

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 taken 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 (52%). 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.