

GLOBAL ADVISOR

Global attitudes toward gender

January 2020





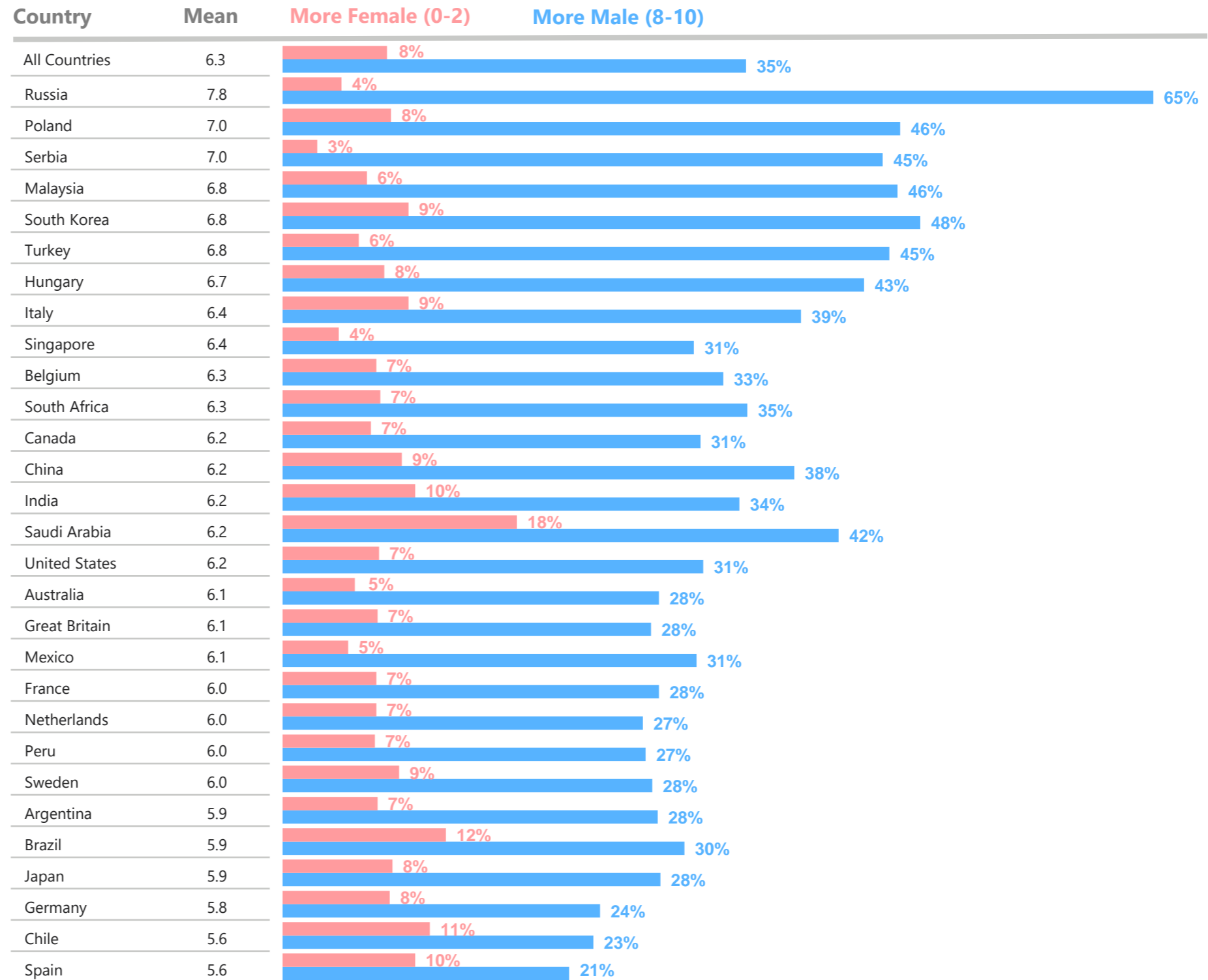
TRAIT ASSOCIATION



Q1. To what extent do you associate each of these traits with females or with males? A [0/10] rating means you only associate it with females and a [10/0] rating means that, in general, you only associate it with males. A 5 would indicate that you associate it equally with females and males.

Strength

Nearly two in three Russians associate "strength" with males more so than "females."

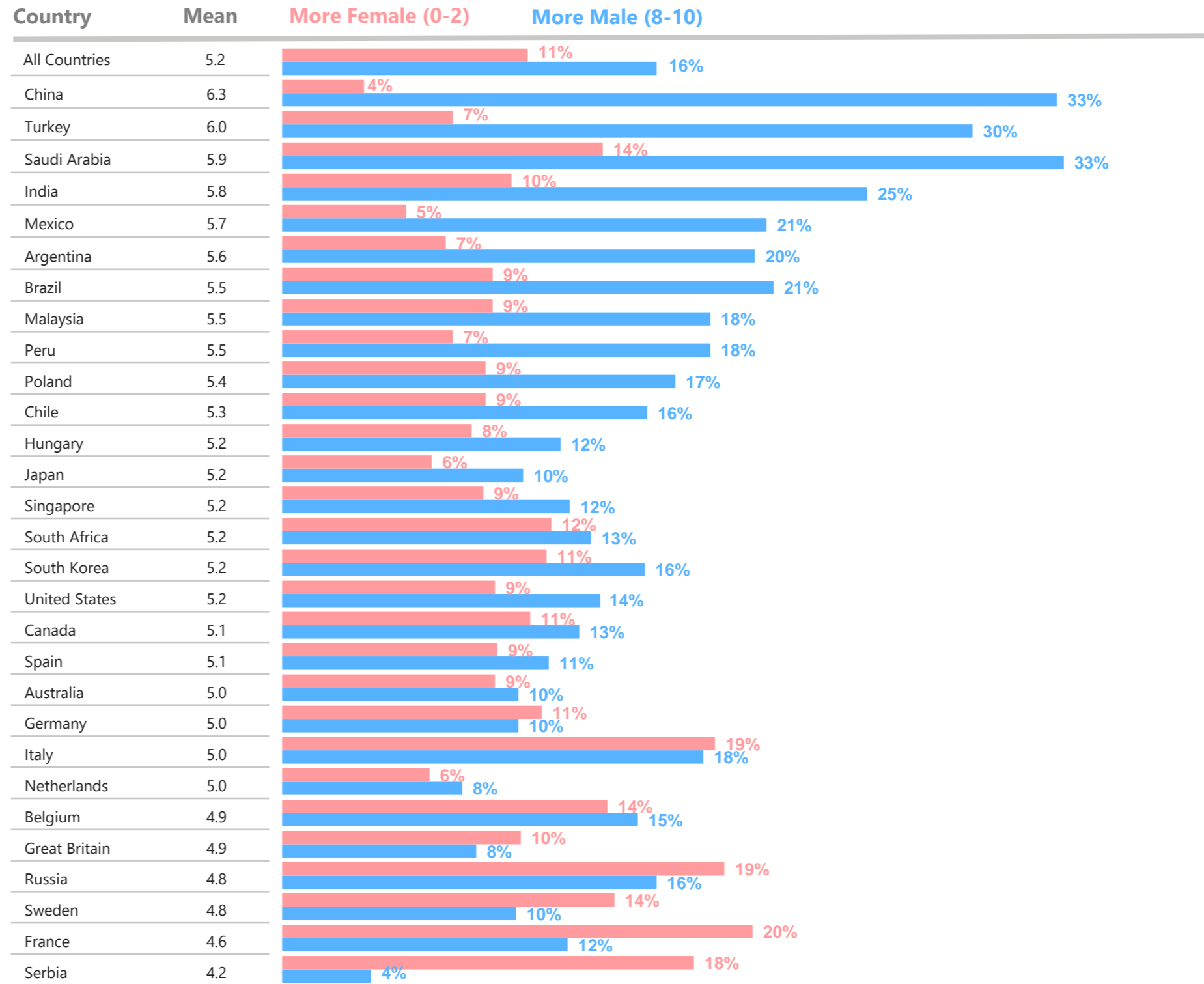




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Wisdom

China and Turkey are most likely to associate wisdom more with males than females.

