INTERNATIONAL WOMEN'S DAY 2024

Global attitudes towards women's leadership

March 2024

KING'S GLOBAL INSTITUTE FOR WOMEN'S LEADERSHIP

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ATTITUDES TOWARDS GENDER EQUALITY

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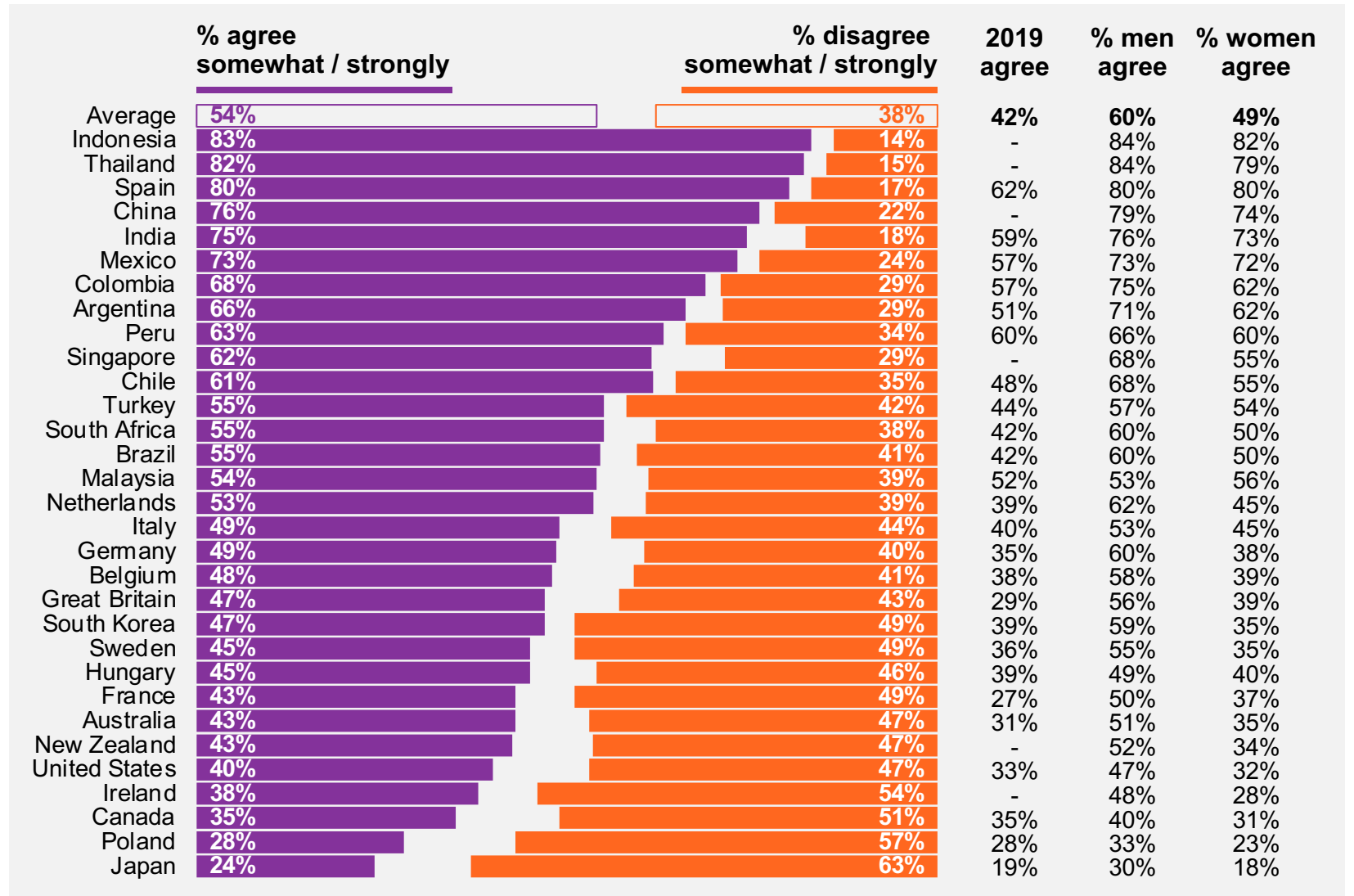
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

When it comes to giving women equal rights with men, things have gone far enough in my country.

Progress towards gender equality is slow, across a 31-country average, over half of people (54%) believe that when it comes to giving women equal rights things have gone far enough in their country.

By gender, men are more likely than women to agree with this statement (60% vs 49%).

	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	54%	38%	42%	60%	49%
Indonesia	83%	14%	-	84%	82%
Thailand	82%	15%	-	84%	79%
Spain	80%	17%	62%	80%	80%
China	76%	22%	-	79%	74%
India	75%	18%	59%	76%	73%
Mexico	73%	24%	57%	73%	72%
Colombia	68%	29%	57%	75%	62%
Argentina	66%	29%	51%	71%	62%
Peru	63%	34%	60%	66%	60%
Singapore	62%	29%	-	68%	55%
Chile	61%	35%	48%	68%	55%
Turkey	55%	42%	44%	57%	54%
South Africa	55%	38%	42%	60%	50%
Brazil	55%	41%	42%	60%	50%
Malaysia	54%	39%	52%	53%	56%
Netherlands	53%	39%	39%	62%	45%
Italy	49%	44%	40%	53%	45%
Germany	49%	40%	35%	60%	38%
Belgium	48%	41%	38%	58%	39%
Great Britain	47%	43%	29%	56%	39%
South Korea	47%	49%	39%	59%	35%
Sweden	45%	49%	36%	55%	35%
Hungary	45%	46%	39%	49%	40%
France	43%	49%	27%	50%	37%
Australia	43%	47%	31%	51%	35%
New Zealand	43%	47%	-	52%	34%
United States	40%	47%	33%	47%	32%
Ireland	38%	54%	-	48%	28%
Canada	35%	51%	35%	40%	31%
Poland	28%	57%	28%	33%	23%
Japan	24%	63%	19%	30%	18%

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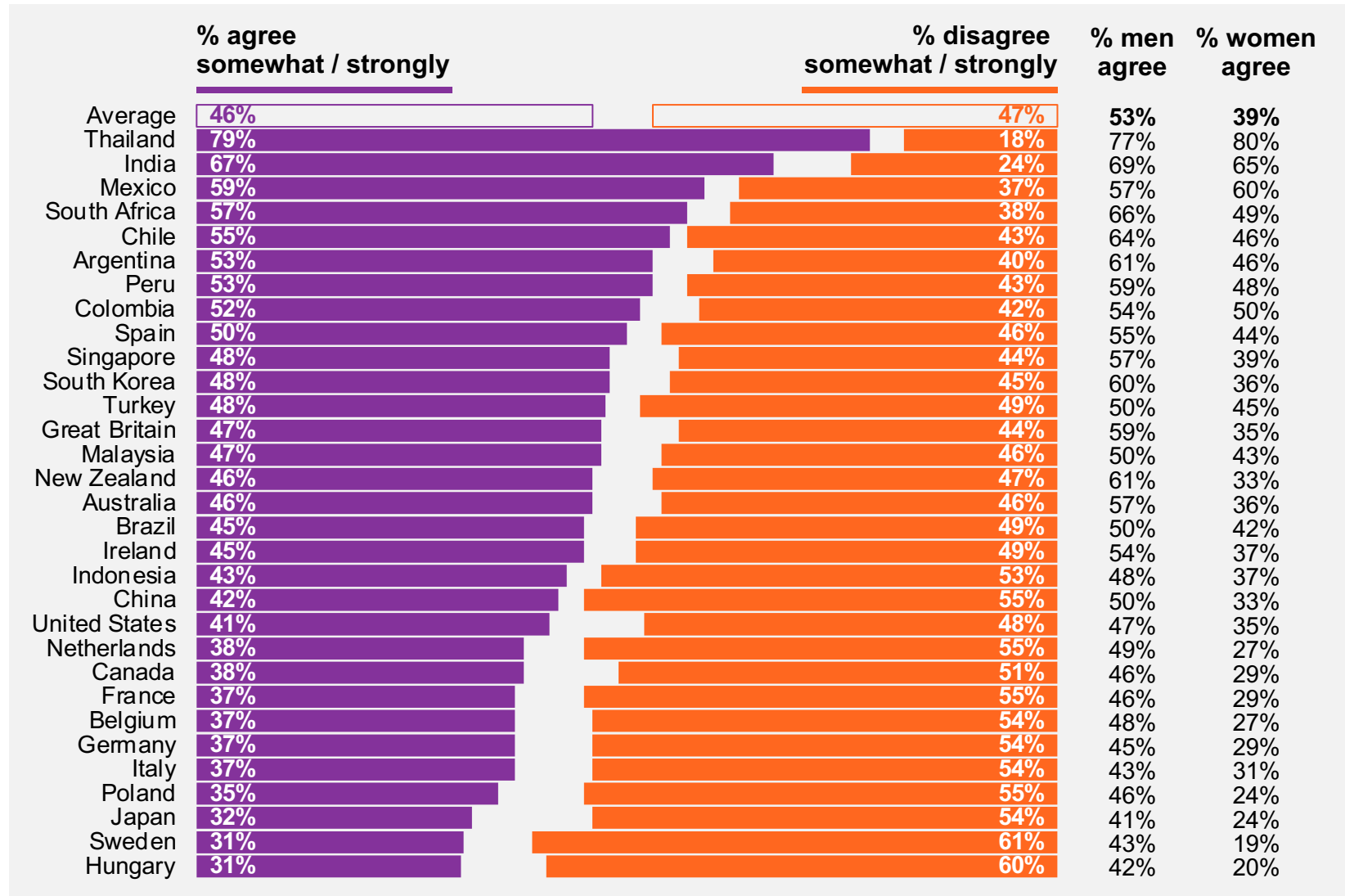
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

We have gone so far in promoting women's equality that we are discriminating against men.

Across a 31-country average, people are divided on whether we have gone so far in promoting women's equality that we are discriminating against men (46% agree vs. 47% disagree).

Over half of men (53%) agreed with this statement compared to two in five women (39%).

	% agree somewhat / strongly	% disagree somewhat / strongly	% men agree	% women agree
Average	46%	47%	53%	39%
Thailand	79%	18%	77%	80%
India	67%	24%	69%	65%
Mexico	59%	37%	57%	60%
South Africa	57%	38%	66%	49%
Chile	55%	43%	64%	46%
Argentina	53%	40%	61%	46%
Peru	53%	43%	59%	48%
Colombia	52%	42%	54%	50%
Spain	50%	46%	55%	44%
Singapore	48%	44%	57%	39%
South Korea	48%	45%	60%	36%
Turkey	48%	49%	50%	45%
Great Britain	47%	44%	59%	35%
Malaysia	47%	46%	50%	43%
New Zealand	46%	47%	61%	33%
Australia	46%	46%	57%	36%
Brazil	45%	49%	50%	42%
Ireland	45%	49%	54%	37%
Indonesia	43%	53%	48%	37%
China	42%	55%	50%	33%
United States	41%	48%	47%	35%
Netherlands	38%	55%	49%	27%
Canada	38%	51%	46%	29%
France	37%	55%	46%	29%
Belgium	37%	54%	48%	27%
Germany	37%	54%	45%	29%
Italy	37%	54%	43%	31%
Poland	35%	55%	46%	24%
Japan	32%	54%	41%	24%
Sweden	31%	61%	43%	19%
Hungary	31%	60%	42%	20%

