

INTERNATIONAL WOMEN'S DAY 2024

Global attitudes towards women's leadership

March 2024

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THE GLOBAL
INSTITUTE
FOR WOMEN'S
LEADERSHIP

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ATTITUDES TOWARDS GENDER EQUALITY

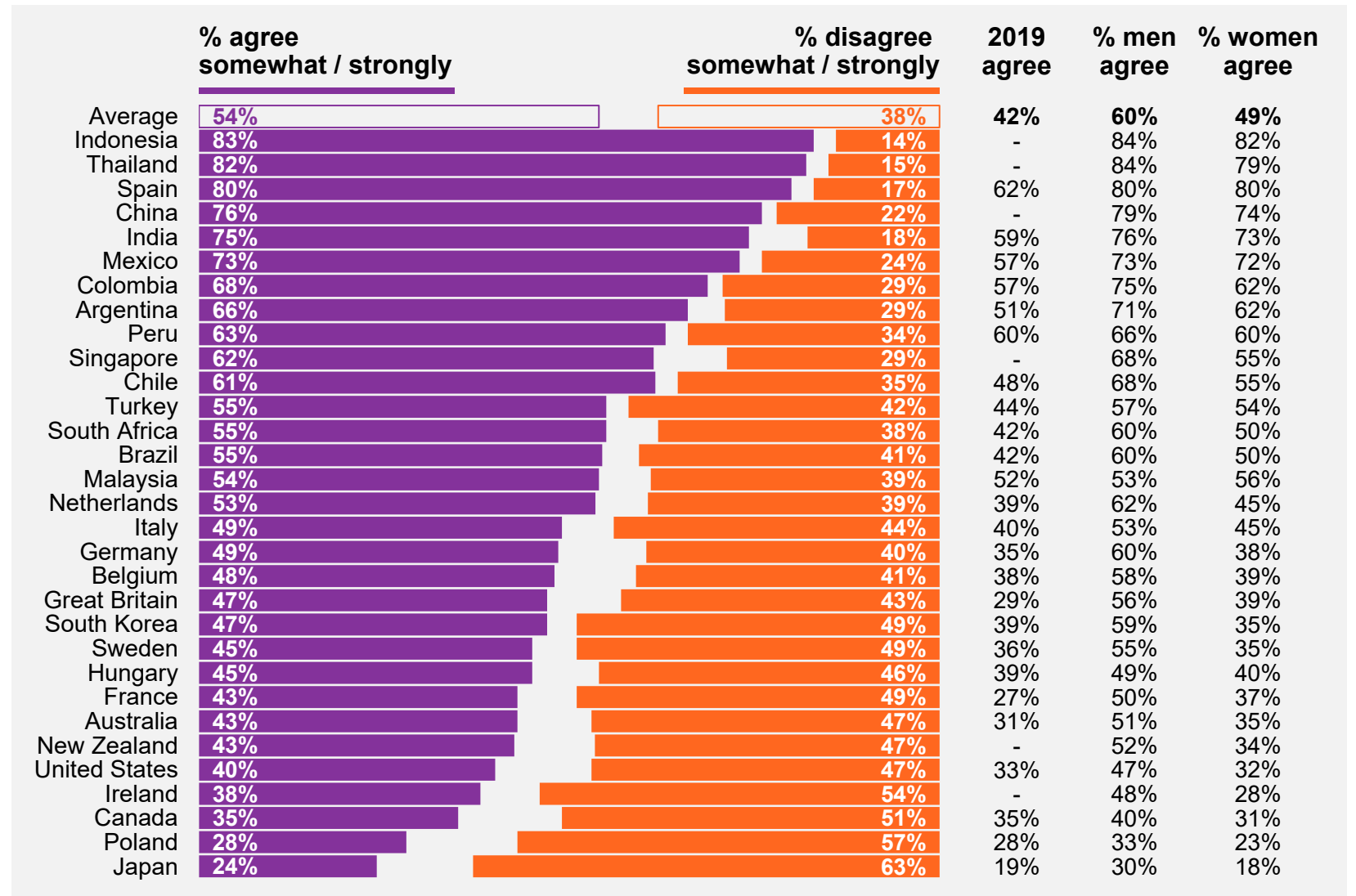


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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%).



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



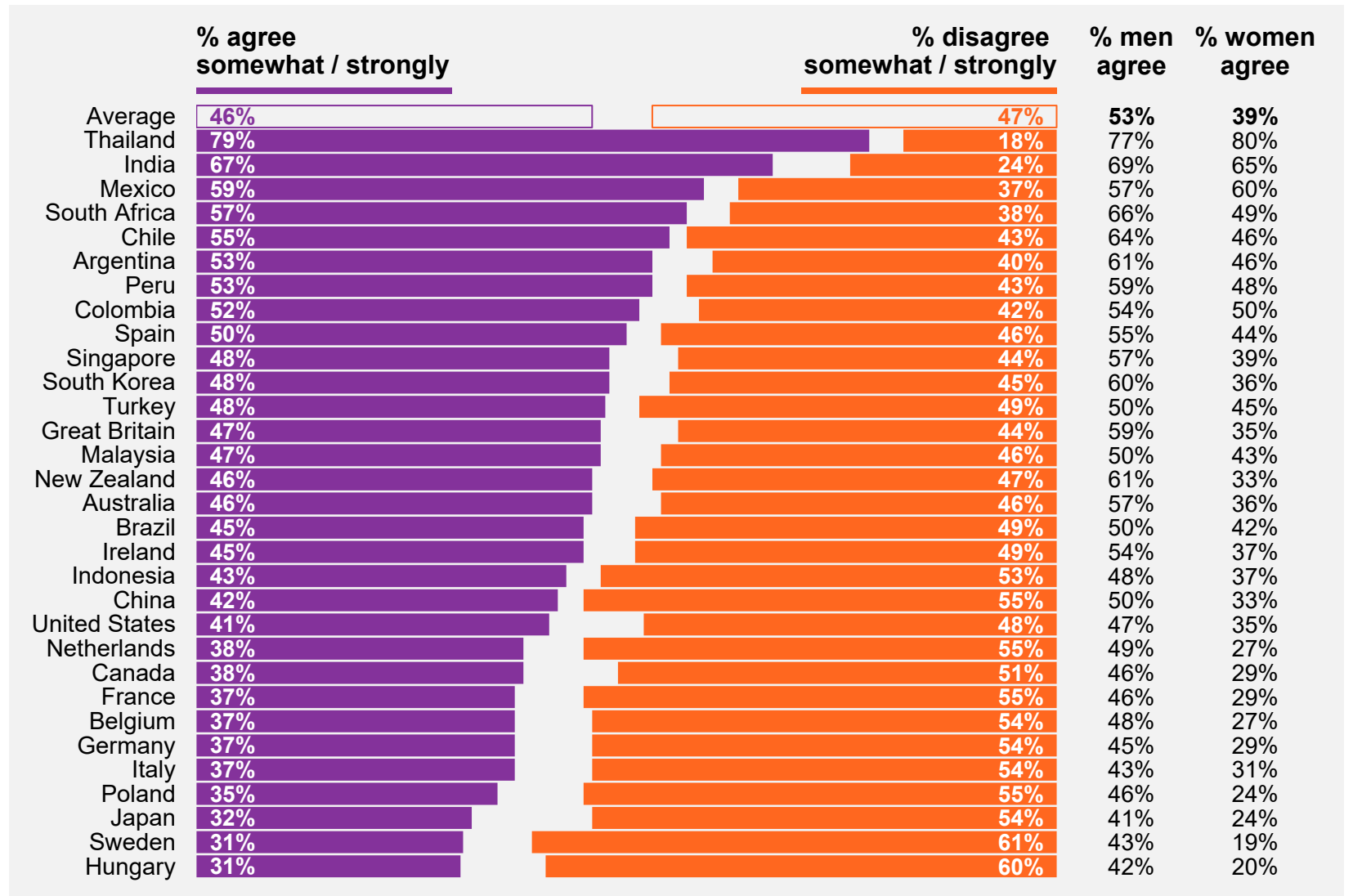


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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%).



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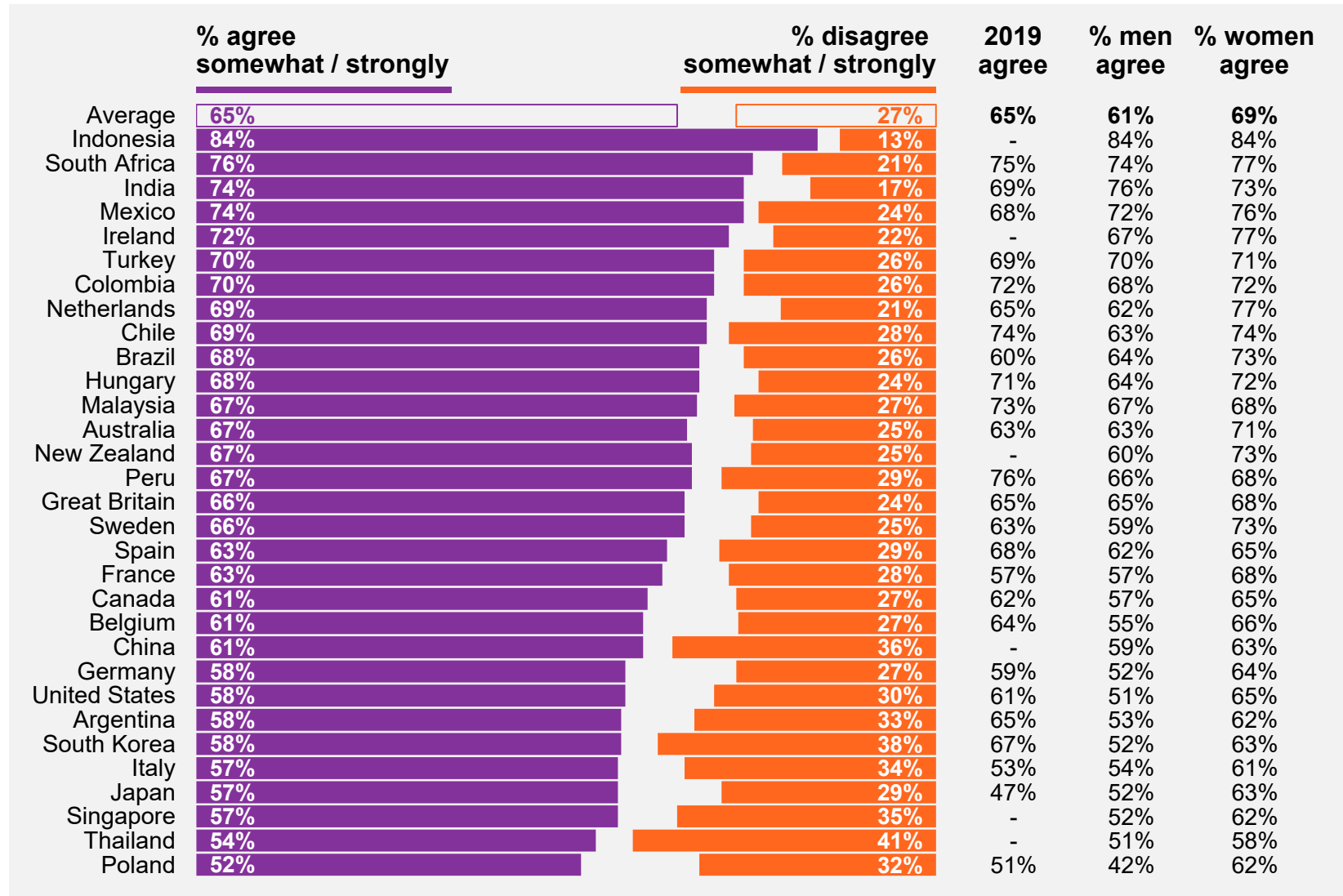


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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%).



