INTERNATIONAL WOMEN'S DAY 2024

Global attitudes towards women's leadership

March 2024

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Key Findings

The youngest generations are not the most progressive

Gen Z and Millennials are more likely to think that a man who stays at home to look after his children is less of a man and when it comes to giving women equal rights with men, things have gone far enough than older generations.

2 When looking at younger people mind the gender gap

Younger men are more conservative when it comes issues of equality. There is a 20-percentage point difference between Gen Z men and women when it comes to the statement, we have gone so far in promoting women's equality that we are discriminating against men.

People don't have a preference about the gender of their leaders – but experience matters

People who have experienced living under or working with both male and female bosses are less likely to have a preference over a leaders' gender.

4 Support from men is necessary

People recognise that male allyship is important. 65% of people agree that women won't achieve equality in their country unless men take actions to support women's rights too.

But there are setbacks

Around half of people across 31 countries think that men are being asked to do too much to support gender equality (51%). Almost half of people (46%) think that we have gone so far in promoting women's equality that we are discriminating against men.

There are signs of progress towards gender equality

People think male and female leaders are equally as good (or bad) at delivering a series of political and business objectives. 55% think that male and female business leaders are both equally good at creating a financially successful and innovative company.



ATTITUDES TOWARDS GENDER EQUALITY



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

On average across the countries surveyed, nearly two in three (65%) agree that women won't achieve equality unless men take actions to support women's rights too. A similar number also note that there are actions they can directly take to promote equality between genders (64%).

However, over half (52%) believe men are being expected to do too much to promote equality and less than two in five (39%) identify themselves as feminists.



Click here for the gender and generational breakdown.

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31-country average	% agree somewhat / strongl	<u>v</u>	% disagree somewhat / strongly
Women won't achieve equality in my country unless men take actions to support women's rights too	65%		27%
There are actions I can take to help promote equality between men and women	64%		23%
When it comes to giving women equal rights with men, things have gone far enough in my country	53%		39%
Men are being expected to do too much to support equality	51%		39%
We have gone so far in promoting women's equality that we are discriminating against men	46%		47%
I define myself as a feminist	39%		51%
A man who stays home to look after his children is less of a man	22%		75%



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

Although there hasn't been much change since last year, the long-term trends show some attitudinal shifts across a 24country average.

There has been an increase in the proportion of people who think that men are being expected to do too much to support gender equality, rising from 41% in 2019 to 52% in 2023 / 2024.

Similarly, more people think that when it comes to giving women equal rights with men, things have gone far enough in their country (41% in 2019 vs. 54% in 2023 / 2024).

However, people remain more likely to define themselves as a feminist now, compared with 2019 (39% vs. 33%) and are more likely to think there are actions they can take to promote gender equality (64% in 2023 / 2024 vs. 56% in 2018).

24-country average % agree

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

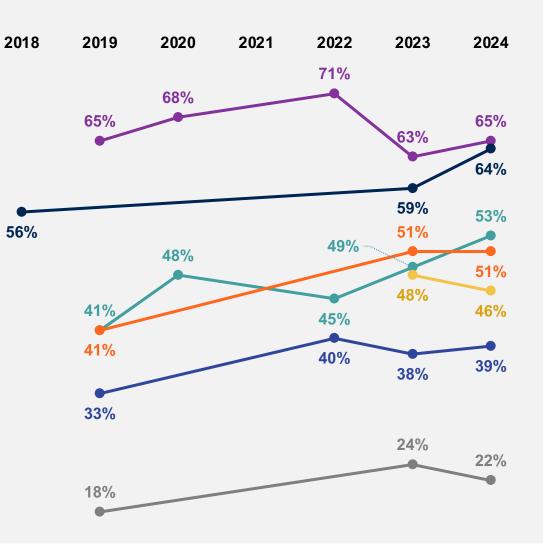
When it comes to giving women equal rights with men, things have gone far enough in my country

Men are being 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 home to look after his children is less of a man



Base: 19,763 online adults aged 18-74 in 24 countries, 22 December 2023-5 January, 2024



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

When it comes to giving women equal rights with men, things have gone far enough in my country.

Progress towards gender equality is slow, across a 31-country average, over half of people (54%) believe that when it comes to giving women equal rights things have gone far enough in their country.

By gender, men are more likely than women to agree with this statement (60% vs 49%).

	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	53%	39%	42%	60%	49%
Indonesia	83%	14%	-	84%	82%
Thailand	82%	15%	-	84%	79%
China	76%	22%	-	79%	74%
India	75%	18%	59%	76%	73%
Mexico	73%	24%	57%	73%	72%
Colombia	68%	29%	57%	75%	62%
Argentina	66%	29%	51%	71%	62%
Peru	63%	34%	60%	66%	60%
Singapore	62%	29%	-	68%	55%
Chile	61%	35%	48%	68%	55%
Turkey	55%	42%	44%	57%	54%
South Africa	55%	38%	42%	60%	50%
Brazil	55%	41%	42%	60%	50%
Malaysia	54%	39%	52%	53%	56%
Netherlands	53%	39%	39%	62%	45%
Italy	49%	44%	40%	53%	45%
Germany	49%	40%	35%	60%	38%
Belgium	48%	41%	38%	58%	39%
Great Britain	47%	43%	29%	56%	39%
South Korea	47%	49%	39%	59%	35%
Sweden	45%	49%	36%	55%	35%
Hungary	45%	46%	39%	49%	40%
France	43%	49%	27%	50%	37%
Australia	43%	47%	31%	51%	35%
New Zealand	43%	47%	-	52%	34%
United States	40%	47%	33%	47%	32%
Ireland	38%	54%	-	48%	28%
Canada	35%	51%	35%	40%	31%
Poland	28%	57%	28%	33%	23%
Japan	24%	63%	19%	30%	18%



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

I define myself as a feminist.

Around two in five people across a 31country average (39%) define themselves as feminists. Women are more likely than men to define themselves in this way (45% vs. 32%).

Around half of people across a 31country average would not define themselves as a feminist (51%).

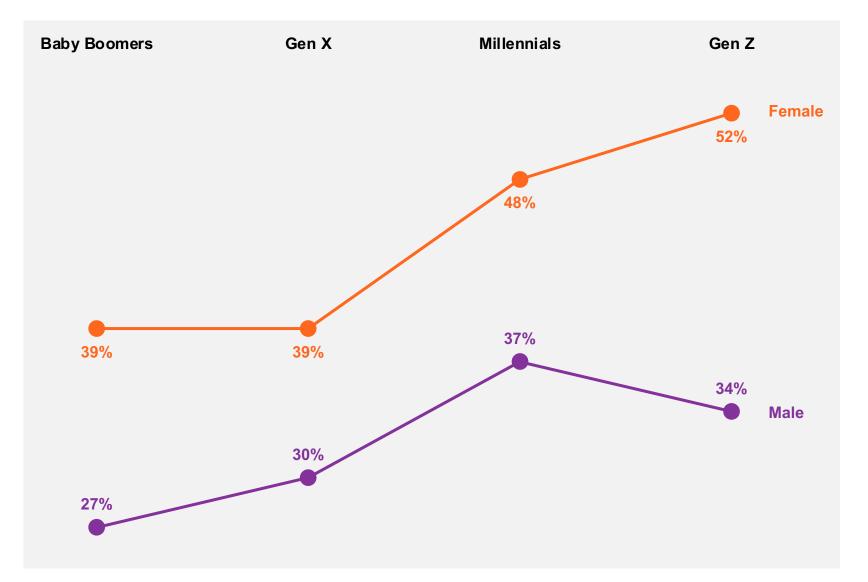
	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	39%	51%	33%	32%	45%
India	73%	19%	50%	52 %	43 /8 77%
Spain	55%	37%	44%	48%	61%
Thailand	48%	37%	44 /0	40 % 51%	45%
South Africa	48%	43%	- 44%	36%	59%
Sweden	47%	42%	34%	41%	53%
Italy	45%	42%	37%	44%	46%
Great Britain	43%	45%	35%	38%	49%
France	43%	47%	32%	40%	46%
Belgium	42%	45%	32%	39%	44%
Singapore	42%	45%	-	33%	50%
Ĭreland	41%	46%	-	31%	52%
Canada	41%	45%	36%	33%	49%
Indonesia	41%	55%	-	23%	59%
Chile	40%	53%	39%	31%	48%
China	39%	56%	-	35%	44%
Malaysia	39%	51%	38%	26%	53%
Brazil	39%	51%	/1%	23%	11%
Australia	39%	49%	32%	31%	47%
New Zealand	38%	51%	-	30%	46%
Colombia	35%	56%	38%	36%	35%
Netherlands	35%	54%	25%	24%	46%
Mexico	35%	55%	37%	29%	39%
Turkey	34%	61%	34%	28%	41%
United States	34%	53%	31%	25%	43%
Poland	33%	55%	28%	27%	39%
Germany	32%	54%	23%	25%	39%
Argentina	29%	60%	32%	20%	38%
Peru	27%	64%	34%	18%	35%
Hungary	26%	58%	20%	18%	33%
South Korea	21%	74%	28%	18%	24%
Japan	15%	61%	18%	15%	15%



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

I define myself as a feminist, % agree.

Younger women are more likely to say they are a feminist compared to older women. A majority of Gen Z women (52%) define themselves as a feminist, compared with 34% of Gen Z men.





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

There are actions I can take to help promote equality between men and women.

Across a 31-country average , nearly two in three people (64%) agree there are actions they can take to help promote equality between men and women. Around a quarter of people think there is nothing they can do (23%). There are no meaningful differences by gender.



Click here for the generational breakdown.

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	% agree somewhat / strongly	% disagree somewhat / strongly	% men agree	% women agree
Average	64%	23%	65%	63%
Peru	86%	11%	83%	88%
China	81%	15%	80%	82%
Thailand	80%	15%	85%	76%
Mexico	80%	15%	81%	79%
Colombia	79%	14%	81%	77%
South Africa	78%	16%	79%	76%
Indonesia	76%	17%	77%	75%
India	76%	16%	77%	74%
Spain	74%	17%	70%	77%
Chile	73%	18%	71%	76%
Brazil	73%	17%	73%	73%
Turkey	73%	21%	70%	75%
Italy	68%	19%	72%	64%
Argentina	67%	19%	65%	70%
Īreland	67%	20%	71%	63%
Singapore	67%	21%	69%	65%
New Zealand	66%	19%	69%	64%
Malaysia	66%	24%	63%	69%
Australia	61%	22%	62%	59%
Canada	58%	20%	60%	57%
France	58%	28%	64%	51%
Great Britain	57%	25%	60%	55%
United States	57%	24%	55%	60%
Sweden	54%	29%	55%	53%
Germany	50%	32%	51%	48%
Poland	49%	29%	46%	53%
Belgium	46%	34%	48%	45%
Hungary	45%	32%	49%	41%
South Korea	45%	45%	44%	45%
Netherlands	45%	36%	45%	44%
Japan	28%	52%	31%	24%



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

Men are being expected to do too much to support equality.

Though over half of people across a 31country average (52%) agree that men are being expected to do too much to support equality, nearly two in five people (39%) disagree.

By gender, more men than women agree with this statement (58% vs 45%).

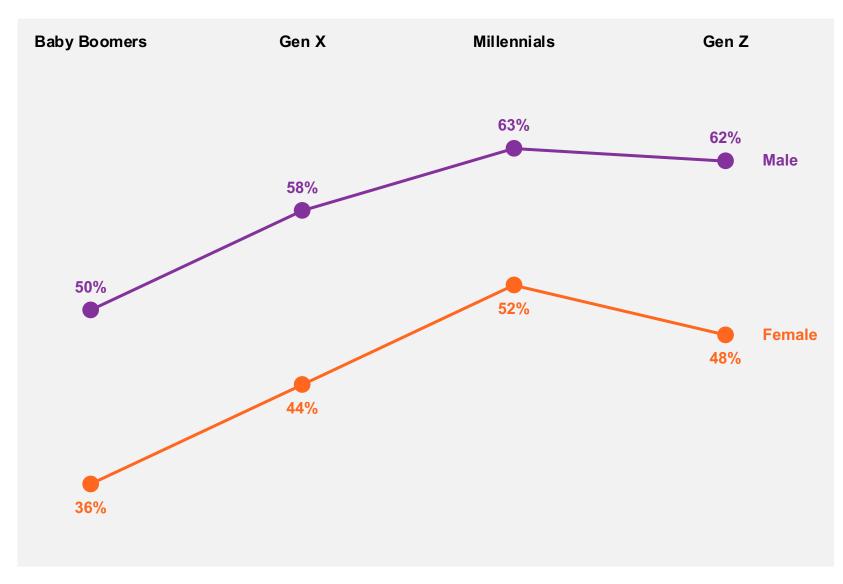
	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	51%	39%	43%	58%	45%
Brazil	83%	13%	46%	81%	84%
India	76%	17%	60%	77%	74%
Colombia	72%	24%	61%	76%	68%
Peru	68%	28%	62%	69%	68%
China	65%	32%	-	71%	58%
Mexico	64%	31%	61%	67%	62%
Indonesia	64%	32%	-	62%	65%
Turkey	63%	33%	55%	67%	60%
Malaysia	62%	32%	60%	64%	60%
South Africa	61%	34%	42%	72%	51%
Singapore	58%	36%	-	68%	47%
Chile	57%	37%	54%	64%	51%
Thailand	55%	38%	-	60%	50%
Poland	53%	30%	37%	55%	52%
Argentina	53%	34%	48%	51%	54%
Germany	44%	38%	31%	53%	36%
New Zealand	41%	49%	-	57%	27%
South Korea	41%	48%	37%	52%	30%
Japan	41%	43%	35%	51%	31%
Australia	39%	48%	32%	52%	27%
France	39%	48%	21%	45%	33%
Great Britain	38%	50%	29%	51%	26%
Ireland	38%	52%	-	45%	31%
Belgium	38%	49%	22%	48%	28%
United States	37%	48%	35%	47%	28%
Italy	37%	47%	38%	42%	32%
Hungary	36%	54%	43%	47%	25%
Canada	35%	51%	28%	46%	25%
Sweden	35%	54%	33%	46%	23%
Netherlands	34%	57%	24%	49%	19%



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

Men are being expected to do too much to support equality, % agree.

Across all generations, men are more likely than women to think that men are being expected to do too much to support gender equality.





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

We have gone so far in promoting women's equality that we are discriminating against men.

Across a 31-country average, people are divided on whether we have gone so far in promoting women's equality that we are discriminating against men (46% agree vs. 47% disagree).

Over half of men (53%) agreed with this statement compared to two in five women (39%).