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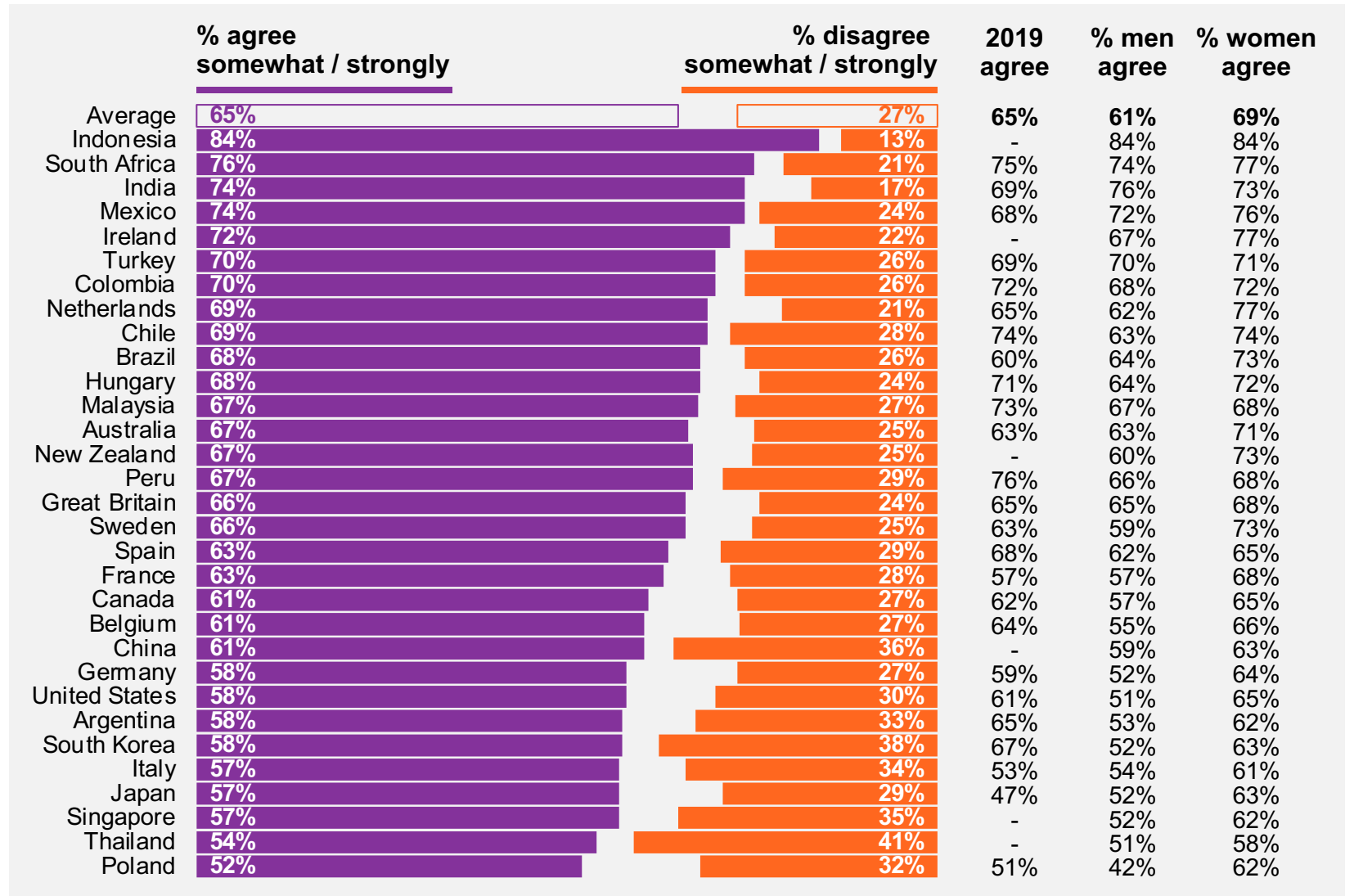
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Women won't achieve equality in my country unless men take actions to support women's rights too.

Across a 31-country average, two thirds of people (65%) think that women won't achieve equality in their country unless men take actions to support women's rights too. This proportion has remained consistent since 2019.

Women are more likely than men to agree with this statement (69% vs. 61%).

	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	65%	27%	65%	61%	69%
Indonesia	84%	13%	-	84%	84%
South Africa	76%	21%	75%	74%	77%
India	74%	17%	69%	76%	73%
Mexico	74%	24%	68%	72%	76%
Ireland	72%	22%	-	67%	77%
Turkey	70%	26%	69%	70%	71%
Colombia	70%	26%	72%	68%	72%
Netherlands	69%	21%	65%	62%	77%
Chile	69%	28%	74%	63%	74%
Brazil	68%	26%	60%	64%	73%
Hungary	68%	24%	71%	64%	72%
Malaysia	67%	27%	73%	67%	68%
Australia	67%	25%	63%	63%	71%
New Zealand	67%	25%	-	60%	73%
Peru	67%	29%	76%	66%	68%
Great Britain	66%	24%	65%	65%	68%
Sweden	66%	25%	63%	59%	73%
Spain	63%	29%	68%	62%	65%
France	63%	28%	57%	57%	68%
Canada	61%	27%	62%	57%	65%
Belgium	61%	27%	64%	55%	66%
China	61%	36%	-	59%	63%
Germany	58%	27%	59%	52%	64%
United States	58%	30%	61%	51%	65%
Argentina	58%	33%	65%	53%	62%
South Korea	58%	38%	67%	52%	63%
Italy	57%	34%	53%	54%	61%
Japan	57%	29%	47%	52%	63%
Singapore	57%	35%	-	52%	62%
Thailand	54%	41%	-	51%	58%
Poland	52%	32%	51%	42%	62%

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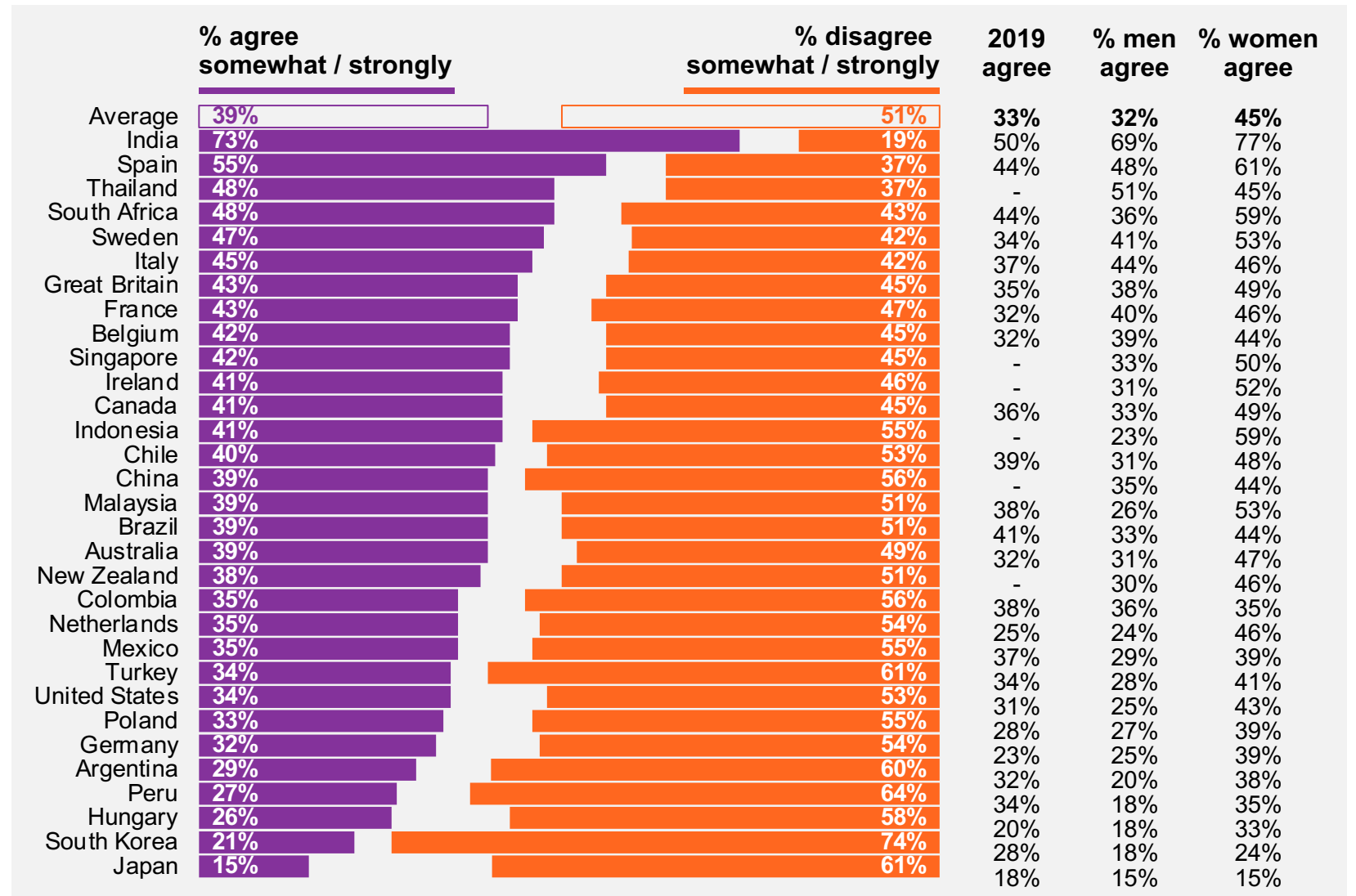
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Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

I define myself as a feminist.

Around two in five people across a 31-country average (39%) define themselves as feminists. Women are more likely than men to define themselves in this way (45% vs. 32%).
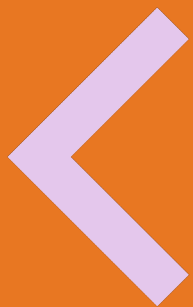
Around half of people across a 31-country average would not define themselves as a feminist (51%).

	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	39%	51%	33%	32%	45%
India	73%	19%	50%	69%	77%
Spain	55%	37%	44%	48%	61%
Thailand	48%	37%	-	51%	45%
South Africa	48%	43%	44%	36%	59%
Sweden	47%	42%	34%	41%	53%
Italy	45%	42%	37%	44%	46%
Great Britain	43%	45%	35%	38%	49%
France	43%	47%	32%	40%	46%
Belgium	42%	45%	32%	39%	44%
Singapore	42%	45%	-	33%	50%
Ireland	41%	46%	-	31%	52%
Canada	41%	45%	36%	33%	49%
Indonesia	41%	55%	-	23%	59%
Chile	40%	53%	39%	31%	48%
China	39%	56%	-	35%	44%
Malaysia	39%	51%	38%	26%	53%
Brazil	39%	51%	41%	33%	44%
Australia	39%	49%	32%	31%	47%
New Zealand	38%	51%	-	30%	46%
Colombia	35%	56%	38%	36%	35%
Netherlands	35%	54%	25%	24%	46%
Mexico	35%	55%	37%	29%	39%
Turkey	34%	61%	34%	28%	41%
United States	34%	53%	31%	25%	43%
Poland	33%	55%	28%	27%	39%
Germany	32%	54%	23%	25%	39%
Argentina	29%	60%	32%	20%	38%
Peru	27%	64%	34%	18%	35%
Hungary	26%	58%	20%	18%	33%
South Korea	21%	74%	28%	18%	24%
Japan	15%	61%	18%	15%	15%