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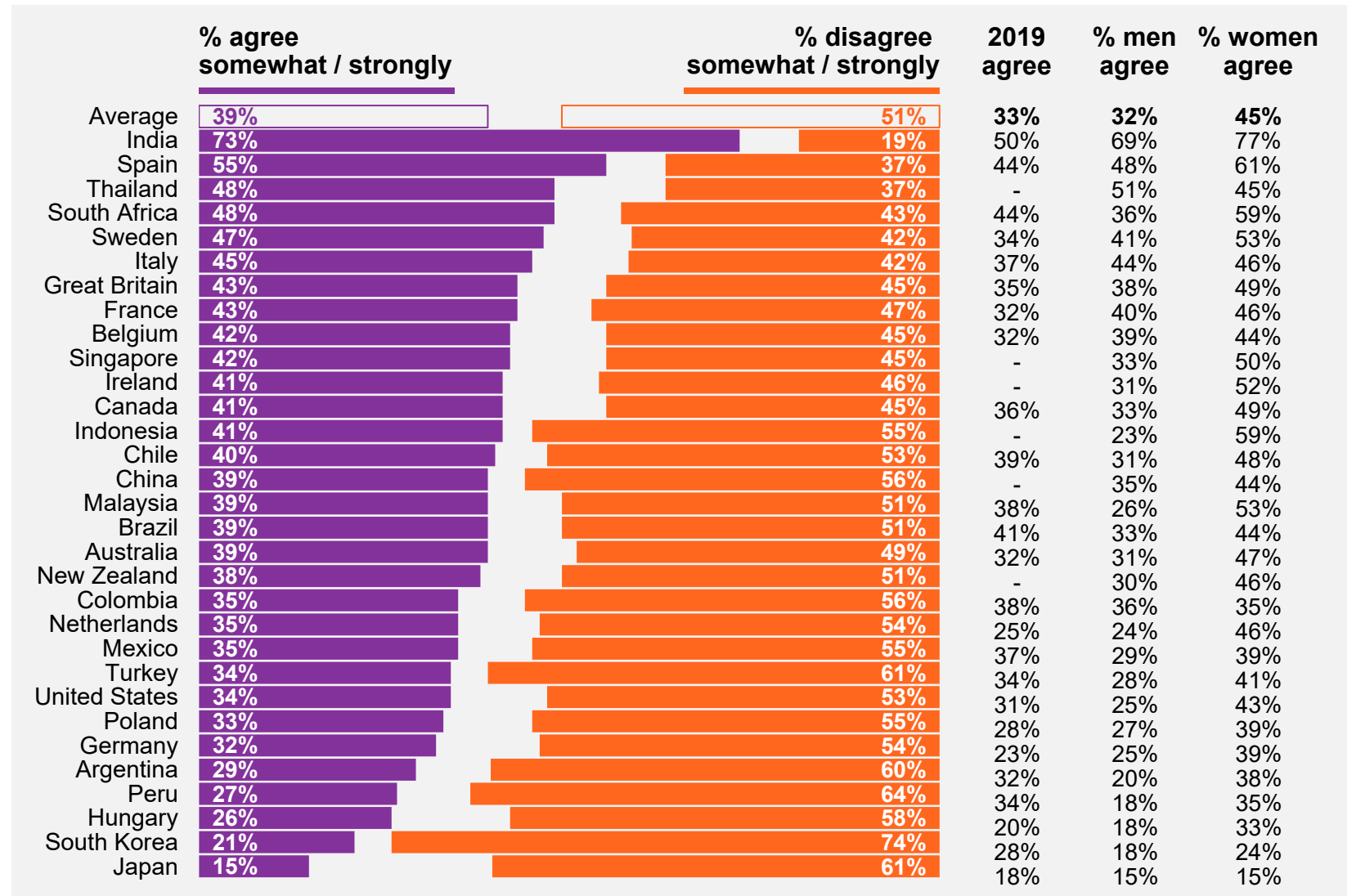


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

I define myself as a feminist.

Around two in five people across a 31-country 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 31-country average would not define themselves as a feminist (51%).

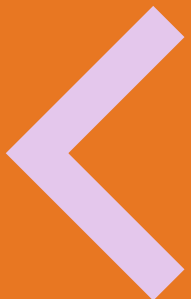


Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024





INCLUSION IN POLITICS

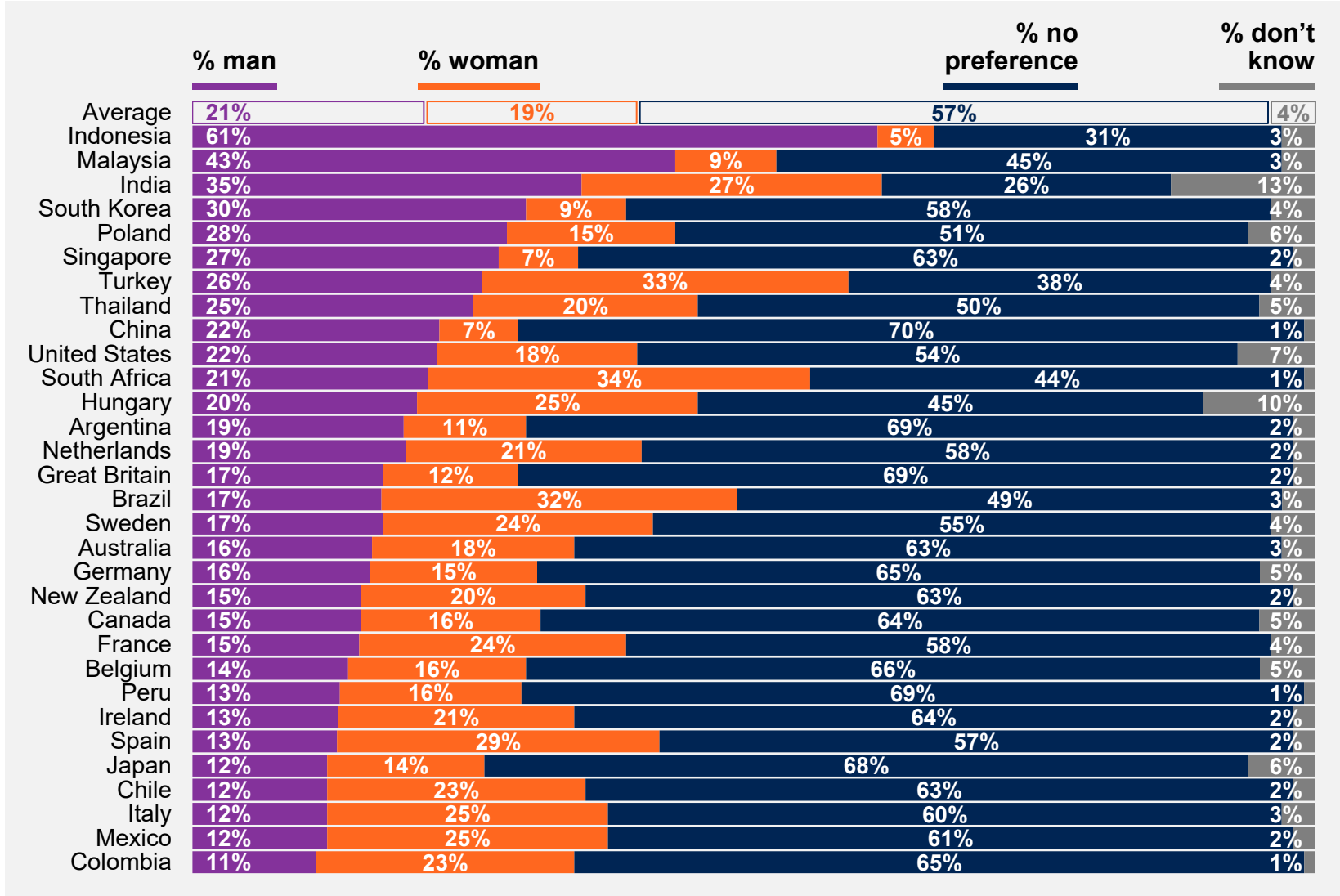




If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

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).



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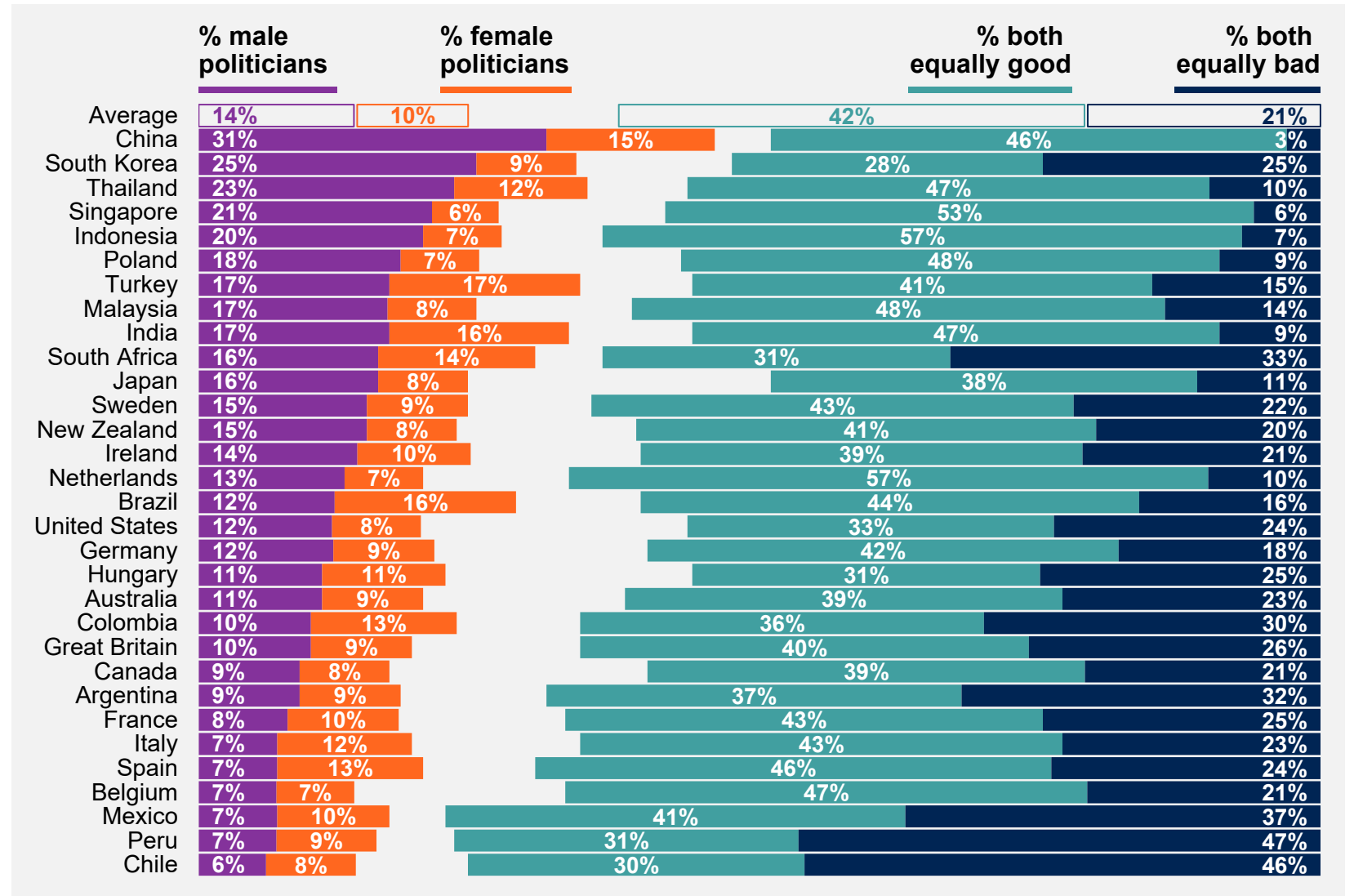


