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**Representation
of women and
men in business
and government –
public attitudes and
perceptions**

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Executive summary

To help mark International Women's Day on 8 March 2010, the Government Equalities Office commissioned Ipsos MORI to conduct a survey on **women's representation in business and government**. This report summarises the key research findings from interviews conducted by telephone between 20 and 24 February 2010. Ipsos MORI interviewed a representative quota sample of 1,071 adults in Great Britain aged 16+.

Importance of women and men having an 'equal say' in decision-making

Around three-quarters of the public are in favour of men and women having equal say over decisions. However, people attach different levels of importance to these, dependent on the extent to which people feel the decision affects them directly, and whether there is explicit reference to impact on 'men and women' rather than 'the public as a whole'. It would appear that when people consider decisions about something that will particularly affect them (ie local services) or explicitly have a bearing on women and men rather than 'everyone' (ie in the workplace) then they place greater importance upon the equal representation of women and men.

People are more likely to say that it is important that women and men have equal say over decisions in the workplace (81%) than with business decisions or political decisions (72% and 73% respectively). There is least difference between men and women's views with regard to the importance of equal say in decisions that affect local services. There is greatest difference in opinion between men and women with regard to international political decisions.

Women are significantly more likely than men to think that having an equal say is important in **decisions about politics, economics, the workplace and local services**, while men are significantly more likely than women to say that having an equal say between the sexes is not important.

People are most in favour of good balance of women and men in making decisions about schools (66%), local councils (64%), the NHS (63%) and in the courts (63%). They are least likely to express a preference for good balance in policing decisions (54%) and economic decisions (55%).

A small proportion of respondents think that women are more suited to decisions about the NHS and health services (6%) and how schools are run (4%). Conversely, over one in ten people think that decisions about how the police fight crime should be mostly made by men (13%) and slightly fewer say the same about finance decisions that affect the economy (7%). There are no significant differences between men and women in these preferences.

Equal representation of men and women in the workplace

When exploring public perceptions about the extent to which it is preferable that different jobs are dominated by one sex, for judges, teachers and doctors, people are more likely to prefer a good balance of men and women working in these roles. Around two-thirds think that there should be a

good balance between the sexes in each of these (60%, 66% and 63%). These professions are **largely public sector roles** and it may be that equal representation is of greater importance to the general public due to this.

By contrast, the public are more divided about engineers and investment bankers. A similar proportion say that it does not matter whether these jobs are mostly held by men or mostly by women and say that there should be a good balance between them, with around two in five people saying it does not matter and the same proportion saying there should be a good balance. A significant minority of people think that investment bankers should be mostly men (9%), while a quarter of the public feel that engineers should be mostly men (25%).

Women are significantly more likely than men to think that there should be a good balance of men and women in jobs. By contrast, men are significantly more likely than women to think that it does not matter which gender holds the majority of positions in different jobs and industries.

Representation of women and men in senior management teams in business

The majority of people in Britain believe that it matters whether men and women are equally represented on the senior management teams that run companies. Agreement that it is preferable for a good balance of men and women to be involved in decision-making on senior management teams tends to be strongest where they impact upon customers or workplace practices. For example, seven in ten people think that diversity in senior management teams leads to more family-friendly employment practices (71%); this rises to almost three quarters of women (74%).

Most people agree that 'businesses with a good balance of men and women at senior management level will be better at understanding their customers'. Eight in ten (80%) of people agree, while half strongly agree (50%). This suggests that equal representation of men and women is seen as important in achieving fair outcomes.

Men place less importance upon equal representation on company boards than women. For example, they are significantly more likely to disagree that businesses without women in senior roles are losing out on the best talent (30% compared with 23% of women). Similarly, men are also more likely than women to say that it 'doesn't matter' whether men and women are equally represented (53% compared with 43% of women).

There is a difference in the strength of views of men and women about the importance of equal representation in senior management. While the pattern of agreement between men and women is broadly similar across most of the statements, women tend to be more strongly in favour of equal representation on senior management teams than men. For example, over half of women strongly disagree that because men have more experience in senior management roles, they will be better at running companies (54%), compared with a third of men (33%). However, both men and women attach importance to equal representation in senior management.

Current levels of women in government and business

When presented with evidence of the current level of women in Parliament and on the senior management teams of businesses in the UK, **around two-thirds of people think the number of women is too few.**

Women are significantly more likely than men to say this is the case in Parliament, although the difference between the views of women and men about current levels of women directors in business is not statistically significant.

The impact of women in government

There is no consensus in the public mind on whether male MPs are as effective as female MPs at representing in Parliament the interests of women in Britain; just over half (54%) of people believe this to be the case. There is no significant difference between the views of men and women.

However, eight in ten people (82%) agree that having women MPs helps to ensure that policies and laws reflect the needs of women, such as on maternity leave and on domestic violence. On this, women are more likely than men to agree (86% compared with 78% of men).

The future of equal representation

When considering the future of equal representation of men and women in different institutions, men and women hold very similar expectations. **People do not consider equal gender representation as something that will happen in the short term**, ie within the next five years. Instead, four out of ten (41%) people think that there will be equal numbers of men and women in Parliament and on senior management teams in five to twenty years time, and 37% of people think it will take this long before there are equal numbers acting as world leaders making international political decisions.

A significant minority (around one in five) think that there will never be equal numbers of men and women in Parliament, senior management teams or acting as world leaders.

I. Introduction

Background

The Government believes equality for women is important, not only as a matter of individual human rights, but also for a successful dynamic economy and to tackle family poverty. This is why the Government has taken action to make a real difference to the lives of women and their families: to help them balance working and family lives, to be safe from violence and abuse, to have the right healthcare, to be supported in retirement and to have better opportunities to be represented at all levels at work and in public and civic life.¹

The theme for International Women's Day this year (8 March 2010) is women's representation. The goal of equality of representation is not just right in principle but key to creating a fairer society. Society as a whole will benefit from utilising the skills and talents of everyone and listening to the views of everyone. In this way decisions will better reflect the needs of everyone and help institutions become more in touch with the communities they serve.

Research aims and objectives

To help mark International Women's Day in 2010, the Government Equalities Office (GEO) commissioned Ipsos MORI to conduct a survey on women's representation in business and government. The aim of this research is to explore public attitudes towards the representation of men and women in public institutions and in business, and to set out what implications people believe this may have. It also gauges public opinion towards unequal gender representation and the future of women's representation in different areas.

Method

This report summarises the key research findings from interviews conducted by telephone between 20 and 24 February 2010. Ipsos MORI interviewed a representative quota sample of 1,071 adults in Great Britain aged 16+.

The questionnaire covered the following topics:

- the importance of women and men having an equal say in decision-making;
- whether certain jobs are best suited to men or women, or both;
- decision-making by men and women in business and senior management teams;
- attitudes towards the current representation of women in government and business;
- the impact of women in government; and
- the future of equal representation.

The full questions are contained in Appendix A1.

¹ Government Equalities Office (2010) *Improving women's lives: what the government has done for women*, GEO Factsheet. March 2010.

Interpretation of data and findings

The data presented in this report is weighted to match the profile of the population in terms of age, gender, work status and social grade. Where percentages do not sum up to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers. Unless otherwise stated, results are based on all respondents (Appendix A2).

A profile of the sample is provided in Appendix A3.