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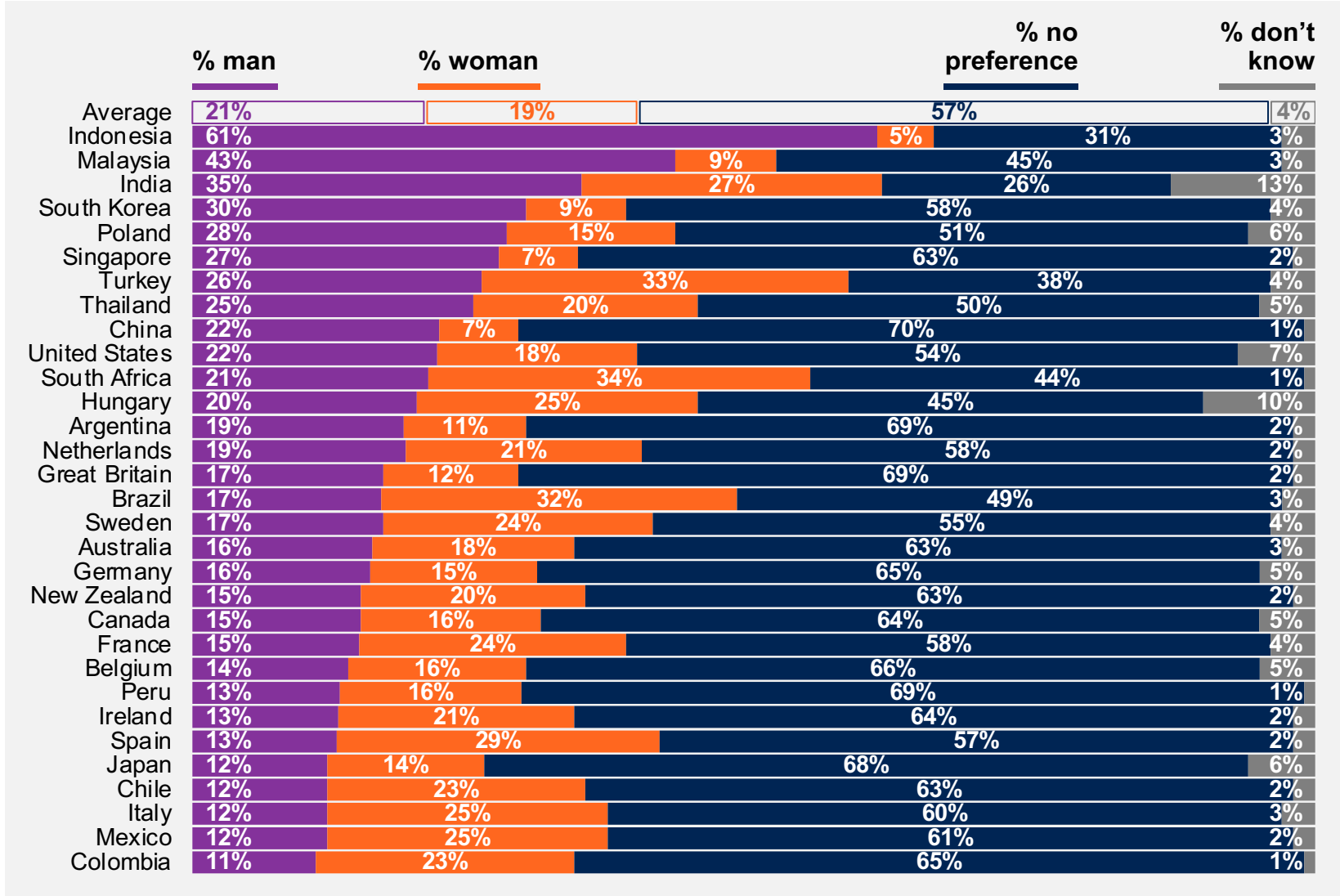
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INCLUSION IN POLITICS

If you could choose your **political leader** in ..., would you prefer them to be a man or a woman, or do you have no preference?

Across a 31-country average, if people could choose a political leader, the majority have no preference whether they are a man or a woman (57%).

Those with a preference are divided with around one in five people saying they would prefer either a man or a woman (21% and 19% respectively).

	% man	% woman	% no preference	% don't know
Average	21%	19%	57%	4%
Indonesia	61%	5%	31%	3%
Malaysia	43%	9%	45%	3%
India	35%	27%	26%	13%
South Korea	30%	9%	58%	4%
Poland	28%	15%	51%	6%
Singapore	27%	7%	63%	2%
Turkey	26%	33%	38%	4%
Thailand	25%	20%	50%	5%
China	22%	7%	70%	1%
United States	22%	18%	54%	7%
South Africa	21%	34%	44%	1%
Hungary	20%	25%	45%	10%
Argentina	19%	11%	69%	2%
Netherlands	19%	21%	58%	2%
Great Britain	17%	12%	69%	2%
Brazil	17%	32%	49%	3%
Sweden	17%	24%	55%	4%
Australia	16%	18%	63%	3%
Germany	16%	15%	65%	5%
New Zealand	15%	20%	63%	2%
Canada	15%	16%	64%	5%
France	15%	24%	58%	4%
Belgium	14%	16%	66%	5%
Peru	13%	16%	69%	1%
Ireland	13%	21%	64%	2%
Spain	13%	29%	57%	2%
Japan	12%	14%	68%	6%
Chile	12%	23%	63%	2%
Italy	12%	25%	60%	3%
Mexico	12%	25%	61%	2%
Colombia	11%	23%	65%	1%

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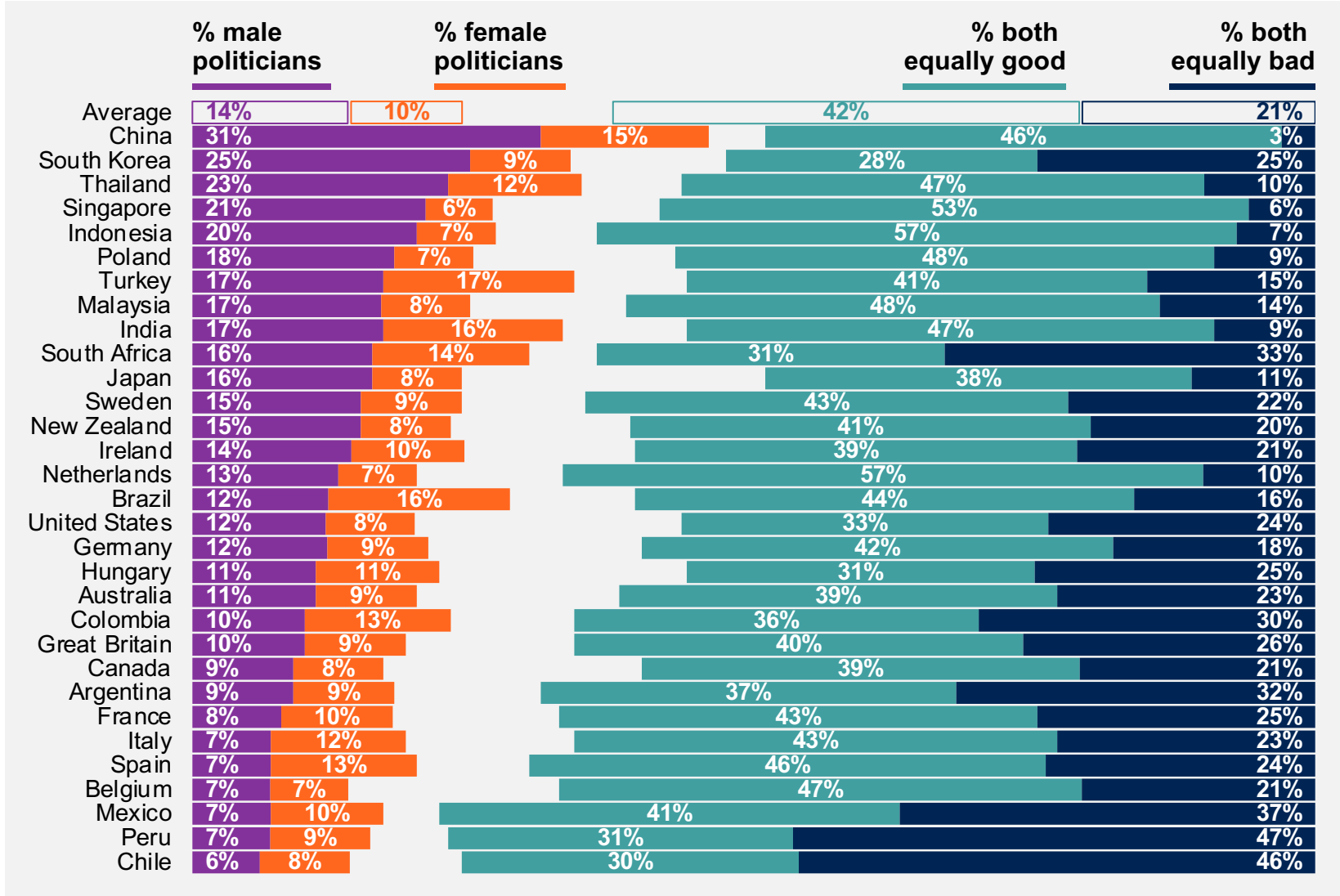
For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
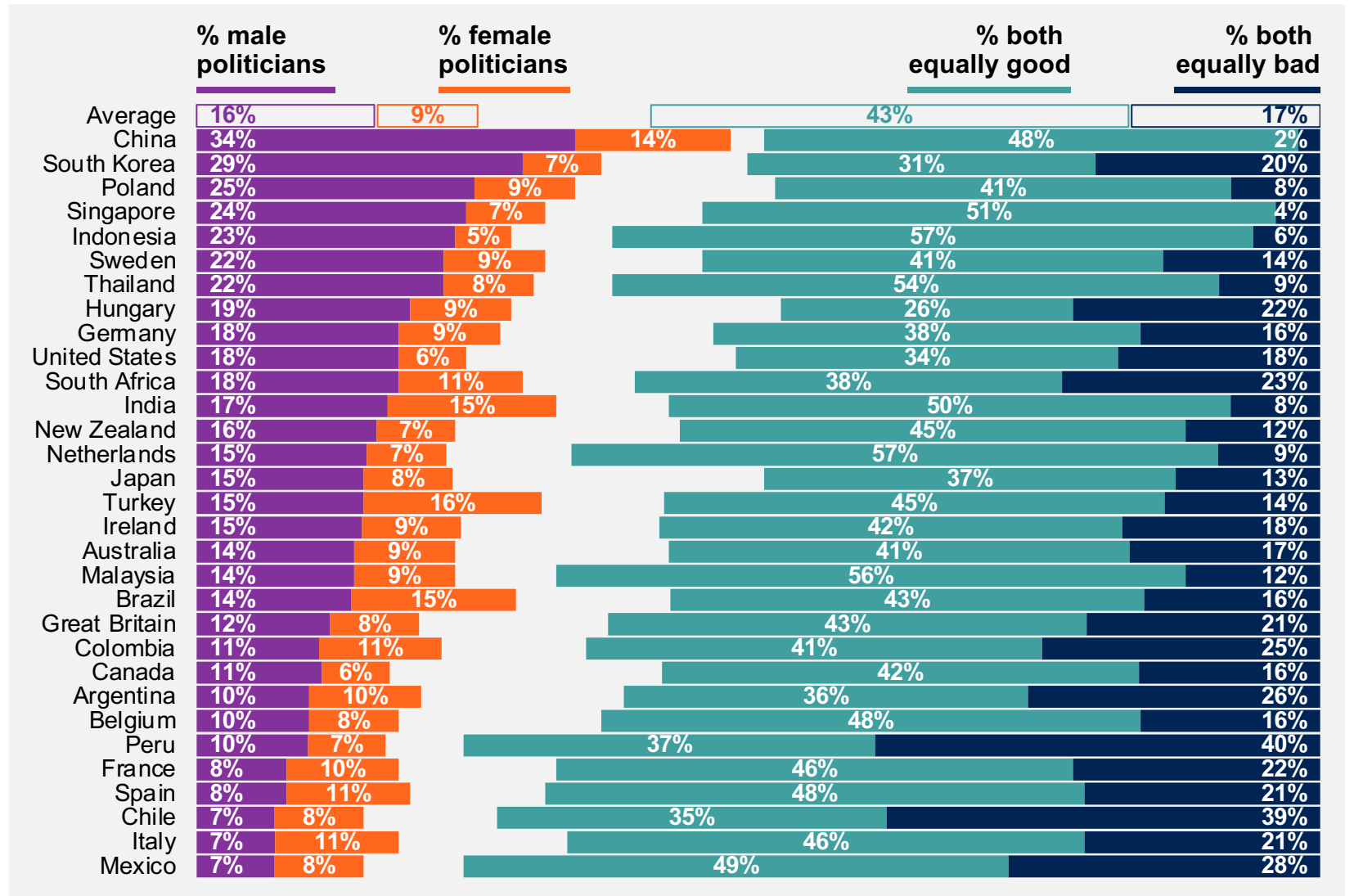
Fighting crime.

Across a 31-country average, around two in five people think that male politicians and female politicians are both equally good at fighting crime (42%).