	% agree somewhat / strongly	% di somewhat / s	sagree strongly	% men agree	% women agree
Average	46%		47%	53%	39%
Thailand	79%		18%	77%	80%
India	67%		24%	69%	65%
Mexico	59%		37%	57%	60%
South Africa	57%		38%	66%	49%
Chile	55%		43%	64%	46%
Argentina	53%		40%	61%	46%
Peru	53%		43%	59%	48%
Colombia	52%		42%	54%	50%
Spain	50%		46%	55%	44%
Singapore	48%		44%	57%	39%
South Korea	48%		45%	60%	36%
Turkey	48%		49%	50%	45%
Great Britain	47%		44%	59%	35%
Malaysia	47%		46%	50%	43%
New Zealand	46%		47%	61%	33%
Australia	46%		46%	57%	36%
Brazil	45%		49%	50%	42%
Ireland	45%		49%	54%	37%
Indonesia	43%		53%	48%	37%
China	42%		55%	50%	33%
United States	41%		48%	47%	35%
Netherlands	38%		55%	49%	27%
Canada	38%		51%	46%	29%
France	37%		55%	46%	29%
Belgium	37% 37%		54% 54%	48%	27%
Germany	31 % 270/		54%	45%	29%
Italy Delend	37% 35%		54% 55%	43%	31%
Poland	33% 32%		<u> </u>	46%	24%
Japan Sweden	<u>32%</u> 31%		54% 61%	41%	24%
	31% 31%		60%	43%	19%
Hungary	<u>JI/0</u>		0076	42%	20%

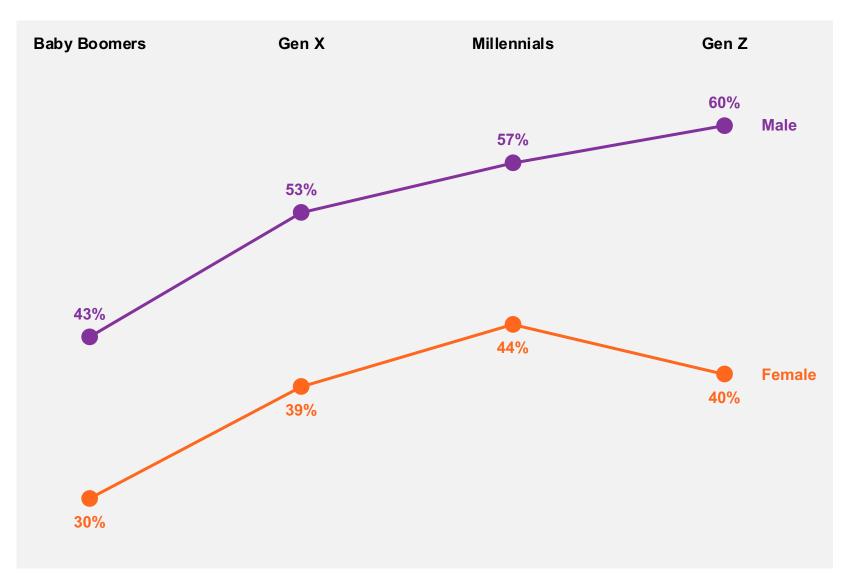


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

We have gone so far in promoting women's equality that we are discriminating against men, % agree.

There is a 20-percentage point difference between Gen Z men and Gen Z women when it comes to thinking women's equality discriminates against men. Six in ten (60%) Gen Z men say this is the case, while four in ten Gen Z women (40%) feel this way.







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

A man who stays home to look after his children is less of a man.

Across a 31-country average, three quarters of people (75%) disagree that a man who stays home to look after his children is less of a man.

Around one in five people (22%) agree with this statement. Men are more likely woman to agree with this statement (24% vs. 19%).

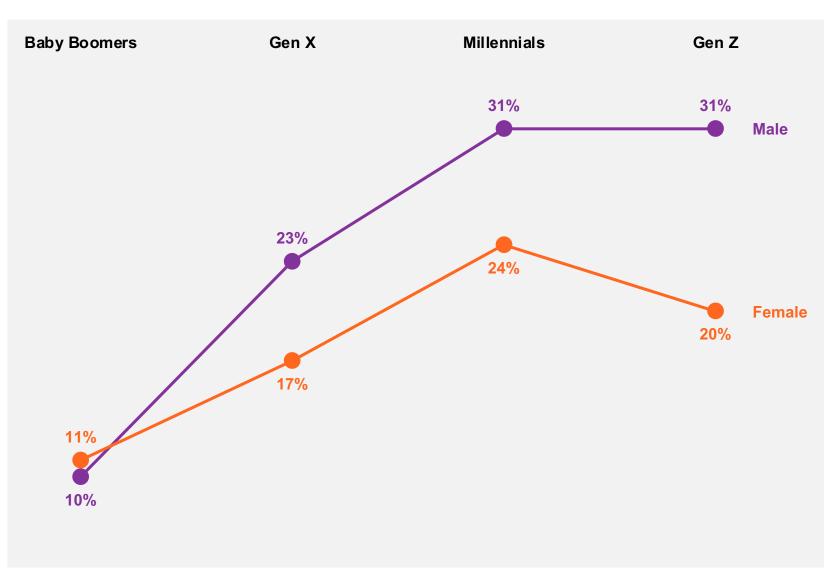
	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	22%	75%	18%	24%	19%
South Korea	74%	23%	76%	68%	79%
India	62%	29%	39%	61%	63%
China	32%	67%	-	33%	30%
Thailand	30%	66%	-	33%	27%
Turkey	28%	68%	21%	30%	25%
Malaysia	27%	70%	22%	28%	25%
Singapore	27%	69%	-	32%	22%
Indonesia	25%	74%	-	26%	24%
Brazil	22%	76%	26%	23%	21%
Germany	21%	74%	18%	23%	19%
Great Britain	20%	77%	13%	28%	13%
France	20%	76%	12%	23%	17%
Hungary	19%	76%	13%	24%	15%
Belgium	18%	78%	13%	23%	14%
Italv	18%	77%	21%	19%	16%
Australia	17%	79%	13%	22%	13%
Spain	17%	81%	13%	19%	14%
Peru	16%	84%	11%	18%	13%
Sweden	16%	82%	14%	19%	12%
South Africa	15%	82%	22%	21%	10%
Mexico	15%	84%	20%	13%	17%
New Zealand	15%	82%	-	23%	7%
Colombia	15%	83%	10%	16%	13%
Netherlands	15%	81%	7%	18%	12%
Ireland	14%	84%	-	18%	9%
United States	14%	82%	14%	15%	12%
Chile	13%	85%	13%	17%	10%
Poland	13%	82%	16%	14%	12%
Canada	11%	84%	11%	14%	8%
Argentina	11%	85%	12%	16%	7%
Japan	10%	82%	15%	12%	7%



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

A man who stays home to look after his children is less of a man, % agree.

The gender gap between men and women of different generations increases from a 1-percentage point difference between male and female Baby Boomers up to an 11-percentage point difference between Gen Z male and females who think a man who stays home to look after his children is less of a man. Younger generations are more likely than older generations to agree with this statement.





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

Women won't achieve equality in my country unless men take actions to support women's rights too.

Across a 31-country average, two thirds of people (65%) think that women won't achieve equality in their country unless men take actions to support women's rights too. This proportion has remained consistent since 2019.

Women are more likely than men to agree with this statement (69% vs. 61%).

	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	65%	27%	65%	61%	69%
Indonesia	84%	13%	-	84%	84%
South Africa	76%	21%	75%	74%	77%
India	74%	17%	69%	76%	73%
Mexico	74%	24%	68%	72%	76%
Ireland	72%	22%	-	67%	77%
Turkey	70%	26%	69%	70%	71%
Colombia	70%	26%	72%	68%	72%
Netherlands	69%	21%	65%	62%	77%
Chile	69%	28%	74%	63%	74%
Brazil	68%	26%	60%	64%	73%
Hungary	68%	24%	71%	64%	72%
Malavsia	67%	27%	73%	67%	68%
Australia	67%	25%	63%	63%	71%
New Zealand	67%	25%	-	60%	73%
Peru	67%	29%	76%	66%	68%
Great Britain	66%	24%	65%	65%	68%
Sweden	66%	25%	63%	59%	73%
Spain	63%	29%	68%	62%	65%
France	63%	28%	57%	57%	68%
Canada	61%	27%	62%	57%	65%
Belgium	61%	27%	64%	55%	66%
China	61%	36%	-	59%	63%
Germany	58%	27%	59%	52%	64%
United States	58%	30%	61%	51%	65%
Argentina	58%	33%	65%	53%	62%
South Korea	58%	38%	67%	52%	63%
Italy	57%	34%	53%	54%	61%
Japan	57%	29%	47%	52%	63%
Singapore	57%	35%	-	52%	62%
Thailand	54%	41%	-	51%	58%
Poland	52%	32%	51%	42%	62%



To what extent do you agree or disagree with the following statement?

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

Around a third of people (31%) across a 31-country average agree that they are scared to speak out and advocate the equal rights of women because of what might happen to them. Although seven in ten people (69%) say they are not.



Click here for the generational breakdown.

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Average 31% 69% 30% 33% India 65% 35% 63% 68% Malaysia 51% 49% 48% 55% Singapore 48% 52% 45% 51% Thailand 41% 60% 41% 40% Mexico 39% 61% 26% 51% Brazil 38% 62% 34% 42% Turkey 37% 63% 31% 43% South Africa 34% 66% 30% 33% Chile 33% 67% 35% 32% South Korea 33% 67% 36% 29% China 32% 69% 28% 35% Great Britain 31% 69% 28% 35% Indonesia 31% 69% 21% 37% Australia 30% 71% 28% 37% Argentina 27% 74% 27% <td< th=""><th></th><th>% agree somewhat / very much</th><th>% disagree somewhat / very much</th><th>% men agree</th><th>% women agree</th></td<>		% agree somewhat / very much	% disagree somewhat / very much	% men agree	% women agree
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Mexico 39% 61% 26% 51% Brazil 38% 62% 34% 42% Turkey 37% 63% 31% 43% South Africa 34% 66% 30% 33% Chile 33% 66% 30% 33% Chile 33% 67% 36% 30% South Korea 33% 67% 36% 30% China 32% 66% 36% 29% Ireland 32% 68% 36% 29% Indonesia 31% 30% 37% 26% Indonesia 31% 30% 31% 30% Colombia 29% 71% 28% 30% Australia 30% 71% 28% 30% Argentina 27% 24% 26% 27% 24% Hundras 29% 71% 28% 30% 27% 24% 25% 26% 25%		48%	52%		
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Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

Whilst people tend to think that men and women are treated equally by the list of services and institutions provided, there are some signs of institutional bias. Women are more likely than men to think that there is institutional bias against women. Educational institutions and health services are perceived as being least institutionally biased. Almost half of people across a 31-country average think that that these institutions treat men and women about the same (both 48% respectively).

People are most likely to think that political parties, workplaces, the government and social media treat women worse than men (32%, 32% and 28%, 28% respectively).



Click here for the sector breakdown.

31-country average	% treat women better	% treat men & wo about the sam	-	% treat women worse	'22 women better	% men better	% women better
Educational institutions, such as schools, colleges and universities	25%	48%		17%	22%	30%	20%
Health services	24%	48%		17%	22%	29%	19%
The media (such as TV, radio and newspapers)	23%	41%		24%	19%	30%	17%
The police	23%	39%		24%	20%	28%	17%
Social media	22%	37%		28%	16%	27%	17%
Courts and prisons	21%	38%		21%	18%	26%	16%
The government	20%	39%		28%	16%	26%	15%
Workplaces	20%	38%		32%	-	25%	15%
Political parties	17%	36%		32%	-	22%	12%







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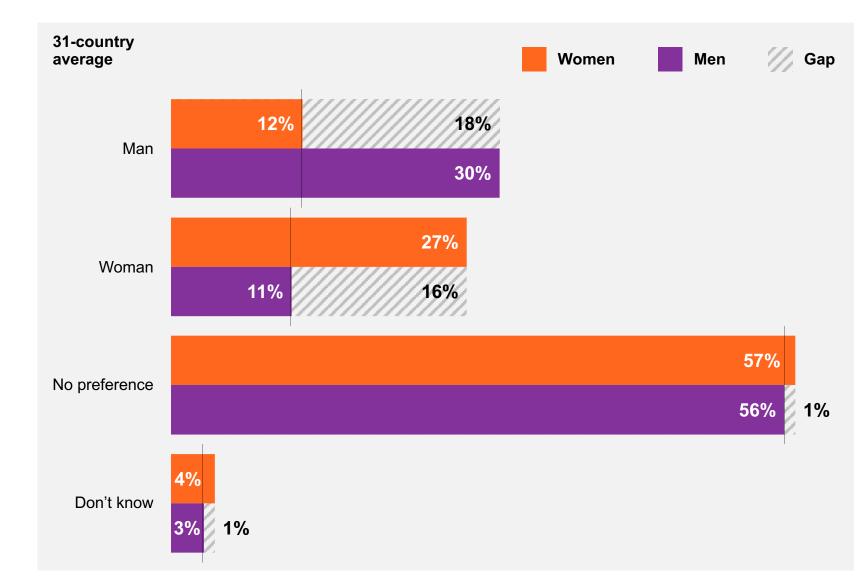
If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

Whilst the majority of people have no preference with regards to their political leaders' gender those that have a preference are more likely to choose a political leader of the same gender. Women are more likely to prefer a female political leader (27% of women vs. 11% of men) and men are more likely to prefer a male political leader (30% of men vs. 12% of women).



Click here for the generational breakdown.







And thinking about your life so far, do you have experience of living under male political leaders, female political leaders, or both?

Across a 31-country average, half of people have experience of living under both male and female leaders (52%). Overall, the proportion of people having experience of only living under female politicians is four times lower than those who only lived under male politicians (7% vs 29%).

	% male political leaders		female al leaders	% both	% don't know
Average	29%	7%		52%	12%
South Africa	53%		9%	32%	6%
Mexico	49%		6%	37%	8%
Poland	46%		6%	39%	9%
Turkey	46%		10%	40%	5%
Colombia	44%		7%	43%	7%
Indonesia	40%		<mark>%</mark>	52%	5%
Malaysia	37%	7%		43%	14%
Spain	37%		0%	43%	10%
Netherlands	37%	<mark>3%</mark>		2%	18%
Hungary	36%	9	<mark>% 26</mark> %		28%
United States	35%	5%		47%	14%
France	34%	7%		42%	17%
Singapore	33%	5%		51%	10%
Ireland	31%	9%		51%	9%
Canada	30%	4%		4%	13%
Japan	29%	6%	23%	C20/	42%
Peru	28%	4%		63%	6%
India	27%	16%		41%	17%
Sweden	27%	4%		61%	8%
ltaly China	26% 25%	7%		<u>62%</u>	5% 6%
Australia	19%	5%	67%	02 /0	9%
Brazil	19%	9%	59%		14%
Thailand	17%	9%	<u></u>	2	7%
Belgium		%	55%	/0	24%
Great Britain		%	<u></u>		5%
Argentina	15% 2%		77%		6%
Chile	14%		74%		6%
South Korea	11% <mark>3%</mark>	46%			40%
Germany	11% 9%		70%		11%
New Zealand	8% 7%		80%		6%



If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

Across a 31-country average, if people could choose a political leader, the majority have no preference whether they are a man or a woman (57%).

Those with a preference are divided with around one in five people saying they would prefer either a man or a woman (21% and 19% respectively).