Limitations

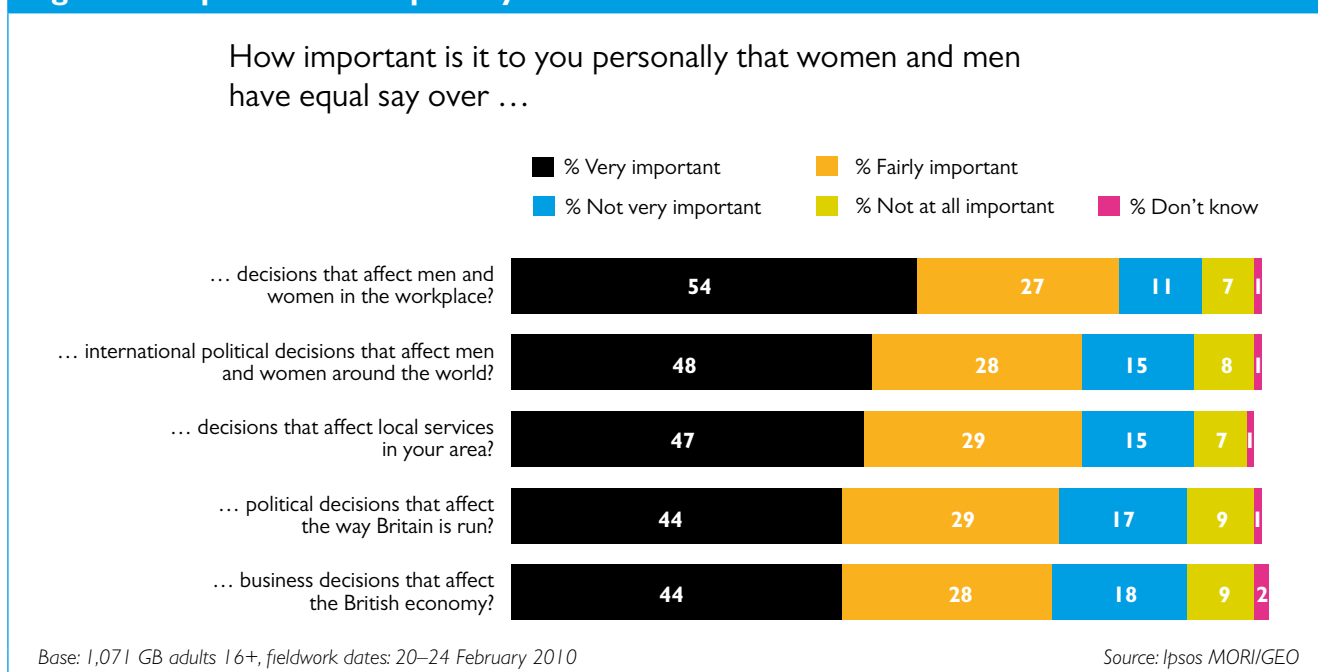
When interpreting the findings, it is important to remember that the results are based on a *sample* of respondents who took part in the survey, and not the entire population. Consequently, results are subject to sampling tolerances and not all differences between subgroups will be statistically significant. Crudely speaking, overall results are accurate to +/- 3 to 4 percentage points at the 95% confidence level, but this assumes a perfect random sample has been achieved (in practice, margins of error may be slightly larger).

It is also important to remember that respondents were only asked about issues around the topic of gender representation (rather than being asked to compare the importance of this with other issues), so the relative importance of this issue compared with other government and business priorities is unknown and cannot be inferred from these findings. Similarly, this survey does not explore why people have the views they do.

2. Importance of women and men having an ‘equal say’ in decision-making

A large majority of people in Britain believe it is important for women and men to have an equal say over decisions affecting international, national and local issues. When asked about a range of decisions, around half of the public think it is very or fairly important that men and women have equal say. However, people attach different levels of importance to different types of decisions, depending on the extent to which people feel the decision affects them directly, **and whether there is explicit reference to impact on ‘men and women’ rather than ‘the public as a whole’**. It would appear that when people consider decisions about something that will particularly affect them (ie local services) or explicitly have a bearing on women and men rather than ‘everyone’ (ie in the workplace) then they place greater importance upon the equal representation of women and men.

Figure 1: Importance of equal say



The public are in favour of shared decision-making; around three-quarters of people consider it to be important that men and women have equal say over decisions in politics, economics, the workplace and local areas.

Compared with other decision-making arenas, the workplace is where people attach most importance to the gender balance of decision-making; over four in five (81%) feel that it is important to them personally that women and men have an equal say over ‘decisions that affect men and women in the workplace’.

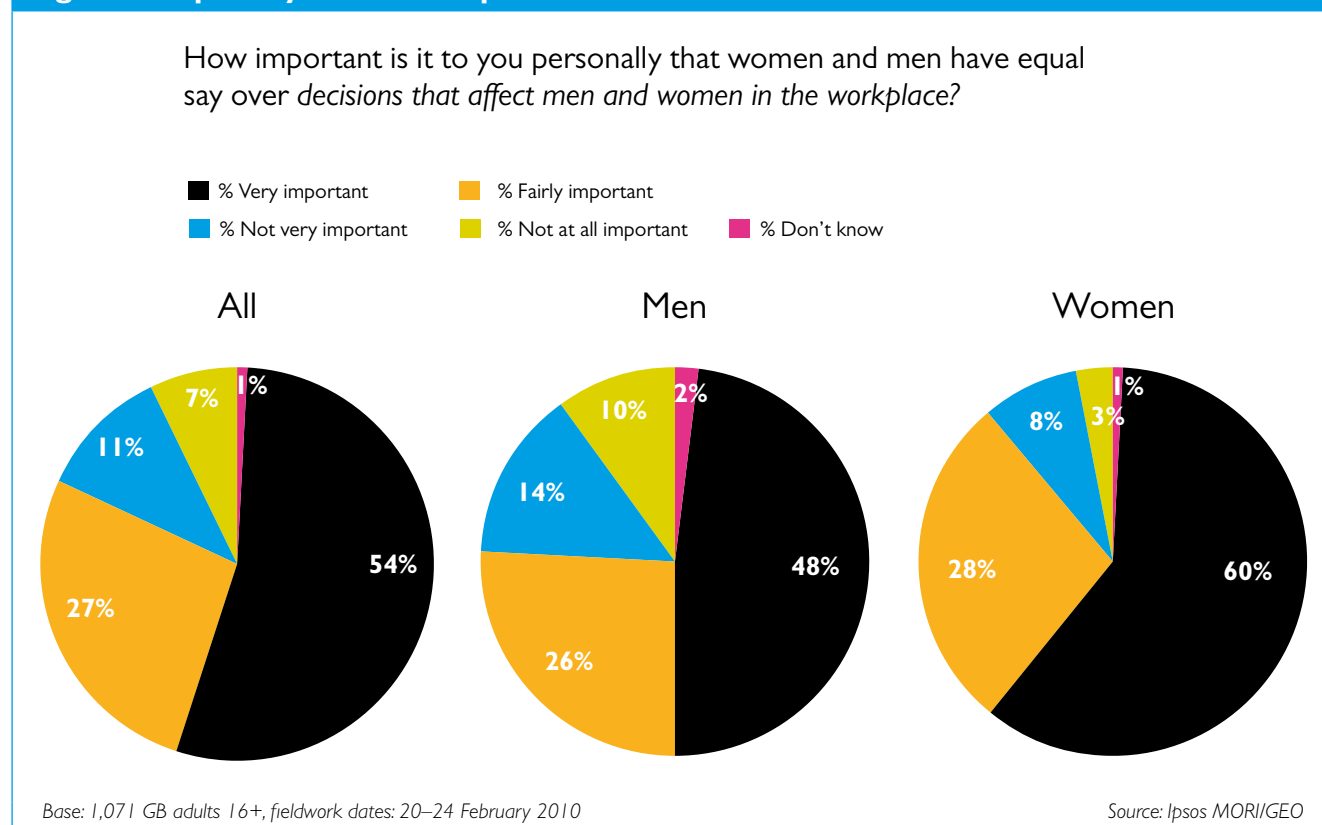
‘International political decisions that affect men and women around the world’ and ‘decisions that affect local services’ are also perceived to be important areas for equal say between men and women. Three-quarters of the public (76%) say it is very or fairly important that decision-making responsibility in these arenas is equally shared between men and women.