On average, people are more likely to think male politicians are better than female politicians at fighting crime (14% vs. 10%), although one in five think they are both equally bad (21%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	14%	10%	42%	21%
China	31%	15%	46%	3%
South Korea	25%	9%	28%	25%
Thailand	23%	12%	47%	10%
Singapore	21%	6%	53%	6%
Indonesia	20%	7%	57%	7%
Poland	18%	7%	48%	9%
Turkey	17%	17%	41%	15%
Malaysia	17%	8%	48%	14%
India	17%	16%	47%	9%
South Africa	16%	14%	31%	33%
Japan	16%	8%	38%	11%
Sweden	15%	9%	43%	22%
New Zealand	15%	8%	41%	20%
Ireland	14%	10%	39%	21%
Netherlands	13%	7%	57%	10%
Brazil	12%	16%	44%	16%
United States	12%	8%	33%	24%
Germany	12%	9%	42%	18%
Hungary	11%	11%	31%	25%
Australia	11%	9%	39%	23%
Colombia	10%	13%	36%	30%
Great Britain	10%	9%	40%	26%
Canada	9%	8%	39%	21%
Argentina	9%	9%	37%	32%
France	8%	10%	43%	25%
Italy	7%	12%	43%	23%
Spain	7%	13%	46%	24%
Belgium	7%	7%	47%	21%
Mexico	7%	10%	41%	37%
Peru	7%	9%	31%	47%
Chile	6%	8%	30%	46%

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Q For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Defending national security.

Around two in five people (43%) think that male and female politicians are equally good at defending national security.

A larger proportion of people think male politicians are better than female politicians at defending national security (16% vs. 9%).

Around a fifth think male and female politicians are both equally bad at this (17%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	16%	9%	43%	17%
China	34%	14%	48%	2%
South Korea	29%	7%	31%	20%
Poland	25%	9%	41%	8%
Singapore	24%	7%	51%	4%
Indonesia	23%	5%	57%	6%
Sweden	22%	9%	41%	14%
Thailand	22%	8%	54%	9%
Hungary	19%	9%	26%	22%
Germany	18%	9%	38%	16%
United States	18%	6%	34%	18%
South Africa	18%	11%	38%	23%
India	17%	15%	50%	8%
New Zealand	16%	7%	45%	12%
Netherlands	15%	7%	57%	9%
Japan	15%	8%	37%	13%
Turkey	15%	16%	45%	14%
Ireland	15%	9%	42%	18%
Australia	14%	9%	41%	17%
Malaysia	14%	9%	56%	12%
Brazil	14%	15%	43%	16%
Great Britain	12%	8%	43%	21%
Colombia	11%	11%	41%	25%
Canada	11%	6%	42%	16%
Argentina	10%	10%	36%	26%
Belgium	10%	8%	48%	16%
Peru	10%	7%	37%	40%
France	8%	10%	46%	22%
Spain	8%	11%	48%	21%
Chile	7%	8%	35%	39%
Italy	7%	11%	46%	21%
Mexico	7%	8%	49%	28%

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For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
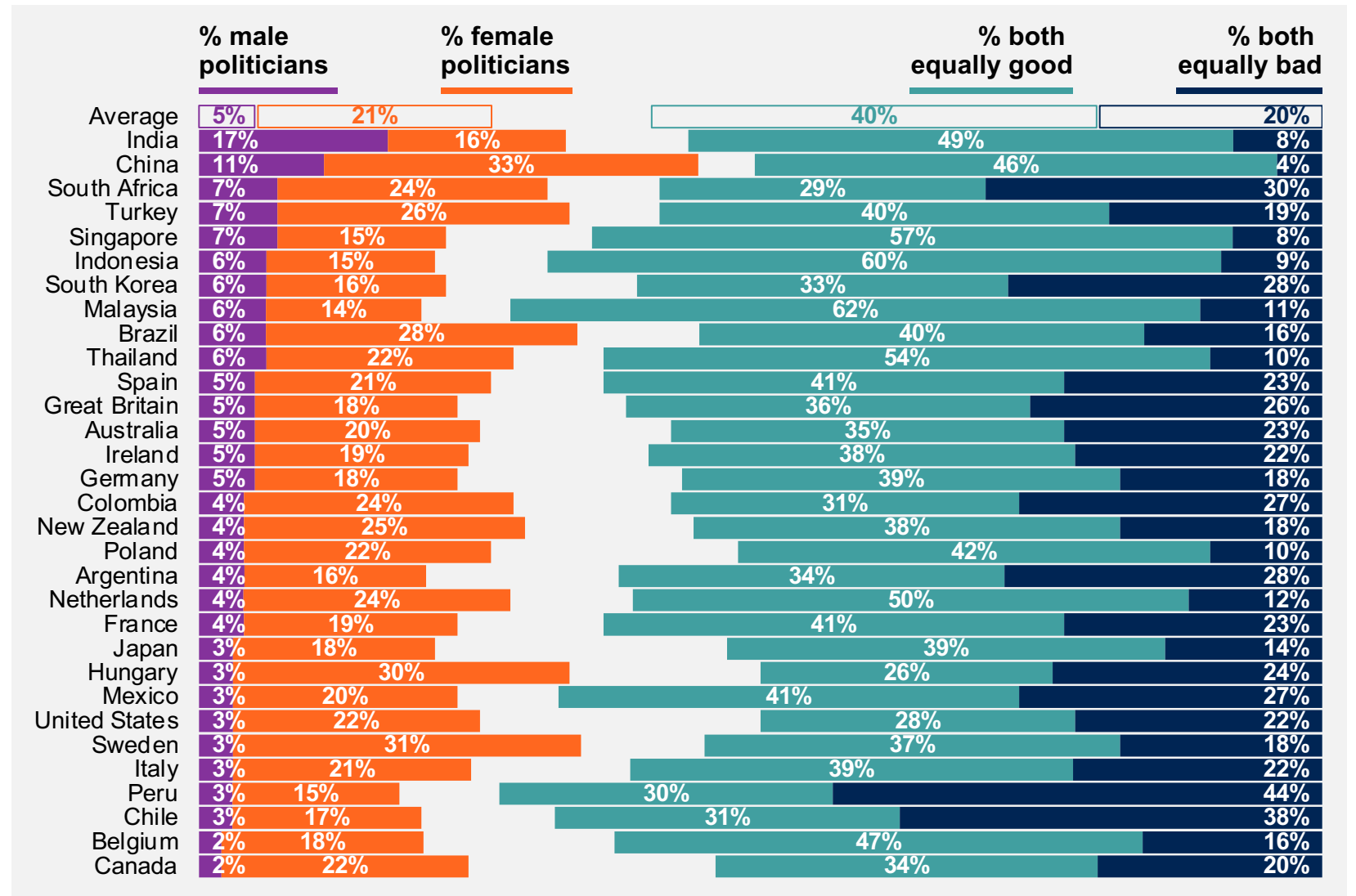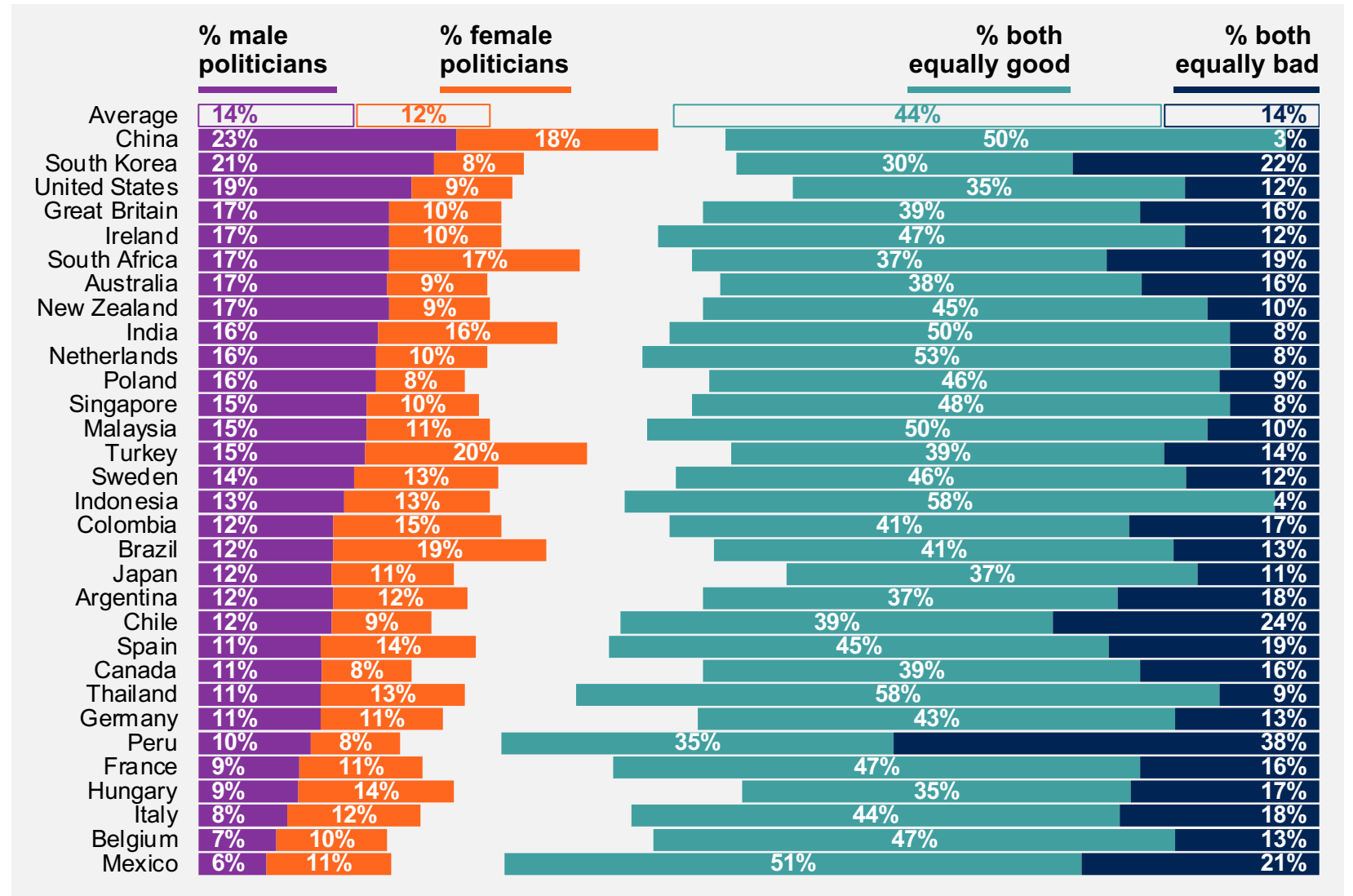
Benefiting the less advantaged.

Two in five people (40%) think that male and female politicians are equally good at benefiting the less advantaged.

However, a larger proportion of people think female politicians are better than male politicians at benefiting the less advantaged (21% vs. 5%).

A fifth of people think male and female politicians are both equally bad at this (20%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	5%	21%	40%	20%
India	17%	16%	49%	8%
China	11%	33%	46%	4%
South Africa	7%	24%	29%	30%
Turkey	7%	26%	40%	19%
Singapore	7%	15%	57%	8%
Indonesia	6%	15%	60%	9%
South Korea	6%	16%	33%	28%
Malaysia	6%	14%	62%	11%
Brazil	6%	28%	40%	16%
Thailand	6%	22%	54%	10%
Spain	5%	21%	41%	23%
Great Britain	5%	18%	36%	26%
Australia	5%	20%	35%	23%
Ireland	5%	19%	38%	22%
Germany	5%	18%	39%	18%
Colombia	4%	24%	31%	27%
New Zealand	4%	25%	38%	18%
Poland	4%	22%	42%	10%
Argentina	4%	16%	34%	28%
Netherlands	4%	24%	50%	12%
France	4%	19%	41%	23%
Japan	3%	18%	39%	14%
Hungary	3%	30%	26%	24%
Mexico	3%	20%	41%	27%
United States	3%	22%	28%	22%
Sweden	3%	31%	37%	18%
Italy	3%	21%	39%	22%
Peru	3%	15%	30%	44%
Chile	3%	17%	31%	38%
Belgium	2%	18%	47%	16%
Canada	2%	22%	34%	20%

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For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Treating men fairly.

