

Global attitudes towards women's leadership

March 2024



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.

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.





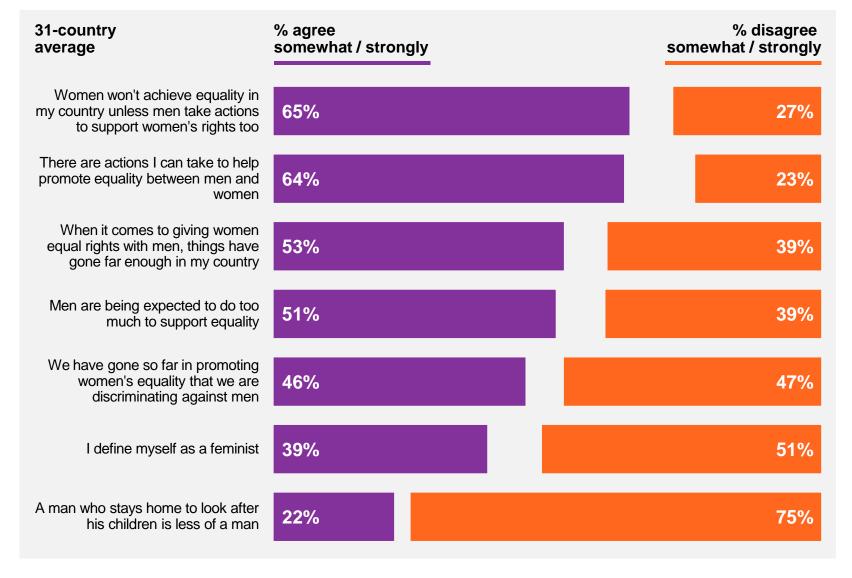


On average across the countries surveyed, nearly two in three (65%) agree that women won't achieve equality unless men take actions to support women's rights too. A similar number also note that there are actions they can directly take to promote equality between genders (64%).

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.



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



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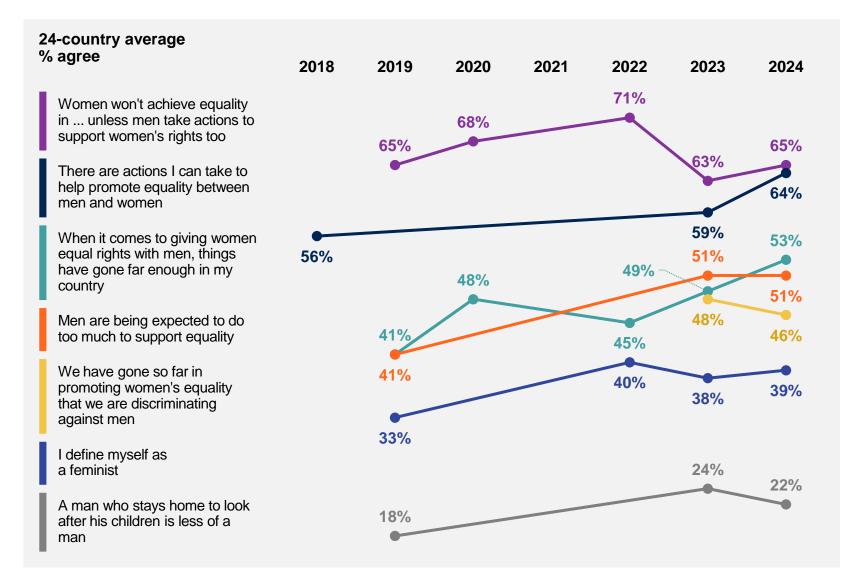
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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



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



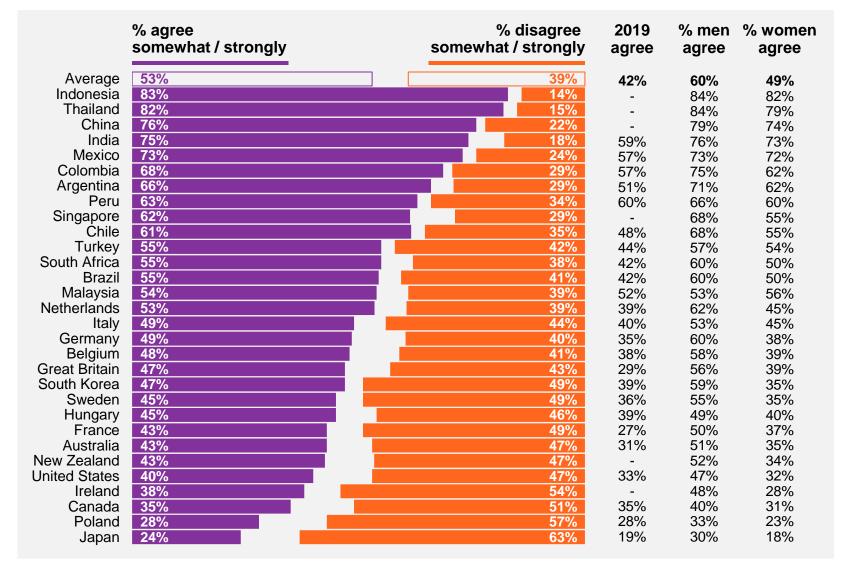
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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: 23,268 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

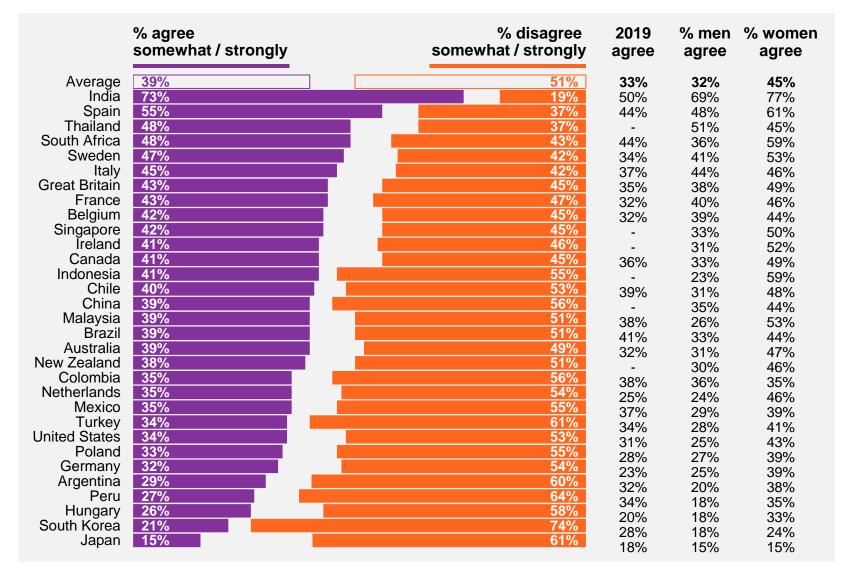




I define myself as a feminist.

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%).



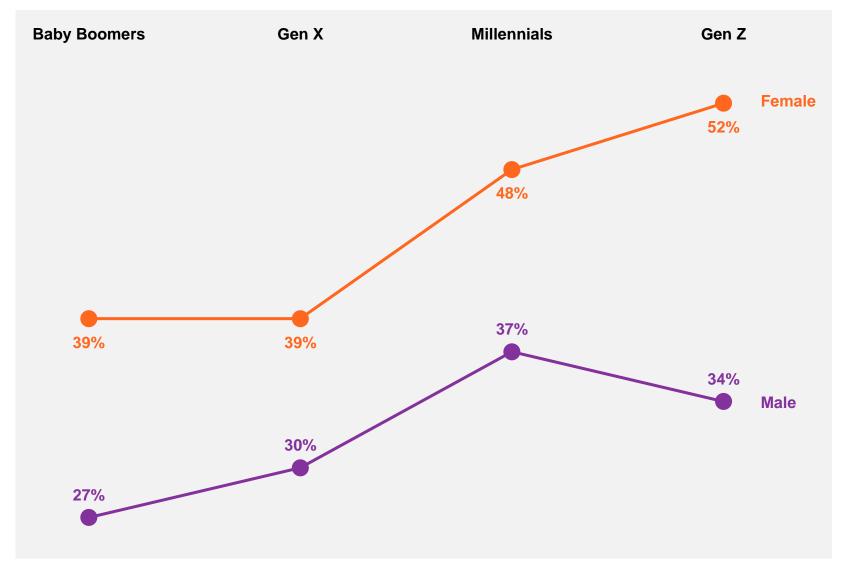
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I define myself as a feminist, % agree.

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.



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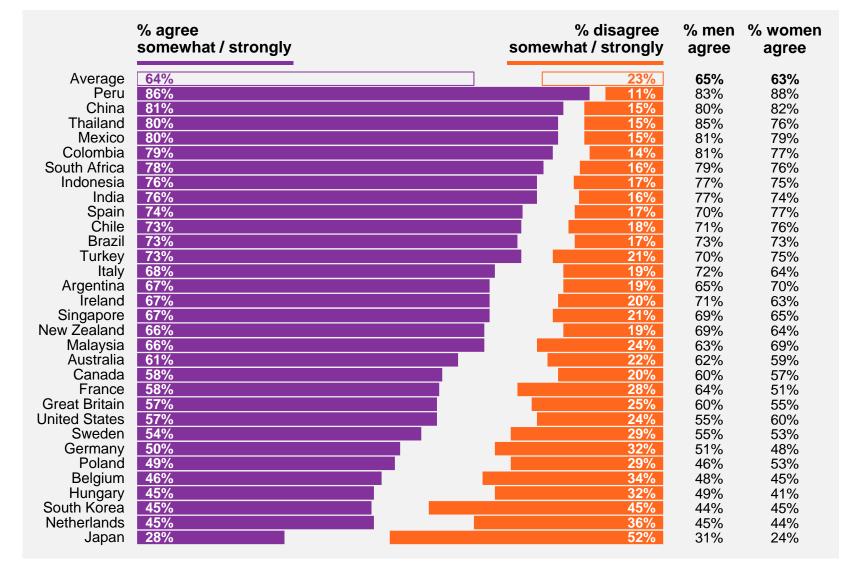


There are actions I can take to help promote equality between men and women.

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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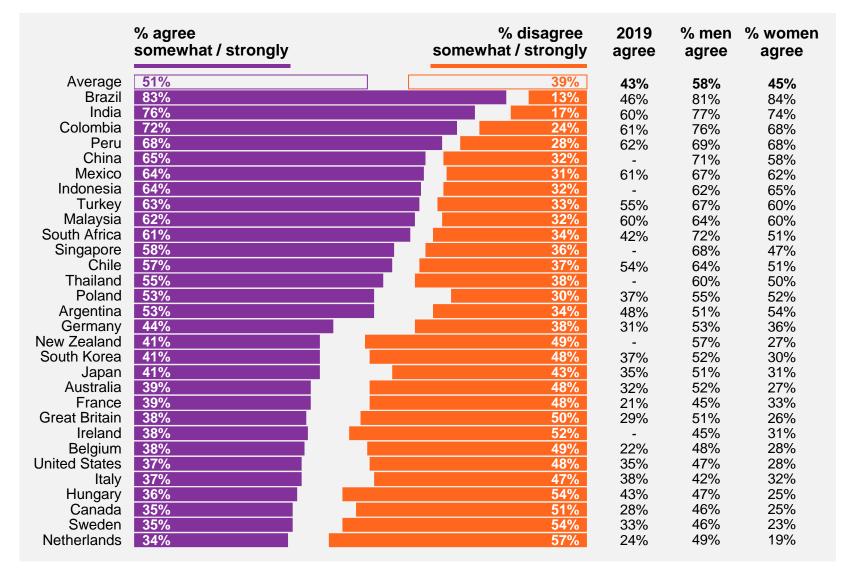




Men are being expected to do too much to support equality.

Though over half of people across a 31-country 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%).



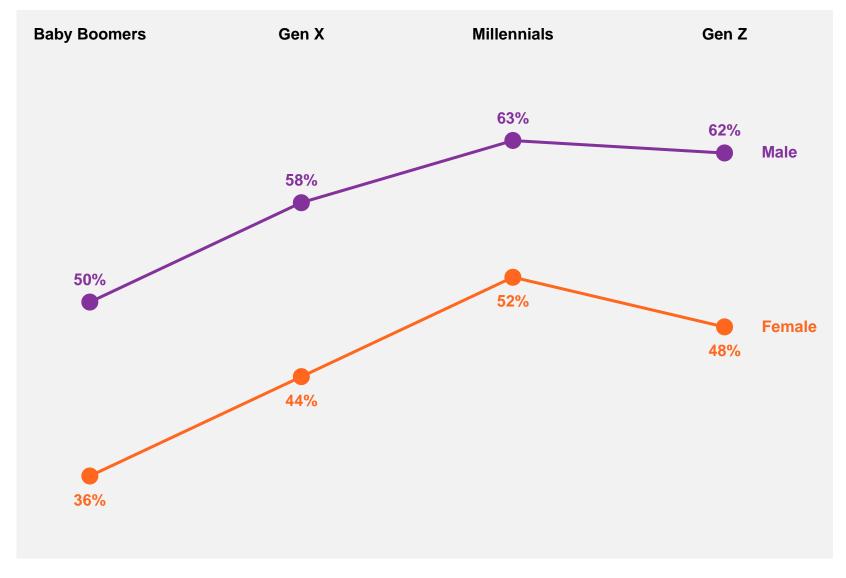
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Men are being expected to do too much to support equality, % agree.