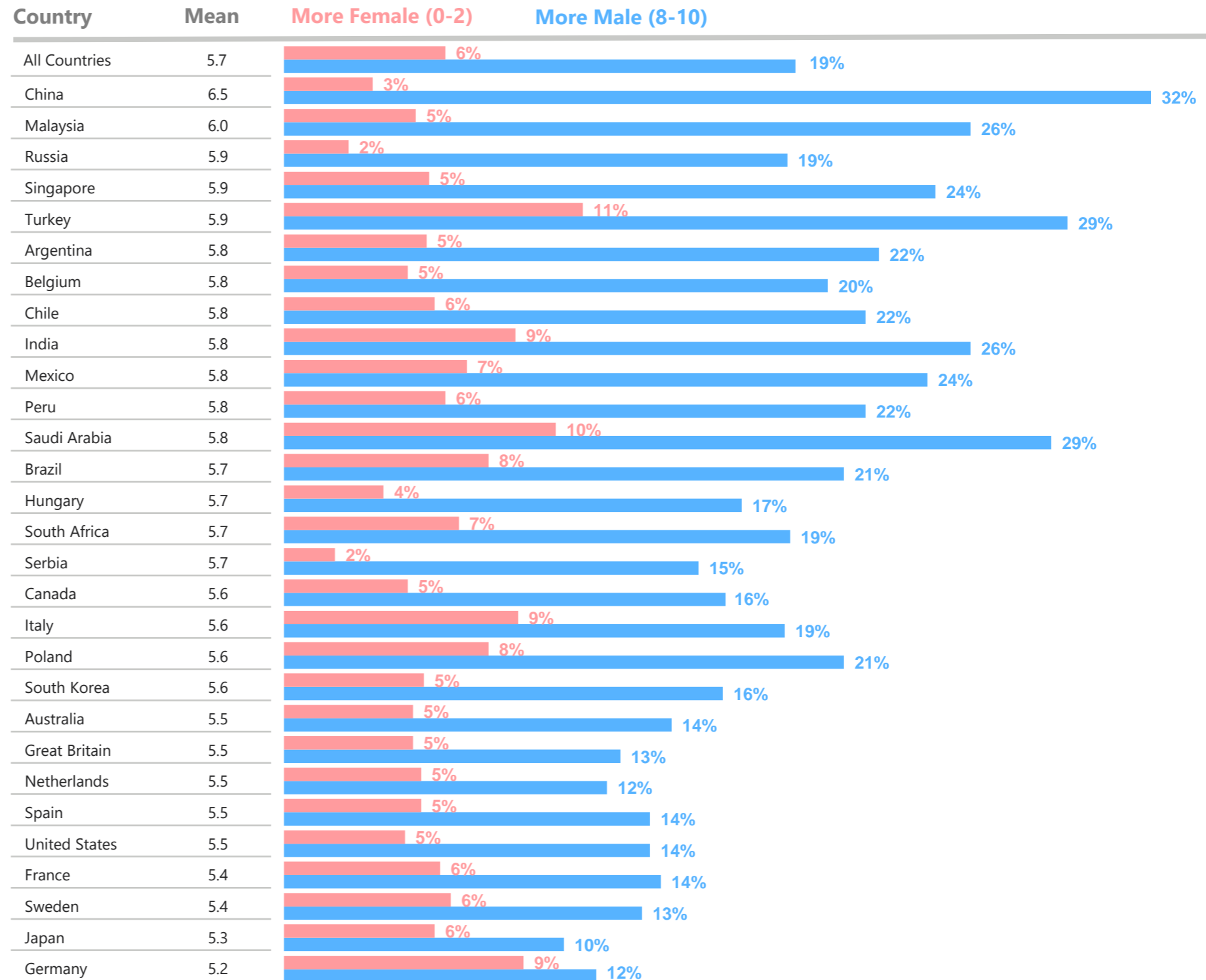




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Humor

Three in ten people in China think that humor is more of a masculine trait than feminine.

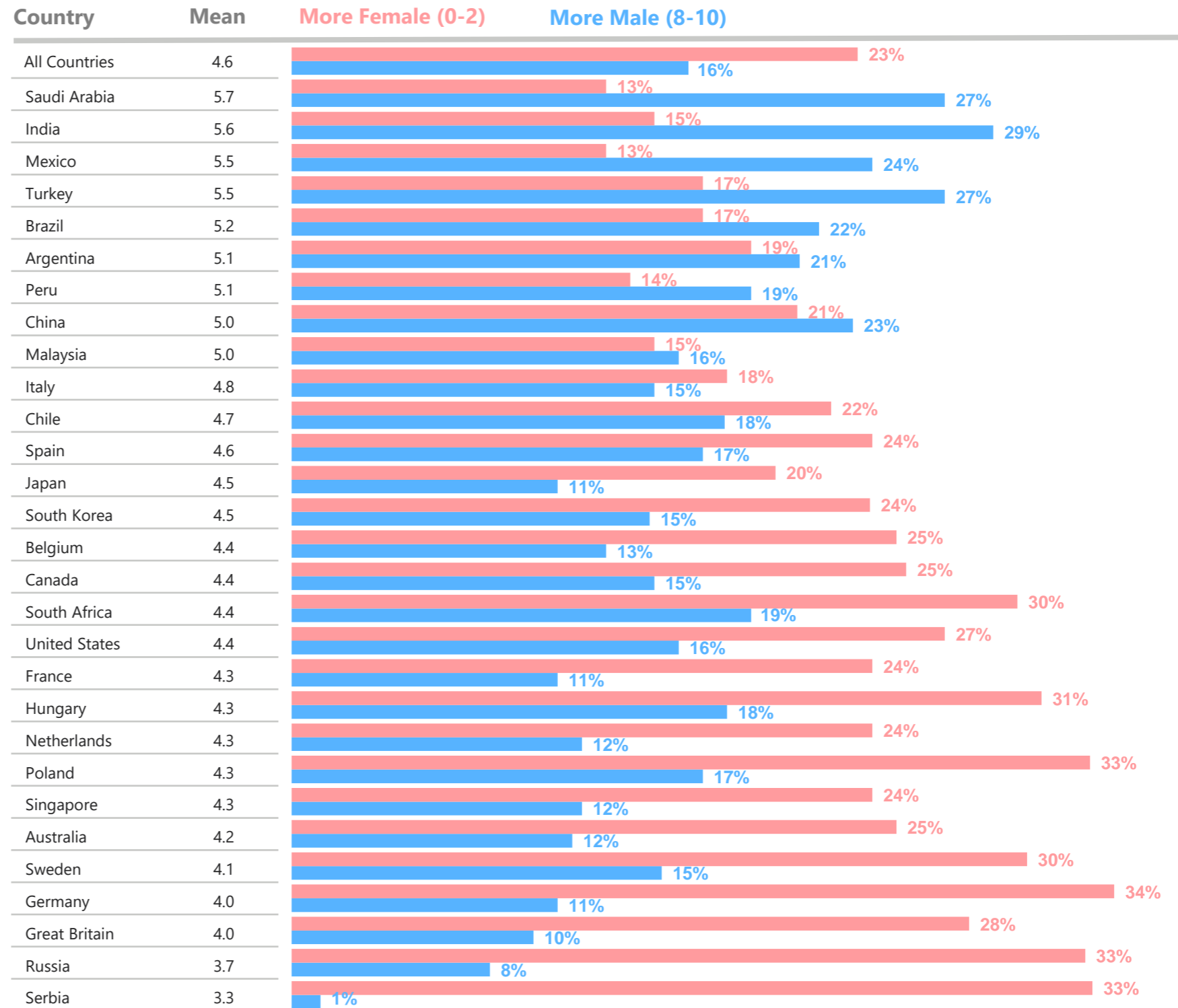




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Caring for others

The lowest across all countries surveyed, only 1% of Serbians think of caring for others as a more masculine than feminine trait.

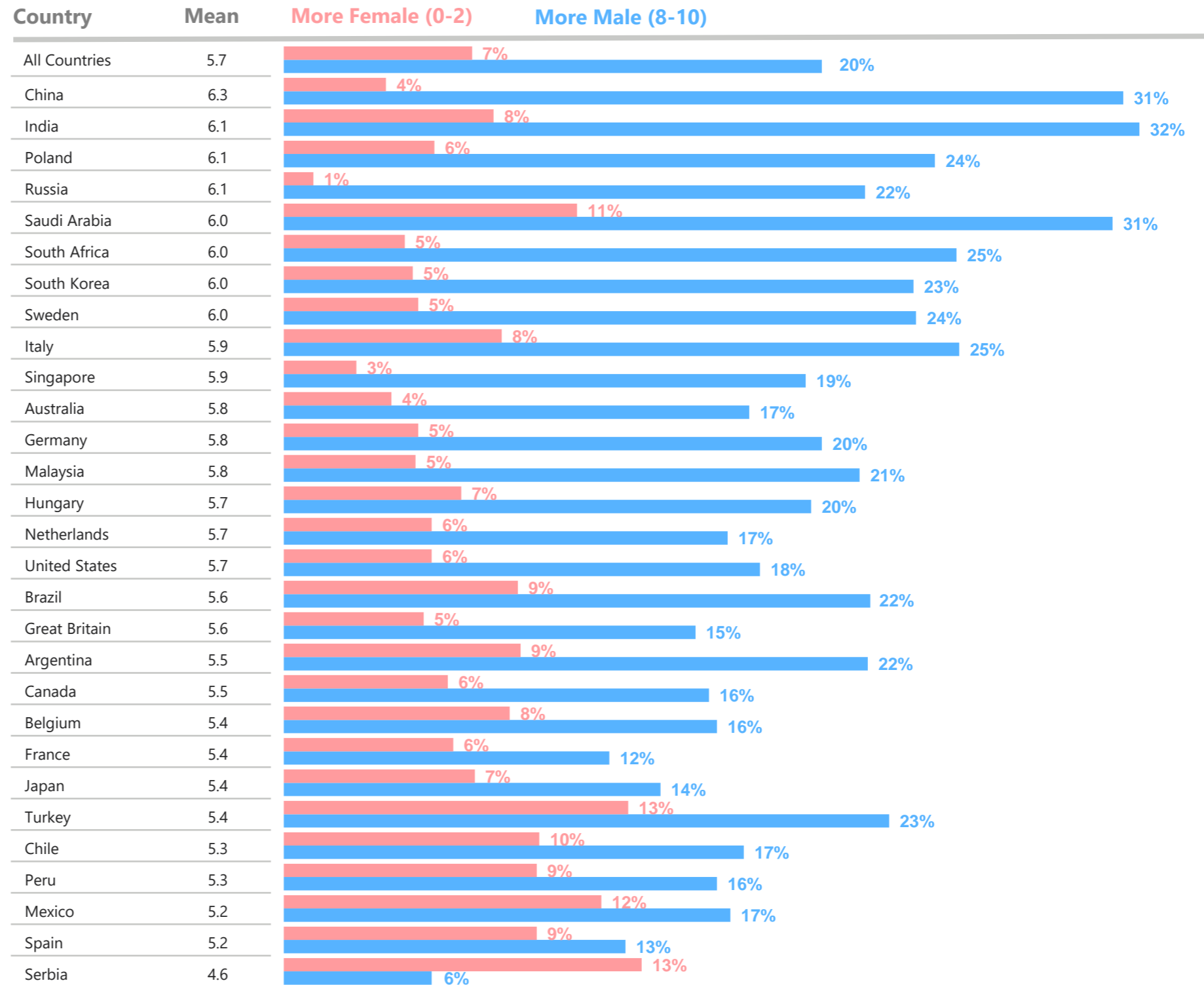




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Confidence

One third of those in China, India and Saudi Arabia associate confidence more with males than females.