Slightly less important in the public mind are women and men having an equal say in making business decisions that affect the British economy and political decisions that affect the way Britain is run (72% and 73% respectively think there should be equal say between men and women), although, for both, well over double say it is important than believe it is not important.

For each type of decision, a significant minority disagree that equal input from men and women is important. This is particularly marked for economic and political decisions, where just over a quarter say it is not very or not at all important (27% and 26% respectively).

Women are significantly more likely than men to consider equal representation to be important in all types of decisions. This difference is most marked when we look at decisions explicitly affecting women and men. Eight in ten (80%) of women feel it is important for women and men to have equal say over international political decisions that ‘affect men and women around the world’, compared to seven in ten men (70%). Similarly, around nine out of ten (88%) women feel it is important for women and men to have equal say over decisions ‘that affect men and women in the workplace’, while only three-quarters (74%) of men feel the same. Figure 2 illustrates this finding.

Figure 2: Equal say in the workplace



Decision-making in government and business

When thinking about decisions that are taken at a variety of levels in government and business, a majority of people think that there should be a good balance of men and women involved in making those decisions. For a wide range of decisions, including decisions about local services as well as those made at national and international political levels, over half of people agree that men and women should be equally involved in making decisions. However, irrespective of the area of decision-making,

a significant minority of the public (around a third) feel that it does not matter whether men or women make the decisions.

Consistent with other gender representation issues, men are significantly more likely to say it does not matter whether men or women make the decisions, while women express a preference for a balance between men and women.

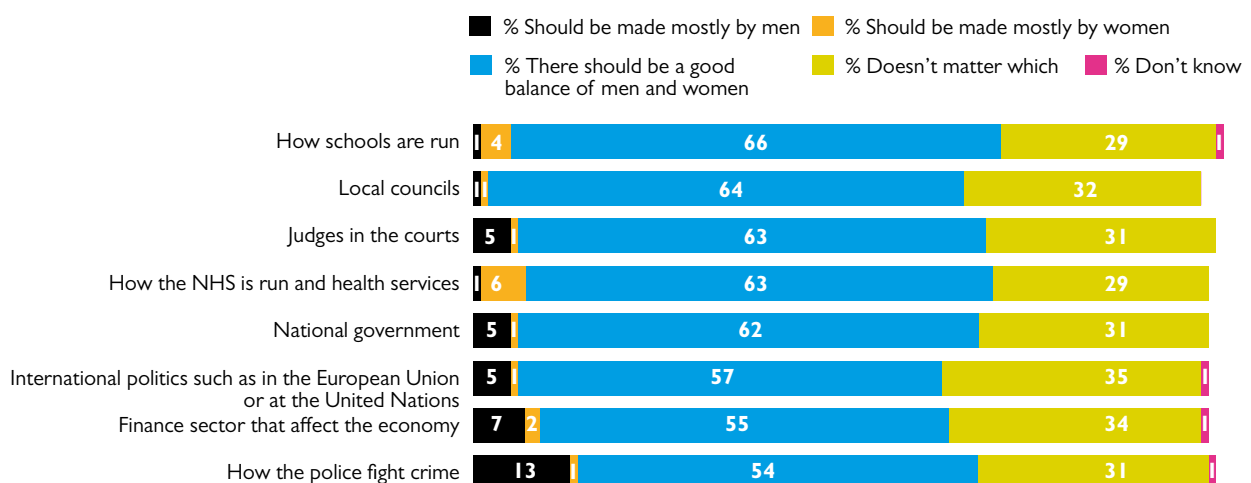
People are most in favour of good gender balance in decision-making about schools (66%), local councils (64%), the NHS (63%) and in the courts (63%). They are least likely to express a preference for good balance of men and women being involved in policing decisions (54%) and economic decisions (55%). This reflects the finding above that people attach less importance to shared decision-making in business decisions that affect the economy than other types of decisions.

Decisions in international politics are the types of decisions least likely to matter to people in terms of who is making the decisions, with over a third of people saying it 'doesn't matter' whether men or women make the decisions (35%). However, this may be explained by the fact that people tend to be less familiar with international politics than national and local-level decision-making and so may feel less strongly about it. Despite this, when asked directly about the importance of shared decision-making at international political level, three-quarters of the public consider it to be important.

Figure 3 below illustrates attitudes towards gender equality in different types of decision-making.

Figure 3: Decision-making in government and business

Now I'd like you to think about decision-making in government and business. Thinking about what is important to ensure that the best decisions are made, for each of the following areas please tell me whether you think it is preferable that decisions ...



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

Source: Ipsos MORI/GEO

People think that some sectors are felt to be better suited to women decision-makers, while others are perceived to be more suited to men, for example:

- A few people think that women are more suited to decisions about the NHS and health services (6%) and how schools are run (4%).
- Conversely, just over one in ten people think that decisions about how the police fight crime should be mostly made by men (13%) and slightly fewer say the same about finance decisions that affect the economy (7%).

There are no significant differences between men and women in these preferences.

3. Equal representation of men and women in the workplace

Views on the representation of men and women in different jobs and industries vary between the types of roles in question. The survey explored public attitudes to engineers, investment bankers, judges, doctors and teachers.

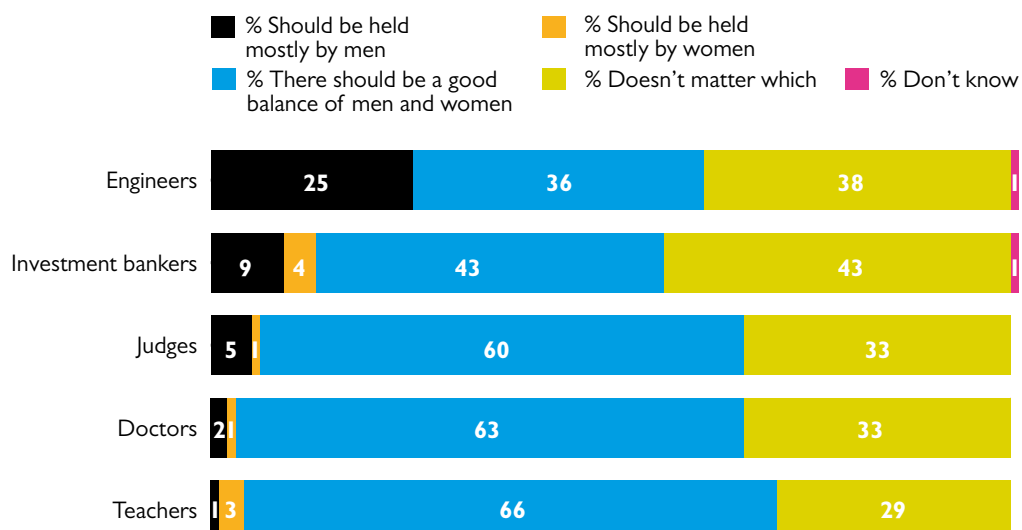
For jobs such as **judges, teachers** and **doctors**, people are more likely to prefer an equal balance of men and women working in these roles (Figure 4). Around two-thirds think there should be a good balance between the sexes in each of these (60%, 66% and 63%). These professions are largely public sector and it may be that equal representation is of greater importance to the general public due to this. However, a significant minority feel it does not matter who does these jobs (33%, 29% and 33%).