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



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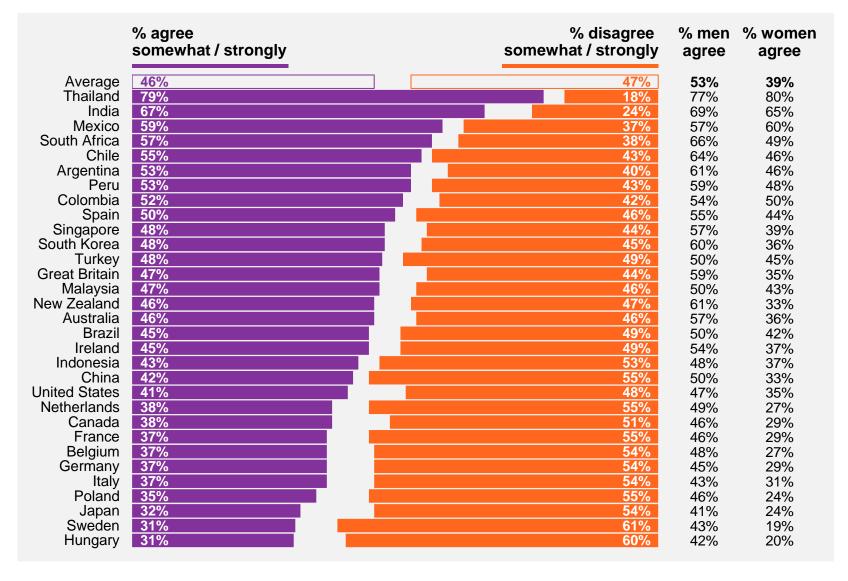




We have gone so far in promoting women's equality that we are discriminating against men.

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%).



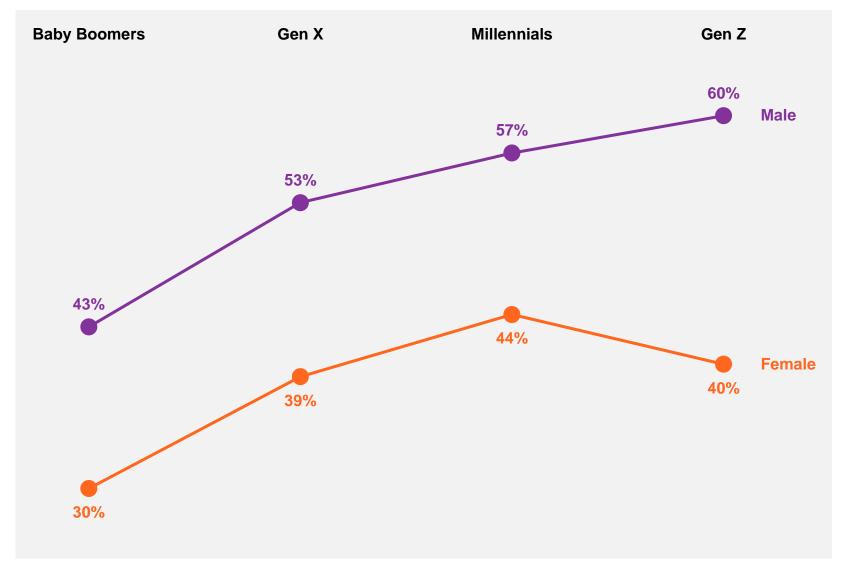
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We have gone so far in promoting women's equality that we are discriminating against men, % agree.

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.



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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%
Italy	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%

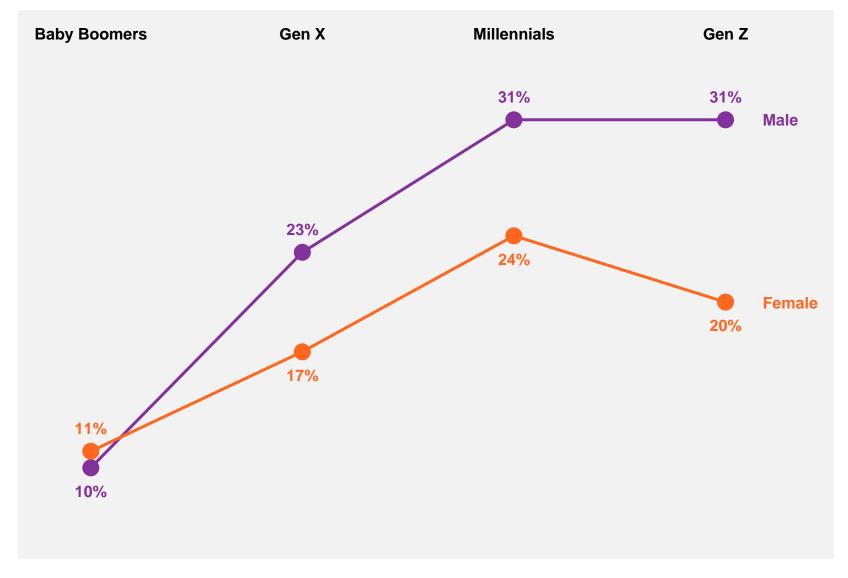
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A man who stays home to look after his children is less of a man, % agree.

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.



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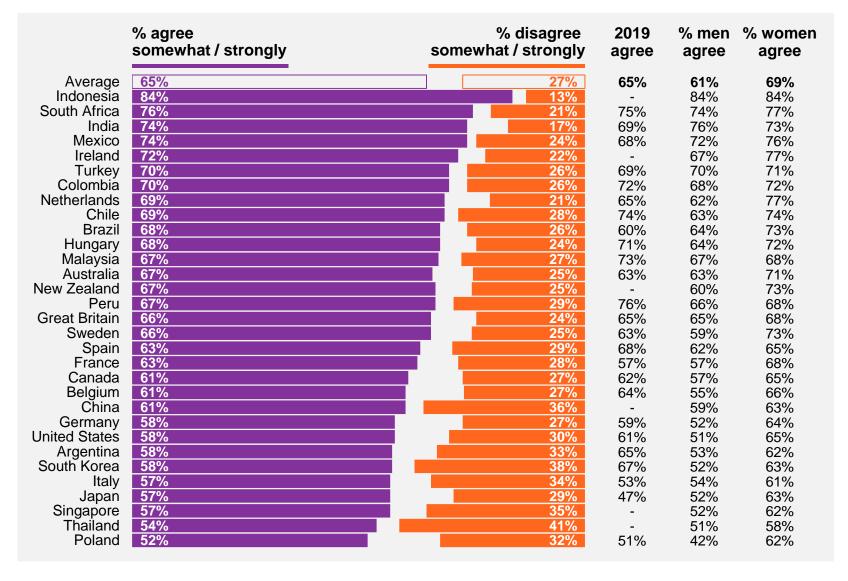
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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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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.

	% agree somewhat / very much	% disagree somewhat / very much	% men agree	% women
	somewhat / very much	Somewhat / very much	ayree	agree
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%	30%
China	32%	68%	36%	29%
Ireland	32%	69%	28%	35%
Great Britain	31%	69%	37%	26%
Indonesia	31%	69%	27%	35%
Spain	31%	69%	31%	30%
Australia	30%	70%	31%	28%
Colombia	29%	71%	20%	37%
Peru	29%	71%	28%	30%
Argentina	27%	73%	25%	28%
France	27%	74%	29%	24%
Belgium	26%	74%	27%	24%
Hungary	26%	75%	22%	29%
New Zealand	25%	75%	26%	25%
Poland	25%	75%	24%	25%
Italy	25%	75%	24%	25%
Germany	24%	76%	26%	22%
Canada	24%	76%	23%	25%
United States	23%	77%	17%	29%
Japan	19%	81%	18%	20%
Sweden	19%	81%	22%	16%
Netherlands	16%	84%	17%	15%

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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 & women about the same	% 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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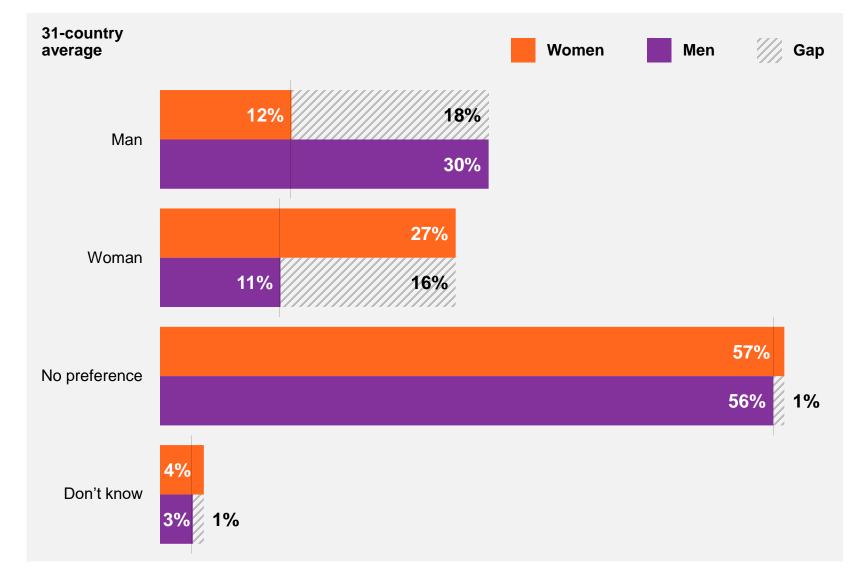


If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

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.



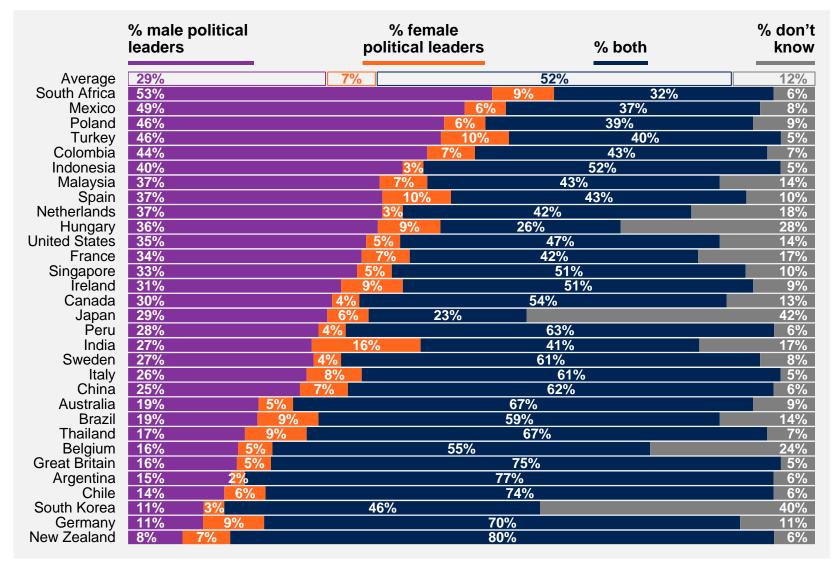
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And thinking about your life so far, do you have experience of living under male political leaders, female political leaders, or both?

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%).



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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?

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	% wo	man	% no preference	% don't know
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Average	21%	19%		57%	4%
Indonesia	61%			5%	31% 3%
Malaysia	43%		9%	45%	3%
India	35%		27%	26%	13%
South Korea	30%		%	58%	4%
Poland	28%	1	15%	51%	6%
Singapore	27%	7%		63%	2%
Turkey	26%		33%	38%	4%
Thailand	25%		0%	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%	2%
Netherlands	19%	21%		58%	2%
Great Britain	17%	12%		69%	2%
Brazil	17%	32%	0	49%	3%
Sweden	17%	24%		55%	4%
Australia	16%	18%		63%	3%
Germany	16%	15%		65%	5%
New Zealand	15%	20%		63%	2%
C <u>anada</u>	15%	16%		64%	5%
France	15%	24%		58%	4%
Belgium	14%	16%		66%	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%

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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%		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% 29%		37%	14%
Spending taxpayers' money wisely	6% 15%		37%	28%
Benefiting the less advantaged	5 % 21 %		40%	20%
Treating ethnic minorities fairly	5 % 17 %		42.00%	18%
Being honest and ethical	5% 18%		40%	24%
Respecting the climate	5% 17%		43%	20%
Treating those with LGBT+ identities fairly	4% 21%		36%	17%

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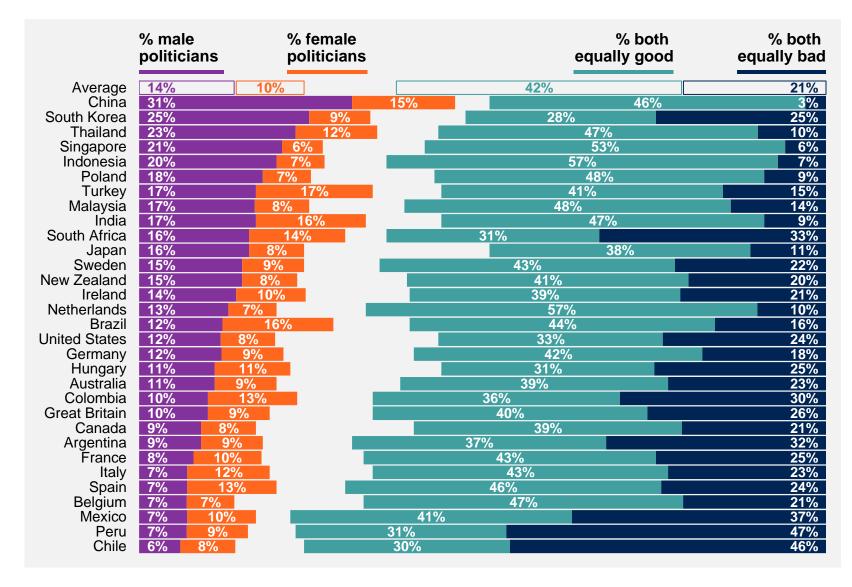




Fighting crime.

