

IPSOS PRESS RELEASE: **INTERNATIONAL WOMEN'S DAY 2025**

Ipsos in Indonesia

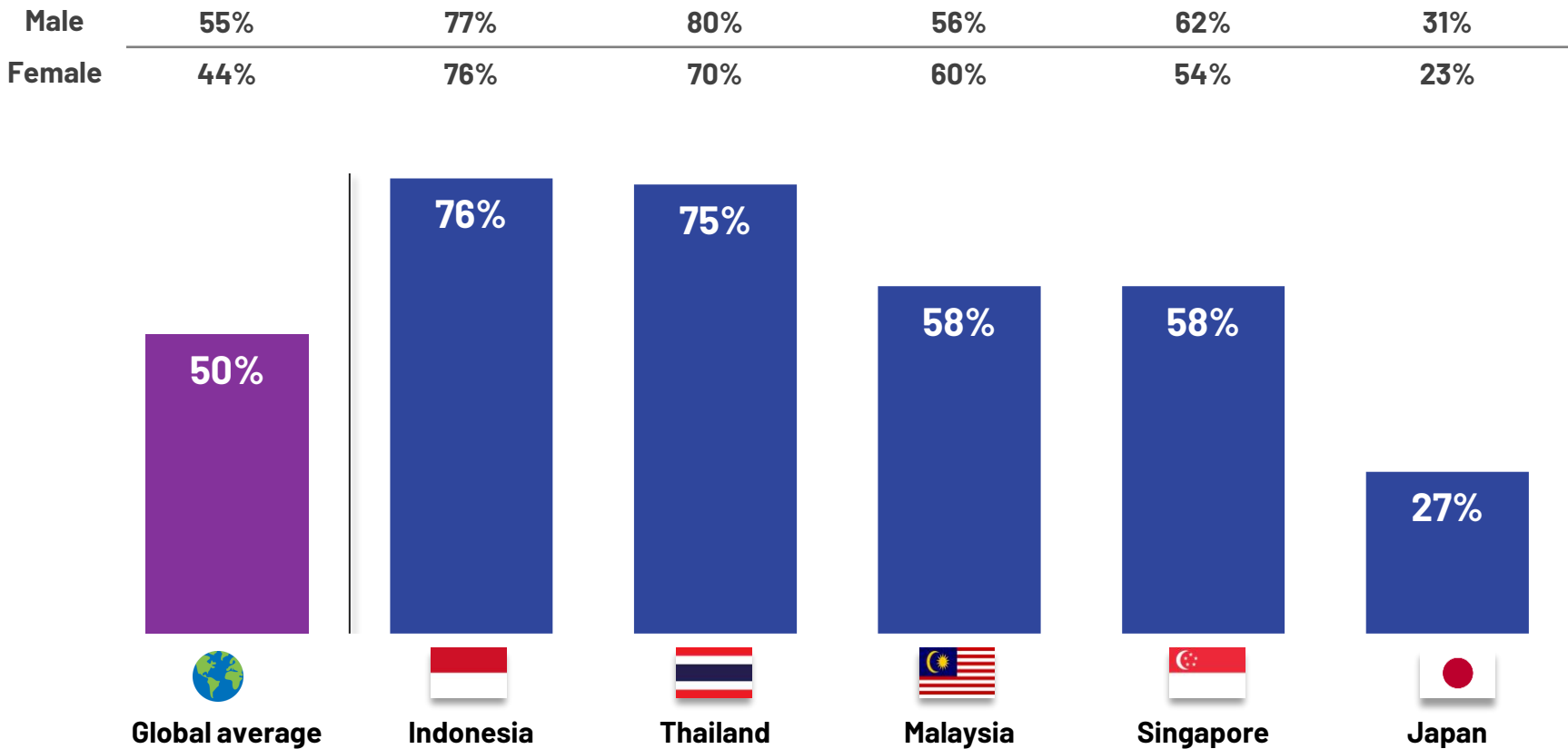
March 2025



Compared to global average, Indonesians are significantly more likely to believe that gender equality has been sufficiently achieved, with 76% agreeing compared to the global average of 50%.

Compared to other Asian countries, Indonesians have a stronger belief that gender equality has been sufficiently achieved