On average, across the countries surveyed, people are most likely to think that male politicians and female politicians are both equally good at treating men fairly (44%).

A similar proportion of people think male politicians are better, female politicians are better or that they are both equally bad (14%, 12% and 14% respectively).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	14%	12%	44%	14%
China	23%	18%	50%	3%
South Korea	21%	8%	30%	22%
United States	19%	9%	35%	12%
Great Britain	17%	10%	39%	16%
Ireland	17%	10%	47%	12%
South Africa	17%	17%	37%	19%
Australia	17%	9%	38%	16%
New Zealand	17%	9%	45%	10%
India	16%	16%	50%	8%
Netherlands	16%	10%	53%	8%
Poland	16%	8%	46%	9%
Singapore	15%	10%	48%	8%
Malaysia	15%	11%	50%	10%
Turkey	15%	20%	39%	14%
Sweden	14%	13%	46%	12%
Indonesia	13%	13%	58%	4%
Colombia	12%	15%	41%	17%
Brazil	12%	19%	41%	13%
Japan	12%	11%	37%	11%
Argentina	12%	12%	37%	18%
Chile	12%	9%	39%	24%
Spain	11%	14%	45%	19%
Canada	11%	8%	39%	16%
Thailand	11%	13%	58%	9%
Germany	11%	11%	43%	13%
Peru	10%	8%	35%	38%
France	9%	11%	47%	16%
Hungary	9%	14%	35%	17%
Italy	8%	12%	44%	18%
Belgium	7%	10%	47%	13%
Mexico	6%	11%	51%	21%

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For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
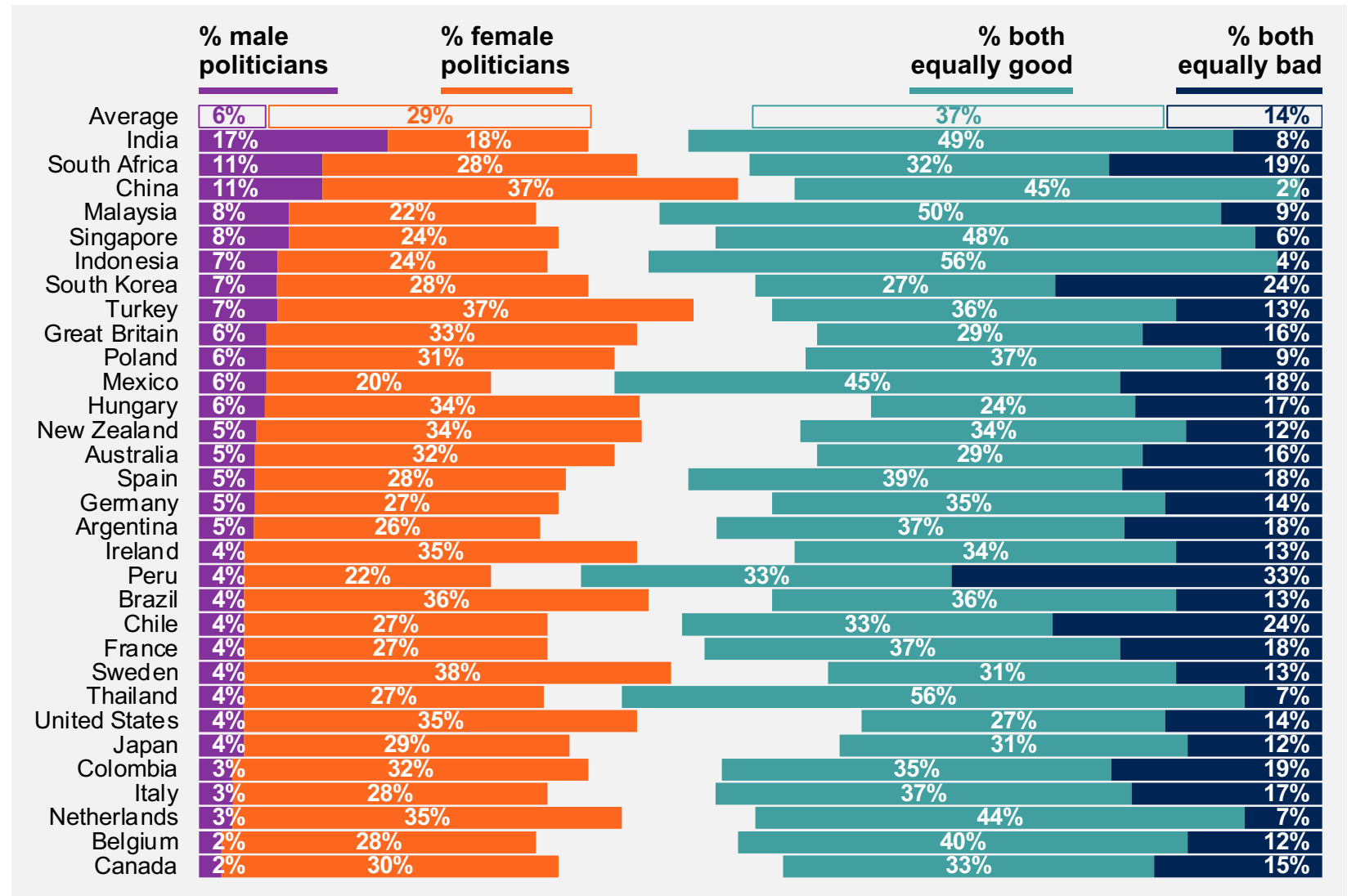
Treating women fairly.

Around two in five people think that that male and female politicians are both equally good at treating women fairly (37%).

Three in ten people across a 31-country average (29%) think that female politicians are better at treating women fairly.

More than one in ten people across a 31-country average (14%) think that they are both equally bad.

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	6%	29%	37%	14%
India	17%	18%	49%	8%
South Africa	11%	28%	32%	19%
China	11%	37%	45%	2%
Malaysia	8%	22%	50%	9%
Singapore	8%	24%	48%	6%
Indonesia	7%	24%	56%	4%
South Korea	7%	28%	27%	24%
Turkey	7%	37%	36%	13%
Great Britain	6%	33%	29%	16%
Poland	6%	31%	37%	9%
Mexico	6%	20%	45%	18%
Hungary	6%	34%	24%	17%
New Zealand	5%	34%	34%	12%
Australia	5%	32%	29%	16%
Spain	5%	28%	39%	18%
Germany	5%	27%	35%	14%
Argentina	5%	26%	37%	18%
Ireland	4%	35%	34%	13%
Peru	4%	22%	33%	33%
Brazil	4%	36%	36%	13%
Chile	4%	27%	33%	24%
France	4%	27%	37%	18%
Sweden	4%	38%	31%	13%
Thailand	4%	27%	56%	7%
United States	4%	35%	27%	14%
Japan	4%	29%	31%	12%
Colombia	3%	32%	35%	19%
Italy	3%	28%	37%	17%
Netherlands	3%	35%	44%	7%
Belgium	2%	28%	40%	12%
Canada	2%	30%	33%	15%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

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Q

For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
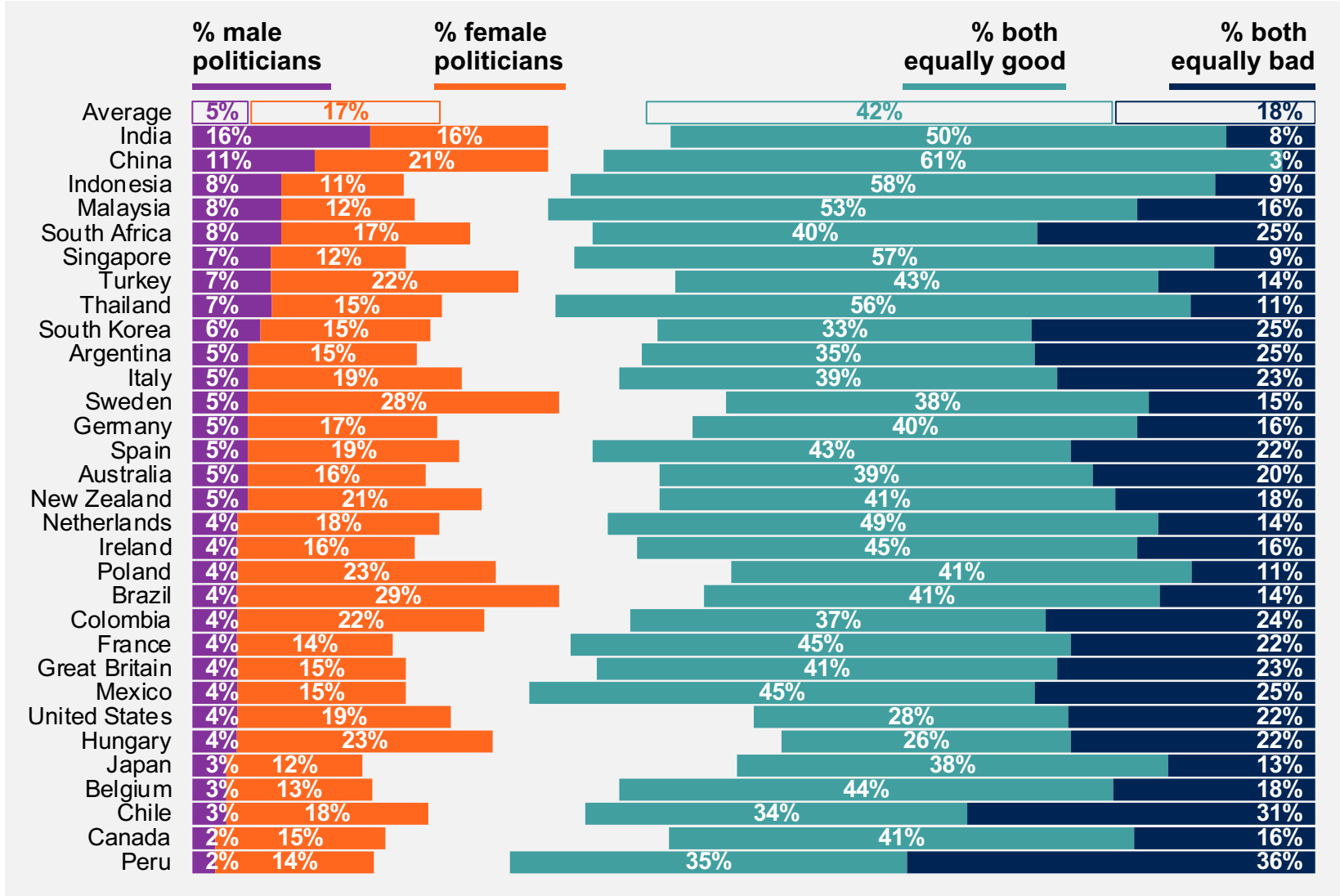
Treating ethnic minorities fairly.

Around two in five people think that that male and female politicians are both equally good at treating ethnic minorities fairly (42%).

Around one in five people (17%) across a 31-country average think that female politicians are better at treating ethnic minorities fairly.

A small proportion of people across a 31-country average (5%) think that male politicians are better at treating ethnic minorities fairly.