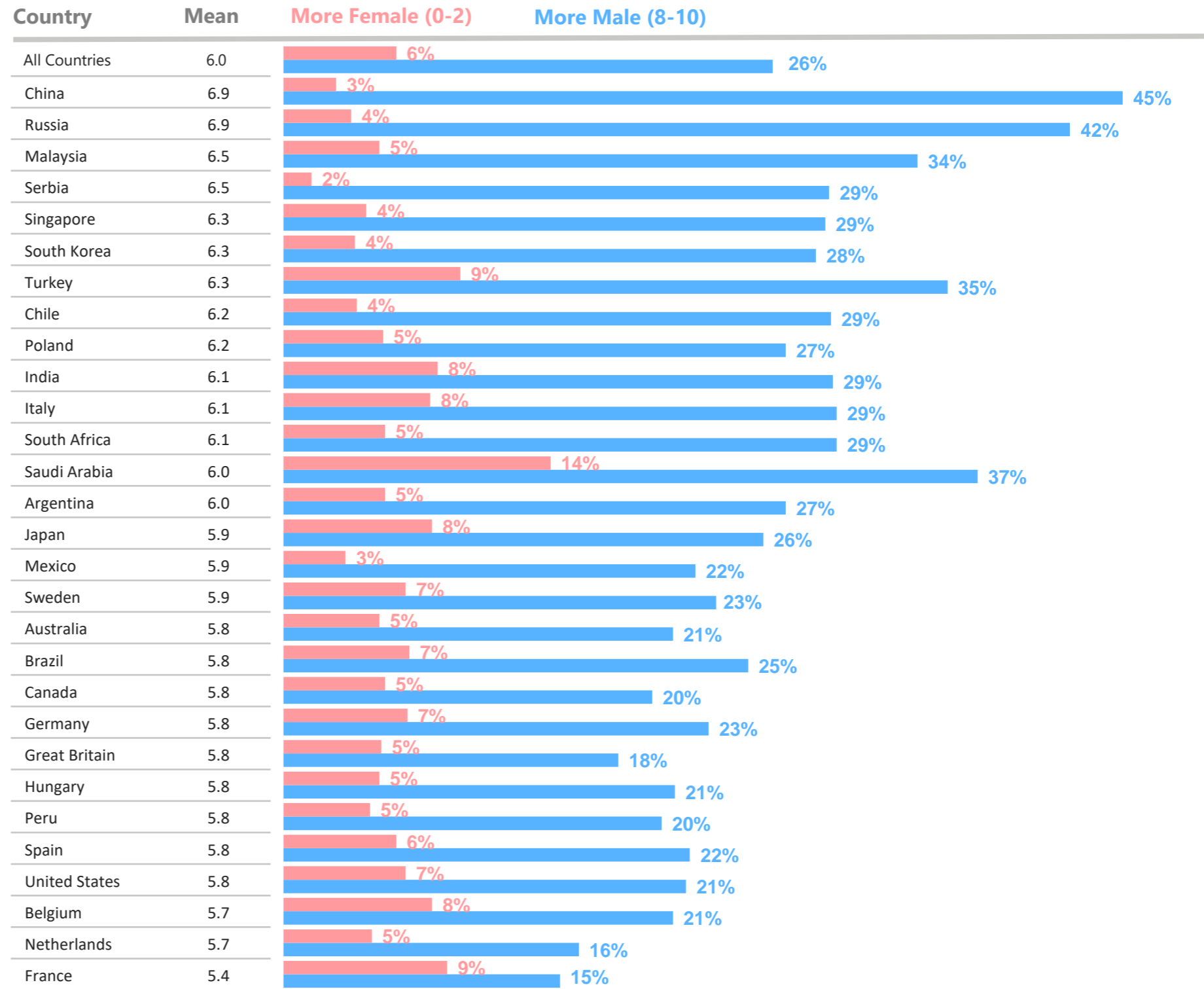




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Leadership

Almost half of people in China associate leadership with males more than females.





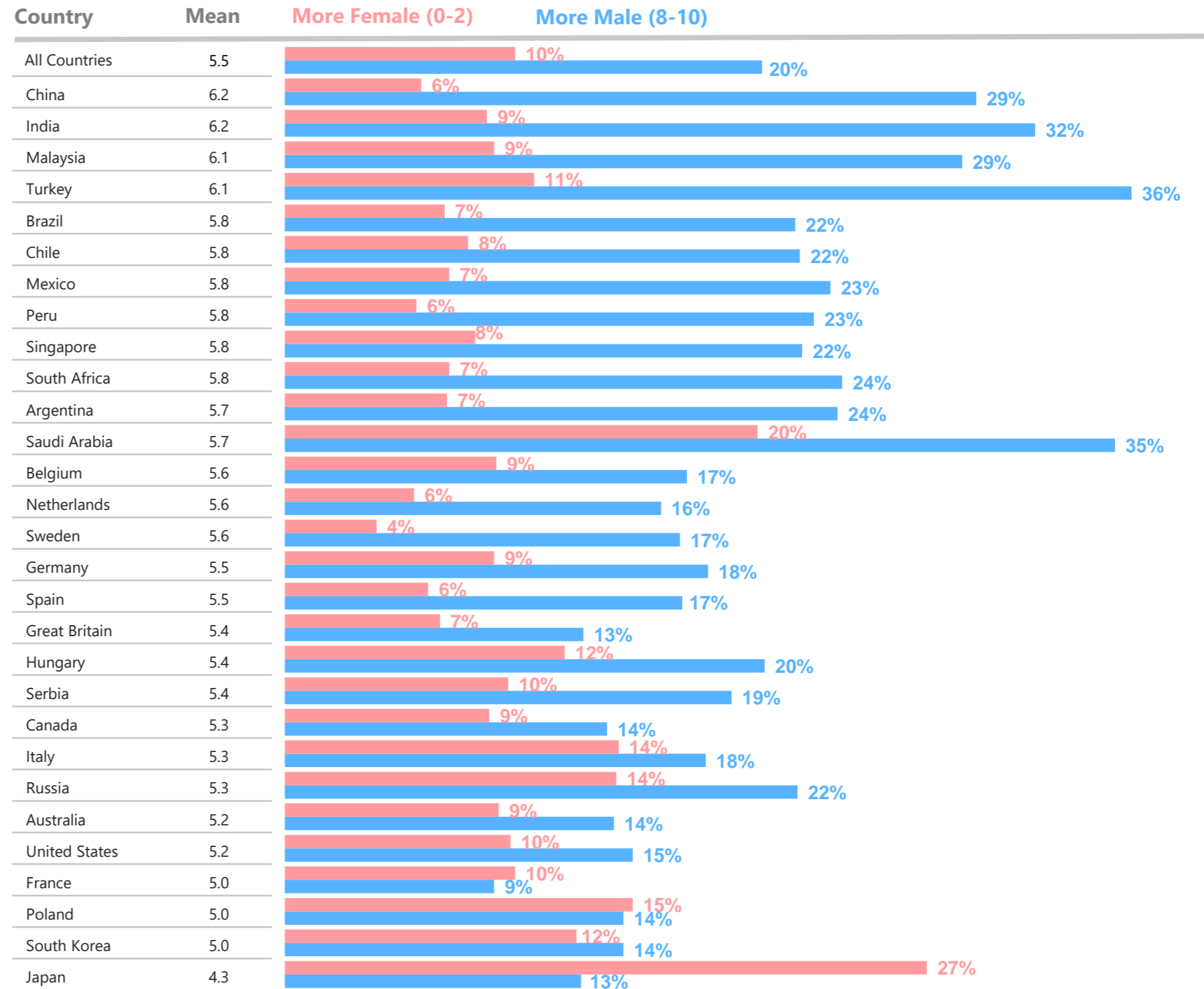
TASK ASSOCIATION



Q2. To what extent would you say that each of these tasks tends to be performed more by females or by males in [country] households? A [0/10] rating means that, in general, it is only performed by females, and a [10/0] rating means it is only performed by males. A 5 would indicate that it is performed equally by females and males.

Paying bills/managing finances

In Saudi Arabia, 35% of people say paying bills and managing finances tends to be performed by males, while another 20% says it tends to be performed by females.