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



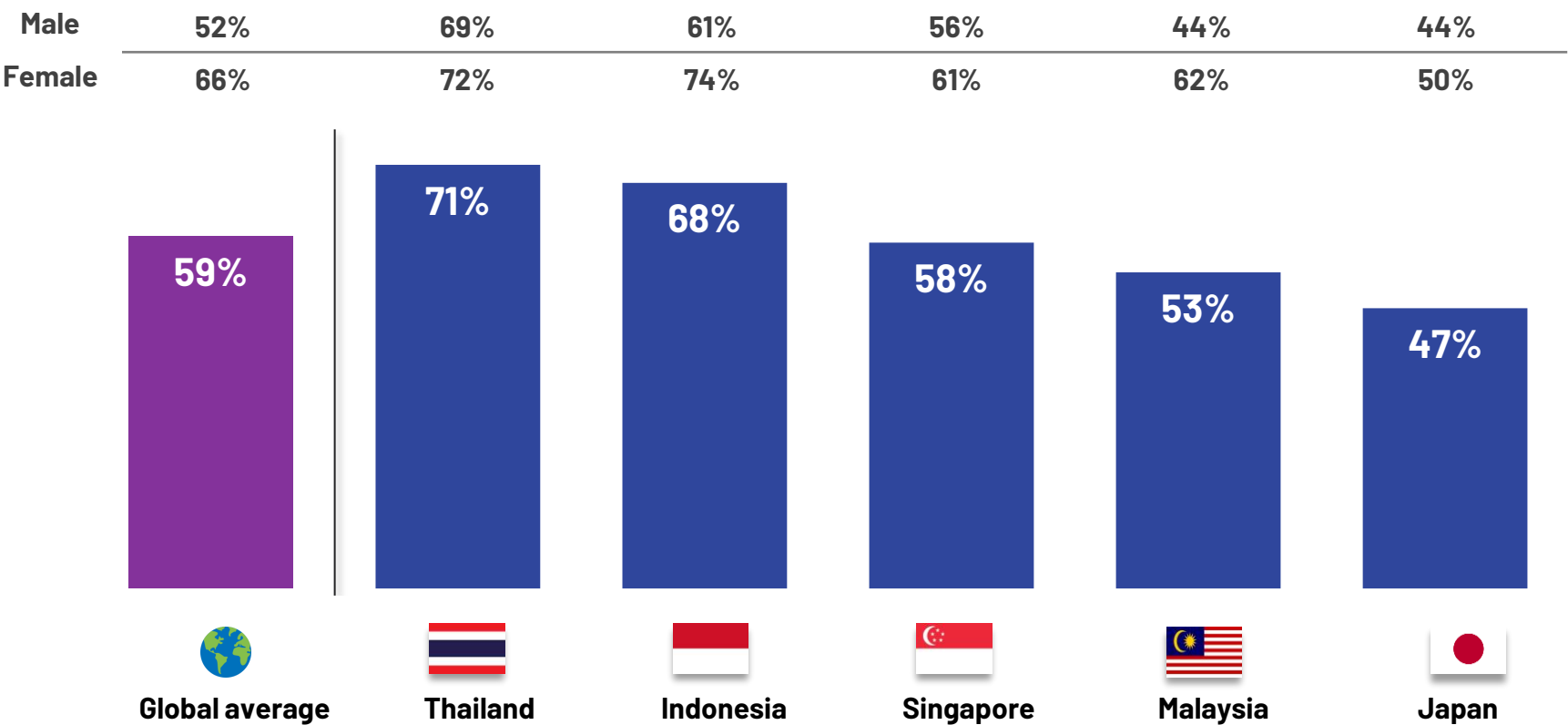
Base: 23,765 online adults aged 18-74 in Malaysia, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in Japan, interviewed 20 December 2024-3 January 2025



Seven out of ten Indonesians agree that workplaces and governments would function better if more women held leadership positions. This sentiment is higher than the global average.

However, a closer look at the gender breakdown reveals a slight difference in perspectives, with 61% of Indonesian men agreeing compared to 74% of women.

Things would work better if more women held positions with responsibilities in government and companies (% Agree)

