

International Women’s Day Global Advisor Survey

Ipsos reference: Global Advisor Survey
Release Date: 8 March 2023

This disclosure statement complies with the Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors but was done in collaboration with the Global Institute for Women’s Leadership at King’s College .
F1c.	Name of end client	Global Institute for Women’s Leadership at King’s College
F1d.	Fieldwork dates	December 22 nd 2022 – January 6 th 2023
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=929
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
**If voting intention is published		
G2b.	Ability to provide ‘undecided’ response	Not applicable
G2c.	Do voting intention figures exclude ‘undecided’	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

Q1. Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat disagree, somewhat agree, or strongly agree.

[PROGRESSIVE GRID. RANDOMISE ORDER OF STATEMENTS. SINGLE CODE ONLY FOR EACH.]

- Women won't achieve equality in ... unless men take actions to support women's rights too
- There are actions I can take to help promote equality between men and women
- Equality between men and women will be achieved in my lifetime
- When it comes to giving women equal rights with men, things have gone far enough in my country
- Men are expected to do too much to support equality
- We have gone so far in promoting women's equality that we are discriminating against men
- I define myself as a feminist
- A man who stays at home to look after his children is less of a man

[FLIP CODES 1-5 FOR 50%]

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know
-

Q2. To what extent do you agree or disagree with the following statements?

[PROGRESSIVE GRID. RANDOMISE ORDER OF STATEMENTS. SINGLE CODE ONLY FOR EACH.]

I believe there is currently an inequality between women and men in terms of social, political and/or economic rights in my country

I am scared to speak out and advocate the equal rights of women because of what might happen to me

[FLIP CODES 1-5 FOR 50%]

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Q3. Do you think that gender equality mainly benefits women, mainly benefits men or is good for both women and men, or neither?

[FLIP CODES 1-5 FOR 50%]

- Mainly benefit women
- Mainly benefit men
- Is good for both women and men
- Gender equality does not benefit men or women

Q4. To what extent, if at all, do you feel that young women today in [COUNTRY] will have had a better or worse life than women from their parents' generation, or will it have been the same?

[FLIP CODES 1-4 FOR 50%]

- Better
- About the same
- Worse
- Don't know

Q5. To what extent, if at all, do you feel that young men today in [COUNTRY] will have had a better or worse life than women from their parents' generation, or will it have been the same?

[FLIP CODES 1-4 FOR 50%]

- Better
- About the same
- Worse
- Don't know

Q6. In the past year, have you personally been in any of these situations, or not?

[RANDOMISE CODES, MULTICODE]

- Heard a friend or family member make a sexist comment
- Seen examples of gender discrimination at work
- Seen someone sexually harassing a woman
- None of the above [ANCHOR][EXCLUSIVE]

Q7. the past year, have you done any of the following things, or not?

[RANDOMISE CODES, MULTICODE]

- Talked about gender equality with your family or friends
- Spoke up when a friend or family member made a sexist comment
- Talked about gender equality at work
- Signing an online or paper petition for gender equality
- Talked to employers/senior managers at work about examples of gender discrimination at work
- Confronted someone who was sexually harassing a woman
- Participated in a protest for gender equality in person
- Told someone you're a feminist
- None of the above **[ANCHOR][EXCLUSIVE]**

Q8. There are many different reasons why people may not talk about gender equality or take actions about it. What, if anything, has stopped you from taking action towards gender equality in the past year?

[RANDOMISE CODES, MULTICODE]

- There's nothing I can do that will really make a difference
- I don't know how to talk about gender equality/what steps I should take
- It's not relevant/important to me
- I am worried I might be physically abused or threatened because of it
- I don't have time
- I am worried about what others will think of me
- I am worried it will damage my career/situation
- I find it embarrassing
- Gender inequality doesn't exist
- I don't want to promote gender equality
- It's only a woman's issue **[ASKED OF MEN ONLY]**
- There is nothing stopping me, I take action regularly **[ANCHOR][EXCLUSIVE]**
- I have never been in a situation where I've seen an example of gender inequality **[ANCHOR][EXCLUSIVE]**

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