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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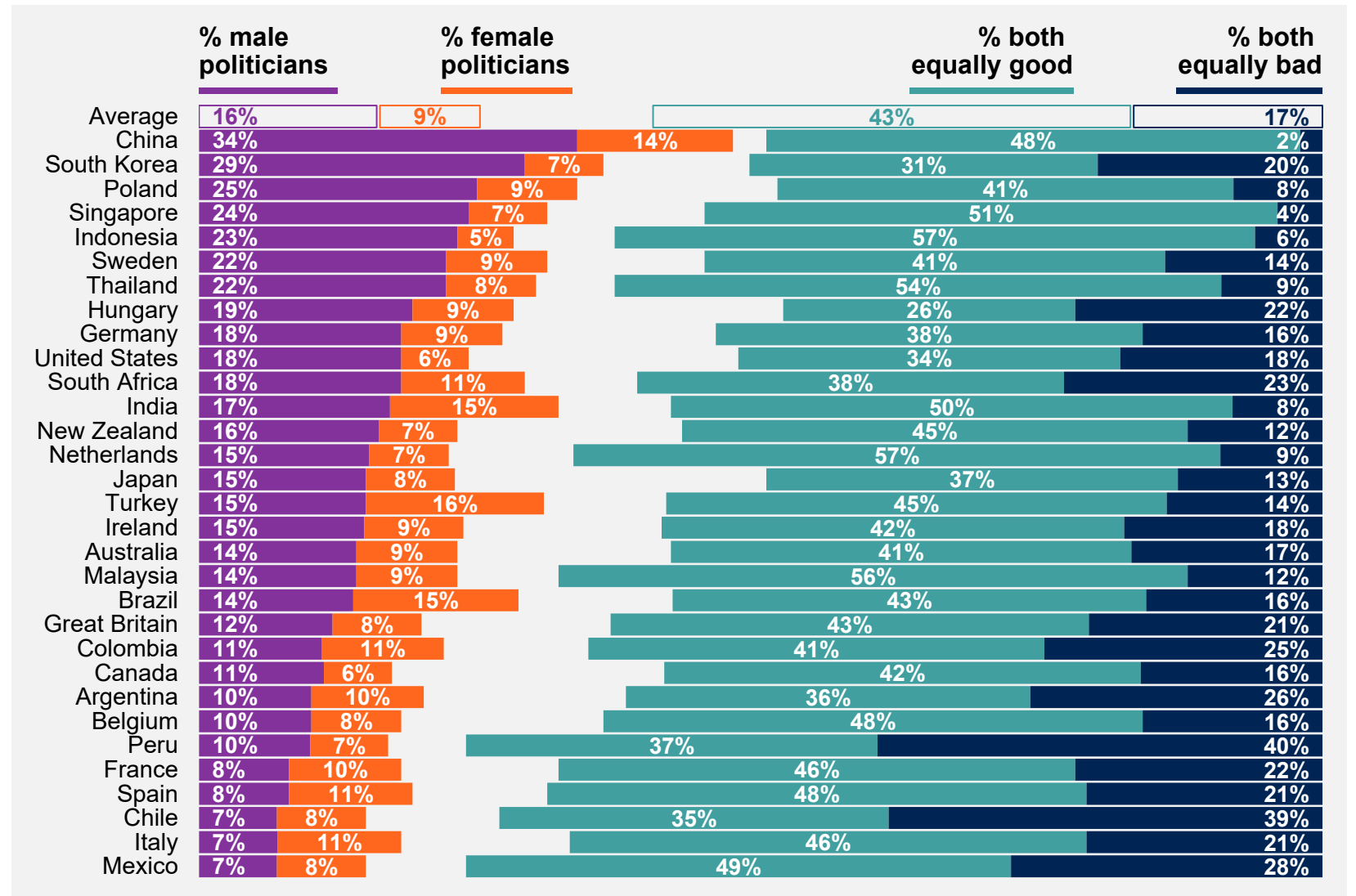
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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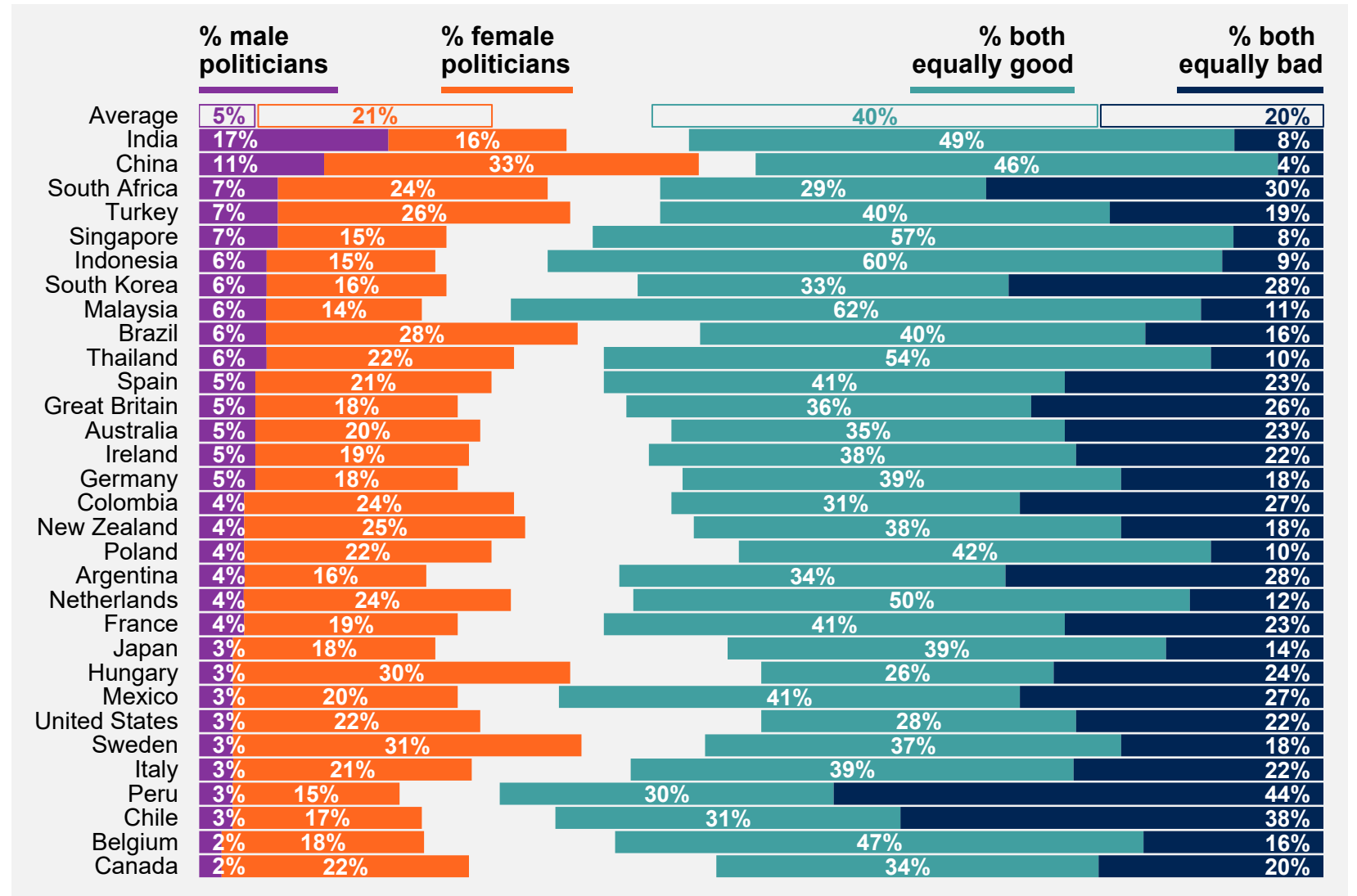
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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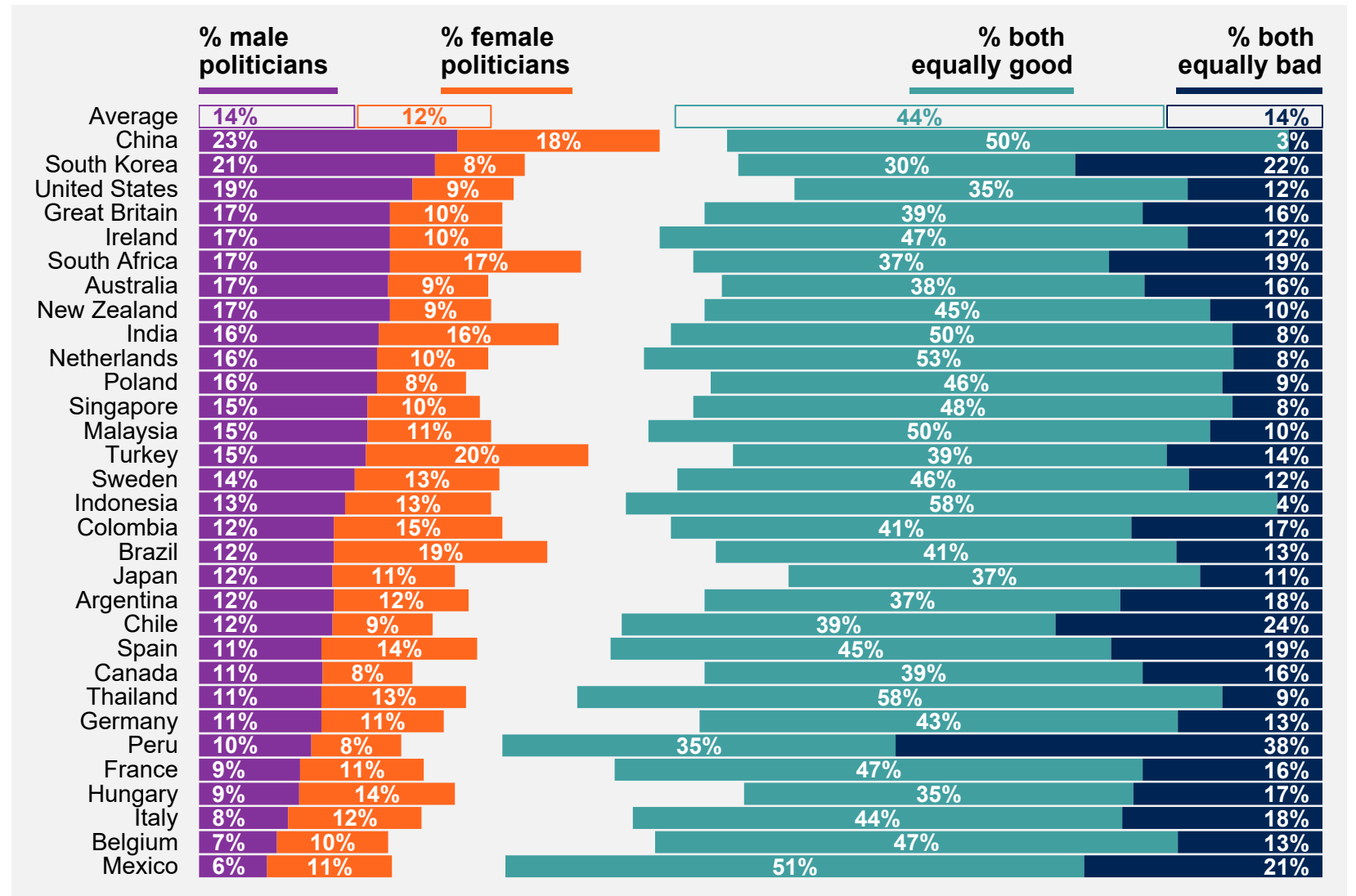


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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).