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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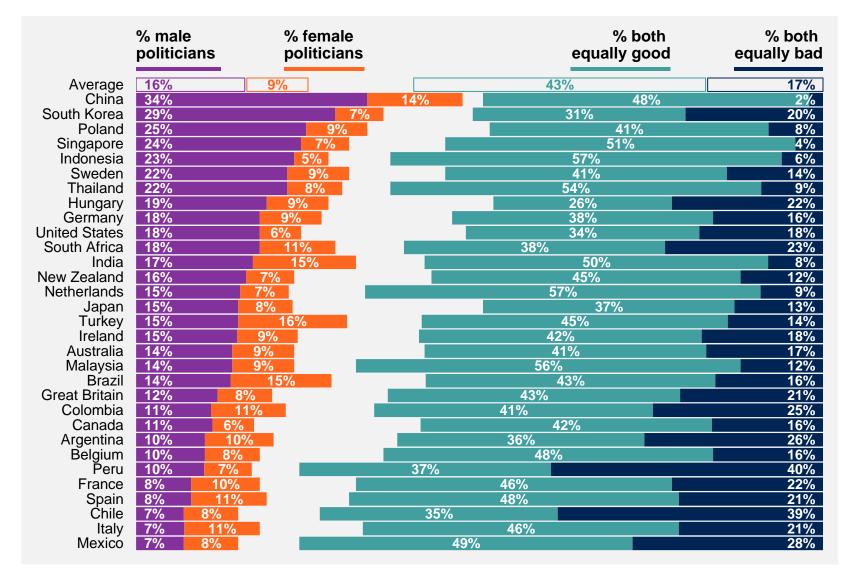


Defending national security.

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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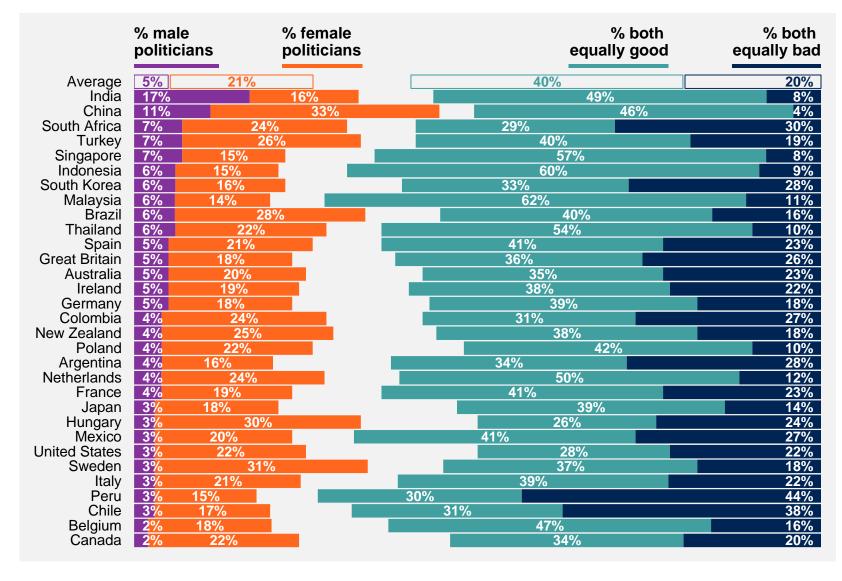


Benefiting the less advantaged.

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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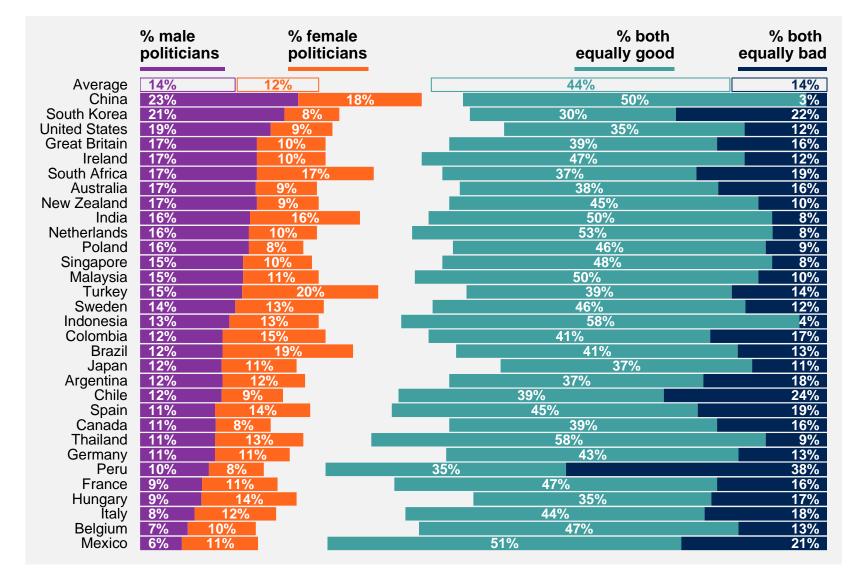




Treating men fairly.

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).



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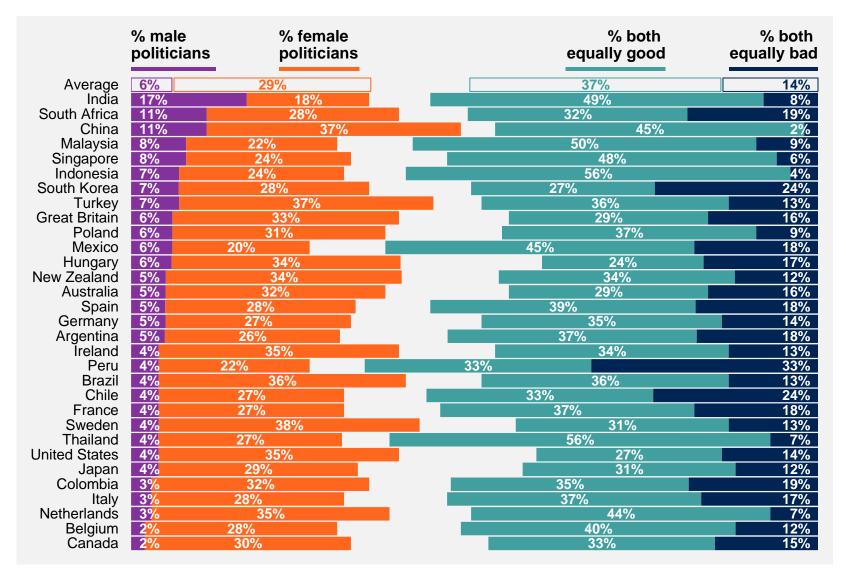


Treating women fairly.

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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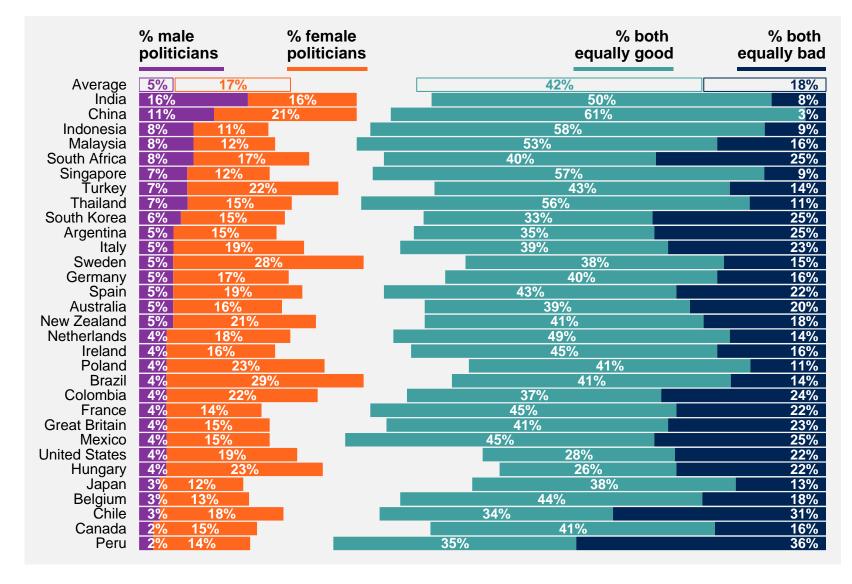


Treating ethnic minorities fairly.

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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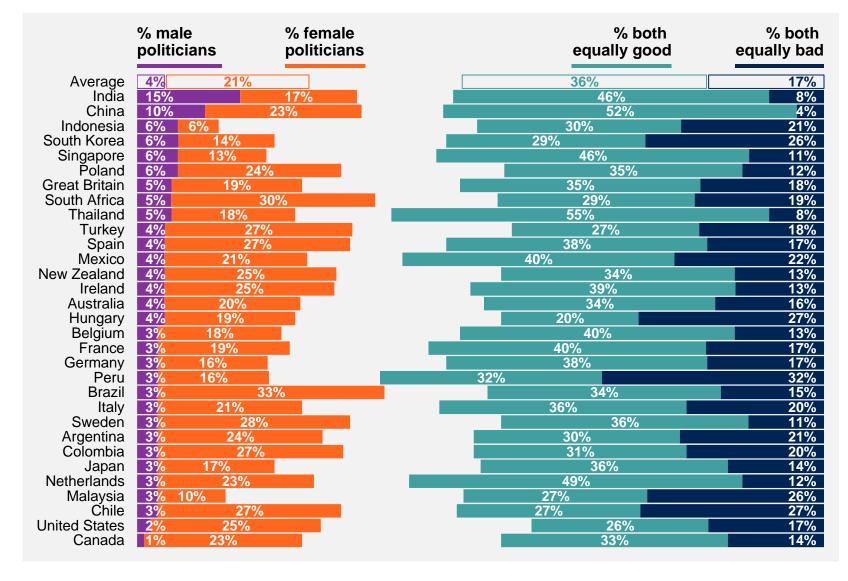


Treating those with LGBT+ identities fairly.

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%).



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



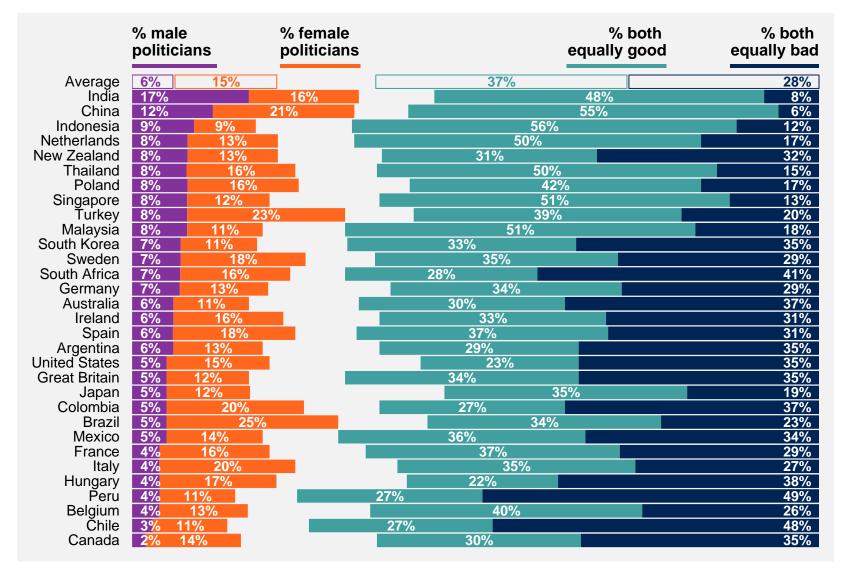


Spending taxpayers' money wisely.

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%).



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



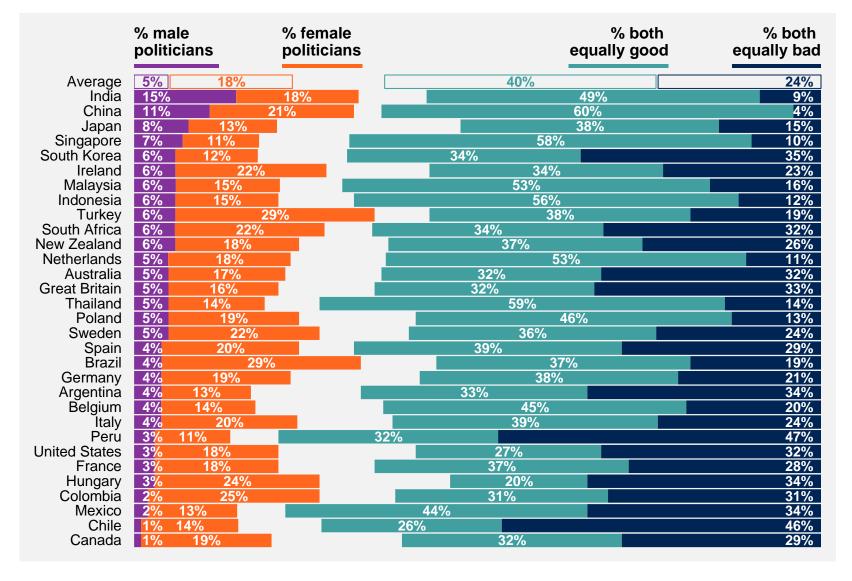


Being honest and ethical.

