

Men not emasculated by caring for children – but need support from employers

A new global survey finds three-quarters of respondents (75%) disagree that a man who stays at home to look after his children is less of a man compared with one in five (18%) who agree.

The new Ipsos survey across 27 countries, conducted in collaboration with the Global Institute for Women's Leadership at King's College London and International Women's Day, highlights how in order to share responsibility for childcare, men need more support from employers.

Globally, 75% disagree that a man who stays at home to look after his children is less of a man, but these opinions vary greatly between countries:

- Those most likely to disagree with this statement are in Serbia (92%), the Netherlands (90%) and Colombia (87%).
- However, 76% in South Korea and 39% in India agree that a man who stays at home to look after his children is less of a man.
- In both Australia and Great Britain, only 13% agree, while the vast majority (81%) disagree.
- Men are more likely to agree that a man who stays home to look after his children is less of a man (20%) than women (16%).
- Younger people are also more likely to agree with this statement; one in five (22%) of those under 35 agree compared to one in eight (13%) of those aged between 50-64.

Three-quarters globally (73%) agree that employers should make it easier for men to combine childcare with work, compared with just 18% who disagree.

- There is little difference by gender on this question, with 75% of women agreeing compared to 72% of men.
- Agreement is highest in Serbia (90%), Chile (83%) and Colombia (81%), and lowest in Japan (58%), Brazil (59%) and Russia (63%).
- Close to four in five people (78%) in Great Britain agree that employers should make it easier for men to combine childcare with work, while 13% disagree. In Australia, 76% agree, while 14% disagree.
- Level of agreement varies with household income. Seven in ten (69%) of those with a low household income agree, a figure that rises to three quarters (77%) for those with a high household income.

Globally, the area where people think not enough is being done to achieve equal rights between men and women is looking after children and the home.

- Close to half (48%) think not enough is being done to achieve equal rights between men and women in looking after children and the home. One in five (22%) say the right amount is being done and only one in twenty (5%) think too much is being done.
- However, while two in five (41%) of men think not enough is being done, this figure rises to over half (55%) of women.
- There are also differences by household income. While over two in five (45%) of those on a lower household income think that not enough is being done, this figure rises to half (52%) of those on a higher household income.

- Looking at country differences, those most likely to say not enough is being done are Serbia (73%), Spain (63%) and Peru (60%). Whereas those who think too much is being done are in India (12%), Turkey (12%) and Brazil (11%).
- In Great Britain, only two per cent say too much is being done, while half (50%) say too little. In Australia just four per cent say too much is being done, compared to 44% saying too little.

Public opinion is split though on how confident people feel about whether discrimination against women looking after the children and the home will have ended in twenty years.

- Two in five (39%) feel confident that discrimination against **women looking after children and the home** will have ended in 20 years. Roughly the same proportion (42%) say they are not confident.
- Men are more confident (42%) than women (36%) that discrimination will have ended in 20 years.
- Younger people are also more confident on this issue; two in five (42%) of those aged under 35 are confident that discrimination will have ended in 20 years compared to over a third (36%) of those aged 50-64.
- Those most confident are India (59%), Malaysia (55%) and South Africa and Brazil (both 52%). Those least confident are in Hungary (59%), Spain (52%) and Japan (51%).
- In Great Britain, opinion is split; 36% are confident and a similar proportion (38%) are not confident. In Australia, the balance of opinion is negative; a third (34%) are confident that discrimination against women looking after the children and the home will have ended in 20 years compared to two in five (38%) who are not confident.

Kelly Beaver, Managing Director of Ipsos MORI's Social Research Institute says: *"It's not attitudinal barriers such as concerns about being emasculated that are stopping men from sharing childcare responsibilities equally with their partners. Instead there are real structural barriers that need to be overcome so that men can help play more of a role in the provision of childcare. Just as employers need to do more to help women balance their responsibilities in work and the home, they also need to do the same for men".*

Julia Gillard, former Prime Minister of Australia and Chair of the Global Institute for Women's Leadership, says: *"There is a real desire among both sexes to tackle the gap between men and women when it comes to looking after children and the home. We need employers to give men the flexibility to balance their careers with childcare responsibilities, which will in turn better enable women to advance in the workplace."*

Glenda Slingsby, International Women's Day, says: *"In modern progressive societies, the responsibility of caring for children and the home is not deemed to be that solely of women. Balanced efforts in raising children and supporting a family should not be gender stereotyped. The rise of women is not about the fall of men, and a more gender-balanced society is a better society. Employers can play a significant part in driving structural and societal change that promotes inclusive concepts of families and their shared responsibilities."*

Technical details

- Field dates were Friday, December 21st 2018 to Friday, January 4th 2019

- 16 of the 27 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, and United States).
- Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Serbia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Serbia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.