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





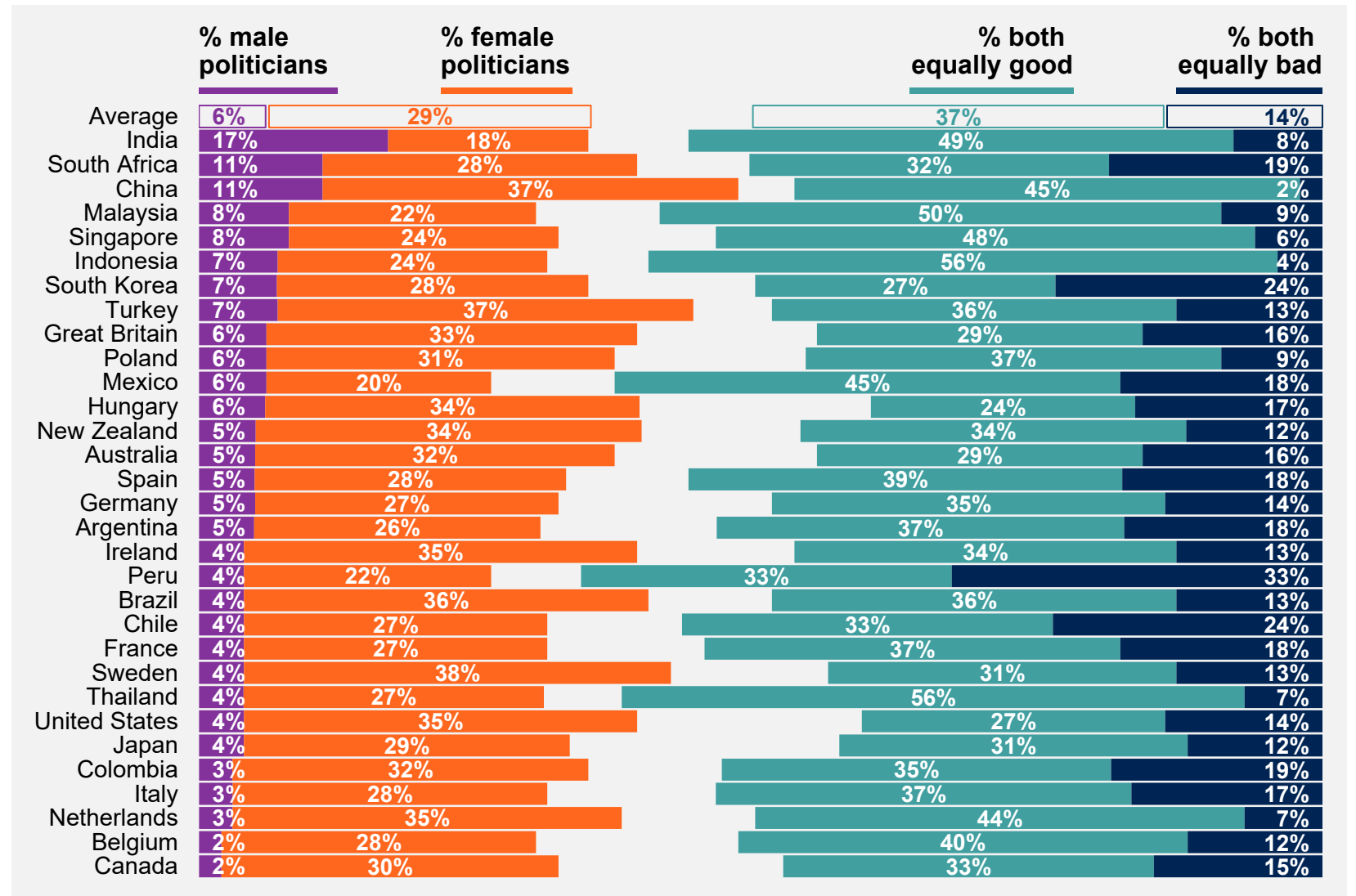
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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 31-country average (14%) think that they are both equally bad.



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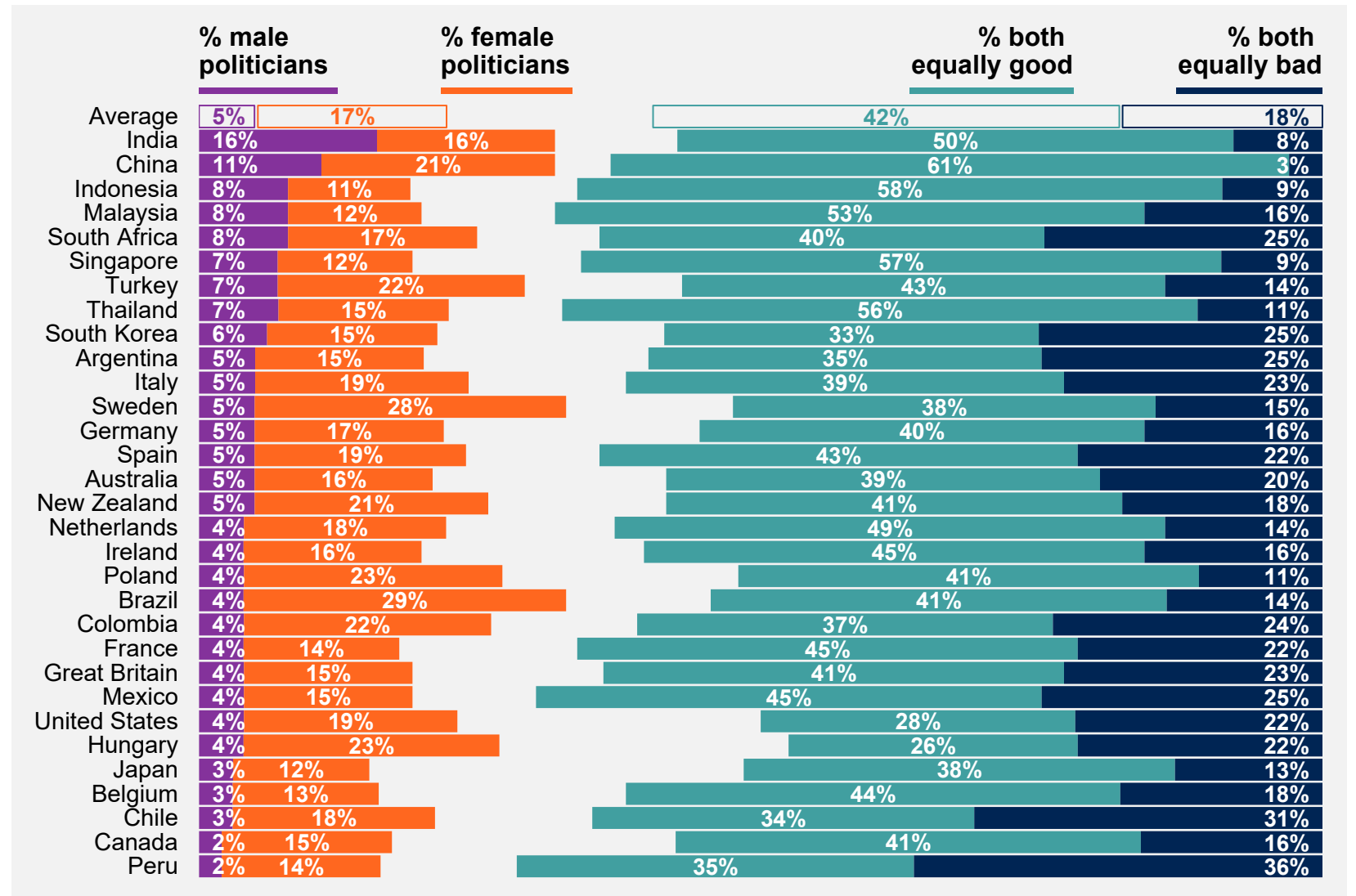
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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 31-country average (5%) think that male politicians are better at treating ethnic minorities fairly.



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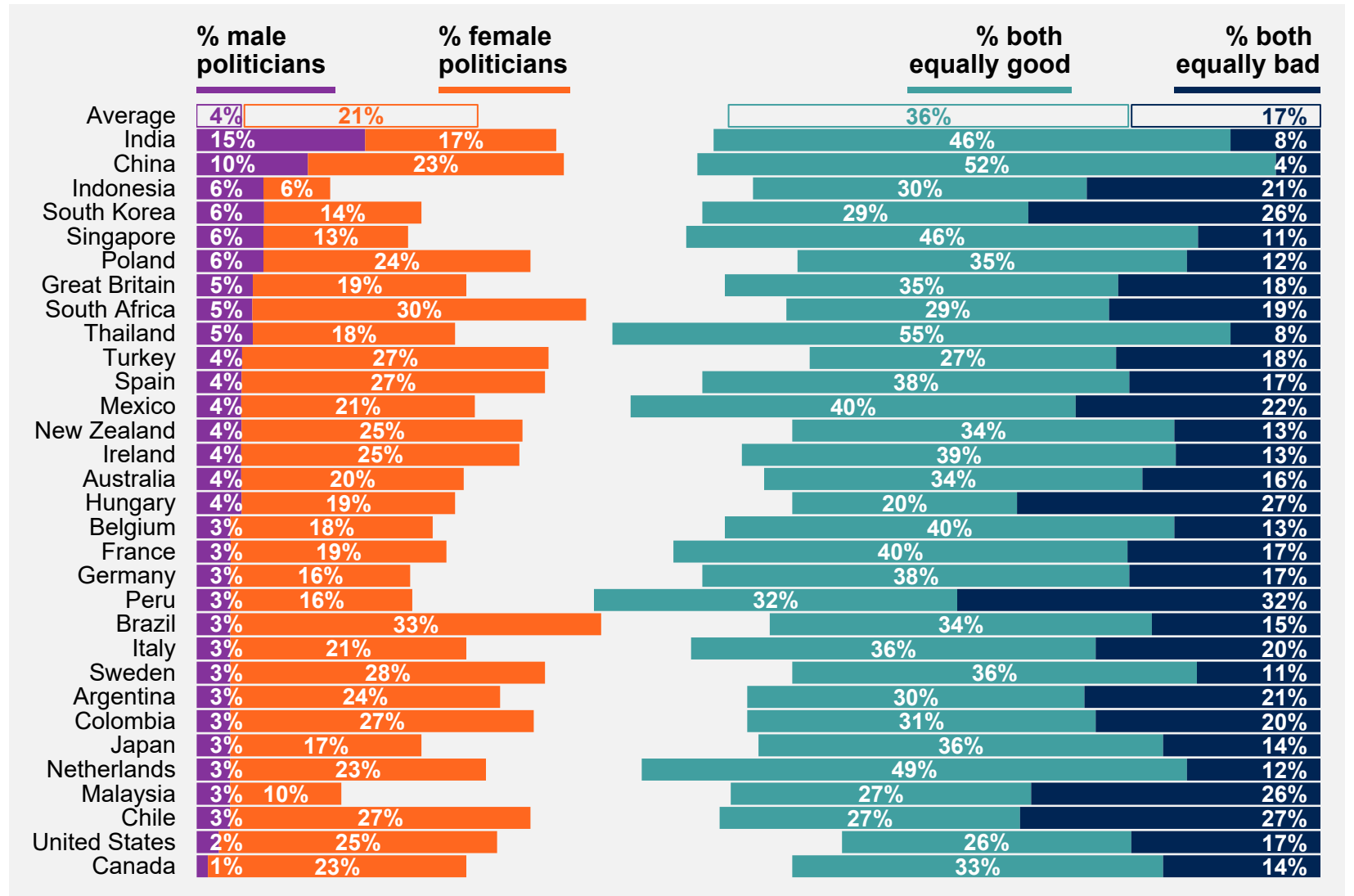
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Treating those with LGBT+ identities fairly.

Around a third of people across a 31-country 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%).