	% man	% wom	an	% no preference	% don't know
Average	21%	19%		57%	4%
Indonesia	61%		00/	5%	<u>31% 3%</u> 3%
Malaysia India	43% 35%		<u>9%</u> 27%	45% 26%	<u>3%</u> 13%
South Korea	30%	9%	Z1 70	58%	4%
Poland	28%		2/2	<u>51%</u>	6%
Singapore	27%	7%	/0	63%	2%
Turkey	26%	1 /0	33%	38	8% 4 %
Thailand	25%	20%	6	50%	5%
China	22%	7%		70%	1%
United States	22%	18%		54%	7%
South Africa	21%		34%	44	% 1%
Hungary	20%	25%		45%	10%
Argentina	19%	11%		69%	<u>2%</u> 2%
Netherlands	19%	21%		58%	2%
Great Britain	17%	12%		69%	2%
Brazil	17%	32%		49%	3%
Sweden	17%	24%		55%	4%
Australia	16%	18%		63%	3%
Germany New Zealand	<u>16%</u> 15%	<u>15%</u> 20%		<u> </u>	<u>5%</u> 2%
Canada	15%	16%		<u> </u>	2% 5%
France	15%	24%		<u> </u>	J /0
Belgium	14%	16%		66%	4% 5%
Peru	13%	16%		69%	1%
Ireland	13%	21%		64%	2%
Spain	13%	29%		57%	2%
Japan	12%	14%		68%	6%
Chile	12%	23%		63%	2%
Italy	12%	25%		60%	3%
Mexico	12%	25%		61%	2%
Colombia	11%	23%		65%	1%



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Overall people tend to think that male and female politicians are both equally good across all the statements asked.

Those with a preference tend to think that male politicians are better than female politicians at defending national security (16% vs. 9%) and fighting crime (14% vs. 10%). There was no difference between genders with regards to getting the economy back on track.

When looking at aspects related to creating an inclusive society, people tended to think that male and female politicians are equally good at treating women fairly, treating ethnic minorities fairly and treating those with LGBT+ identities fairly (37%, 42%, 36%).

31-country average	% male politicians	% female politicians	% both equally good	% both equally bad
Defending national security	16% 9	%	43%	17%
Fighting crime	14% 10	<mark>%</mark>	42%	21%
Treating men fairly	14% 12	.%	44%	14%
Benefiting the rich	13% 8%		38%	21%
Getting the economy back on track	10% 11%		43%	22%
Treating women fairly	6% 2 9	9%	37%	14%
Spending taxpayers' money wisely	<mark>6%</mark> 15%		37%	28%
Benefiting the less advantaged	<mark>5%</mark> 21%		40%	20%
Treating ethnic minorities fairly	<mark>5%</mark> 17%		42.00%	18%
Being honest and ethical	<mark>5%</mark> 18%		40%	24%
Respecting the climate	<mark>5%</mark> 17%		43%	20%
Treating those with LGBT+ identities fairly	<mark>4% 21%</mark>		36%	17%



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Fighting crime.

Across a 31-country average, around two in five people think that male politicians and female politicians are both equally good at fighting crime (42%).

On average, people are more likely to think male politicians are better than female politicians at fighting crime (14% vs. 10%), although one in five think they are both equally bad (21%).

	% male politicians	% female politicians		% both equally good	% both equally bad
Average	14%	10%	42%		21%
China	31%		15%	46%	3%
South Korea	25%	9%		28%	25%
Thailand	23%	12%		47%	10%
Singapore	21%	6%		53%	6% 7%
Indon esia Poland	20% 18%	7%		57% 48%	7% 9%
Turkey	17%	7% 17%		<u>40%</u> 41%	15%
Malaysia	17%	8%		48%	13%
India	17%	16%		47%	9%
South Africa	16%	14%	31%		33%
Japan	16%	8%		38%	11%
Sweden	15%	9%	43%		22%
New Zealand	15%	8%		1%	20%
Ireland	14%	10%	39		21%
Netherlands	13%	7%		57%	10%
Brazil	12%	16%		44%	16%
United States	12%	8%		3%	24%
Germany	12%	9%		42%	18%
Hungary	11%	11%		%	25%
Australia	11%	9%	39%)	23%
Colombia Great Britain	10%	13% 9%	<u> </u>		<u>30%</u> 26%
Canada	9% 89			9%	<u> </u>
Argentina	9% 9	%	37%	970	32%
France	8% 10		43%		25%
Italy	7% 12		<u> </u>		23%
Spain	7% 13	8%	46%		24%
Belgium	7% 7%		47%		21%
Mexico	7% 10%		41%		37%
Peru	7% 9%		31%		47%
Chile	6% 8%		30%		46%



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Defending national security.

Around two in five people (43%) think that male and female politicians are equally good at defending national security.

A larger proportion of people think male politicians are better than female politicians at defending national security (16% vs. 9%).

Around a fifth think male and female politicians are both equally bad at this (17%).

	% male politicians	% female politicians	% bo equally go	
Average	16%	9%	43%	17%
China South Karaa	34% 29%	70/		% 2% 20%
South Korea Poland	29% 25%	7% 9%	<u>31%</u> 41%	<u>20%</u> 8%
Singapore	24%	7%	51%	4%
Indonesia	24% 23%	5%	57%	6%
Sweden	22%	9%	41%	14%
Thailand	22%	8%	54%	9%
Hungary	19%	9%	26%	22%
Germany	18%	9%	38%	16%
United States	18% 18%	6%	34%	18%
South Africa India	10%	<u>11%</u> 15%	38%	23% 8%
New Zealand	16%	7%	45%	12%
Netherlands	15%	7%	57%	9%
Japan	15%	8%	37%	13%
Turkey	15%	16%	45%	14%
Ireland	15%	9%	42%	18%
Australia	14%	9%	41%	17%
Malaysia	14%	9%	56%	12%
Brazil Great Britain	14% 12%	15% 8%	43% 43%	<u> </u>
Colombia	11%	11%	43%	21%
Canada	11%	6 %	42%	16%
Argentina	10%	10%	36%	26%
Belgium	10% 8	%	48%	16%
Peru	10% 7	<mark>//</mark>	37%	40%
France	8% 10		46%	22%
Spain	8% 11	%	48%	21%
Chile	7% 8%		35%	39%
Italy Mexico	7% 119 7% 8%		<u>46%</u> 49%	21% 28%
IVIEXICO	1/0 0/0		4970	20 /0



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Benefiting the less advantaged.

Two in five people (40%) think that male and female politicians are equally good at benefiting the less advantaged.

However, a larger proportion of people think female politicians are better than male politicians at benefiting the less advantaged (21% vs. 5%).

A fifth of people think male and female politicians are both equally bad at this (20%).

	% male	% female	% both	% both
	politicians	politicians	equally good	equally bad
Average	5%	21%	40%	20%
Average India	17%	16%	49%	8%
China	11%	33%	46%	4%
South Africa	7%	24%	29%	30%
Turkey	7%	26%	40%	19%
Singapore	7%	5%	57%	8%
Indonesia	6% 15	%	60%	9%
South Korea	6% 1	6%	33%	28%
Malaysia	6% 14	%	62%	11%
Brazil	6%	28%	40%	16%
Thailand	6%	22%	54%	10%
Spain	5%	21%	41%	23%
Great Britain		8%	36%	26%
Australia		20%	35%	23%
Ireland	5% 1	9%	38%	22%
Germany		8%	39%	18%
Colombia	4%	24%	31%	27%
New Zealand	4%	25%	38%	18%
Poland	4%	22%	42%	10%
Argentina	4% 16 %	0	34%	28%
Netherlands	4%	24%	50%	12%
France	4% 19	%	41%	23%
Japan	<u>3%</u> 18%		39%	14%
Hungary	3%	30%	26%	24%
Mexico	3% 20		41%	27%
United States	3% 22	2%	28%	22%
Sweden	3%	31%	37%	18%
Italy	3% 21	%	39%	22%
Peru	3% 15%		30%	44%
Chile	3% 17%		31%	38%
Belgium	2% 18%		47%	16%
Canada	2% 22	70	34%	20%



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Treating men fairly.

On average, across the countries surveyed, people are most likely to think that male politicians and female politicians are both equally good at treating men fairly (44%).

A similar proportion of people think male politicians are better, female politicians are better or that they are both equally bad (14%, 12% and 14% respectively).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	14%	12%	44%	14%
China South Korea	23% 21%	8%	50% 30%	3 <u>%</u> 22%
United States	19%	9%	35%	12%
Great Britain	17%	10%	39%	16%
Ireland	17%	10%	47%	12%
South Africa	17%	17%	37%	19%
Australia	17%	9%	38%	16%
New Zealand	17%	9%	45%	10%
India	16%	16%	50%	8%
Netherlands	16%	10%	53%	8%
Poland	16%	8%	46%	9%
Singapore Malaysia	15% 15%	<u>10%</u> 11%		<u>8%</u> 10%
Turkey	15%	20%	39%	10%
Sweden	14%	13%	46%	14%
Indonesia	13%	13%	58%	4%
Colombia	12%	15%	41%	17%
Brazil	12%	19%	41%	13%
Japan	12%	11%	37%	11%
Argentina	12%	12%	37%	18%
Chile	12%	9%	39%	24%
Spain	11%	14%	45%	19%
Canada		8%	39%	16%
Thailand	11%	13% 11%	58% 43%	9%
Germany Peru	11% 10% 8	% %	35%	13% 38%
France		1%	47%	<u> </u>
Hungary	9%	14%	35%	17%
Italy	9% 8% 12	.%	44%	18%
Belgium	7% 10%		47%	13%
Mexico	6% 11%		51%	21%



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Treating women fairly.

Around two in five people think that that male and female politicians are both equally good at treating women fairly (37%).

Three in ten people across a 31-country average (29%) think that female politicians are better at treating women fairly.

More than one in ten people across a 31country average (14%) think that they are both equally bad.

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	6%	29%	37%	14%
India	17%	18%	49%	8%
South Africa	11%	28%	32%	19%
China	11%	37%	45%	2%
Malaysia	8%	22%	50%	9%
Singapore	8%	24%	48%	6%
Indonesia	7%	24%	56%	4%
South Korea	7%	28%	27%	24%
Turkey	7%	37%	36%	13%
Great Britain	6%	33%	29%	16%
Poland	6%	31%	37%	9%
Mexico	6%	20%	45%	18%
Hungary	6%	34%	24%	17%
New Zealand	5%	34%	34%	12%
Australia	5%	32%	29%	16%
Spain	5%	28%	39%	18%
Germany	5%	27%	35%	14%
Argentina	5%	26%	37%	18%
Ireland	4%	35%	34%	13%
Peru	4%	22%	33%	33%
Brazil	4%	36%	36%	13%
Chile	4%	27%	33%	24%
France	4%	27%	37%	18%
Sweden	4%	38%	31%	13%
Thailand	4%	27%	56%	7%
United States	4%	35%	27%	14%
Japan	4% 3%	29%	<u> </u>	12%
Colombia	3 /0 2 0/	32%		19%
Italy Netherlands	3% 3%	28% 35%	<u> </u>	<u>17%</u> 7%
	<u>3%</u> 2%	28%	44%	12%
Belgium Canada	2% 2%	<u> </u>	40% 33%	12%
Canada	270	3070	3370	13%



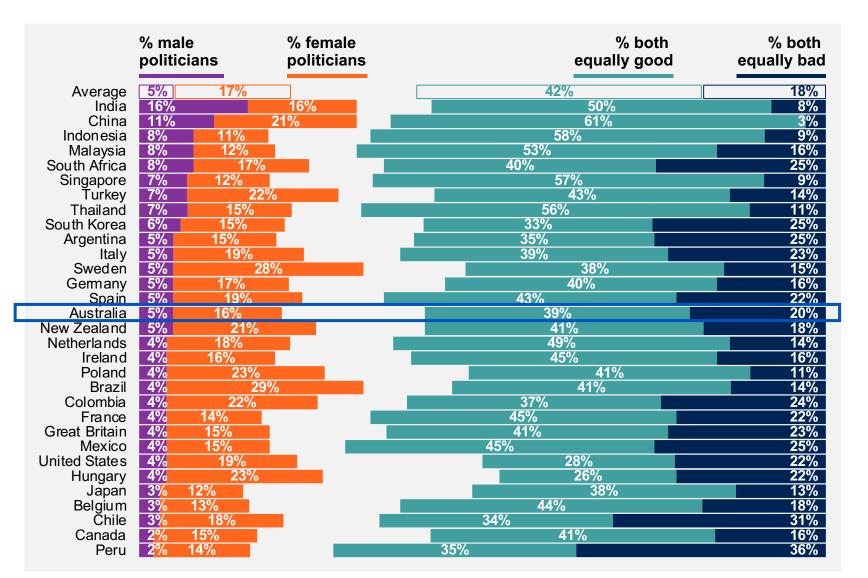
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Treating ethnic minorities fairly.

Around two in five people think that that male and female politicians are both equally good at treating ethnic minorities fairly (42%).

Around one in five people (17%) across a 31-country average think that female politicians are better at treating ethnic minorities fairly.

A small proportion of people across a 31country average (5%) think that male politicians are better at treating ethnic minorities fairly.





For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Treating those with LGBT+ identities fairly.

Around a third of people across a 31country average (36%) think that male and female politicians are equally good at treating those with LGBT+ identities fairly.

However, a larger proportion of people think female politicians are better than male politicians at treating those with LGBT+ identities fairly (21% vs. 4%).

Around a fifth think male and female politicians are both equally bad at this (17%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	4% 219		36%	17%
India	15%	17%	46%	8%
China	10%	23%	52%	4%
Indonesia	6% 6%		30%	21%
South Korea	6% 14%		29%	26%
Singapore	<u>6%</u> 13%	0.40/	46%	11%
Poland	6%	24%	35%	12%
Great Britain South Africa	5% 19% 5%		35%	<u>18%</u> 19%
Thailand	5% 5% 18%	30%	55%	8%
Turkey	4%	。 27%	27%	18%
Spain		27%	38%	17%
Mexico	4% 21%		40%	22%
New Zealand		.5%	34%	13%
Ireland	4% 2	5%	39%	13%
Australia	4% 20%		34%	16%
Hungary	<u>4%</u> 19%		20%	27%
Belgium	3% 18%		40%	13%
France	<u>3% 19%</u>		40%	17%
Germany	3% 16%		38%	17%
Peru	3% 16%	2004	32%	32%
Brazil	3%	33%	34%	15%
Italy	<u>3%</u> 21%		36%	20%
Sweden Argentina	3% 24 3% 24	28%	<u>36%</u>	11% 21%
Colombia		.7%	31%	21%
Japan	3% 17%		36%	14%
Netherlands	3% 23%	6	49%	12%
Malaysia	3% 10%		27%	26%
Chile		7%	27%	27%
United States	2% 25%		26%	17%
Canada	1% 23%		33%	14%



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Spending taxpayers' money wisely.

Around two in five people (37%) think that male and female politicians are equally good at spending taxpayers' money wisely.

However, a larger proportion of people think female politicians are better than male politicians at spending taxpayers' money wisely (15% vs. 6%).

Around three in ten people think they are both equally bad at spending taxpayers' money wisely (28%).

