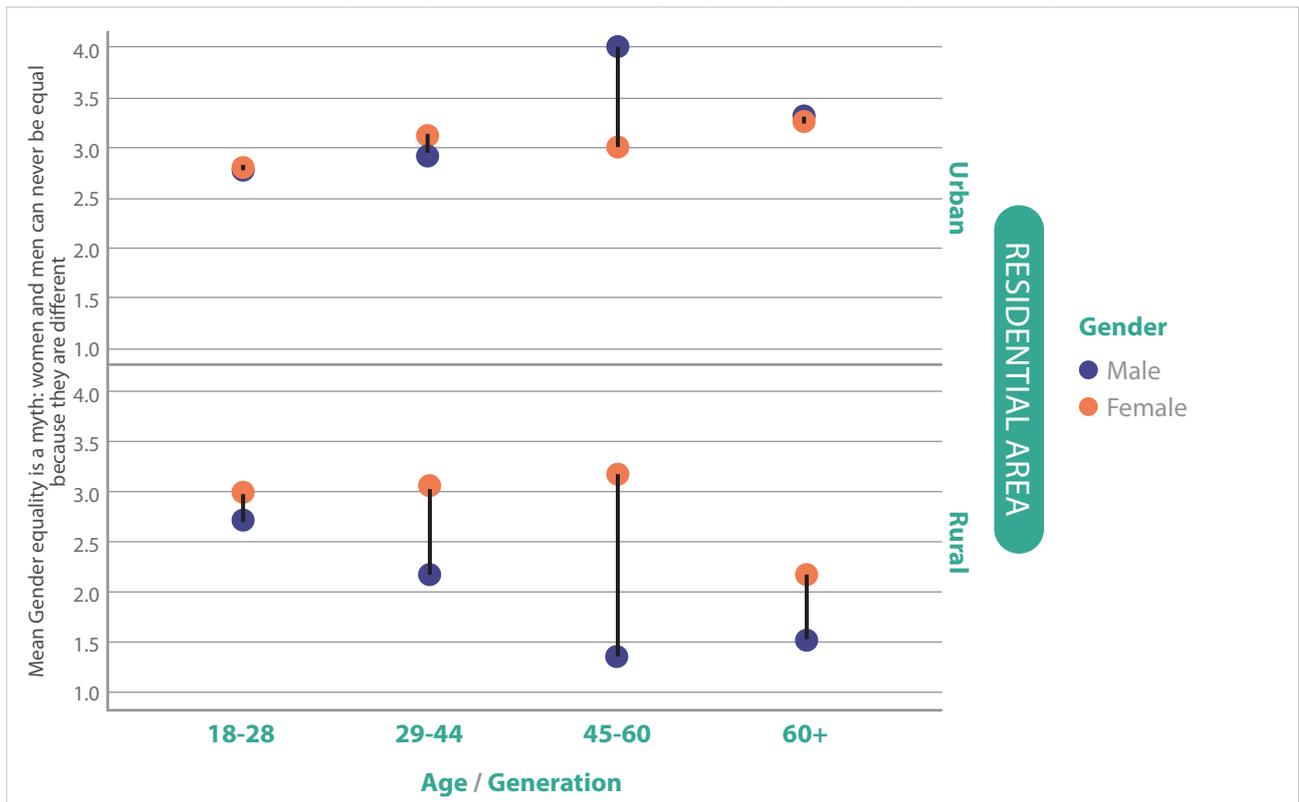
Agreement with “Gender equality creates more problems than it solves” was also low overall in both urban and rural areas. Rural women aged 60+ stood out for higher endorsement.



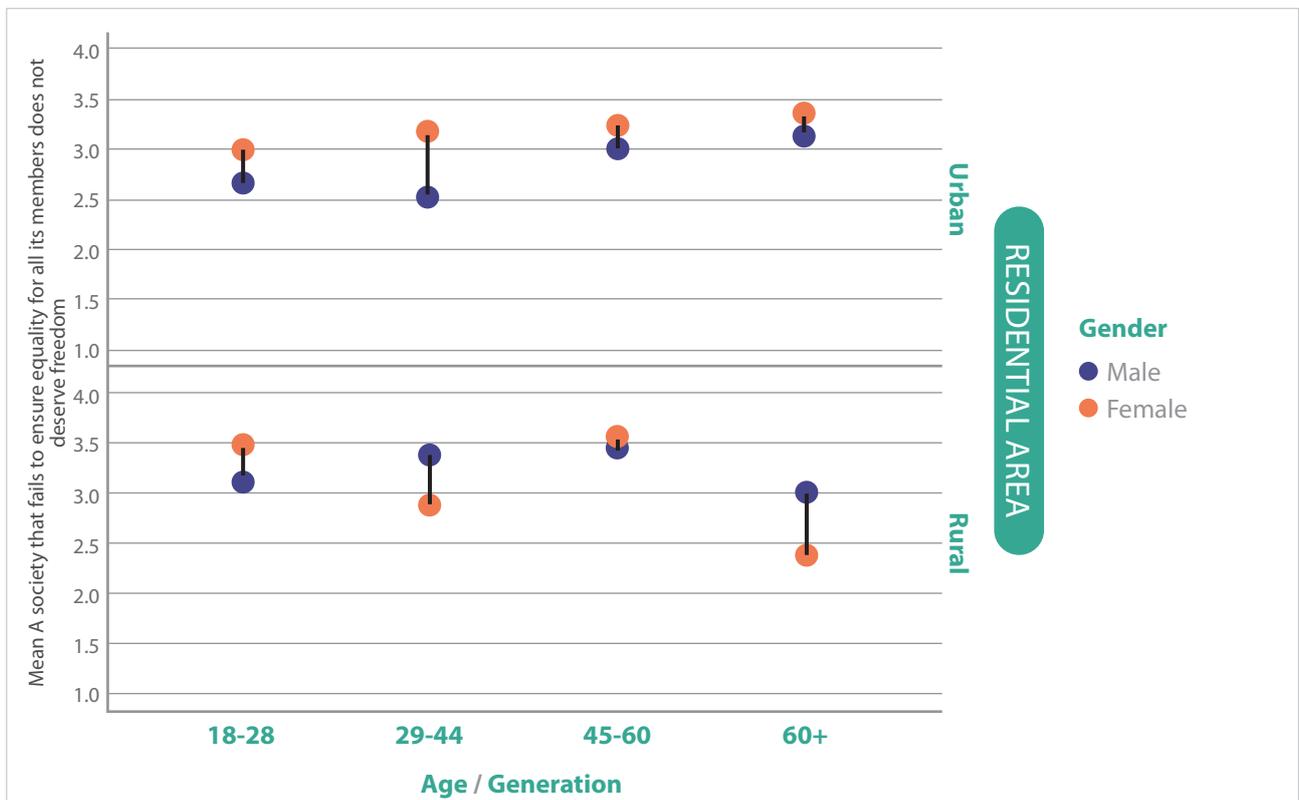
Agreement with “Gender equality is a myth: women and men can never be equal because they are different” was generally low across urban and rural areas. Again, rural women aged 60+ showed higher endorsement than other groups.