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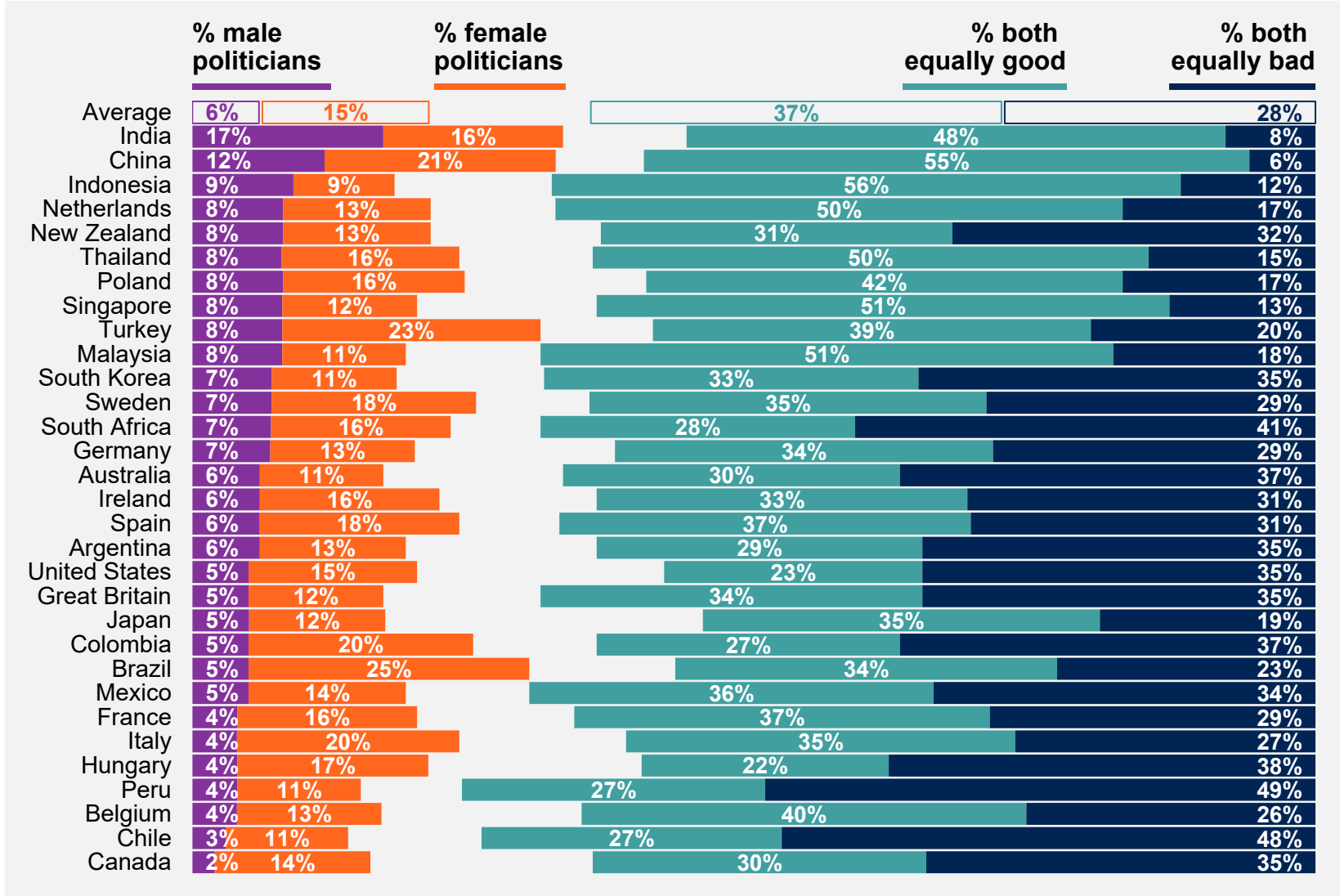
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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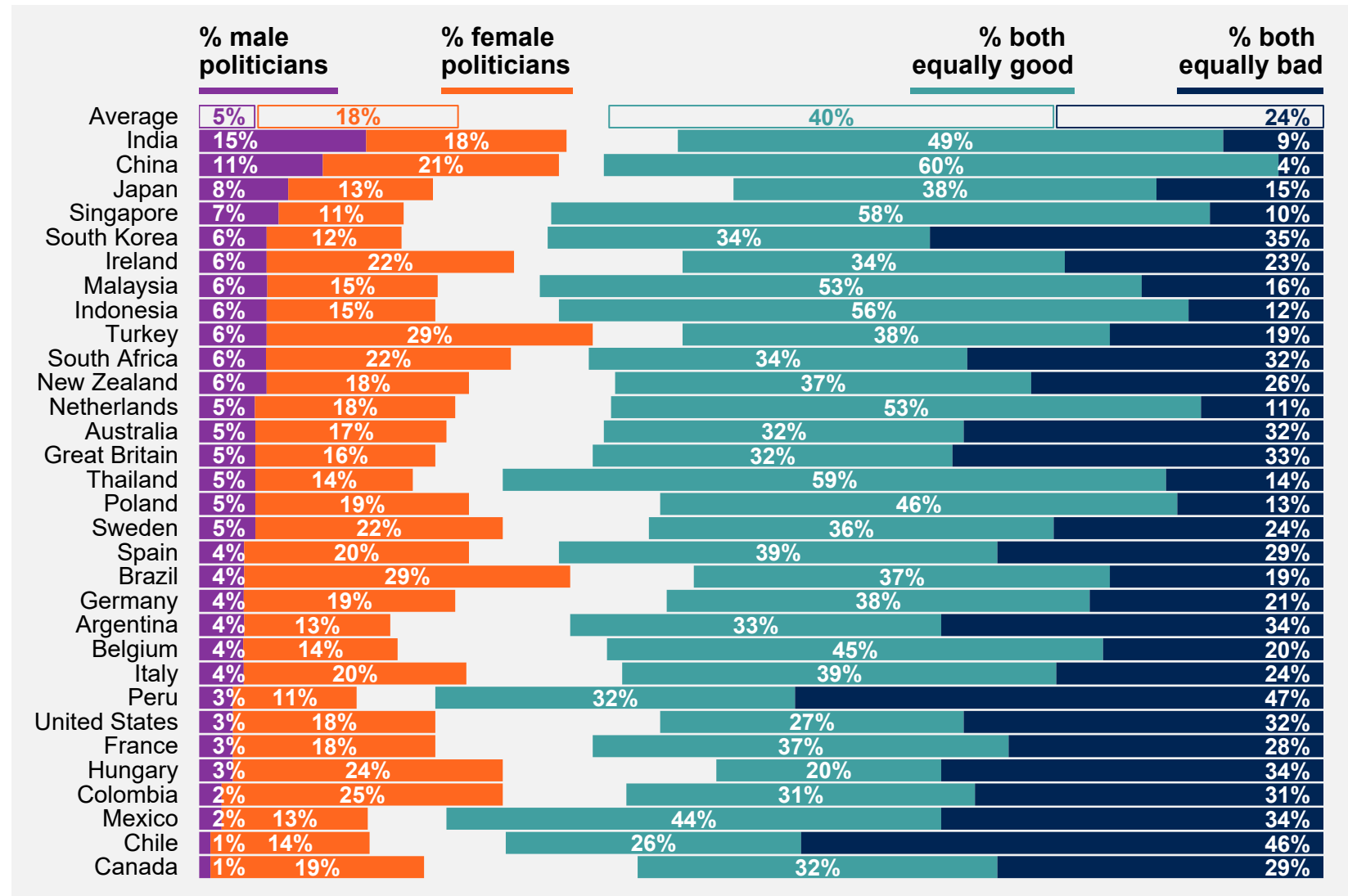
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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.



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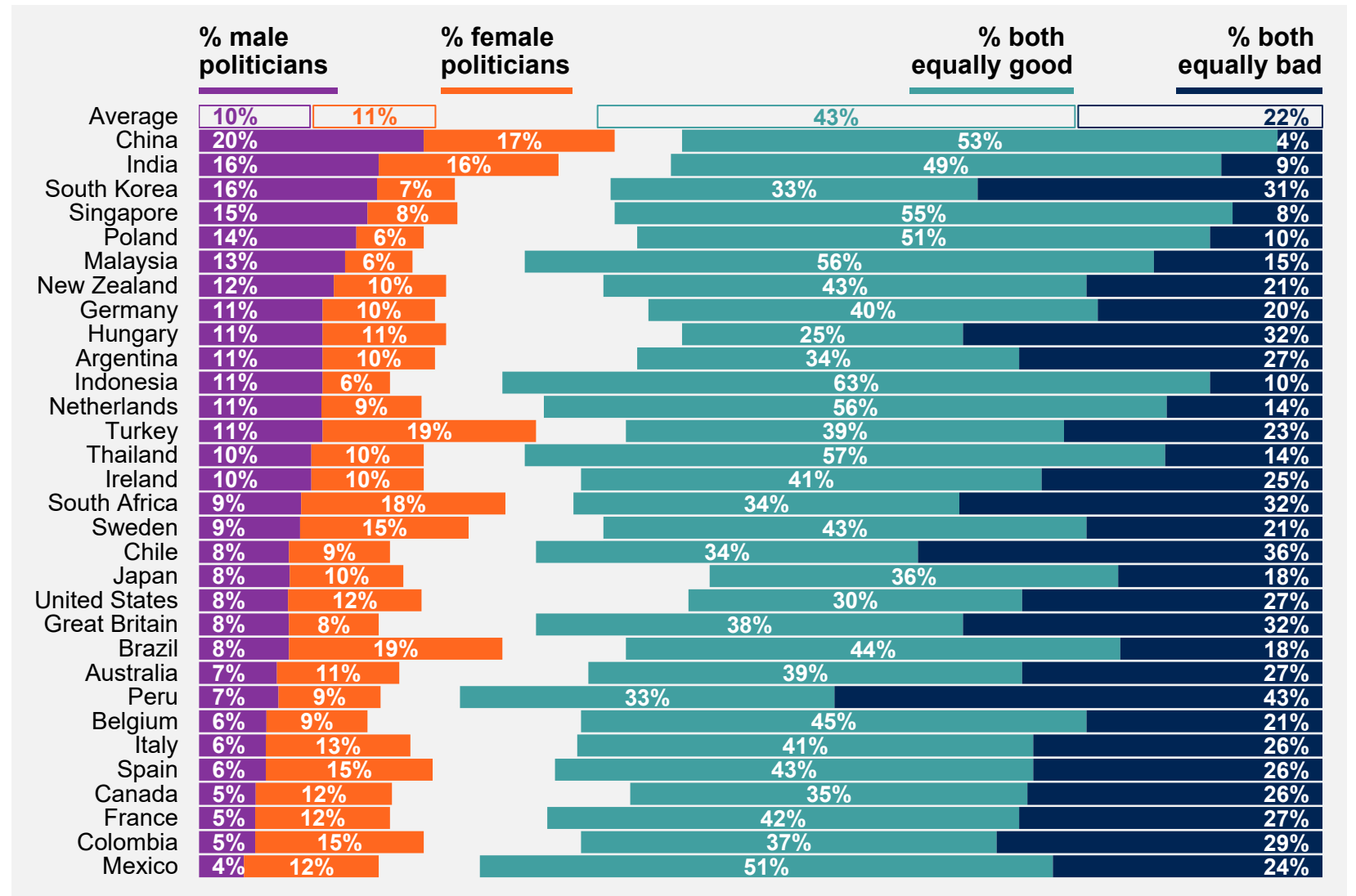
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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.