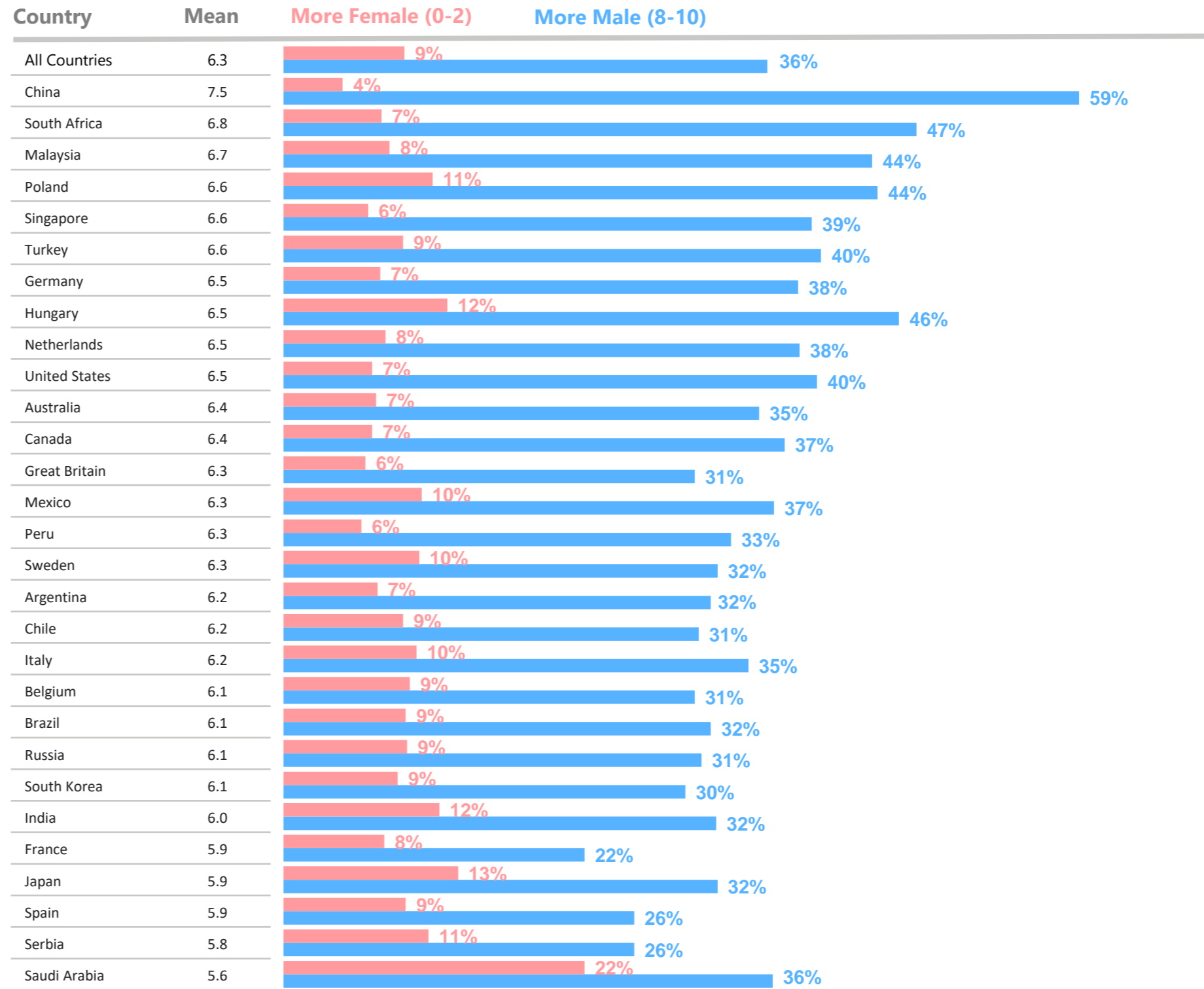




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Home maintenance and repairs

On average, Chinese are the most likely to believe that home maintenance and repairs are performed more by males than females.



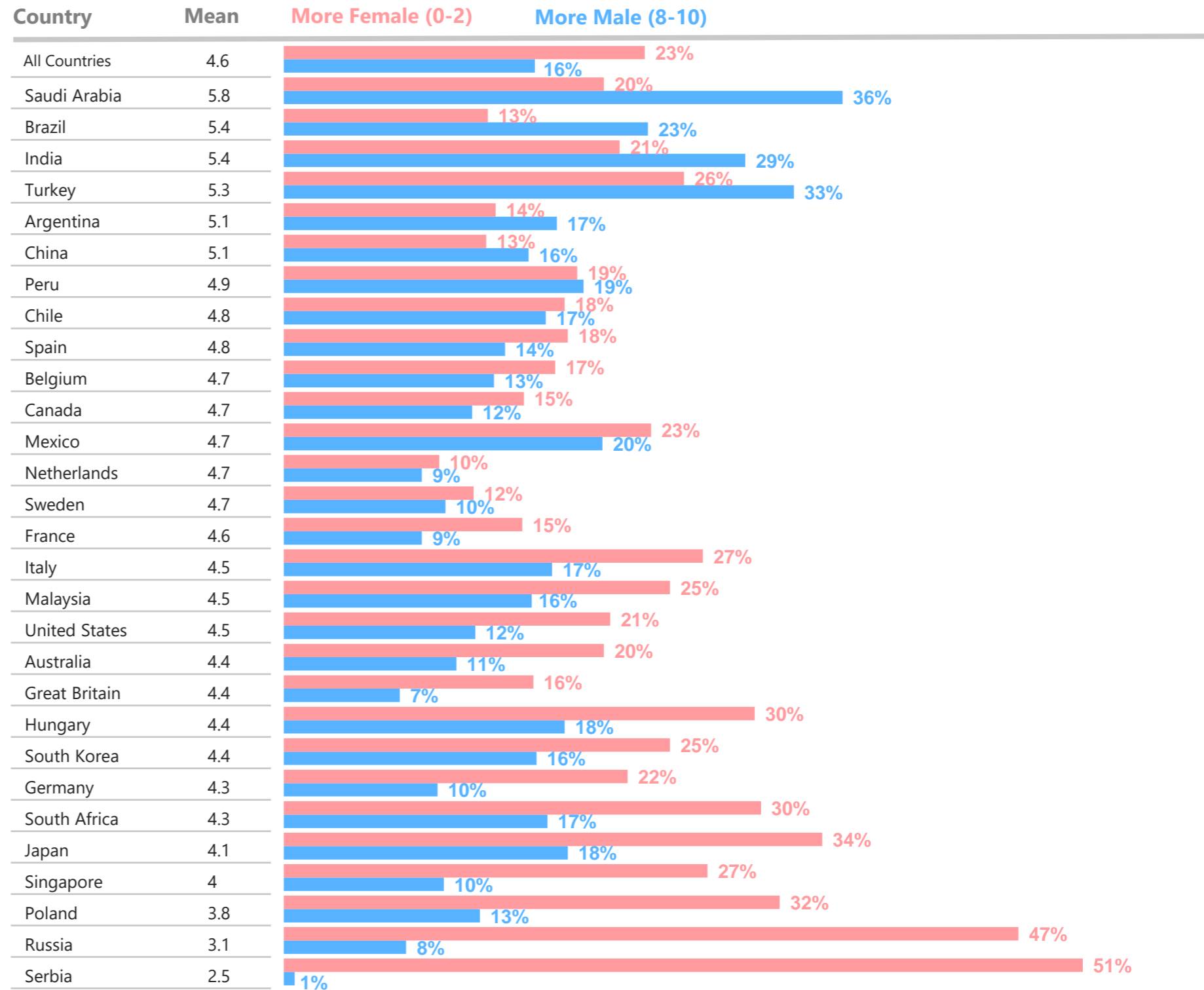
Base: 20,448 online adults aged 16-74 across 29 countries, September - October 2019



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Cooking

Half of Serbians think cooking is performed more by females, while only 1% think it is performed more by males.

