

UNLOCK KEY INSIGHTS WITH IPSOS GLOBAL INFLUENTIALS



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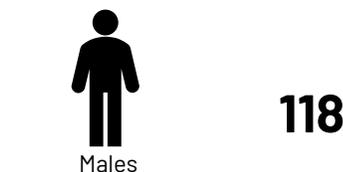
Investigating the Gender Pay Gap among Employed Influentials

In many of today's global markets, the gender pay gap remains an issue. Even among higher-earning Influentials (the top 20% by household income in each market), employed women (either FT or PT) around the world earn less than their male counterparts and below the overall median income.

1 There is still an income gap between employed Male and Female Influentials around the world.
Using the median income across all markets in our survey as a base, Male Influentials earn 18% more than the median, whereas Female Influentials earn 18% less.

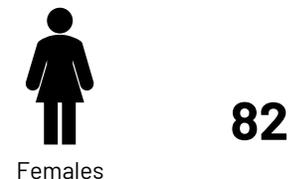
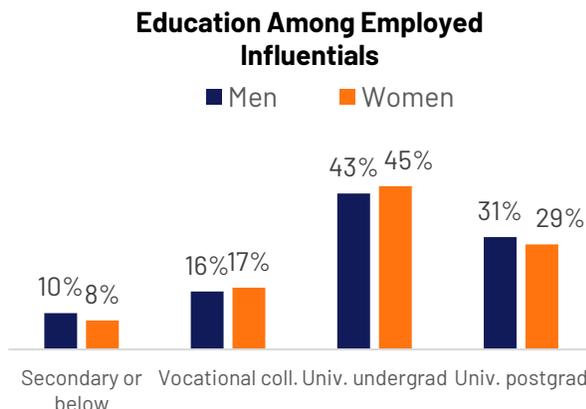


2 Across all generations, Working Male Influentials are out-earning Working Females
Today's Gen Z Females are earning more than older generations of women did when they were young, but the gap between Influential Males and Females persists for every generation.



3 Working Influential Males and Females report roughly the same levels of education

Roughly 74% of both employed Male and Female Influentials have an undergraduate/bachelor's degree or higher, suggesting it is not a difference in education levels driving this discrepancy.



Index of Median Personal Income of Global Working Influentials*

Gender	All Global Influentials (100)	Gen Z	Millennials	Gen X	Boomers
Males	118	89	104	127	158
Females	82	64	80	91	122

*Indexing the median personal income of working Global Influentials is the most appropriate way to represent the gender pay gap given the fact that income levels vary widely across the different markets included in our study, such as the U.S., APAC and Sub-Saharan Africa.

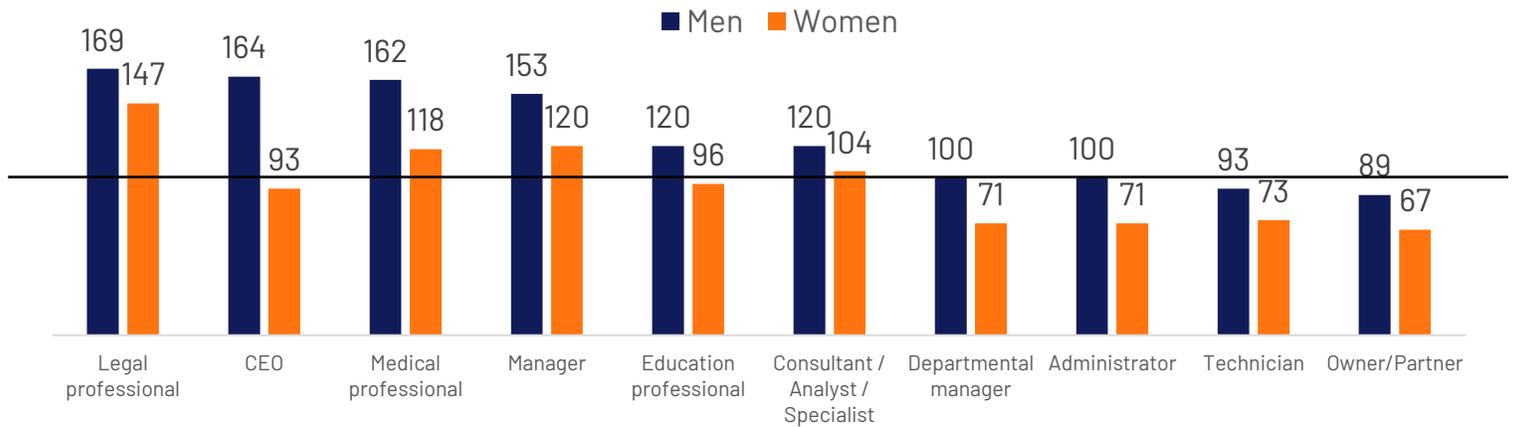


MORE ABOUT

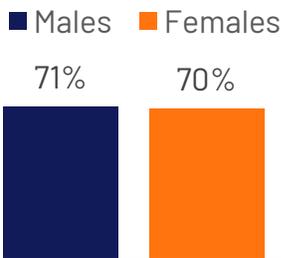
GLOBAL INFLUENTIALS & THE GENDER PAY GAP

The 2025 Global Influentials study shows that, across a variety of professional roles worldwide, males earn more than females. Notably, significant income disparities are found in sectors traditionally dominated by females, such as education (where women make up roughly two-thirds of the global teaching workforce)* and healthcare (women constitute roughly 70% of the global health workforce)**. Even in leadership roles (e.g., CEO and Manager), median income for Influential Men is higher.

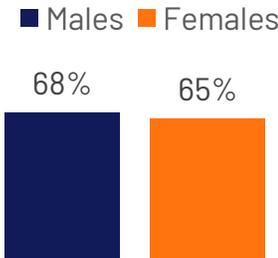
Index of Median Personal Income Among Employed Influentials
by Job Type



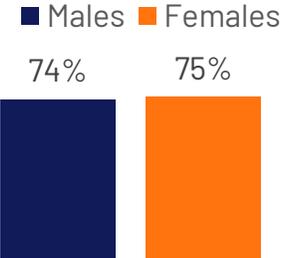
“I consider what I do for a living a career, not a job”
(Among Employed)



“I strive to get to the top of my career”
(Among Employed)



“I enjoy work”
(Among Employed)



Undoubtedly, lingering gender discrimination continues to exert some influence on the pay disparities that exist today, as well as other interrelated factors such as historic gender roles, unequal access to opportunities and varying degrees of labor market participation. What does **not** appear to be contributing to this pay gap, however, are any meaningful differences in specific attitudes that contribute to workplace success, such as commitment, dedication and enjoyment of work.

Brands and businesses today must take a hard look at their compensation structures and determine if and how they might be contributing to this ongoing pay gap in any way.

Source: *UNESCO; **World Health Organization

Ipsos Global Influentials H2 2025, Global Data; Samples sizes: Aud.: 303,429 | Resps: 141,897

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