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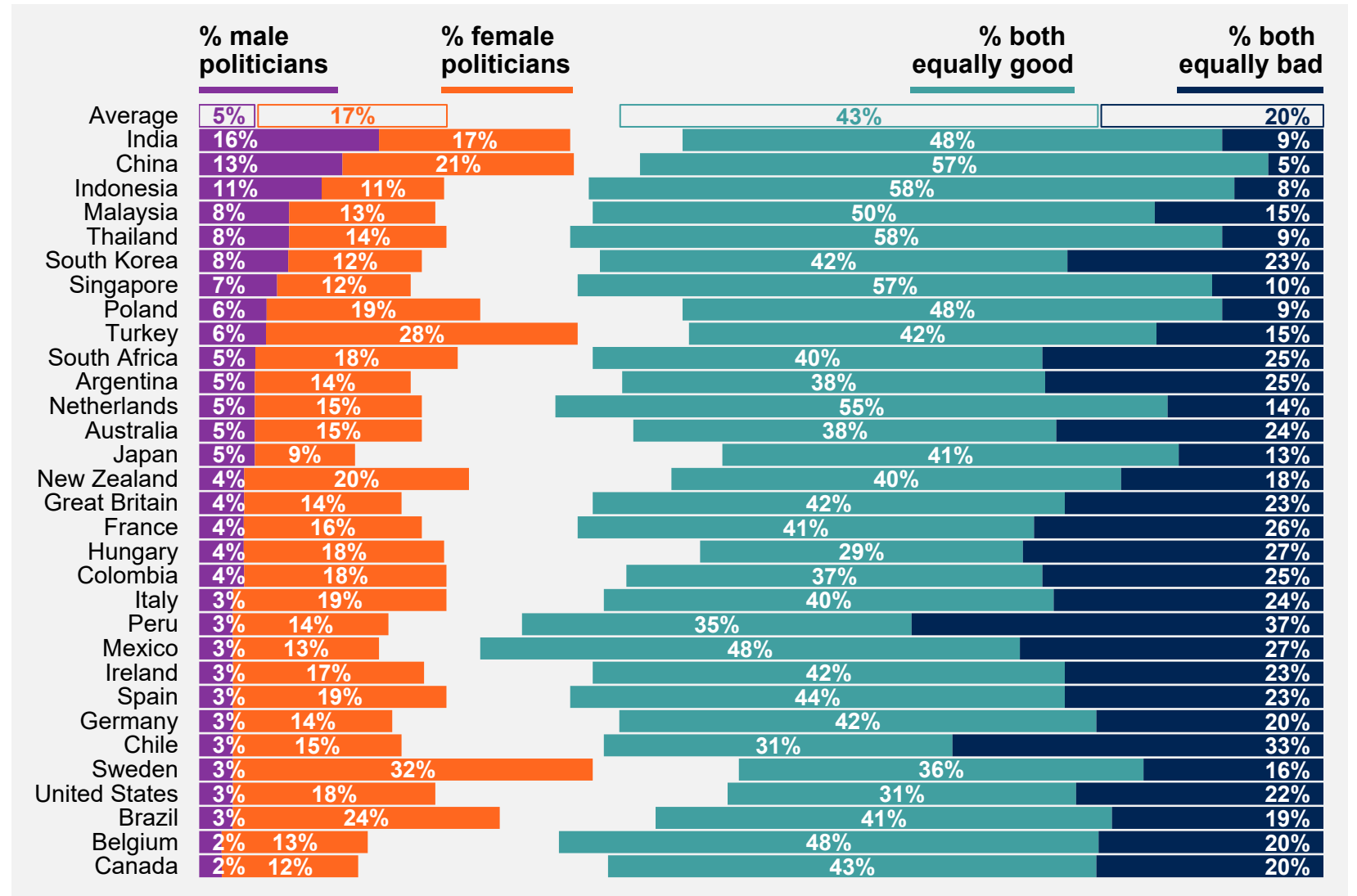
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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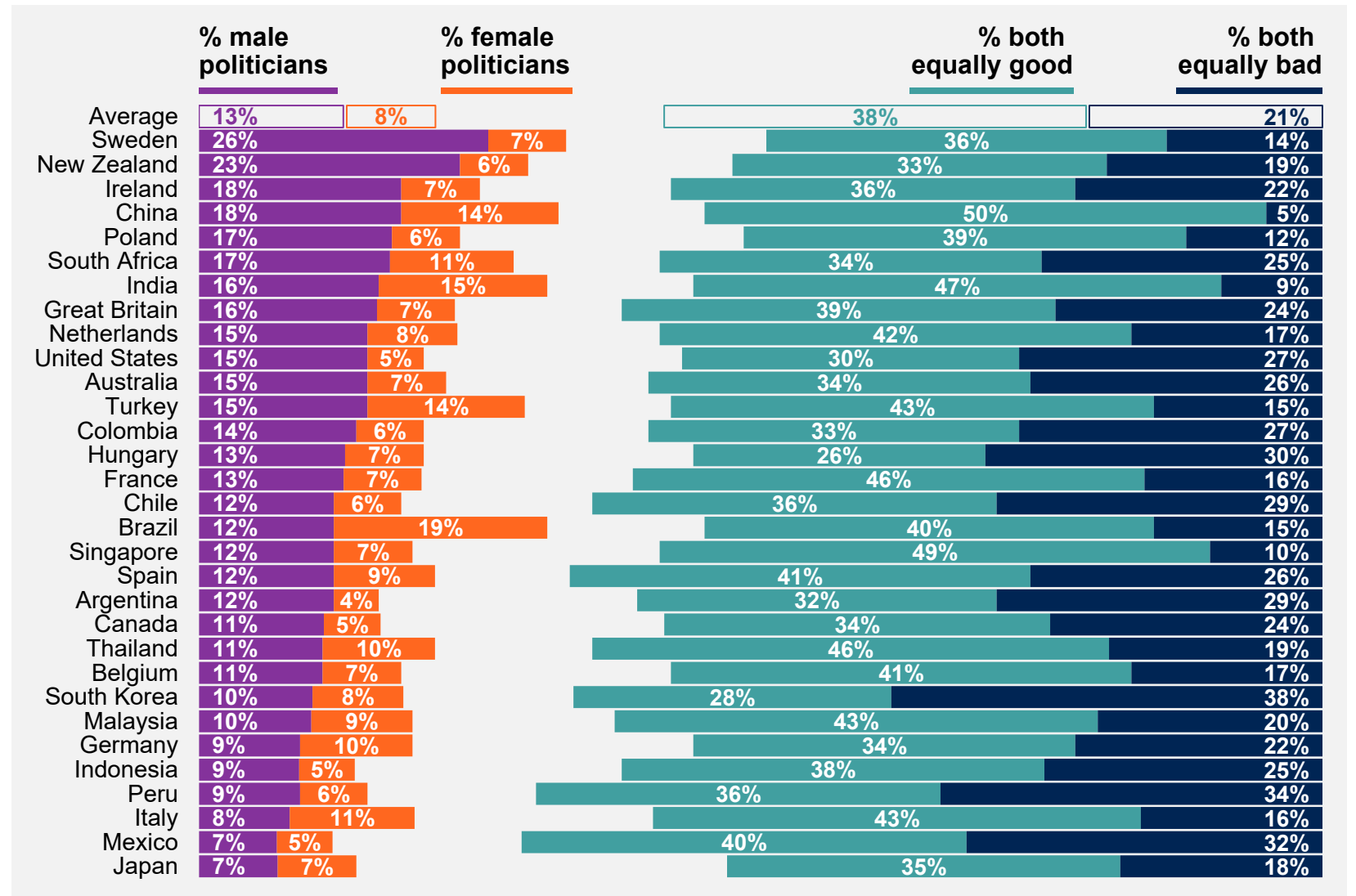
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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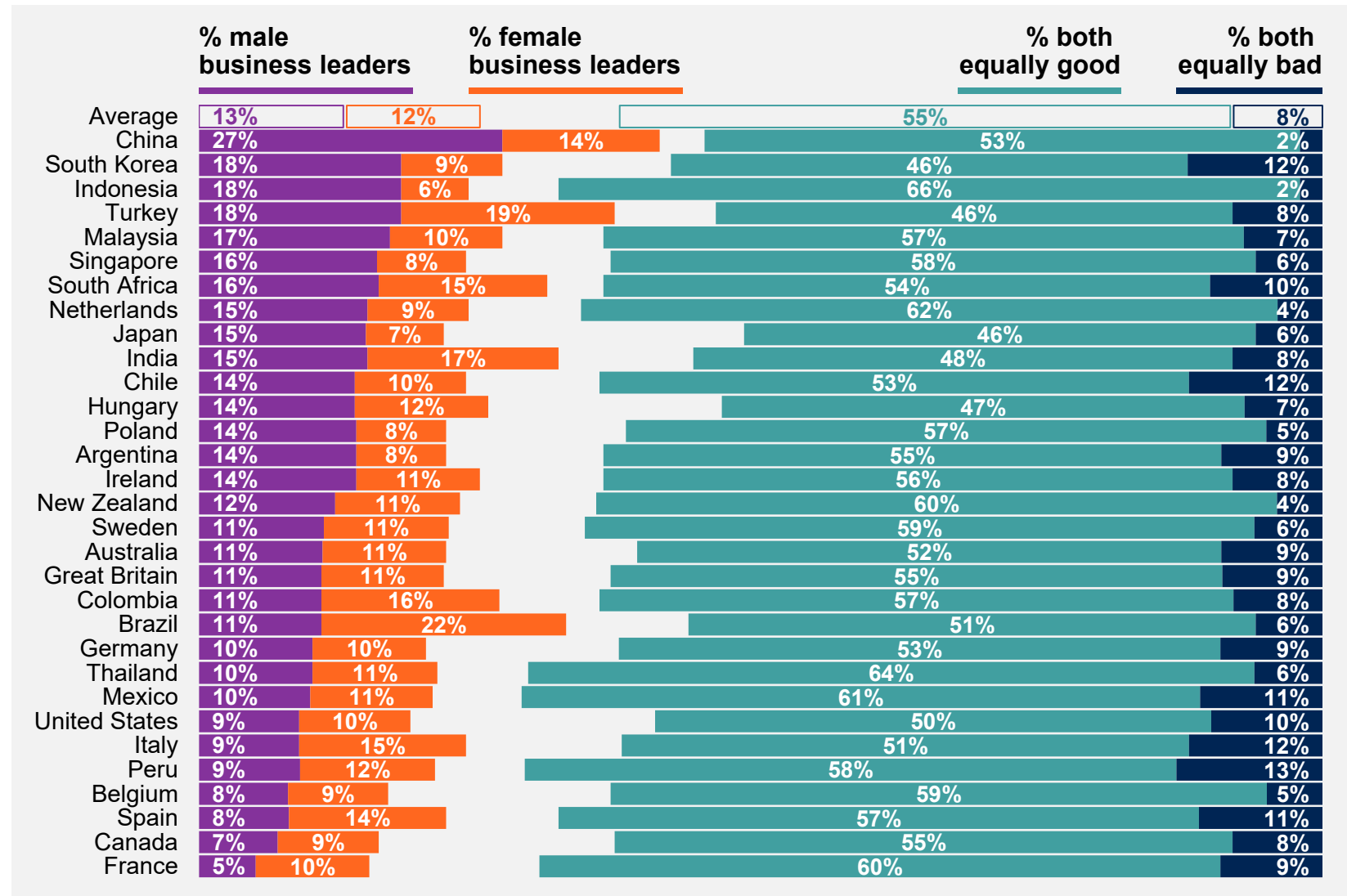


For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

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).



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INCLUSION IN BUSINESS

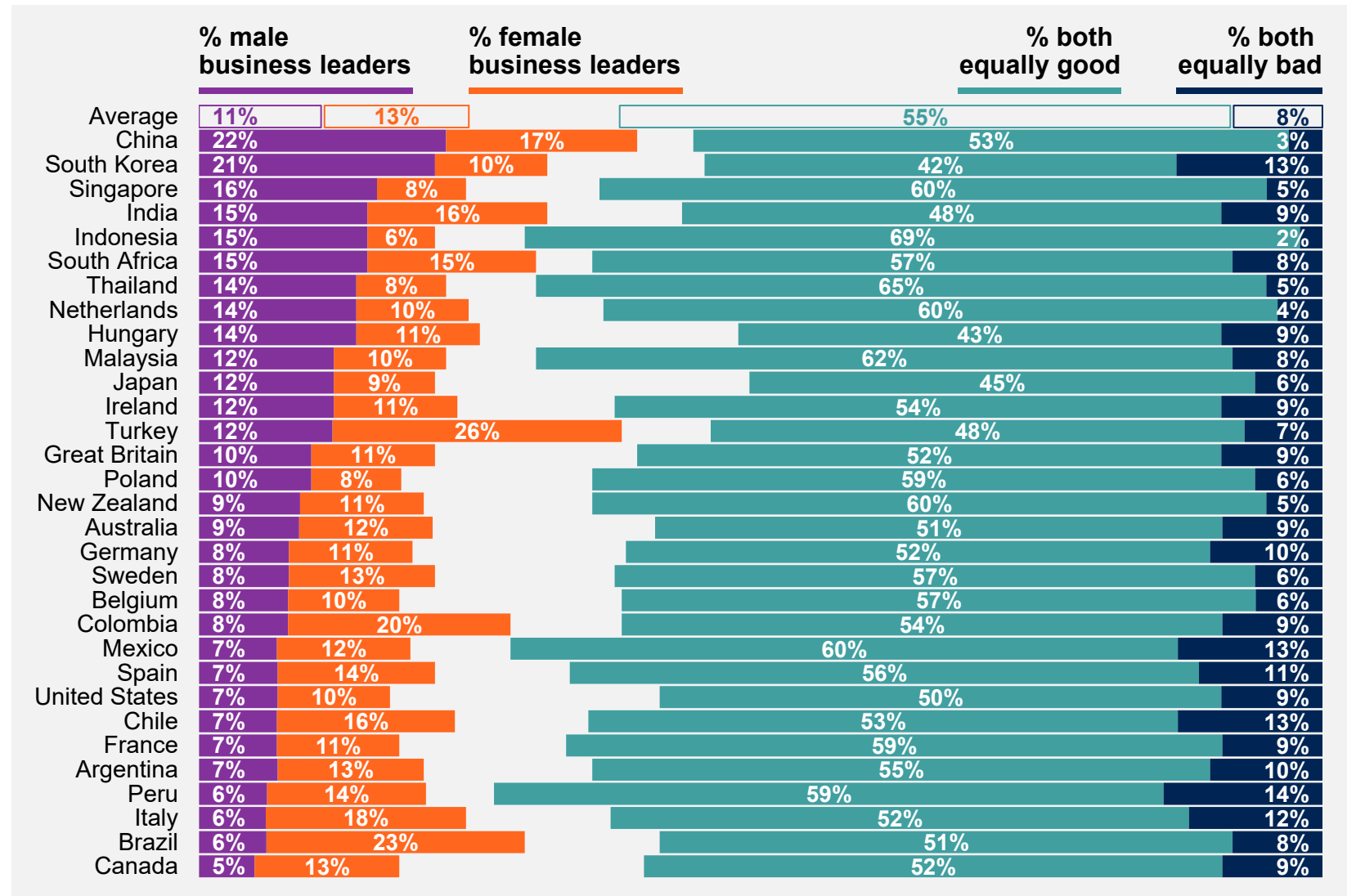


For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

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).