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.



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



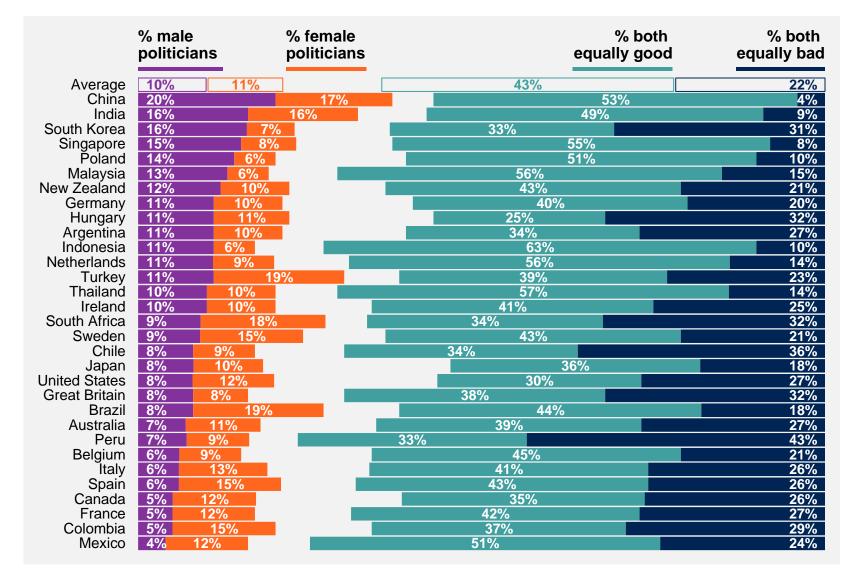


Getting the economy back on track.

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.



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



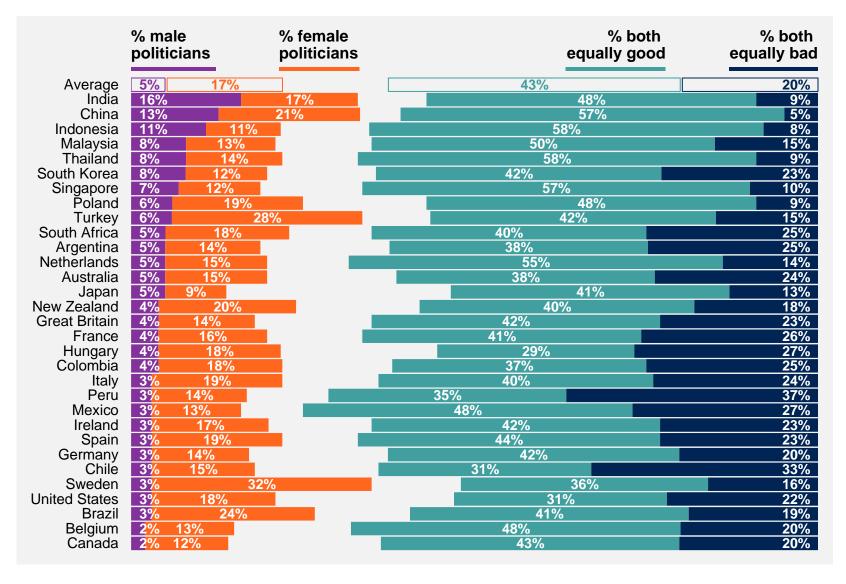


Respecting the climate.

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%).



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



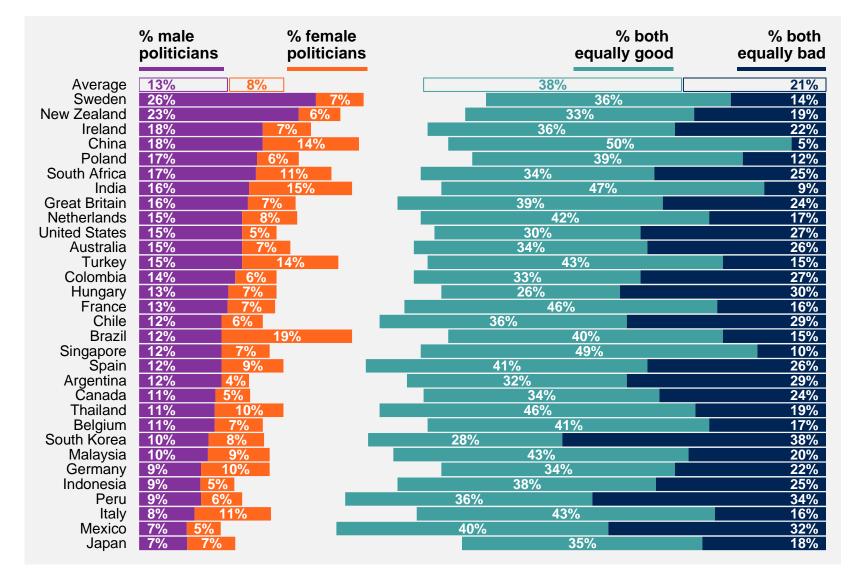


Benefiting the rich.

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%).



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





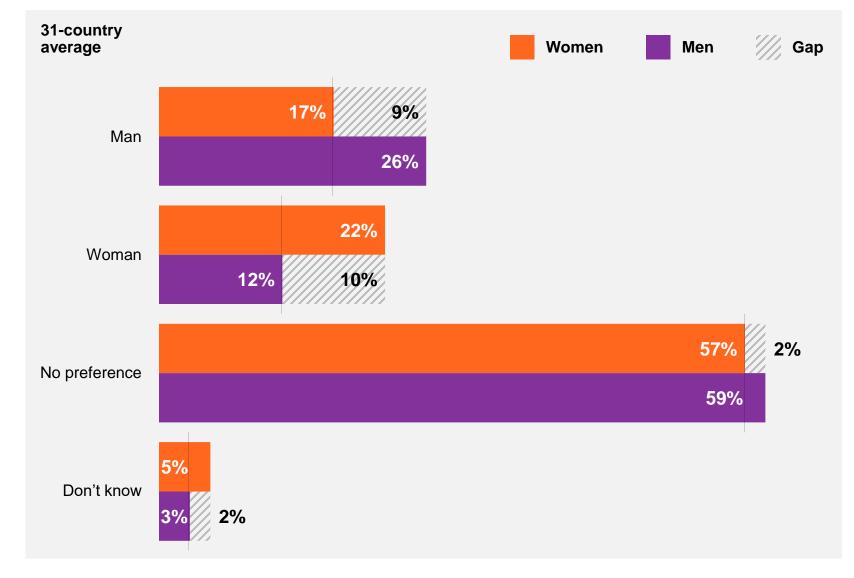






If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

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).



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

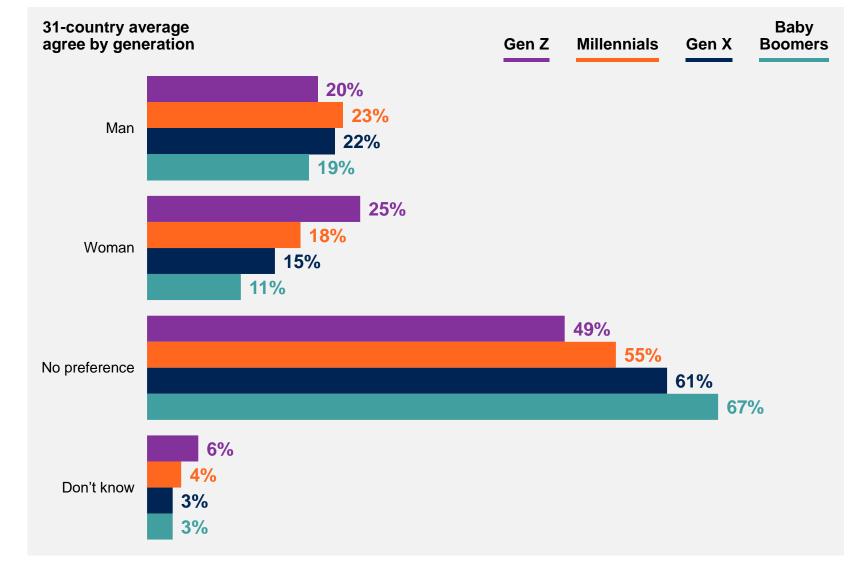




If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

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).



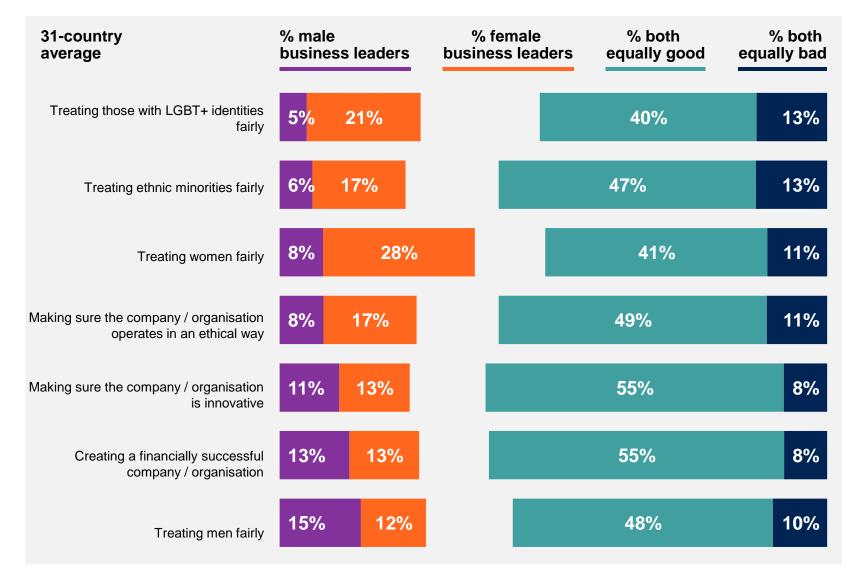
Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024





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%).



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

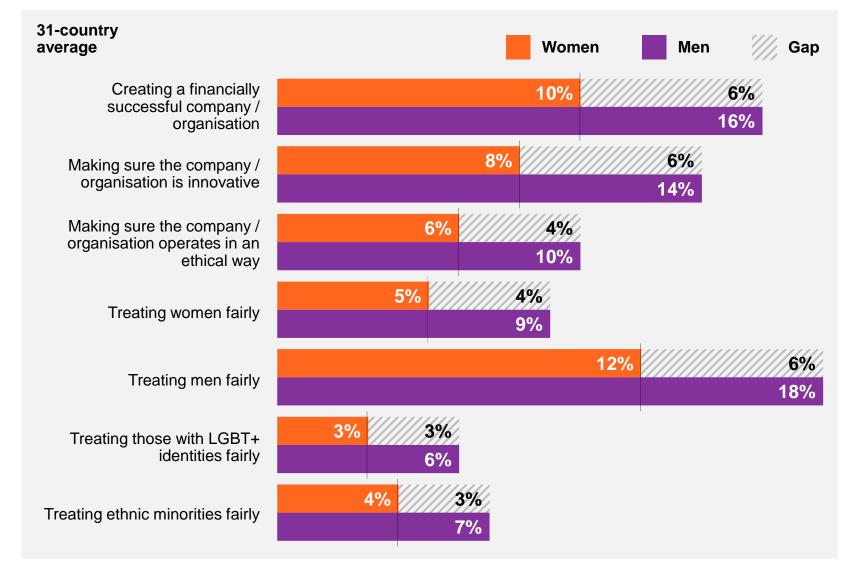




Male business leaders are better.

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).



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

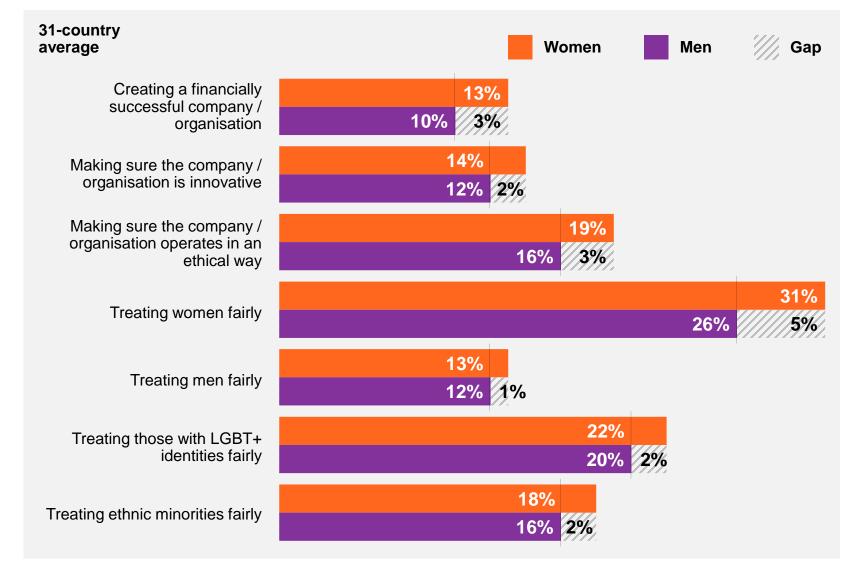




Female business leaders are better.