By contrast, the public are more divided about **engineers** and **investment bankers**. Figure 4 shows how similar proportions of people say that it does not matter who holds these jobs as say that there should be a good balance between men and women. A similar proportion say that it does not matter whether these jobs are mostly held by men or mostly by women as say that there should be a good balance between them, with around two in five people saying it does not matter and the same proportion saying there should be a good balance.

Furthermore, a significant minority of people think that engineering and investment banking jobs should be held mostly by men. One in ten believe that investment bankers should be mostly men (9%), while a quarter of the public feel that engineers should be mostly men (25%).

Figure 4: Certain types of jobs for women and men

Certain types of jobs and industries have mostly men working in them, while others have mostly women. For each of the following types of jobs, please tell me whether you think that it is preferable that they ...



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

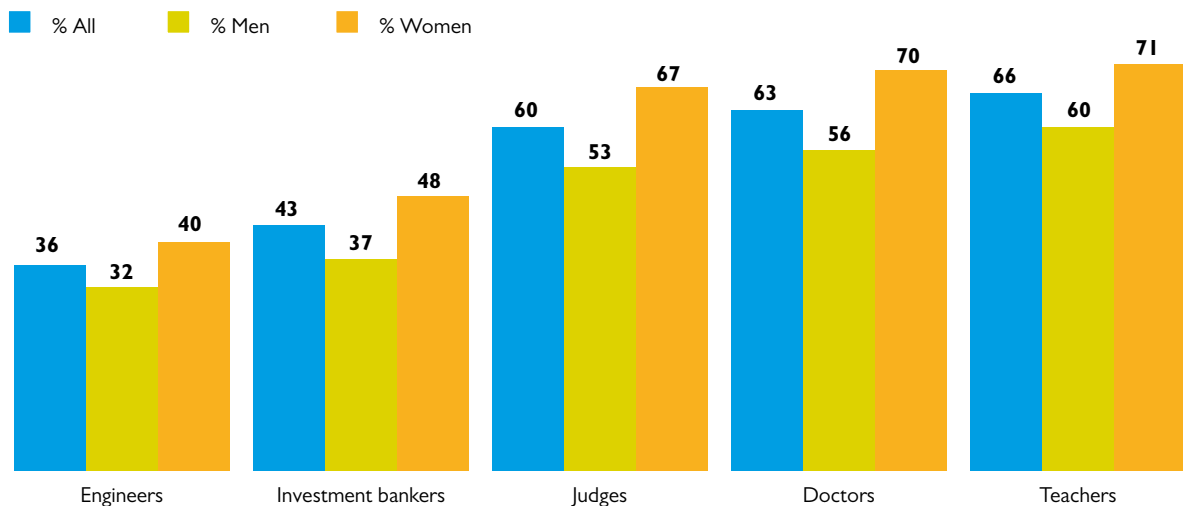
Source: Ipsos MORI/GEO

There are some large differences between the attitudes of men and women (Figure 5).

- Women are far more likely than men to place importance upon equal balance of the sexes in all of the professions asked about.
- Men are significantly more likely than women to think that it does not matter which gender holds the majority of positions in different jobs and industries. For example, two in five men (39%) think it does not matter whether men or women are judges, whereas only 27% of women feel the same.

Figure 5: A good balance of women and men in jobs: by gender

For each of the following types of jobs, please tell me whether you think that it is preferable that there is a good balance of men and women?



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

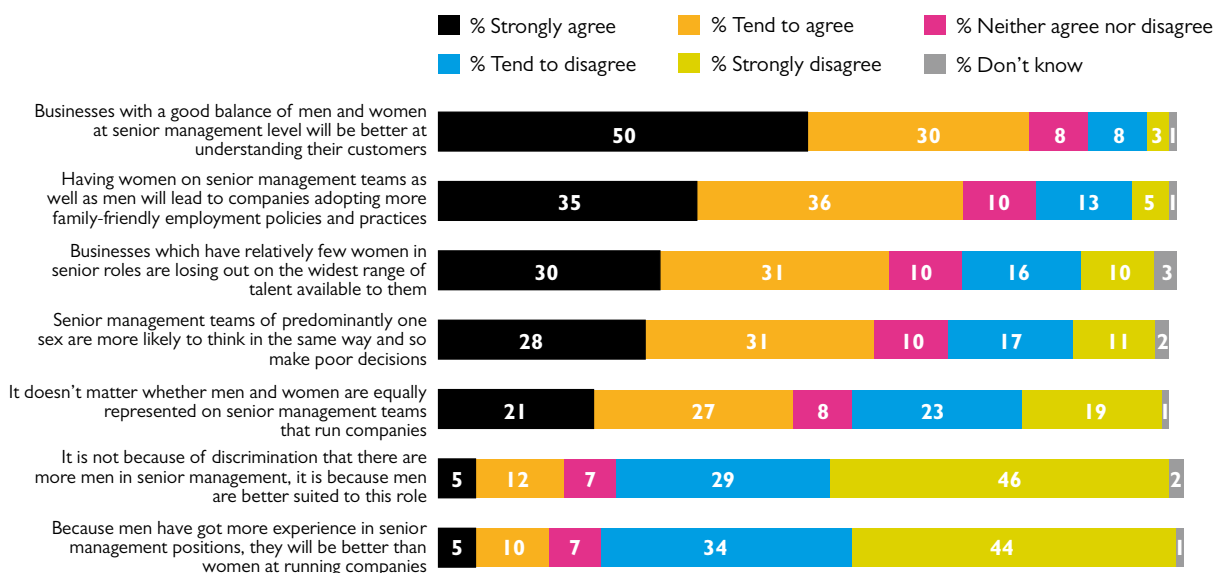
Source: Ipsos MORI/GEO

4. Representation of women and men in senior management teams in business

The majority of people in Britain feel that it matters whether men and women are equally represented on senior management teams that run companies. Indeed, most people agree that mixed-gender senior management teams are more likely to understand their customers, adopt family-friendly policies and make good quality decisions. Agreement that it is preferable for a good balance of women and men to be involved in the decision-making on senior management teams tends to be strongest where the impact upon customers or workplace practices is explicit. Figure 6 illustrates attitudes towards women's representation on senior management teams.

Figure 6: Senior management teams that run companies

I am now going to read out a list of statements about the senior management teams that run companies. Please tell me to what extent you agree or disagree with each.