	% male politicians	% female politicians		% both equally good	% both equally bad
Average	6% 15%		37%		28%
India	17%	16%		48%	8%
China	12%	21%		55%	6%
Indonesia	9% 9%		56%		12%
Netherlands	8% 13%		50%		17%
New Zealand	8% 13%		31%		32%
Thailand	8% 16%		50%	-	15%
Poland	8% 16%		42%		17%
Singapore	8% 12%		51%	0	13%
Turkey		3%	39%		20%
Malaysia	8% 11%		51%		18%
South Korea	7% 11%		33%		35%
Sweden	7% 18%		35%		29%
South Africa	7% <u>16%</u> 7% 13%		28%		<u>41%</u> 29%
Germany Australia	7% 13% 6% 11%		<u> </u>		37%
Ireland	6% 16%	_	30%		31%
Spain	6% 18%	_	37%		31%
Argentina	6% 13%		29%		35%
United States	5% 15%		23%		35%
Great Britain	5% 12%	_	34%		35%
Japan	5% 12%			5%	19%
Colombia	5% 12% 5% 20%		27%		37%
Brazil	5% 25%	<u>́о</u>	34%		23%
Mexico	5% 14%		36%		34%
France	4% 16%		37%		29%
Italy	4% 20%		35%		27%
Hungary	4% 17%		22%		38%
Peru	4% 11%		27%		49%
Belgium	4% 13%		40%		26%
Chile	<u>3% 11%</u>		27%		48%
Canada	2 % 14%		30%		35%



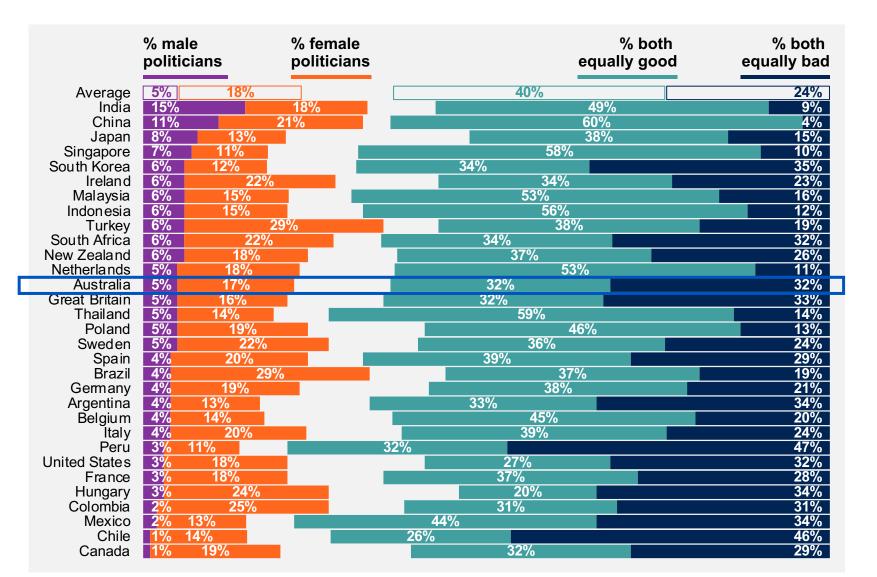
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Being honest and ethical.

Across a 31-country average, two in five (40%) people think that male and female politicians are equally good at being honest and ethical.

People are more likely to think that female politicians are better than male politicians at being honest and ethical (18% vs. 5%).

A quarter of people (24%) think male and female politicians are both equally bad at being honest and ethical.





For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Getting the economy back on track.

Across a 31-country average, two in five people think that male and female politicians are equally good at getting the economy back on track (43%).

There is minimal difference between those who think male or female politicians are better at getting economy back on track (10% vs. 11%).

Around one in five people (22%) think male and female politicians are both equally bad this.

Average China 10% 11% 43% China 20% 17% 53% India 16% 16% 49% South Korea 16% 7% 33% Singapore 15% 8% 55% Poland 14% 6% 51%	22% 4% 9% 31% 8%
China 20% 17% 53% India 16% 16% 49% South Korea 16% 7% 33% Singapore 15% 8% 55%	4% 9% 31% 8%
India 16% 49% South Korea 16% 7% 33% Singapore 15% 8% 55%	9% 31% 8%
South Korea 16% 7% 33% Singapore 15% 8% 55%	31% 8%
Singapore 15% 55%	8%
Poland 14% 6% 51%	
	10%
Malaysia 13% 6%	15%
New Zealand 12% 10% 43%	21%
Germany 11% 10% 40%	20%
Hungary 11% 11% 25%	32%
Argentina 11% 10% 34%	27%
Indonesia 11% 6% 63%	10%
Netherlands 11% 9% 56%	14%
Turkey 11% 19% 39%	23%
Thailand 10% 10% 57%	14%
Ireland 10% 10% 41%	25%
South Africa 9% 18% 34%	32%
Sweden 9% 15% 43%	21%
Chile 8% 9% 34%	36%
Japan 8% 10% 36%	18%
United States 8% 12% 30%	27%
Great Britain 8% 8% 38%	32% 18%
Brazil 8% 19% 44%	
Australia 7% 11% 39%	27%
Peru 7% 9% 33%	43%
Belgium 6% 9% 45% Italy 6% 13% 41%	21% 26%
	26%
Spain 6% 15% 43% Canada 5% 12% 35%	<u>26%</u> 26%
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	<u>26%</u> 27%
Colombia 5% 15% 37%	29%
Mexico 4% 12% 51%	<u>29 %</u> 24%



For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Respecting the climate.

Around two in five people (43%) think that male and female politicians are equally good at respecting the climate.

However, a larger proportion of people think female politicians are better than male politicians at respecting the climate (17% vs. 5%).

One in five people think they are both equally bad at respecting the climate (20%).

	% male politicians	% female politicians	% both equally good	% both equally bad
•			400/	000/
Average	5% 17%	470/	43%	20%
India	16%	17%	48%	9%
China Indonesia	13% 11% 11%	21%	57% 58%	<u>5%</u> 8%
Malaysia	8% 13%		50%	15%
Thailand	8% 14%		58%	9%
South Korea	8% 12%		42%	23%
Singapore	7% 12%		57%	10%
Poland	6% 19%		48%	9%
Turkey		%	42%	15%
South Africa	5% 18%		40%	25%
Argentina	5% 14%		38%	25%
Netherlands	5% 15%		55%	14%
Australia	5% 15%		38%	24%
Japan	<u>5% 9%</u>		41%	13%
New Zealand	4% 20%		40%	18%
Great Britain	4% 14%		42%	23%
France	4% 16%		41%	26%
Hungary	4% 18%		29%	27%
Colombia	<u>4%</u> 18%		37%	25%
Italy	3% 19%	_	40%	24%
Peru	<mark>3% 14%</mark> 3% 13%		<u>35%</u> 48%	<u>37%</u> 27%
Mexico Ireland	<mark>3% 13%</mark> 3% 17%		48% 42%	27%
Spain	<u>3%</u> 19%		42 /0	23%
Germany	3% 14%	_	44 /8	20%
Chile	3% 15%		31%	33%
Sweden	3% 320	/	36%	16%
United States	3% 18%		31%	22%
Brazil	3% 24%		41%	19%
Belgium	2 % 13%		48%	20%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

43%

Canada 2% 12%



20%

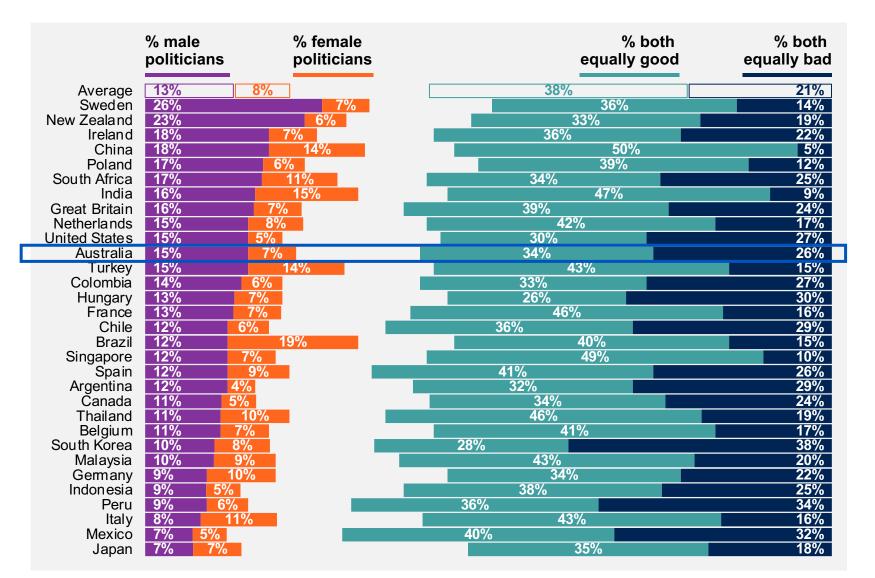
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Benefiting the rich.

Around two in five people (38%) think that male and female politicians are equally good at benefiting the rich.

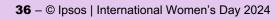
However, a larger proportion of people think male politicians are better than female politicians at benefiting the rich (13% vs. 8%).

One in five people think they are both equally bad at benefiting the rich (21%).





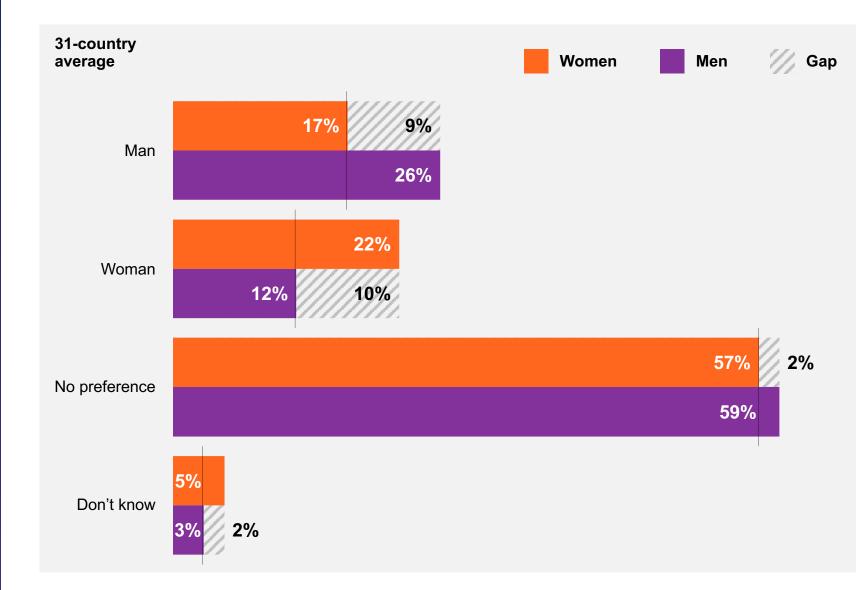






If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

Whilst the majority of people (58%) have no preference with regards to their boss' gender those that have a preference are more likely to choose a boss of the same gender. Women are more likely to prefer a female boss (22% of women vs. 12% of men) and men are more likely to prefer a male boss (26% of men vs. 17% of women).



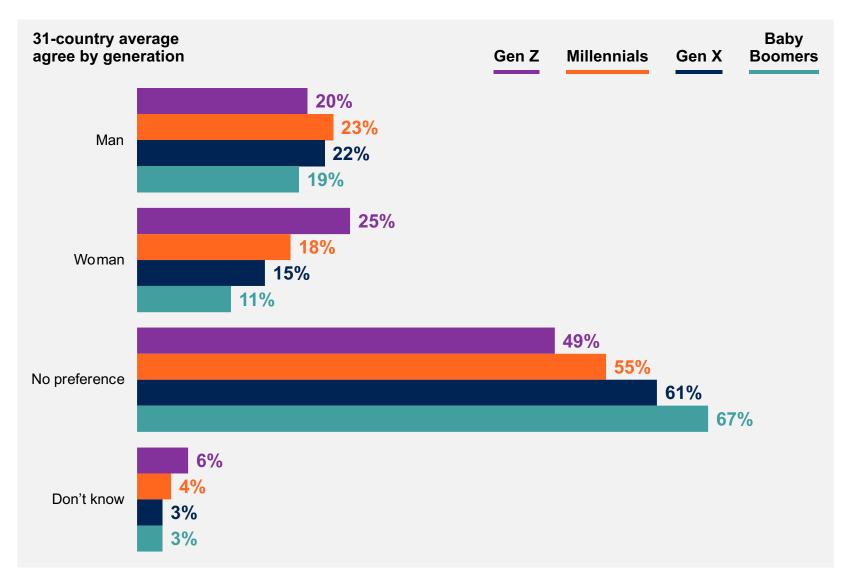


If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

Baby Boomers are most likely to say they have no preference about their boss' gender (67%, compared to 61% of Gen X, 55% of Millennials, and 49% of Gen Z).

Gen Z are more likely to prefer having a female boss than any other generation (25% Gen Z compared to 18% of Millennials, 15% of Gen X and 11% of Baby Boomers).







For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Overall people tend to think that male and female business leaders are both equally good across all the statements asked about.

Around half of people say that female and male business leaders are equally good at creating a financially success company / organisation (55%), making sure the company / organisation is innovative (55%), and making sure the company / organisation operates ethically (49%).

31-country average	% male business leaders		% female business leaders	% both equally good	% both equally bad
Treating those with LGBT+ identities fairly	5 <mark>%</mark>	21%		40%	13%
Treating ethnic minorities fairly	6%	17%		47%	13%
Treating women fairly	8%	28%		41%	11%
Making sure the company / organisation operates in an ethical way	8%	17%		49%	11%
Making sure the company / organisation is innovative	11%	13%		55%	8%
Creating a financially successful company / organisation	13%	13%		55%	8%
Treating men fairly	15%	12%		48%	10%

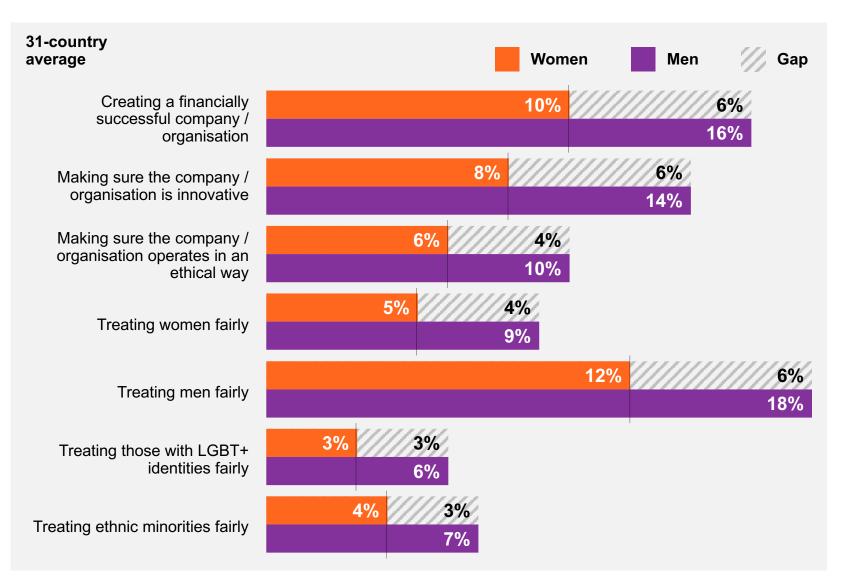


For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Male business leaders are better.

By gender, men are more likely than women to think that male business leaders are better for each of the scenarios.

Men are particularly likely to think that male business leaders are better are treating men fairly (18% vs. 6% of women), creating a financially successful company / organisation (16% vs. 10% of women) and making sure the company is innovative (14% vs. 8% of women).



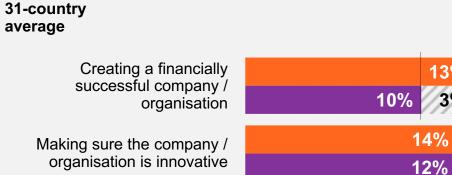


For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

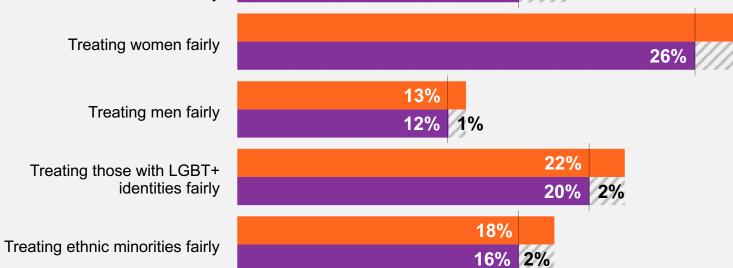
Female business leaders are better.

