

# INTERNATIONAL WOMEN'S DAY 2024

## Global attitudes towards women's leadership

March 2024

New Zealand version

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# Global Key Findings

## 1 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.

## 3 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.

## 4 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.

## 5 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.

## 6 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.

# Key Findings in New Zealand

## 1 We don't think we've done enough for gender equality

New Zealanders are more likely to say we have not gone far enough when it comes to giving women equal rights with men (47% compared to 39% global average). However, New Zealand men (52%) are significantly more likely to think we **have** done enough than women (34%).

## 2 We have most the experience with political leaders of both genders

New Zealand is the country with the highest proportion of people who've had experience of both male and female political leaders.

## 3 But we don't have a political leader gender preference

Just 15% prefer a male leader, 20% prefer a female leader, with the majority not having a preference either way.

## 4 Women political leaders have perceived strengths related to inclusivity, honesty, wise spending and climate

More New Zealanders think that a female leader would be better than a male leader at benefiting the less advantaged, treating women, ethnic minorities and those with LGBT+ identities fairly, spending taxpayer money wisely, being honest and ethical, and respecting the climate.

## 5 Male political leaders have perceived strengths related to crime, security, wealth and males

More New Zealanders think a male leader would be better than a female at fighting crime, defending national security, benefitting the rich and treating men fairly.





# ATTITUDES TOWARDS GENDER EQUALITY

# Q

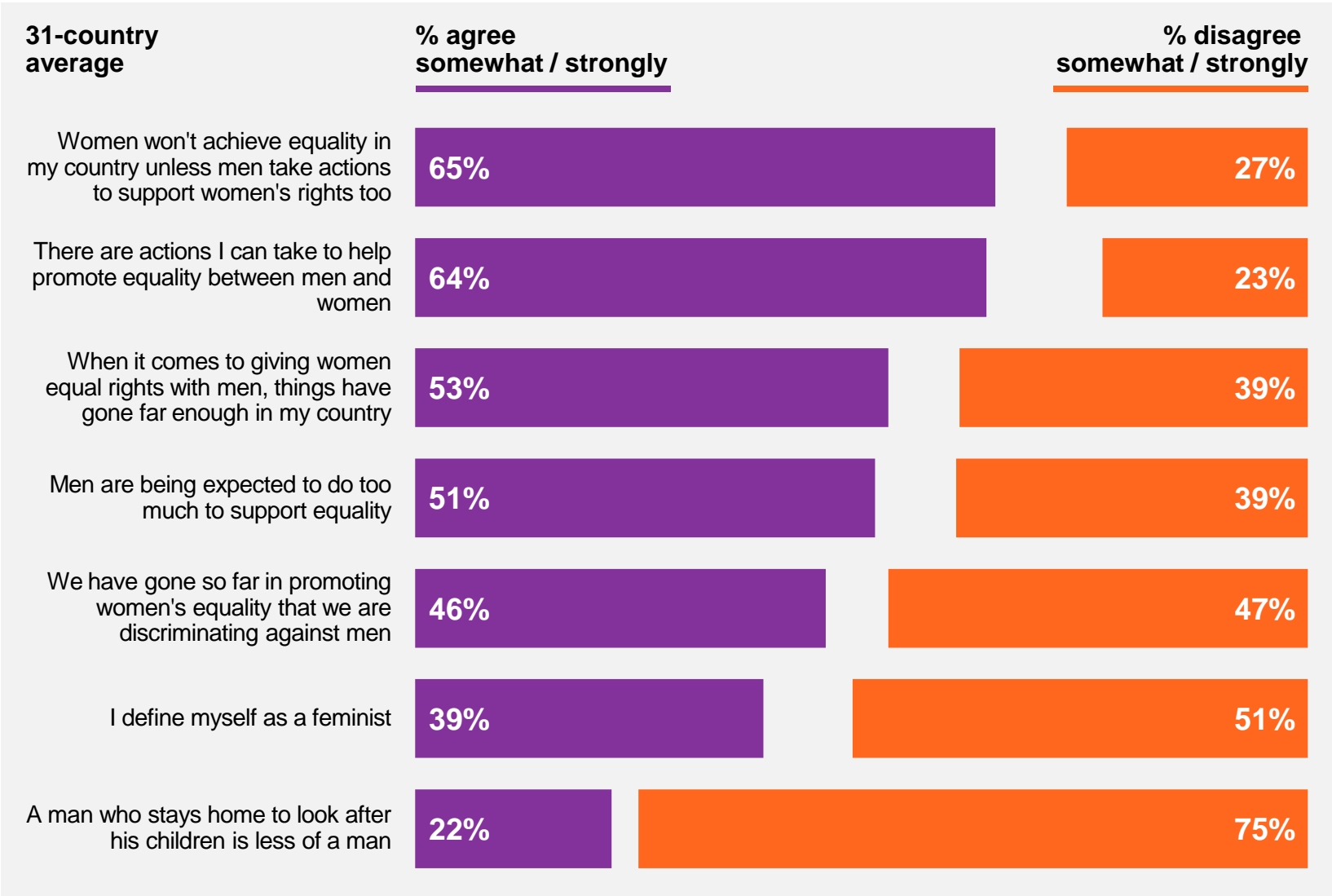
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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





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).

24-country average  
% agree

Women won't achieve equality in ... unless men take actions to support women's rights too

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

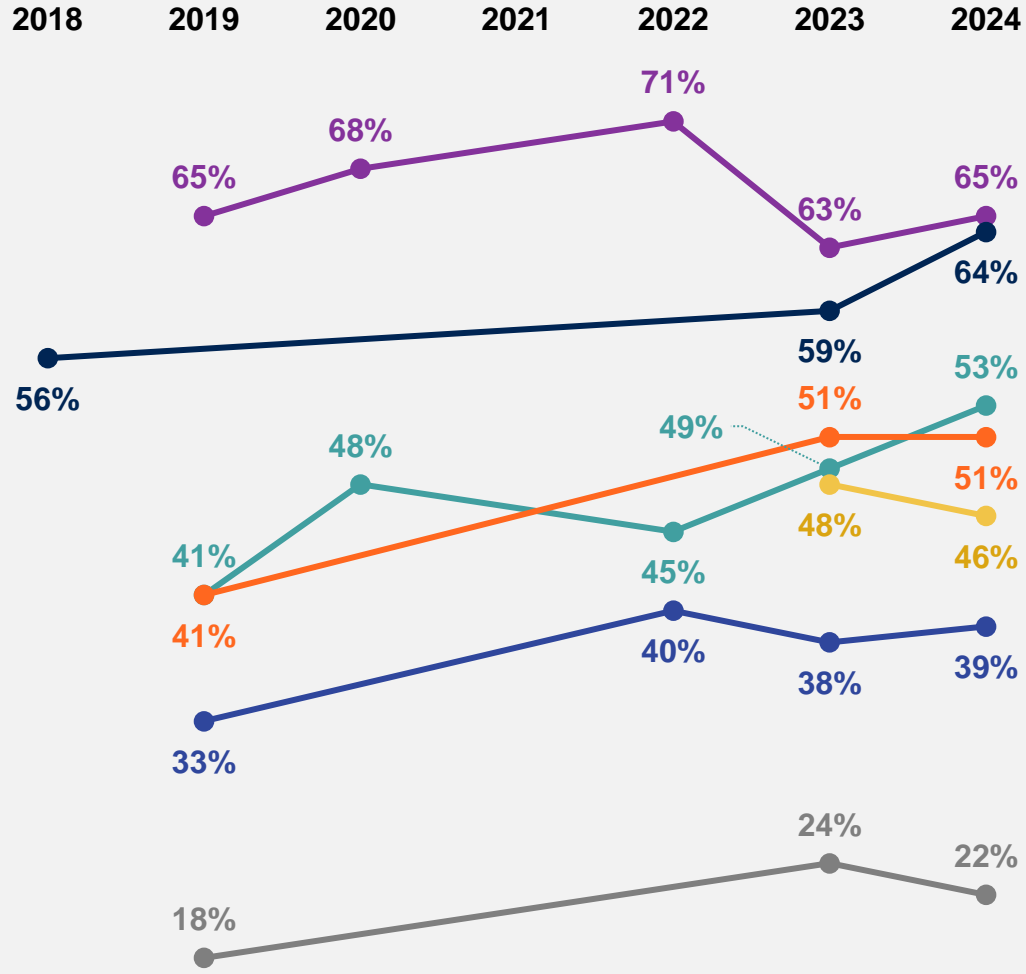
When it comes to giving women equal rights with men, things have gone far enough in my country

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 home to look after his children is less of a man



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

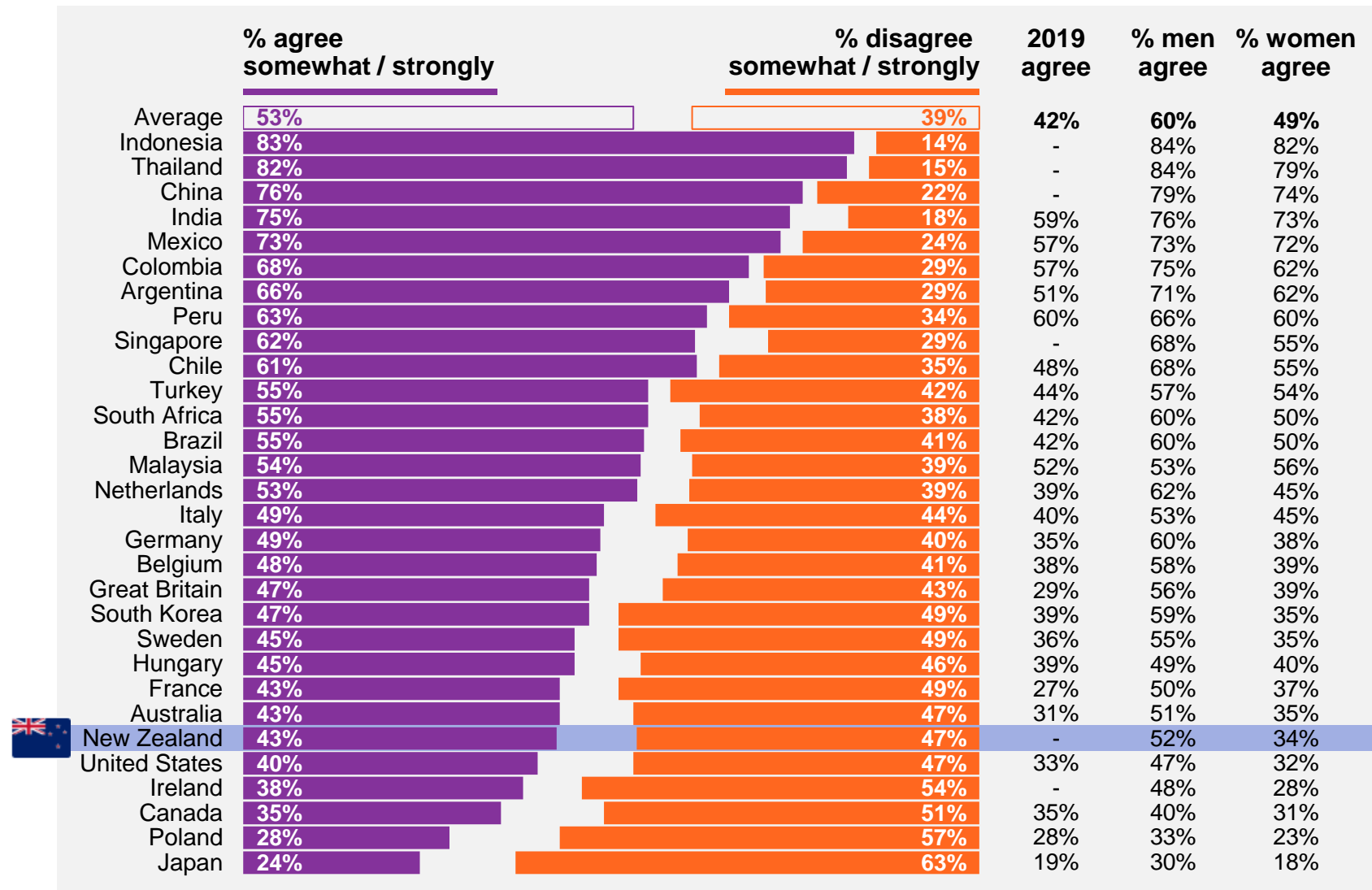
Q

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



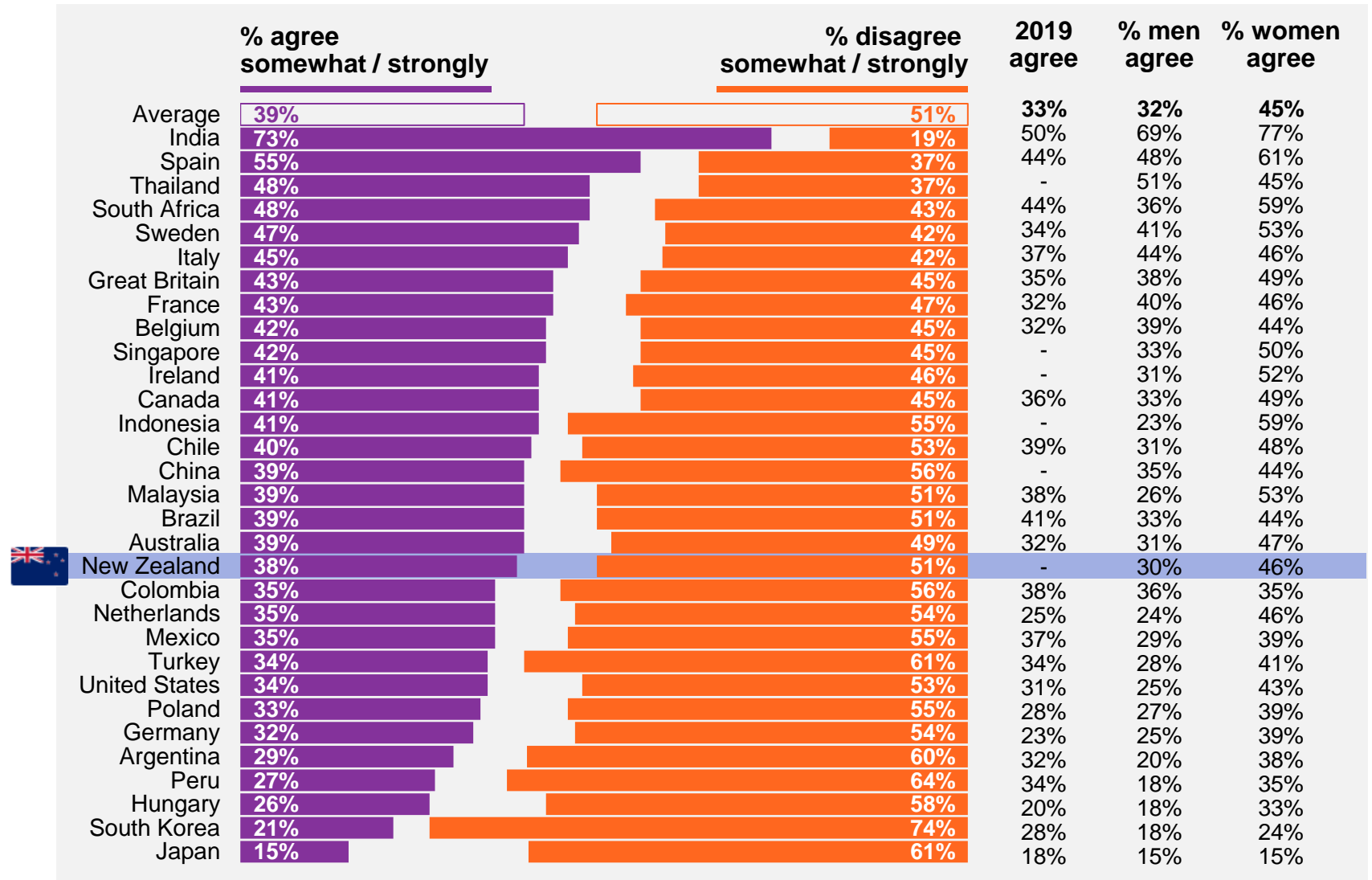
Q

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%).



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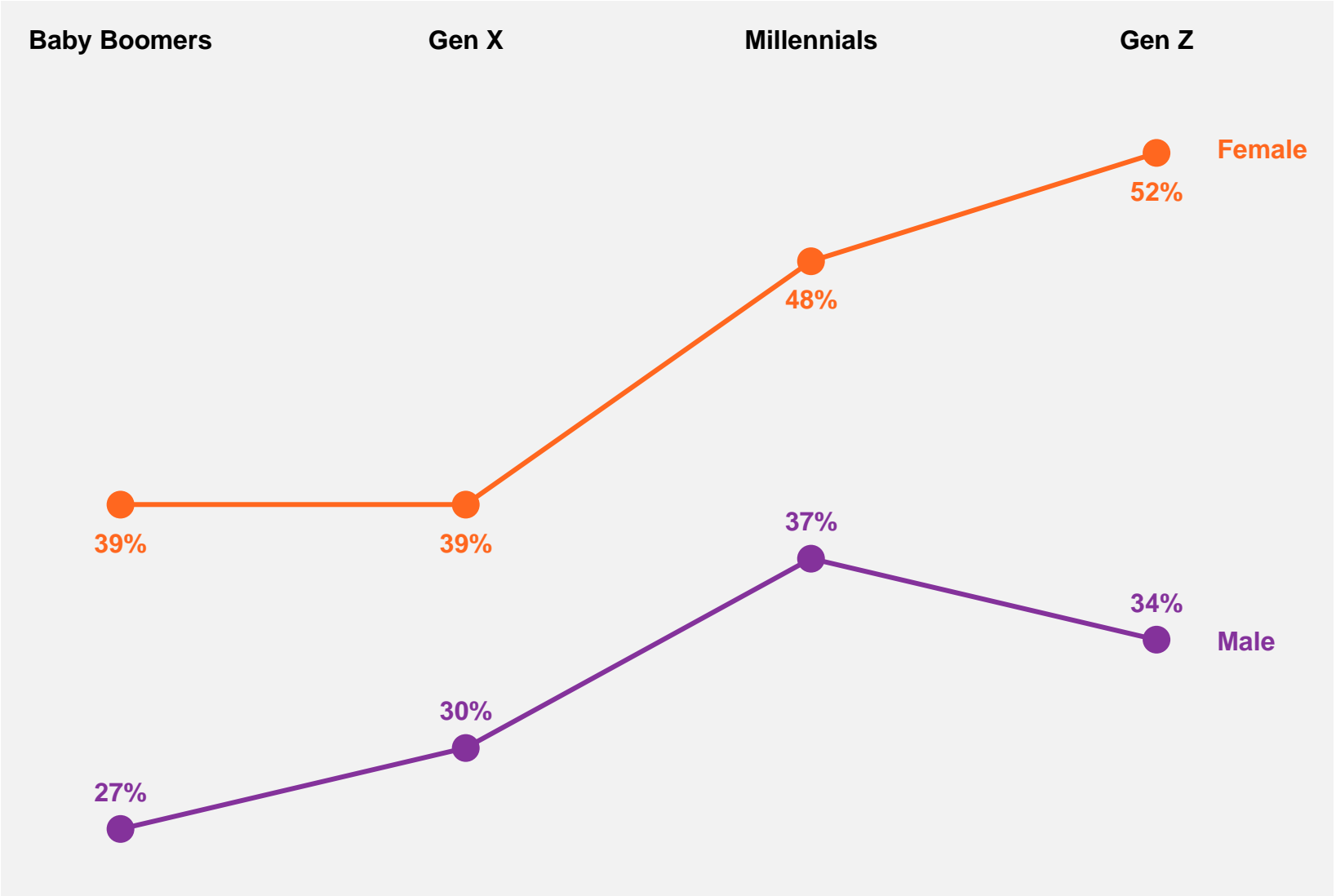




Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

**I define myself as a feminist,  
% 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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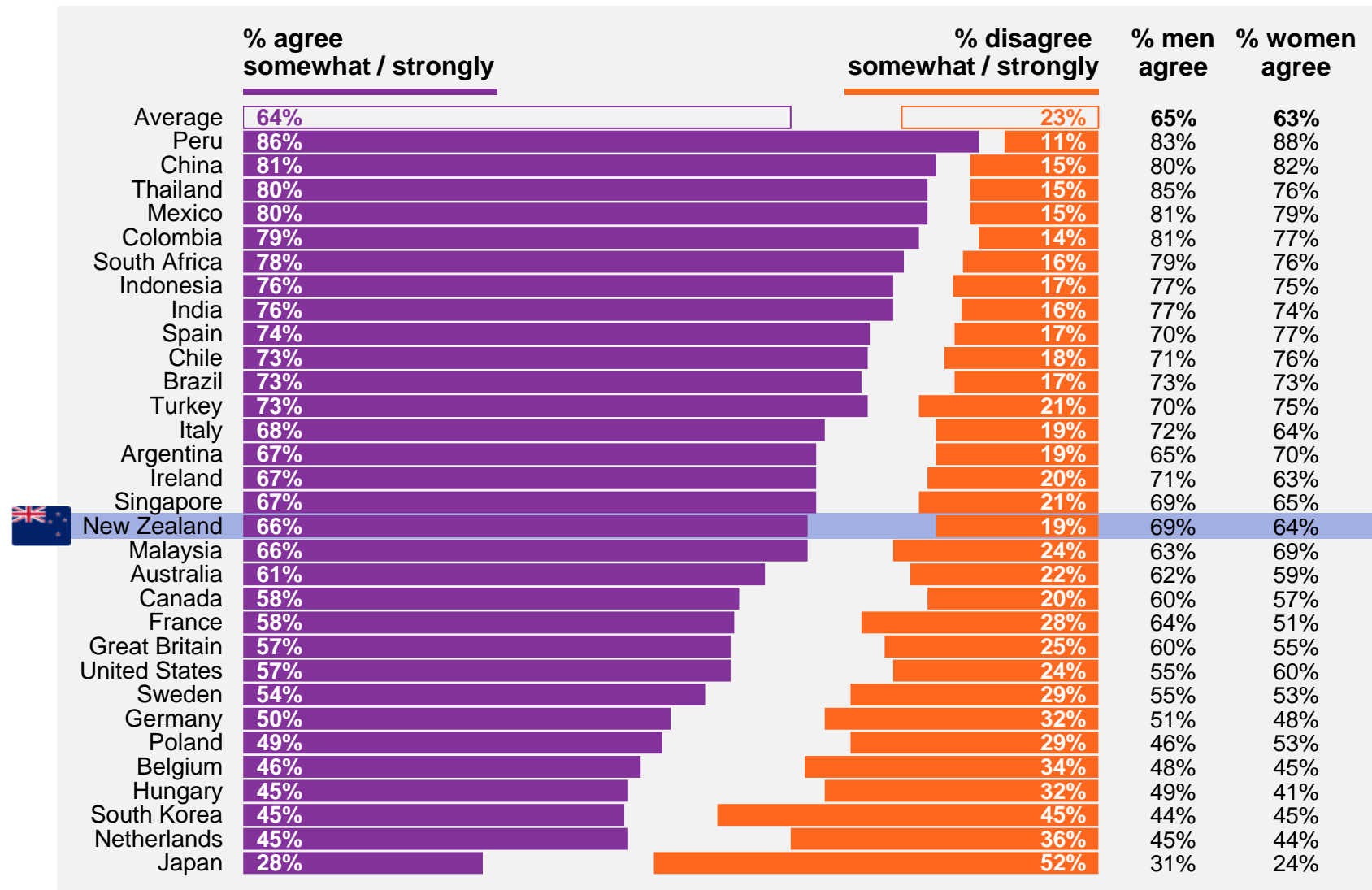
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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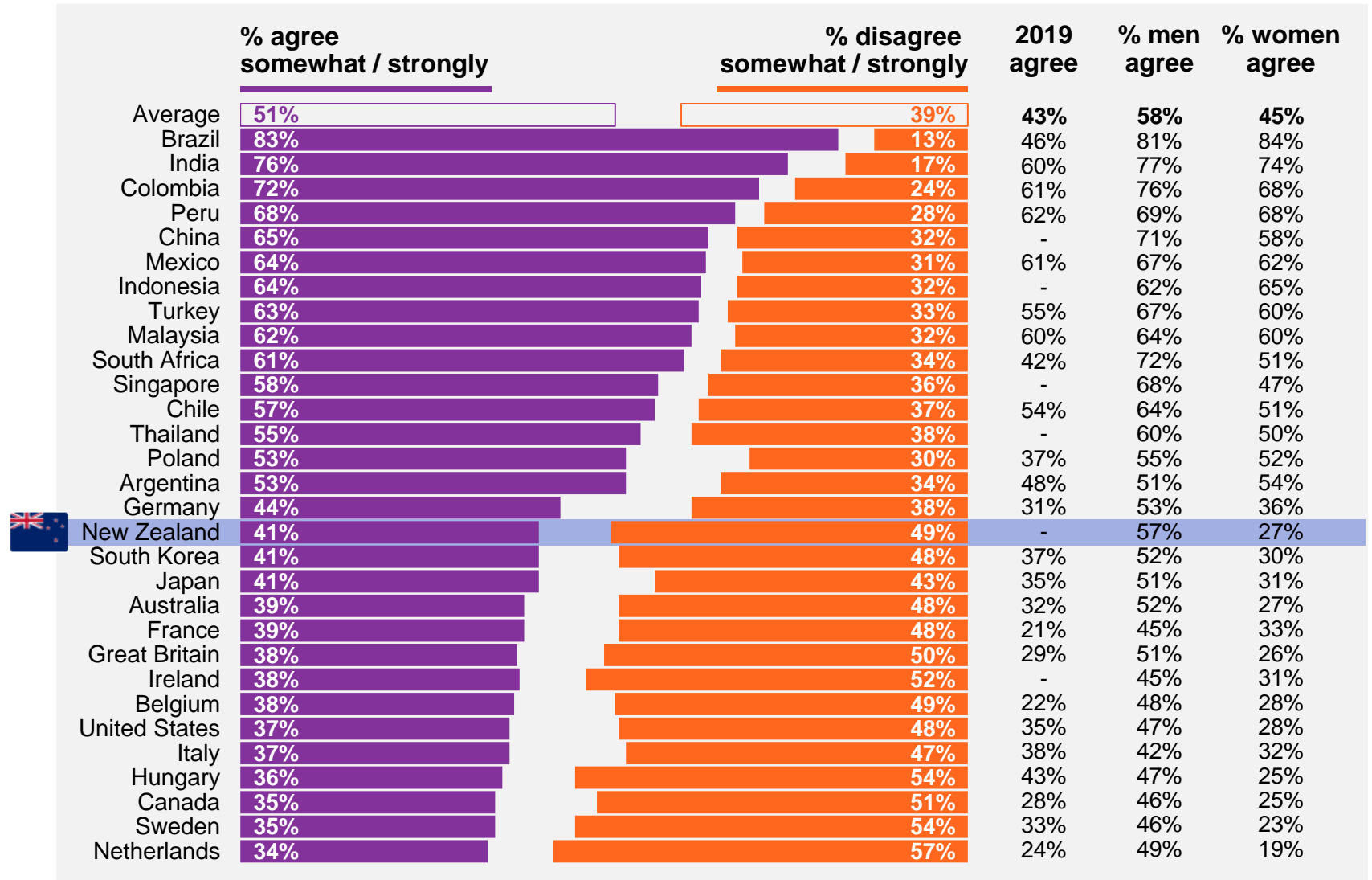
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

**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%).



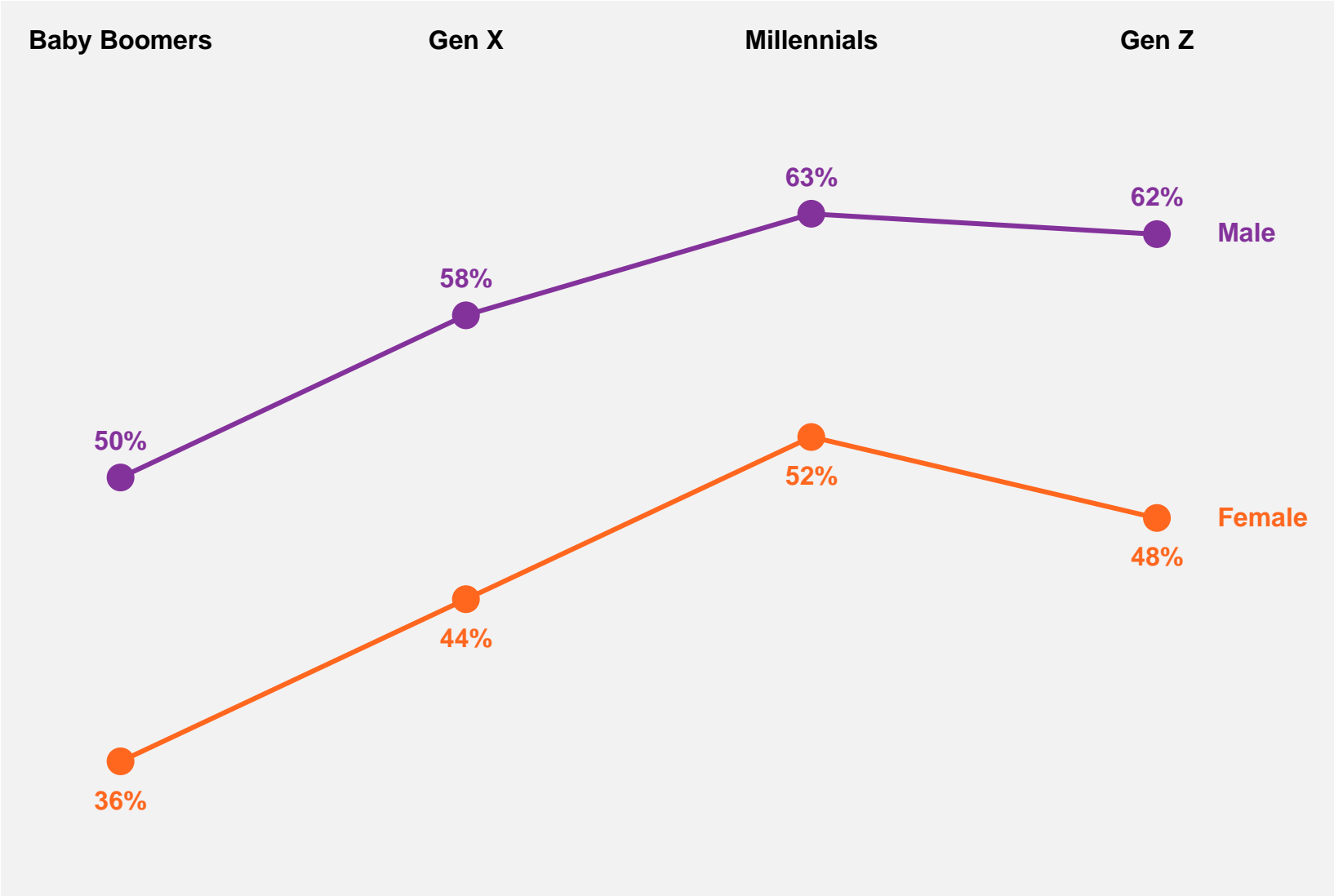
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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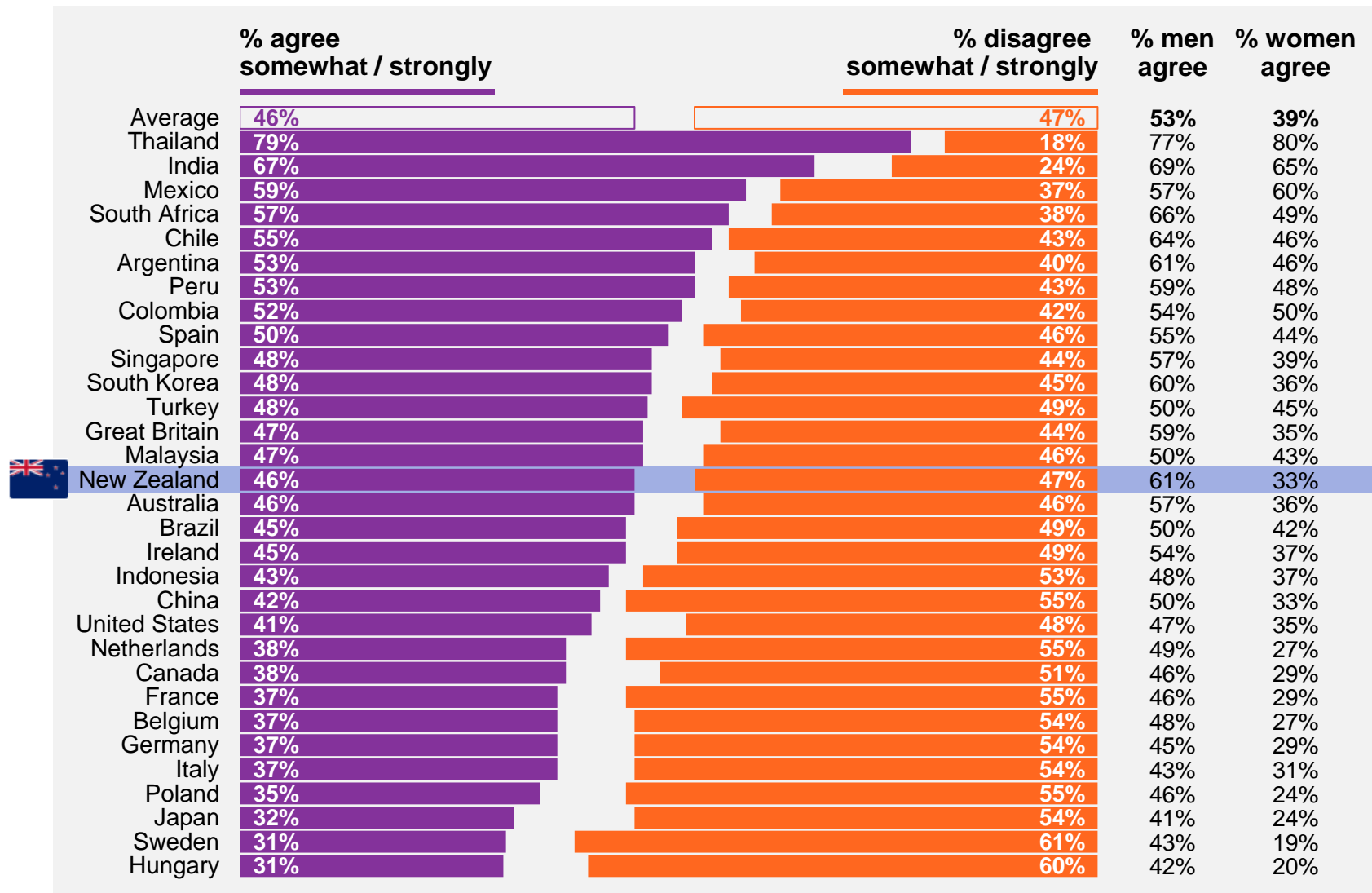
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