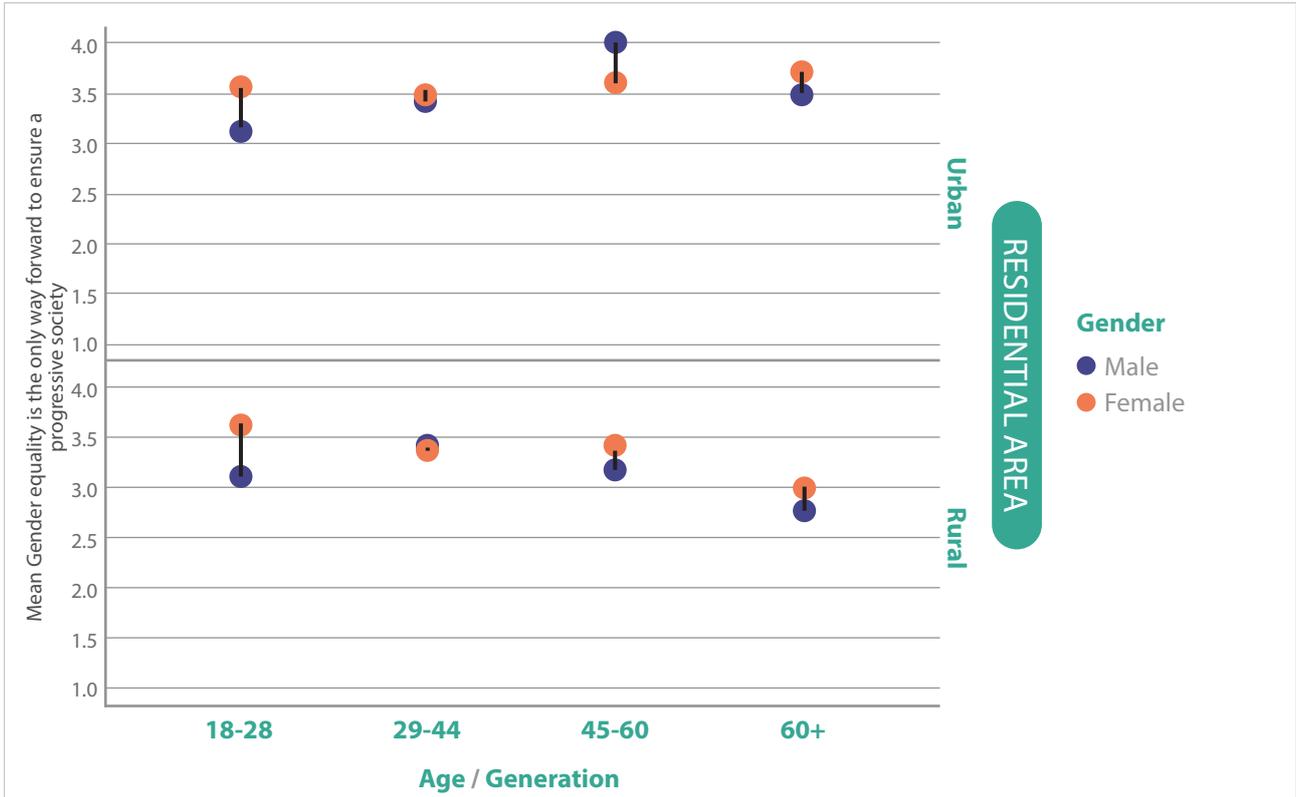
Advocacy for gender equality and opposition to patriarchy ranged from average to low, particularly among rural men aged 29–44, 45–60, and 60+. By contrast, rural women aged 18–28, 29–44, and 45–60 scored as highly as urban women in agreeing with “I consistently argue against the practices of patriarchy.”