Whilst women are slightly more likely to say that female business leaders are better, the gap between genders is smaller than for those who think male business leaders are better.

Women are most likely to think that female business leaders are better at treating women fairly (31% vs. 26% of men).



Making sure the company / organisation operates in an ethical way



13%

3%

2%

16%

14%

Women

19%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024



Gap

31%

5%

Men

For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Creating a financially successful company / organisation.

Across a 31-country average, the majority of people agree that male and female leaders are equally good at creating a financially successful company or organisation (55%).

There is a marginal difference between those who think male business leaders or female business leaders are better at creating a financially successful company / organisation (13% vs. 12% respectively).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	13% 12%	4.40/	55%	8%
China South Karaa	27%	14%	53%	2%
South Korea Indonesia	18% 6%		<u> </u>	12%
	18%	19%	<u> </u>	<u>2%</u> 8%
Turkey	17%)%	57%	7%
Malaysia	16% 8%		57 %	6%
Singapore South Africa	16%	15%	56% 54%	10%
Netherlands	15% 9%		5470 62%	4%
Japan	15% 7%		46%	6%
India		17%	40%	8%
Chile	14% 10%		53%	12%
Hungary	14% 12%		47%	7%
Poland	14% 8%		57%	5%
Argentina	14% 8%		55%	9%
Ireland	14% 11%		56%	8%
New Zealand	12% 11%		60%	4%
Sweden	11% 11%		59%	6%
Australia	11% 11%		52%	9%
Great Britain	11% 11%		55%	9%
Colombia	11% 16%		57%	8%
Brazil		%	51%	6%
Germany	10% 10%		53%	9%
Thailand	10% 11%		64%	6%
Mexico	10% 11%		61%	11%
United States	9% 10%		50%	10%
Italy	9% 15%		51%	12%
Peru	9% 12%		58%	13%
Belgium	8% 9%		59%	5%
Spain	8% 14%		57%	11%
Canada	7% 9%		55%	8%
France	5% 10%		60%	9%



For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Making sure the company / organisation is innovative.

Across a 31-country average, the majority of people agree that male and female leaders are equally good at making sure the company / organisation is innovative (55%).

There is a marginal difference between those who think male business leaders or female business leaders are better at making sure the company / organisation is innovative (13% vs. 11% respectively).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	11% 13%		55%	8%
China	22%	17%	53%	3%
South Korea	21%	10%	42%	13%
Singapore	16% 8%		60%	5%
India		6%	48%	9%
Indonesia	15% 6%		69%	2%
South Africa		5%	57%	8%
Thailand	14% 8%		65%	5%
Netherlands			60%	4%
Hungary			43%	9%
Malaysia	12% 10% 12% 9%		<u>62%</u> 45%	8% 6%
Japan Ireland	12% 9% 12% 11%	_	54%	9%
Turkey	12%	26%	48%	7%
Great Britain	10% 11%	20 /8	52%	9%
Poland	10% 8%		59%	6%
New Zealand	9% 11%		60%	5%
Australia	9% 12%		51%	9%
Germany	8% 11%		52%	10%
Sweden	8% 13%		57%	6%
Belgium	8% 10%		57%	6%
Colombia	8% 20%		54%	9%
Mexico	7% 12%		60%	13%
Spain	7% 14%		56%	11%
United States	7% 10%		50%	9%
Chile	7% 16%		53%	13%
France	7% 11%		59%	9%
Argentina	7% 13%		55%	10%
Peru	<u>6%</u> 14%		59%	14%
ltaly	<u>6%</u> 18%		52%	12%
Brazil	6% 23%		51% 52%	8%
Canada	5% 13%		52%	9%



For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Making sure the company / organisation operates in an ethical way.

Around half of people (49%) think male and female business leaders are equally good at making sure the company / organisation operates in an ethical way.

People are more likely to think that female business leaders are better than male business leaders at this (17% vs. 8%).

Around one in ten people think they are both equally bad (11%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	8% 17%		49%	11%
Indonesia	18%	1%	61%	4%
China	16%	21%	55%	3%
India	16%	<u>16%</u>	49%	7%
Malaysia	13% 13%		59%	8%
Singapore	12% 12%		57%	7%
South Korea	12% 17%	0	42%	14%
Japan	11% 10%	070/	45%	7%
Turkey		27%	43%	10%
Hungary Colombia	8% 17% 8% 22%		39% 45%	<u>12%</u> 16%
South Africa	8% 22%		43% 50%	16%
Thailand	8% 12%		63%	9%
Germany	7% 19%		45%	10%
Australia	7% 17%		44%	15%
Brazil	7% 24%		49%	9%
New Zealand	7% 21%		51%	9%
Great Britain	6% 18%		48%	12%
Poland	6% 13%		56%	7%
Chile	6% 18%		43%	22%
Belgium	6% 11%		51%	11%
Argentina	6% 14%		50%	16%
Ireland	<u>6% 17%</u>		49%	13%
United States	<u>6% 17%</u>		43%	13%
Mexico	<u>5%</u> 15%		55%	15%
Peru	5% 18%		52%	18%
Italy	4% 19%		49%	13%
Spain	<u>4% 19%</u>		48%	17%
Netherlands Canada	4% 24% 4% 16%		52% 45%	<u>6%</u> 14%
France	4% 15%		43% 52%	14%
Sweden	3% 24%		45%	13%



For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Treating women fairly.

Around two in five people (41%) think male and female business leaders are equally good at treating women fairly.

People are more likely to think that female business leaders are better than male business leaders at this (28% vs. 7%).

Around one in ten people think they are both equally bad (11%).

		male ness leaders	% both equally good	% both equally bad
Average	7% 28%		41%	11%
South Africa	16% 25	%	39%	13%
Indonesia	15% 19%		56%	2%
India	15% 19%		46%	9%
South Korea	13% 31	%	29%	13%
Malaysia	12% 23%		50%	7%
Turkey	12% 3	5%	34%	10%
China		%	47%	4%
Singapore			46%	7%
Ireland	7% 33%		36%	11%
Colombia	7% 28%		41% 40%	16%
Germany Thailand	7% 25% 7% 24%		<u> </u>	<u> </u>
Brazil	7% 34%		40%	9%
Argentina	6% 23%		42%	15%
Chile	<u>6%</u> 29%		36%	19%
Poland	6% <u>26%</u>		43%	6%
Great Britain	6% 33%		36%	9%
Australia	6% 32%		35%	11%
Hungary	6% 26%		32%	14%
Italy	5% 26%		41%	15%
New Zealand	5% 33%		38%	10%
Sweden	5% 35%		37%	11%
France	5% 26%		42%	11%
Japan	5% 28%		35%	8%
Spain	5% <u>30%</u>		39%	14%
Peru	4% 24%		46%	19%
Canada	<u>4% 31%</u>		<u>32%</u> 44%	12%
Netherlands United States	4% 34% 4% 35%		<u> </u>	<u>6%</u> 10%
Mexico	<u>4%</u> <u>3%</u> 19%		50%	10%
Belgium	<u>3%</u> <u>3%</u> <u>28%</u>		44%	6%
Dergium	20/0			070



For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Treating men fairly.

Around half of people across a 31country average (48%) think male and female business leaders are equally good at treating men fairly.

People are slightly more likely to think that male business leaders are better than female business leaders at this (15% vs. 12%).

One in ten people think they are both equally bad (10%).

46 – © Ipsos Interna	ational Women's Day 2024
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	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	15%	2%	48%	10%
South Korea	24%	9%	37%	13%
China	23%	19%	52%	2%
Indonesia	20%	10%	58%	2%
Great Britain	20%	8%	45%	9%
Australia	19%	9%	44%	11%
Malaysia	19%	9%	52%	8%
Singapore	19%	8%	52%	6%
United States	19% 18%	9% 22%	<u> </u>	<u>9%</u> 9%
Turkey New Zealand		10%	50%	<u> </u>
South Africa	17%	18%	42%	13%
Ireland	17%	13%	48%	9%
Canada	16% 7%		43%	10%
Poland	16%		52%	6%
Sweden		%	49%	8%
India	15%	18%	48%	8%
Netherlands	14% 11%		54%	7%
Argentina	14% 8%		46%	14%
Brazil	13%	21%	46%	7%
Japan	13% 11%		40%	8%
Germany	12% 12%		46%	10%
Thailand	12% 11%		61%	7%
Chile	12% 14%		44%	16%
Hungary	11% 13%		40%	11%
Spain	11% 14%		50%	12%
Belgium	11% 9%		52%	7%
Colombia	11% 17%		48%	13%
Peru	10% 11%		48%	21%
France	10% 12%		52%	9%
ltaly Movies	8% <u>16%</u> 7% 14%		<u> </u>	<u>13%</u> 15%
Mexico	1 /0 14 /0			13%



For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Treating those with LGBT+ identities fairly.

Two in five people across a 31-country average (40%) think male and female business leaders are equally good at treating those with LGBT+ identities fairly.

People are more likely to think that female business leaders are better than male business leaders at this (21% vs. 5%).

Around one in ten people think they are both equally bad (13%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	5% 21%		40%	13%
India	14%	16%	46%	8%
China		9%	54%	3%
South Korea	8% 14%		35%	17%
Indonesia			30%	16%
Singapore	6% 14%		47%	8%
Thailand	6% 20%		57%	6%
Netherlands	5% 22%		50%	7%
Turkey		6	26%	15%
Australia	5% 20%		39%	12%
Hungary	<u>5%</u> 19%		27%	16%
Brazil	5%	34%	37%	10%
Malaysia	<u>5% 11%</u>		29%	20%
Great Britain			43%	12%
New Zealand	4% 27%		36%	9% 14%
South Africa	4% 26%		39%	14%
Germany	4% 20%		41%	12%
France	<u>4%</u> 17%		43%	13%
Colombia	4% 26%		38%	16%
Ireland	<u>4%</u> 24%		41%	12%
Italy	4% 20%		40%	16%
Poland	4% 24%		41%	8%
Spain	4% 20% 4% 24% 4% 24% 3% 17% 3% 19%		43%	15%
Japan	<u>3% 17%</u>	_	<u> </u>	9%
Mexico	<u>3% 19%</u>		<u> </u>	20%
Peru			30%	24%
Sweden Chile			36%	10%
	3% 24% 3% 20%		<u> </u>	<u>20%</u> 17%
Argentina United States	<u>3%</u> 20% <u>3%</u> 23%		29%	14%
Belgium			47%	9%
Canada	1% 22%		37%	12%
Canada			<u> </u>	1270



For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Treating ethnic minorities fairly.

Around half of people across a 31country average (47%) think male and female business leaders are equally good at treating those from ethnic minorities fairly.

People are more likely to think that female business leaders are better than male business leaders at this (17% vs. 6%).

Around one in ten people think they are both equally bad (13%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	6% 17%		47%	13%
India	14% 1	7%	48%	9%
Indonesia	11% 8%		61%	7%
China	11% 20%	/o	61%	3%
Singapore	9% 11% 9% 24%		57%	9%
Turkey	9% 24%	<u> </u>	42%	13%
South Korea	8% 15%		40%	17%
Malaysia	8% 9%		61%	11%
South Africa	8% 17%		47%	19%
New Zealand	6% 21%		46%	11%
Thailand Australia	6% 15% 6% 16%		63% 43%	6%
	6% 16% 5% 19%		43 % 34%	15% 15%
Hungary Great Britain	5% 15%	_	46%	12%
Mexico	5% 14%		 50%	21%
Brazil	5% 28%		45%	10%
Chile	5% 18%		39%	20%
Colombia	5% 22%		42%	18%
Ireland	5% 16%	_	48%	13%
Spain	5% 18% 5% 18% 4% 14%		47%	17%
Germany	5% 18%		47%	11%
France	4% 14%		50%	13%
Japan	4% 12%		43%	8%
Poland	4% 18%		53%	7%
Peru	4% 17%		44%	25%
United States	4% 19%		38%	15%
Italy	4% 18%		47%	16%
Sweden	3% 25%		39%	14%
Argentina	3% 14%		42%	19%
Belgium	3% 14%		48%	11%
Canada	3% 16%		43%	13%
Netherlands	3% 22%		54%	7%



If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

Across a 31-country average, if people could choose their boss at work, the majority have no preference whether they are a man or a woman (58%).

Those on a high income were more likely to prefer their boss to be a man than those on low or medium incomes (24% vs. 20% and 21%). Conversely, those on a low income were more likely to prefer a female boss than those on high income (19% vs. 16%).

	% man	% wor	nan	% no preference	% don't know
Average	21%	17%		58%	4%
Average Indonesia	49%	17/0		12% 37%	
Malaysia	37%		14%	47%	2%
Singapore	36%		10%	51%	3%
India	34%		25%	29%	13%
South Korea	32%		13%	51%	5%
South Africa	30%		20%	48%	2%
Hungary	27%		19%	45%	9%
Turkey	27%		30%	40%	4%
Poland	27%	15	%	53%	5%
Thailand	23%	2	5%	49%	3%
Great Britain	21%	16%		61%	2%
Ireland	20%	17%		60%	3%
Chile	19%	15%		65%	2%
France	19%	17%		60%	4%
Colombia	18%	19%		62%	2%
China	17%	10%		71%	2%
Belgium	17%	14%		64%	5%
New Zealand	17%	18%		64%	2%
Argentina	17%	11%		<u>69%</u>	3%
Germany	17%	14%		67%	3%
Sweden	17%	21%		55%	7%
Netherlands	16%	<u>15%</u> 20%		<u> </u>	3%
Italy United States	16% 16%	19%		<u> </u>	4% 5%
	16%	18%		<u> </u>	<u> </u>
Canada Australia	15%	16%		<u> </u>	5%
Spain	15%	18%		<u> </u>	2%
Japan	15%	10%		<u> </u>	9%
Brazil	14%	28%		<u> </u>	4%
Peru	12%	16%		71%	1%
Mexico	9%	20%		69%	2%



And thinking about your working life, do you have experience of working under male bosses, female bosses, or both?

Across a 31-country average, the majority people have experience of working under both male and female bosses (63%). Overall, if they have only had a boss of one gender, it is more likely to have been a man than a woman (19% vs 7%).