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).



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

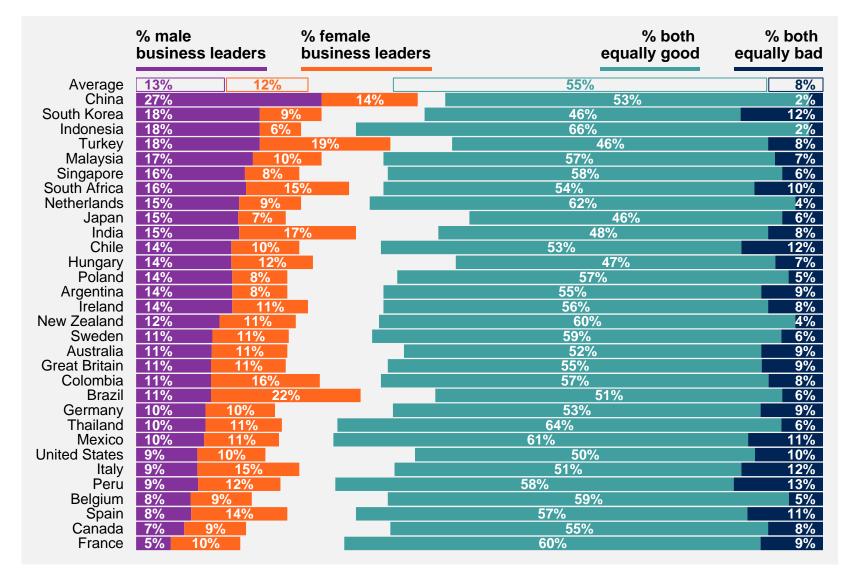




Creating a financially successful company / organisation.

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).



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

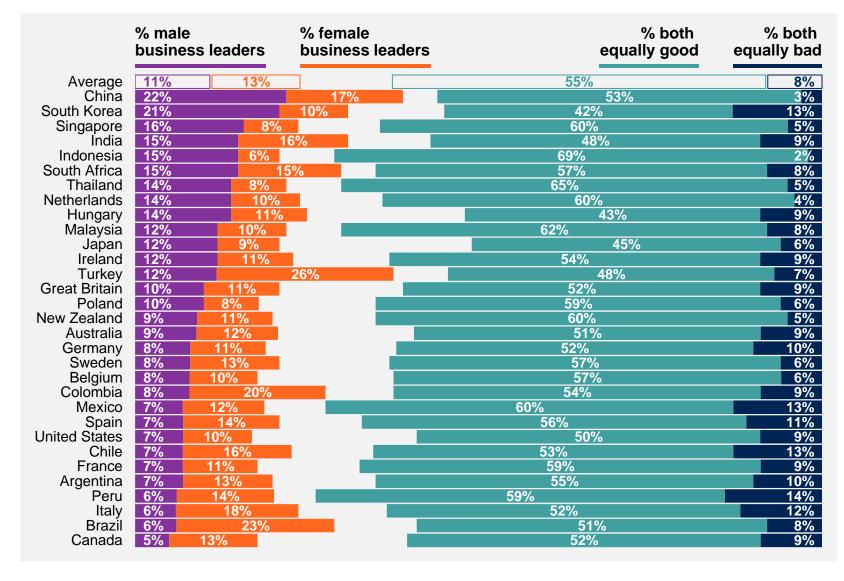




Making sure the company / organisation is innovative.

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).



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



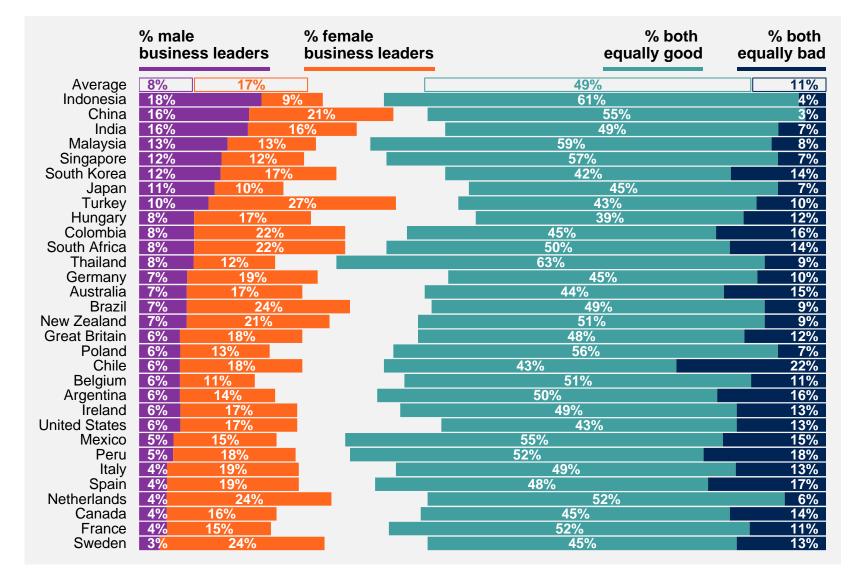


Making sure the company / organisation operates in an ethical way.

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%).



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



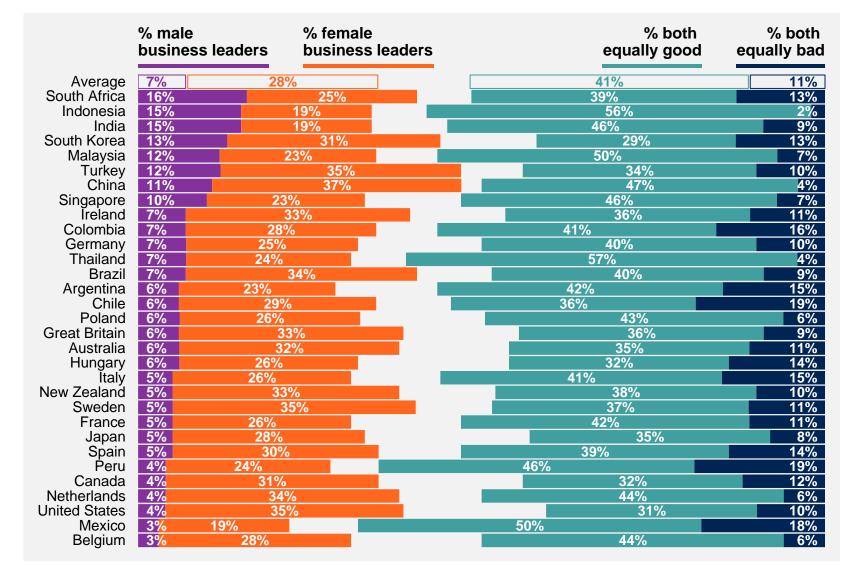


Treating women fairly.

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%).



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



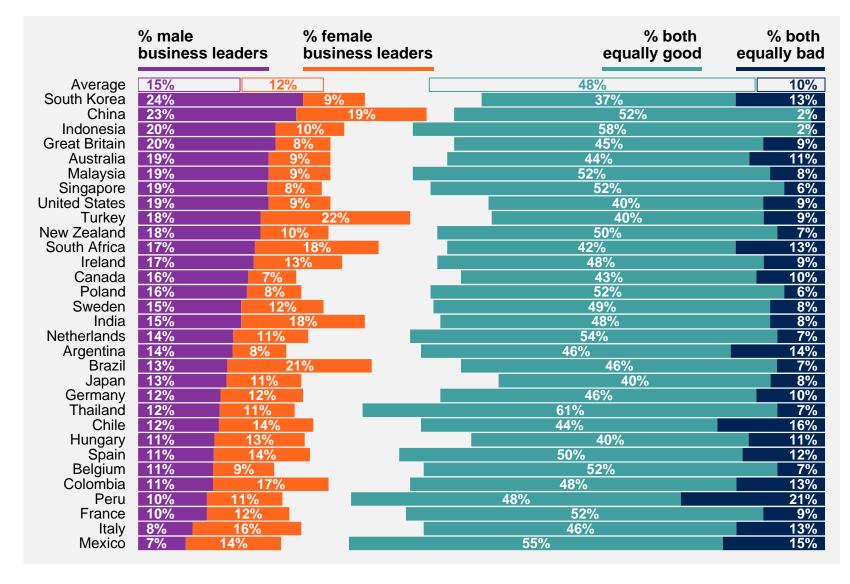


Treating men fairly.

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%).



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



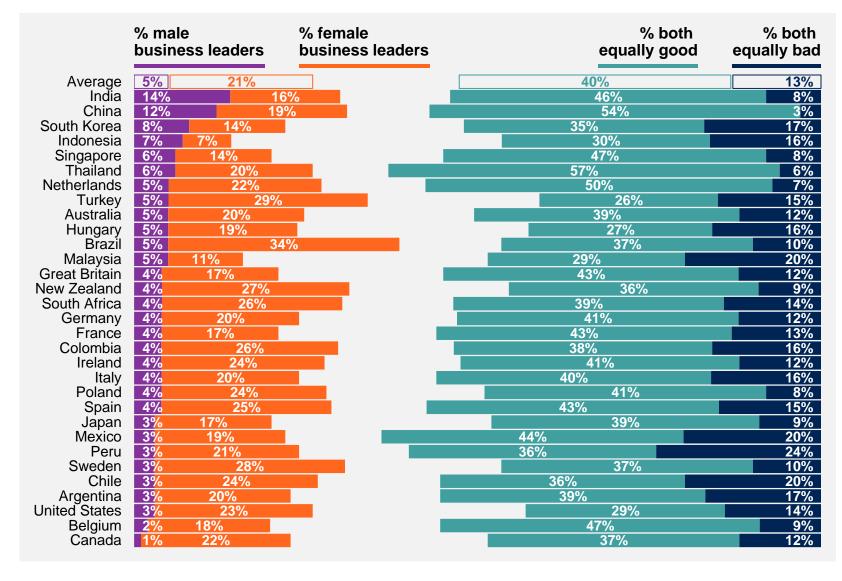


Treating those with LGBT+ identities fairly.

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%).



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



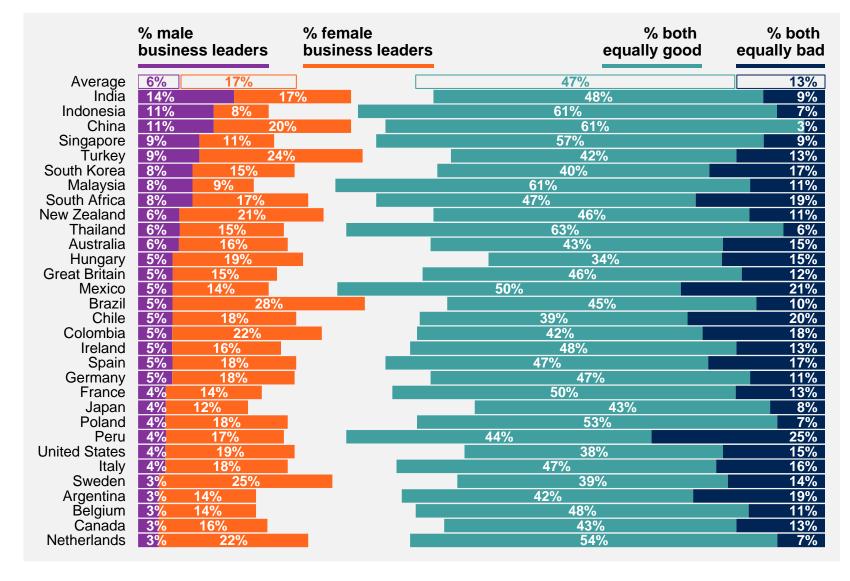


Treating ethnic minorities fairly.

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%).