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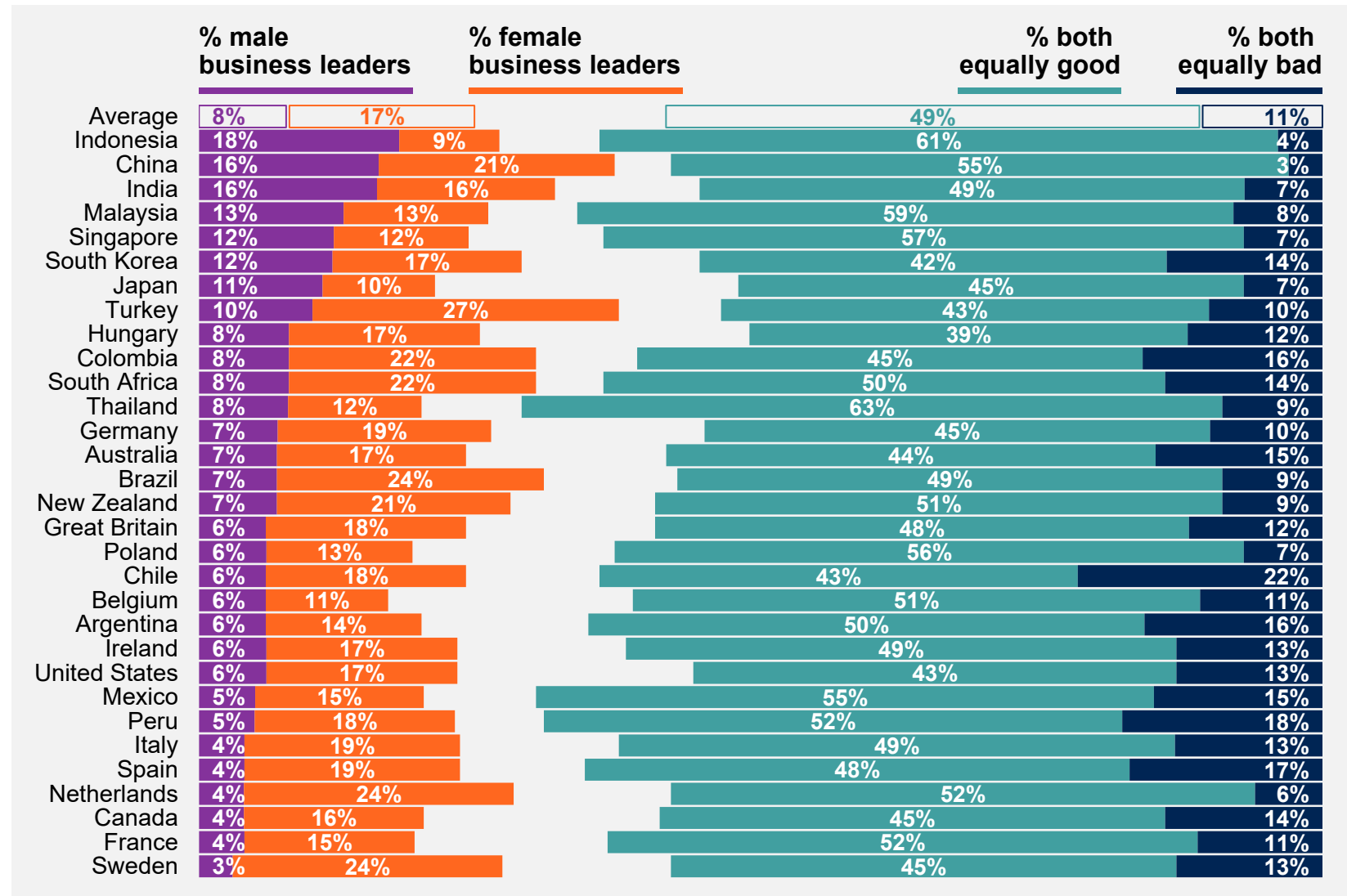
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

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%).



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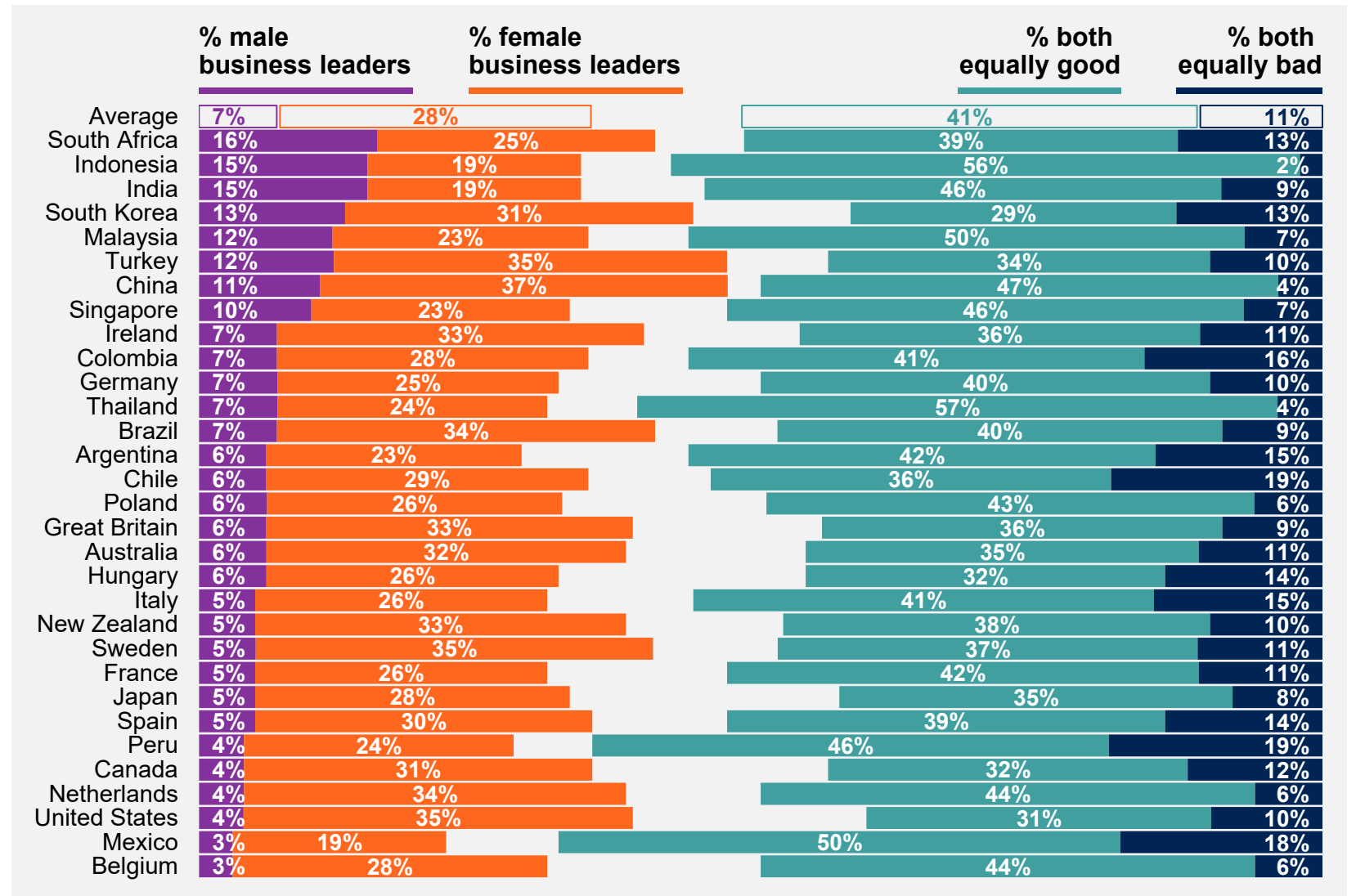
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

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%).



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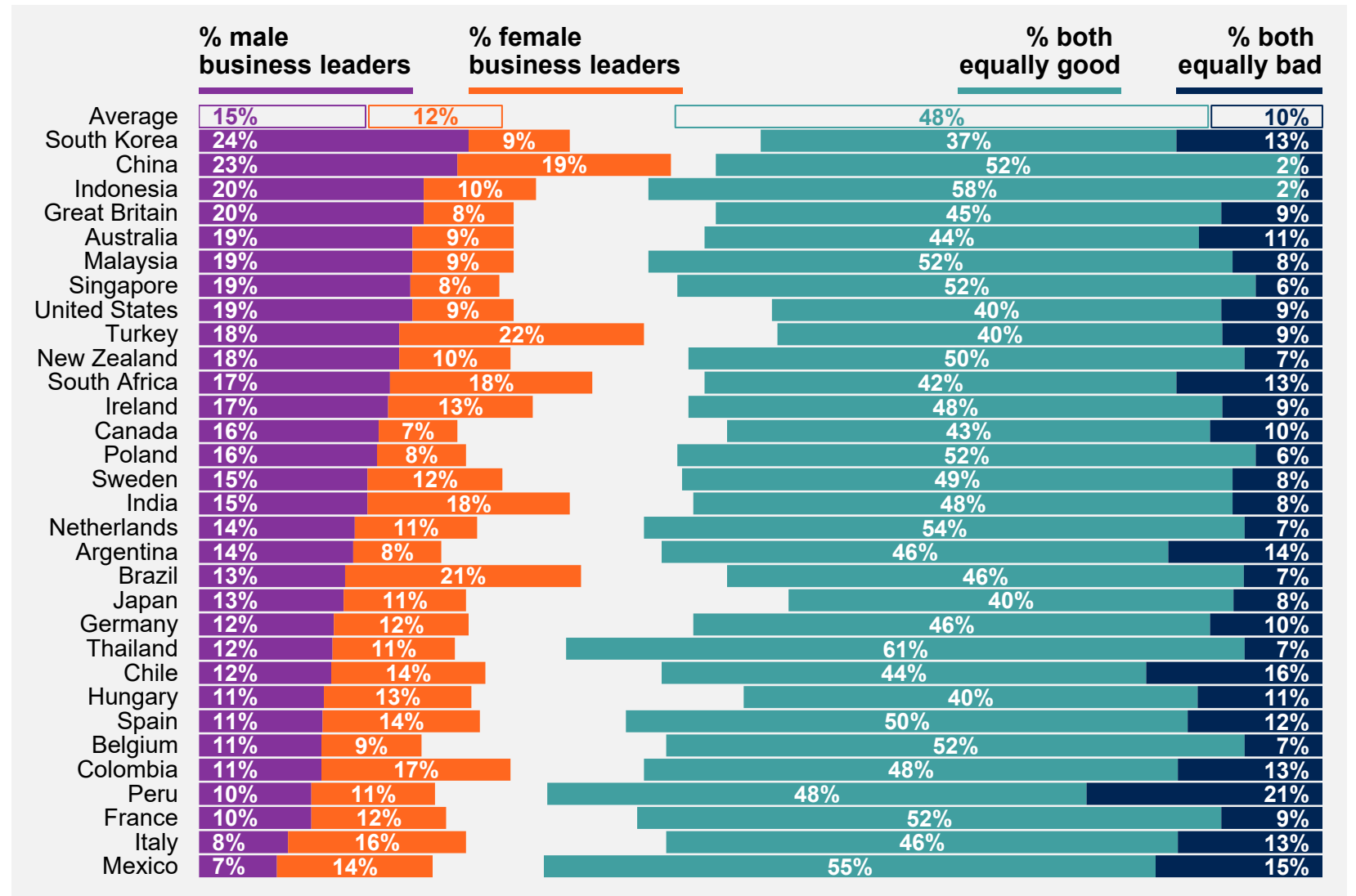
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Treating men fairly.