**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%).



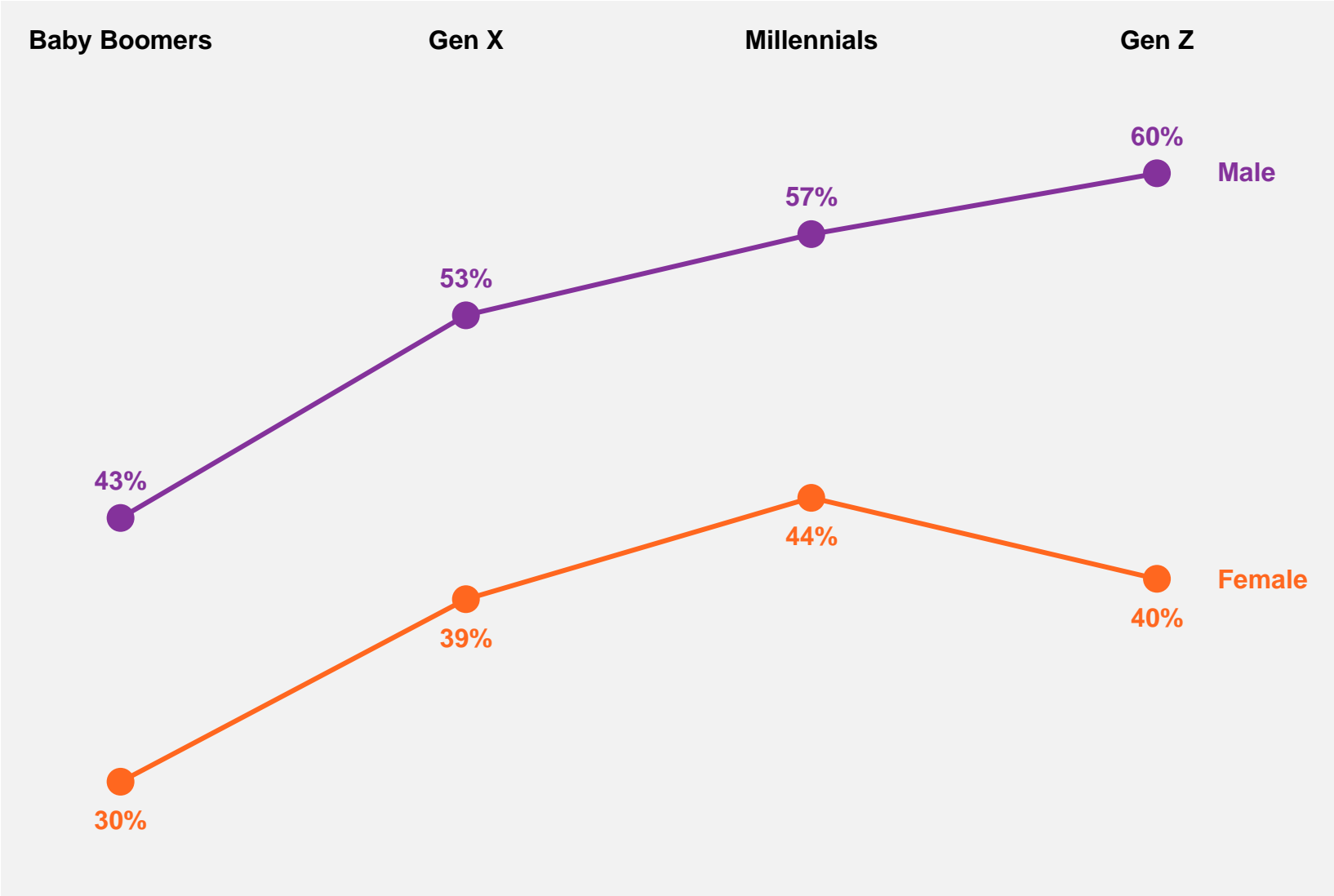
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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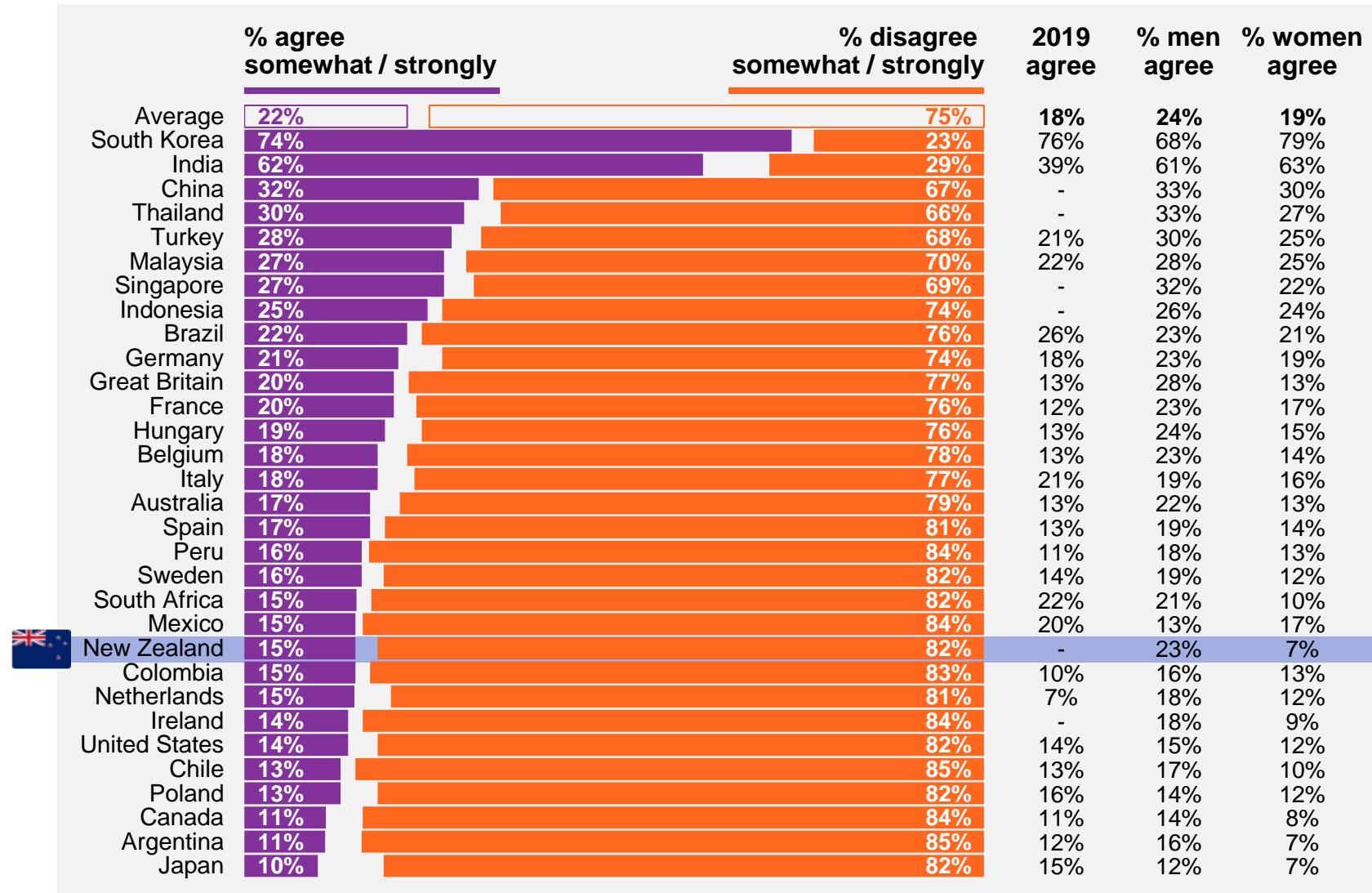
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

**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 than women to agree with this statement (24% vs. 19%).



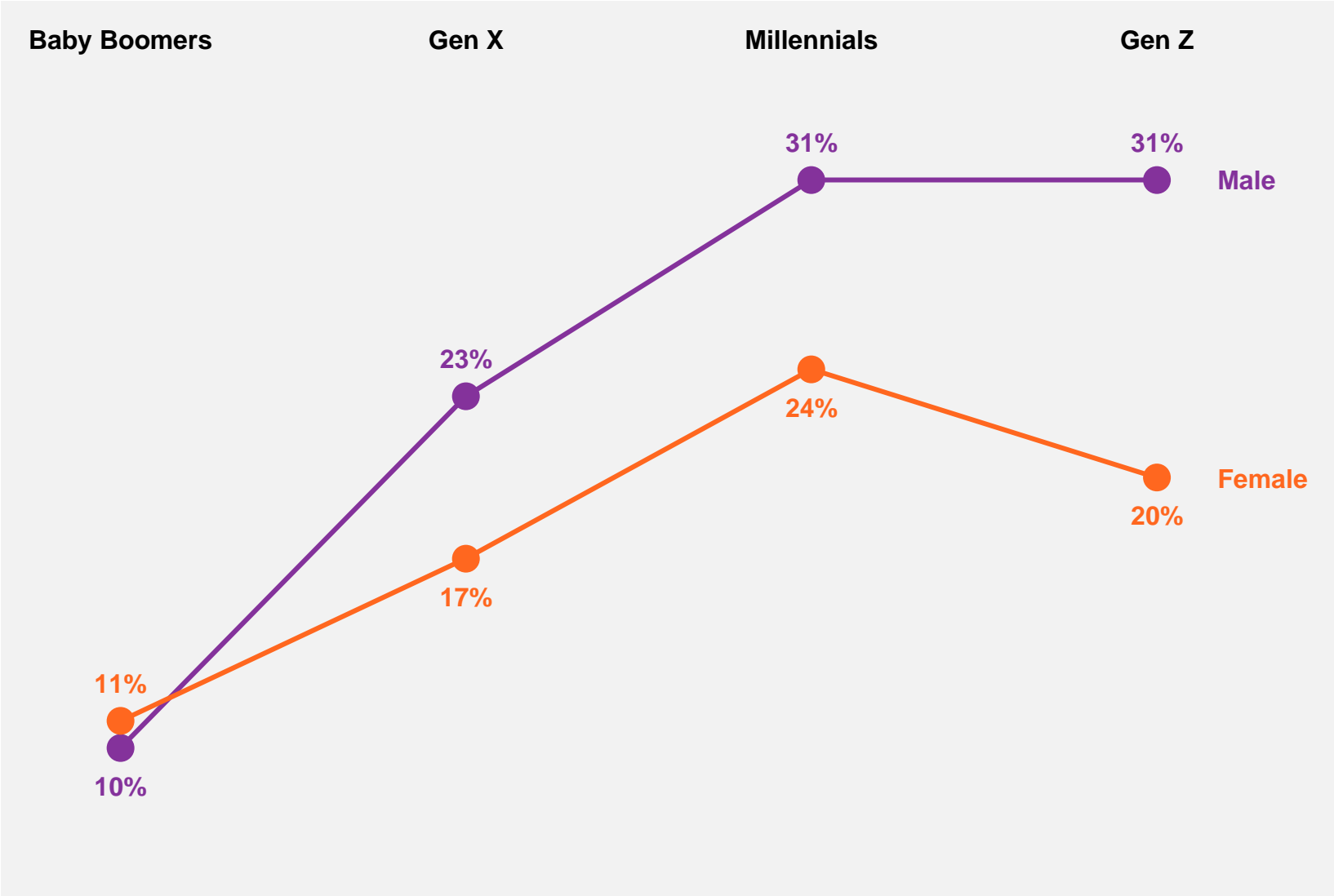
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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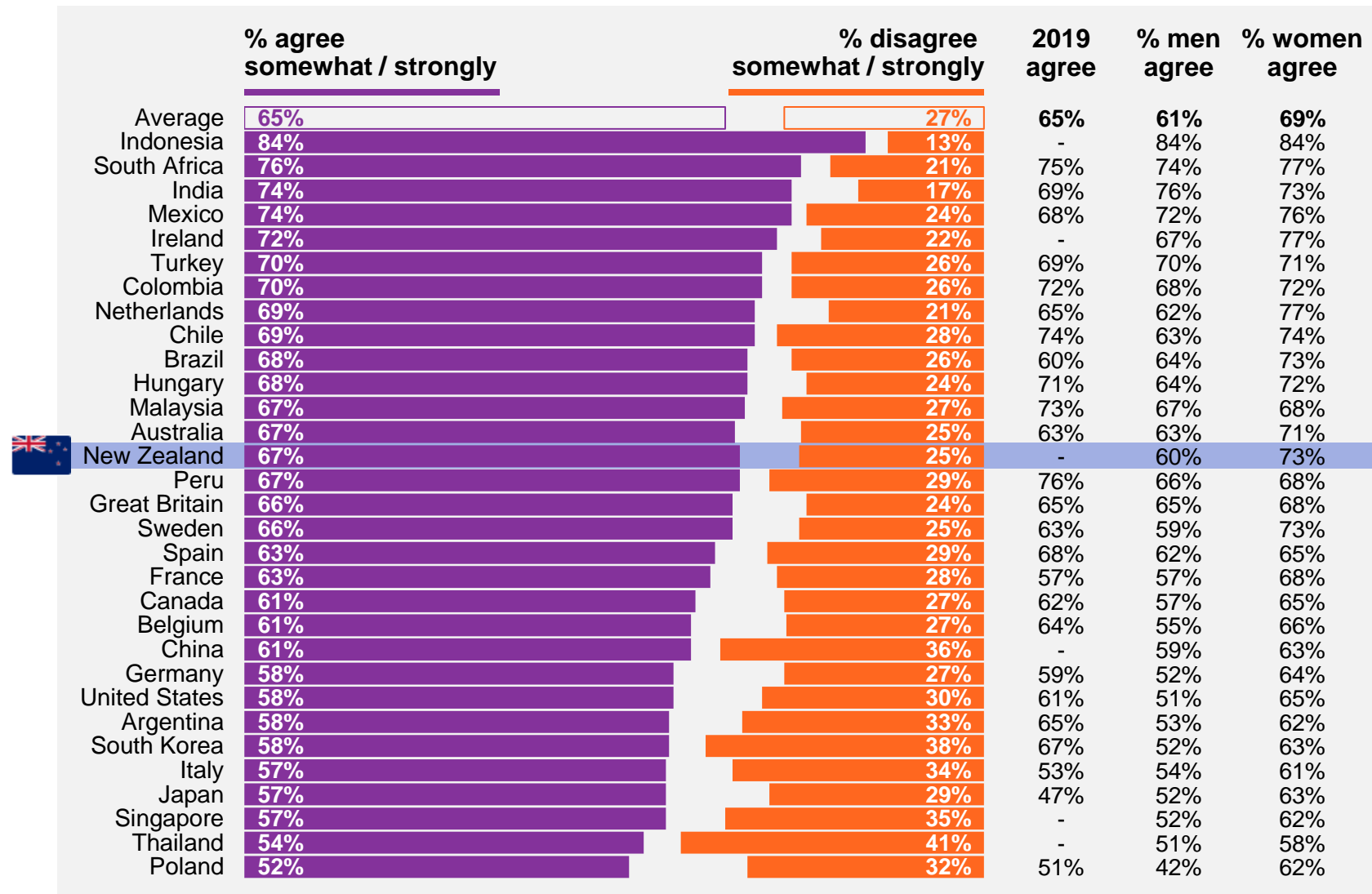
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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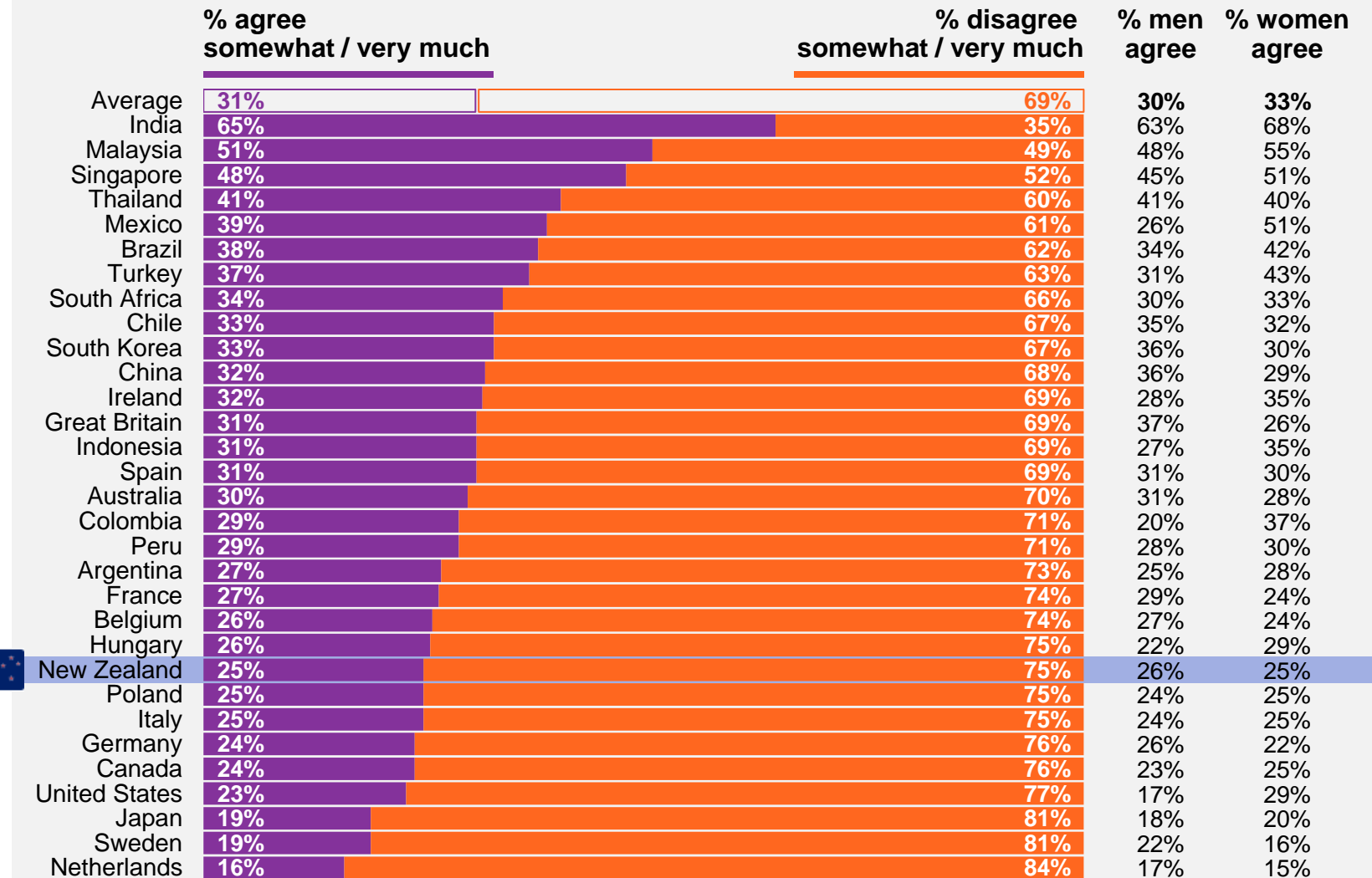
To what extent do you agree or disagree with the following statement?

**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.](#)



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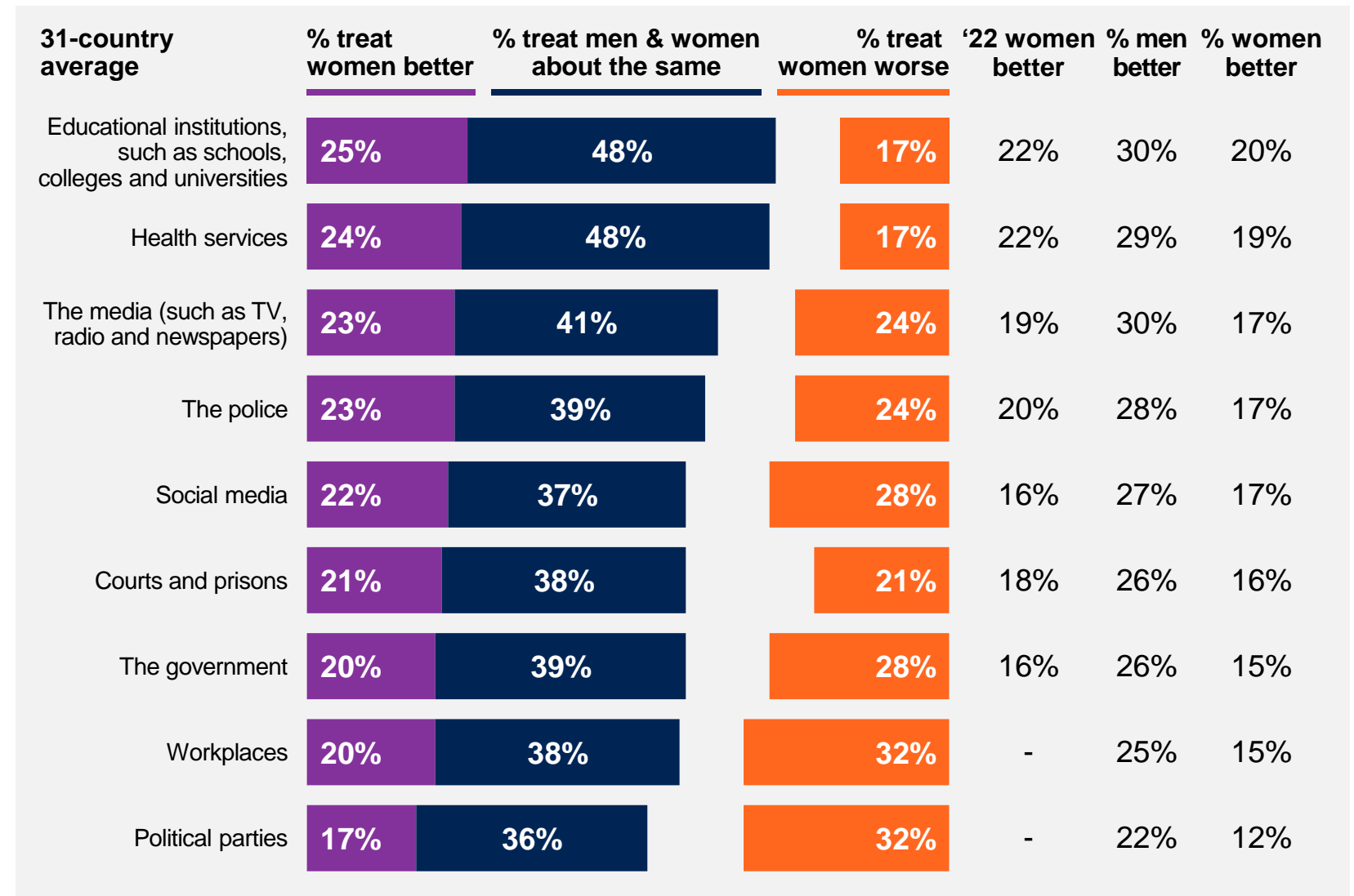
Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

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.](#)



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# INCLUSION IN POLITICS



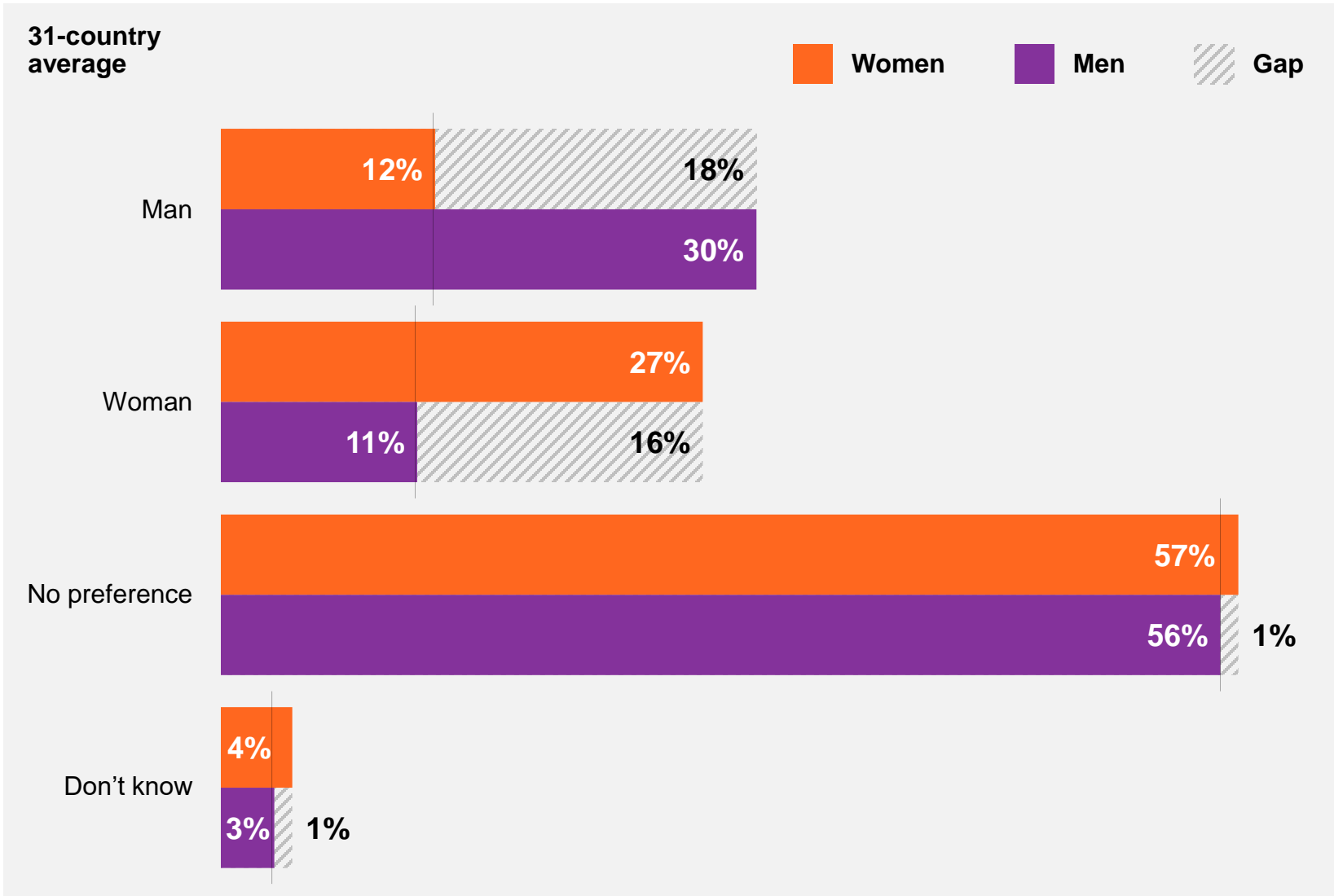


If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

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.](#)



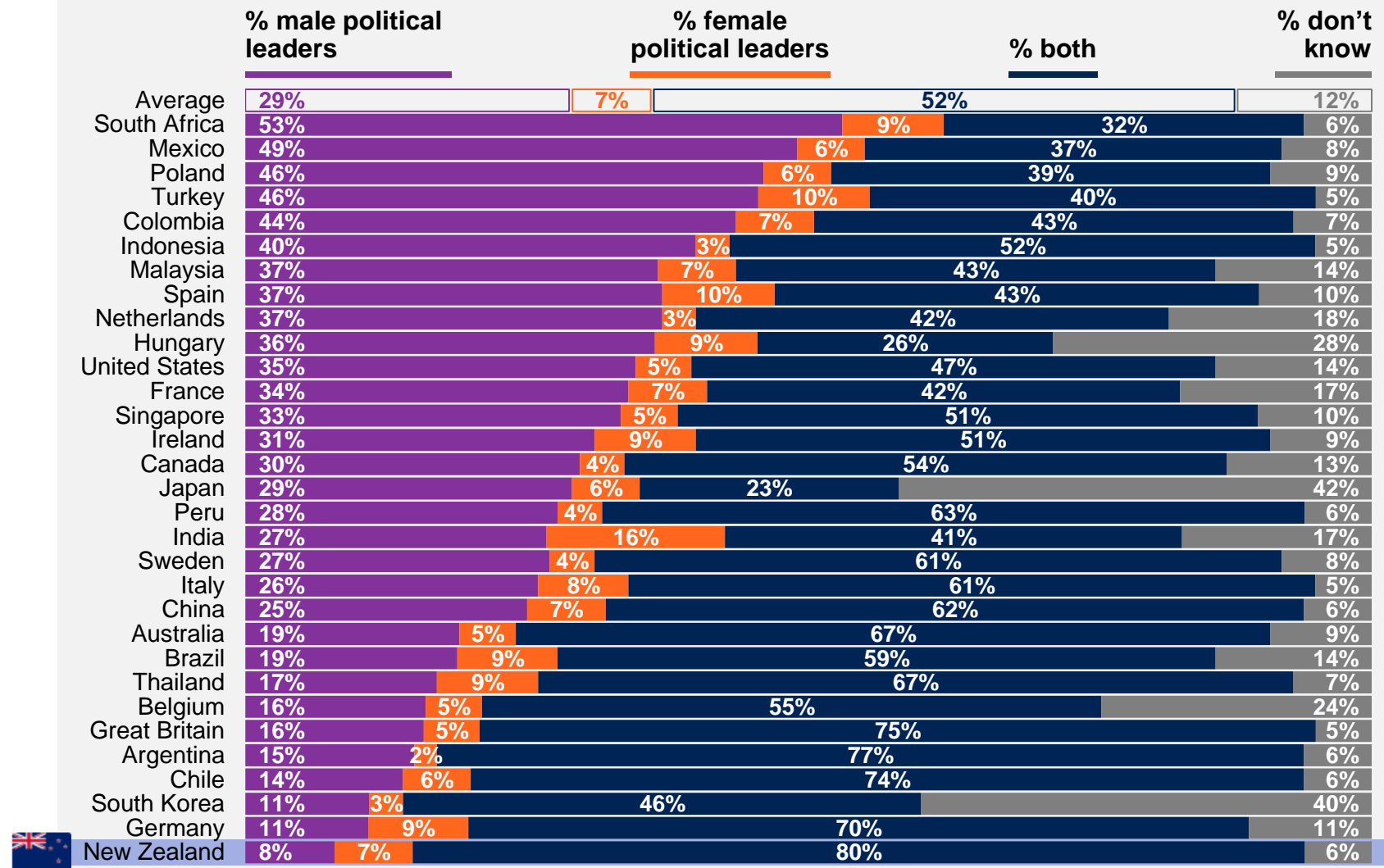
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And thinking about your life so far, do you have experience of living under male political leaders, female political leaders, or both?

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%).