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





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		% woman		% no preference	% don't know
Average	21%	17%		58%	4%
Indonesia	49%	1770		12% 37%	2%
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%	1	9%	45%	9%
Turkey	27% 27%		30%	40%	4%
Poland	27%	15%	6	53%	5%
Thailand	23%	25	%	49%	3% 2%
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% 2%
China	17%	10%		71%	2%
Belgium	17%	14%		64%	5%
New Zealand	17%	18%		64%	2% 3%
Argentina	17%	11%		69%	3%
Germany	17%	14%	67%		3%
Sweden	17%	21%		55%	7%
Netherlands	16%	15%		66%	3%
Italy	16%	20%		61%	4%
United States	16%	19%		61%	5%
Canada	16%	18%	62%		5%
Australia	15%	16%		64%	5%
Spain	15%	18%	64%		2%
Japan	15%	10%		66%	9%
Brazil	14%	28%		54%	4%
Peru	12%	16%		71%	1%
Mexico	9%	20%		69%	2%

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





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	% female			% don't
	bosses	bosses	% both	% neither	know
Δ.	400/				
Average	19%	7%	63%	440/	8% 4%
Turkey Indonesia	37%	5%	<u>9%</u> 56	44%	7% 3% 4% 2%
	32% 30%	5% 5% 5% 5% 6 The state of the	<u> </u>	% 16%	10%
Japan Malaysia	26%	6%		10 /6	4% 5%
Poland	24%	6%			6% 5%
Italy	22%	11%		_	12% 3%
South Korea	21%	3%	54%	16%	6 6%
Netherlands	21%	4%		107	7% 2%
South Africa	21%	9%			6% 3%
Argentina	21%	4%	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%		7% 5%
Ĭndia	19%	13%	42%	19%	7%
Spain	18%	10%	63%		6% 3%
China	18%	5%	71%		4% 2%
Sweden	18%	12%	63%		4% 4%
France	17%	8%	65%		7% 3%
Great Britain	15%	7%	69%		6% 3%
Canada	15%	6%	69%		5% 5%
Mexico	14%	6%	72%		6% 1%
Ireland	14%	9%	70%		5% 2%
Peru	14%	3%	76%		7% 1%
Australia	13%	7%	69%		6% 5%
Brazil	13%	14%	52%	16	
Thailand	13%	7%	75%		2% 3%
New Zealand	13%	7%	74%		5% 2%
United States	12%	6%	70%		7% 5%
Chile Colombia	11% 6% 6%	6%	75% 83%		7% 2% 4% 1%
Colombia	0 /0 0 /0		63 %		4 /0 1 /0

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

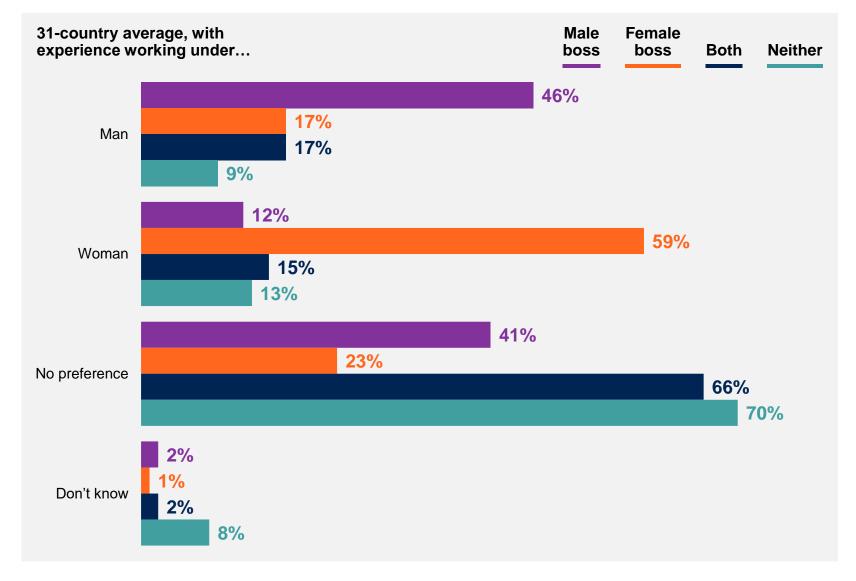




If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

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%).



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





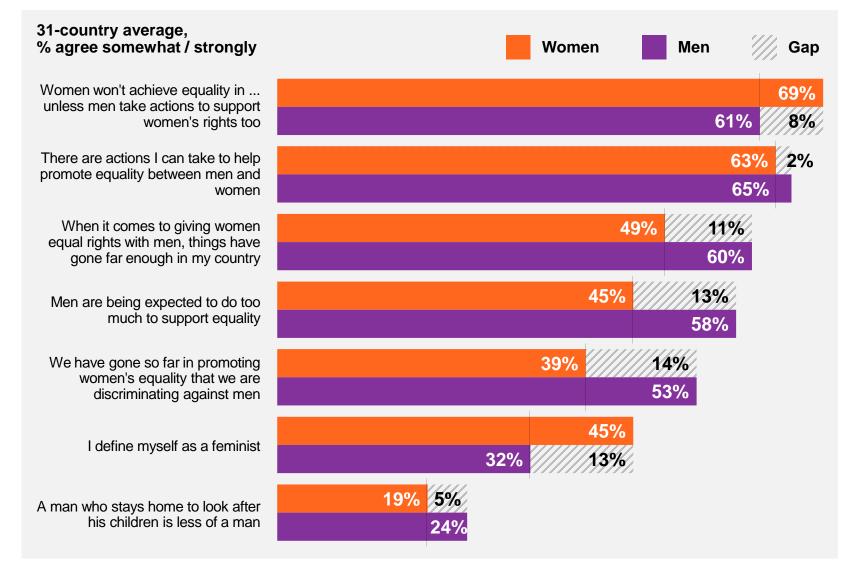




Women are more likely than men to agree that women won't achieve equality unless men take actions too (69% women vs. 61% men).

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)



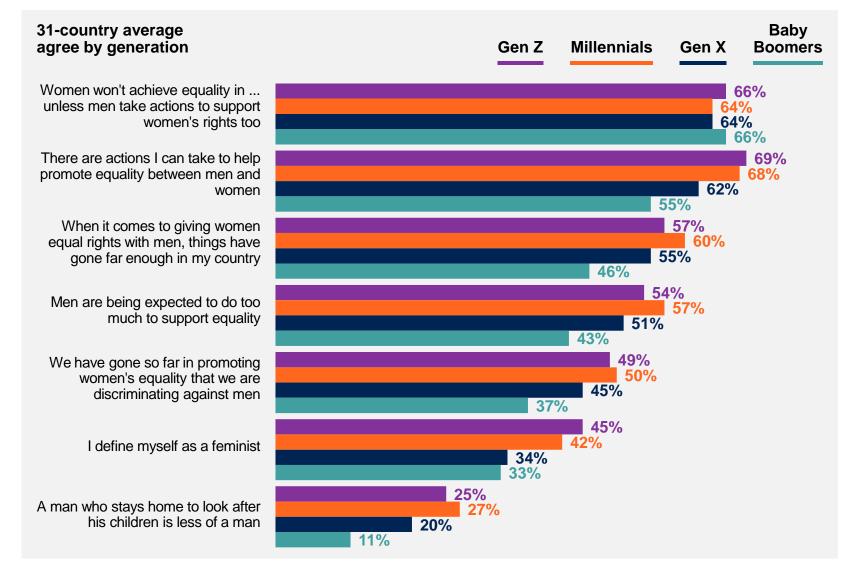
Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024





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%).



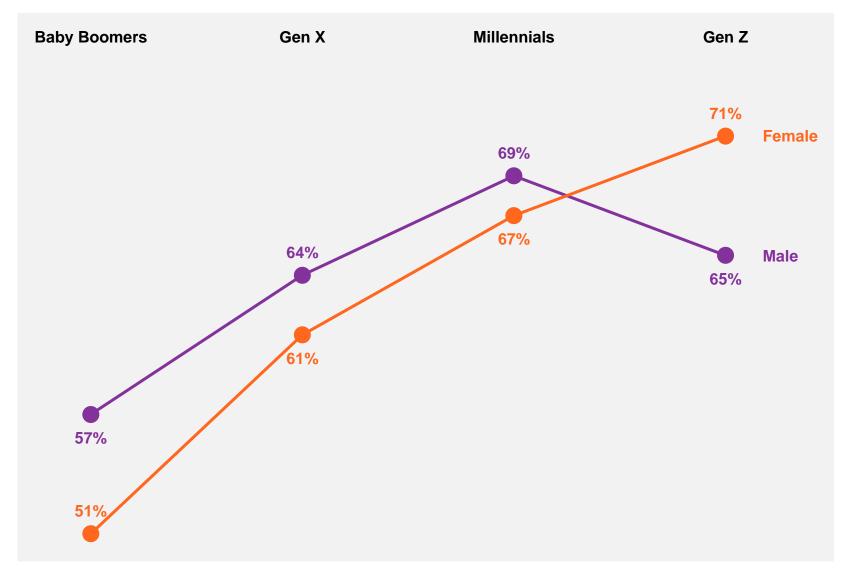
Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024





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.



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

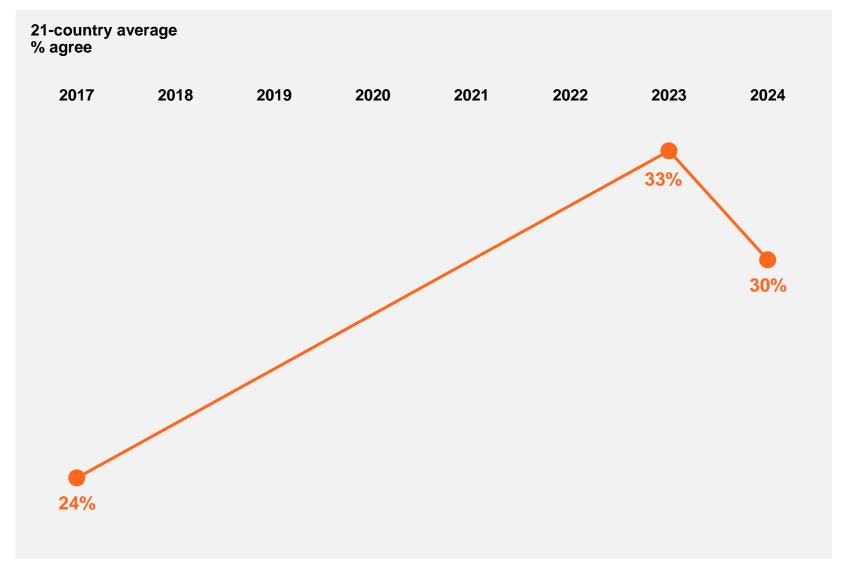




To what extent do you agree or disagree with the following statement?

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.



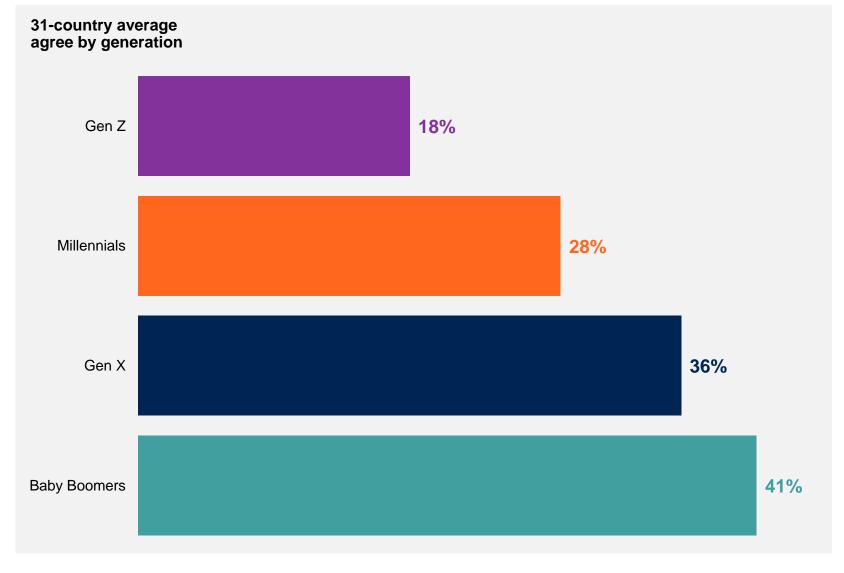
Base: 18,260 online adults aged 18-74 in 21 countries, 22 December 2023-5 January, 2024





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).



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



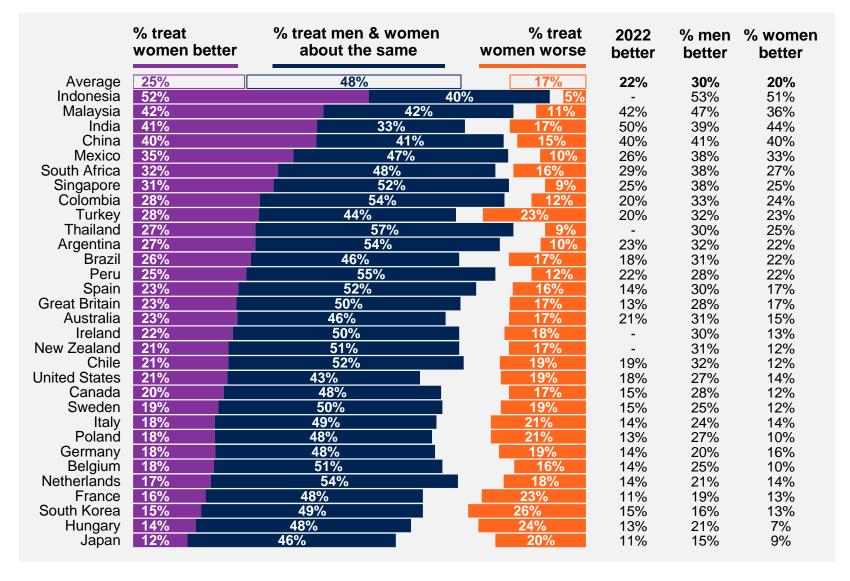


Educational institutions, such as schools, colleges and universities.

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%).