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	5%	17%	42%	18%
India	16%	16%	50%	8%
China	11%	21%	61%	3%
Indonesia	8%	11%	58%	9%
Malaysia	8%	12%	53%	16%
South Africa	8%	17%	40%	25%
Singapore	7%	12%	57%	9%
Turkey	7%	22%	43%	14%
Thailand	7%	15%	56%	11%
South Korea	6%	15%	33%	25%
Argentina	5%	15%	35%	25%
Italy	5%	19%	39%	23%
Sweden	5%	28%	38%	15%
Germany	5%	17%	40%	16%
Spain	5%	19%	43%	22%
Australia	5%	16%	39%	20%
New Zealand	5%	21%	41%	18%
Netherlands	4%	18%	49%	14%
Ireland	4%	16%	45%	16%
Poland	4%	23%	41%	11%
Brazil	4%	29%	41%	14%
Colombia	4%	22%	37%	24%
France	4%	14%	45%	22%
Great Britain	4%	15%	41%	23%
Mexico	4%	15%	45%	25%
United States	4%	19%	28%	22%
Hungary	4%	23%	26%	22%
Japan	3%	12%	38%	13%
Belgium	3%	13%	44%	18%
Chile	3%	18%	34%	31%
Canada	2%	15%	41%	16%
Peru	2%	14%	35%	36%

Base: *24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024*

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For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
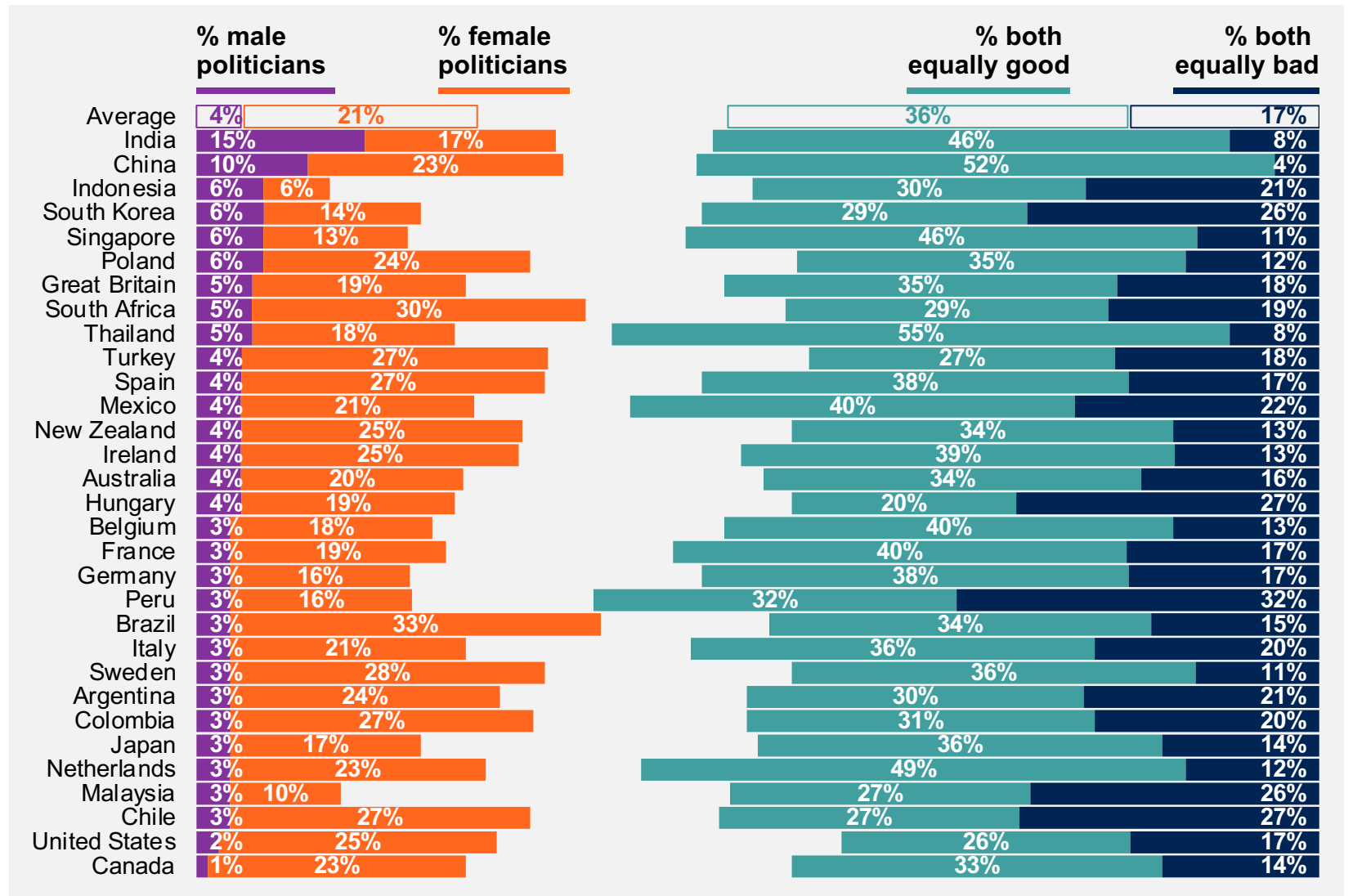
Treating those with LGBT+ identities fairly.

Around a third of people across a 31-country average (36%) think that male and female politicians are equally good at treating those with LGBT+ identities fairly.

However, a larger proportion of people think female politicians are better than male politicians at treating those with LGBT+ identities fairly (21% vs. 4%).

Around a fifth think male and female politicians are both equally bad at this (17%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	4%	21%	36%	17%
India	15%	17%	46%	8%
China	10%	23%	52%	4%
Indonesia	6%	6%	30%	21%
South Korea	6%	14%	29%	26%
Singapore	6%	13%	46%	11%
Poland	6%	24%	35%	12%
Great Britain	5%	19%	35%	18%
South Africa	5%	30%	29%	19%
Thailand	5%	18%	55%	8%
Turkey	4%	27%	27%	18%
Spain	4%	27%	38%	17%
Mexico	4%	21%	40%	22%
New Zealand	4%	25%	34%	13%
Ireland	4%	25%	39%	13%
Australia	4%	20%	34%	16%
Hungary	4%	19%	20%	27%
Belgium	3%	18%	40%	13%
France	3%	19%	40%	17%
Germany	3%	16%	38%	17%
Peru	3%	16%	32%	32%
Brazil	3%	33%	34%	15%
Italy	3%	21%	36%	20%
Sweden	3%	28%	36%	11%
Argentina	3%	24%	30%	21%
Colombia	3%	27%	31%	20%
Japan	3%	17%	36%	14%
Netherlands	3%	23%	49%	12%
Malaysia	3%	10%	27%	26%
Chile	3%	27%	27%	27%
United States	2%	25%	26%	17%
Canada	1%	23%	33%	14%

Base: *24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024*

Q

For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
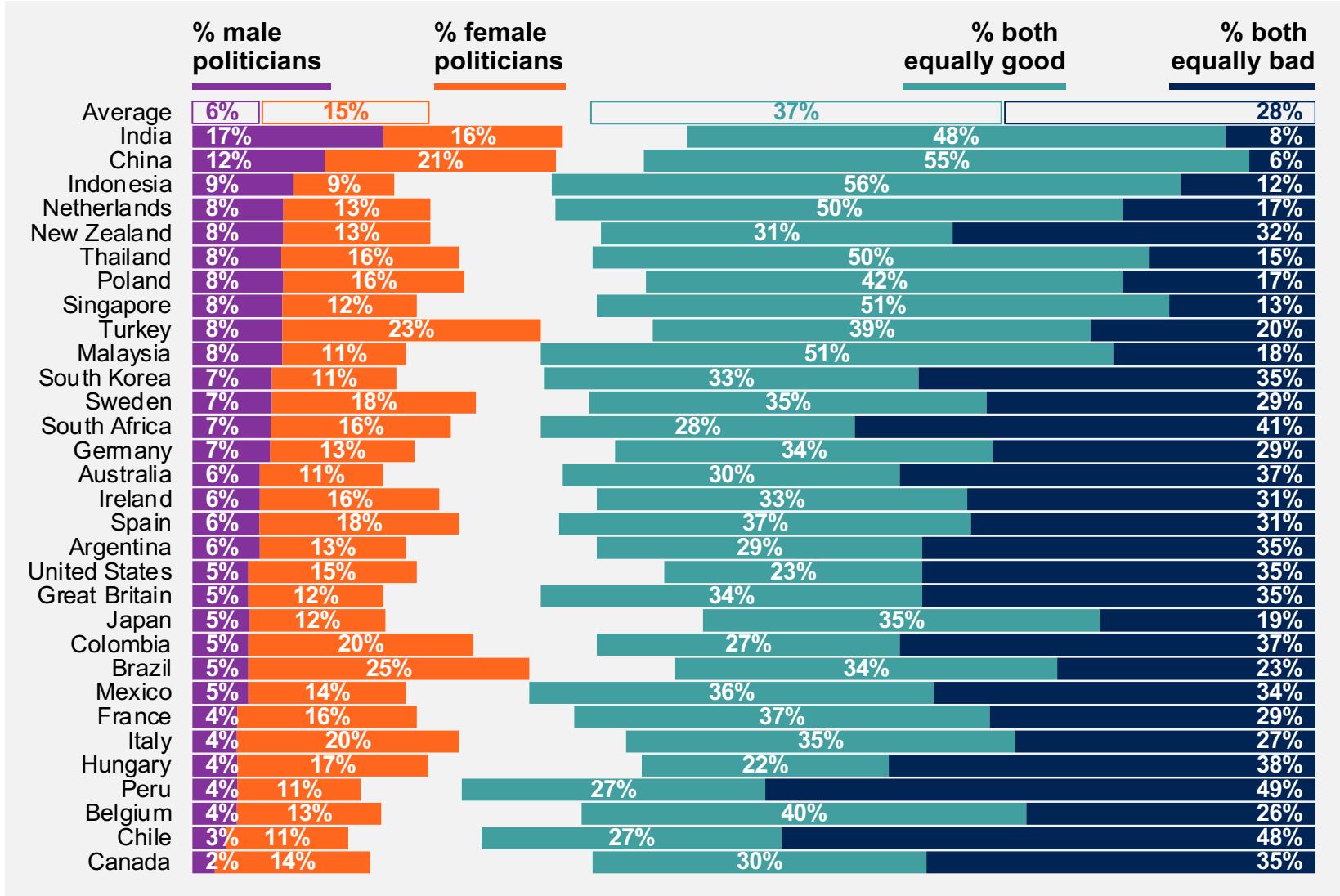
Spending taxpayers' money wisely.

Around two in five people (37%) think that male and female politicians are equally good at spending taxpayers' money wisely.

However, a larger proportion of people think female politicians are better than male politicians at spending taxpayers' money wisely (15% vs. 6%).

Around three in ten people think they are both equally bad at spending taxpayers' money wisely (28%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	6%	15%	37%	28%
India	17%	16%	48%	8%
China	12%	21%	55%	6%
Indonesia	9%	9%	56%	12%
Netherlands	8%	13%	50%	17%
New Zealand	8%	13%	31%	32%
Thailand	8%	16%	50%	15%
Poland	8%	16%	42%	17%
Singapore	8%	12%	51%	13%
Turkey	8%	23%	39%	20%
Malaysia	8%	11%	51%	18%
South Korea	7%	11%	33%	35%
Sweden	7%	18%	35%	29%
South Africa	7%	16%	28%	41%
Germany	7%	13%	34%	29%
Australia	6%	11%	30%	37%
Ireland	6%	16%	33%	31%
Spain	6%	18%	37%	31%
Argentina	6%	13%	29%	35%
United States	5%	15%	23%	35%
Great Britain	5%	12%	34%	35%
Japan	5%	12%	35%	19%
Colombia	5%	20%	27%	37%
Brazil	5%	25%	34%	23%
Mexico	5%	14%	36%	34%
France	4%	16%	37%	29%
Italy	4%	20%	35%	27%
Hungary	4%	17%	22%	38%
Peru	4%	11%	27%	49%
Belgium	4%	13%	40%	26%
Chile	3%	11%	27%	48%
Canada	2%	14%	30%	35%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

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For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