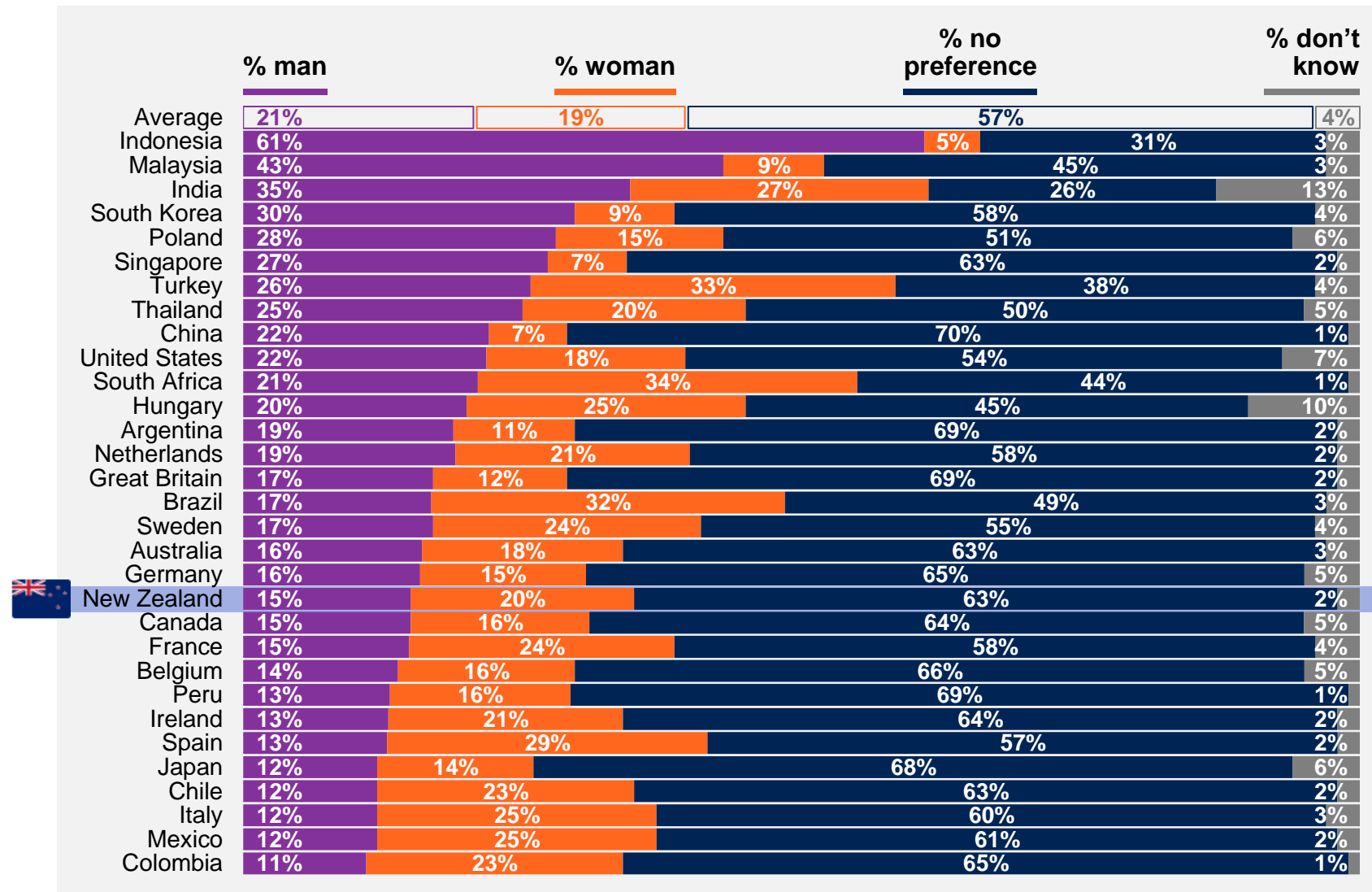
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Q

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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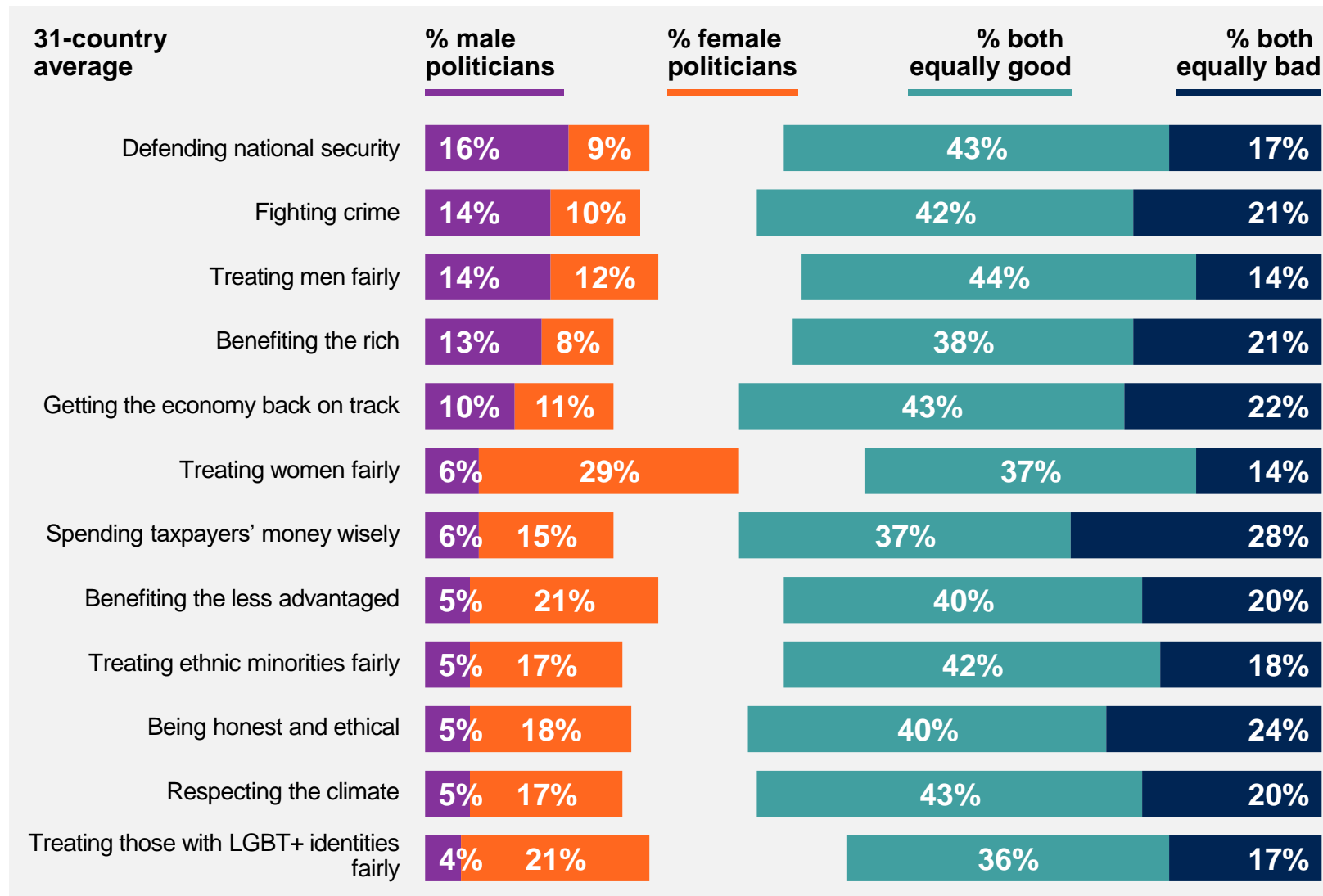
# Q

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

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%).



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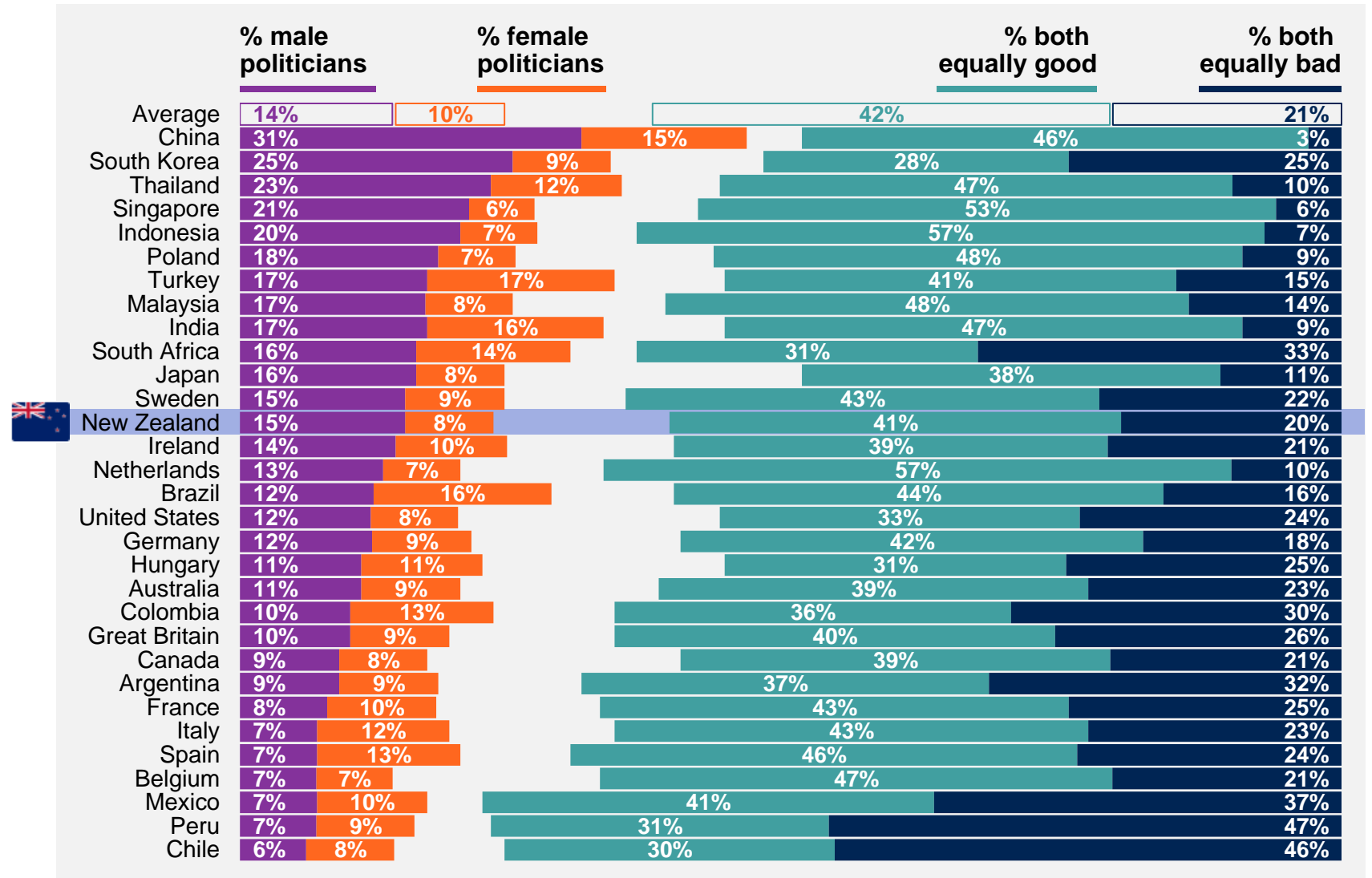
Q

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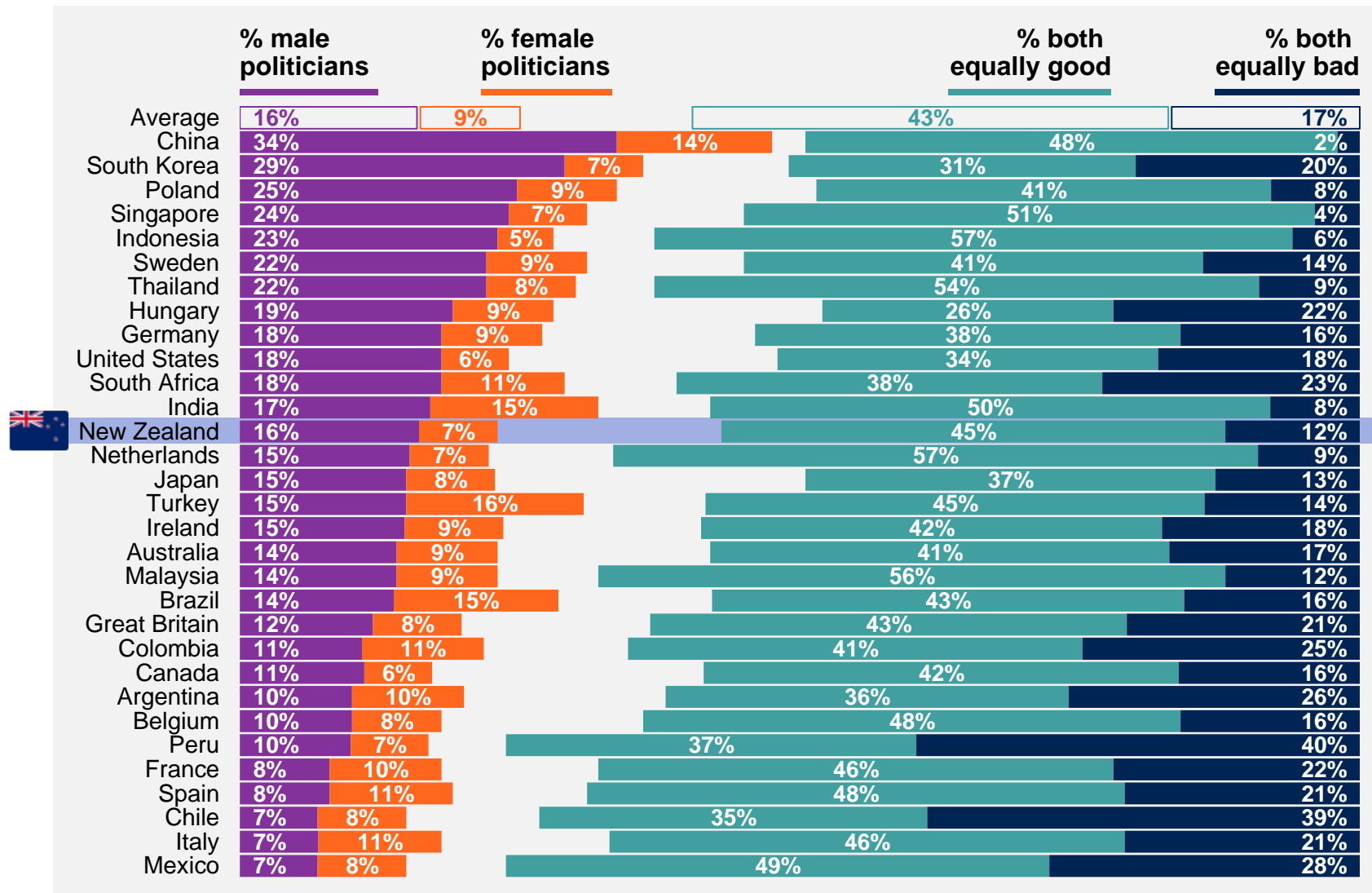
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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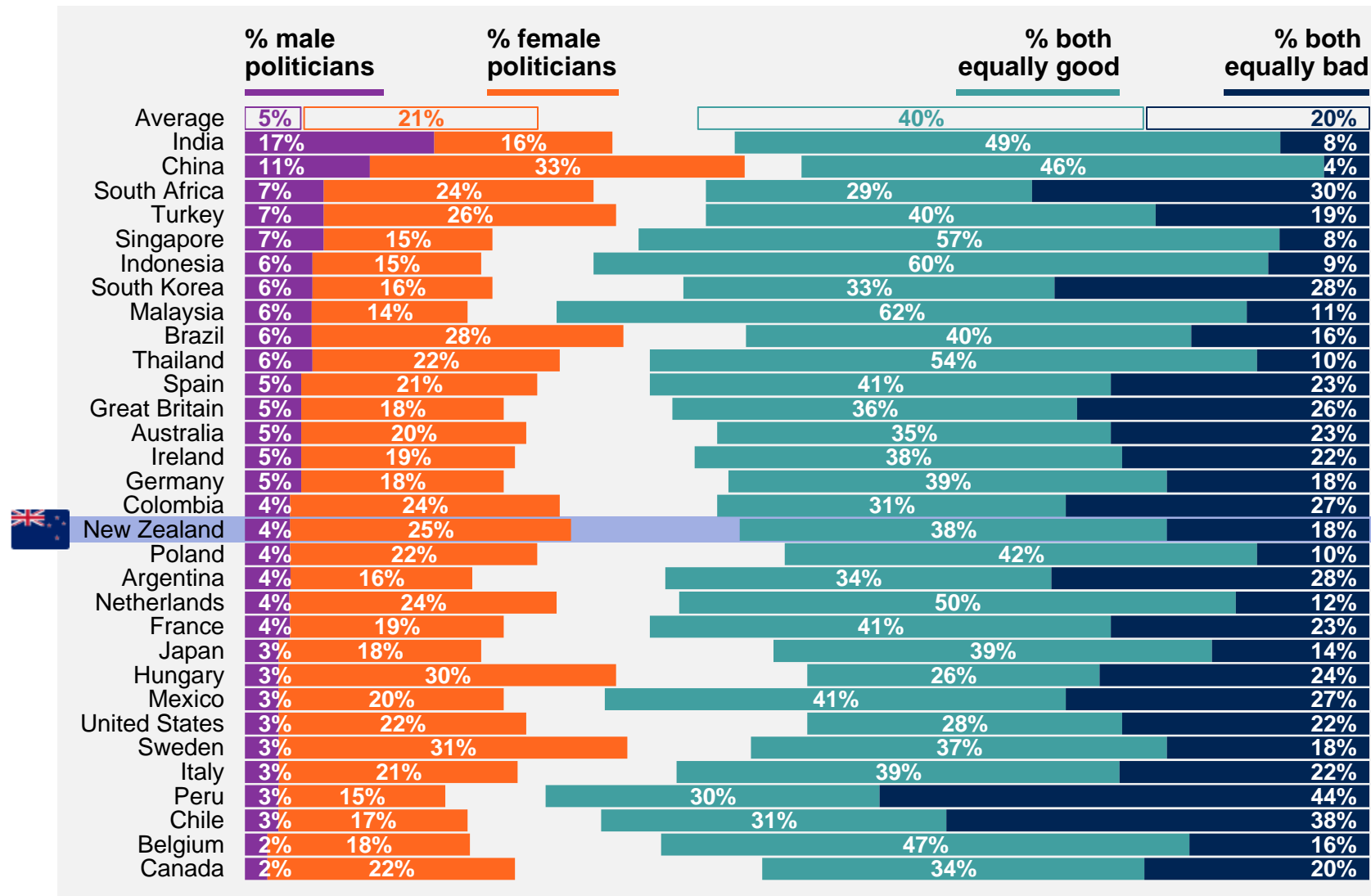
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

### 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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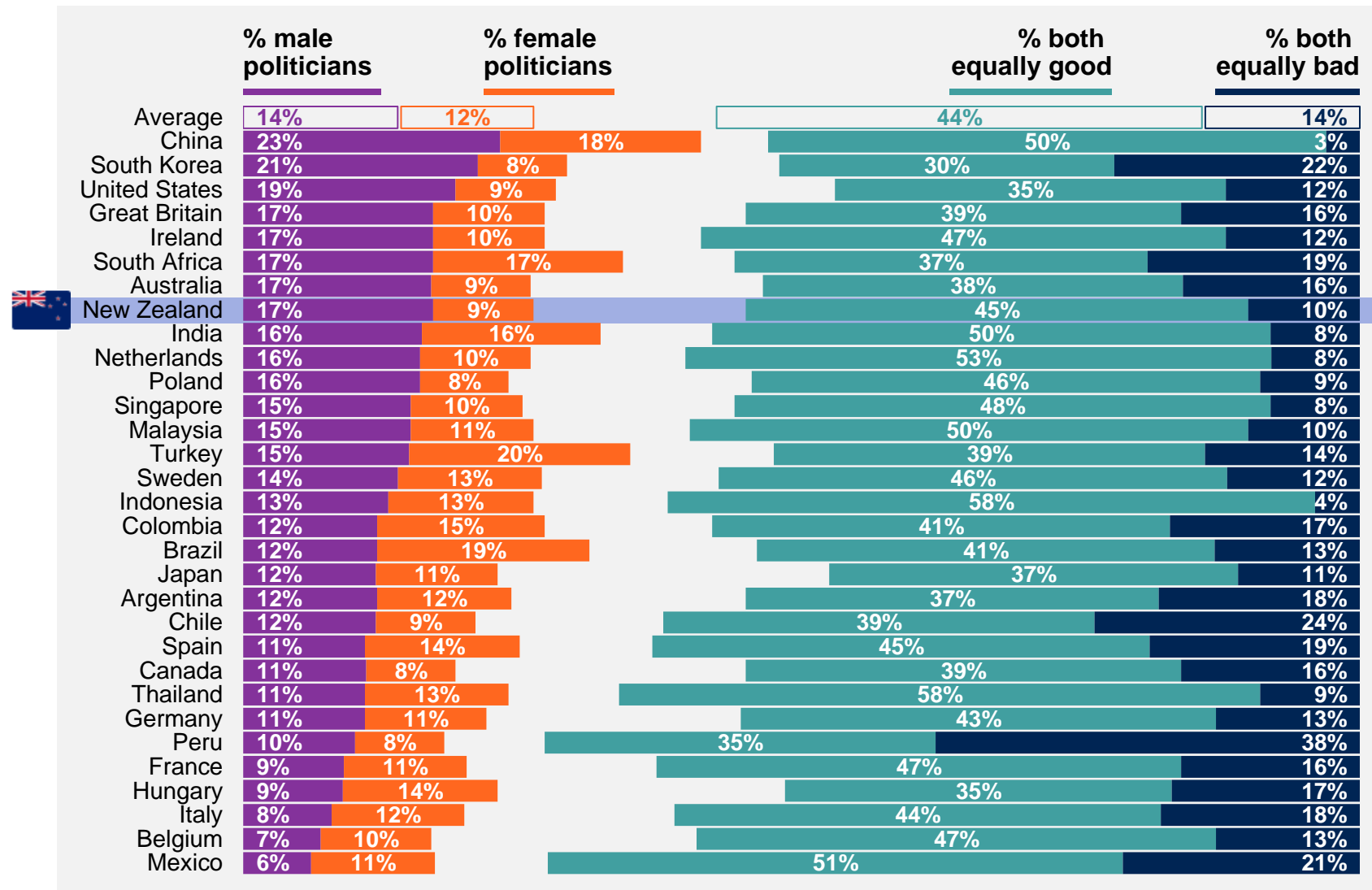
Q

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).



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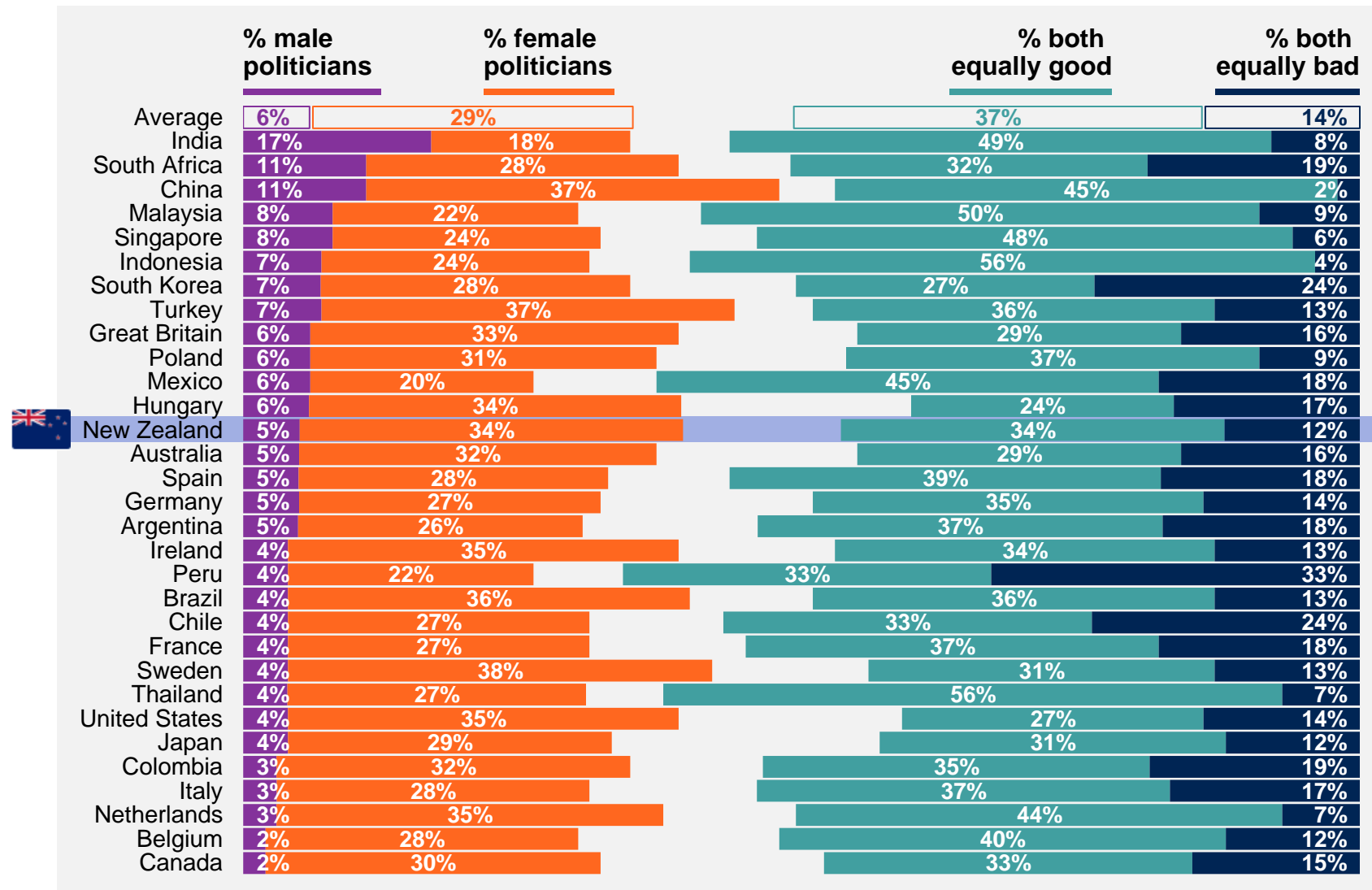
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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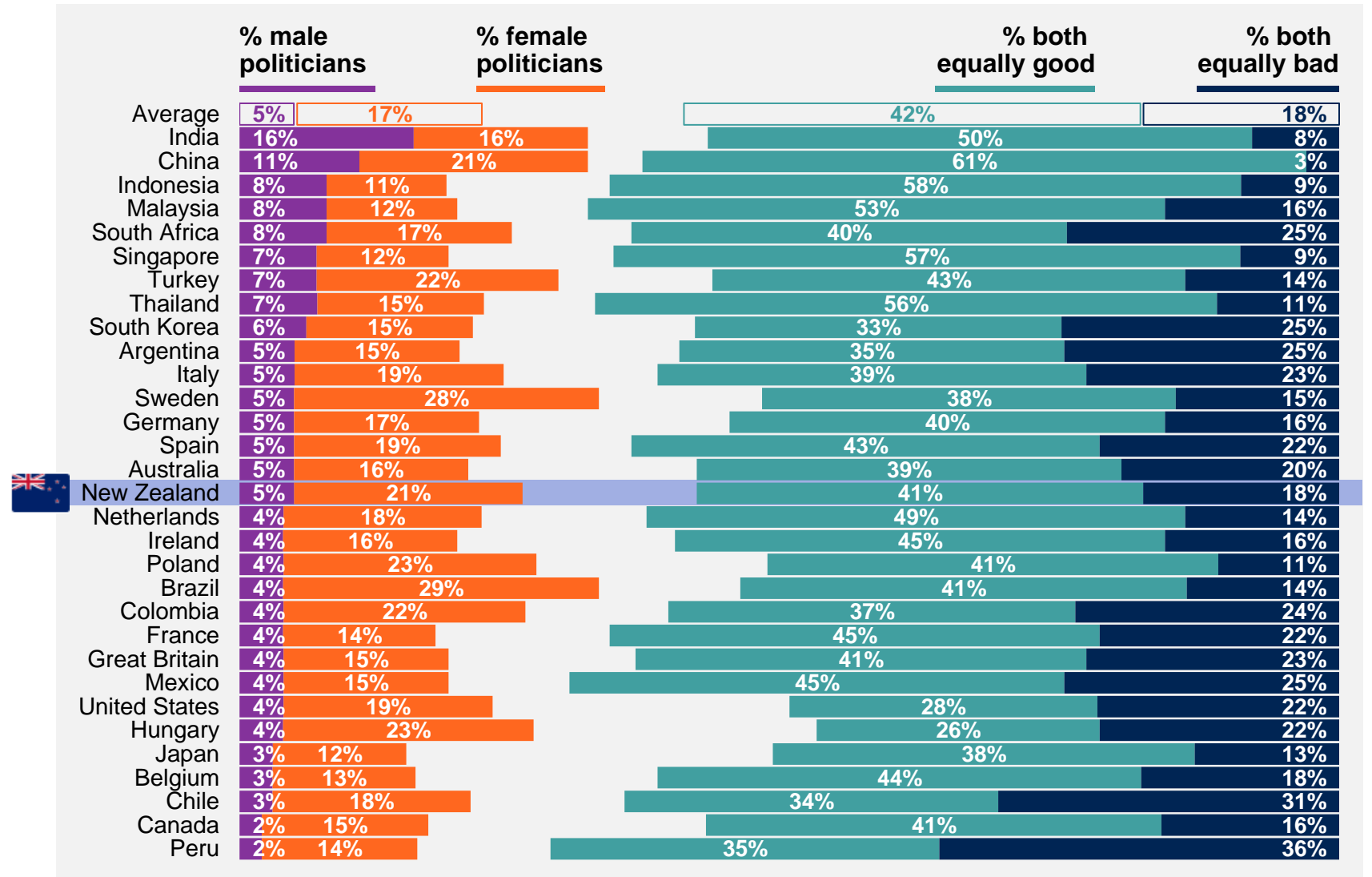
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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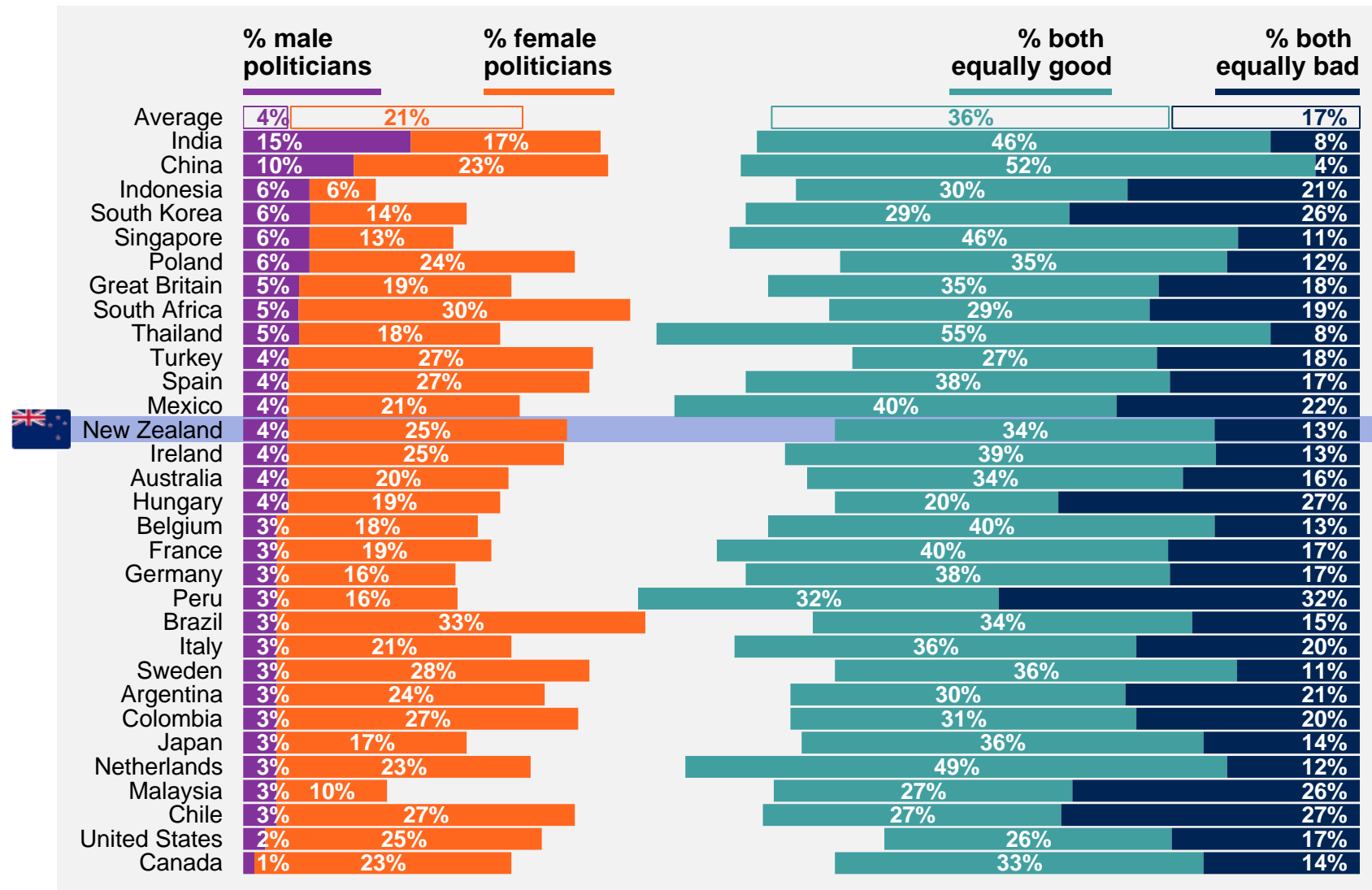
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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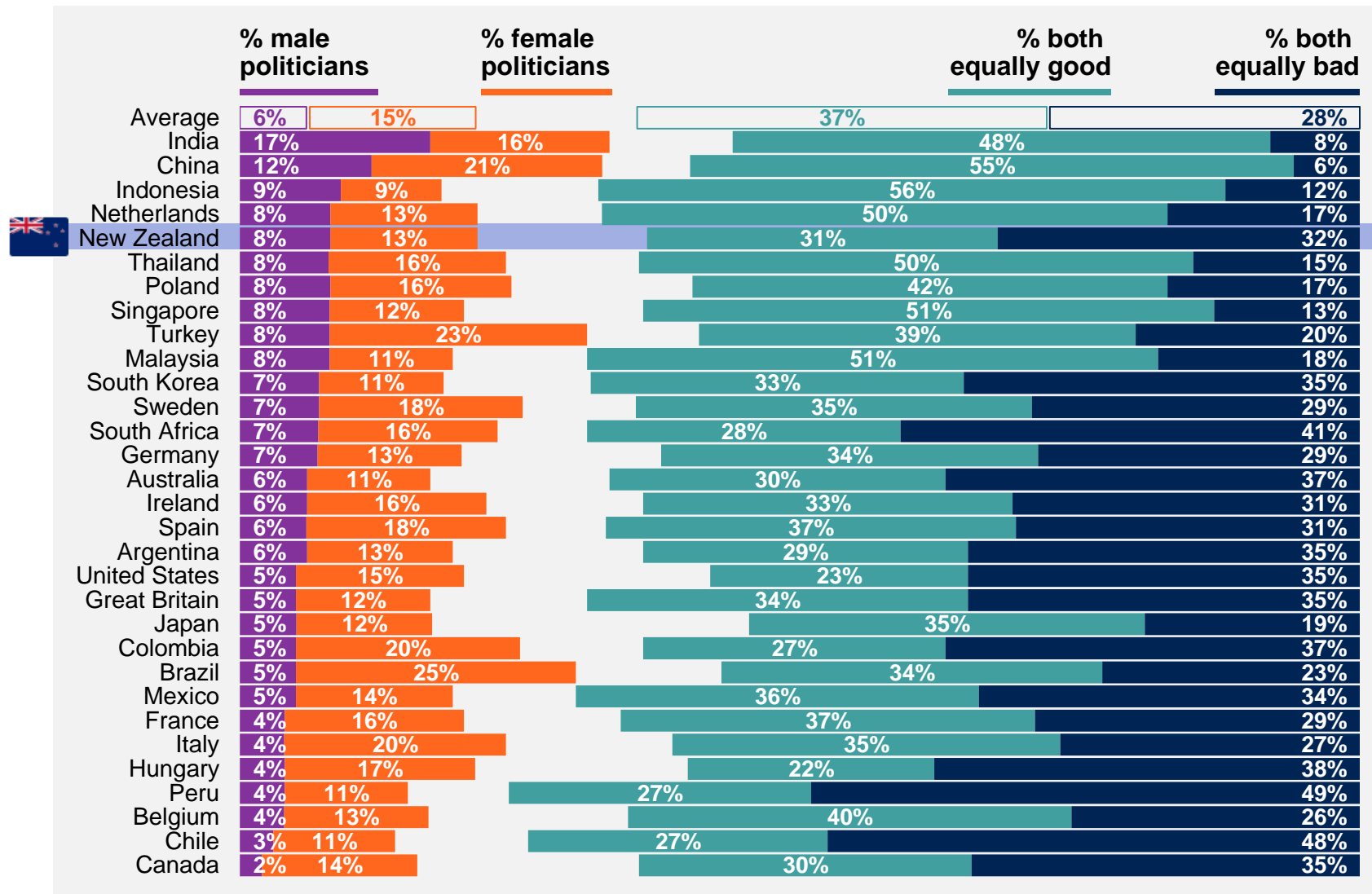
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