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



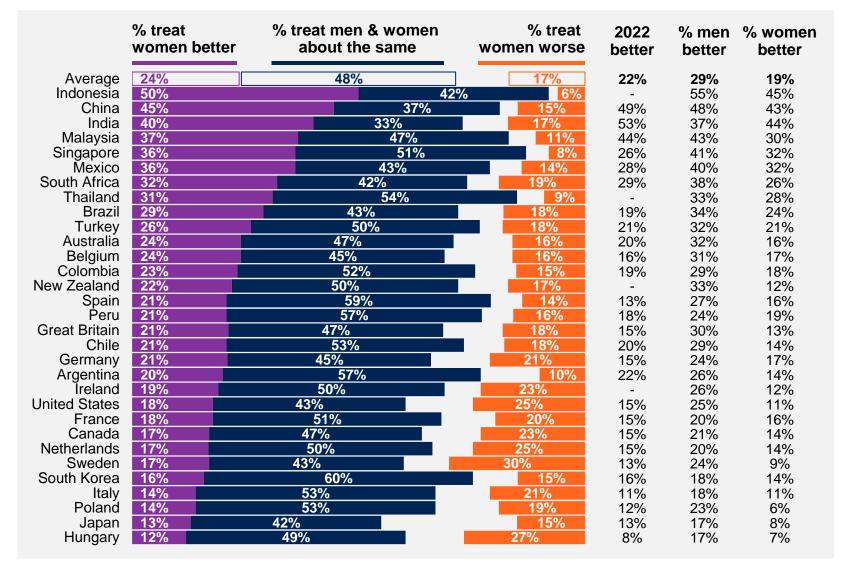


Health services.

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 31-country 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).



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



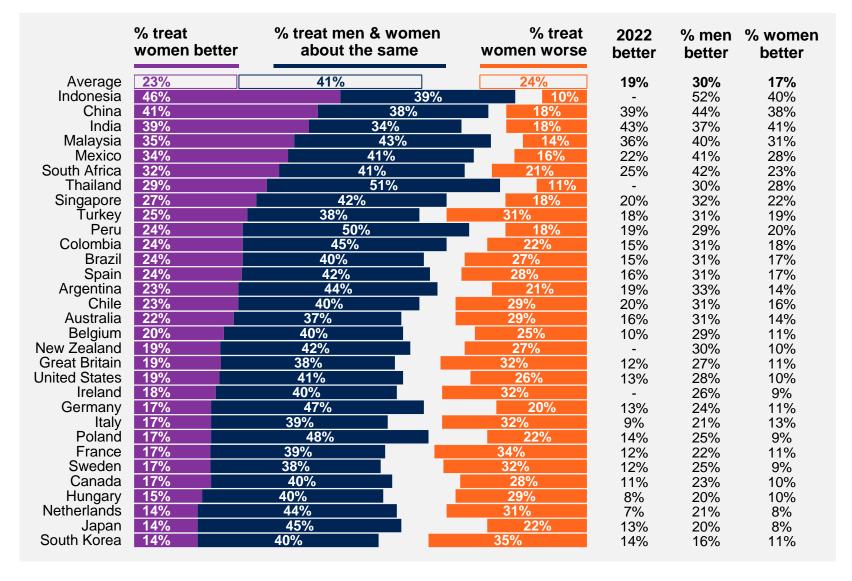


The media (such as TV, radio and newspapers).

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%).



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



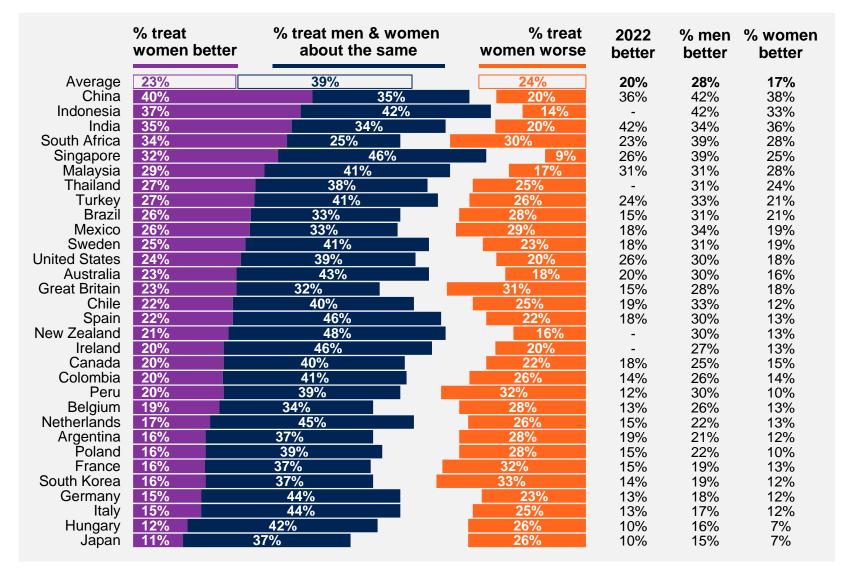


The police.

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%).



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



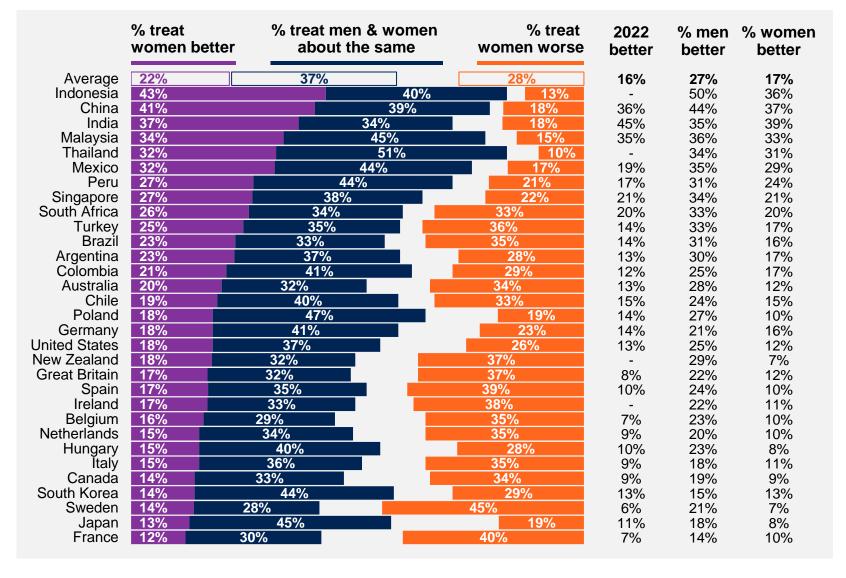


Social media.

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

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%).



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





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%
Average China	36%	38%	15%	29%	36%	36%
India	35%	33%	19%	41%	33%	37%
Indonesia	32%	36%	16%	41/0	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 Couth Karaa	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%

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

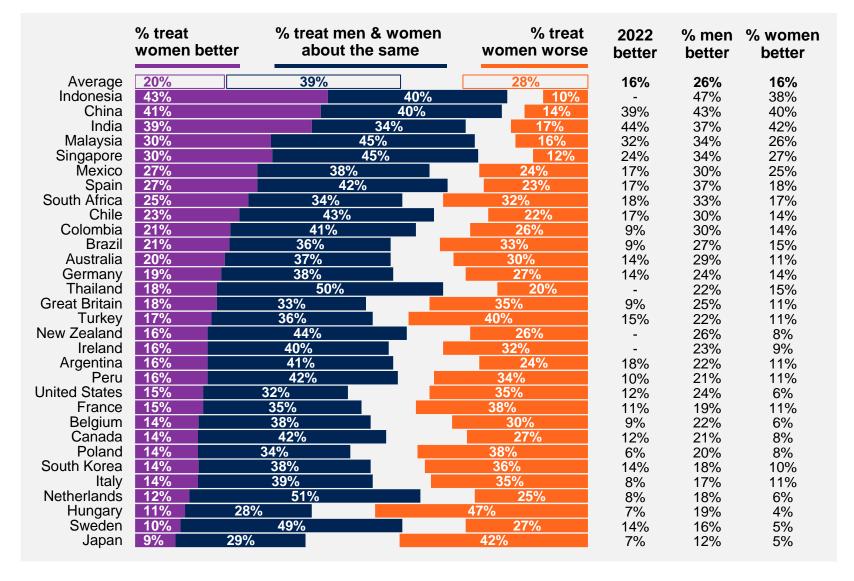




The government.

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%).

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



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

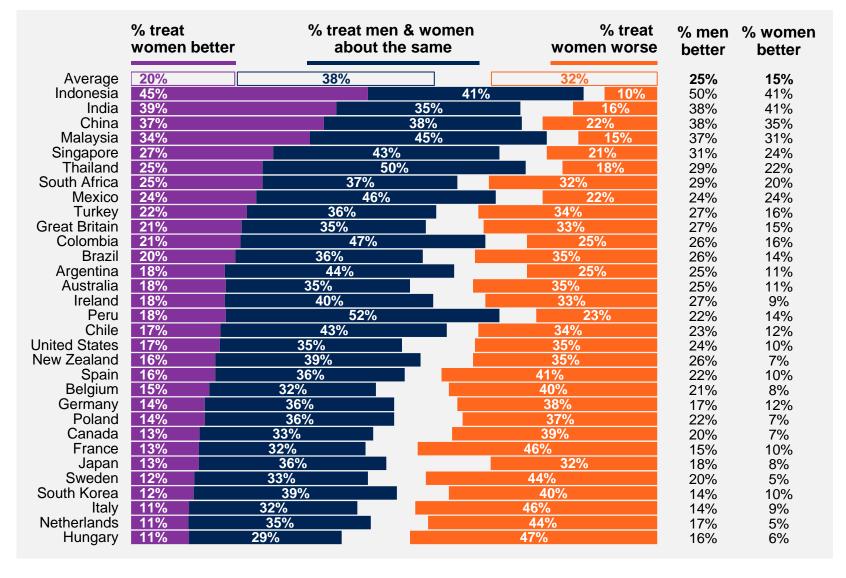




Workplaces.

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%).



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

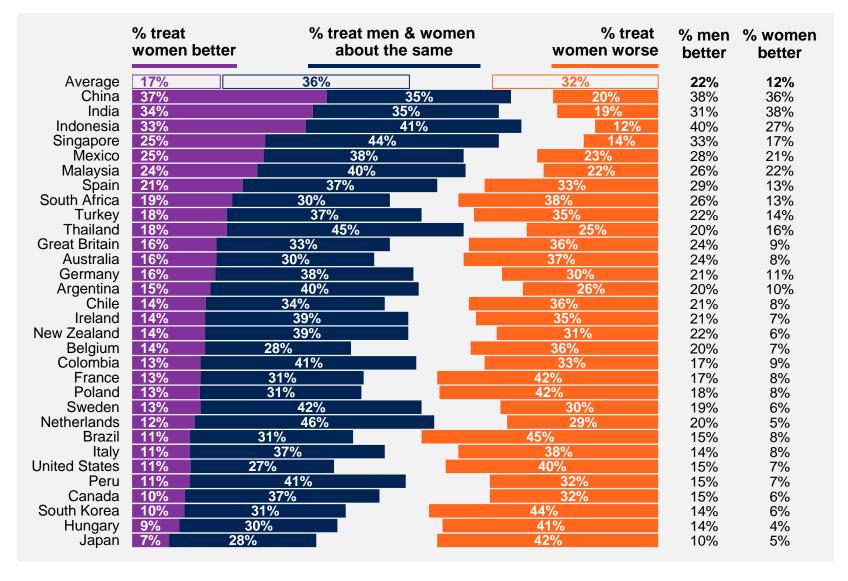




Political parties.

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%).



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

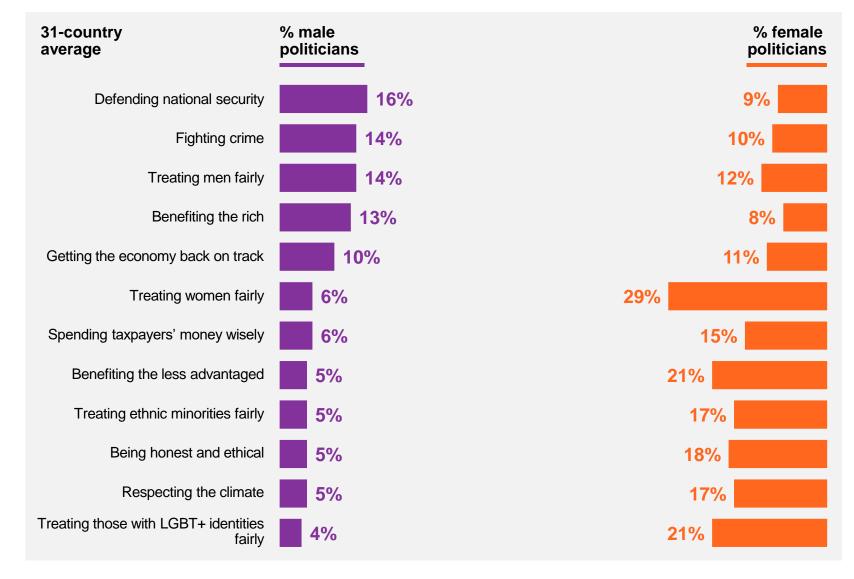




For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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



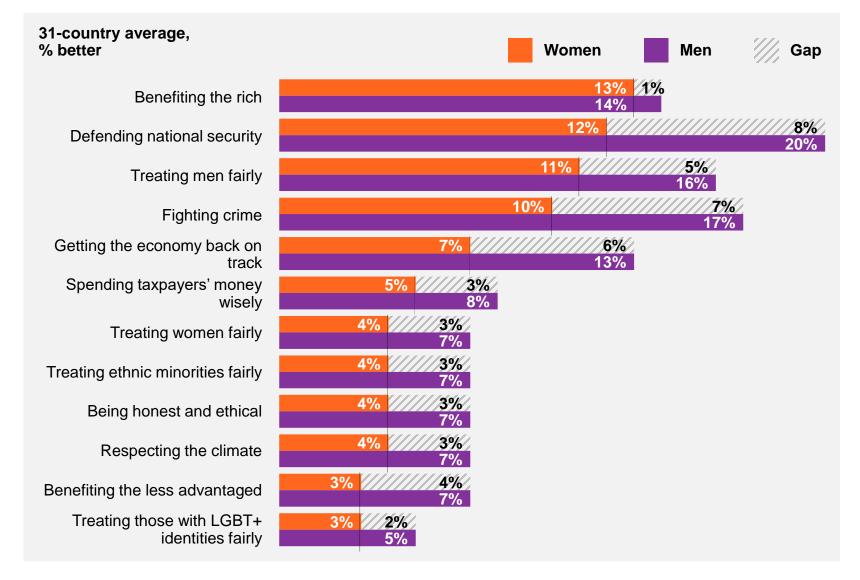


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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%).