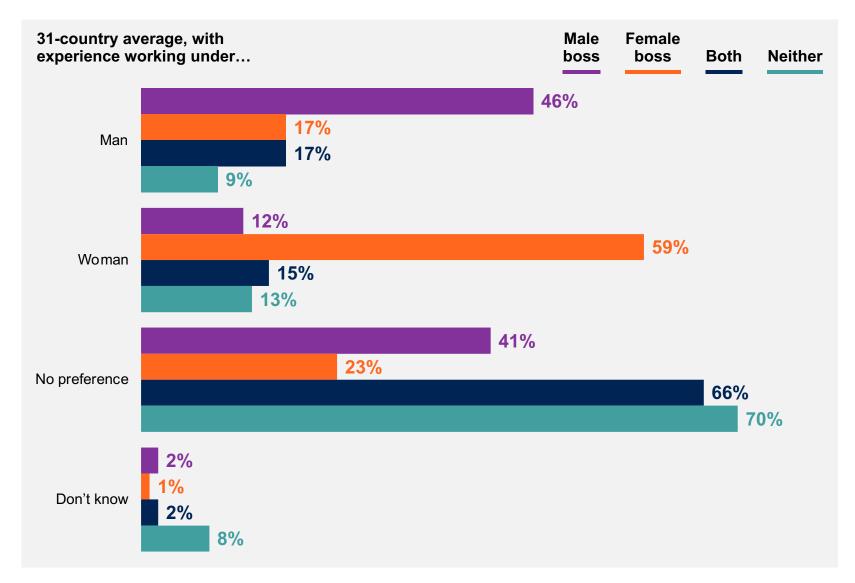
	% male bosses	% female bosses	% both	% neither	% don't know
A	400/		<u> </u>		00/ 40/
Average Turkey	19% 37%	7%	63%	44%	8% 4% 7% 3%
Indonesia	32%	5%	56%		4%2%
Japan	30%	5%	39%	16%	10%
Malaysia	26%	6%	59%		4% 5%
Poland	26% 24% 22%	6%	59%		6% 5%
Italy	22%	11%	52%		12% 3%
South Korea	21%	3%	54%	16	<mark>% 6</mark> %
Netherlands	21%	<mark>4%</mark>	66%		7% 2%
South Africa	21%	9%	61%		6% 3%
Argentina	21%	<mark>4%</mark>	64%		9% 2%
Hungary	20%	10%	43%	20%	7%
Singapore	20%	7%	66%		4% 4%
Germany	19%	6%	61%		9% 5%
Belgium	19%	7%	63%	100/	7% 5%
India	19%	13%	42%	19%	7%
Spain	18%	10%	63%		6% 3%
China	18%	5%	71%		4%2%
Sweden	18%	12%	63%		4% 4%
France Great Britain	17% 15%	8%	65% 69%		7% 3% 6% 3%
Canada	15%	7% 6%	<u> </u>		5% 5%
Mexico	14%	6%	09 % 72%		<u> </u>
Ireland	14%	9%	70%		5% 2%
Peru	14%	3%	76%		7% 1%
Australia	13%	7%	69%		6% 5%
Brazil	13%	14%	52%	1	6% 5%
Thailand	13%	7%	75%		2% 3%
New Zealand	13%	7%	74%		5% 2%
United States	12%	6%	70%		7% 5%
Chile	11%	6%	75%		7% 2%
Colombia	6% 6%		83%		4%1%



If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

The vast majority of people who have experience working under both a male and female boss have no preference when it comes to choosing the gender of their boss at work (70%).

Those who only have experience working with a male boss are more likely to prefer a male boss (46%) and those who only have experience working with a female boss are likely to prefer a female boss (59%).





APPENDIX





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

Women are more likely than men to agree that women won't achieve equality unless men take actions too (69% women vs. 61% men).

Men are more likely than women to agree that when it comes to giving women equal rights with men, things have gone far enough in their country (60% men vs. 49% women) and that men are being expected to do too much to support equality (58% men vs. 45% women).

Women are more likely than men to describe themselves as a feminist (45% women vs. 32% men)

31-country average,% agree somewhat / strongly

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

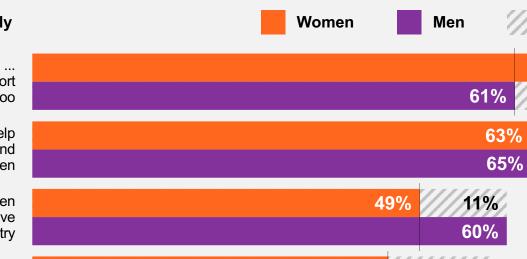
When it comes to giving women equal rights with men, things have gone far enough in my country

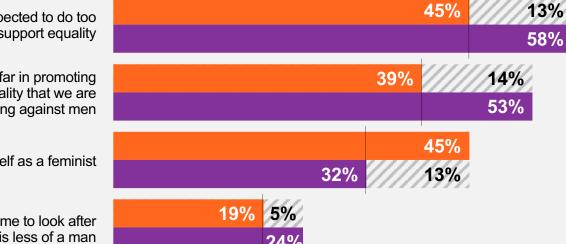
Men are being expected to do too much to support equality

We have gone so far in promoting women's equality that we are discriminating against men

l define myself as a feminist

A man who stays home to look after his children is less of a man





Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024



Gap

69%

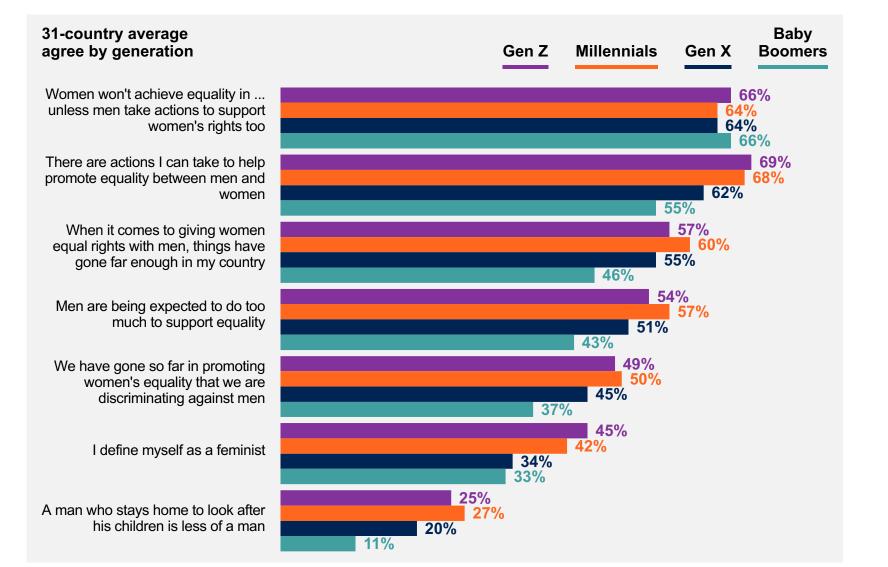
8%

2%

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

Gen Z are more likely than Baby Boomers and Gen X to say they can take actions to help promote equality between genders (69% vs 62%, 55%). Similarly, Gen Z are, on balance, more likely to identify themselves as feminists than all other generations (45% vs 42%, 34%, 33%).

Baby boomers, however, less often agree that a man who stays at home to look after his children is less of a man than all other generations (11% vs 25%, 27%, 20%).



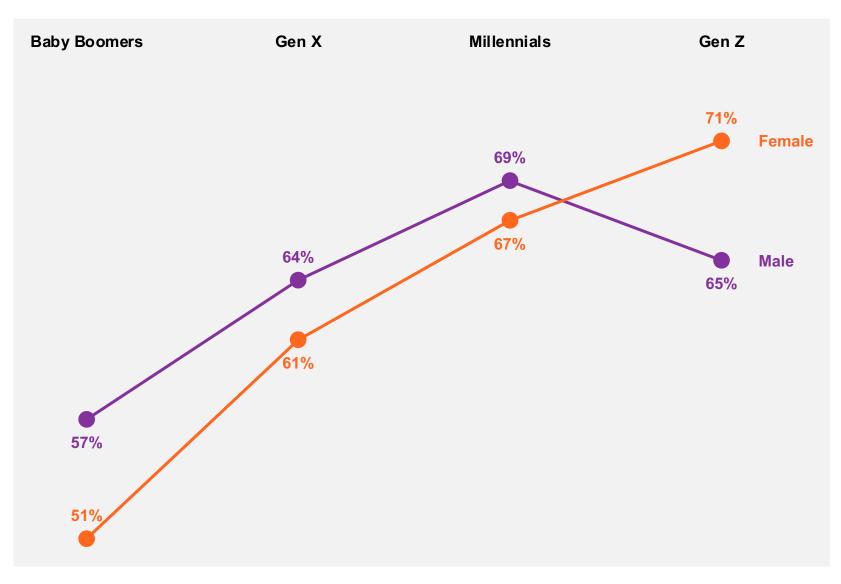


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

There are actions I can take to help promote equality between men and women, % agree.

Younger women are more likely to agree that there are actions they can take to help equality. Seven in ten (71%) Gen Z women say this is the case, while only 51% Baby Boomer women say the same.



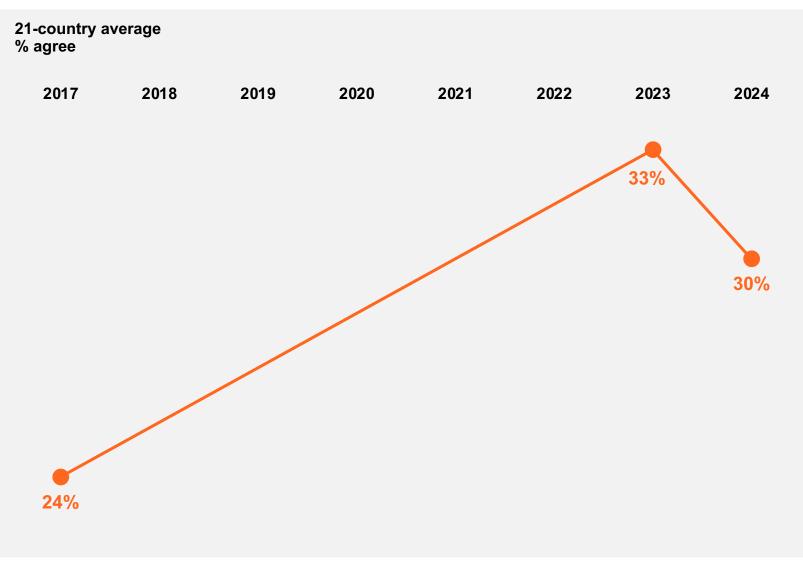




To what extent do you agree or disagree with the following statement?

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

There has been a rise in the proportion of people who agree that they are scared to speak out and advocate the rights of women because of what might happen to them from 24% in 2017 to 30% in 2024.



Base: 18,260 online adults aged 18-74 in 21 countries, 22 December 2023-5 January, 2024

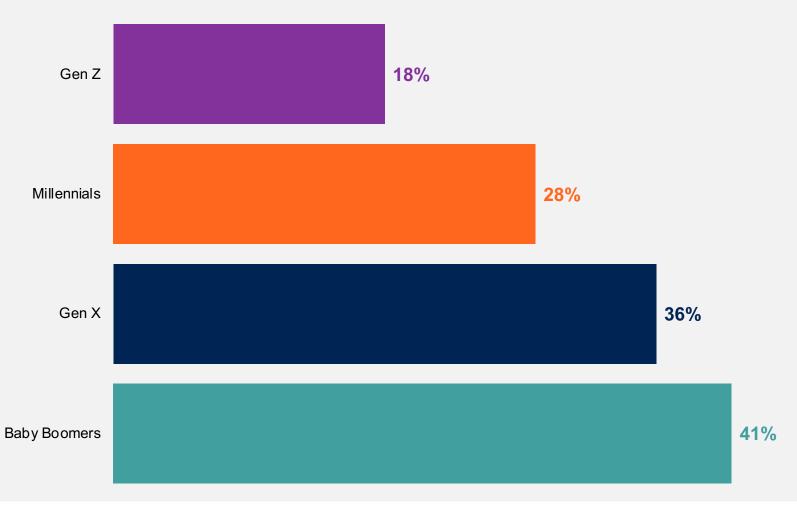


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

Older generations are almost twice as likely than younger generations to agree that they are scared to speak out and advocate the equal rights of women because of what might happen to them (41% of Baby Boomers compared to 18% of Gen Z).

31-country average agree by generation





Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

Educational institutions, such as schools, colleges and universities.

Almost half of people (48%) think that educational institutions treat men and women about the same.

A quarter of people across a 31-country average (25%) think that educational institutions treat women better than men and almost one in five people (17%) think health services treat women worse than men.

Men are more likely than women to think that educational institutions treat women better (30% vs. 20%).

	% treat women better	% treat men & women about the same	% treat women worse	2022 better	% men better	% women better
_						
Average	25%	48%	17%	22%	30%	20%
Indonesia	52%	40		-	53%	51%
Malaysia	42%	42%	11%	42%	47%	36%
India	41%	33%	17%	50%	39%	44%
China	40%	41%	15%	40%	41%	40%
Mexico	35%	47%	10%	26%	38%	33%
South Africa	32%	48%	16%	29%	38%	27%
Singapore	31%	52%	9%	25%	38%	25%
Colombia	28%	54%	12%	20%	33%	24%
Turkey	28%	44%	23%	20%	32%	23%
Thailand	27%	57%	9%	-	30%	25%
Argentina	27%	54%	10%	23%	32%	22%
Brazil	26%	46%	17%	18%	31%	22%
Peru	25%	55%	12%	22%	28%	22%
Spain	23%	52%	16%	14%	30%	17%
Great Britain	23%	50%	17%	13%	28%	17%
Australia	23%	46%	17%	21%	31%	15%
Ireland	22%	50%	18%	-	30%	13%
New Zealand	21%	51%	17%	-	31%	12%
Chile	21%	52%	19%	19%	32%	12%
United States	21%	43%	19%	18%	27%	14%
Canada	20%	48%	17%	15%	28%	12%
Sweden	19%	50%	19%	15%	25%	12%
Italy	18%	49%	21%	14%	24%	14%
Poland	18%	48%	21%	13%	27%	10%
Germany	18%	48%	19%	14%	20%	16%
Belgium	18%	51%	16%	14%	25%	10%
Netherlands	17%	54%	18%	14%	21%	14%
France	16%	48%	23%	11%	19%	13%
South Korea	15%	49%	26%	15%	16%	13%
Hungary	14%	48%	24%	13%	21%	7%
Japan	12%	46%	20%	11%	15%	9%



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

Health services.

Across a 31-country average, almost half of people (48%) think that health services treat men and women about the same.

Around a quarter of people across a 31country average (24%) think that health services treat women better than men and almost one in five people (17%) think health services treat women worse.

Men are more likely than women to think that health services treat women better (29% men vs. 19% women).

	% treat women better	% treat men & women about the same	% treat women worse	2022 better	% men better	% women better
Average	24%	48%	17%	22%	29%	19%
Indonesia		42%			55%	45%
China		37%	15%	49%	48%	43%
India	40%	33%	17%	53%	37%	44%
Malaysia	37%	47%	11%	44%	43%	30%
Singapore	36%	51%	8%	26%	41%	32%
Mexico	36%	43%	14%	28%	40%	32%
South Africa	32%	42%	19%	29%	38%	26%
Thailand	31%	54%	9%	-	33%	28%
Brazil	29%	43%	18%	19%	34%	24%
Turkey	26%	50%	18%	21%	32%	21%
Australia	24%	47%	16%	20%	32%	16%
Belgium	24%	45%	16%	16%	31%	17%
Colombia	23%	52%	15%	19%	29%	18%
New Zealand	22%	50%	17%	-	33%	12%
Spain	21%	59%	14%	13%	27%	16%
Peru	21%	57%	16%	18%	24%	19%
Great Britain	21%	47%	18%	15%	30%	13%
Chile	21%	53%	18%	20%	29%	14%
Germany	21%	45%	21%	15%	24%	17%
Argentina	20%	57%	10%	22%	26%	14%
Ireland		50%	23%	-	26%	12%
United States France	18% 18%	43% 51%	25% 20%	15%	25%	11%
Canada	17%	47%	20%	15%	20%	16%
Netherlands	17%	<u> </u>	25%	15%	21%	14%
Sweden	17%	43%	30%	15% 13%	20% 24%	14% 9%
South Korea	16%	<u> </u>	15%	13%	24 <i>%</i> 18%	9% 14%
Italy	14%	53%	21%	10%	18%	14%
Poland	14%	<u> </u>	19%	12%	23%	6%
Japan	13%	42%	15%	12%	17%	8%
Hungary	12%	49%	27%	8%	17%	7%
rungary				0 /0	17 /0	1 /0



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

The media (such as TV, radio and newspapers).