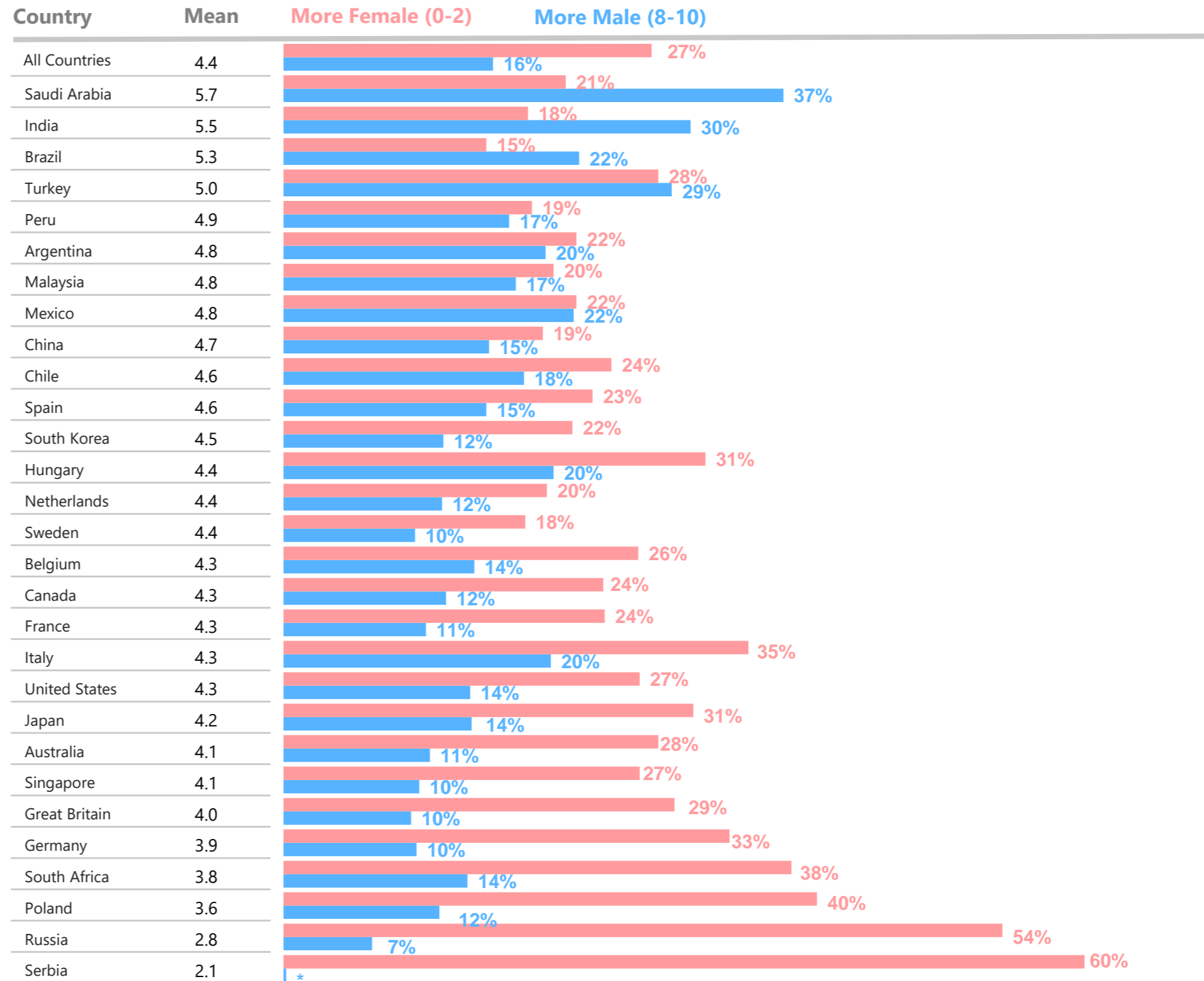




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Cleaning

More than half of Russian and Serbian people think that cleaning is performed more by females than males.

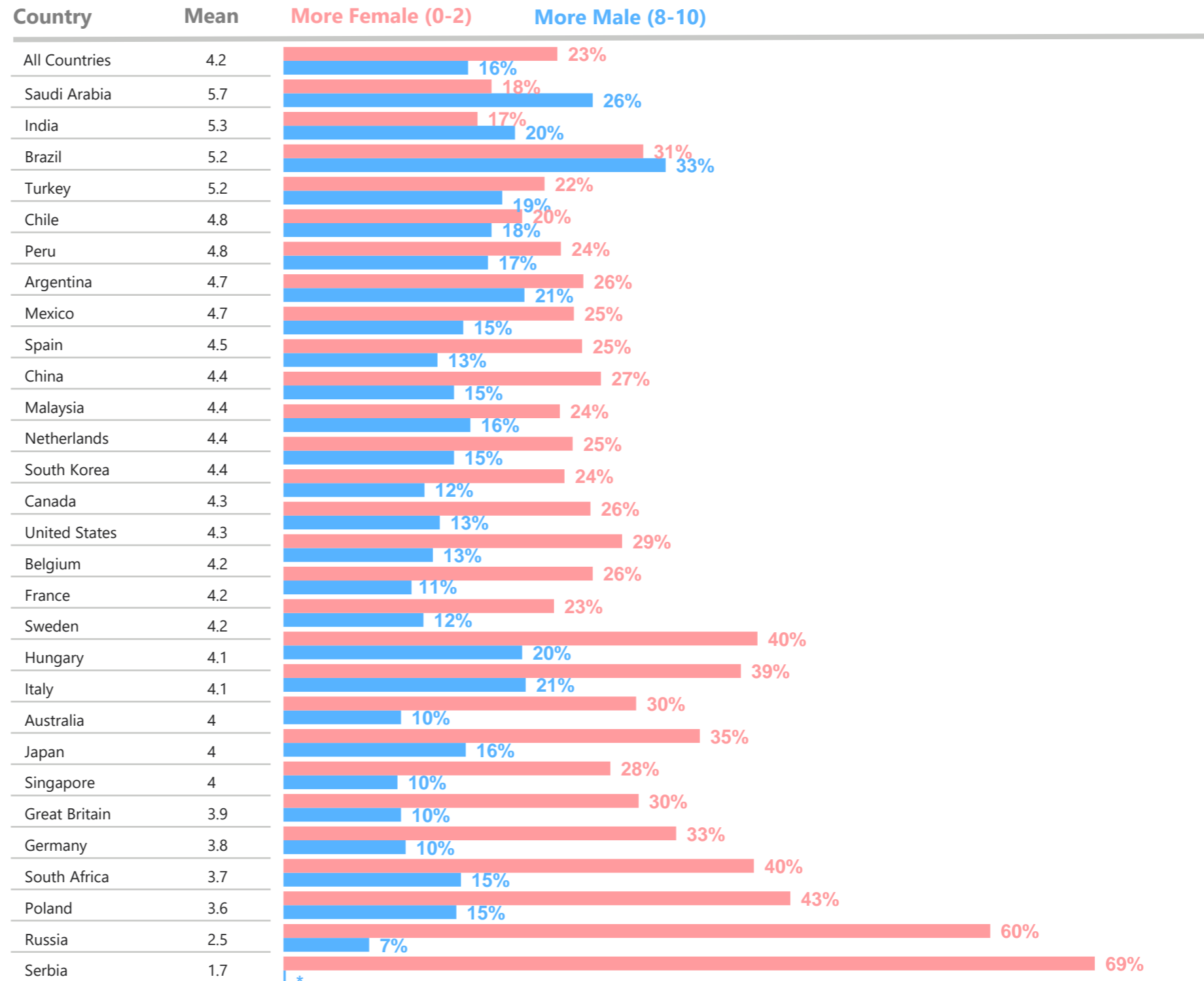




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Laundry

In Serbia, nearly 7 in 10 say laundry is performed more by females.

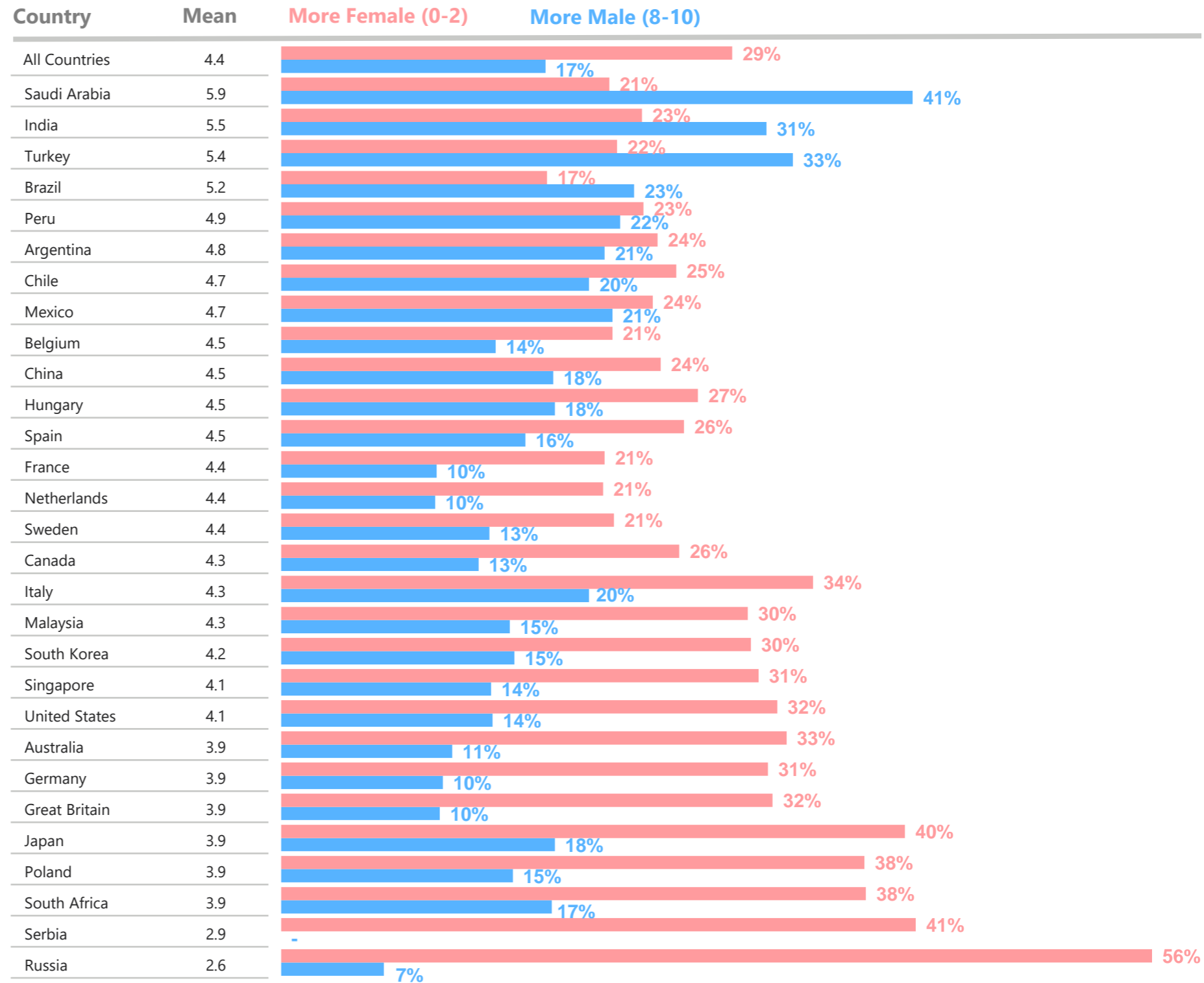




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Taking care of children

A majority of Russian people think that caring for children is performed more by females than males.





