



Name of survey:

## Gender Equality Barometer 2024

**You have been selected for the Gender Equality Barometer survey carried out by the Ministry of Social Affairs and Health and Statistics Finland – responding is easy!**

- Statistics Finland’s interviewer will contact you shortly.
- You can also contact us and give us your telephone number or set up a time for the interview by calling our free number +358 800 09191 or by email: [tilastokeskus.tab@stat.fi](mailto:tilastokeskus.tab@stat.fi).
- The interview is conducted by telephone. There is no need to prepare for it in advance.

In addition to statistical data, monitoring of gender equality requires reliable information on people’s views and experiences in their everyday life. It can only be obtained by asking.

Interviewing everyone living in Finland would be difficult. Therefore, 3 500 people aged 15-74 have been statistically selected for the survey.

You are included in this sample and represent about 100 people your age living in Finland.

Your participation is important because no one else can replace you or tell what you think or have experienced.

Finland follows the development of gender equality with the Gender Equality Barometer conducted every three to five years.

It examines the experiences that people of different sexes and ages have of gender equality and its realisation in different areas of life, such as in working life, studies and family circle.

# We will ensure your data protection

## Responding is confidential

Statistics Finland carries out the survey on assignment of the Ministry of Social Affairs and Health. Statistics Finland is a government statistical agency, which produces statistics and conducts surveys describing conditions in society.

### Grounds for processing personal data

Public interest as intended in the EU's General Data Protection Regulation.

### Data to be combined with the collected data

To facilitate answering, the collected data are supplemented with register data. Data to be combined are: family data and data on education, income, pension, benefits and employment, main type of activity and demographic variables (e.g. age, registered sex, marital status, citizenship, origin, native language and regional data). In future, health data can also be linked to the data for research purposes.

### Data protection description of the data collection

More detailed information about the processing of your personal data is available here: <https://stm.fi/en/information-system-descriptions>

### Source for contact information

Publicly available sources, Statistics Finland's database based on the Population Information System and those registers of authorities from which data are obtained based on the Statistics Act.



The data are processed so that you cannot be identified from the completed statistical data.

Contact information will not be released outside Statistics Finland.

### Disclosure of data

Statistics Finland never releases the data received by it to other authorities in a manner that would allow identification of the individuals having participated in the survey.

- We handle your responses in a confidential manner.
- Statistics Finland's employees are obliged to secrecy.
- We use the data you have given for compiling statistics on gender equality.
- It is not possible to identify persons having participated in the survey from the statistical data.
- Statistical data can be released for statistical surveys and scientific research.
- Statistics Finland also submits the survey data to the Finnish Social Science Data Archive of the University of Tampere for research use. It is not possible to identify individuals from the data.

# Survey results benefit us all – by responding you can make a difference!

The survey charts what kinds of experiences people have of gender equality or lack thereof in their everyday life. In addition, the survey examines attitudes related to gender equality, the generality of sexual harassment and what kind of support there is in different areas of gender equality policy, for example among people of different ages and people living in different parts of Finland.

The results of the Gender Equality Barometer will be widely reported in the media. The results will lend support to the development of gender equality policy, and they will be utilised by researchers and experts in various fields as well as by political decision-makers.

The Ministry of Social Affairs and Health will publish the results as a report during 2025. After the publication anyone interested can download the report for free.

## Relevant information comes in small pieces

Information needed in the planning and deciding of matters in society that affect us all does not just appear from somewhere.

The information must be gathered. In practice, the information is collected as small pieces from citizens. Each year, around 350,000 persons and enterprises respond to Statistics Finland's surveys, interviews and inquiries.

Participation is a civil right. It is important that citizens are given the opportunity to say what they think about the society in which they live.

The survey is conducted to provide a comprehensive picture of the changes taking place in society and to better understand those changes.

The information gathered in the survey will be used by researchers, policy makers and the media in Finland and abroad.



Information on opinions and experiences related to gender equality is not available except by asking people personally.

Thank you for taking part!

## You are irreplaceable as a respondent

By answering you are involved in producing valuable information about what people think about gender equality and its realisation in 2024 and how views have changed.

The Gender Equality Barometer is now conducted for the seventh time. Comparison data are available starting from 1998.

The information collected with the Barometer relating to people's thoughts and experiences cannot be obtained from anywhere else.

If we cannot reach you, we can also try to contact you through another adult member of your household.

# Contact information

Further information about this survey:

[stat.fi/en/surveys/taha](https://stat.fi/en/surveys/taha)



Ministry of  
Social Affairs and Health

## Ministry of Social Affairs and Health

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Statistics Finland 

## Statistics Finland

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The Ministry of Social Affairs and Health is part of the Government.  
The Ministry of Social Affairs and Health is responsible for the planning,  
steering and implementation of social and health policy in Finland.

Statistics Finland is a government statistical agency, which produces  
statistics and conducts surveys describing conditions in society.



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