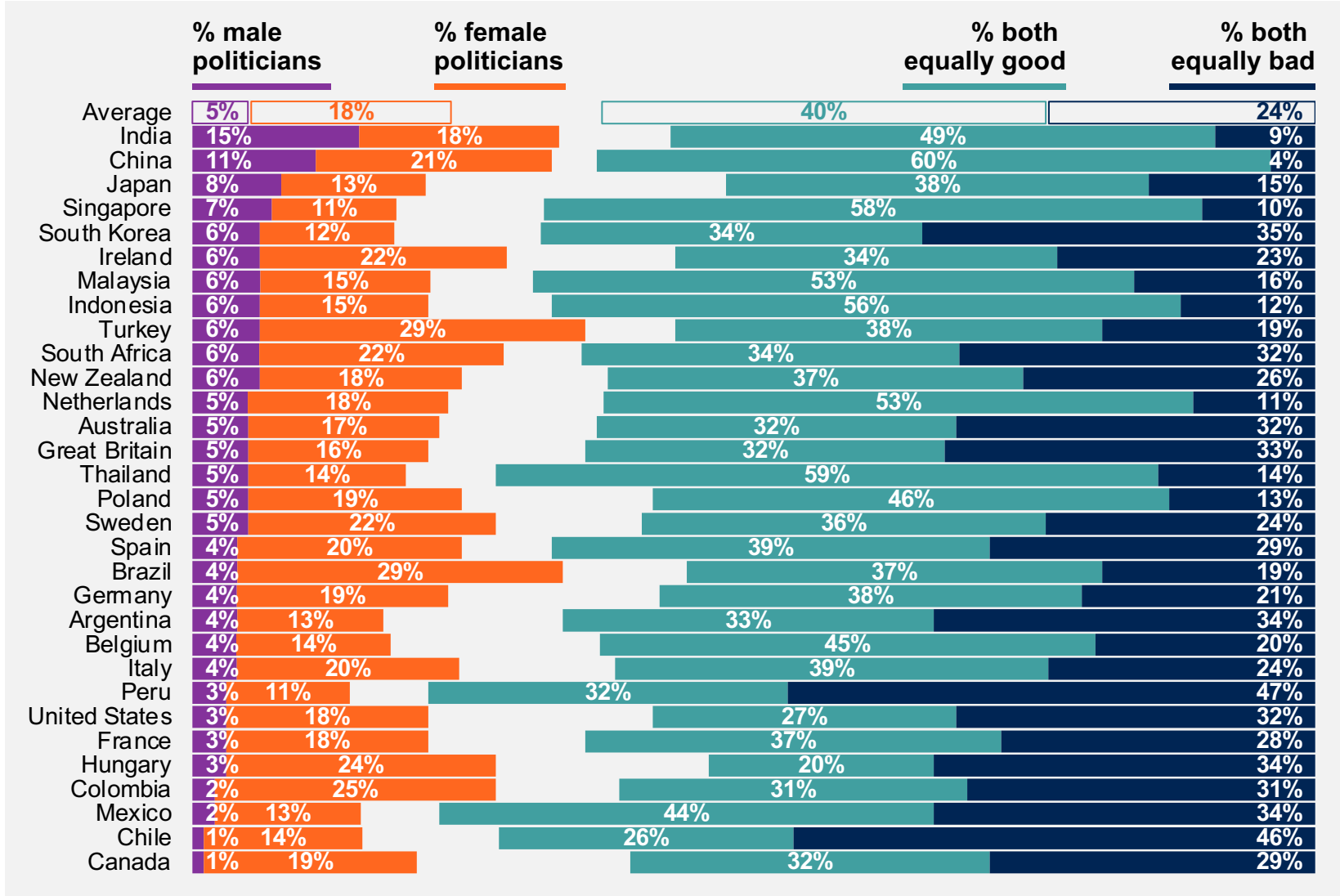**Being honest and ethical.**

Across a 31-country average, two in five (40%) people think that male and female politicians are equally good at being honest and ethical.

People are more likely to think that female politicians are better than male politicians at being honest and ethical (18% vs. 5%).

A quarter of people (24%) think male and female politicians are both equally bad at being honest and ethical.

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	5%	18%	40%	24%
India	15%	18%	49%	9%
China	11%	21%	60%	4%
Japan	8%	13%	38%	15%
Singapore	7%	11%	58%	10%
South Korea	6%	12%	34%	35%
Ireland	6%	22%	34%	23%
Malaysia	6%	15%	53%	16%
Indonesia	6%	15%	56%	12%
Turkey	6%	29%	38%	19%
South Africa	6%	22%	34%	32%
New Zealand	6%	18%	37%	26%
Netherlands	5%	18%	53%	11%
Australia	5%	17%	32%	32%
Great Britain	5%	16%	32%	33%
Thailand	5%	14%	59%	14%
Poland	5%	19%	46%	13%
Sweden	5%	22%	36%	24%
Spain	4%	20%	39%	29%
Brazil	4%	29%	37%	19%
Germany	4%	19%	38%	21%
Argentina	4%	13%	33%	34%
Belgium	4%	14%	45%	20%
Italy	4%	20%	39%	24%
Peru	3%	11%	32%	47%
United States	3%	18%	27%	32%
France	3%	18%	37%	28%
Hungary	3%	24%	20%	34%
Colombia	2%	25%	31%	31%
Mexico	2%	13%	44%	34%
Chile	1%	14%	26%	46%
Canada	1%	19%	32%	29%

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For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
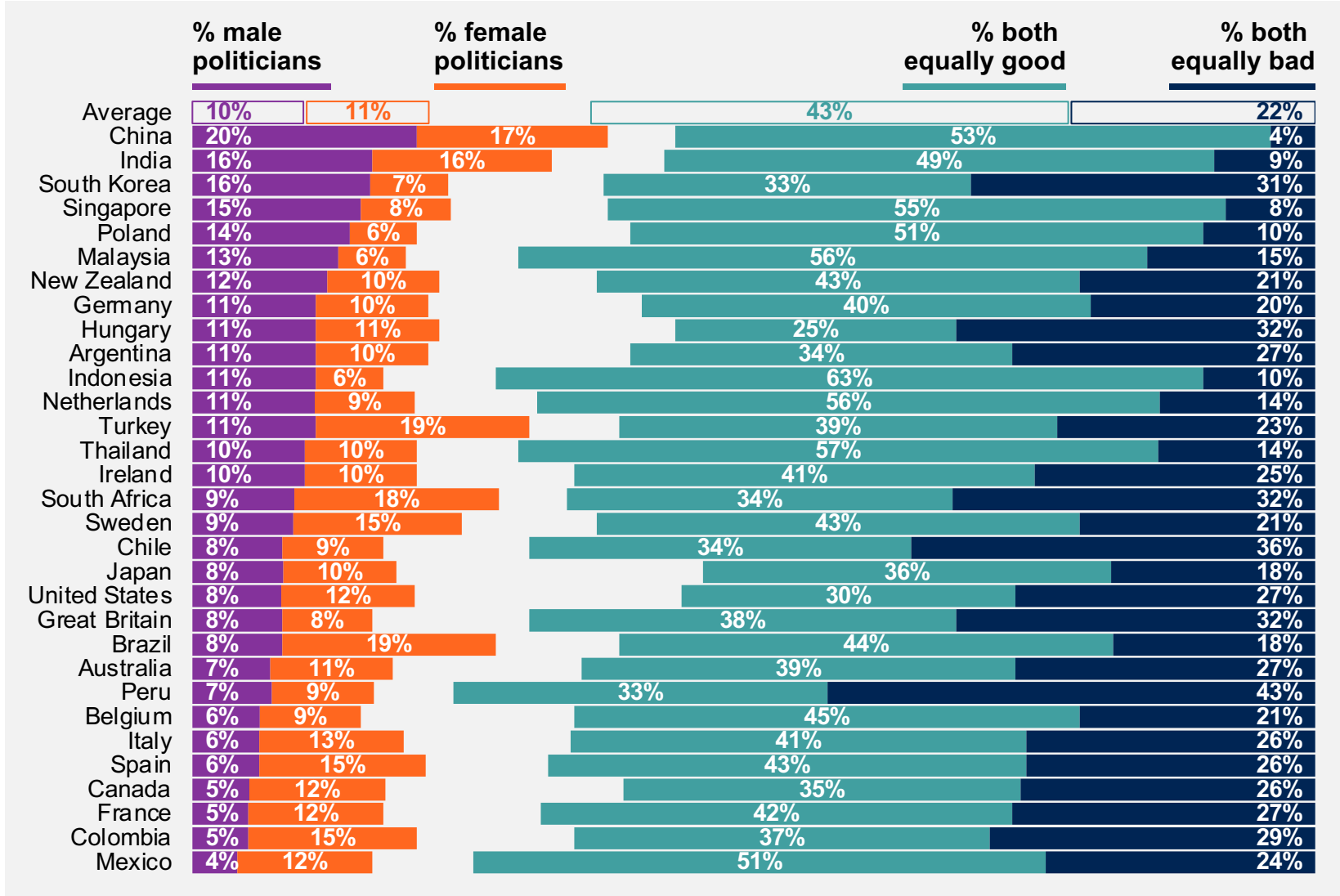
Getting the economy back on track.

Across a 31-country average, two in five people think that male and female politicians are equally good at getting the economy back on track (43%).

There is minimal difference between those who think male or female politicians are better at getting economy back on track (10% vs. 11%).

Around one in five people (22%) think male and female politicians are both equally bad this.

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	10%	11%	43%	22%
China	20%	17%	53%	4%
India	16%	16%	49%	9%
South Korea	16%	7%	33%	31%
Singapore	15%	8%	55%	8%
Poland	14%	6%	51%	10%
Malaysia	13%	6%	56%	15%
New Zealand	12%	10%	43%	21%
Germany	11%	10%	40%	20%
Hungary	11%	11%	25%	32%
Argentina	11%	10%	34%	27%
Indonesia	11%	6%	63%	10%
Netherlands	11%	9%	56%	14%
Turkey	11%	19%	39%	23%
Thailand	10%	10%	57%	14%
Ireland	10%	10%	41%	25%
South Africa	9%	18%	34%	32%
Sweden	9%	15%	43%	21%
Chile	8%	9%	34%	36%
Japan	8%	10%	36%	18%
United States	8%	12%	30%	27%
Great Britain	8%	8%	38%	32%
Brazil	8%	19%	44%	18%
Australia	7%	11%	39%	27%
Peru	7%	9%	33%	43%
Belgium	6%	9%	45%	21%
Italy	6%	13%	41%	26%
Spain	6%	15%	43%	26%
Canada	5%	12%	35%	26%
France	5%	12%	42%	27%
Colombia	5%	15%	37%	29%
Mexico	4%	12%	51%	24%