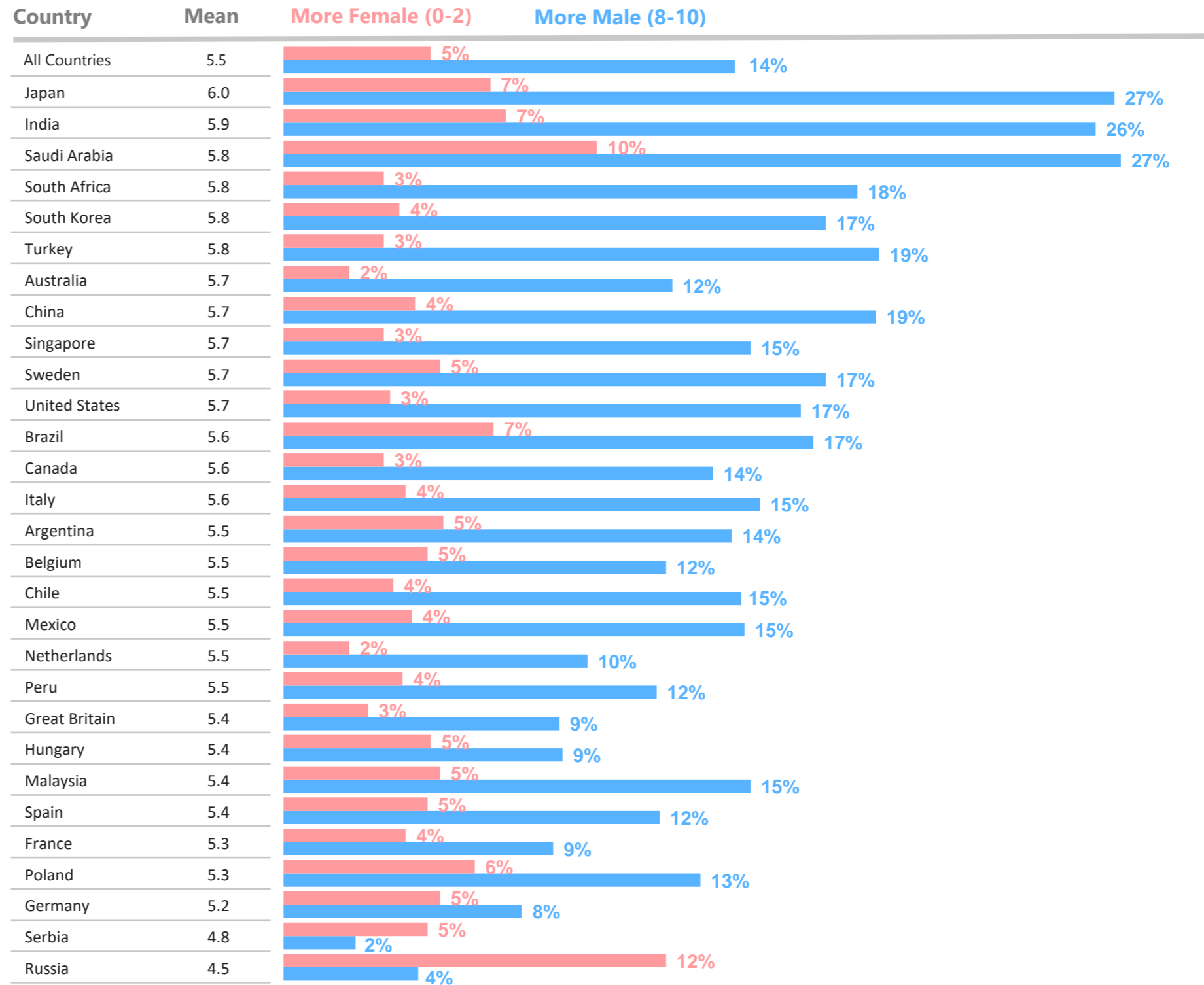
JOB ASSOCIATION



Q3. To what extent would you say each of these occupations tends to be held more by females or by males in [COUNTRY]? A [0/10] rating means that, in general, it is only performed by females and a [10/0] rating means it is only held by males. A 5 would indicate that it held equally by females and males.

Doctor

In Japan, India, and Saudi Arabia, more than a quarter of people say that doctors are more likely to be male than female.

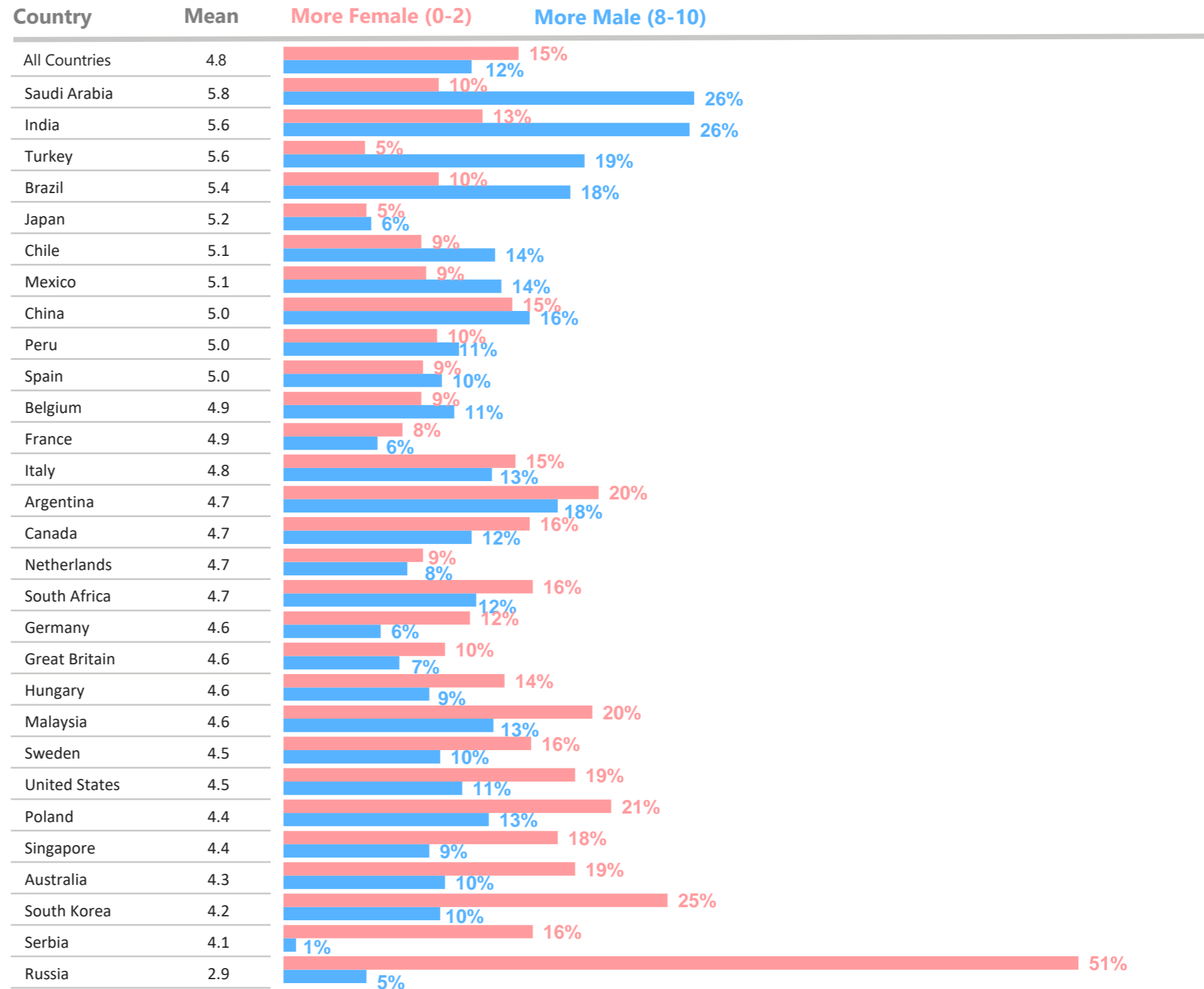




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Teacher

In Russia, half of people think teachers are more often females than males.

