

Her and Now

Insights into the Women of South Africa 2025 Report

Edition 1: The Quiet Revolution

THE POWER PARADOX

90%

90% of women say people assume they can handle everything because they're resilient.



68%

68% admit to judging themselves more harshly than others do.

THE UNSAFE HAVEN

Only 36% agree that South Africa feels built for them, and nearly a quarter say they feel invisible or unheard in their communities.

36%



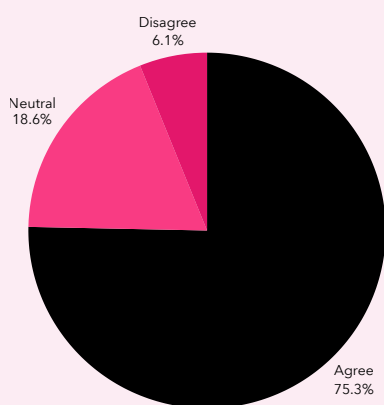
Even in their own homes, **1 in 10** women don't feel consistently safe.

THE PRICE OF JOY

88% say financial independence is essential for happiness.

88%

6 in 10 women yet lack the financial support to pursue their goals.



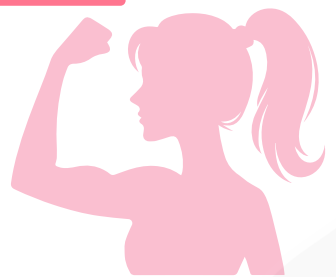
75%

say money is their biggest source of stress

THE BURDEN OF STRENGTH

67%

67% feel expected to "keep it all together" daily.



68%

68% say others depend on them emotionally, financially, or socially every single day.

"I sacrifice my own needs to maintain family stability."

60.7%
strongly agree

SISTERHOOD & SOLIDARITY

94%

regularly encourage other women.

97%

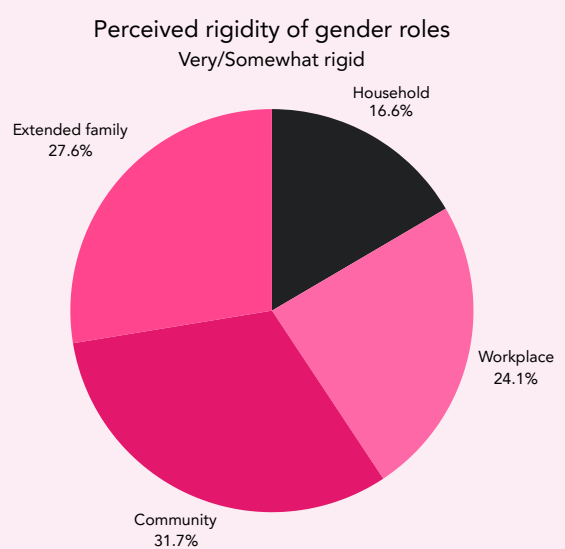
show up for other women, even when it's difficult.

86%

say change will come from ourselves.



RECLAIMING MASCULINITY

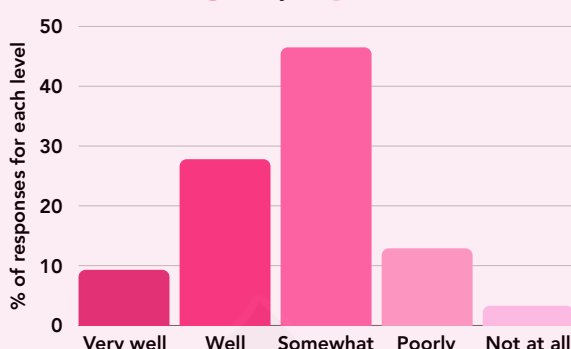


HALF THE PICTURE

"How well do you feel represented in..."

South African media

Very well Well Somewhat Poorly Not at all



THE GENTLE REBELLION

94%

agree

"Balance is more valuable to me than ambition."

"Softness and gentleness are forms of strength."

90%

agree

43%

strongly agree

"I rarely get uninterrupted time for myself."



1st for women

1st for Women is a licensed non-life insurer and FSP.