

International Women's Day Global Advisor Survey

Ipsos reference: Global Advisor Survey
Release Date: 8 March 2025

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

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	This study did not have any external sponsors or partners.
F1d.	Fieldwork dates	December 20 th 2024 – January 3 rd 2025
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=969
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2021 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
**If voting intention is published		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

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

**This item may not be applicable

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

Long Methodology Disclosure Statement

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

Things would work better if more women held positions with responsibilities in government and companies
Women won't achieve equality with men in ... unless there are more female leaders in businesses and government
When it comes to 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 at home to look after his children is less of a man

Q2. For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in, or both men and women equally?

Doing domestic work (i.e. housekeeping, cooking).
Experiencing child, early or forced marriage.
Experiencing gender-based violence.
Being physically assaulted.
Being offered parental leave from employment (i.e., maternity or paternity leave).
Performing unpaid care for family members (i.e., childcare or looking after elderly relatives).
Feeling lonely.
Easily accessing health care.
Going to university.
Going to school.
Being able to participate in financial life (i.e., have a bank account / credit card, take out a loan).
Having a leadership role in public life (i.e., government, business).
Earning a high income.
Going to prison.

Q3. How likely or unlikely do you think it is that there will be significant progress towards achieving gender equality in the next five years?

Q4. How much tension, if any, would you say there is between the following in ... today?

Rich and poor
Immigrants and people born in...
Those with more socially liberal, progressive ideas and those with more traditional values
Different ethnicities
Old and young
Men and women
Those in cities and those outside of cities

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

Q6. To what extent, if at all, do you feel that young men today in ... will have had a better or worse life than men from their parents' generation, or will it have been the same?

Q7. In ..., do you think attempts to give equal opportunities have gone too far or not gone far enough for women, or about right?

Long Methodology Disclosure Statement

Q8. Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young women
Today's older women
Today's young men
Today's older men

Q9. Do you think policies adopted by the government(s) of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Q10. Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Q11. Which of the following experiences have you personally had?

As a child, my mother / female caregiver did more work around the house than my father / male caregiver (i.e., cooking, cleaning, childcare)

I have close friends that are a gender other than my own

I have had a female manager / immediate supervisor at work

I have lived in a country with a female leader (i.e., Prime Minister, President, etc.)

I lived with a mother / female caregiver who also had paid employment

I have worked for a company with a female leader (i.e., CEO, Managing Director, etc.)

I have seen women in my workplace receive more favourable treatment than men

As a child, I went to a school where girls received more favourable treatment than boys

I have lived in a country with a male leader (i.e., Prime Minister, President, etc.)

I have had a male manager / immediate supervisor at work

I have worked for a company with a male leader (i.e., CEO, Managing Director, etc.)

I lived with a father / male caregiver who also had paid employment

I have seen men in my workplace receive more favourable treatment than women

I have children that are a gender other than my own

As a child, I went to a school where boys received more favourable treatment than girls

As a child, my father / male caregiver did more work around the house than my mother / female caregiver (i.e., cooking, cleaning, childcare)

Q12. Which of the following, if any, would you say are the main places you go to for news?

Sydney

Level 2
51 Berry Street
North Sydney NSW 2060
T: +61 2 9900 5100

Melbourne

Level 6
11 Wilson Street
South Yarra VIC 3141
T: +61 3 9946 0888

Perth

Ground Floor
338 Barker Road
Subiaco WA 6008
T: +61 8 9321 5415

Brisbane

Suite 3a
201 Leichhardt Street
Spring Hill QLD 4000
T: +61 7 3016 7600