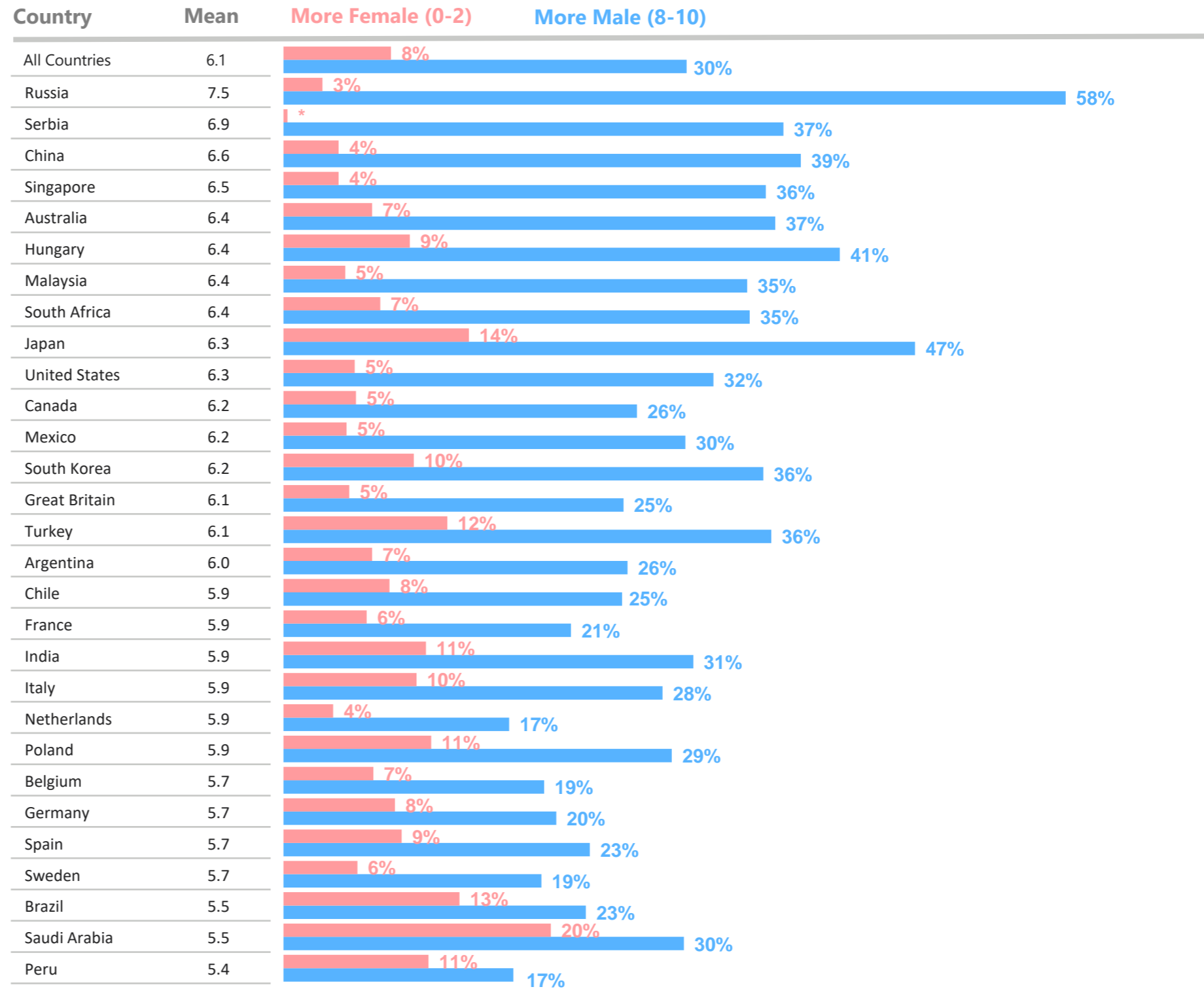




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Politician

On average, people are more likely to think politicians are usually males than females. This is especially prominent in Russia, where more than half agree with this.

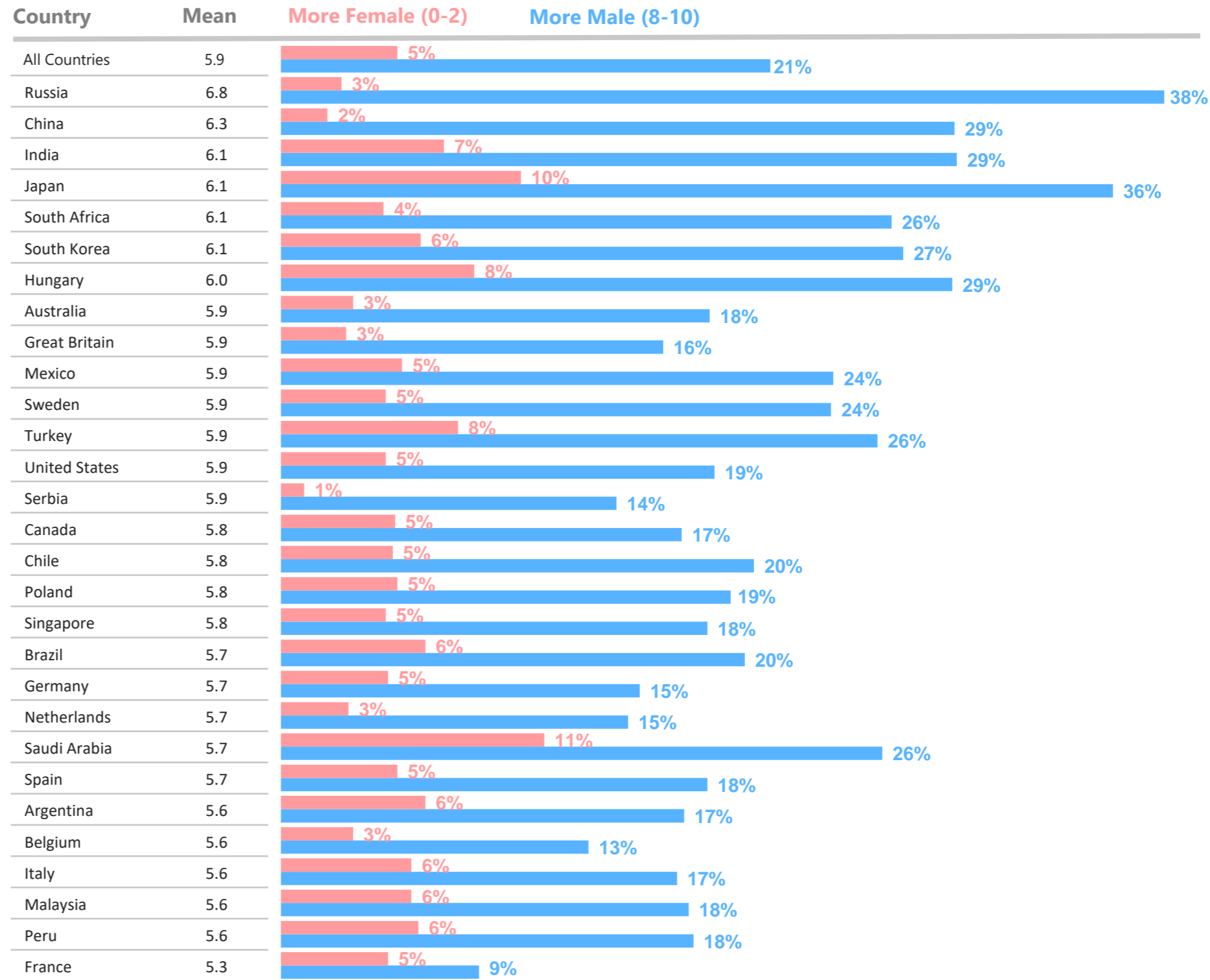




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Scientist

In France, people are less likely than the global average to think scientists are more often males, with only 9% in France compared to 21% globally.

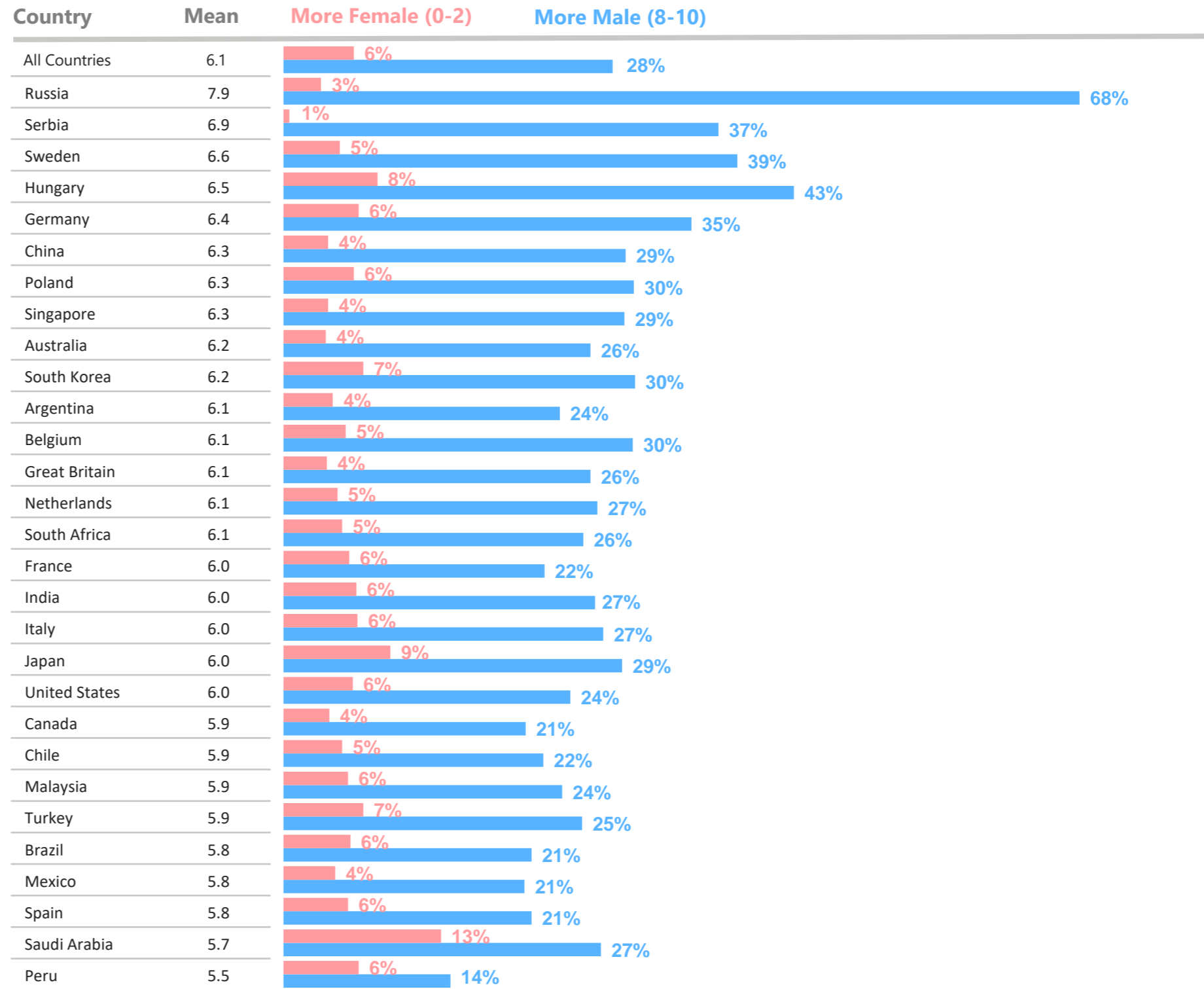




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Information technology worker

In Russia, 68% of people say information technology workers are more male than female, forty percentage points higher than the 28% seen globally.