Around half of people across a 31-country 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%).



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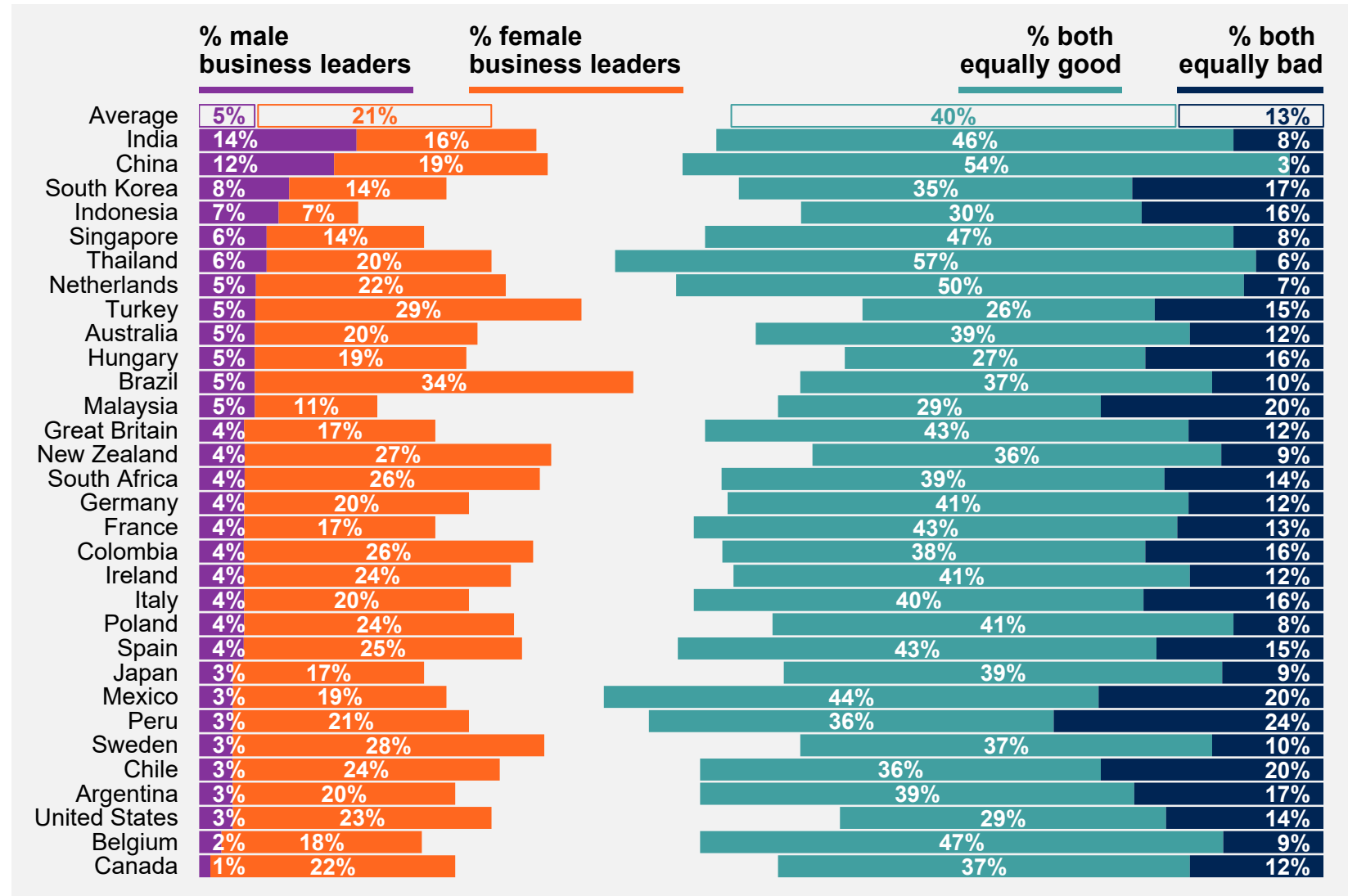
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

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%).



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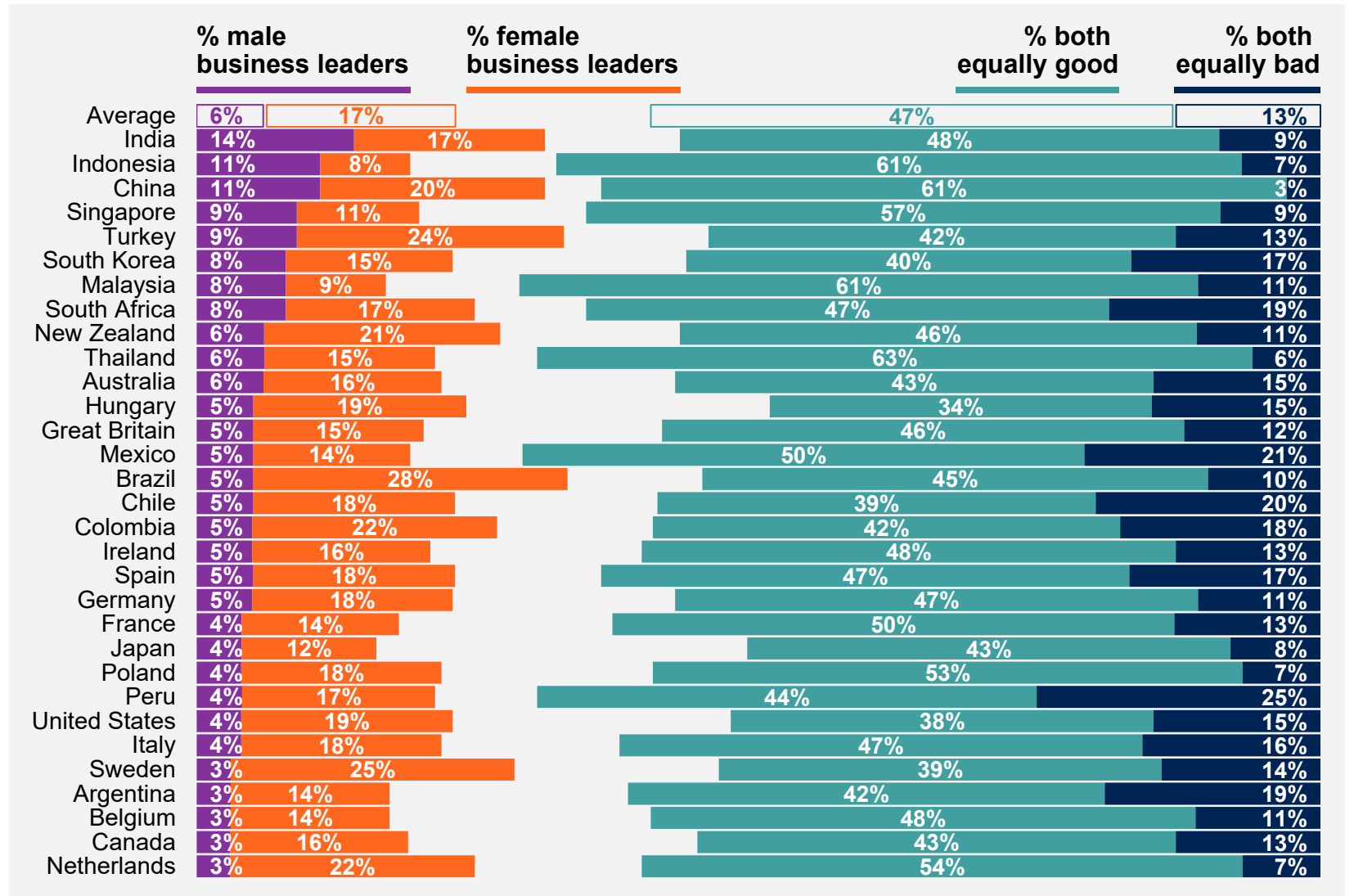
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Treating ethnic minorities fairly.

Around half of people across a 31-country 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%).



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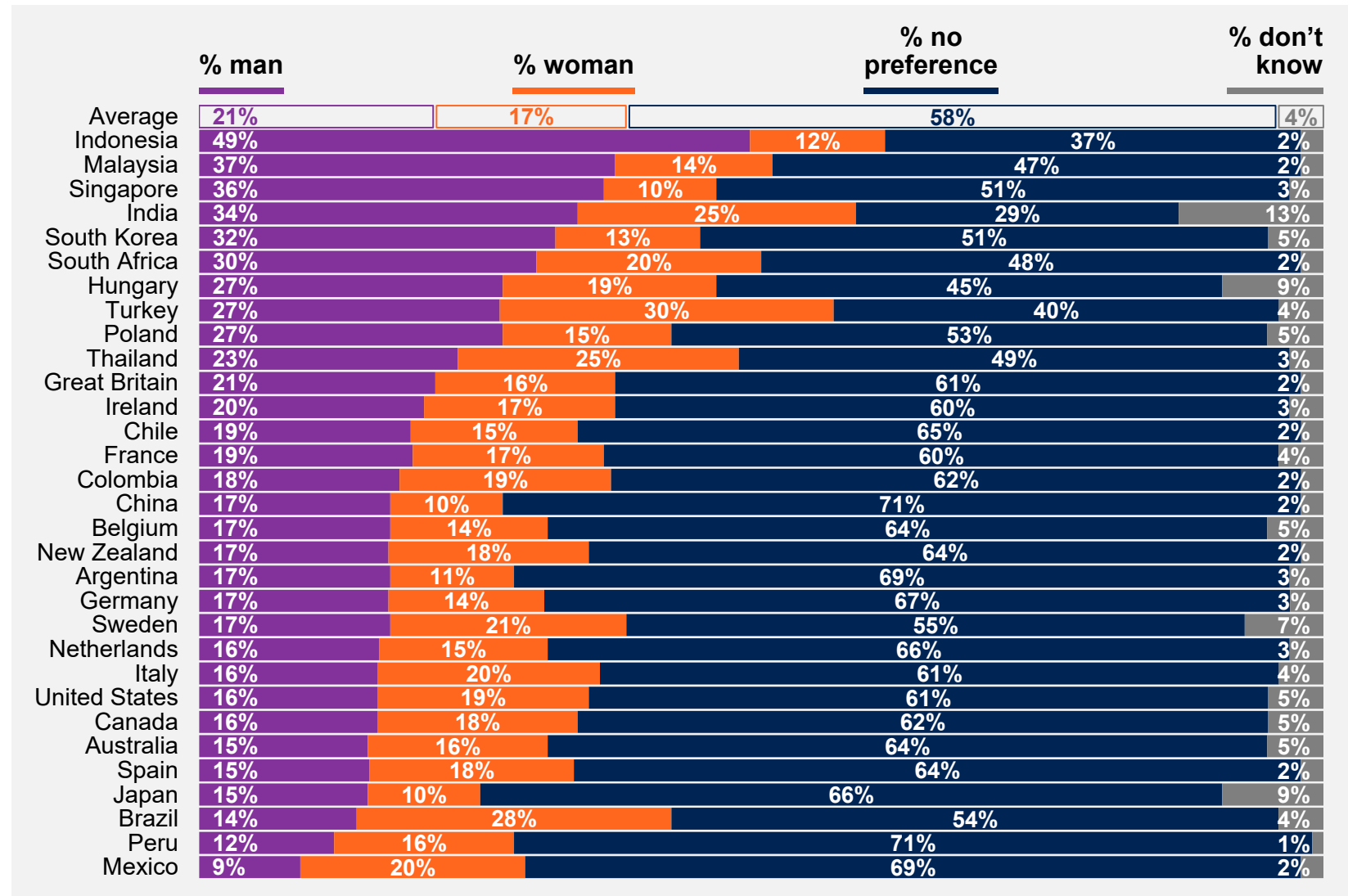




If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

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%).



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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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