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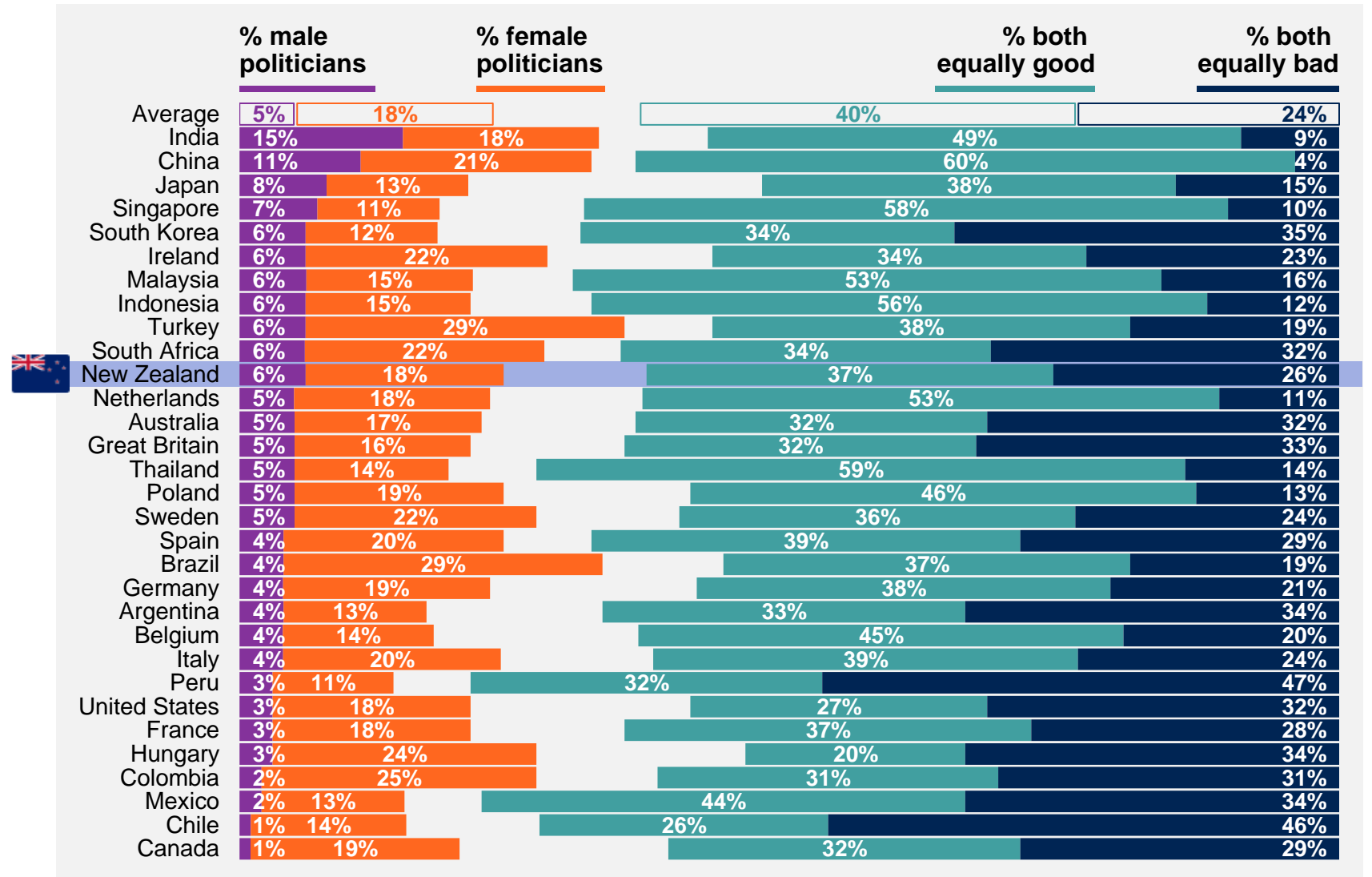
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

### 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.



**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

Q

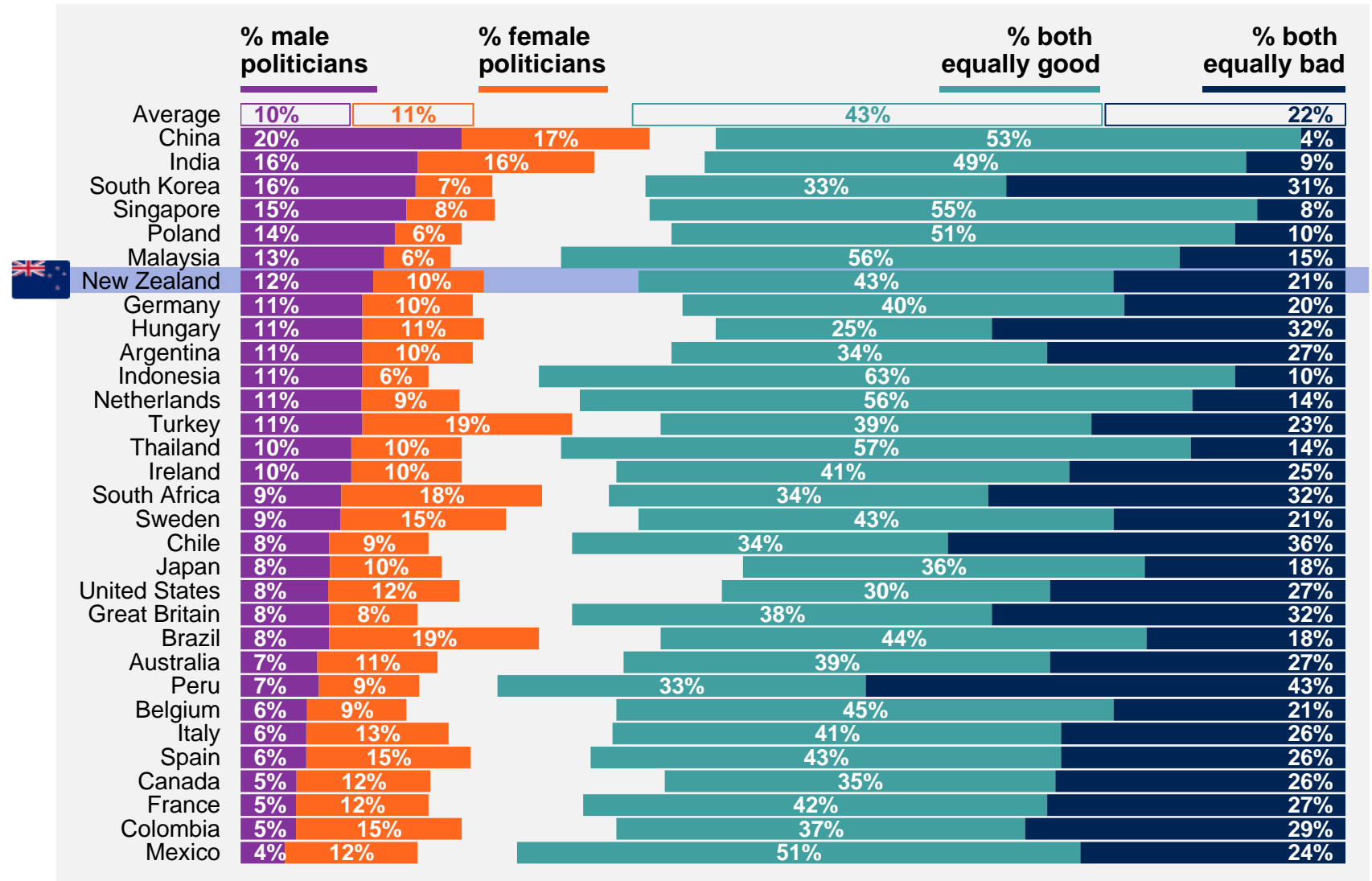
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

### 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.



**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



Q

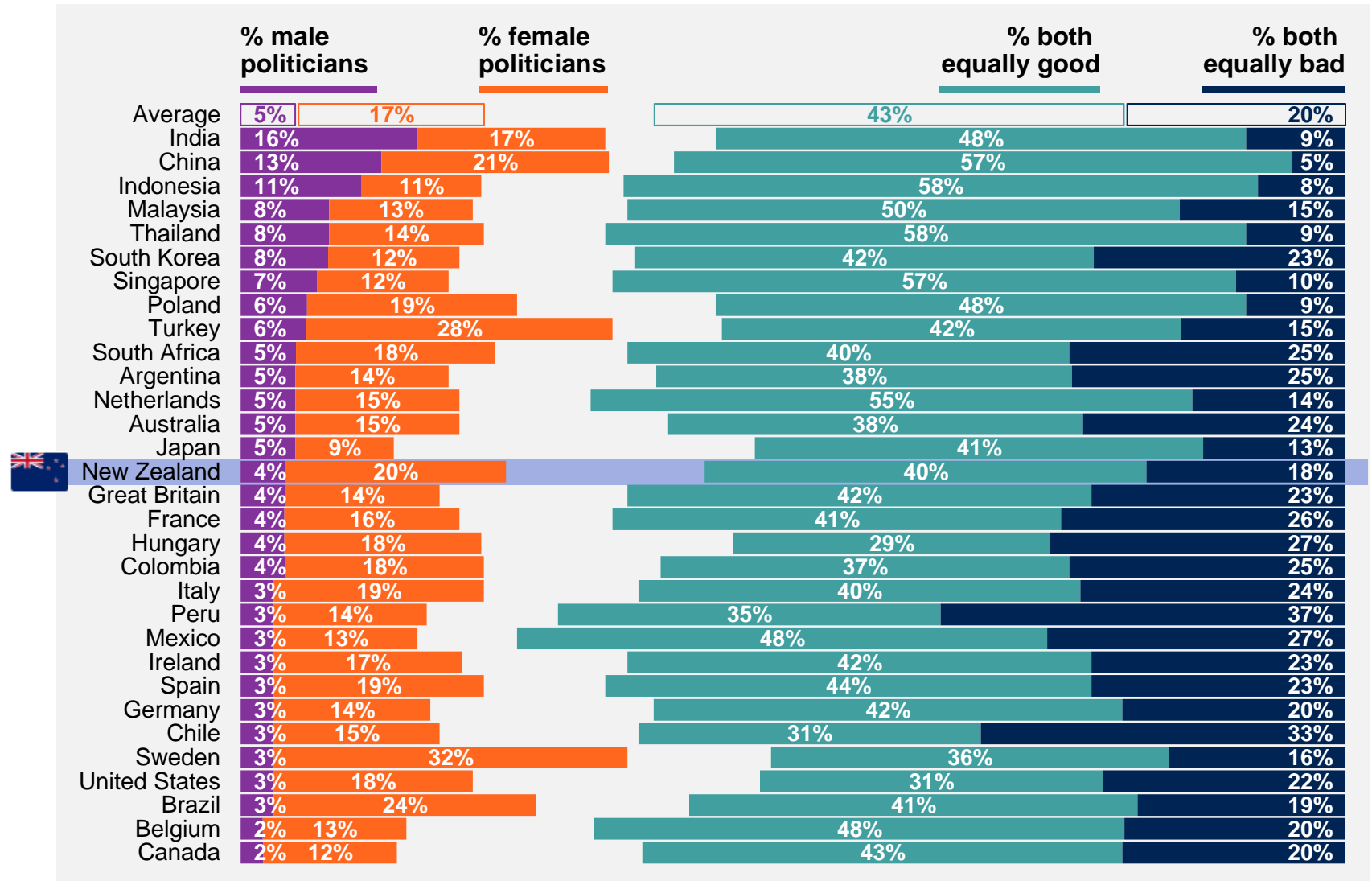
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

### 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%).



**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

Q

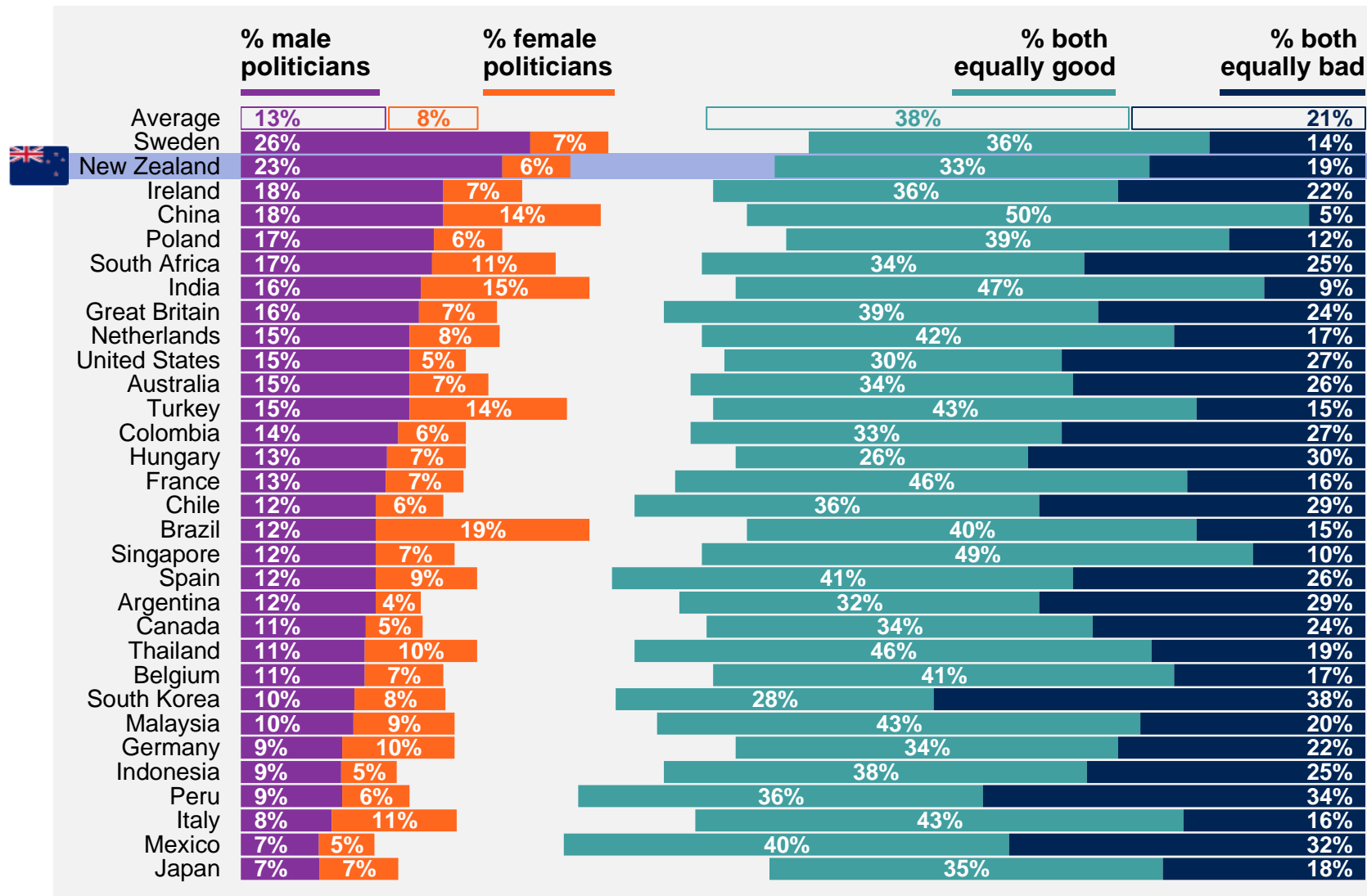
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

### 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%).



**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

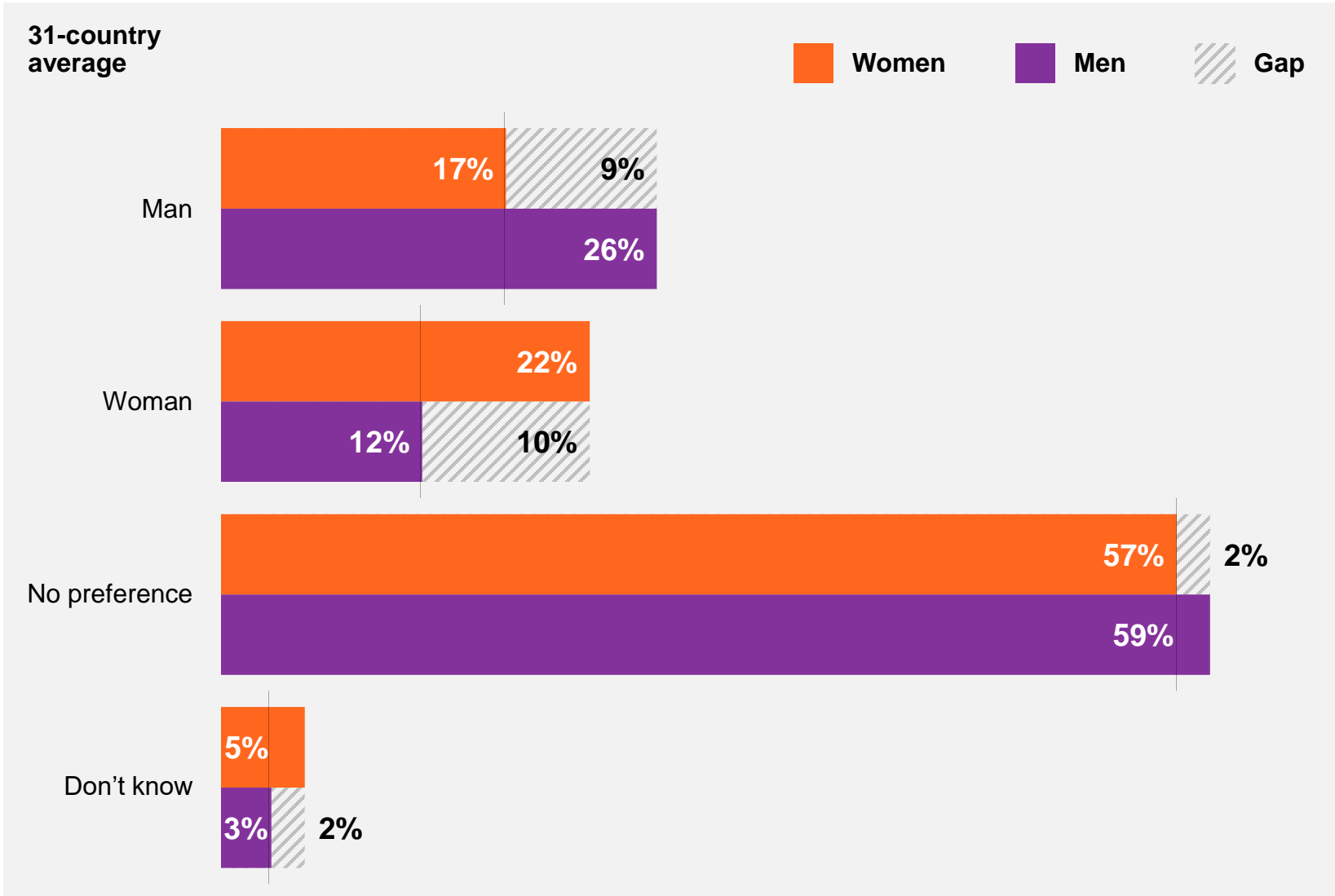


# INCLUSION IN BUSINESS



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

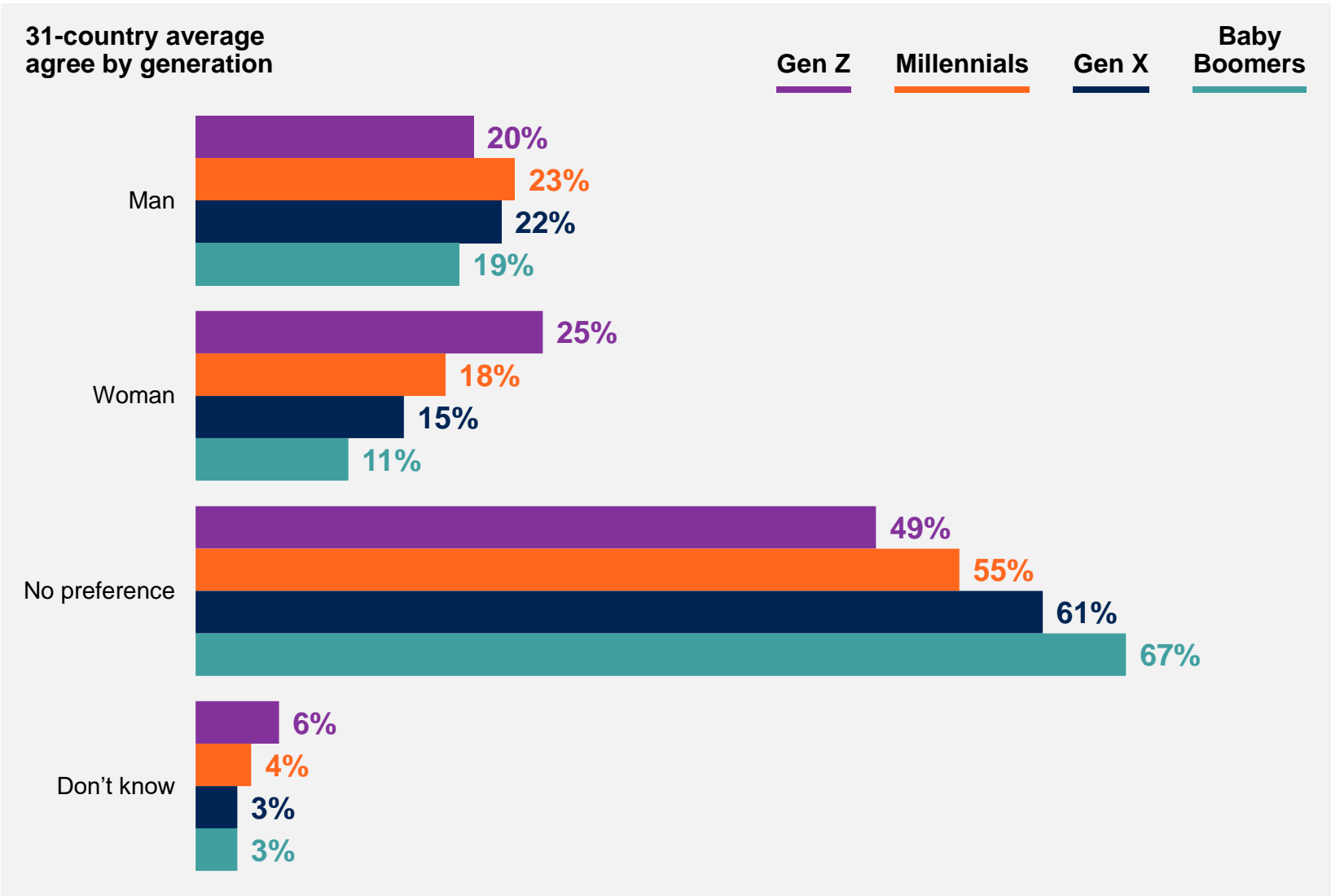




If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

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



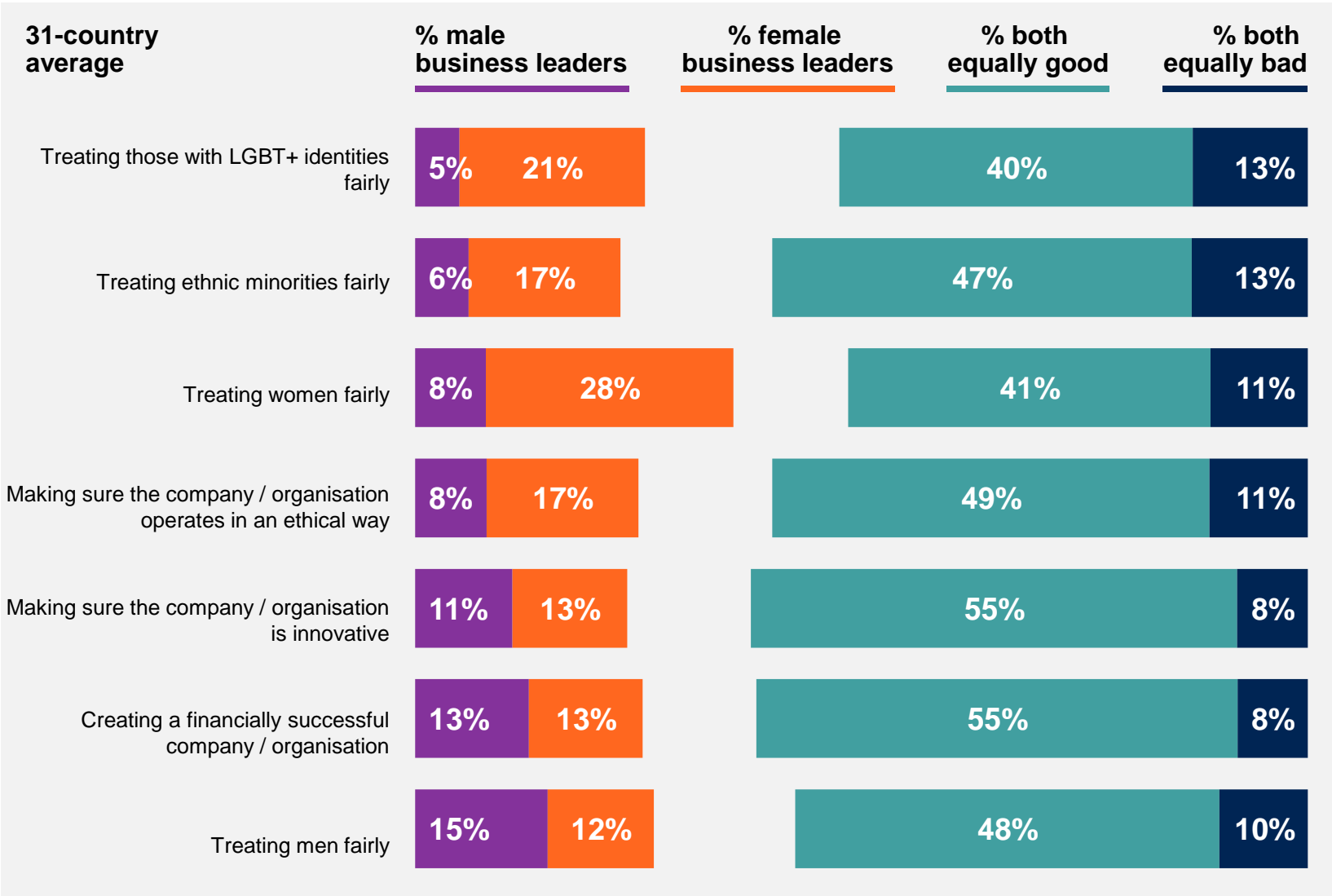




For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

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 successful 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