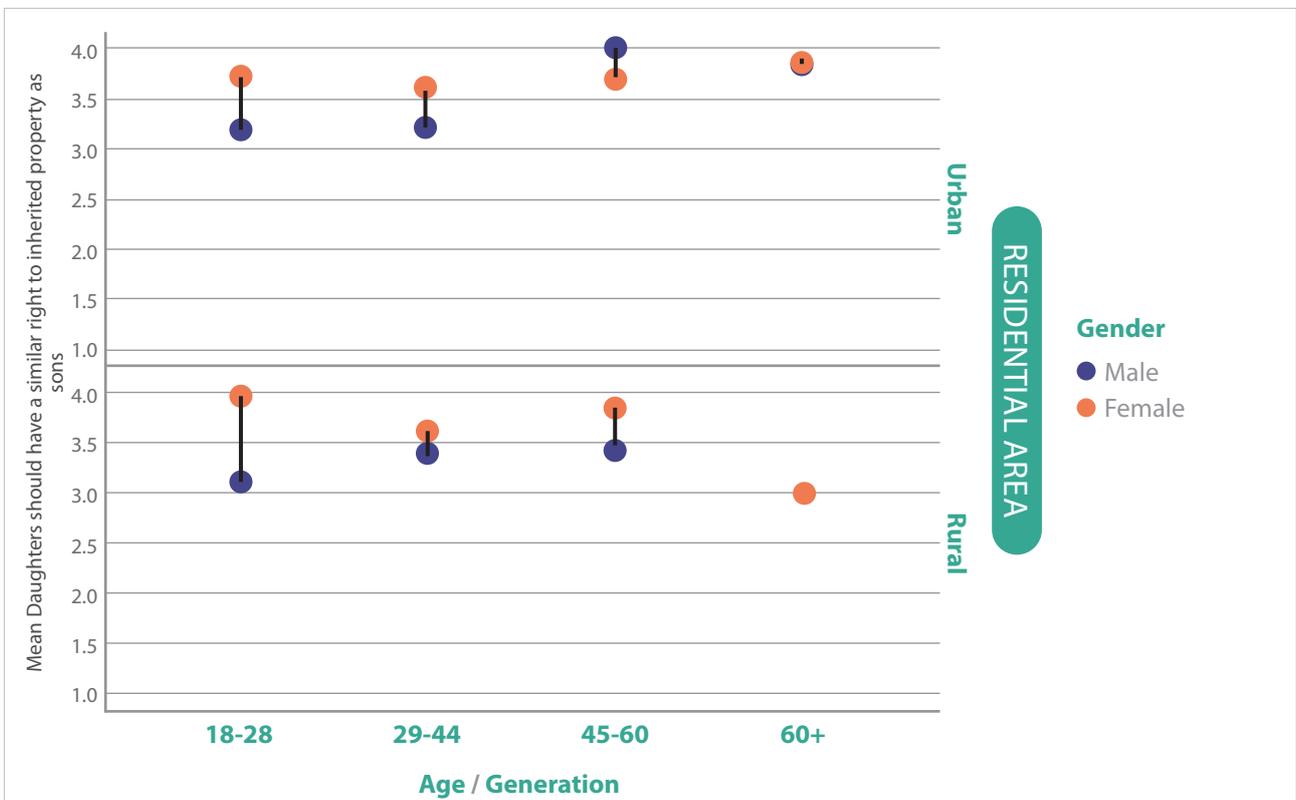
Agreement with “A society that fails to ensure equality for all its members does not deserve freedom” was moderate to high overall across both urban and rural areas. Urban women of all generations stood out for strong endorsement.



Agreement with “Gender equality is the only way forward to ensure a progressive society” was high overall across categories. Male urban respondents aged 18–28 stood out for slightly lower endorsement.



Agreement with “Daughters should have a similar right to inherited property as sons” was high overall across both urban and rural respondents. Male respondents aged 18–28 showed lower endorsement than other groups.



# Conclusions & Key Learnings

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## Understanding Gender-based Violence:

- The results from the overall sample (N=305), without distinguishing between different demographic categories, primarily show that violence is still often recognized through physical assaults, fear, force, and threats. A smaller proportion of respondents identified violence in terms of spousal or partner control, whether behavioral or informational. However, a large proportion of respondents recognized psychological pressure as gender-based violence (80%) and identified male physical tantrums as violence, even if no direct physical harm was caused (86%).
- It is concerning that 20% of respondents still hold stereotypical views, believing that a typical man is likely or expected to exercise control within the family or inner circle, and may resort to violent means when deemed necessary. About one-third of respondents justified persistent informational surveillance by husbands (32%) or wives (36%), while nearly one-quarter (24%) justified social control exerted by a husband over his spouse. Unfortunately, 21% of the overall sample showed a tendency to justify economic violence.
- Female respondents of all generations are better at recognizing gender-based violence, compared to their male counterparts. Rural females of generation 60+ often lag behind.
- Urban respondents of all generations are better at recognizing gender-based violence, compared to their rural counterparts. Their awareness of economic control and surveillance aspects of gender-based violence is significantly better.
- There are variations between age categories pertaining to what they count as gender-based violence. The differences are statistically significant ( $p < 0.05$ ) in three cases only:
  - Generation 45-60 is better than 29-44: "A man throws or smashes objects to frighten or threaten a woman".
  - Generation 45-60 is better than 18-29: "Men are men: they are expected to exercise coercive control".
  - Generation 45-60 is worse than 18-29: "Man controls wife's money despite her will".