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

Source: Ipsos MORI/GEO

People are significantly more likely to agree that equal representation is important where it has a clear impact upon outcomes. For example, having a better understanding of customers is for most people a key benefit of having a good balance of men and women on senior management teams in business. Eight in ten people (80%) agree that mixed senior management teams would be better at doing this, while half strongly agree (50%).

Similarly, seven in ten (71%) agree that having women as well as men on senior management teams will lead to companies adopting more family-friendly employment policies and practices. In this sense, the findings suggest that equal representation of men and women is seen as important in achieving fair outcomes.

Slightly fewer people – although still a majority – agree that businesses with relatively few women in senior roles are losing out on the best talent available to them (61%) and are more likely to think in the same way and so make poor decisions (59%). The latter is known as ‘group think’.

Most people disagree with statements that are unsupportive of equal representation. Over three-quarters (78%) disagree that men will be better at running companies because they have got more experience in senior management positions. A similar proportion (75%) disagree with the statement that “it is not because of discrimination that there are more men in senior management, it is because men are better suited to this role”. This suggests that there is a widespread perception among the public that barriers to women’s representation exist in society, and that despite the benefits of shared decision-making – acknowledged by the vast majority of people – a majority also recognise that discrimination still exists.

There are some important differences between the views of men and women towards these issues.

- **Men place less importance upon equal representation on company boards than women.** For example, they are significantly more likely to disagree that businesses without women in senior roles are losing out on the best talent (30% compared with 23% of women) and slightly more likely to disagree that having a good balance helps the management’s understanding of customers (14%, compared with 9% of women).
- **Men are also more likely than women to say that it ‘doesn’t matter’** whether men and women are equally represented (53% compared with 43% of women).

There is also a difference in the strength of views of men and women. While the pattern of agreement between men and women **is broadly similar across most of the statements, women tend to be more strongly in favour of equal representation on senior management teams than men.** For example, over half of women strongly disagree that because men have more experience in senior management roles, they will be better at running companies (54%), compared with a third of men (33%). Similarly, 55% of women strongly disagree that the current situation of having more men on senior management teams is due to men being better suited to this role rather than discrimination, compared with 36% of men.

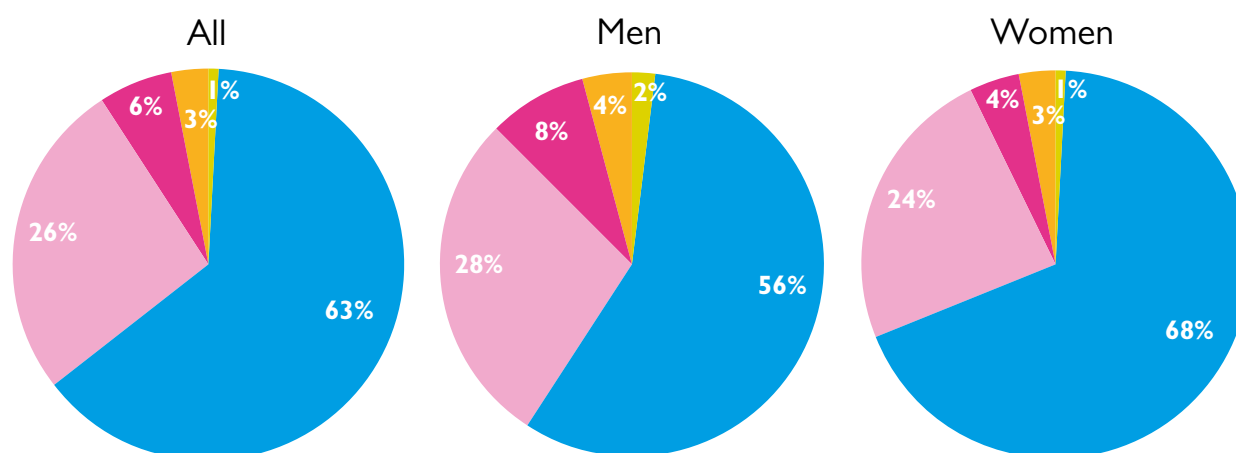
5. Current levels of women in government and business

When presented with evidence of the current level of women in Parliament and on senior management teams of businesses in the UK, around two-thirds of people think that the number of women is too few (63% and 60% respectively) (see Figures 7 and 8). Female respondents are significantly more likely than male respondents to say this is the case in Parliament (68% compared with 56% of men), although the difference between the views of women and men about inequality in business is not statistically significant (61%, compared with 58% of men).

Figure 7: Number of women MPs in Parliament

One in five Members of Parliament are women, that is to say, 126 MPs are women out of 646 MPs overall. Do you think that the number of women MPs in the House of Commons is ... too many, too few or about right?

■ % Too many ■ % Too few ■ Don't know
■ % About right ■ % Doesn't matter



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

Source: Ipsos MORI/GEO

Over a quarter of the public – both men and women – think that the current number of women MPs (26%) and women directors of businesses (30%) is 'about right'.

The proportion of people who think that the number of women MPs is too few has decreased in recent years. Ipsos MORI's poll in 2002 for the British Council found that 70% thought that the number was too few at that time, compared with 63% today. This is a significant decrease, perhaps reflecting the changes in Parliament that people have noticed over the past eight years.²

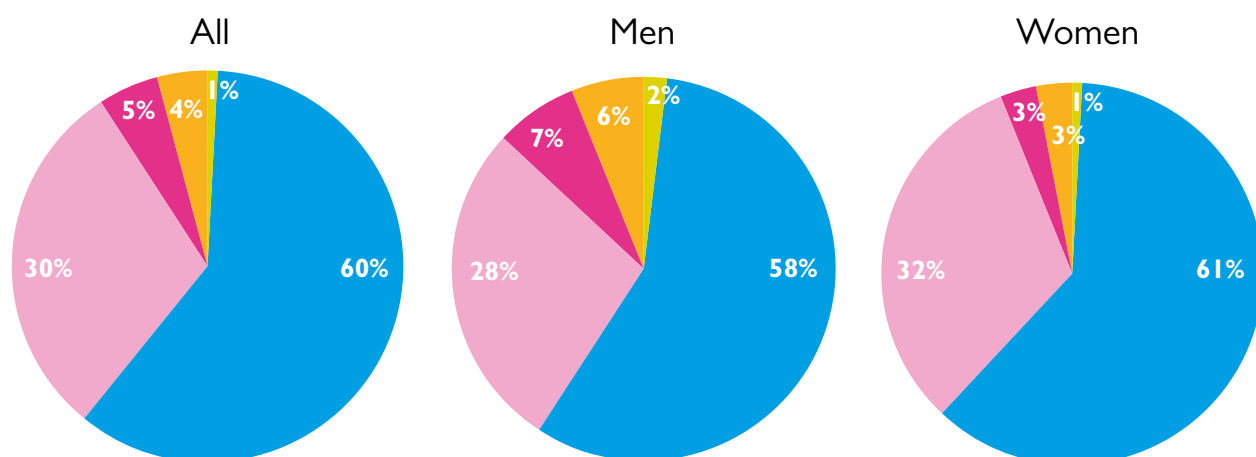
² www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oltemId=969

Figure 8: Number of women directors in large businesses

One in ten directors of the largest business in the UK are women.

Do you think that the number of women directors of large businesses is ...