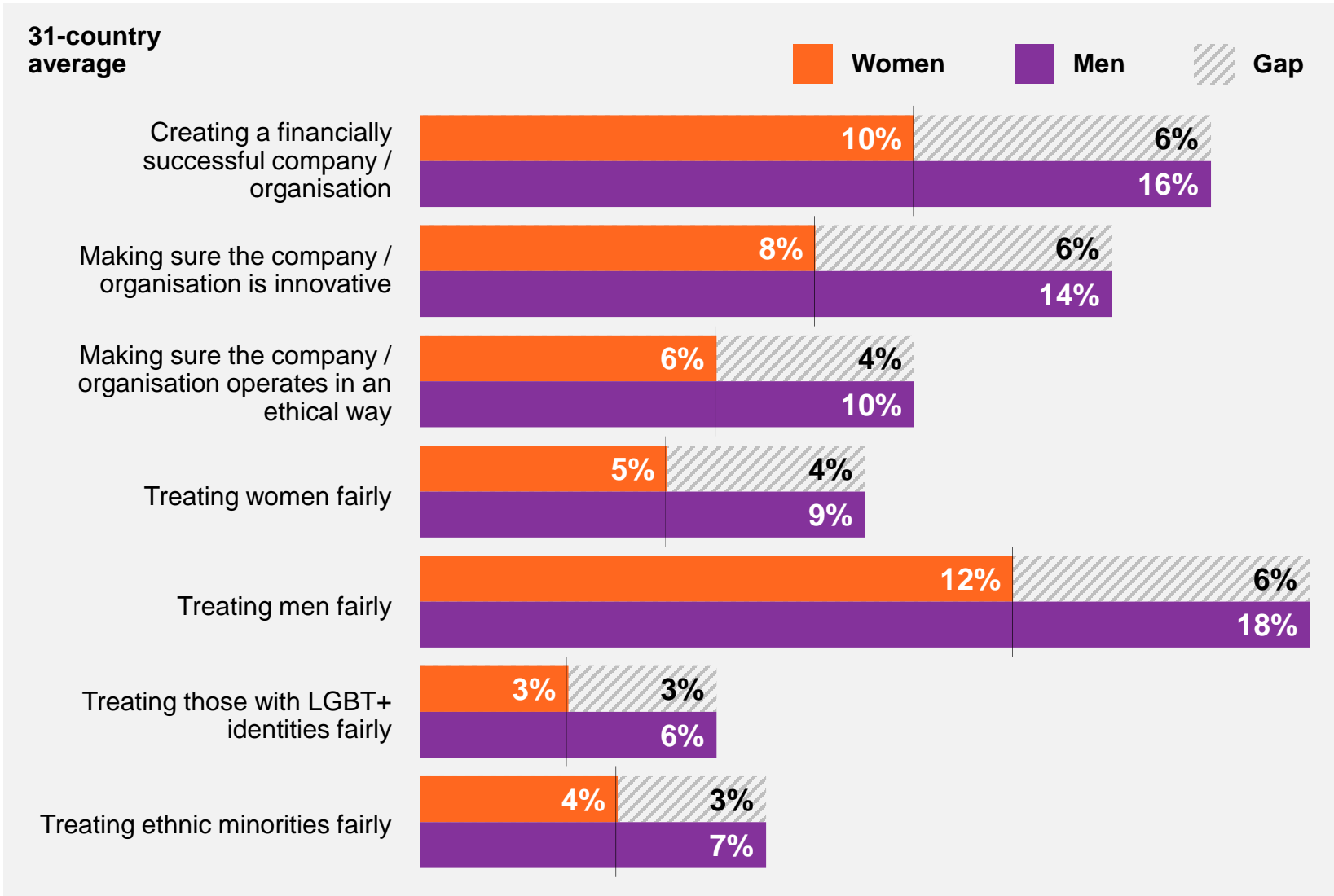


For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

**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



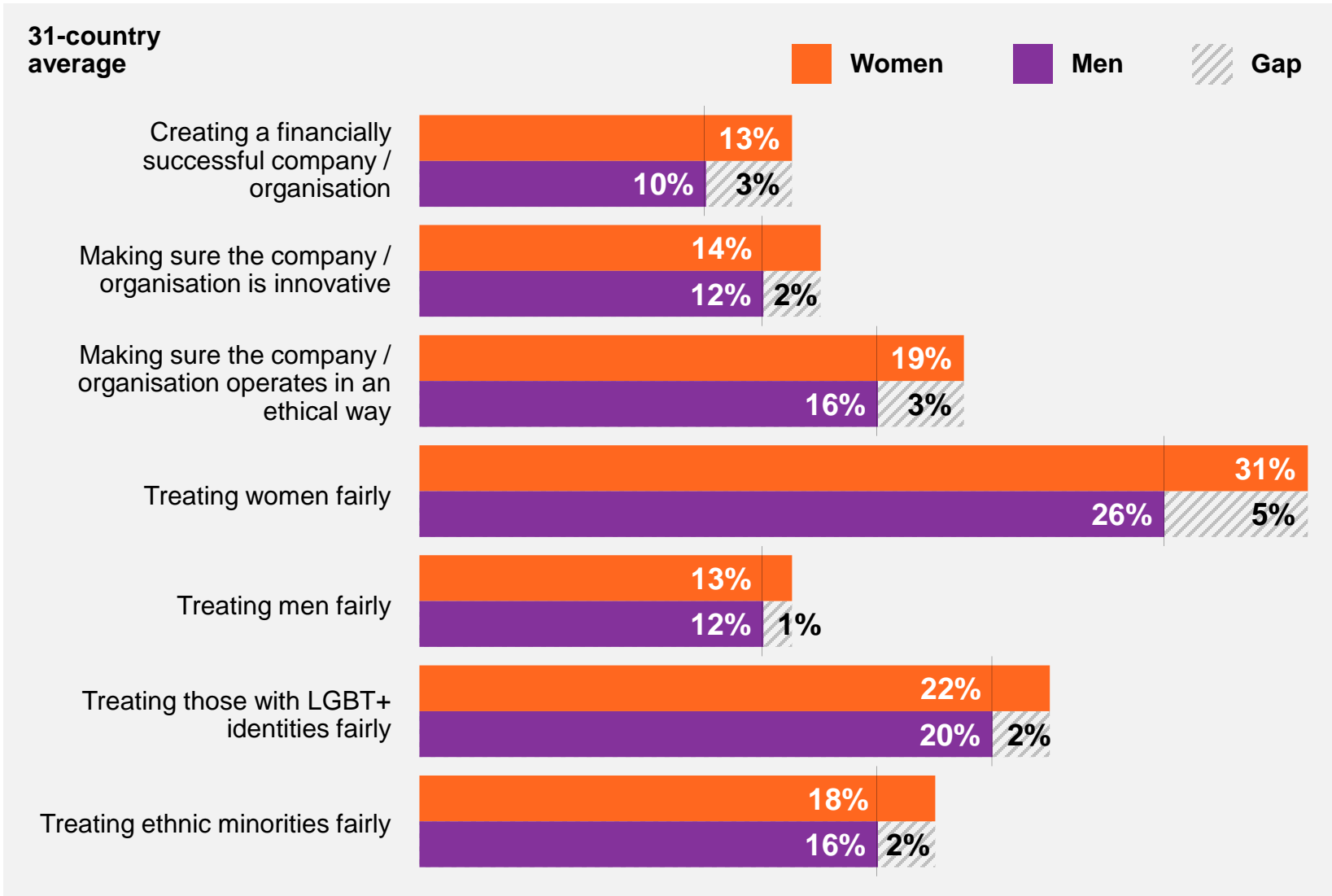


For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

**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



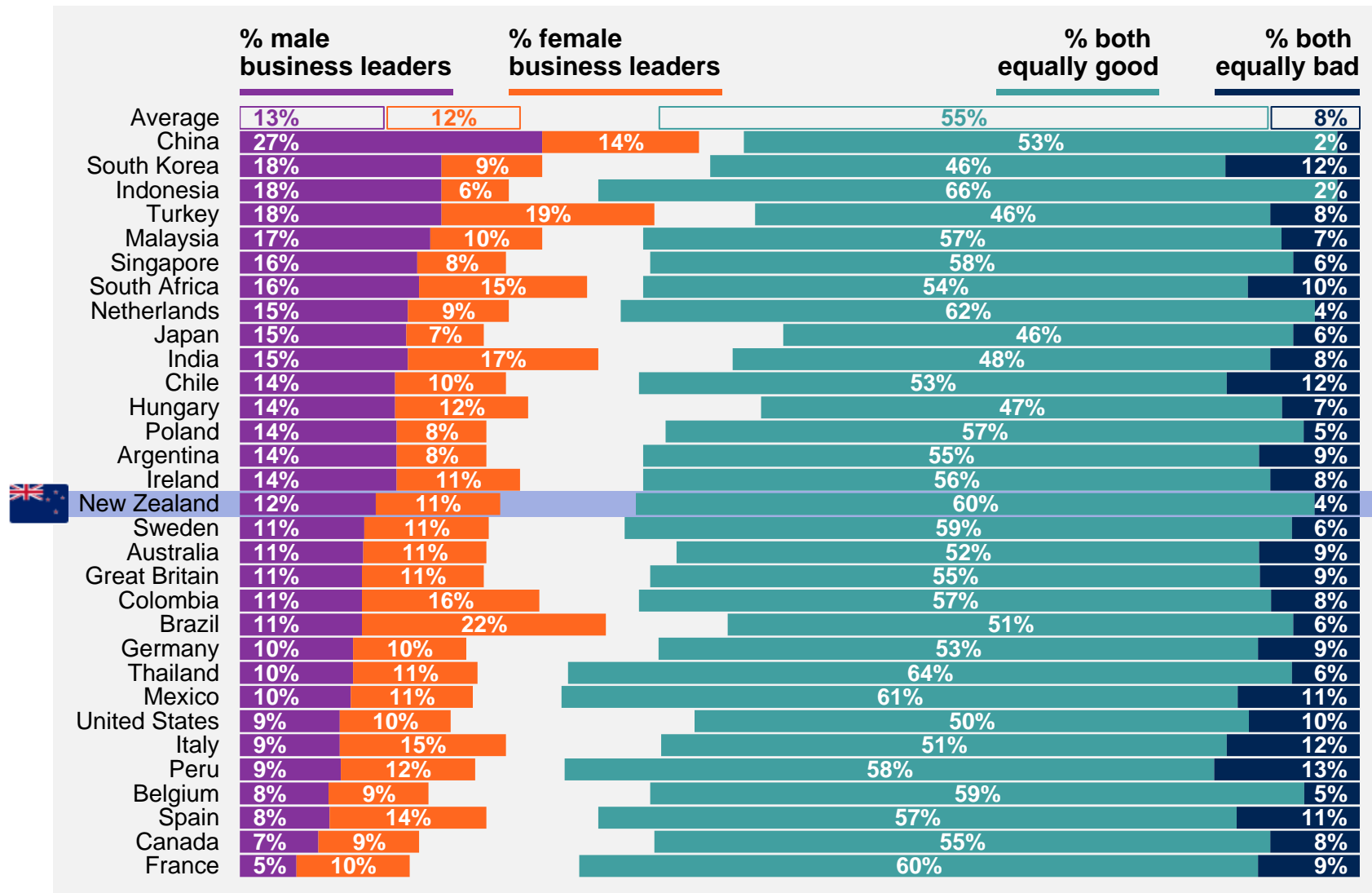
Q

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).



**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

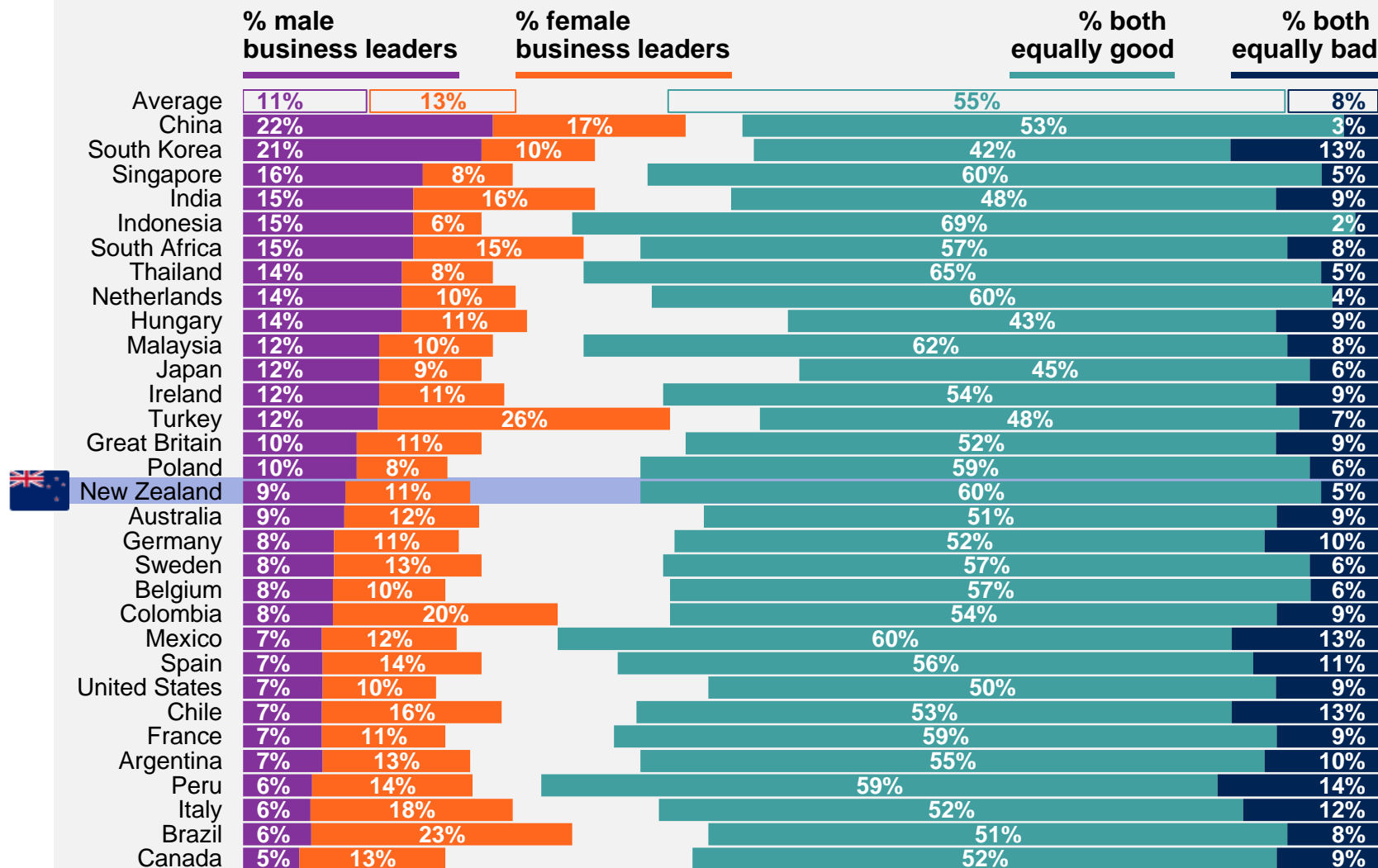
Q

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).



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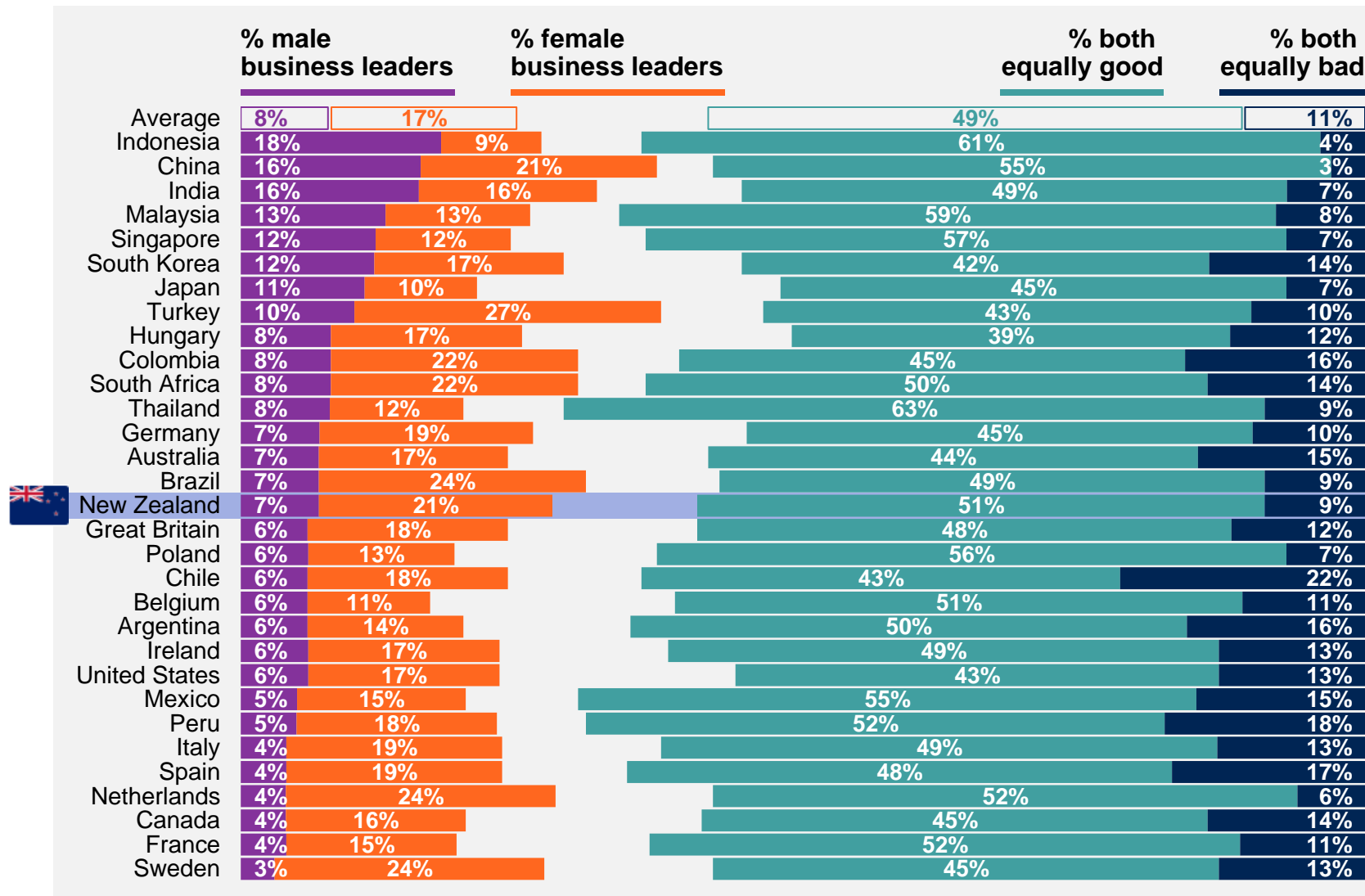
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

### 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%).



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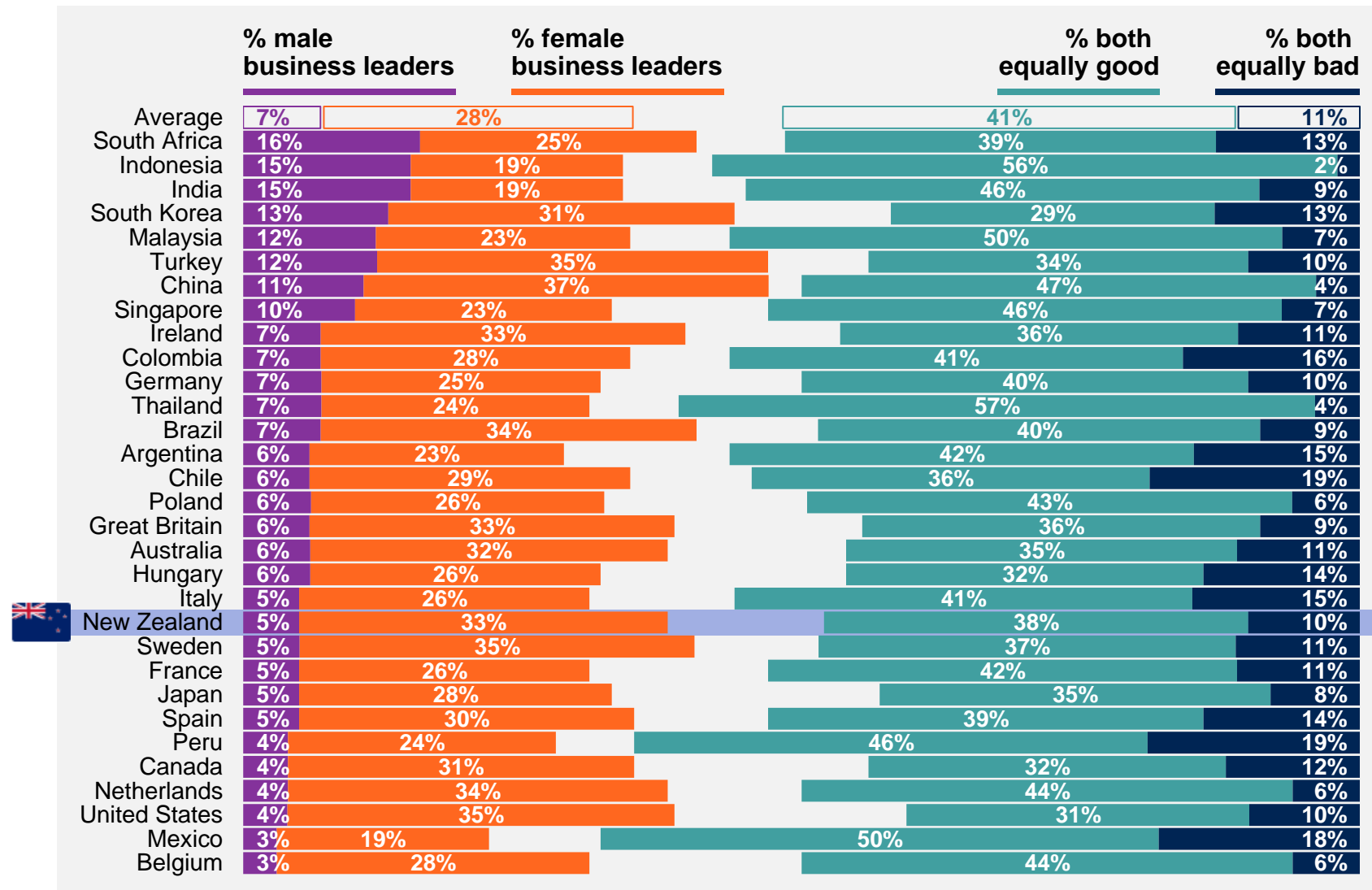
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

### 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%).



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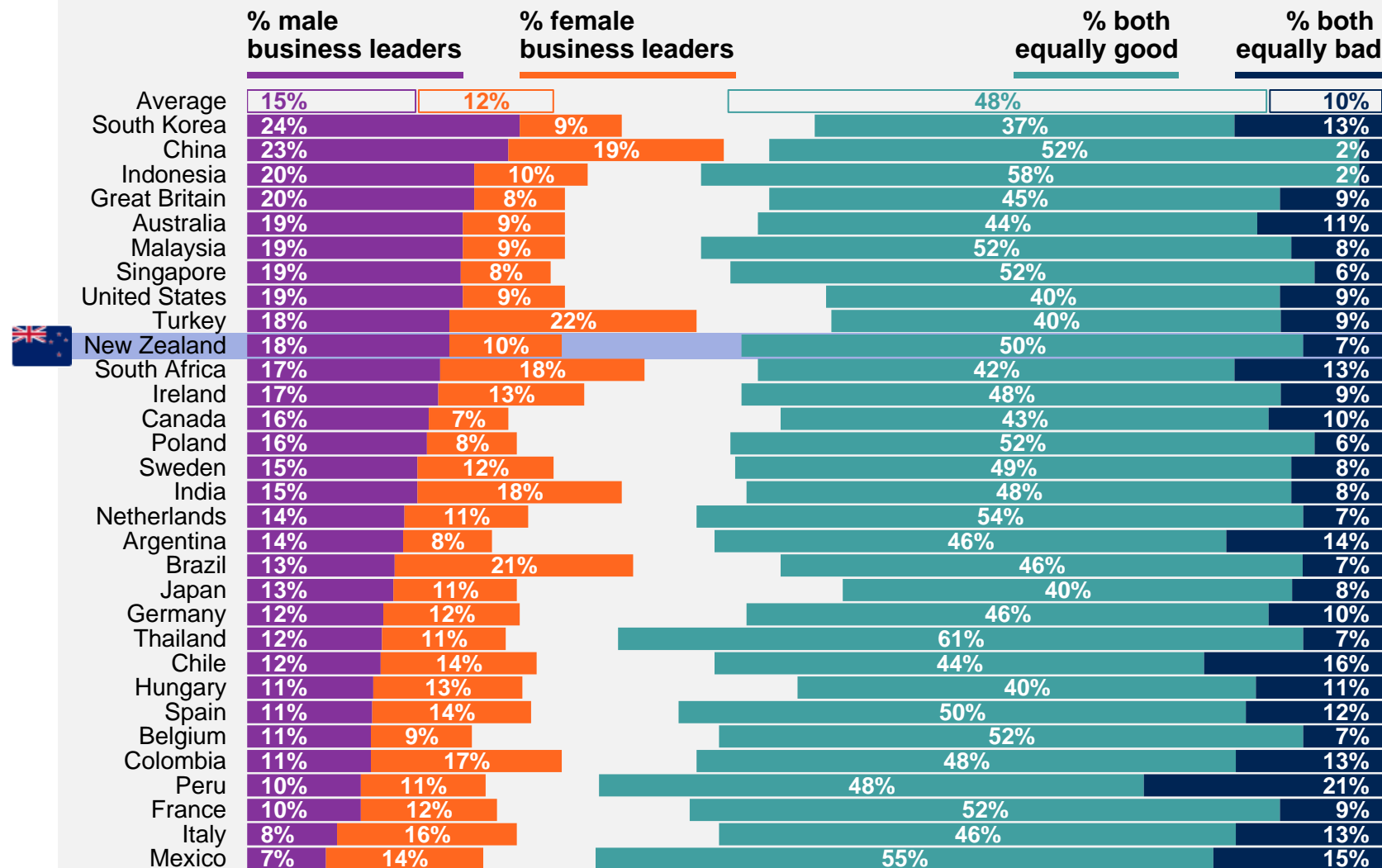
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

### 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%).



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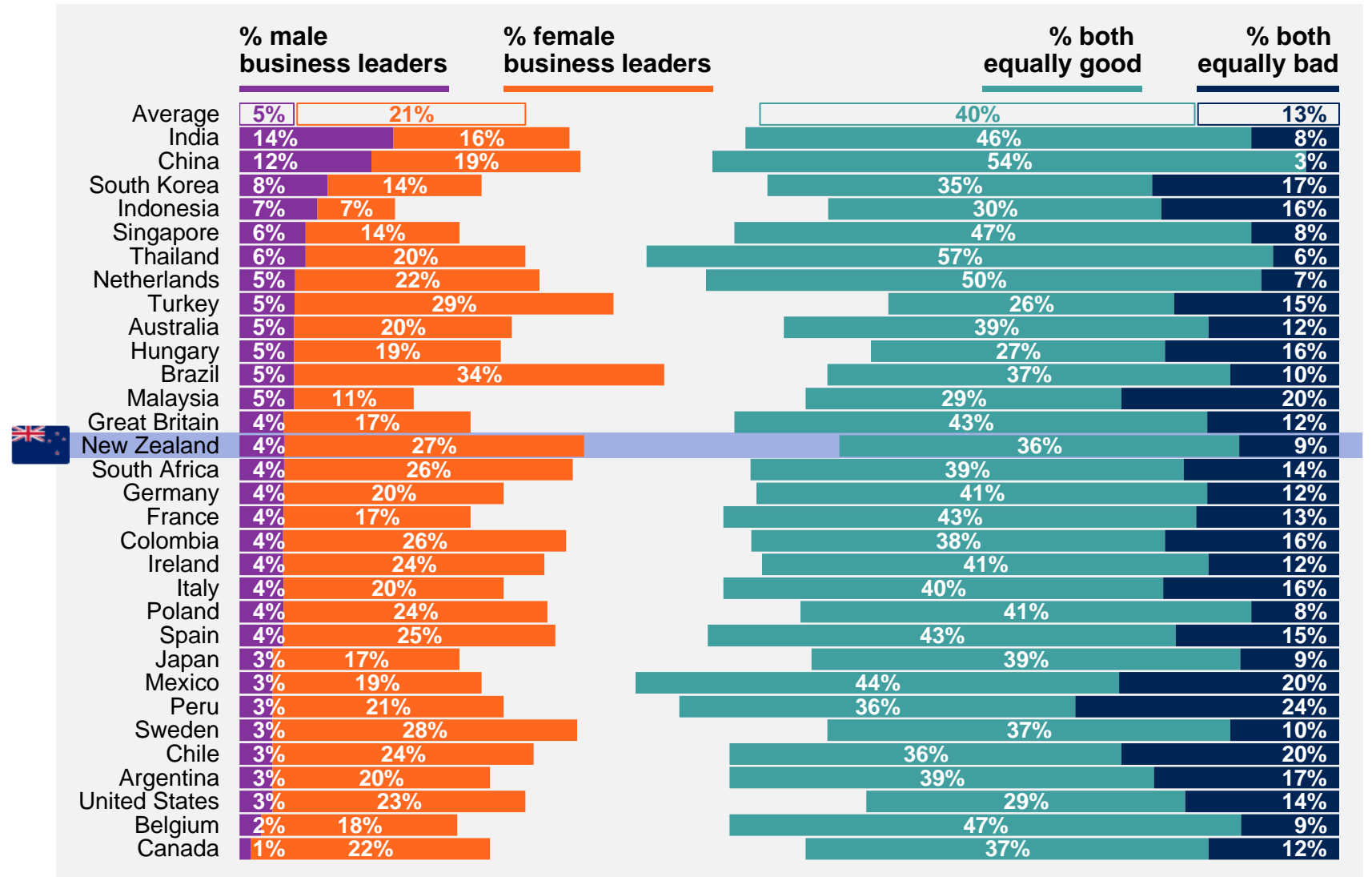
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

### 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%).



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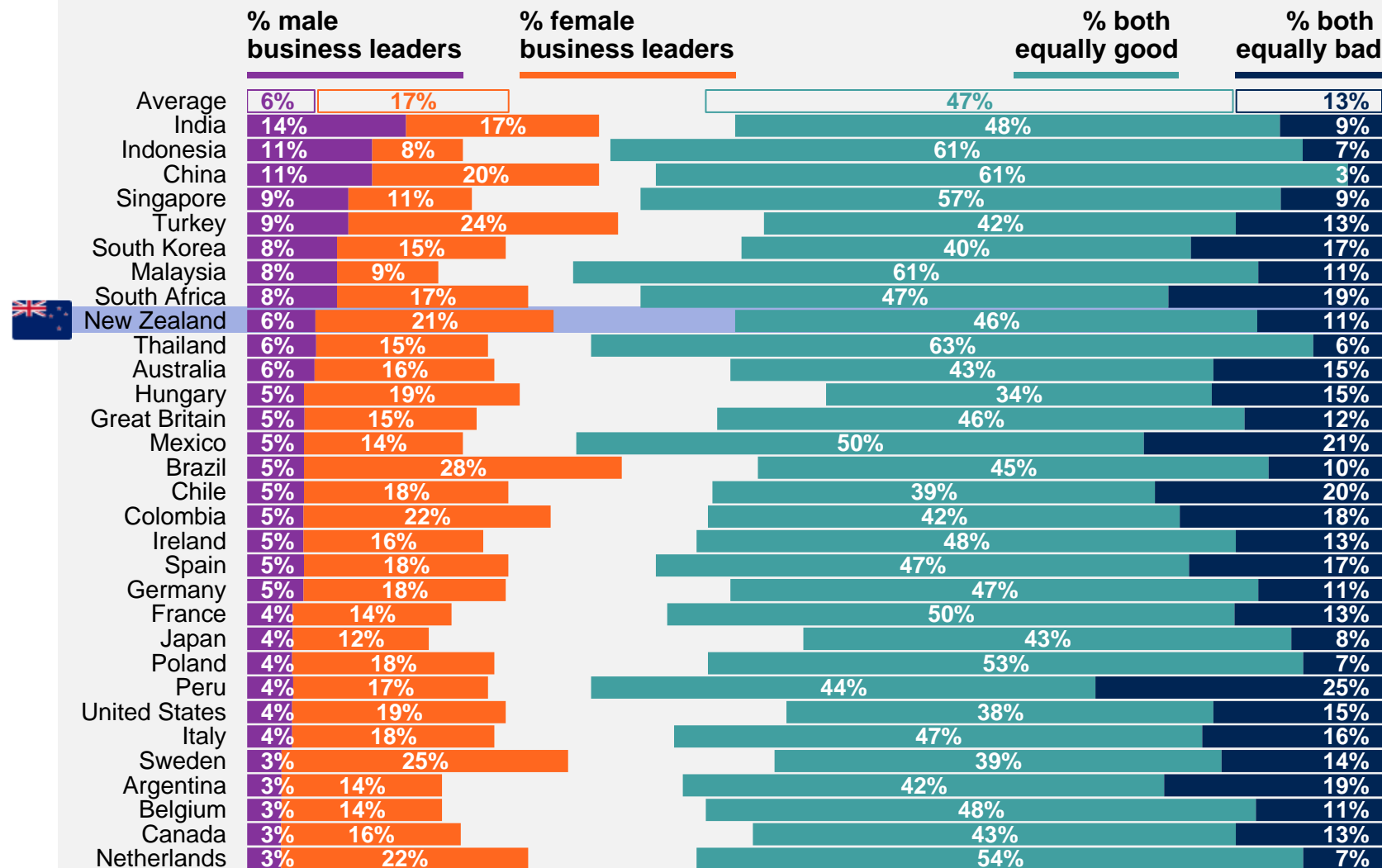
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

### 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%).



**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

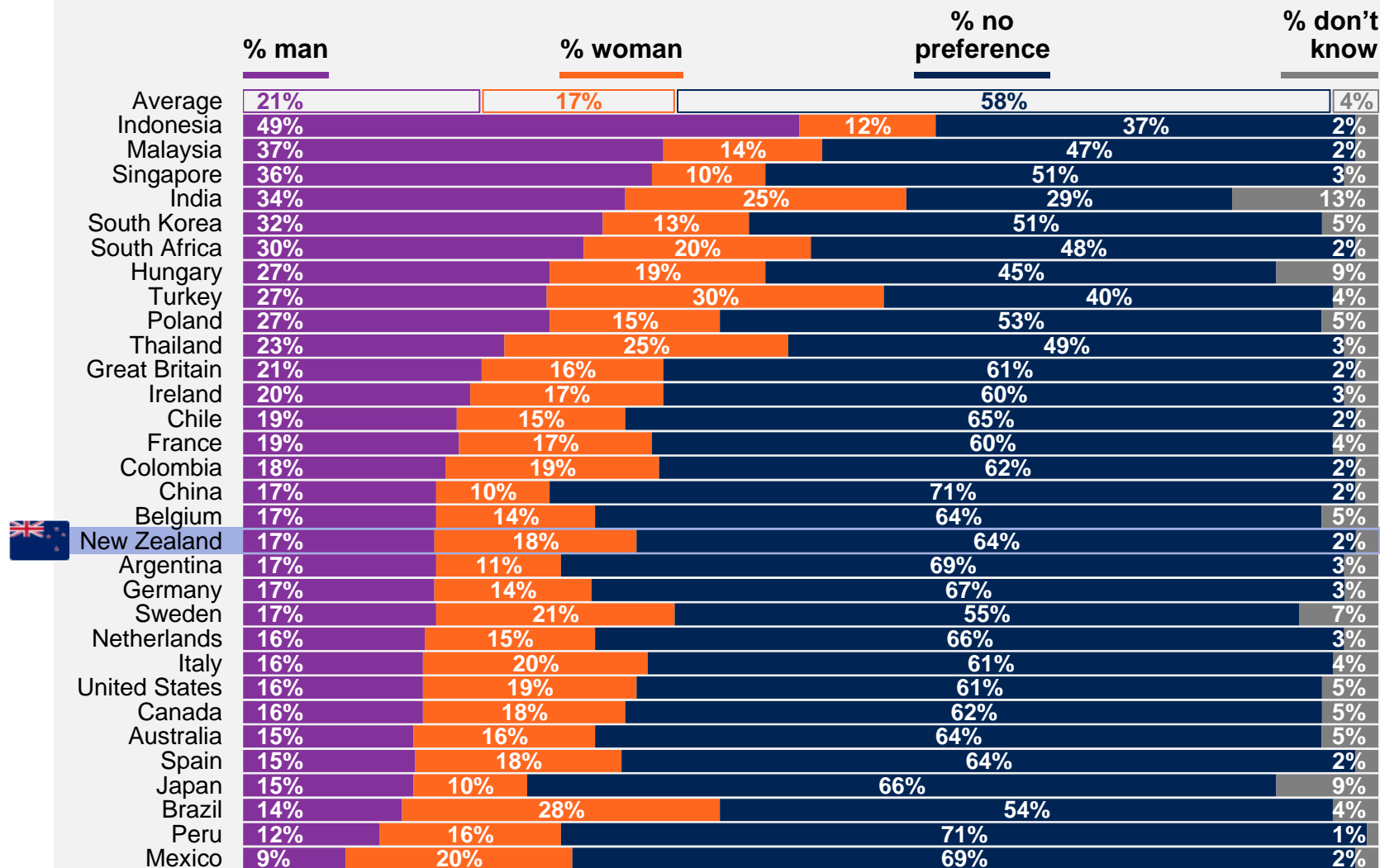


Q

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%).