## Endorsing gender roles and stereotypes:

- Findings from the overall sample (N = 305), without distinguishing between categories, reveal that the majority of respondents rejected traditional gender roles and stereotypes. For example, 86% disagreed that men are logically superior, and 83% disagreed that men are more suited to science and technology. Encouragingly, 87% of respondents agreed that girls need schooling as much as boys, emphasizing the importance of education for both genders.
- Nonetheless, certain stereotypes remain prevalent. The stereotype of men as family leaders also persisted, with 40% of respondents supporting this view. Nearly one-third (31%) of respondents endorsed the belief that a girl's most important role is marriage and family; 30% agreed that women earn less because they work less, likely equating "work" exclusively with paid employment.
- Overall, male respondents score higher in endorsing gender stereotypes, compared to their female counterparts. The difference is statistically significant ( $p < 0.01$ ) except for three cases:
  - "Girls need schooling as much as boys."
  - "Wives educate children, so they should be more educated than husbands."
  - "Let's be fair, Science (STEM) jobs are for men, not women and girls."
- Overall, rural respondents score higher in endorsing gender stereotypes, compared to their urban counterparts. The differences are statistically significant ( $p < 0.01$ ) except for four cases:
  - "Girls need schooling as much as boys."
  - "Men are more capable than women of thinking logically."
  - "Wives educate children, so they should be more educated than husbands."
  - "Let's be fair, Science (STEM) jobs are for men, not women and girls."
- There are variations between age categories pertaining to gender stereotypes, with higher endorsement of stereotypes for Generations 45-60 and 60+ relative to 18-28 and 29-44. The difference is statistically significant ( $p < 0.05$ ) except in the below cases. In these cases, the differences between generations are minimal:
  - "Women are too emotional to be good leaders."
  - "Girls need schooling as much as boys."
  - "Men are more capable than women of thinking logically."
  - "Let's be fair, Science (STEM) jobs are for men, not women and girls."

## Attitudes towards Domestic Violence & Sexual Harassment:

- Findings from the overall sample (N = 305), without distinguishing between categories, show that the majority of respondents opposed gender-based violence. More than 90% disagreed with the statement that a woman should endure domestic violence to preserve the family.
- Nonetheless, a concerning minority (7-9%) expressed attitudes that justify or downplay violence. Twelve percent of respondents believed it is better for a woman not to report domestic violence if doing so would dissolve the family. Almost one-quarter (24%) saw domestic violence as "a private matter to be handled within the family." The inclination toward perpetrator justification and victim-blaming is still present.

- Overall, no significant differences pertaining to domestic violence between male and female respondents, except in two cases. First, male respondents scored significantly higher ( $p < 0.01$ ) for “A woman should tolerate violence to keep her family together.” And, also, male respondents agreed more with “Women and girls experience harassment because they are dressed provocatively”.
- Overall, no significant differences pertaining to domestic violence between urban and rural respondents, except for “A woman should tolerate violence to keep her family together.” In this case, there is significantly higher agreement by rural respondents.
- There are variations between age categories pertaining to domestic violence, with higher agreement for Generations 45-60 and 60+ relative to 18-28 and 29-44. The difference is statistically significant ( $p > 0.05$ ) in a few cases only. Generation 60+ tend to agree more that sexual harassment is associated with provocative dress. Generation 18-28 scored significantly lower relative to all other generations for “A woman should tolerate violence to keep her family together.”

### Attitudes towards Gender Equality:

- Encouragingly, a substantial majority of respondents rejected the most common dismissals of gender equality. Specifically, 72% disagreed with the notion that gender equality is a myth, 79% disagreed that it creates more problems than it solves, and 87% rejected the idea that women are being “given too many rights.”
- Regretfully, a notable minority still holds views that undermine equality. More than one-quarter (28%) of respondents agreed that “Gender equality is a myth: women and men can never be equal because they are different.” Similarly, 21% endorsed the view that “Gender equality creates more problems than it solves,” and 13% believed that “Women should not be given too many rights, as they tend to abuse them.”
- These findings are further reinforced by broader attitudes toward social progress. One-quarter (25%) of the sample disagreed that a free and progressive society must provide equality for all, 19% disagreed that gender equality is the only path forward, and 12% rejected equal inheritance rights for girls and boys. Taken together, these results suggest that while strong support for gender equality exists, approximately one-fifth of the population continues to question or resist its principles.
- Overall, no significant differences pertaining to gender equality between male and female respondents, except in three cases. Female respondents score significantly higher for:
  - “Gender equality is the only way forward to ensure a progressive society.”
  - “I consistently argue against the practices of patriarchy.”
  - “Daughters should have a similar right to inherited property as sons.”
- Overall, no significant differences pertaining to gender equality between urban and rural respondents, except for “I consistently argue against the practices of patriarchy.” In this case, there is significantly higher agreement by urban respondents.
- There are fewer variations between age categories pertaining to gender equality, compared to previous topics. For some reason, generation 45-60 scores significantly lower than all other generations in “I consistently argue against the practices of patriarchy”.

## Key Learnings

### 1. Strengthen Awareness of Non-Physical Violence

- Expand public education campaigns to highlight that gender-based violence includes psychological pressure, economic control, and surveillance, not only physical harm.
- Tailored programs are needed for rural areas and older generations, where recognition of these forms of violence lags.

### 2. Challenge persistent gender stereotypes.

- Promote narratives of shared family leadership and equal professional competence to counter the belief that men are “natural leaders”.
- Develop curricula and media content that counter traditional roles such as confining women’s roles to marriage or caregiving.
- Engage men and boys directly in gender equality programs, as they show higher endorsement of stereotypes than women.
- Engage older generations in intergenerational dialogues to reduce the transmission of stereotypes.