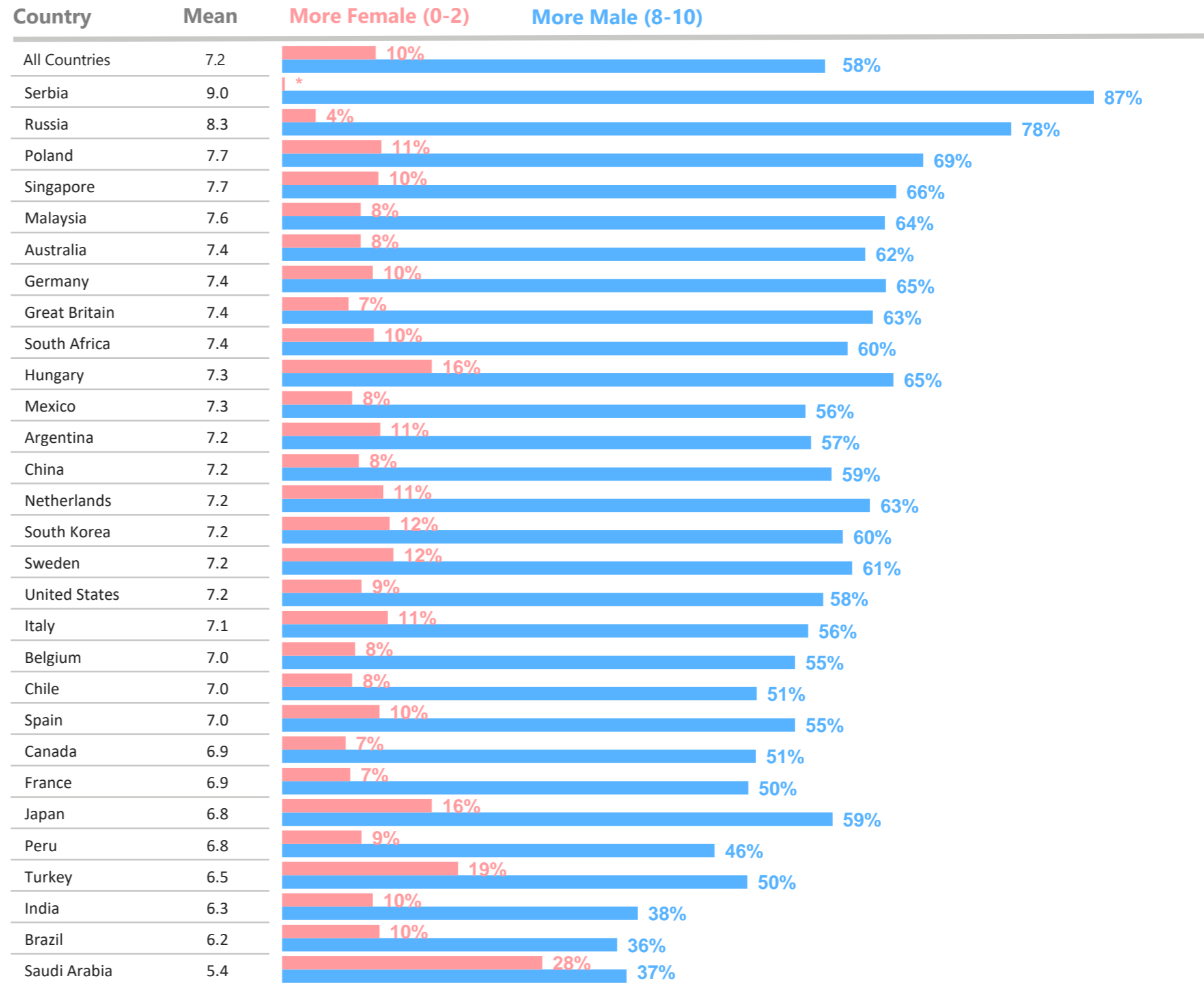




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Construction worker

The mean for Serbian people is 9, indicating that on average, Serbian people think construction work is nearly only performed by males.





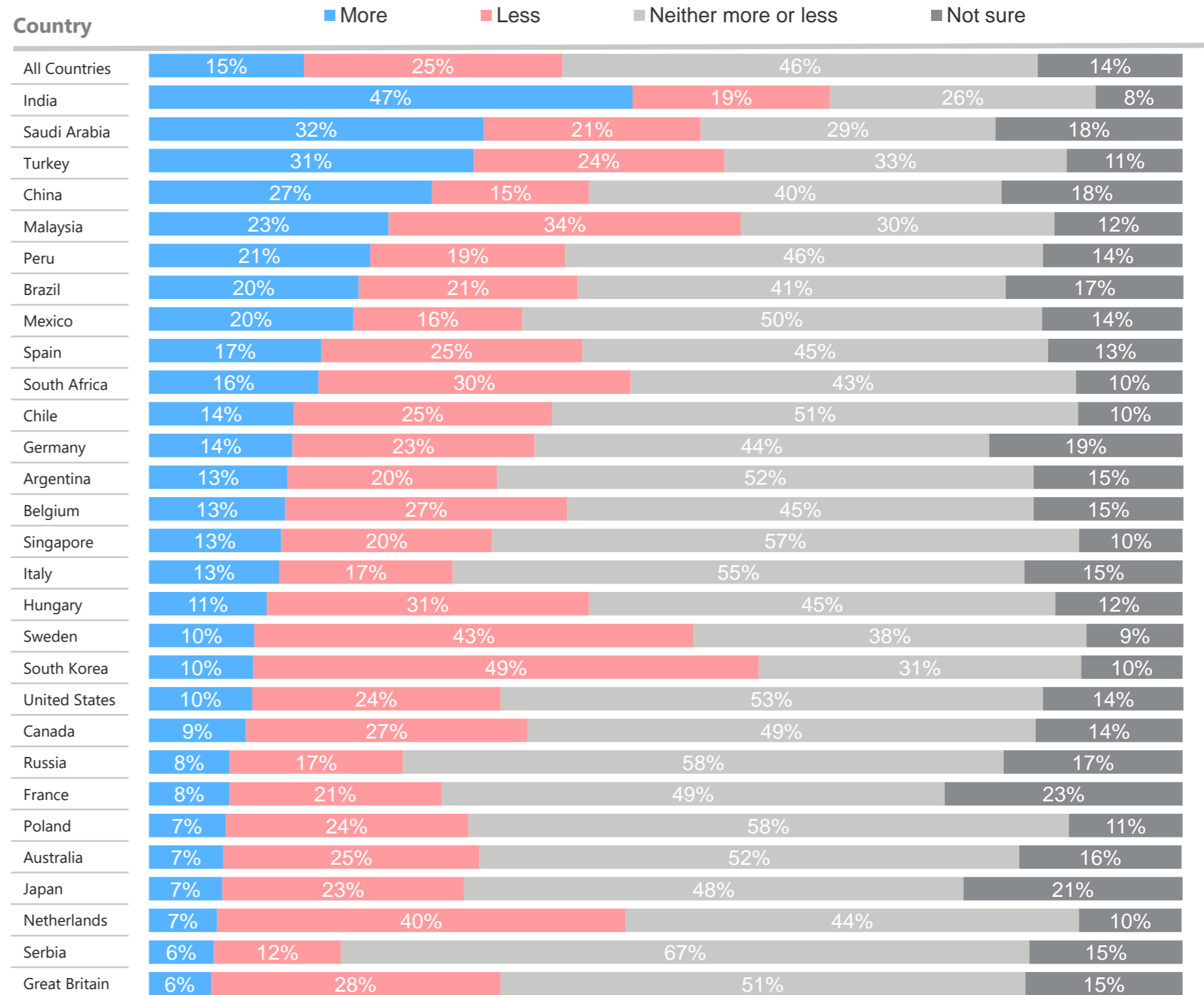
FUTURE PREDICTIONS



Q4. In five years from now, do you think people in [country] will associate characteristics, household tasks and occupations with one gender over another more or less than they do today?

India is the most likely to think that characteristics, household tasks and occupations will be associated more with one gender over in five years.

South Korea is most likely to think the opposite: almost half (49%) believe that they will be associated less with one gender over another in five years.



Base: 20,448 online adults aged 16-74 across 29 countries, September - October 2019

- These are the findings of a 29-country Ipsos survey conducted via Ipsos's Global Advisor online survey platform between September 20th-October 4th, 2019.
- Ipsos interviewed a total of 20,448 adults aged 18-74 in Canada, Singapore, South Africa, Turkey, and the United States and 16-74 in all other countries.
- The sample consists of 1000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, and the United States, and 500+ in each of Argentina, Belgium, Chile, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, Serbia, Singapore, South Africa, South Korea, Sweden and Turkey.
- Online surveys can be taken as representative of the general adult population under the age of 75 in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Singapore, Spain, Sweden, and the United States.
- Online samples in Brazil, Chile, China (mainland), India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Ipsos online polls is measured using a Bayesian Credibility Interval. The credibility interval around percentages based on single-month data is of +/- 3.5 percentage points for markets where the monthly sample is 1,000+ and +/-4.8 points for markets where the monthly sample is 500+. Click here for more information on the Ipsos use of credibility intervals.
- 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 knows or not stated responses.

For more information, please contact:

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