■ % Too many ■ % Too few ■ Don't know
■ % About right ■ % Doesn't matter



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

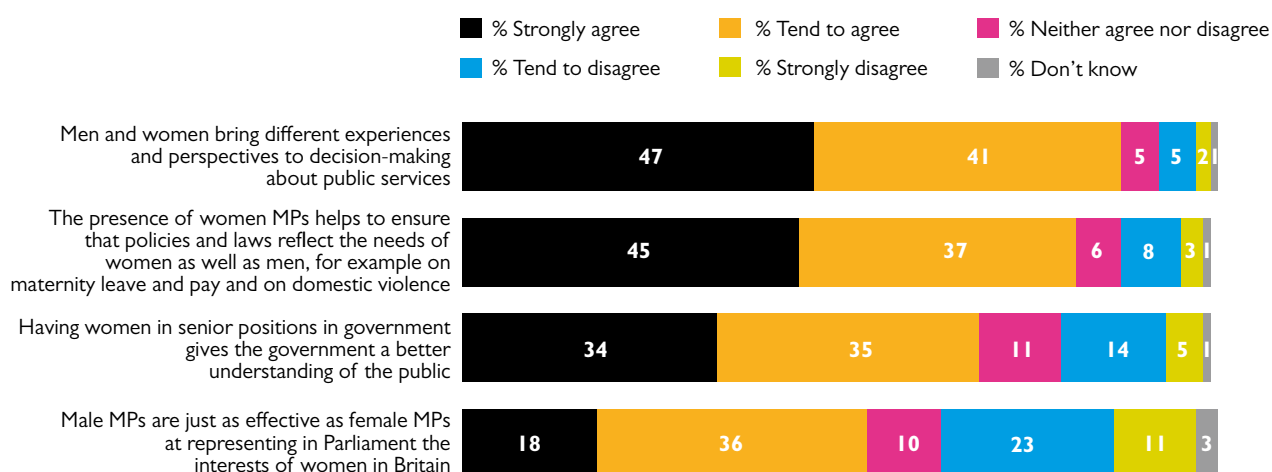
Source: Ipsos MORI/GEO

6. The impact of women in government

There is clear recognition among the public that there are real benefits to be had from having women in Parliament and in senior positions in government. Figure 9 shows the extent to which people agree and disagree with a number of statements about women and men in government.

Figure 9: Equal representation in government

How far do you agree or disagree with the following statements about men and women in government?



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

Source: Ipsos MORI/GEO

The vast majority of people agree that men and women bring different perspectives to decision-making; almost nine in ten people agree (88%). Women are slightly more likely to agree than men, although the difference is not significant (90% compared with 86% of men).

Most people also agree that the presence of women MPs helps to ensure that policies and law reflect the needs of women as well as men, for example on maternity leave and pay and on domestic violence (82%). This is an area where women are more likely to agree (86% compared with 78% of men); this difference is particularly marked among those who strongly agree (51% of women, compared with 38% of men).

Over two-thirds also agree that having women in senior positions in government gives the government a better understanding of the public (69%). On this statement, women are no more likely to agree than men (71% compared with 69%).

There is no consensus in the public mind on whether male MPs are as effective as female MPs at representing in Parliament the interests of women in Britain; although over half agree (54%), a third disagree (34%). There is no significant difference between the views of men and women in this regard.

7. The future of equal representation

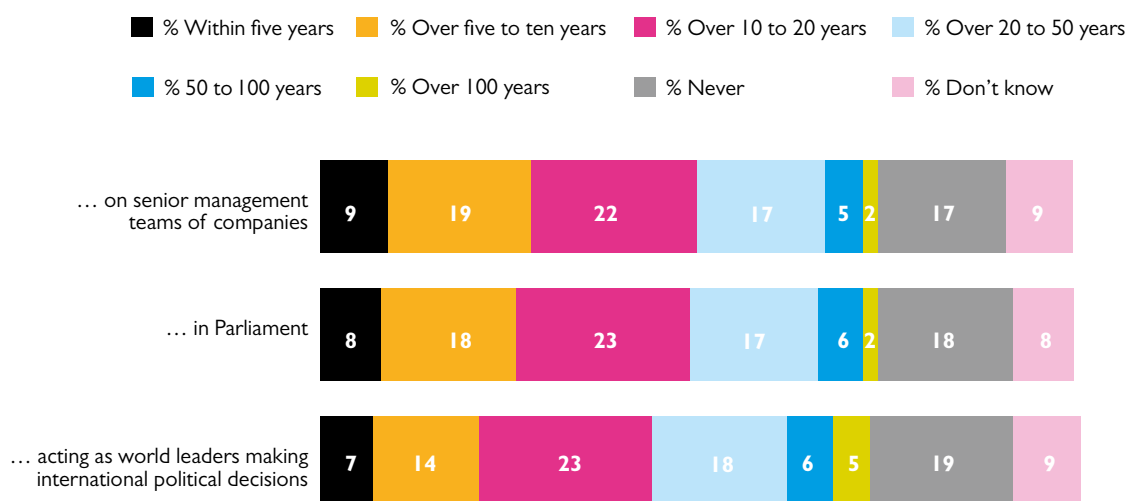
When considering the future of equal representation of men and women in national and international government and business, men and women hold very similar expectations.

People do not consider this to be something that will happen in the short term (within the next five years). Instead, two in five (41%) think that there will be equal numbers of men and women in Parliament and on senior management teams in 5 to 20 years time (Figure 10). A similar proportion (37%) of people think it will take this long before there are equal numbers acting as world leaders making international political decisions. However, analysis by the Equality and Human Rights Commission in 2008 suggests it will take 73 years for women to gain equal representation on the boards of the top 100 companies and over 200 years before there is an equal number of women and men in Parliament at the current rate of progress.³

A significant minority (around one in five) think that there will *never* be equal numbers of men and women in Parliament, senior management teams or acting as world leaders.

Figure 10: Progress in equal representation

Overall, how soon, if at all, do you think it will be before there are equal numbers of men and women ...



Base: 1,071 GB adults 16+, fieldwork dates: 20–24 February 2010

Source: Ipsos MORI/GEO

³ Equality and Human Rights Commission (2008) *Sex and power 2008*.

8. Conclusions

Most people in Britain consider equal representation of men and women to be important in both government and business. People feel that shared decision-making at a local, national and international level is important to them personally; there is a clear sense that ‘it matters’ whether men and women are equally represented in government and business. There is also perceived injustice in the current situation, as most people think that the current gender imbalance is due to discrimination, rather than men being better suited to senior roles in business and government.

As well as the public appetite for ‘fairness’ and personal attachment to equal representation, the public recognise the benefits of shared decision-making in order to achieve positive outcomes for men and women. People think that having women on senior management teams will lead to family-friendly policies and practices, for example, and an overwhelming majority believe that the presence of women MPs in Parliament helps to ensure that policies and laws reflect the needs of women as well as men, for example on maternity leave and pay and on domestic violence.

Indeed, the vast majority feel that men and women bring different perspectives to decision-making, and it seems that people recognise the value in this. Most people agree that mixed senior management teams will be better at understanding their customers, and that having women in government helps the government to better understand the public.

It is clear, however, that certain stereotypes remain. In professions such as investment banking and engineering, for example, as many people say that it doesn’t matter whether there is a good balance between men and women working in these jobs as say it is important to have equal representation. Similarly, while most people feel that there should be a good balance of men and women making decisions about how the police fight crime, a significant minority think that it should be mostly men.