### 3. Address tolerance and justification of domestic violence.

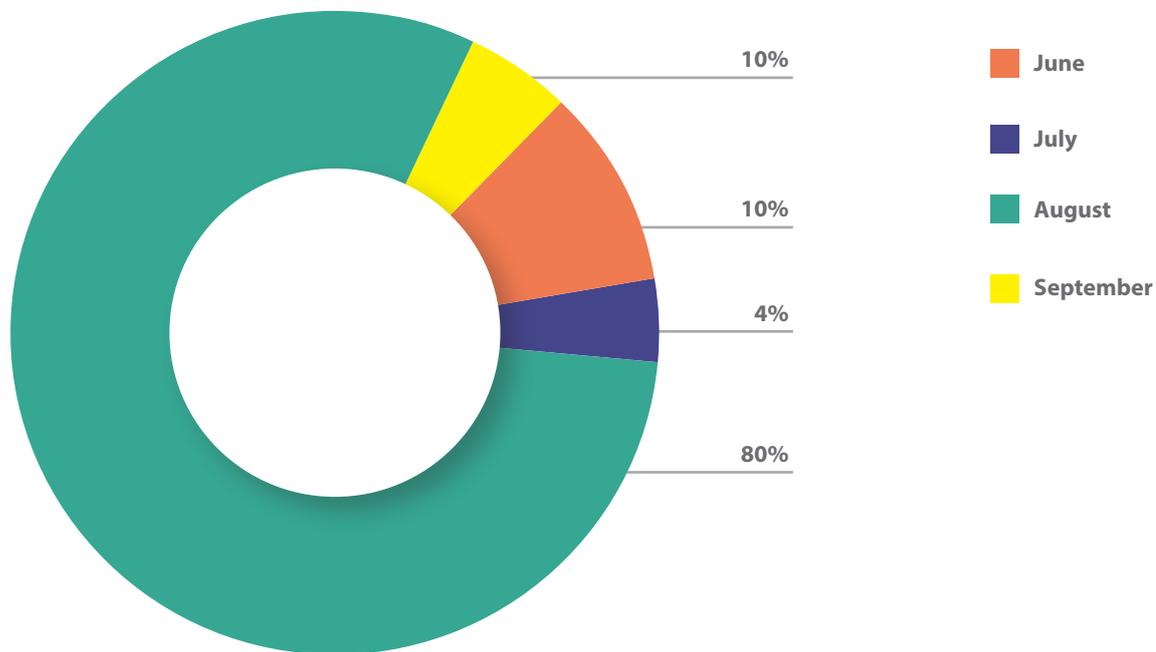
- Design inclusive campaigns and community initiatives that directly confront victim-blaming and the idea that domestic violence is a “private matter.”
- Develop school- and youth-based programs to reinforce rejection of these harmful views among younger generations, consolidating their stronger opposition to violence.

### 4. Promote Gender Equality as a Societal Value

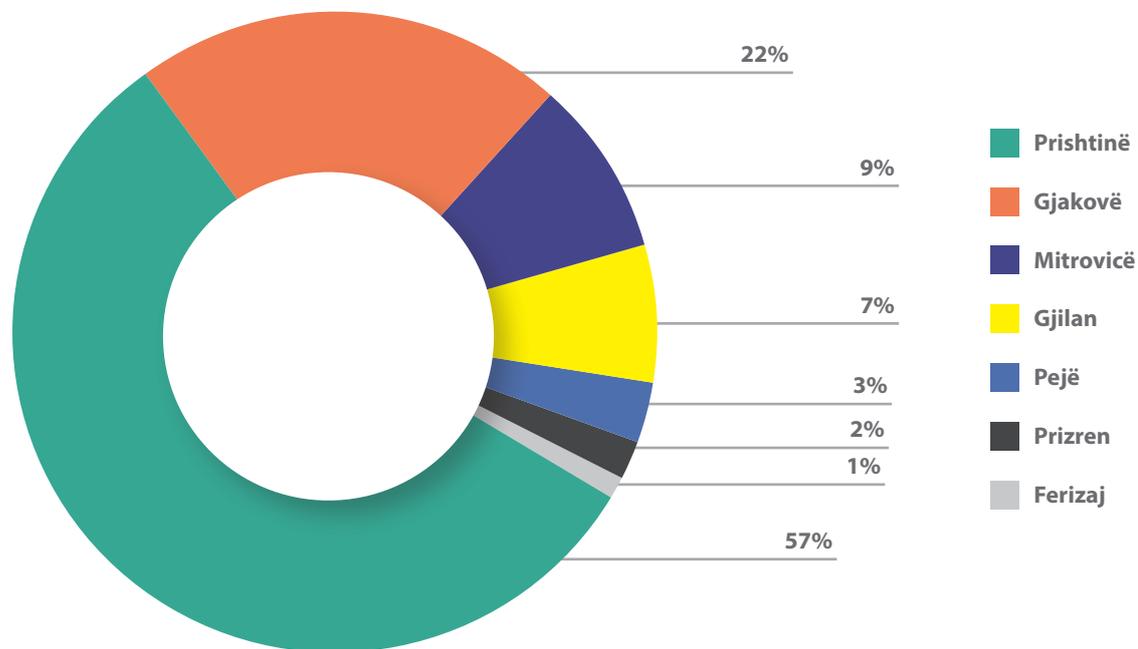
- Reinforce messaging that gender equality is not a myth, nor a source of problems, but essential for social progress.
- Showcase the social and economic benefits of equality to counter the belief that it creates problems or grants “too many rights” to women.
- Highlight inheritance and property rights in awareness campaigns, as resistance to equal rights remains notable.
- Encourage both men and women to challenge patriarchal practices, with urban populations positioned as potential allies and role models for wider societal change.

