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**Close gender pay gap, exhort 4 in 10 urban Indians; 6 in 10 want transparency in salaries of those at same level: Ipsos-Global Institute for Women's Leadership, International Women's Day 2021**

COVID 19 recovery should address violence and abuse of women, feel 1 in 3 urban Indians; 1 in 3 support flexible work practices like work from home & working part time

73% urban Indians say their employer supported them during the pandemic

**New Delhi, March 08, 2021:** A NEW global study carried out in 28 countries by Ipsos, in collaboration with the **Global Institute for Women's Leadership at King's College London** for International Women's Day shows that at least **4 in 10 (41%) urban Indians** (38% men; 43% women) want closing of **gender pay gap** prioritized. Though 39% feel while it is important to bridge the gender pay gap, but it is not the top priority, in the present circumstances. At the same time, **6 in 10 (60%) urban Indians (61% men; 59% women)** believe there needs to be transparency in compensation of the workforce at the same level.

Further, at least **4 in 10 urban Indians (43%)** and **1 in 2 global citizens (50%)** believe that concerns around gender pay disparity are in response to a real problem, though 35% urban Indians are skeptical of the motive and feel it is more a manifestation of political correctness going too far. And 4 in 10 urban Indians feel the gender gap is the reality and not fabricated (as believed by 34% urban Indians).

*"Gender pay gap is more pronounced in the unorganized sector, in India. Most organisations in the corporate world are striving for a gender neutral ecosystem, which compensates on merit – education and calibre and not by one gender over another. India has shown a lot of progress in providing fairness in compensation and hiring per se is governed by set norms," says **Amit Adarkar, CEO, Ipsos India.***

### **Gender jobs – perceptions**

Jobs perceived for **women** included: **childcare staff (57%), nurses (61%), care workers for the elderly (39%), teachers (31%) and shopworkers/ assistants (15%). Most were perceived to be underpaid.**





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Jobs perceived for **men** included: **Delivery drivers (70%)** – they were believed to be poorly paid, **politicians (50%)** - overly paid ; and some professions that were believed to be cut out for men with compensation correctly paid were of **bankers (23%), construction workers (58%), police officers (48%), engineers (37%), computer engineers (29%), scientists (33%), accountants (30%) and doctors (22%)**.

*“Some of these perceptions are misplaced and have undergone a sea change and may not be the thumb rule, anymore, as women are now increasingly entering all male dominated bastions and proving their mettle,” **added Adarkar.***

### Recovery from COVID19 – important issues of women that should be addressed

COVID19 recovery should address issues of women and all global markets have indicated their priorities. **Urban Indians want support for women and girls facing violence and abuse (37%); 36% believe there should be more flexible working practices such as working from home and working part time and 36% want better access to healthcare services for women** – while these were the top 3 priorities mentioned, there was also call for social assistance (32%) to women; access to education and training (31%) and better mental health support services (30%).

Interestingly, 73% urban Indians said they were supported by their employer during the pandemic (71% men; 73% women). India is at the top across 28 markets on this attribute. Only 1 in 2 global citizens (47%) said they were supported by their employers.

Support by family and friends was paramount for both urban Indians (80%) and global citizens (71%).

### Technical Note

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,520 adults aged 18-74 in the United States, Canada, Israel, Malaysia, South Africa, and Turkey, and 16-74 in 21 other markets between 22 January and 5 February 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Hungary, Hong Kong, India, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.





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The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, India, Israel, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets 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.

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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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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