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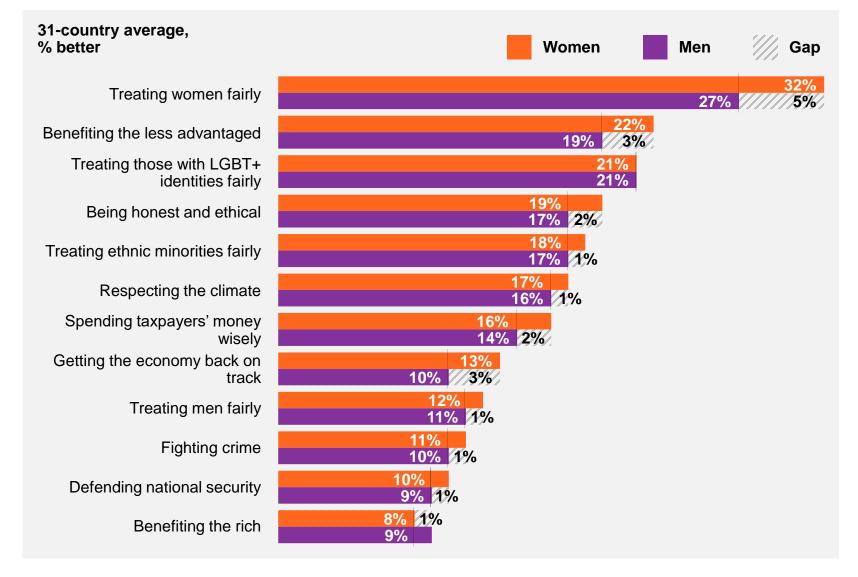


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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.



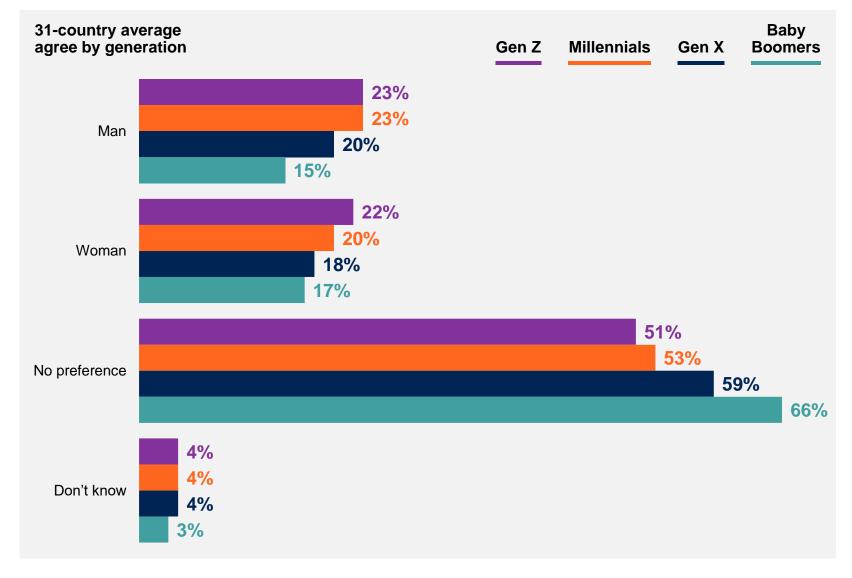
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If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

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.



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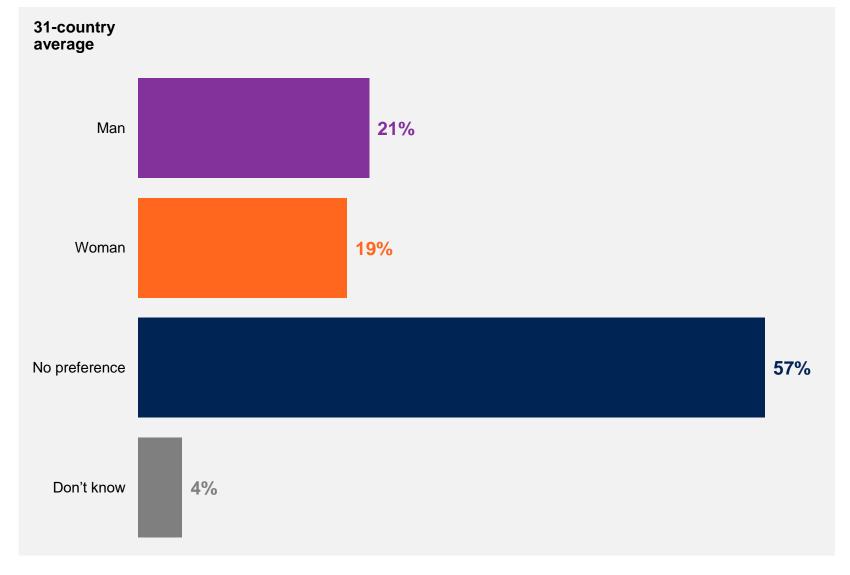




If you could choose your political leader in ..., would you prefer them to be a man or a woman, or do you have no preference?

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).



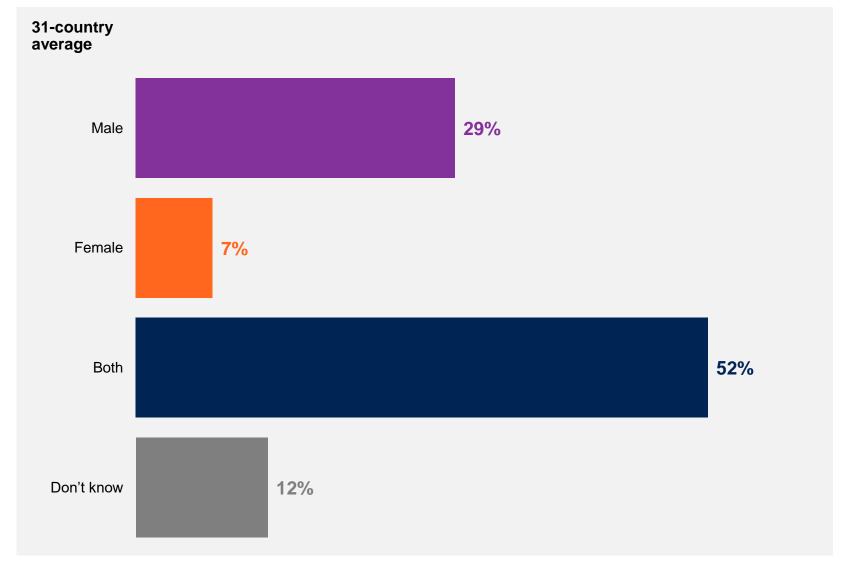
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And thinking about your life so far, do you have experience of living under male political leaders, female political leaders, or both?

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%).



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

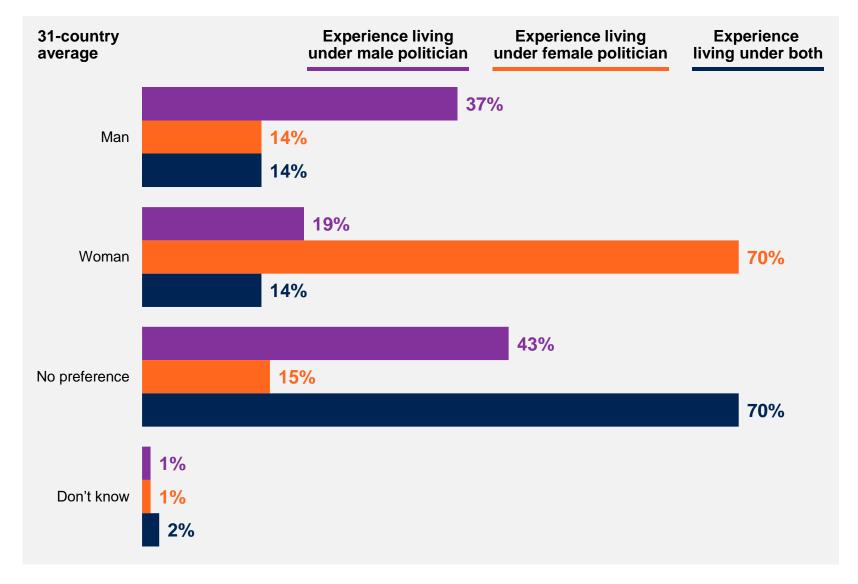




If you could choose your **political leader** in your country, would you prefer them to be a man or a woman, or do you have no preference?

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%).



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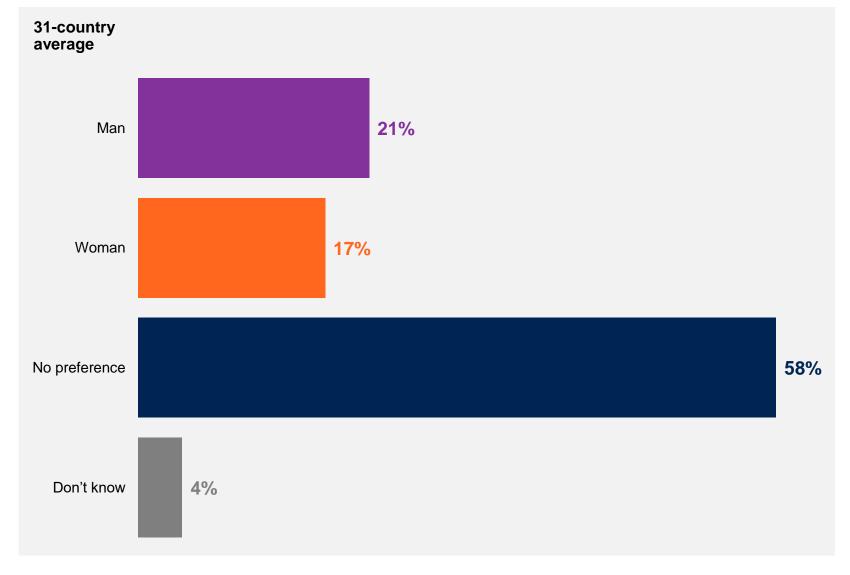




If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

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 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).



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



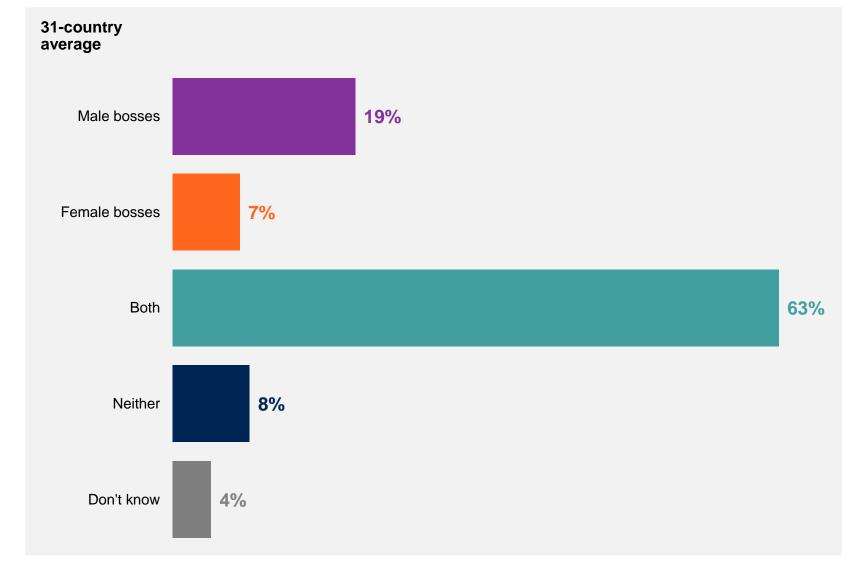


And thinking about your working life, do you have experience of working under male bosses, female bosses, or both?

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).



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



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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