# Appendix: Sample Overview

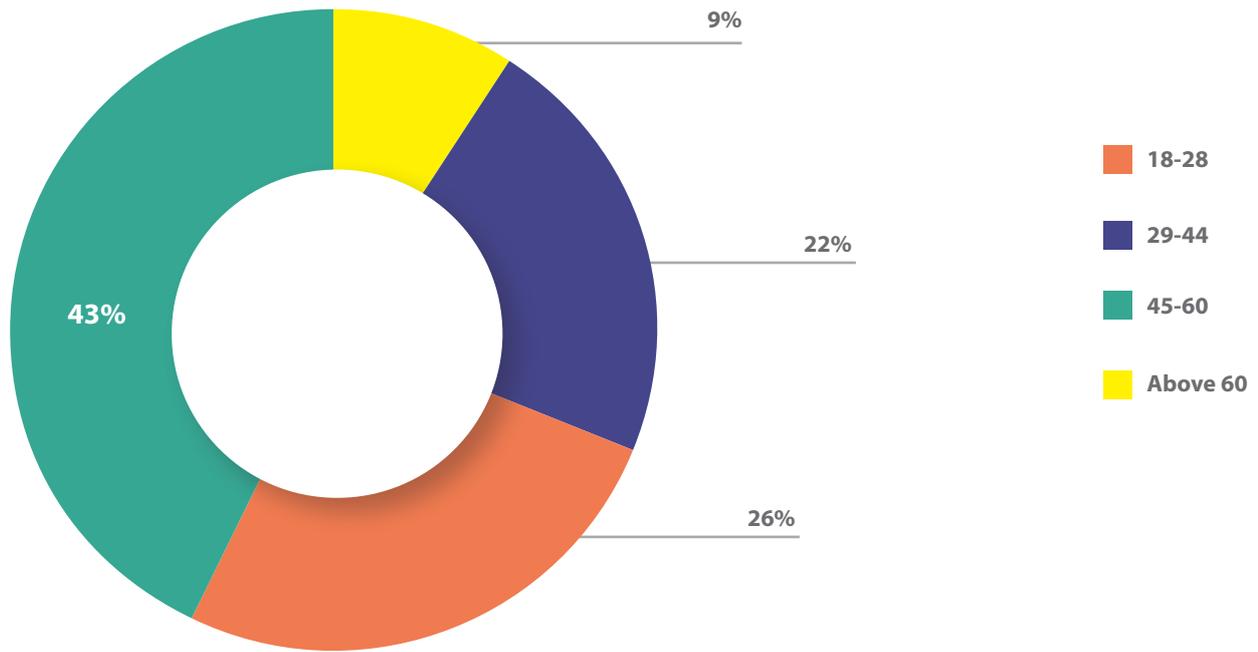
Survey Period, 2025 (N=305)



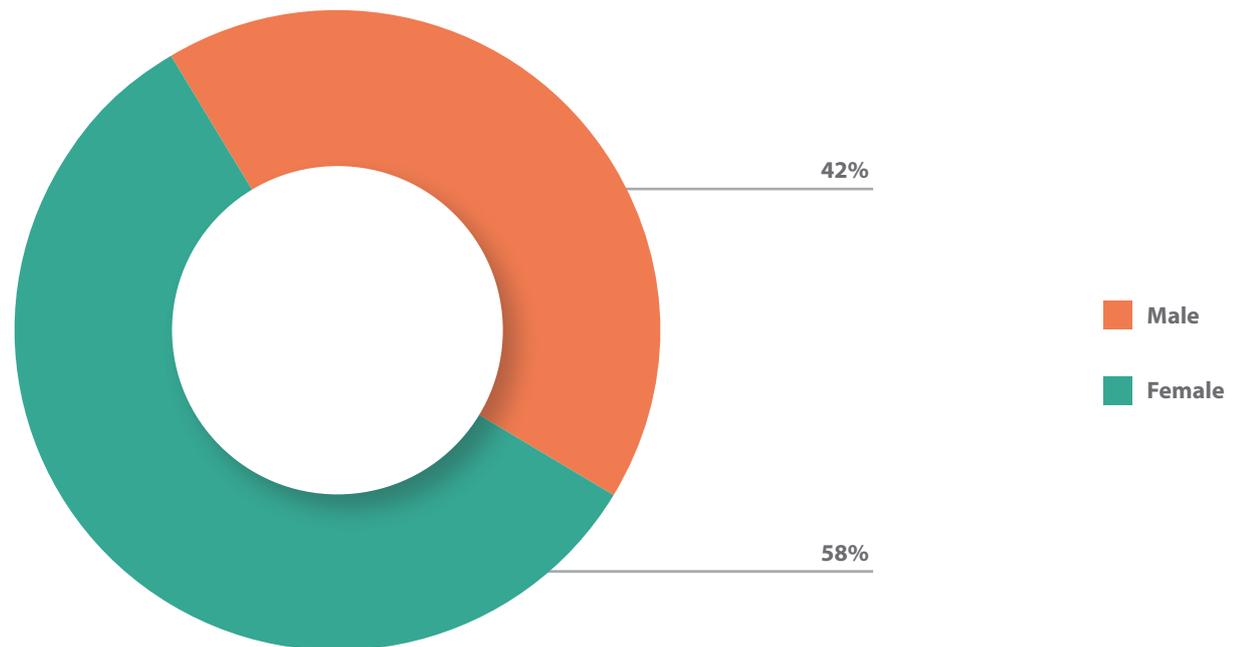
City of Respondents (N=305)



