1. If a man says “I help my wife at home” what is your reaction?

a) She probably still does more than him, but hey, it’s a start!
b) What do you mean you help? Isn’t it your house too?
c) What a lucky wife he has!
d) I am going to help her to file the divorce papers if you keep referring to doing your part as “helping” her.
e) It is very good that men are doing more things these days!

2. When someone says “I am not a feminist, nor a sexist, I just believe in equality”, what do you say?

a) I’d describe myself as a feminist but I do think that the word itself is a bit confusing.
b) The opposite of feminism is not sexism, it is ignorance!
c) I can’t believe I am explaining this again…
d) I agree, every life matters!
e) That’s what feminism is! Don’t look at us, join us!

3. About the opinion “Men can’t compliment women anymore without the fear of harassing them” …

a) There are compliments and compliments…
b) I know! We are definitely taking things too far these days, soon they are going to ban flirting completely.
c) If a man is not sure if a compliment is harassment and out of fear prefers to shut up, then great, we have achieved the goal of explaining consent.
d) A good compliment in the right situation is good for self-esteem, but these are not the type of compliments that feminists are complaining about.
e) If a compliment makes the other person feel uncomfortable, it is not a compliment, it’s harassment. Let’s call things by their name and stop trying to justify everything.

4. About Men having to pay the dinners/dates/drinks

a) It is called being a gentleman, more of that please.
b) If something is free then you are the product. So, more important than who pays is what everybody feels is owed for the price of that dinner or drinks.
c) Well, at least at the beginning, it’s a nice tradition.
d) We are equals, so gender shouldn’t have anything to do with who pays the bill.
e) Every situation is different. What about one buys the dinner and the other one buys the drinks?

5. About women’s body hair

a) Do I respect it? Yes. Do I like it? Nope. But hey, your body your choice!
b) Is just hair, seriously, get over it. Would you say it to a man?
c) I can’t even talk about it. Gross!
d) I don’t understand why you can’t be feminist and still look feminine.
e) Is not about the hair, but about society telling women that they need to spend money and time to look right, and that everyone gets a say because a women’s looks are the most important thing about her.

6. Finish this sentence “Boys will be…”

a) grateful that feminism is only seeking justice and not revenge.
b) feminist as they benefit from it too.
c) equal with girls.
d) boys.
e) held accountable for their actions.
LESS THAN 12: Not feminist yet

Is not that you don’t believe in equality between genders (we hope!) but you are convinced that we already have it, so that makes feminism unnecessary and counterproductive as it is creating problems that don’t really exist. You think the differences exist because women and men are different and we can’t fight nature.

Well, we understand why you might think that, but we couldn’t disagree more and we are not alone in our thinking. All the science, organisations, statistics, experiments and data that shows that being a woman in 2019 is still very different from being a man and it is much more a result of nurture than nature.

Check out our ‘What is Feminism’ section on the website that explains what feminism is, what it has achieved so far and what it is yet to achieve. We also highlight some real problems that society is facing because of gender stereotypes.

FROM 12 TO 23: Apologetic feminist

You are a feminist, of course, but you would feel much more comfortable if feminism didn’t have so many voices. Some much more aggressive than yours, some just purely against what you believe. You are all about gender equality but also a bit concerned about the stigma of the word and being associated with it so you almost always end up justifying yourself.

We believe every person is different, and their way to understand and fight, even for the same cause, is not always necessarily the same. We also believe that we are all under construction and what we think now might not be the same after having a certain experience or having studied about it. So, we encourage you to own your feminism, without apologies, to deeply believe in a world with less gender stereotypes, and to keep finding out why it is so important, what we can all do and how we can move forward. We have plenty of amazing content and recommendations for you online in our Fuel Feminism section!

FROM 24 TO 36: Positive feminist

You are all about the empowerment that feminism brings, about women supporting women and having positive role models, about more representation of women in parliament and company boards. You are right to believe that we can’t afford a world where we are silencing half of the talent and you see feminism as the solution to help that talent flourish. You want men to feel more comfortable with their so-called feminine traits so they can have a richer life. It is about choices, let’s broaden the choices for everyone to give them their best chance.

There is lots and lots of info and content on our website that we think you will love we want to keep empowering you, because from a position of power it is much easier to make changes and change the world!

FROM 37 TO 48: Unapologetic Feminist

You will use the F word to describe you, of course you are feminist, a vocal one, shouldn’t we all be? You are used to seeing those everyday sexism and avoid them when you can, you educate yourself and try to teach yourself how not to let gender stereotypes play a role in your life or in the way you affect other people’s lives because you are very aware of how much happier and how much fairer world would be without those narrow narratives.

We want to keep fuelling your feminism, we want to make your life easier by having everything in one destination, so you can find and share and use all the resources that we have to offer. We want to help you to keep changing the world!

MORE THAN 48 – Angry feminist

We get it, you are upset. You don’t even feel insulted when people tell you that you are angry, what is there not to be angry about?

Every time you hear people ranting about how feminism is picking tiny battles you just wished they understood that what they are seeing as small things are the consequences and the symptoms of a patriarchal society that has its fingers everywhere. We need to fix things from the roots, and awareness is key. Why do people keep inviting you to things and act surprised to find about you talking about feminism, again???

We want to boost that anger, that proactive anger that becomes actions, that spreads the F word, that transforms the way you act and the impact you have around you. Because that anger is powerful when it is used in the right way!