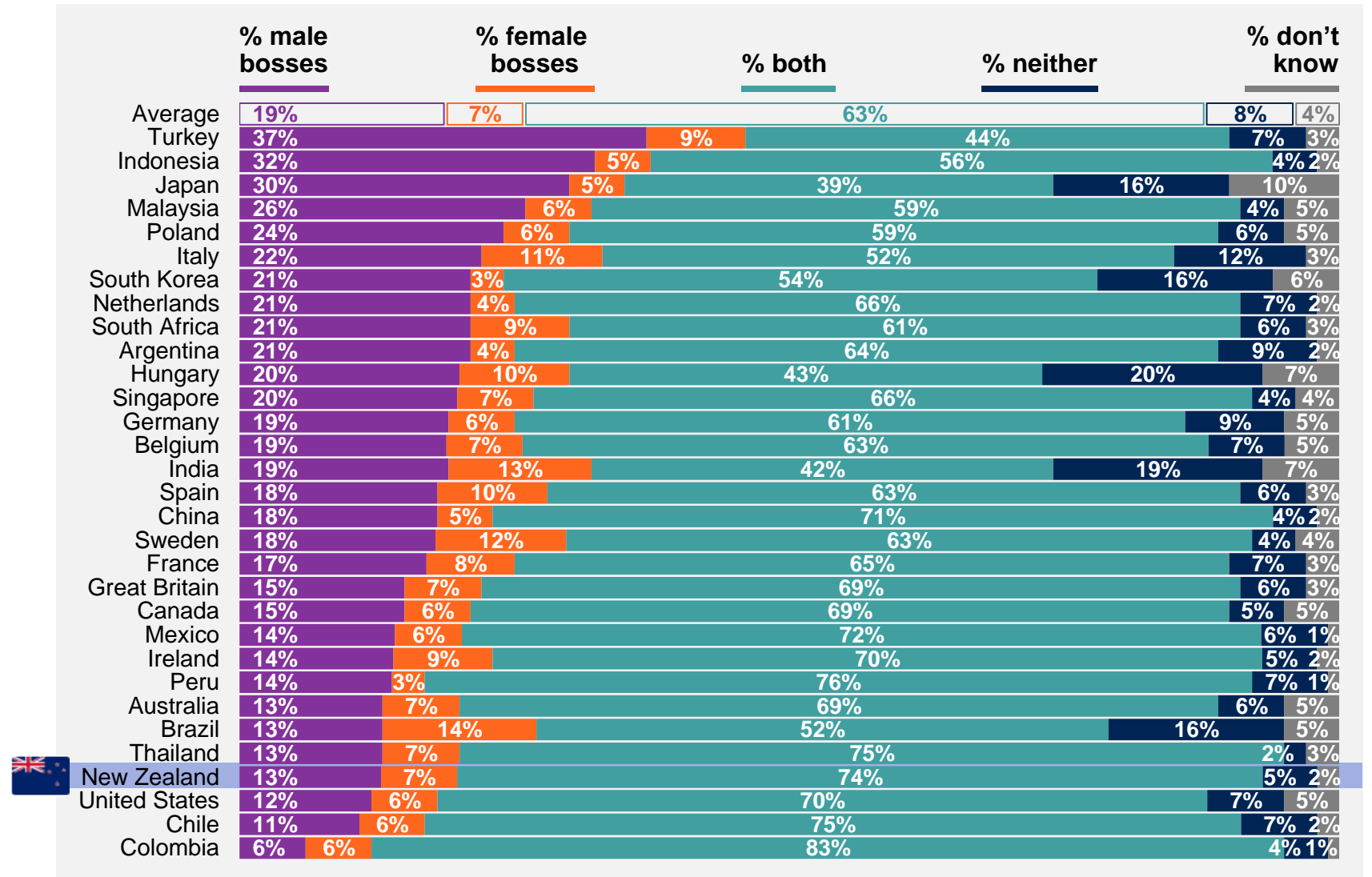


**Base:** 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

Q

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%).



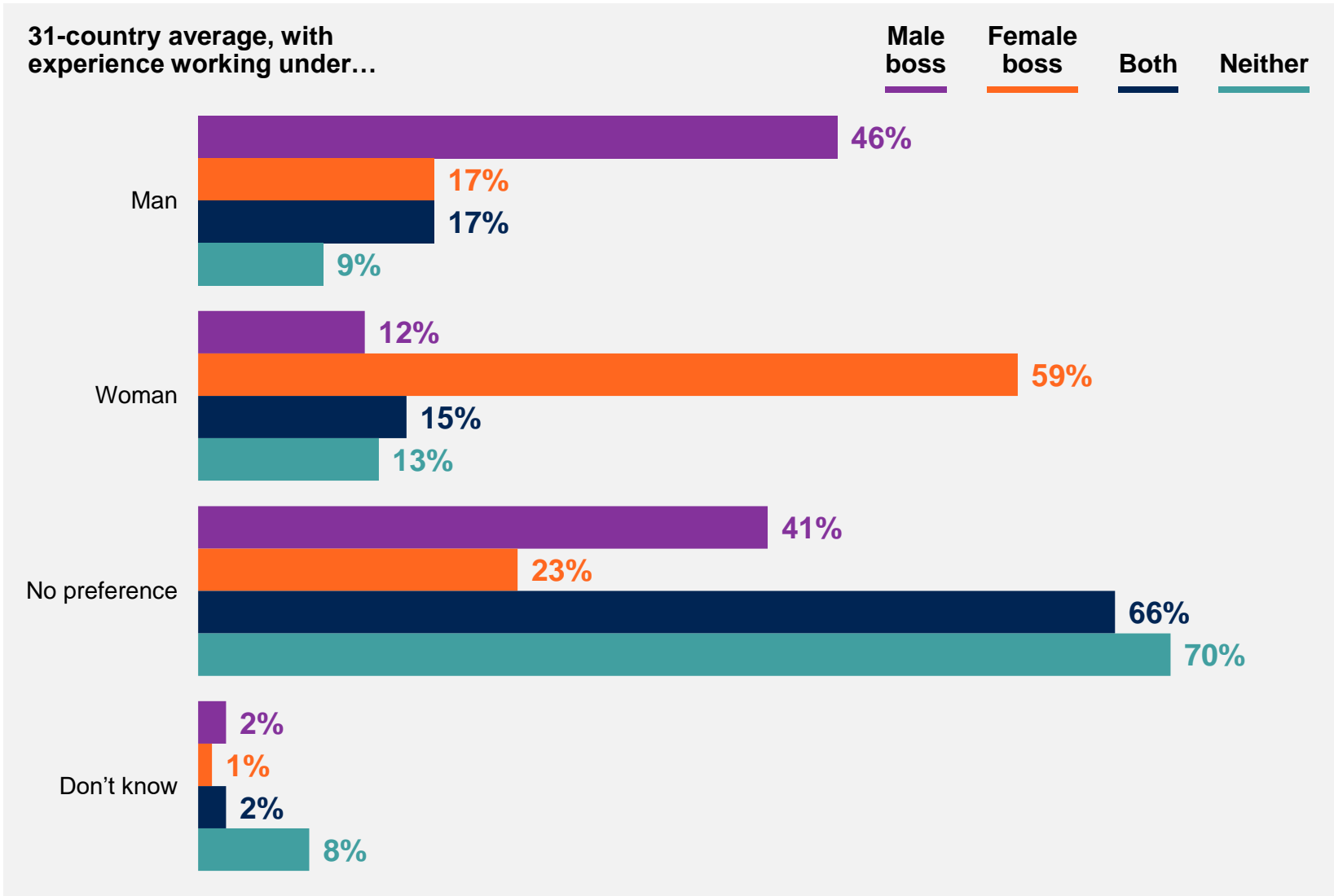
**Base:** 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024



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





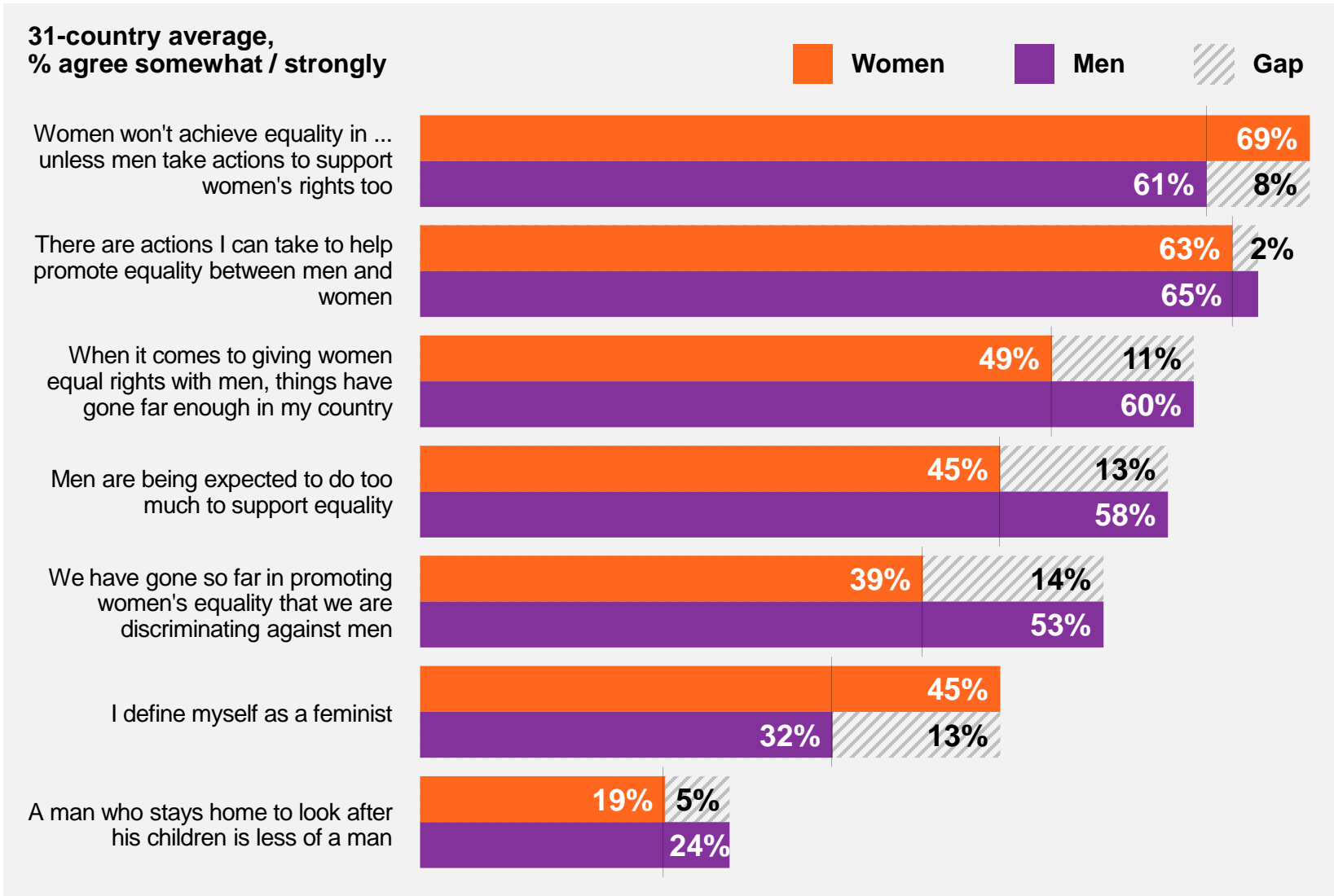


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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



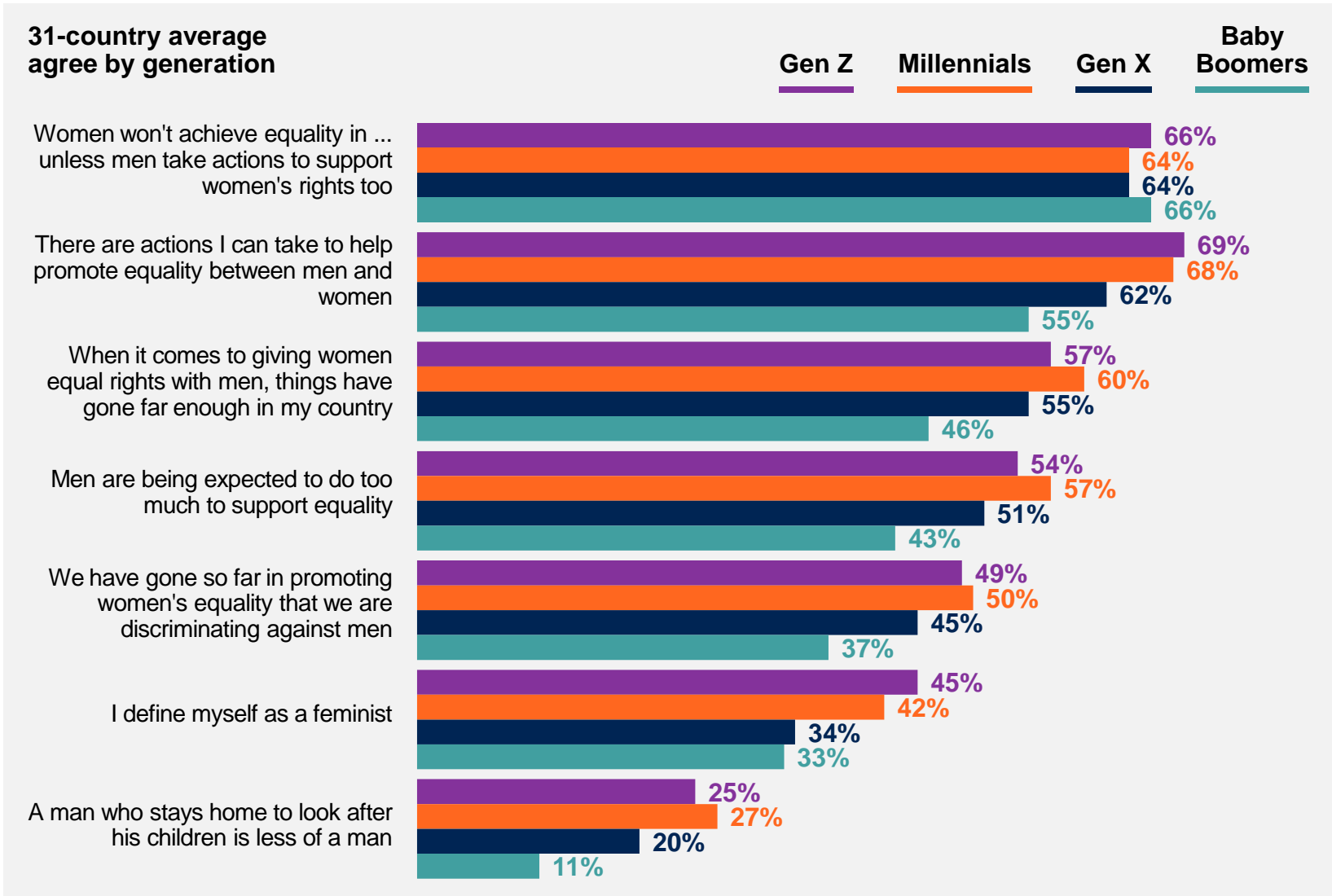




Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

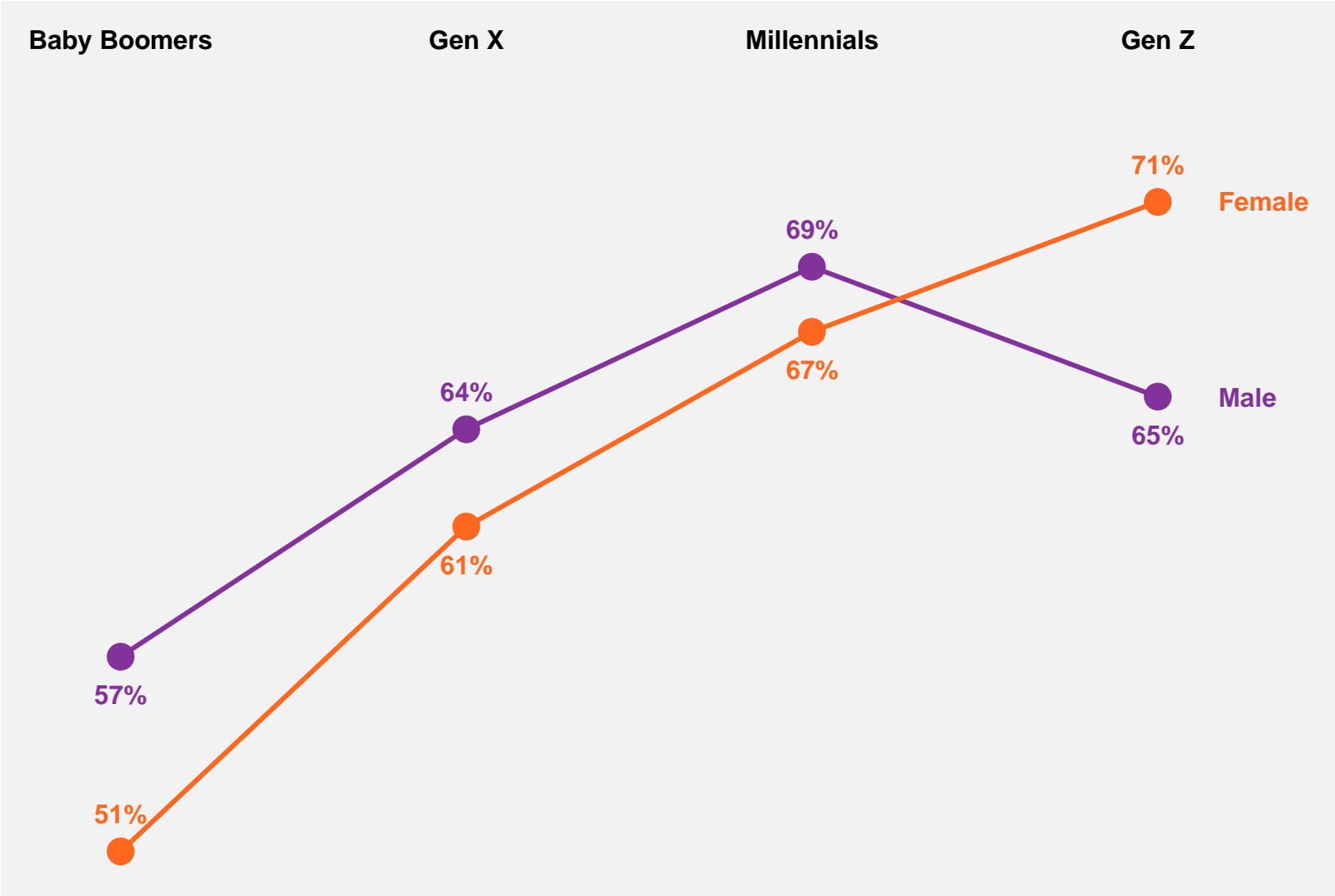




Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

**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

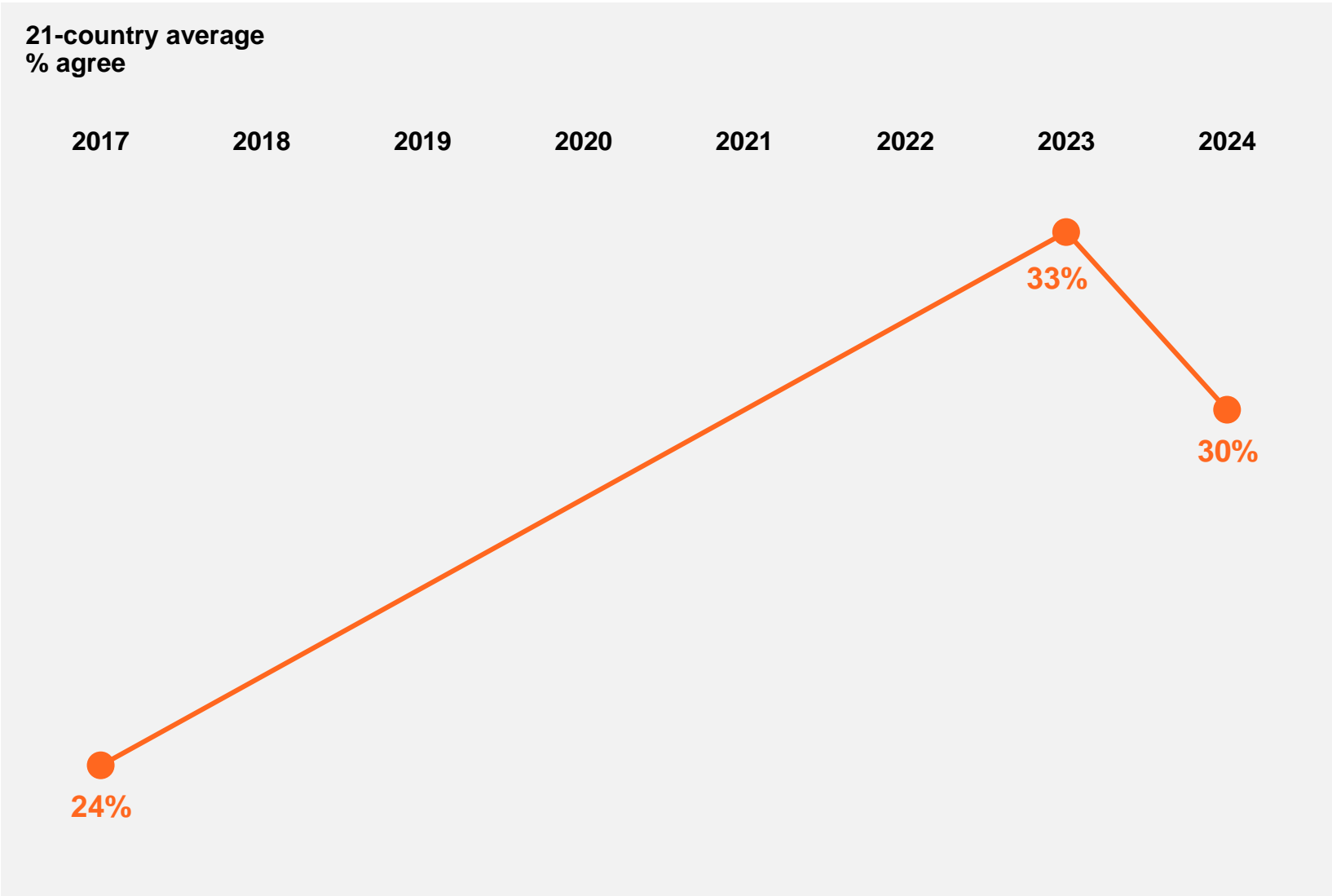




To what extent do you agree or disagree with the following statement?

**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



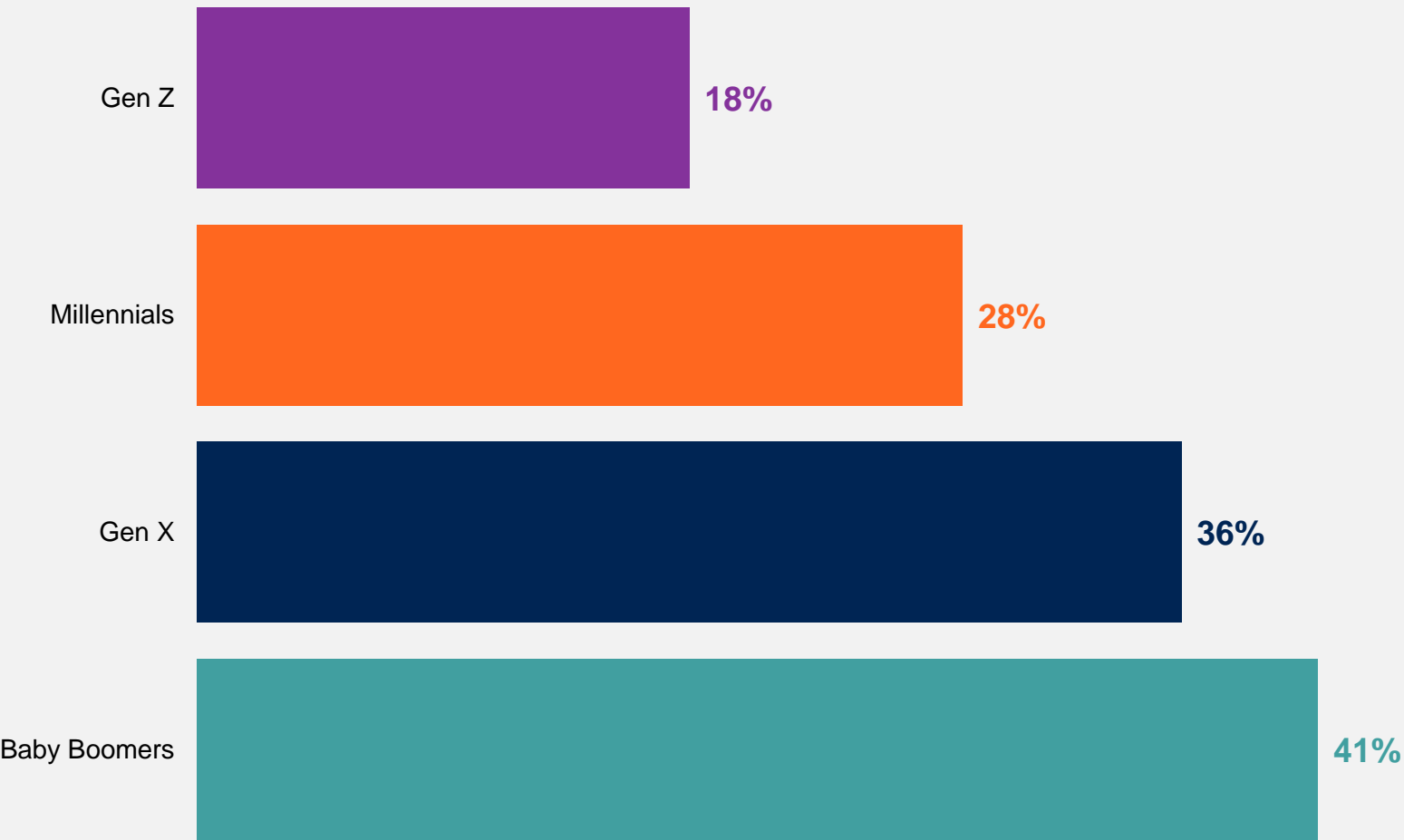


Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

**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).

31-country average agree by generation



**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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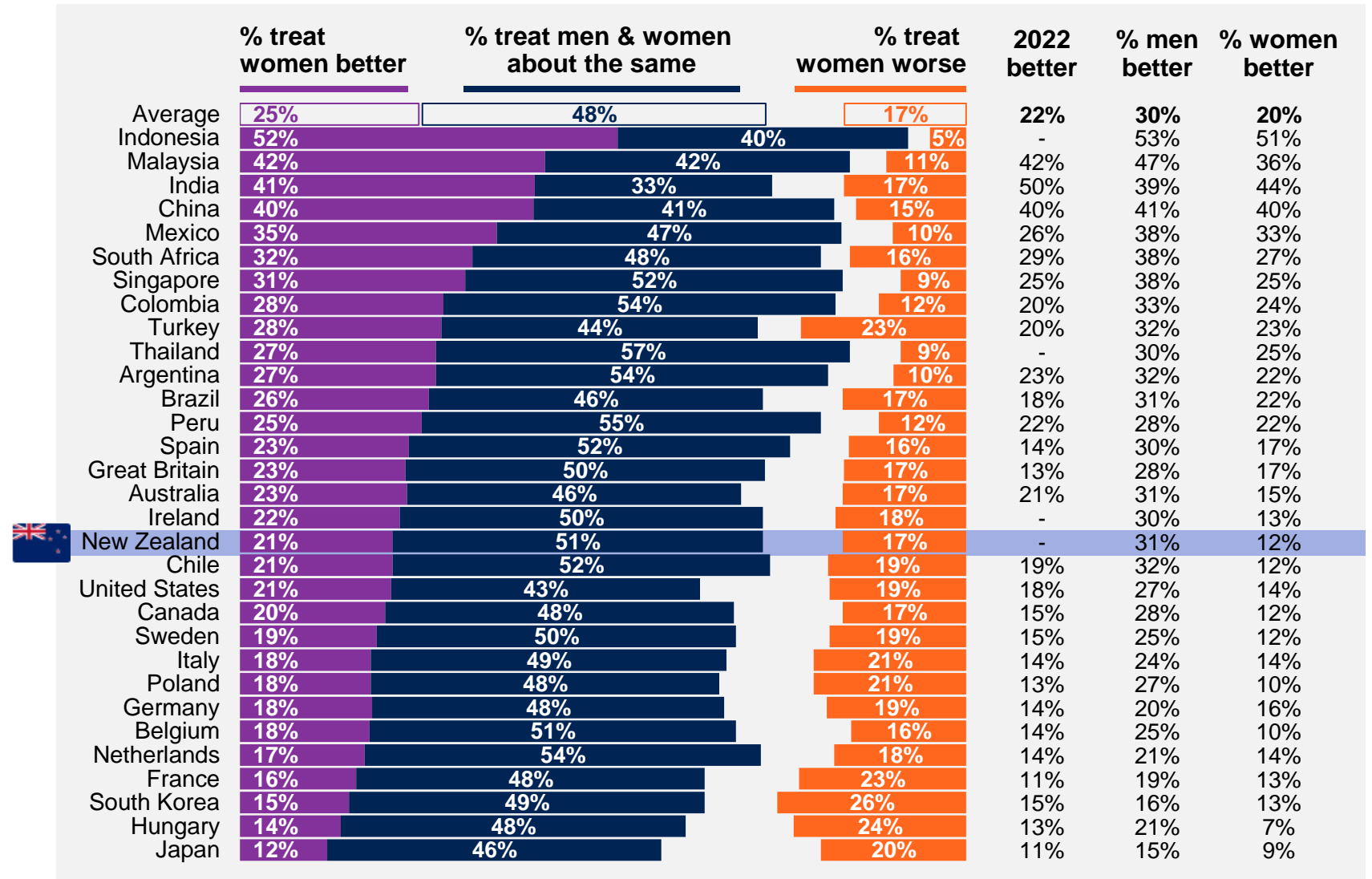
Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