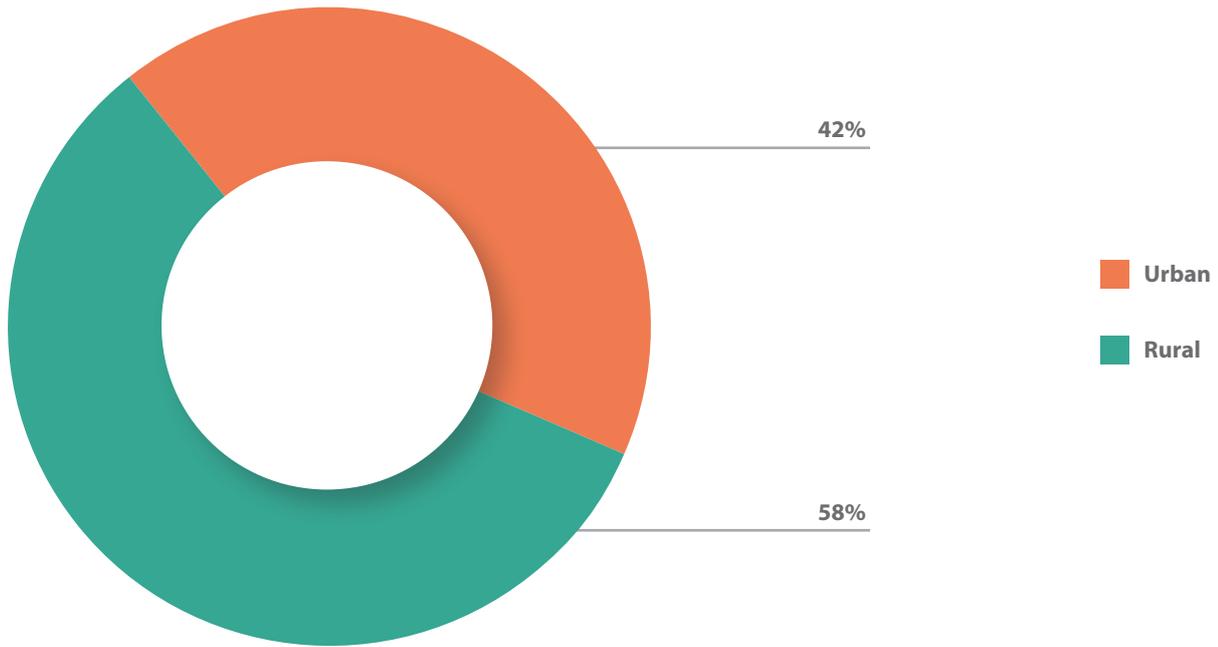
### Age Category / Generation (N=305)



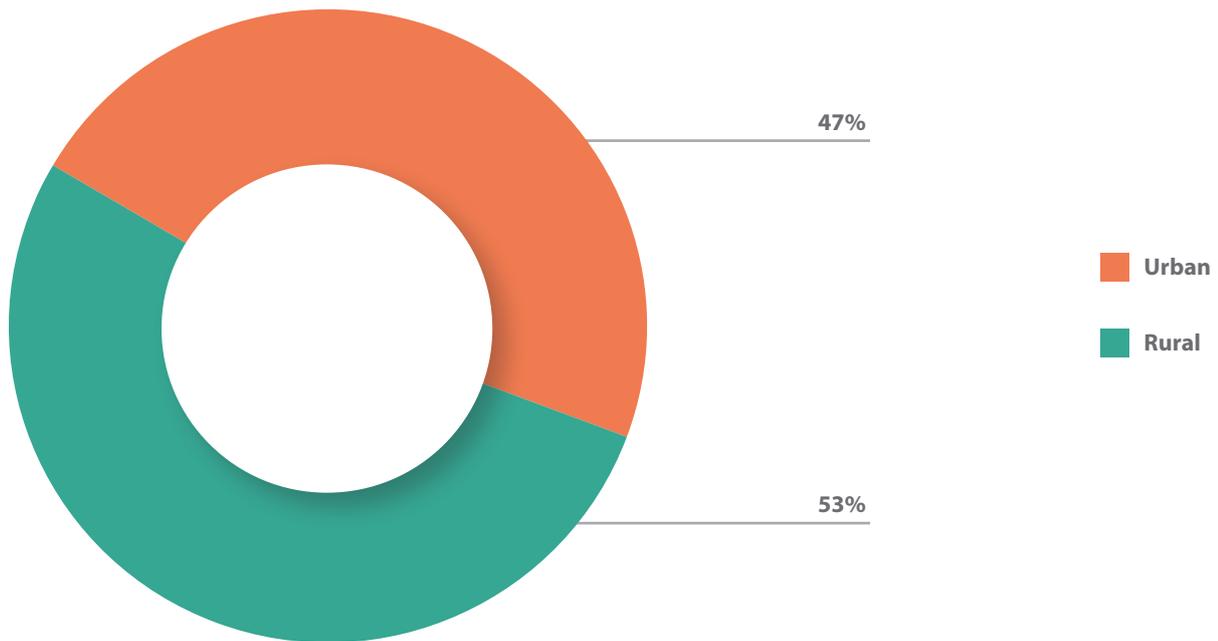
### Gender (N=305)