While the public as a whole is in agreement that there are benefits to gender balance in government and business, there remains a gap between the importance attached by men and women to equal representation. Women are more likely to place importance on shared decision-making and equal representation – and are more likely to feel strongly about these issues – than men.

There is a widespread sense that the current numbers of women in Parliament and business is too few. Women are more likely to say this, particularly with regard to the numbers of women MPs in the House of Commons. However, the proportion of people who say the number of women MPs is too few has decreased in the last eight years, perhaps suggesting that some progress in women’s representation in government has been noticed.

It is clear that people’s expectations of the future of women’s representation in government and business are more optimistic than official predictions. Most people think that there will be equal numbers of men and women in senior management teams of companies and in Parliament in between 5 and 20 years, while the Equality and Human Rights Commission estimates that it will take 73 years for women to gain equal representation on the boards of the top 100 companies and over 200 years before there is an equal number of women and men in Parliament at the current rate of progress. This clear disparity underlines the need for strong action on behalf of both government and business to promote diversity.

Appendices: Details on methodology

A1: Questions on gender representation

READ OUT: I'd now like to ask you some questions about decision-making in government and businesses, in particular whether or not it matters that both men and women are involved in making decisions. Some people think that having an equal number of men and women in government and businesses is important for ensuring effective decision-making. Others believe that it does not matter whether there are equal numbers of men and women working together to take decisions.

Q1 How important is it to you personally that women and men have equal say over ...
READ OUT, SINGLE CODE, ROTATE LIST

- a) ... business decisions that affect the British economy?
- b) ... political decisions that affect the way Britain is run?
- c) ... international political decisions that affect men and women around the world?
- d) ... decisions that affect men and women in the workplace?
- e) ... decisions that affect local services in your area?

Very important

Fairly important

Not very important

Not at all important

Don't know (DO NOT READ OUT)

Q2 Certain types of jobs and industries have mostly men working in them, while others have mostly women. For each of the following types of jobs, please tell me whether you think that it is preferable that they are mostly held by men, mostly by women, whether there should be a good balance of men and women or whether it doesn't matter. SINGLE CODE, ROTATE LIST

- Investment bankers
- Engineers
- Judges
- Teachers
- Doctors

Should be held mostly by men
Should be held mostly by women
There should be a good balance of men and women
Doesn't matter which
Don't know

Q3 Now I'd like you to think about decision-making in government and business. Thinking about what is important to ensure that the best decisions are made, for each of the following areas please tell me whether you think it is preferable that decisions are made mostly by men, mostly by women, whether there should be a good balance of men and women in making decisions or whether it doesn't matter.
SINGLE CODE, ROTATE LIST

Decisions in local councils

Decisions in national government

Decisions in international politics such as in the European Union or at the United Nations

Decisions in the finance sector that affect the economy

Decisions made by judges in the courts

Decisions about how the NHS is run and health services

Decisions about how the police fight crime

Decisions about how schools are run

Should be mostly men
Should be mostly women
There should be a good balance of men and women
Doesn't matter which
Don't know

Q4 I am now going to read out a list of statements about the senior management teams that run companies. Please tell me to what extent you agree or disagree with each.
READ OUT, SINGLE CODE, ROTATE LIST

- a) Businesses which have relatively few women in senior roles are losing out on the widest range of talent available to them**
- b) Businesses with a good balance of men and women at senior management level will be better at understanding their customers**
- c) Senior management teams of predominantly one sex are more likely to think in the same way and so make poor decisions**
- d) Having women on senior management teams as well as men will lead to companies adopting more family-friendly employment policies and practices**
- e) Because men have got more experience in senior management positions, they will be better than women at running companies**

- f) It doesn't matter whether men and women are equally represented on senior management teams that run companies**
- g) It is not because of discrimination that there are more men in senior management, it is because men are better suited to this role**

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Q5 How far do you agree or disagree with the following statements about men and women in government? READ OUT, SINGLE CODE, ROTATE LIST

- a) Male MPs are just as effective as female MPs at representing in Parliament the interests of women in Britain**
- b) Having women in senior positions in government gives the government a better understanding of the public**
- c) The presence of women MPs helps to ensure that policies and laws reflect the needs of women as well as men, for example on maternity leave and pay and on domestic violence**
- d) Men and women bring different experiences and perspectives to decision-making about public services**

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Q6 One in five Members of Parliament are women, that is to say, 126 MPs are women out of 646 MPs overall. Do you think that the number of women MPs in the House of Commons is too many, too few or about right?

ASKED IN 2002. SINGLE CODE, DO NOT READ OUT

Too many

Too few

About right

Doesn't matter

Don't know

Q7 One in ten directors of the largest businesses in the UK are women. Do you think that the number of women directors of large businesses is too many, too few or about right? SINGLE CODE, DO NOT READ OUT

Too many

Too few

About right

Doesn't matter

Don't know

Q8 Overall, how soon, if at all, do you think it will be before there are equal numbers of men and women ...

... in Parliament?

... on senior management teams of companies?

... acting as world leaders making international political decisions?

DO NOT READ OUT, SINGLE CODE

Within five years

Over five to ten years

Over ten to twenty years

Over 20 to 50 years

50 to 100 years

Over 100 years

Never

Don't know

A2: Statistical reliability

The respondents taking part in this research are only a sample of the total 'population'. We cannot, therefore, be certain that the figures obtained are exactly those we would have seen if all in the population had been interviewed (the 'true' values). However, we can predict the variation between the sample results and the 'true' values from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given.

The confidence with which we can make this prediction is usually chosen to be 95% – that is, the chances are 19 in 20 that the 'true' value will fall within a specified range. The table below illustrates the predicted ranges at the '95% confidence interval' based on a random sample.

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	+/-	+/-	+/-
1,071 interviews with GB adults 16+	1.8	2.7	3.0
489 and 582 (men compared with women)	3.6	5.5	6.0

For example, on a question where 50% of members of the general public in the sample for this research respond with a particular answer, the chances are 95 in 100 that this result would not vary, plus or minus, by more than three percentage points. Thus, the confidence interval (or margin of error) is by how much the survey result could increase or decrease and still be considered to reflect the 'true' result that would have been recorded if everyone in the population had been surveyed.

A3: Profile of the sample

Respondents	1,071
Gender	
Male	489
Female	582
Age	
16–24	84
25–34	161
35–44	174
45–54	184
55–64	185
65+	244
75+	89
Social grade*	
AB	303
C1	291
C2	209
DE	268
Working status	
Full-time	430
Not full-time/not working	641
Region**	
North East	47
Yorkshire and Humberside	94
East Midlands	80
Eastern	103
Greater London	136
South East	150
South West	94
West Midlands	96
North West	123
Wales	53
Scotland	94

*Social grade interpretations:

A: upper middle class – higher managerial, administrative or professional

B: middle class – intermediate managerial, administrative or professional

C1: lower middle class – supervisory or clerical and junior managerial, administrative or professional

C2: skilled working class – skilled manual labourers

D: working class – semi and unskilled manual labourers

E: casual or lowest grade workers, pensioners and others who depend on the welfare state for their income

** The numbers by region total 1,070 respondents. One respondent did not confirm their region or was downweighted due to weighting effects.

A4: Survey topline results by gender

Representation of women and men in business and government

- Ipsos MORI interviewed a representative quota sample of 1,071 adults in Great Britain aged 16+.
- Interviews were conducted by telephone between 20 and 24 February 2010.
- Data are weighted to match the profile of the population.
- Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers. Throughout the volume, an asterisk (*) denotes any value of less than 0.5%.
- Unless otherwise stated, results are based on all respondents.