**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



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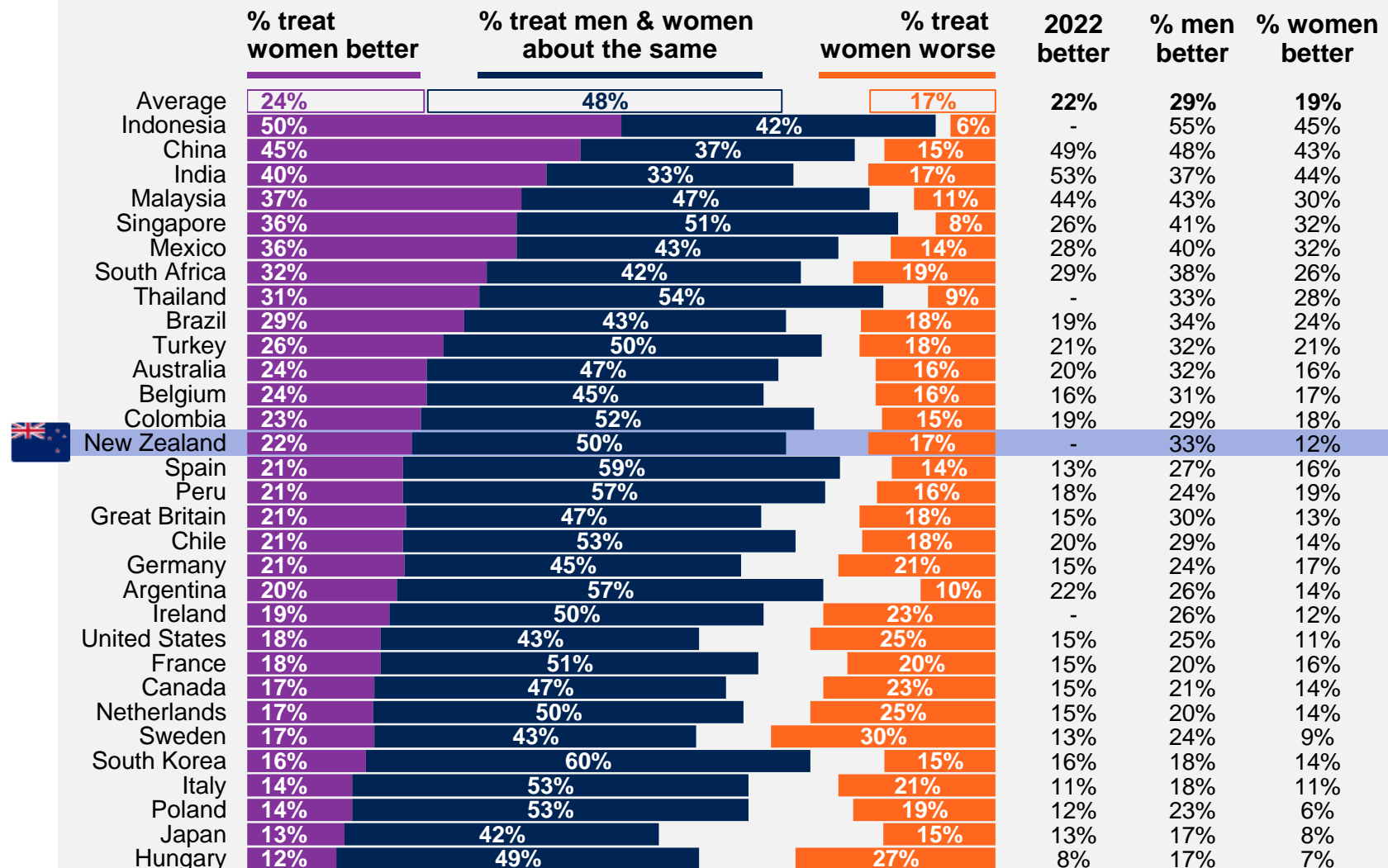
Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

### 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

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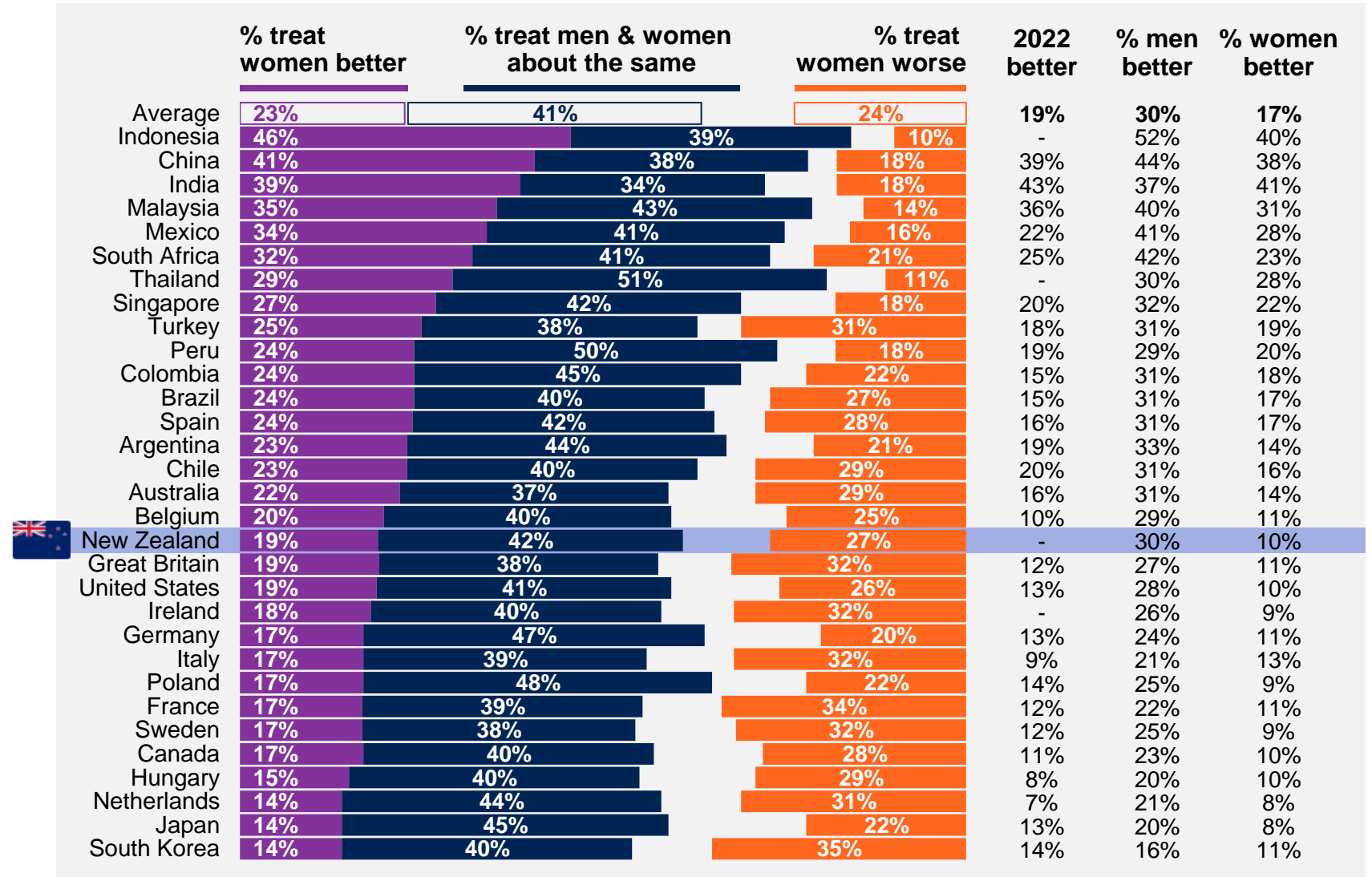
Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

**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

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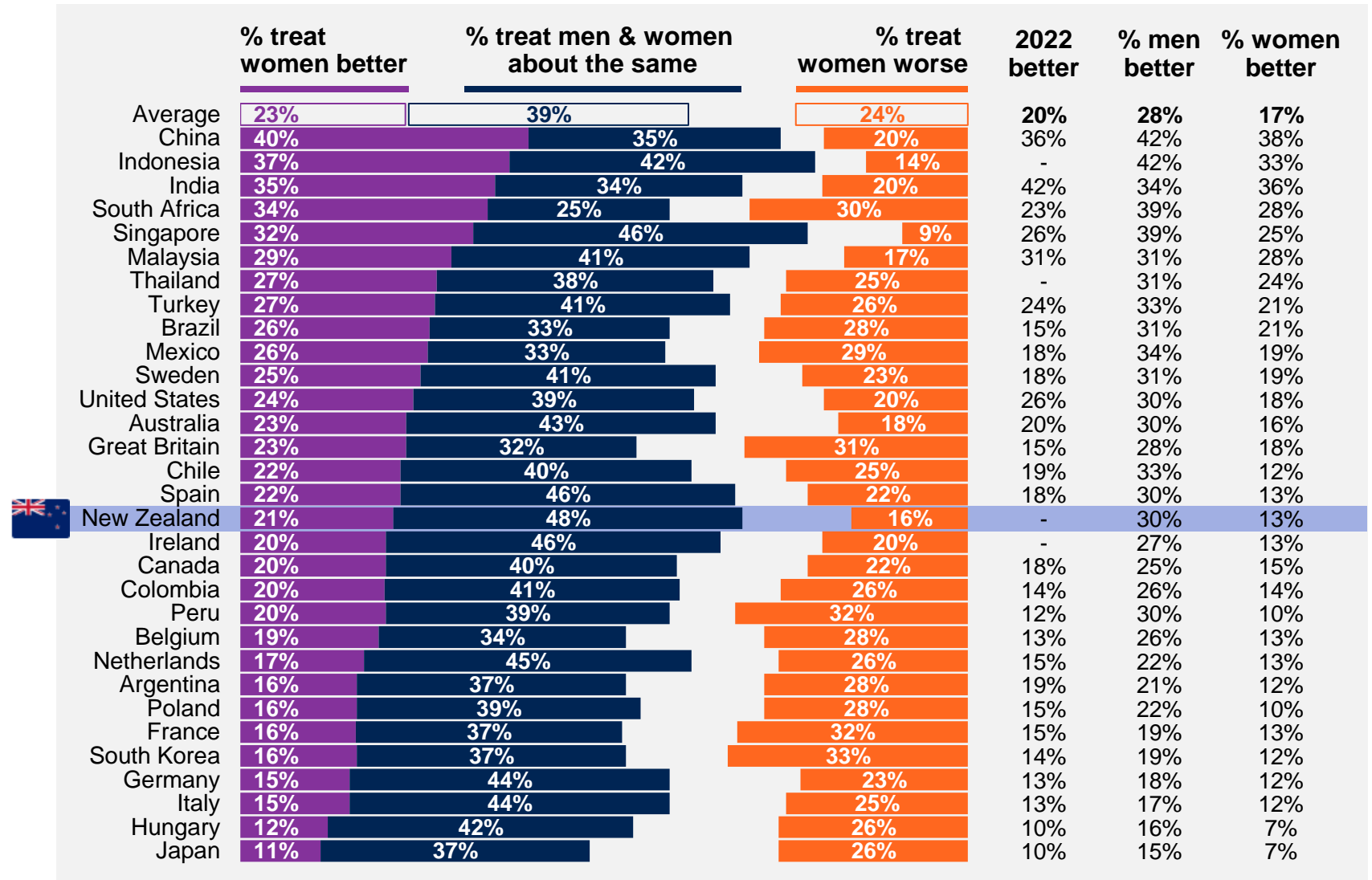
Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

### 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

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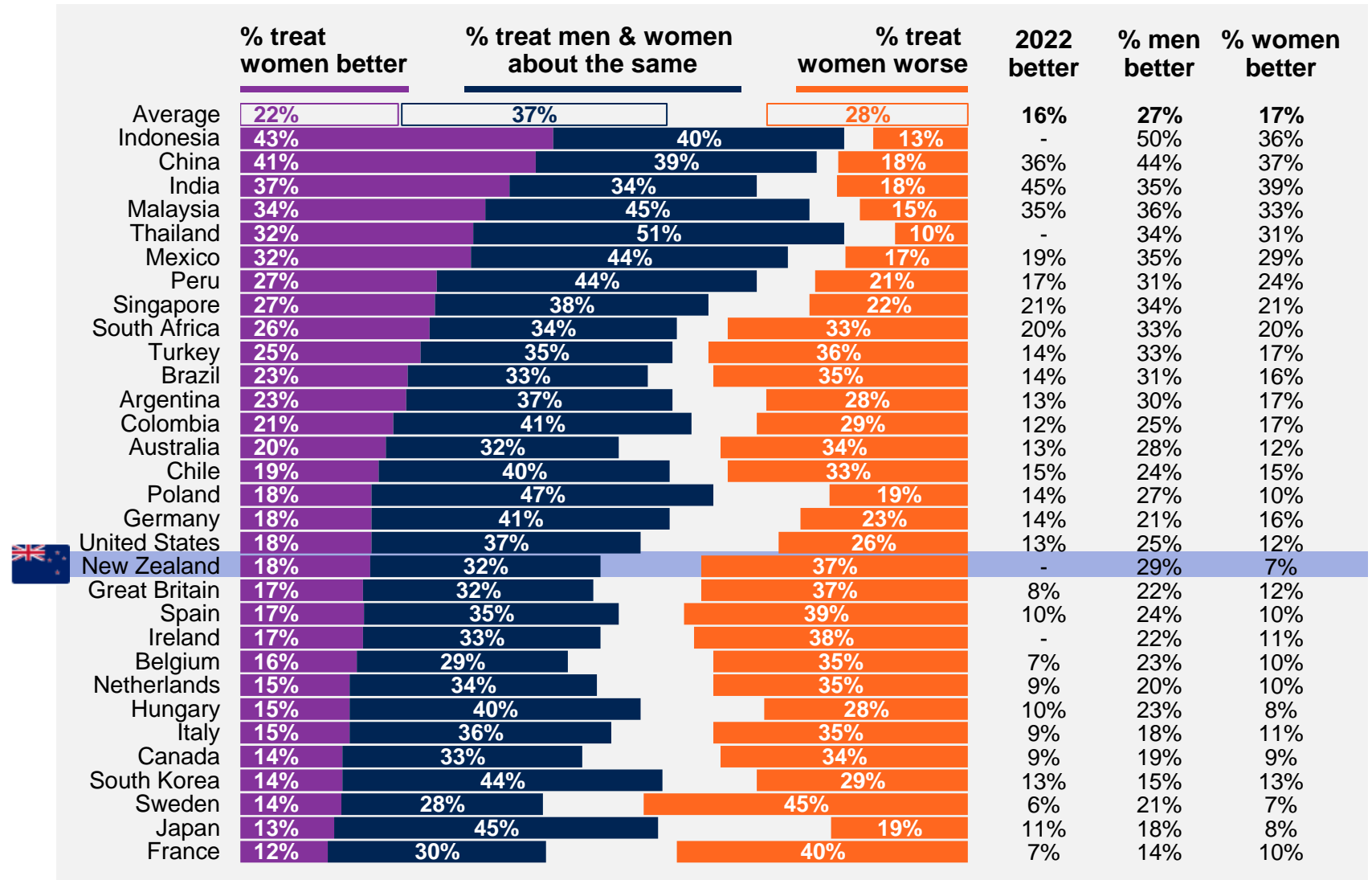
Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

### 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



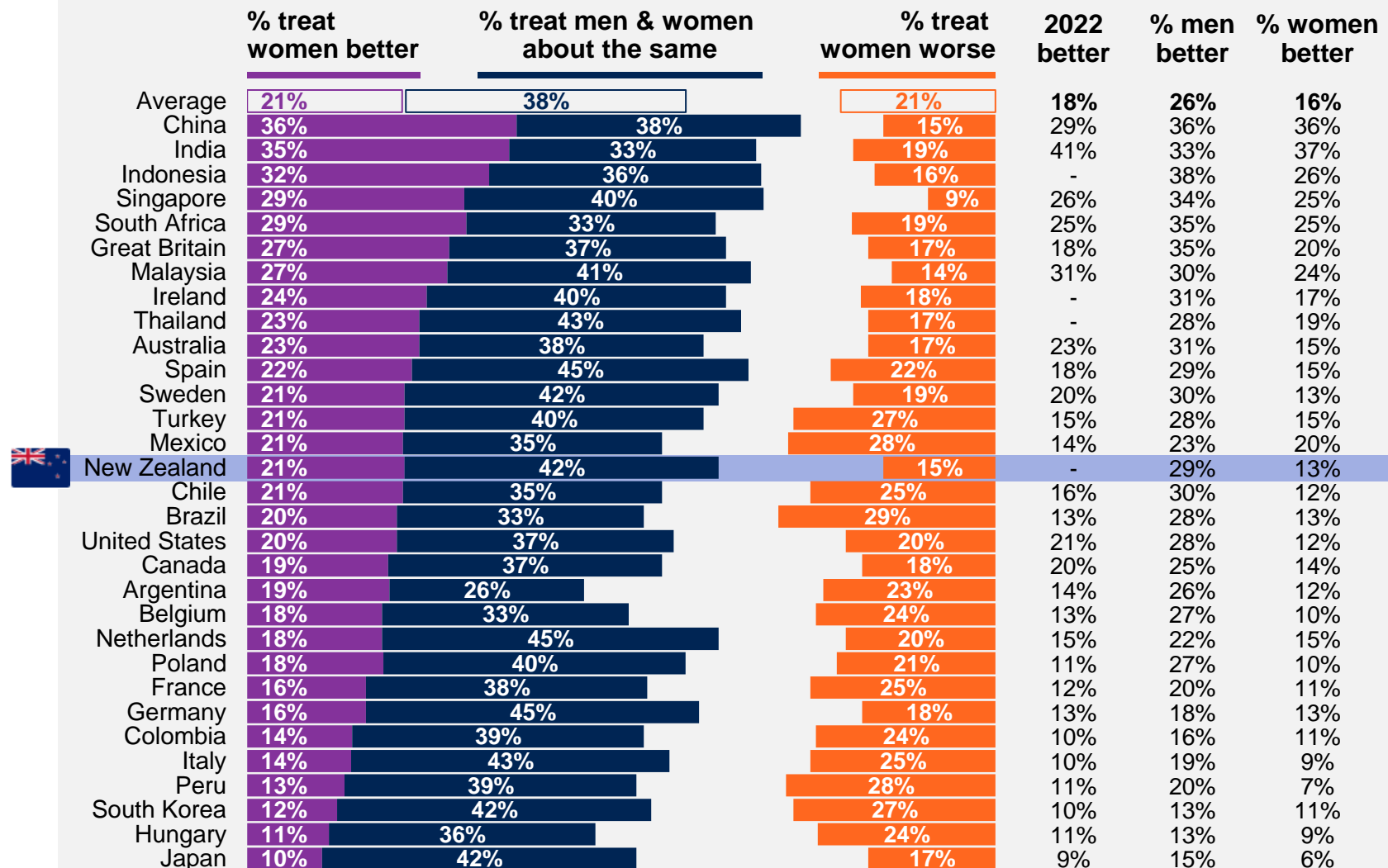
## Q

Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

### 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%).



**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



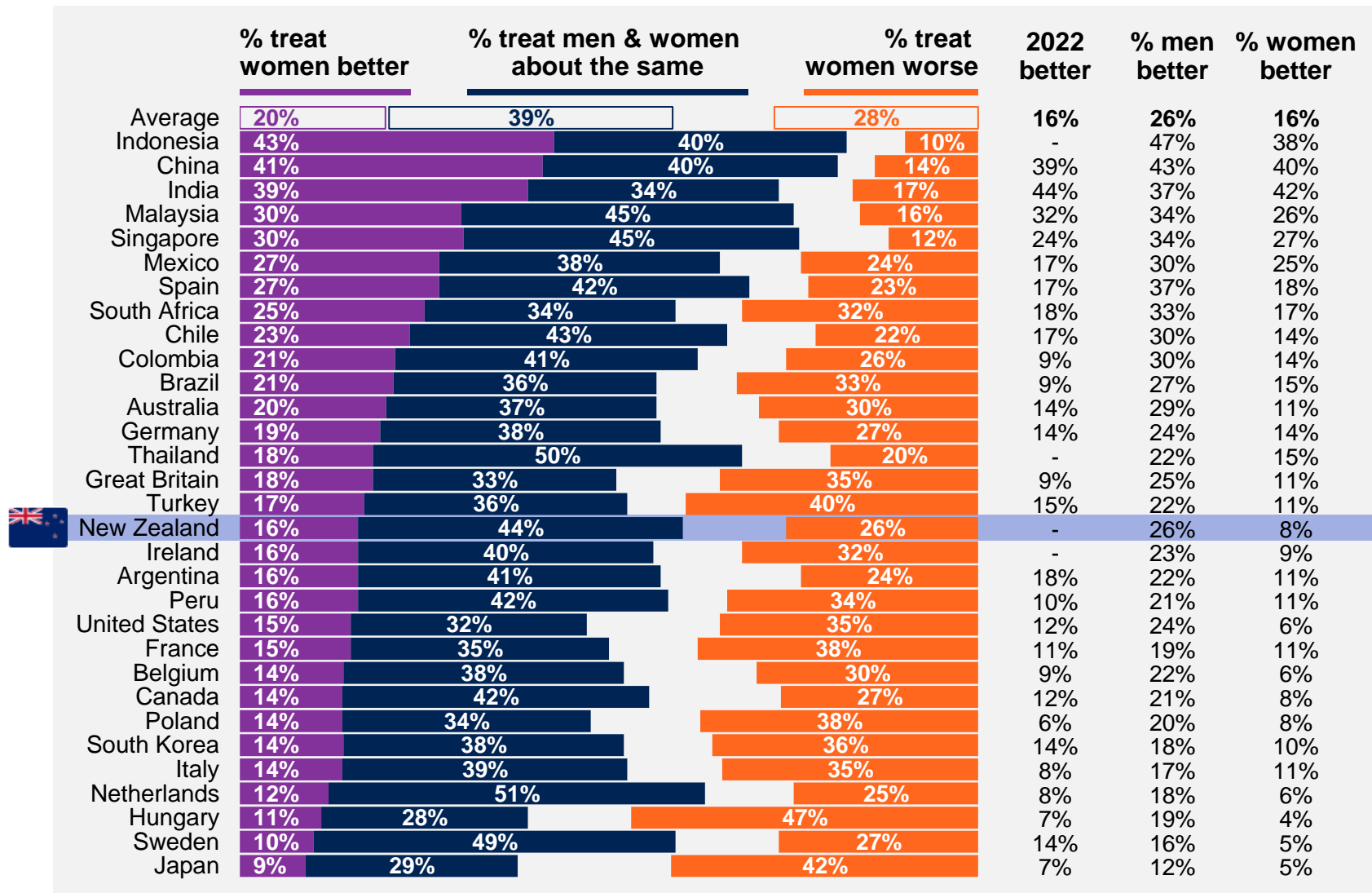
Q

Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

### 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

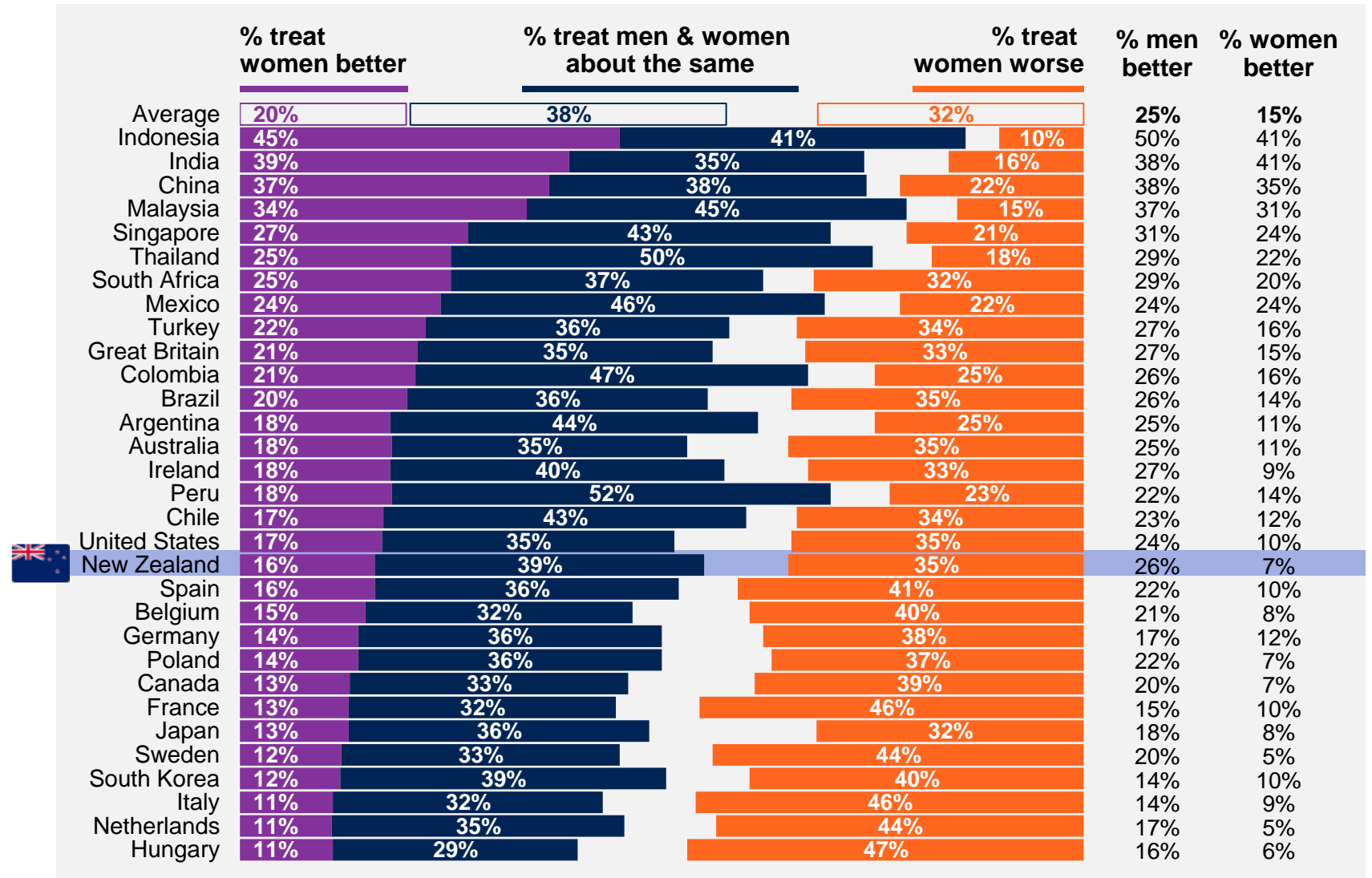
Q

Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

### 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%).



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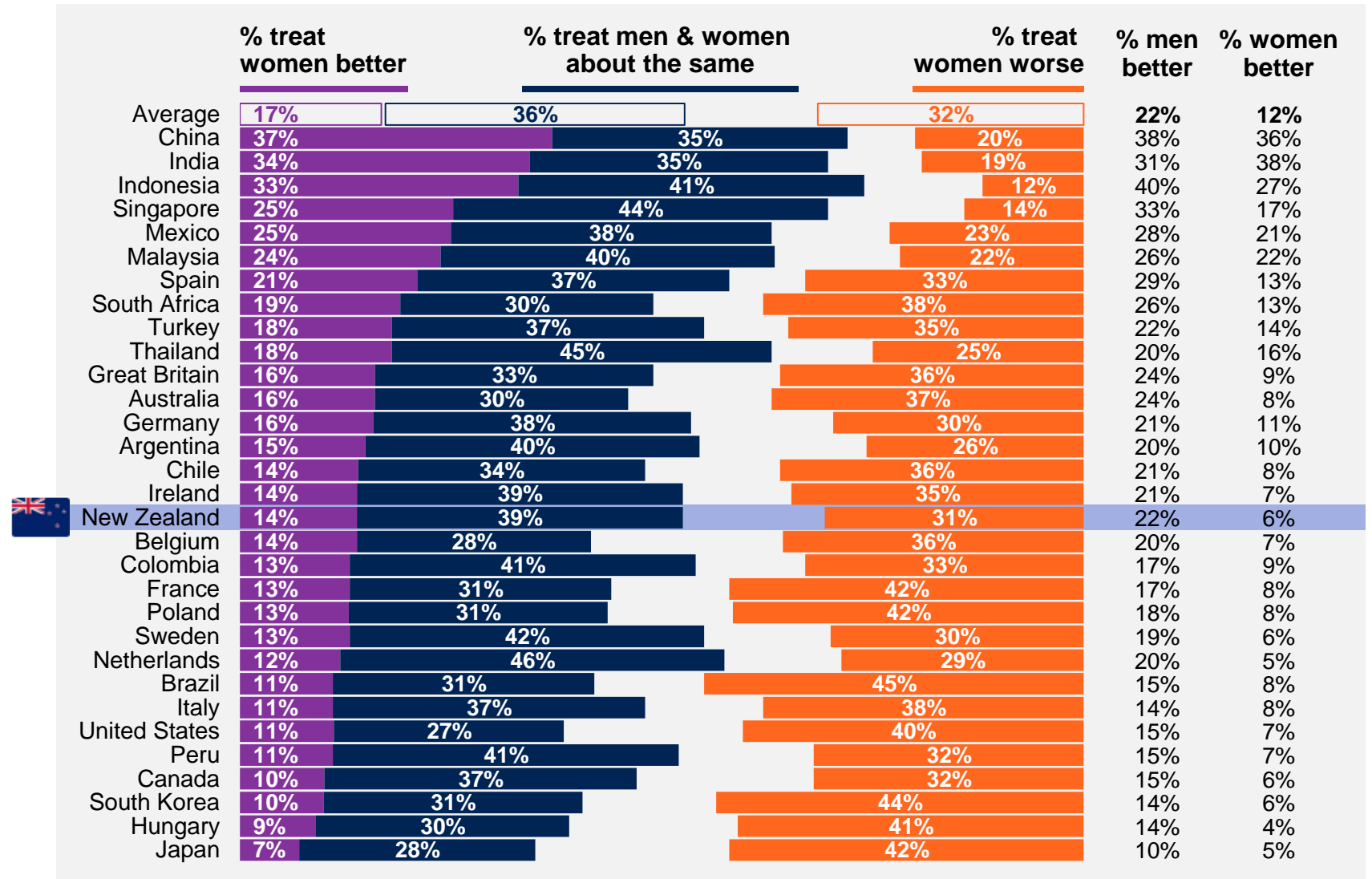
Q

Generally speaking, do you think that each of the following treat women better, worse, or about the same as men?