Two in five people across a 31-country average (41%) think that women and men are treated about the same by the media.

A similar proportion of people across a 31-country average think that the media treats women better or treats women worse (23% and 24% respectively).

Men are more likely than women to think women are treated better by the media (30% vs 17%).

	% treat women bett	% treat men & wom er about the same	en % treat women worse	2022 better	% men better	% women better
Average	23%	41%	24%	19%	30%	17%
Indonesia	46%		9%	-	52%	40%
China	41%	38%	18%	39%	44%	38%
India	39%	34%	18%	43%	37%	41%
Malaysia	35%	43%	14%	36%	40%	31%
Mexico	34%	41%	16%	22%	41%	28%
South Africa	32%	41%	21%	25%	42%	23%
Thailand	29%	51%	11%	-	30%	28%
Singapore	27%	42%	18%	20%	32%	22%
Ťurkey	25%	38%	31%	18%	31%	19%
Peru	24%	50%	18%	19%	29%	20%
Colombia	24%	45%	22%	15%	31%	18%
Brazil	24%	40%	27%	15%	31%	17%
Spain	24%	42%	28%	16%	31%	17%
Argentina	23%	44%	21%	19%	33%	14%
Chile	23%	40%	29%	20%	31%	16%
Australia	22%	37%	29%	16%	31%	14%
Belgium	20%	40%	25%	10%	29%	11%
New Zealand	19%	42%	27%	-	30%	10%
Great Britain	19%	38%	32%	12%	27%	11%
United States	19%	41%	26%	13%	28%	10%
Ireland	18%	40%	32%	-	26%	9%
Germany	17%	47%	20%	13%	24%	11%
Italy	17%	39%	32%	9%	21%	13%
Poland	17%	48%	22%	14%	25%	9%
France	17%	39%	34%	12%	22%	11%
Sweden	17%	38%	32%	12%	25%	9%
Canada	17%	40%	28%	11%	23%	10%
Hungary	15%	40%	29%	8%	20%	10%
Netherlands	14%	44%	31%	7%	21%	8%
Japan	14%	45%	22%	13%	20%	8%
South Korea	14%	40%	35%	14%	16%	11%



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

The police.

Two in five people across a 31-country average (39%) think that the police treat men and women about the same.

However, around a quarter of people across a 31-country average think that the police treat women better (23%) as do a quarter who think they treat women worse (24%).

Men are more likely than women to think that the police treat women better (28% vs. 17%).

	% treat women better	% treat men & women about the same	% treat women worse	2022 better	% men better	% women better
A	220/	200/	2.40/	00%	000/	470/
Average	23%	39%	24% 20%	20%	28%	17%
China	40%	35%		36%	42%	38%
Indonesia	37%	42%	14%	-	42%	33%
India South Africa	35%	34%	20%	42%	34%	36%
South Africa	34%	25%	30%	23%	39%	28%
Singapore	32%	46%	9%	26%	39%	25%
Malaysia	29%	41%	17%	31%	31%	28%
Thailand	27%	38%	25%	-	31%	24%
Turkey	27%	41%	26%	24%	33%	21%
Brazil	26%	33%	28%	15%	31%	21%
Mexico	26%	33%	29%	18%	34%	19%
Sweden	25%	41%	23%	18%	31%	19%
United States	24%	39%	20%	26%	30%	18%
Australia	23%	43%	18%	20%	30%	16%
Great Britain	23%	32%	31%	15%	28%	18%
Chile	22%	40%	25%	19%	33%	12%
Spain	22%	46%	22%	18%	30%	13%
New Zealand	21%	48%	16%	-	30%	13%
Ireland	20%	46%	20%	-	27%	13%
Canada	20%	40%	22%	18%	25%	15%
Colombia	20%	41%	26%	14%	26%	14%
Peru	20%	39%	32%	12%	30%	10%
Belgium	19%	34%	28%	13%	26%	13%
Netherlands	17%	45%	26%	15%	22%	13%
Argentina	16%	37%	28%	19%	21%	12%
Poland	16%	39%	28%	15%	22%	10%
France	16%	37%	32%	15%	19%	13%
South Korea	16%	37%	33%	14%	19%	12%
Germany	15%	44%	23%	13%	18%	12%
Italy	15%	44%	25%	13%	17%	12%
Hungary	12%	42%	26%	10%	16%	7%
Japan		37%	26%	10%	15%	7%



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

Social media.

Two in five people across a 31-country average think that social media treats women about the same as men (37%).

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There are more people who think that social media treats women worse than those who think it treats them better (28% vs. 22%).

Men are more likely to think women are treated better by social media than women (27% vs 17%).

62 – © Ipsos International Women's Day 2024	

	% treat women better	% treat men & wo about the sam		2022 better	% men better	% women better
Average	22%	37%	28%	16%	27%	17%
Indonesia	43%		40% 13%	-	50%	36%
China	41%	39	% 18%	36%	44%	37%
India	37%	34%	18%	45%	35%	39%
Malaysia	34%	45%	15%	35%	36%	33%
Thailand	32%	51%	10%	-	34%	31%
Mexico	32%	44%	17%	19%	35%	29%
Peru	27% 27% 26%	44%	21%	17%	31%	24%
Singapore	27%	38%	22%	21%	34%	21%
South Africa	26%	34%	33%	20%	33%	20%
Turkey	25%	35%	36%	14%	33%	17%
Brazil	23%	33%	35%	14%	31%	16%
Argentina	23%	37%	28%	13%	30%	17%
Colombia	21%	41%	29%	12%	25%	17%
Australia	20%	32%	34%	13%	28%	12%
Chile	19%	40%	33%	15%	24%	15%
Poland	18%	47%	19%	14%	27%	10%
Germany	18%	41%	23%	14%	21%	16%
Jnited States	18%	37%	26%	13%	25%	12%
New Zealand	18%	32%	37%	-	29%	7%
Great Britain	17%	32%	37%	8%	22%	12%
Spain	17%	35%	39%	10%	24%	10%
Ireland	17%	33%	38%	-	22%	11%
Belgium	16% 15%	29%	35%	7%	23%	10%
Netherlands	15%	34%	35%	9%	20%	10%
Hungary	15%	40%	28%	10%	23%	8%
Ītaly	15%	36%	35%	9%	18%	11%
Canada	14%	33%	34%	9%	19%	9%
South Korea	14%	44%	29%	13%	15%	13%
Sweden	14%	28%	45%	6%	21%	7%
Japan	13%	45%	19%	11%	18%	8%
France	12%	30%	40%	7%	14%	10%



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

Courts and prisons.

Across a 31-country average, almost two in five people (38%) think that courts and prisons treat women about the same as men.

Around one in five people think that courts and prisons treat women better, or worse than men (both 21%). Men are more likely than women to think that courts and prisons treat women better than men (26% vs. 16%).

	% treat women better	% treat men & women about the same	% treat women worse	2022 better	% men better	% women better
Average	21%	38%	21%	18%	26%	16%
China	36%	38%	15%	29%	36%	36%
India	35%	33%	19%	41%	33%	37%
Indonesia	32%	36%	16%	-	38%	26%
Singapore	29%	40%	9%	26%	34%	25%
South Africa	29%	33%	19%	25%	35%	25%
Great Britain	27%	37%	17%	18%	35%	20%
Malaysia	27%	41%	14%	31%	30%	24%
Ireland	24%	40%	18%	-	31%	17%
Thailand	23%	43%	17%	-	28%	19%
Australia	23%	38%	17%	23%	31%	15%
Spain	22%	45%	22%	18%	29%	15%
Sweden	21%	42%	19%	20%	30%	13%
Turkey	21%	40%	27%	15%	28%	15%
Mexico	21%	35%	28%	14%	23%	20%
New Zealand	21%	42%	15%	-	29%	13%
Chile	21%	35%	25%	16%	30%	12%
Brazil	20%	33%	29%	13%	28%	13%
United States	20%	37%	20%	21%	28%	12%
Canada	19%	37%	18%	20%	25%	14%
Argentina	19%	26%	23%	14%	26%	12%
Belgium	18%	33%	24%	13%	27%	10%
Netherlands	18%	45%	20%	15%	22%	15%
Poland	18%	40%	21%	11%	27%	10%
France	16%	38%	25%	12%	20%	11%
Germany	16%	45%	18%	13%	18%	13%
Colombia	14%	39%	24%	10%	16%	11%
Italy	14%	43%	25%	10%	19%	9%
Peru	13%	39%	28%	11%	20%	7%
South Korea	12%	42%	27%	10%	13%	11%
Hungary		36%	24%	11%	13%	9%
Japan	10%	42%	17%	9%	15%	6%



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

The government.

People are most likely to think that the government treats women about the same as men (39%). However, people are more likely to think that women are treated worse (28%) than they are that women are treated better (20%).

U

Men are more likely than women to agree that the government treats women better than men (26% vs. 16%).

	% treat women bette	% treat men & wo r about the sam		2022 better	% men better	% women better
Average	20%	39%	28%	16%	26%	16%
Indonesia	43%		10%	-	47%	38%
China	41%	4	0% 14%	39%	43%	40%
India	39%	34%	17%	44%	37%	42%
Malaysia	30%	45%	16%	32%	34%	26%
Singapore	30%	45%	12%	24%	34%	27%
Mexico	27%	38%	24%	17%	30%	25%
Spain	27%	42%	23%	17%	37%	18%
South Africa	25%	34%	32%	18%	33%	17%
Chile	23%	43%	22%	17%	30%	14%
Colombia	21%	41%	26%	9%	30%	14%
Brazil	21%	36%	33%	9%	27%	15%
Australia	20%	37%	30%	14%	29%	11%
Germany	19%	38%	27%	14%	24%	14%
Thailand	18%	50%	20%	-	22%	15%
Great Britain	18%	33%	35%	9%	25%	11%
Turkey	17%	36%	40%	15%	22%	11%
New Zealand	16%	44%	26%	-	26%	8%
Ireland	16%	40%	32%	-	23%	9%
Argentina	16%	41%	24%	18%	22%	11%
Peru	16%	42%	34%	10%	21%	11%
United States	15%	32%	35%	12%	24%	6%
France	15%	35%	38%	11%	19%	11%
Belgium	14%	38%	30%	9%	22%	6%
Canada	14%	42%	27%	12%	21%	8%
Poland	14%	34%	38%	6%	20%	8%
South Korea	14%	38%	36%	14%	18%	10%
Italy	14%	39%	35%	8%	17%	11%
Netherlands	12%	51%	25%	8%	18%	6%
Hungary		28%	47%	7%	19%	4%
Sweden	10%	49%	27%	14%	16%	5%
Japan	9% 2	9%	42%	7%	12%	5%



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

Workplaces.

Across a 31-country average, almost two in five people (38%) think that workplaces treat women about the same as men. More people think that workplaces treat women worse than men (32%) than that they treat women better than men (20%).

Men are more likely than women to think that workplaces treat women better than men (25% vs. 15%).

	% treat women better	% treat men & wo about the sar		/0	% women better
Average	20%	38%	32%	25%	15%
Indonesia	45%		41% 10%		41%
India	39%	35%	// 16%	38%	41%
China	37%	38%	22%	38%	35%
Malaysia	34%	45%	// 15%	37%	31%
Singapore	27%	43%	21%	31%	24%
Thailand	25%	50%	18%	29%	22%
South Africa	25%	37%	32%	29%	20%
Mexico	24%	46%	22%	24%	24%
Turkey	22%	36%	34%	27%	16%
Great Britain	21%	35%	33%	27%	15%
Colombia	21%	47%	25%	26%	16%
Brazil	20%	36%	35%	26%	14%
Argentina	18%	44%	25%	25%	11%
Australia	18%	35%	35%	25%	11%
Ireland	18%	40%	33%	27%	9%
Peru	18%	52%	23%	22%	14%
Chile	17%	43%	34%	23%	12%
United States	17%	35%	35%	24%	10%
New Zealand	16%	39%	35%	26%	7%
Spain	16%	36%	41%	22%	10%
Belgium	15%	32%	40%	21%	8%
Germany	14%	36%	38%	17%	12%
Poland	14%	36%	37%	22%	7%
Canada	13%	33%	39%	20%	7%
France	13%	32%	46%	15%	10%
Japan	13%	36%	32%	18%	8%
Sweden	12%	33%	44%	20%	5%
South Korea	12%	39%	40%	14%	10%
Italy	11%	32%	46%	14%	9%
Netherlands	11%	35%	44%	17%	5%
Hungary	11%	29%	47%	16%	6%



Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

Political parties.

Across a 31-country average, around a third of people think that political parties treat women and men about the same, with a similar proportion thinking they treat women worse (36% and 32% respectively).

Around, one in five people think that political parties treat women better than men (17%).

	% treat women bett	% treat men & wo er about the sar		% men better	% women better
Average	17%	36%	32%	22%	12%
China	37%	35%	20%	38%	36%
India	34%	35%	19%	31%	38%
Indonesia	33%	41%	12%	40%	27%
Singapore	25%	44%	14%	33%	17%
Mexico	25%	38%	23%	28%	21%
Malaysia	24%	40%	22%	26%	22%
Spain	21%	37%	33%	29%	13%
South Africa	19%	30%	38%	26%	13%
Turkey	18%	37%	35%	22%	14%
Thailand	18%	45%	25%	20%	16%
Great Britain	16%	33%	36%	24%	9%
Australia	16%	30%	37%	24%	8%
Germany	16%	38%	30%	21%	11%
Argentina	15%	40%	26%	20%	10%
Chile	14%	34%	36%	21%	8%
Ireland	14%	39%	35%	21%	7%
New Zealand	14%	39%	31%	22%	6%
Belgium	14%	28%	36%	20%	7%
Colombia	13%	41%	33%	17%	9%
France	13%	31%	42%	17%	8%
Poland	13%	31%	42%	18%	8%
Sweden	13%	42%	30%	19%	6%
Netherlands	12%	46%	29%	20%	5%
Brazil	11%	31%	45%	15%	8%
Italy	11%	37%	38%	14%	8%
United States	11%	27%	40%	15%	7%
Peru	11%	41%	32%	15%	7%
Canada	10%	37%	32%	15%	6%
South Korea	10%	31%	44%	14%	6%
Hungary	9%	30%	41%	14%	4%
Japan	7%	28%	42%	10%	5%

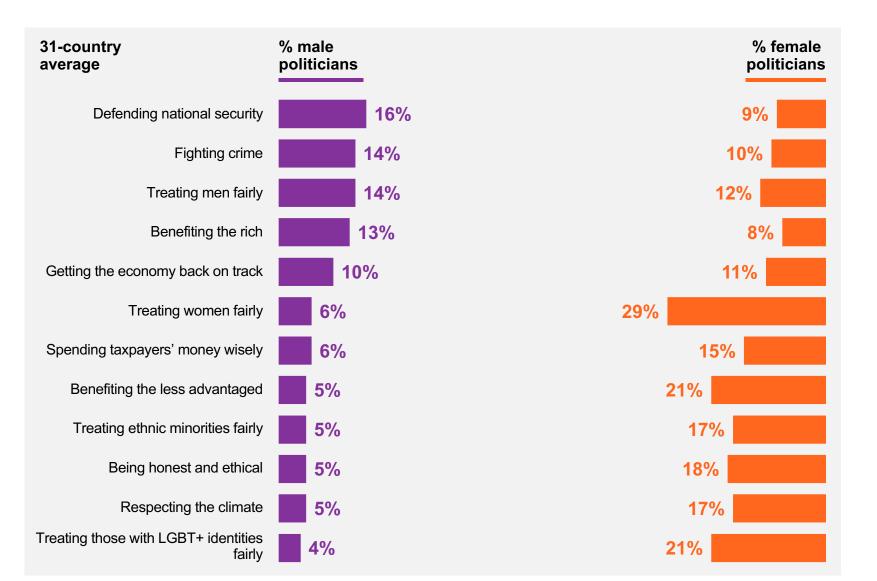


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Across a 31-country average, people are most likely to think male politicians are better than female politicians at defending national security (16% vs. 9%), fighting crime (14% vs. 10%) and treating men fairly (14%).