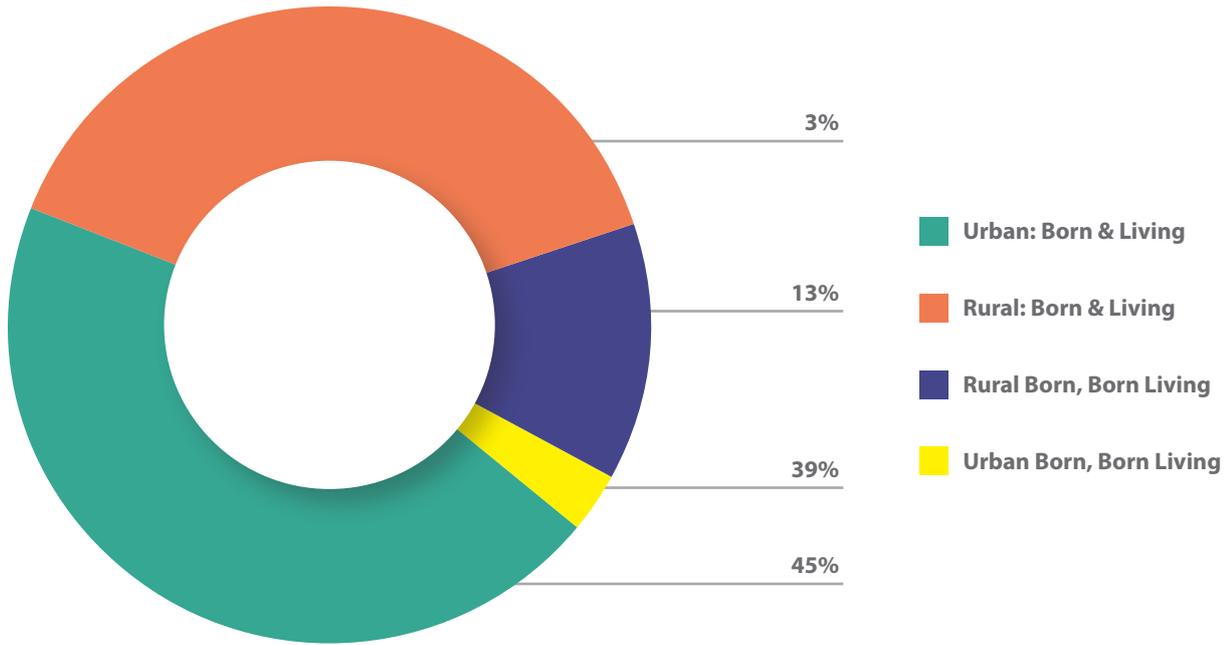
### Current Residential Area (N=305)



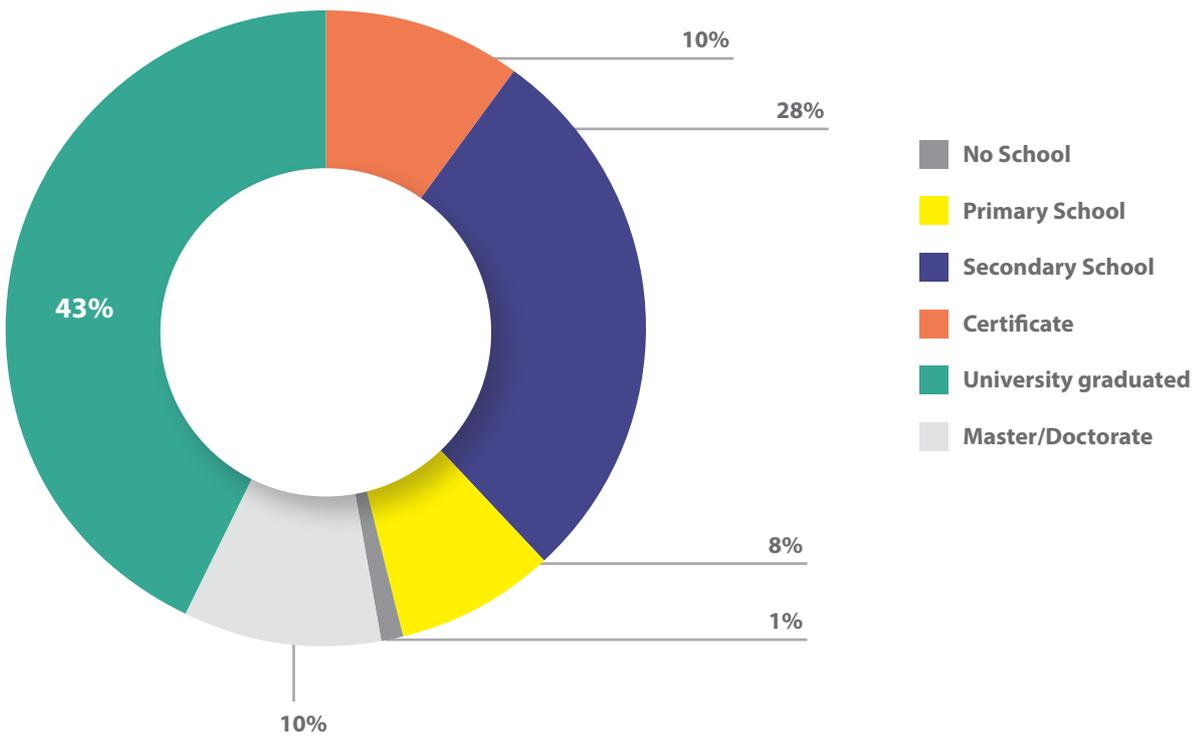
### Childhood Residential Area (N=305)



**Residential Area (N=305)**



**Education Level (N=305)**



Education Level	Age Category / Generation				Gender		Residency Area		Total
	18-28	29-44	45-60	60 +	Male	Female	Urban	Rural	
No School	0	0	0	2	1	1	0	2	2
Primary School	3	0	16	7	16	10	6	20	26
Secondary School	28	13	35	9	45	40	38	47	85
Certificate	17	11	2	2	17	15	18	14	32
University graduated	73	42	8	7	42	88	91	39	130
Master/Doctorate	11	12	6	1	8	22	24	6	30
<b>Total</b>	132	78	67	28	129	176	177	128	305