### 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%).



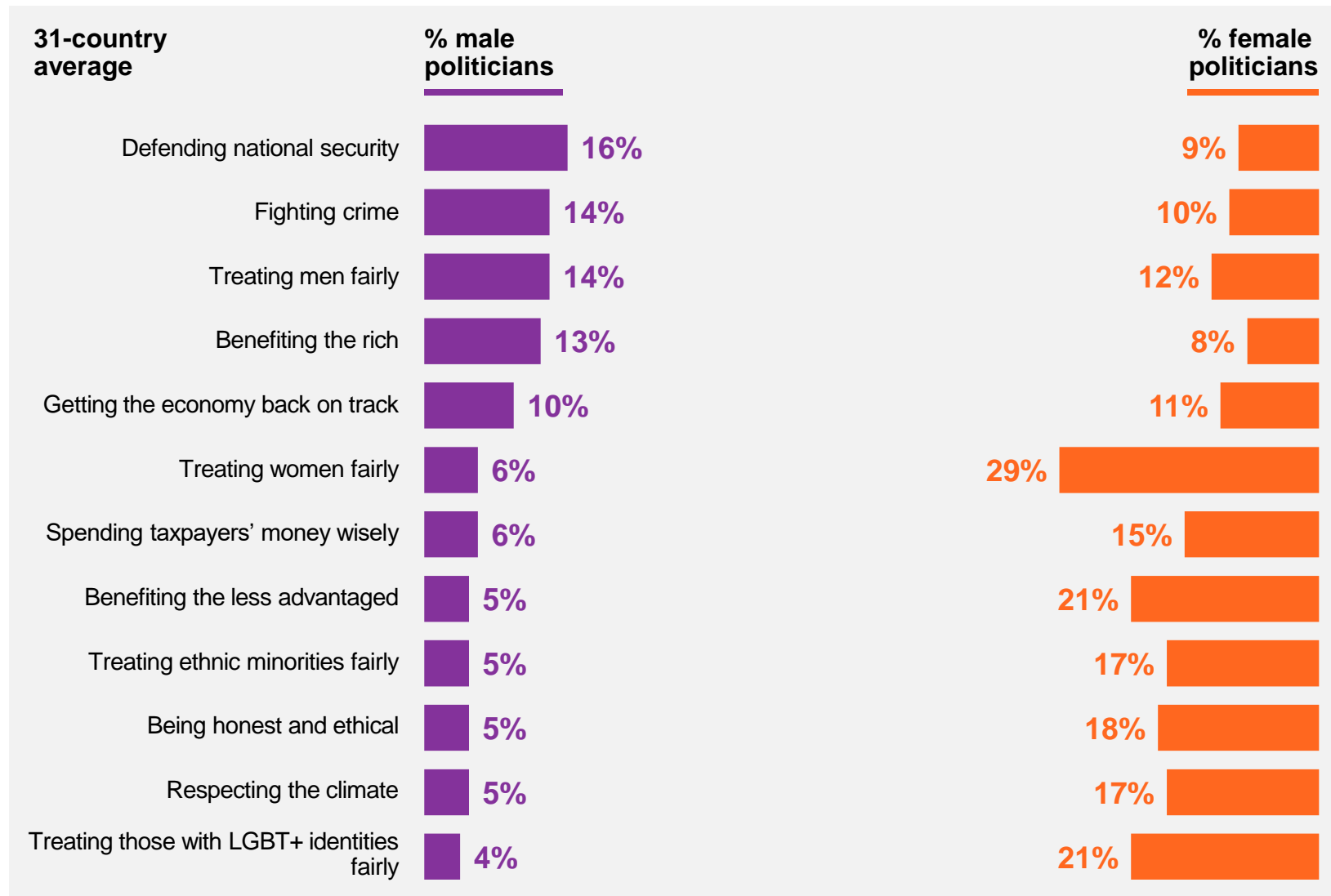
**Base:** 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

Q

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 at 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

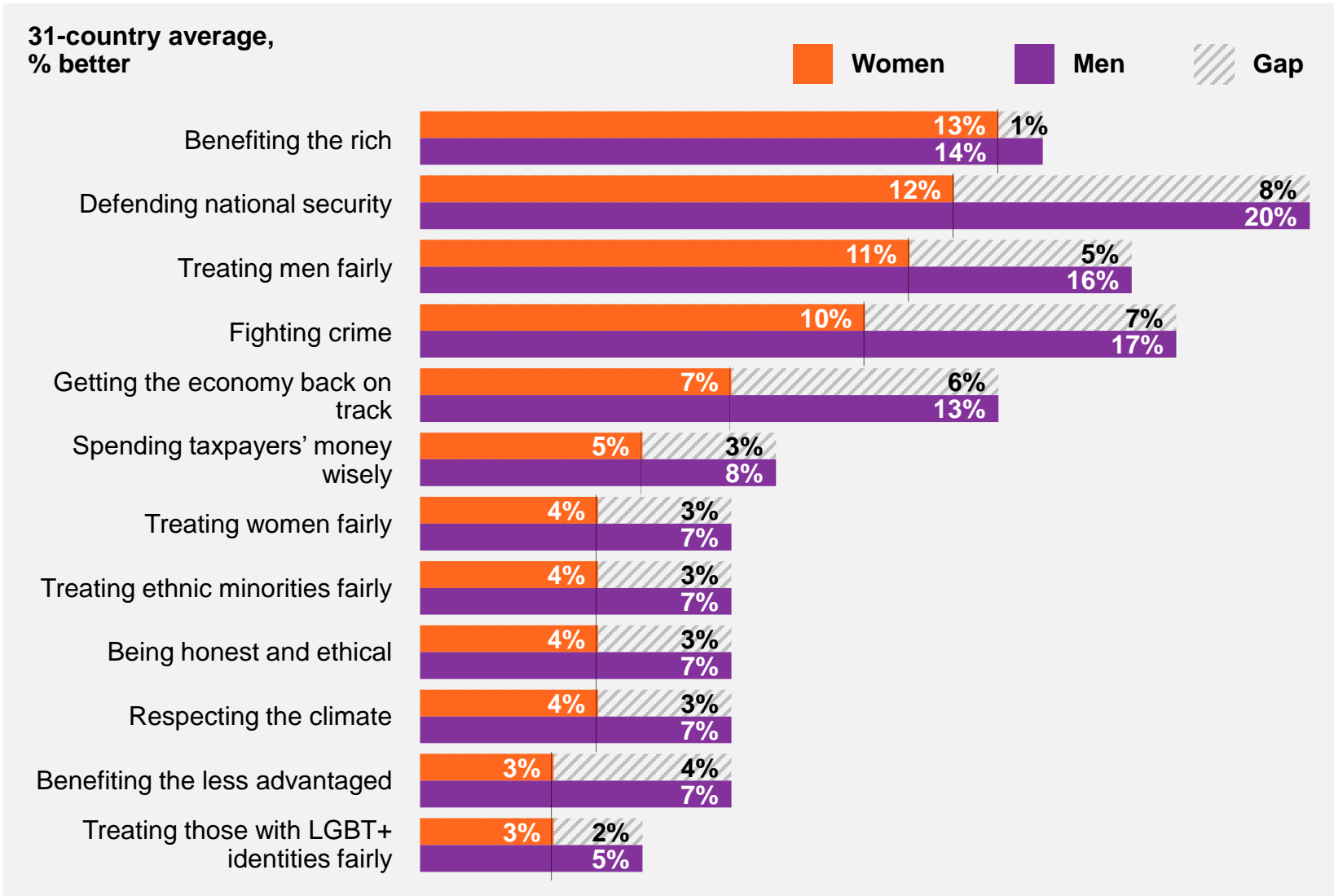


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

**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%).



**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





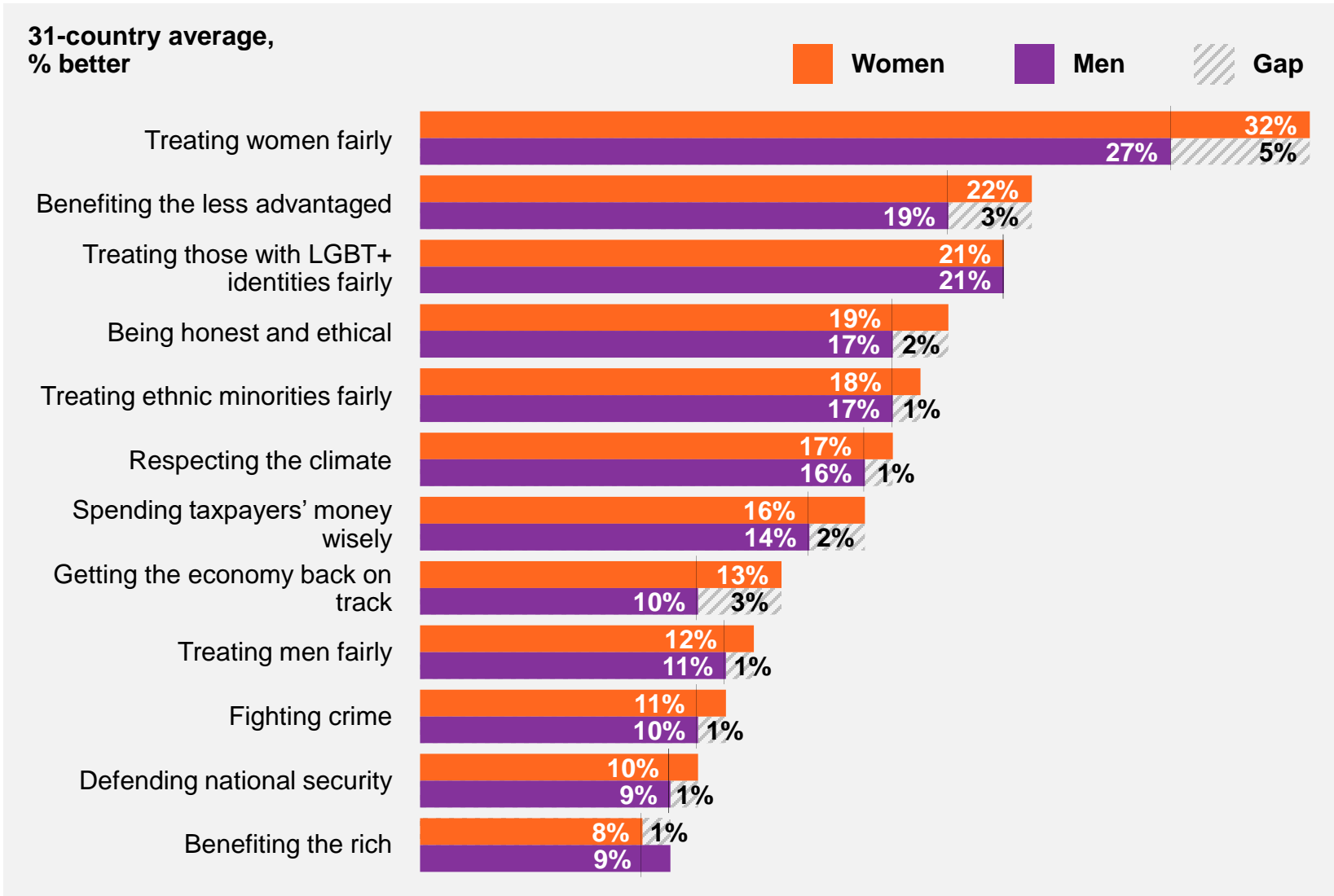


For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

**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.



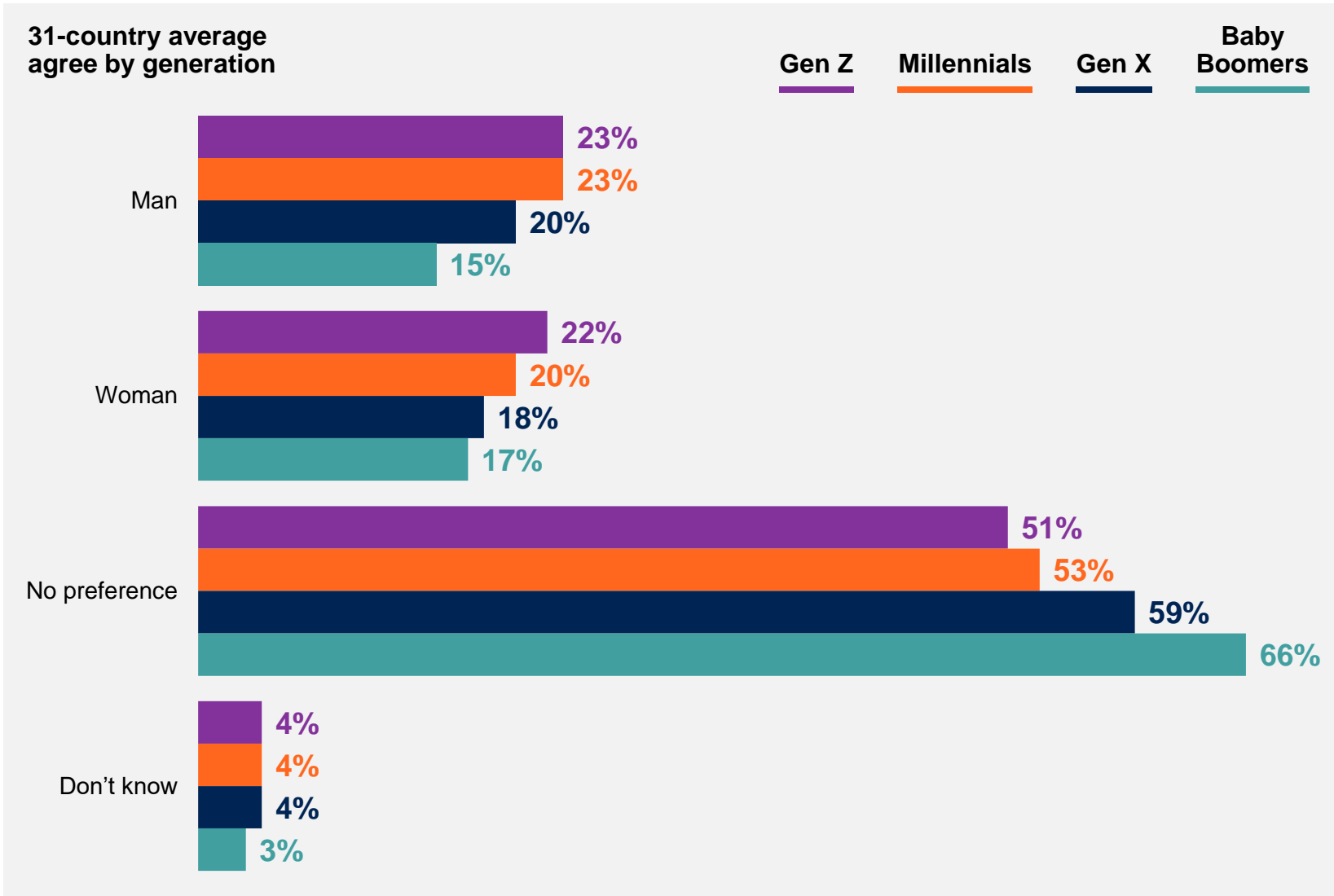
**Base:** 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024





If you could choose your **political leader** in ..., 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.



**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

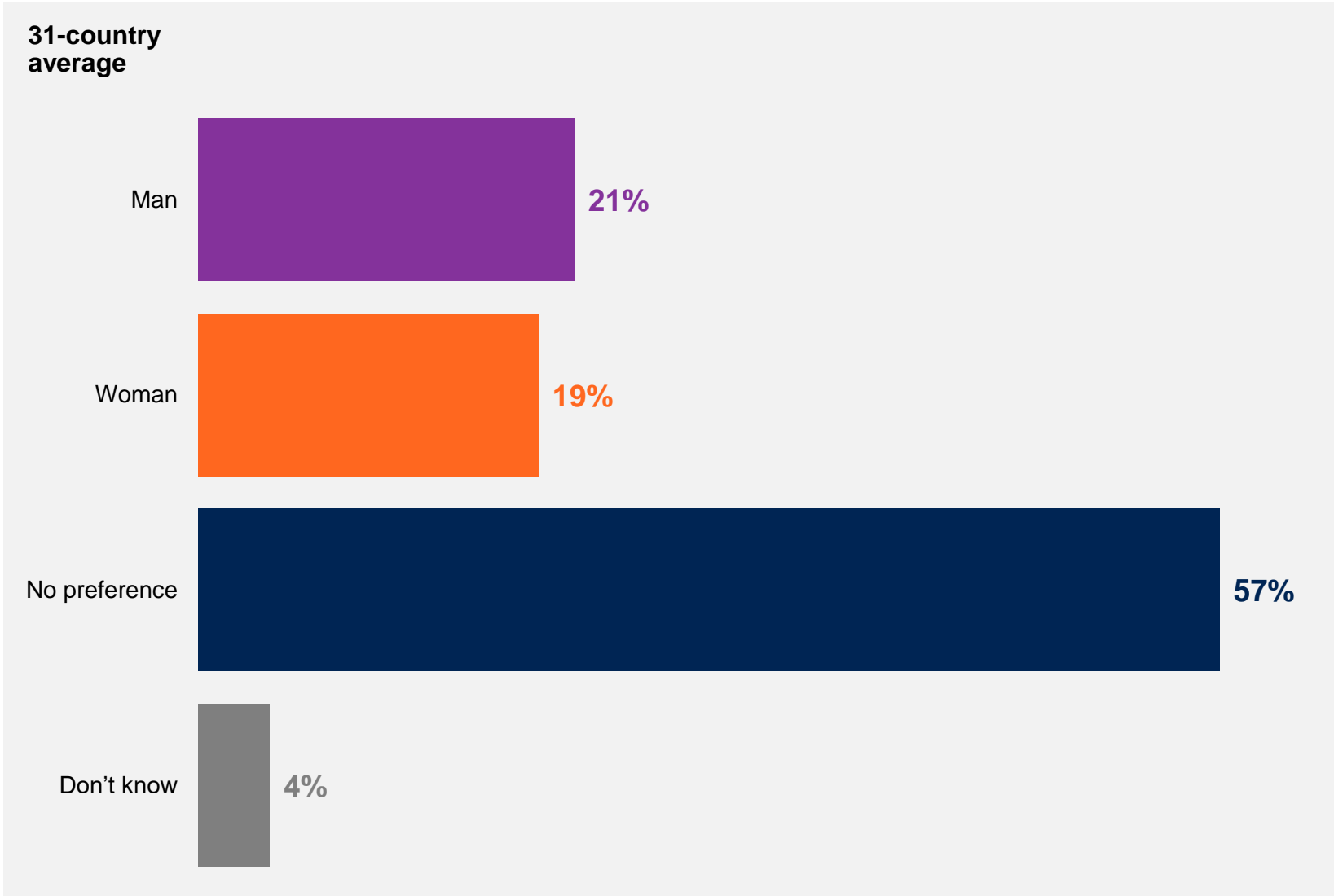




If you could choose your political leader in ..., would you prefer them to be a man or a woman, or do you have no preference?

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).



**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

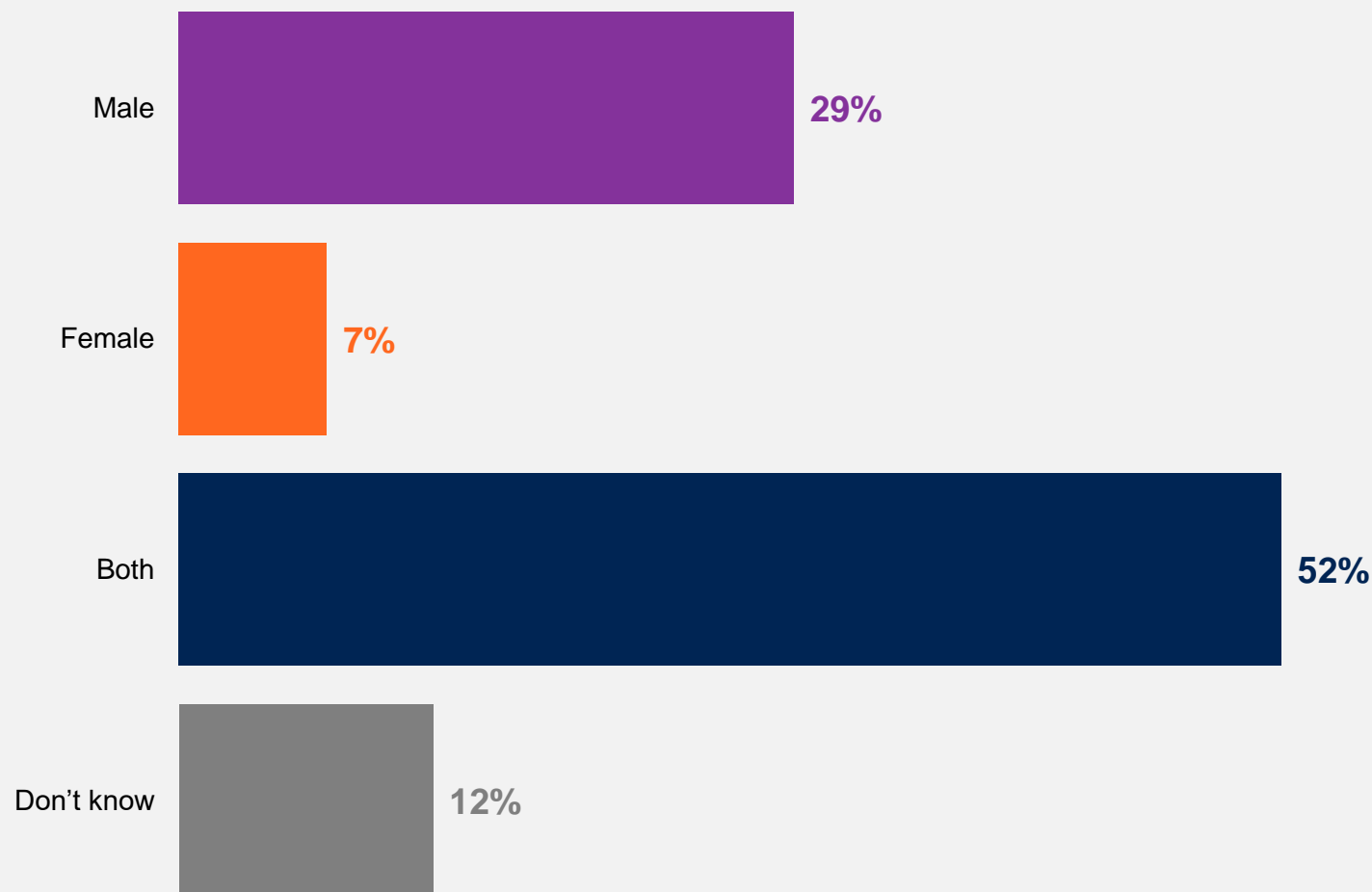


Q

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%).

31-country average



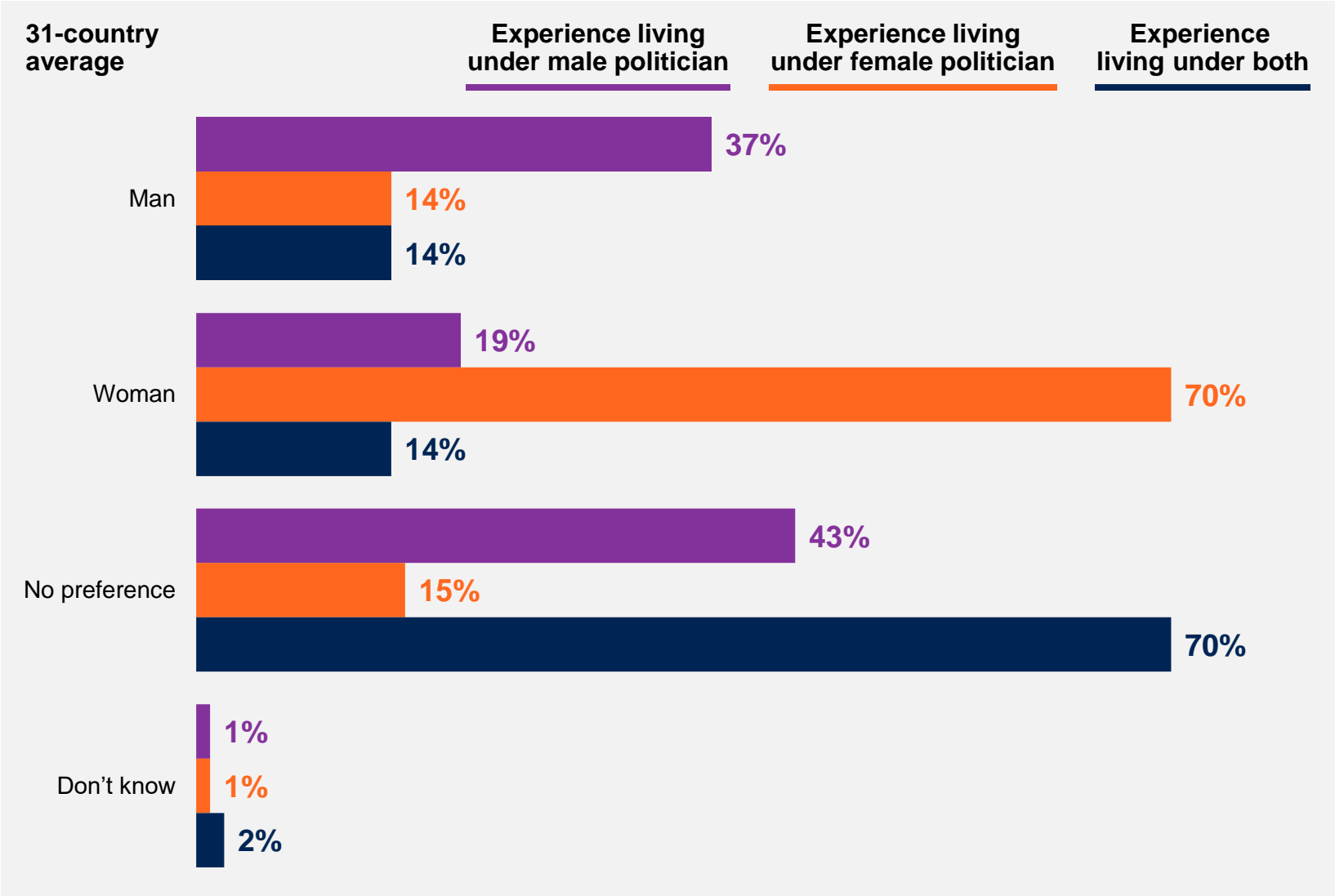
**Base:** 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024



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%).



**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



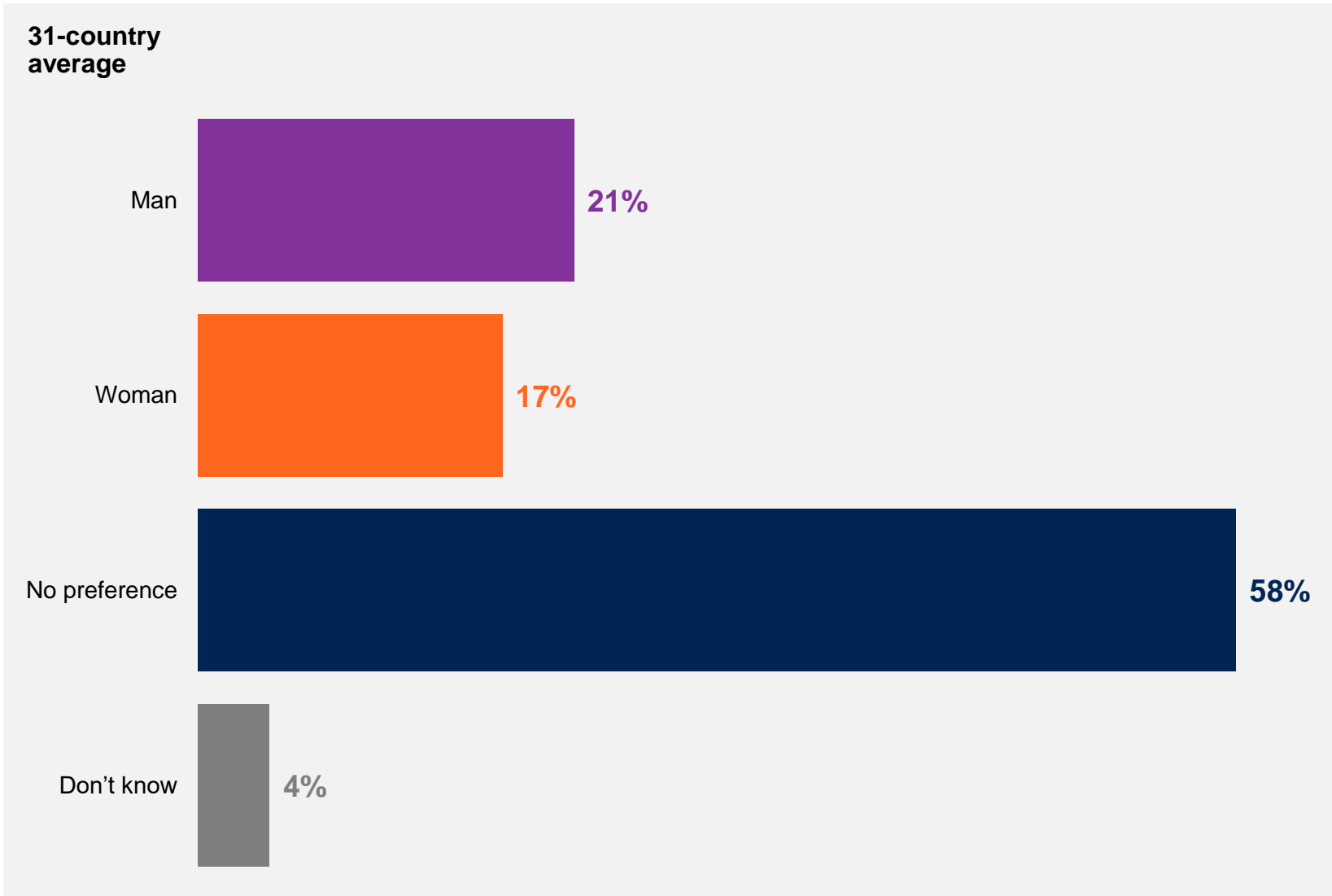




If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

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 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



Q

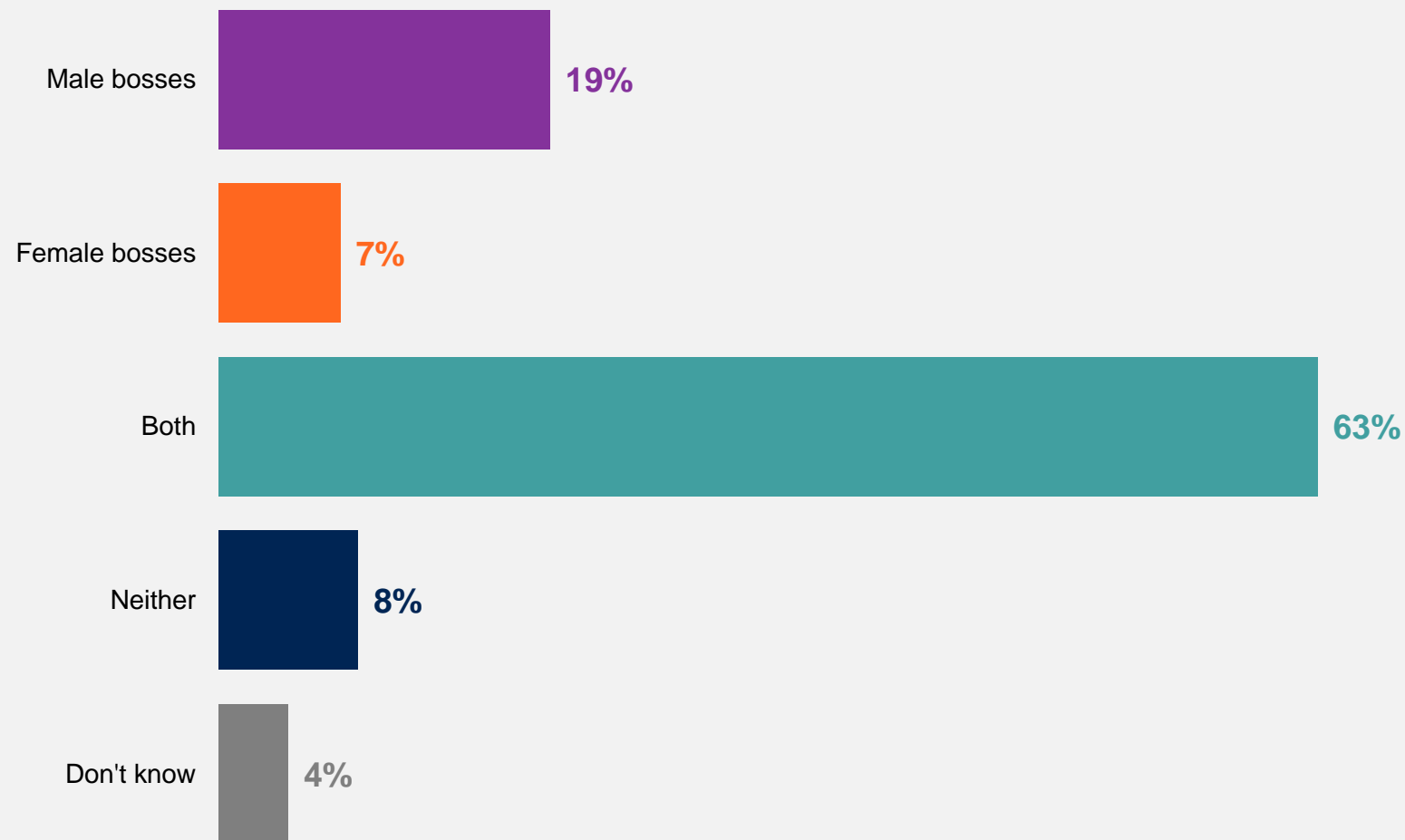
And thinking about your working life, do you have experience of working under male bosses, female bosses, or both?

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).

**31-country average**



**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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