People are more likely to think that women politicians are better a treating women fairly (29% vs. 6%), benefiting the less advantaged (21% vs. 5%) and treating those with LGBT+ identities fairly (21% vs. 4%).





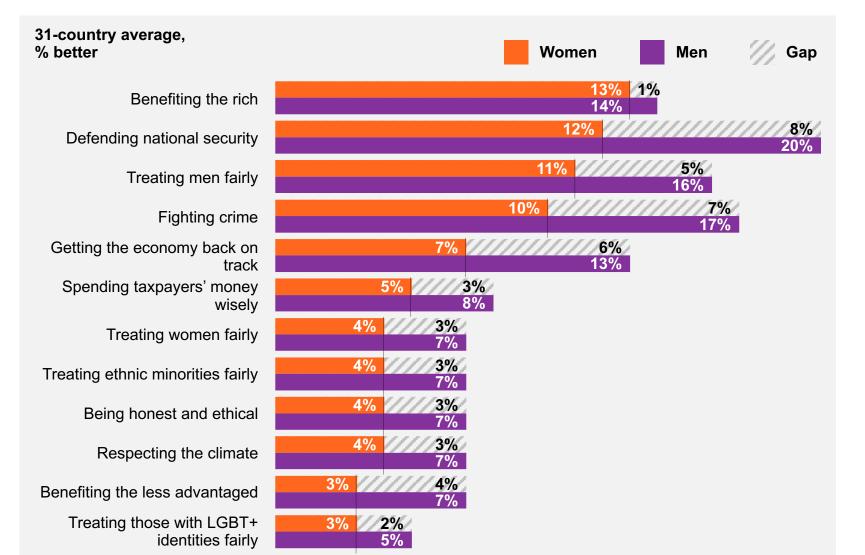


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Male politicians are better.

By gender, men are more likely than women to think that male politicians are better at each of the statements.

Men are more likely than women to think male politicians are better at defending national security (20% vs. 12%), fighting crime (17% vs. 10%) and getting the economy back on track (13% vs. 7%).





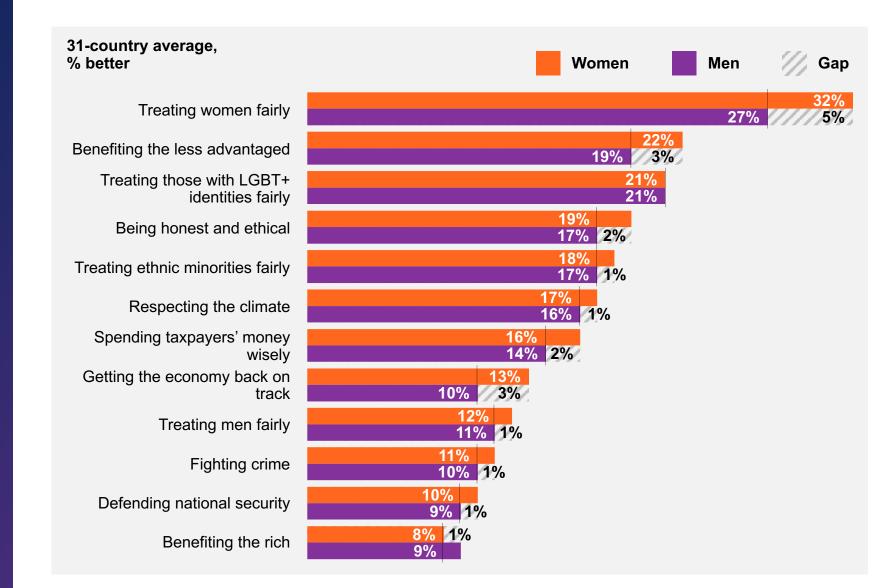
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Female politicians are better.

By gender, women are more likely than men to think that female politicians are better at treating women fairly (32% vs. 27%).

Across all other statements there are minimal differences by gender as to whether people think female politicians are better.

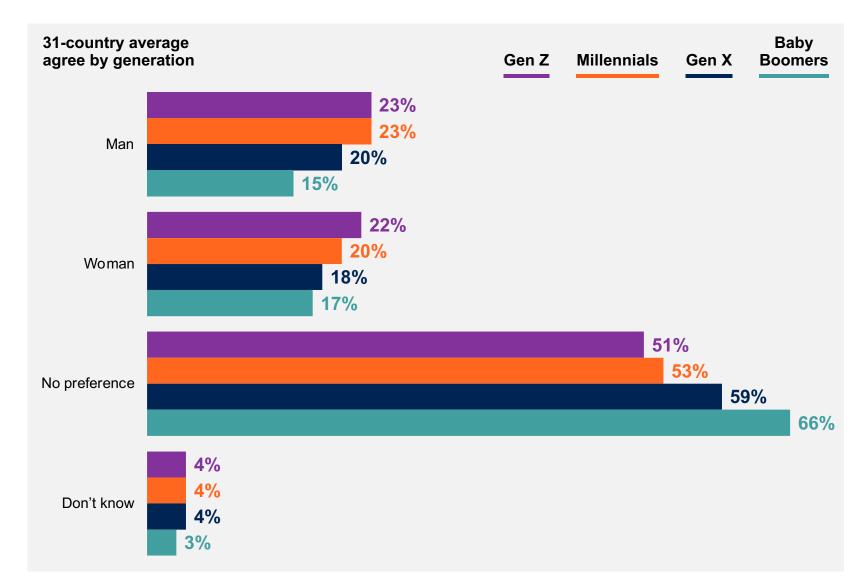






If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

Baby Boomers are most likely to say they have no preference about their political leader's gender (66%, compared to 59% of Gen X, 53% of Millennials, and 51% of Gen Z). By contrast, Gen Z and Millennials are more likely than Baby Boomers to state a preference for having either a male or female political leader.



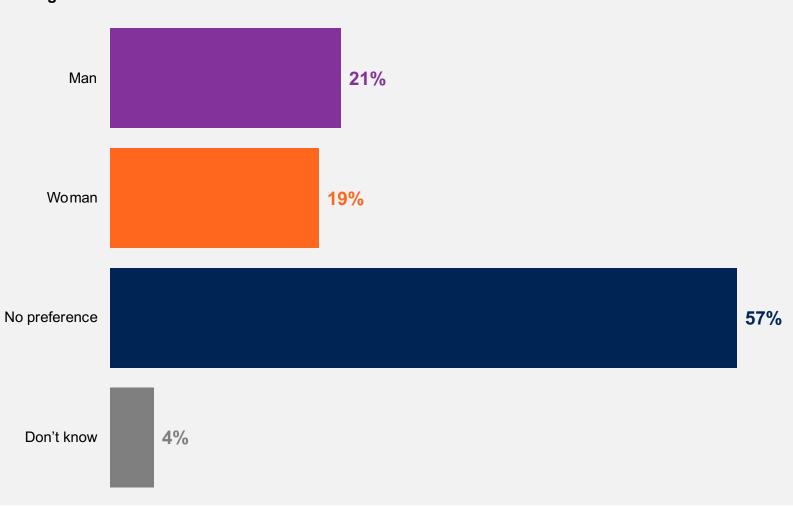


If you could choose your political leader in ..., would you prefer them to be a man or a woman, or do you have no preference?

Across a 31-country average, if people could choose a political leader, the majority would have no preference whether they are a man or a woman (57%).

Those with a preference are divided with around one in five people saying they would prefer either a man or a woman (21% and 19% respectively).

31-country average

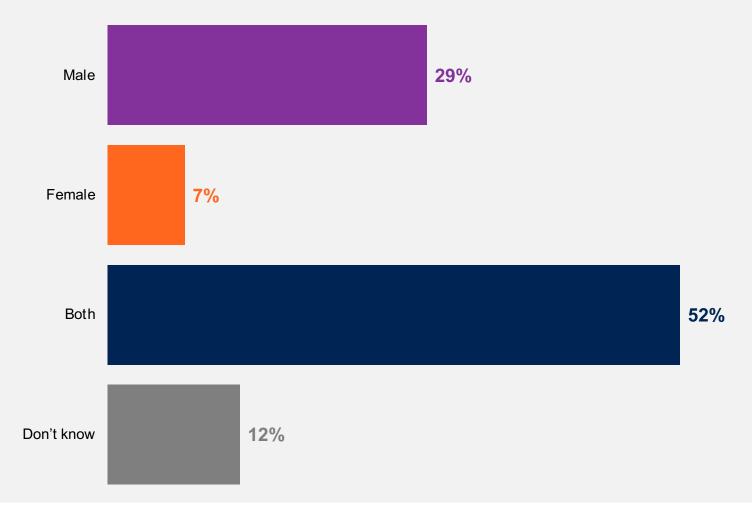




And thinking about your life so far, do you have experience of living under male political leaders, female political leaders, or both?

Across a 31-country average, half of people have experience of living under both male and female leaders (52%). Overall, the proportion of people having experience of only living under female politicians is four times lower than those who only lived under male politicians (7% vs 29%).

31-country average

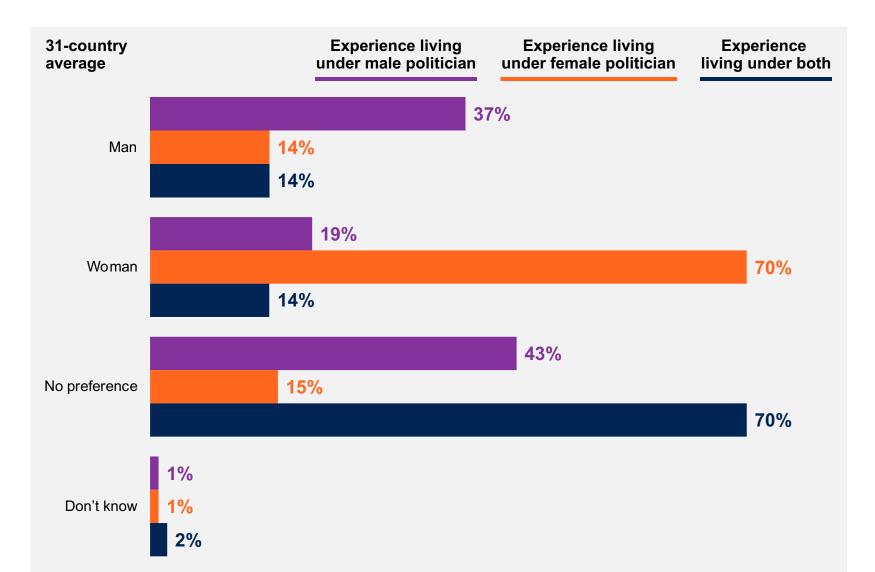




If you could choose your **political leader** in your country, would you prefer them to be a man or a woman, or do you have no preference?

The vast majority of people who have experience living under a male and female politician have no preference over the gender of the political leader in their country (70%).

Those who only have experience living under a male politician are more likely to prefer a male politician (37%) and those who only have experience living under a female politician are more likely to choose a female politician (70%).



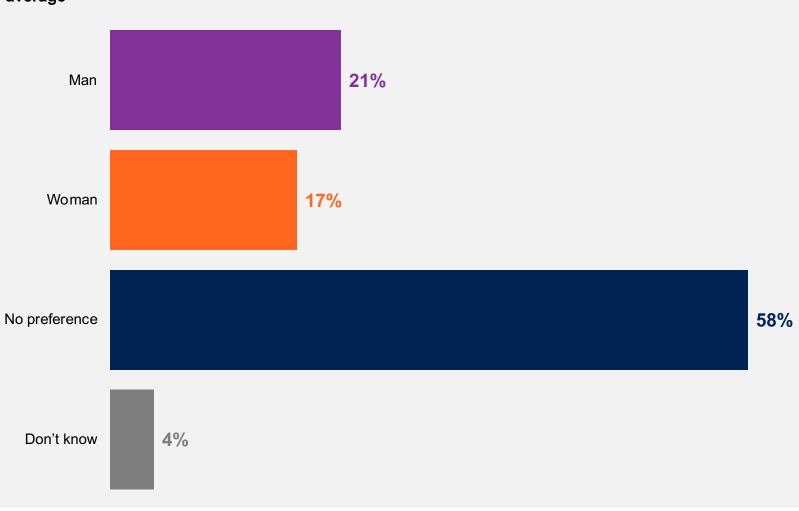


If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

Across a 31-country average, if people could choose their boss at work, the majority have no preference whether they are a man or a woman (58%).

Those with a preference are divided with around one in five people saying they would prefer either a man or a woman (21% and 17% respectively).

31-country average





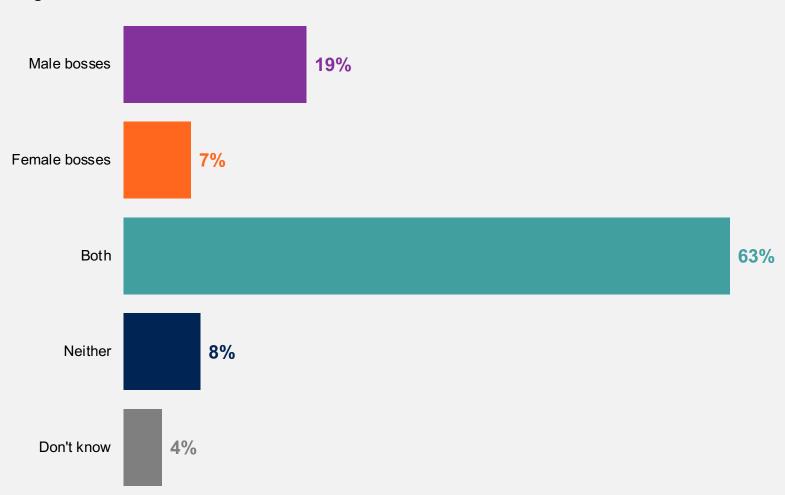
And thinking about your working life, do you have experience of working under male bosses, female bosses, or both?

Across a 31-country average, the majority people have experience of working under both male and female bosses (63%).

Of those who only have experience working under bosses of one gender, there are almost three times more people of experience only working under male bosses (19%) than female bosses (7%).

Women are twice as likely as men to only have experience working under female bosses (10% vs. 5% of men) or to have experience working under both (64% of women vs 61% of men).

31-country average





Technical Note

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 22, 2023 and Friday, January 5, 2024. For this survey, Ipsos interviewed a total of 24,269 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain. Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore. South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population. The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data. India's sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3

town classes across all four zones.

"The 31-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.



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