Q1 How important is it to you personally that women and men have equal say over ...

			Very important	Fairly important	Not very important	Not at all important	Don't know
			%	%	%	%	%
a)	... business decisions that affect the British economy?	All	44	28	18	9	2
		Men	41	28	19	11	1
		Women	48	28	16	6	2
b)	... political decisions that affect the way Britain is run?	All	44	29	17	9	1
		Men	40	29	18	12	1
		Women	48	29	15	6	1
c)	... international political decisions that affect men and women around the world?	All	48	28	15	8	1
		Men	44	26	15	12	2
		Women	51	29	14	5	1
d)	... decisions that affect men and women in the workplace?	All	54	27	11	7	1
		Men	48	26	14	10	2
		Women	60	28	8	3	1
e)	... decisions that affect local services in your area?	All	47	29	15	7	1
		Men	42	31	16	10	1
		Women	51	27	15	5	1

Q2 Certain types of jobs and industries have mostly men working in them, while others have mostly women. For each of the following types of jobs, please tell me whether you think that it is preferable that they are mostly held by men, mostly by women, whether there should be a good balance of men and women or whether it doesn't matter.

		Should be held mostly by men	Should be held mostly by women	There should be a good balance of men and women	Doesn't matter which	Don't know
		%	%	%	%	%
Investment bankers	All	9	4	43	43	1
	Men	8	4	37	49	1
	Women	10	4	48	37	1
Engineers	All	25	0	36	38	1
	Men	24	0	32	43	1
	Women	27	0	40	33	1
Judges	All	5	1	60	33	*
	Men	7	*	53	39	1
	Women	4	2	67	27	0
Teachers	All	1	3	66	29	*
	Men	2	4	60	34	*
	Women	1	2	71	25	*
Doctors	All	2	1	63	33	*
	Men	3	1	56	40	0
	Women	2	1	70	27	*

Q3 Now I'd like you to think about decision-making in government and business. Thinking about what is important to ensure that the best decisions are made, for each of the following areas please tell me whether you think it is preferable that decisions are made mostly by men, mostly by women, whether there should be a good balance of men and women in making decisions or whether it doesn't matter.

		Should be held mostly by men	Should be held mostly by women	There should be a good balance of men and women	Doesn't matter which	Don't know
		%	%	%	%	%
Decisions in local councils	All	1	1	64	32	*
	Men	2	1	57	40	*
	Women	1	2	71	25	1
Decisions in national government	All	5	1	62	31	*
	Men	5	1	54	39	*
	Women	5	1	70	24	*
Decisions in international politics such as in the European Union or at the United Nations	All	5	1	57	35	1
	Men	5	1	53	40	1
	Women	6	2	61	29	1
Decisions in the finance sector that affect the economy	All	7	2	55	34	1
	Men	7	2	49	41	1
	Women	7	2	61	26	1
Decisions made by judges in the Courts	All	5	1	63	31	*
	Men	6	0	55	39	1
	Women	4	2	71	23	*
Decisions about how the NHS is run and health services	All	1	6	63	29	*
	Men	1	6	55	38	*
	Women	1	7	71	21	*
Decisions about how the police fight crime	All	13	1	54	31	1
	Men	11	*	49	39	1
	Women	15	1	60	23	1
Decisions about how schools are run	All	1	4	66	29	1
	Men	1	4	59	36	*
	Women	1	3	73	22	1

Q4 I am now going to read out a list of statements about the senior management teams that run companies. Please tell me to what extent you agree or disagree with each.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
a) Businesses which have relatively few women in senior roles are losing out on the widest range of talent available to them	All	30	31	10	16	10	3
	Men	24	33	12	19	11	2
	Women	35	29	8	14	9	4
b) Businesses with a good balance of men and women at senior management level will be better at understanding their customers	All	50	30	8	8	3	1
	Men	43	32	9	9	5	2
	Women	56	28	7	7	2	1
c) Senior management teams of predominantly one sex are more likely to think in the same way and so make poor decisions	All	28	31	10	17	11	2
	Men	23	34	11	18	11	2
	Women	33	28	9	17	11	2
d) Having women on senior management teams as well as men will lead to companies adopting more family-friendly employment policies and practices	All	35	36	10	13	5	1
	Men	30	37	10	16	5	2
	Women	40	34	10	10	5	1
e) Because men have got more experience in senior management positions, they will be better than women at running companies	All	5	10	7	34	44	1
	Men	5	12	7	42	33	1
	Women	5	8	6	26	54	1
f) It doesn't matter whether men and women are equally represented on senior management teams that run companies	All	21	27	8	23	19	1
	Men	24	29	7	23	14	2
	Women	18	25	9	23	23	1
g) It is not because of discrimination that there are more men in senior management, it is because men are better suited to this role	All	5	12	7	29	46	2
	Men	5	14	7	36	36	2
	Women	4	10	6	22	55	2

Q5 How far do you agree or disagree with the following statements about men and women in government?

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
a) Male MPs are just as effective as female MPs at representing in Parliament the interests of women in Britain	All	18	36	10	23	11	3
	Men	19	36	9	25	9	3
	Women	16	36	10	21	14	3
b) Having women in senior positions in government gives the government a better understanding of the public	All	34	35	11	14	5	1
	Men	30	39	10	14	6	1
	Women	39	32	11	13	3	1
c) The presence of women MPs helps to ensure that policies and laws reflect the needs of women as well as men, for example on maternity leave and pay and on domestic violence	All	45	37	6	8	3	1
	Men	38	40	7	10	4	1
	Women	51	35	6	6	2	*
d) Men and women bring different experiences and perspectives to decision-making about public services	All	47	41	5	5	2	1
	Men	38	48	5	5	3	1
	Women	55	35	5	4	1	1

Q6 One in five Members of Parliament are women, that is to say, 126 MPs are women out of 646 MPs overall. Do you think that the number of women MPs in the House of Commons is too many, too few or about right?


	Too many	Too few	About right	Doesn't matter	Don't know
	%	%	%	%	%
All	1	63	26	6	3
Men	2	56	28	8	4
Women	1	68	24	4	3

Q7 One in ten directors of the largest businesses in the UK are women. Do you think that the number of women directors of large businesses is too many, too few or about right?

	Too many	Too few	About right	Doesn't matter	Don't know
	%	%	%	%	%
All	1	6	30	5	4
Men	2	58	28	7	6
Women	1	61	32	3	3

Q8 Overall, how soon, if at all, do you think it will be before there are equal numbers of men and women...

		Within five years	Over five to ten years	Over 10 to 20 years	Over 20 to 50 years	50 to 100 years	Over 100 years	Never	Don't know
		%	%	%	%	%	%	%	%
... in Parliament?	All	8	18	23	17	6	2	18	8
	Men	7	16	23	19	7	2	18	9
	Women	9	20	22	16	5	2	18	8
... on senior management teams of companies?	All	9	19	22	17	5	2	17	9
	Men	7	17	23	19	6	2	18	9
	Women	10	22	22	15	3	2	17	9
... acting as world leaders making international political decisions?	All	7	14	23	18	6	5	19	9
	Men	7	12	24	19	8	6	17	8
	Women	6	16	22	18	4	4	21	10



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