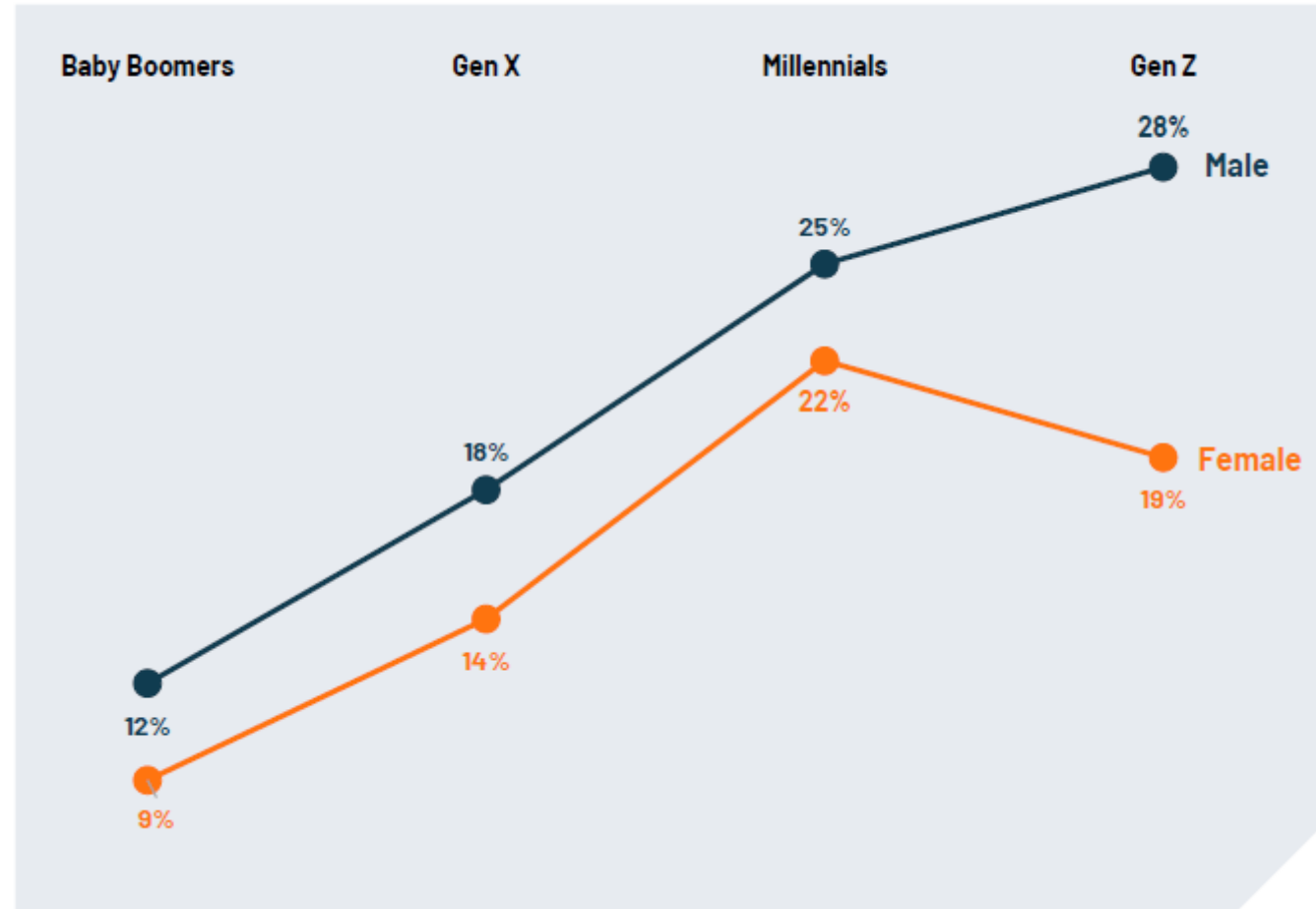


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Globally, Gen Z has the highest gender gap when it comes to the perception of a man who stays home with his children is “less of a man”.

There is also an increasing trend of men who agreed with this, suggesting a generational shift towards traditional gender roles.

A man who stays home to look after his children is less of a man (% Agree)

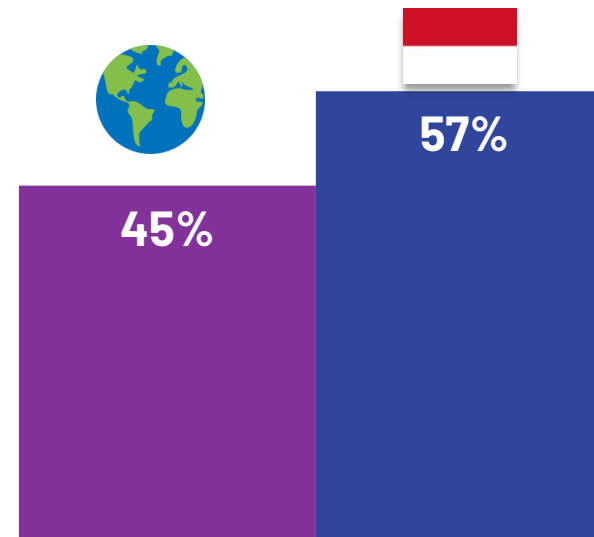


There is a sentiment that men are facing high expectation to support equality, globally and domestically.

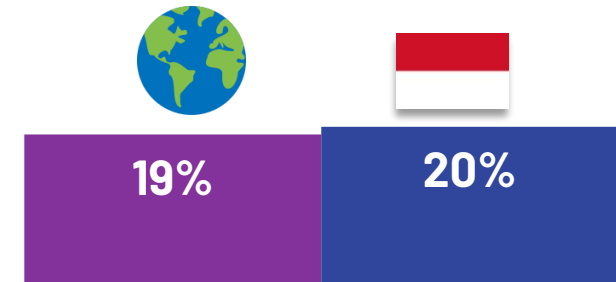
Particularly in Indonesia, more than half agreed so. About 1 out of 5 Indonesians think that stay-at-home fathers are less of a man. Despite it is close to global average, this indicates that traditional gender expectations still hold influence in Indonesia.

Male	54%	56%	Male	22%	20%
Female	36%	58%	Female	17%	20%

■ Global average
■ Indonesia



Men are being expected to do too much to support equality (% Agree)



A man who stays home to look after his children is less of a man (% Agree)

Base: : 23,765 online adults aged 18-74 in Malaysia,, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in Japan, interviewed 20 December 2024-3 January 2025

Indonesians are more confident that there will be significant progress for gender equality than the global average.

Looking deeper by gender, women are more confident about this, although less than half agree. The expectations of Indonesian society are also higher compared to Singapore, Malaysia, and Japan.

How likely or unlikely do you think it is that there will be significant progress towards achieving gender equality in the next five years?
(% Agree)