Base: *24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024*

For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?
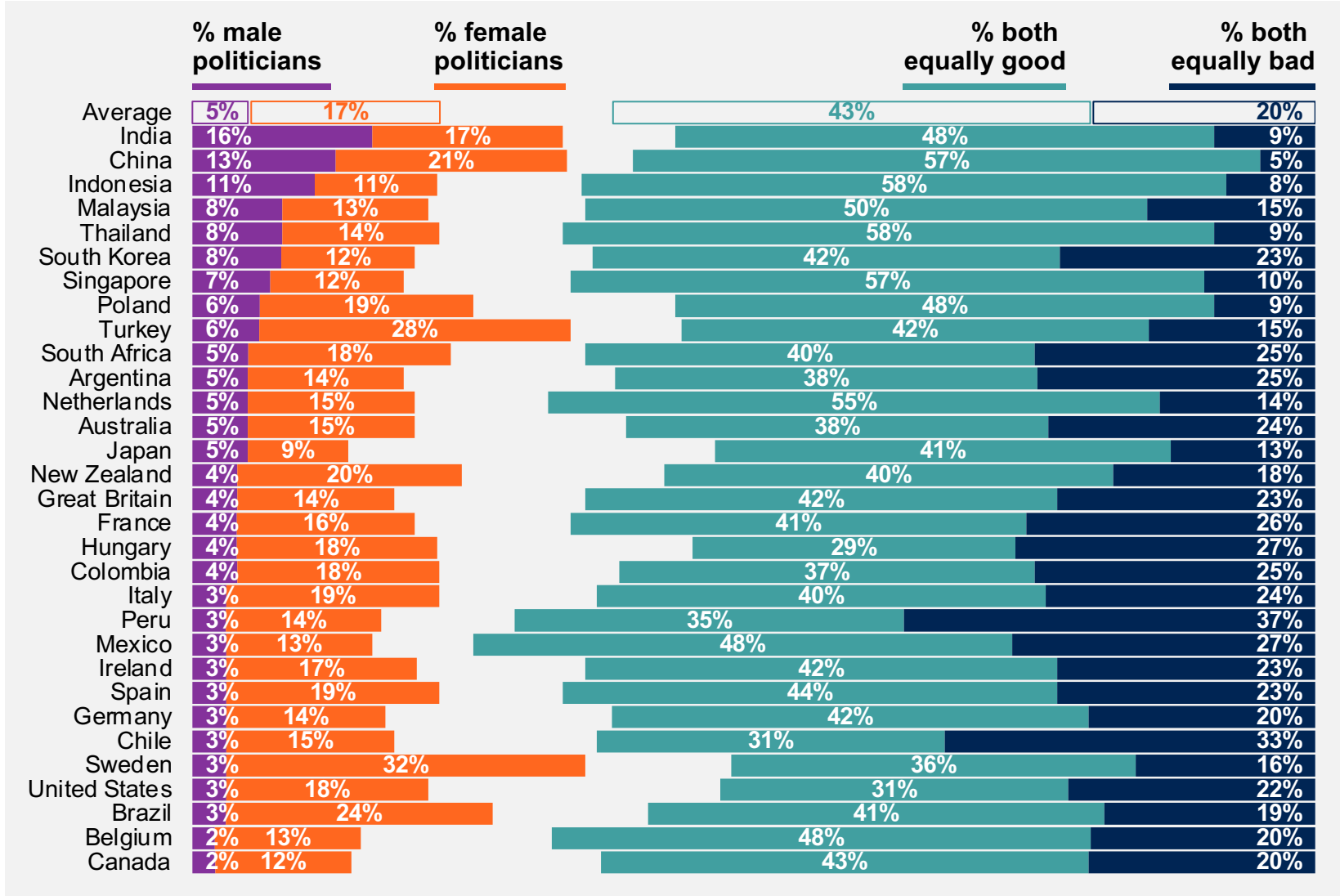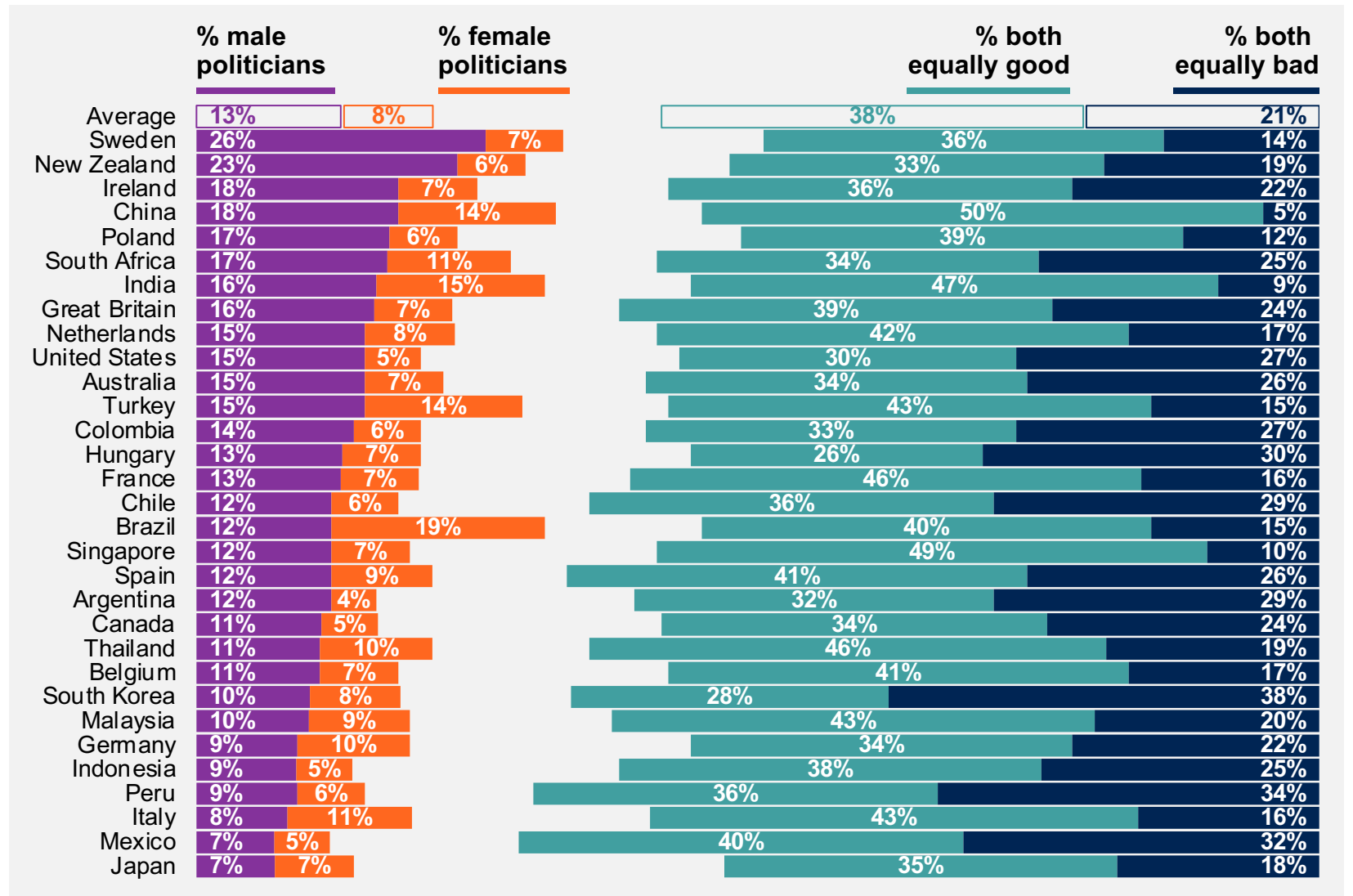
Respecting the climate.

Around two in five people (43%) think that male and female politicians are equally good at respecting the climate.

However, a larger proportion of people think female politicians are better than male politicians at respecting the climate (17% vs. 5%).

One in five people think they are both equally bad at respecting the climate (20%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	5%	17%	43%	20%
India	16%	17%	48%	9%
China	13%	21%	57%	5%
Indonesia	11%	11%	58%	8%
Malaysia	8%	13%	50%	15%
Thailand	8%	14%	58%	9%
South Korea	8%	12%	42%	23%
Singapore	7%	12%	57%	10%
Poland	6%	19%	48%	9%
Turkey	6%	28%	42%	15%
South Africa	5%	18%	40%	25%
Argentina	5%	14%	38%	25%
Netherlands	5%	15%	55%	14%
Australia	5%	15%	38%	24%
Japan	5%	9%	41%	13%
New Zealand	4%	20%	40%	18%
Great Britain	4%	14%	42%	23%
France	4%	16%	41%	26%
Hungary	4%	18%	29%	27%
Colombia	4%	18%	37%	25%
Italy	3%	19%	40%	24%
Peru	3%	14%	35%	37%
Mexico	3%	13%	48%	27%
Ireland	3%	17%	42%	23%
Spain	3%	19%	44%	23%
Germany	3%	14%	42%	20%
Chile	3%	15%	31%	33%
Sweden	3%	32%	36%	16%
United States	3%	18%	31%	22%
Brazil	3%	24%	41%	19%
Belgium	2%	13%	48%	20%
Canada	2%	12%	43%	20%

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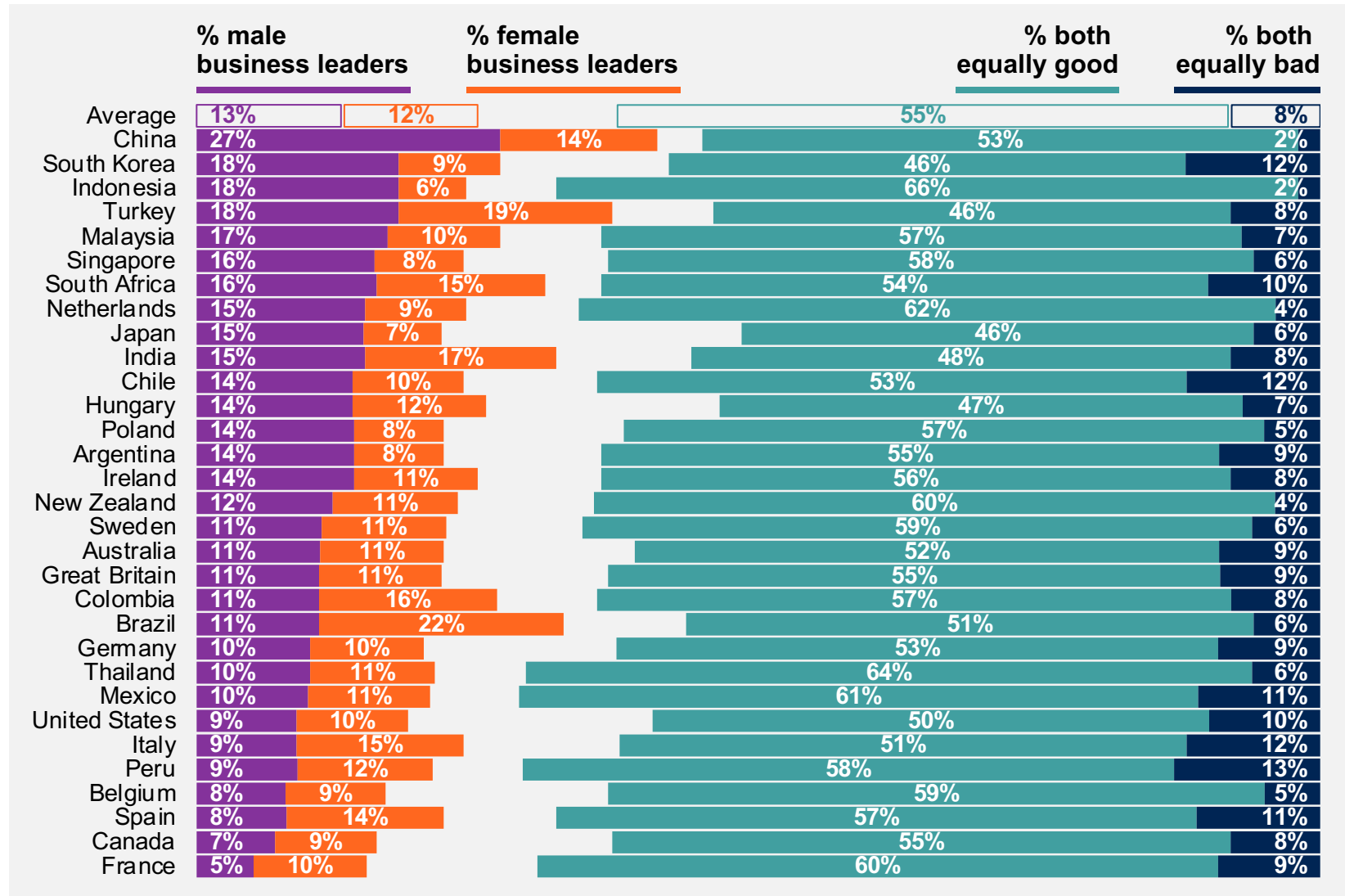
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For each of the following options, do you think male politicians are better, female politicians are better, or if there is no difference?

Benefiting the rich.

Around two in five people (38%) think that male and female politicians are equally good at benefiting the rich.

However, a larger proportion of people think male politicians are better than female politicians at benefiting the rich (13% vs. 8%).

One in five people think they are both equally bad at benefiting the rich (21%).

	% male politicians	% female politicians	% both equally good	% both equally bad
Average	13%	8%	38%	21%
Sweden	26%	7%	36%	14%
New Zealand	23%	6%	33%	19%
Ireland	18%	7%	36%	22%
China	18%	14%	50%	5%
Poland	17%	6%	39%	12%
South Africa	17%	11%	34%	25%
India	16%	15%	47%	9%
Great Britain	16%	7%	39%	24%
Netherlands	15%	8%	42%	17%
United States	15%	5%	30%	27%
Australia	15%	7%	34%	26%
Turkey	15%	14%	43%	15%
Colombia	14%	6%	33%	27%
Hungary	13%	7%	26%	30%
France	13%	7%	46%	16%
Chile	12%	6%	36%	29%
Brazil	12%	19%	40%	15%
Singapore	12%	7%	49%	10%
Spain	12%	9%	41%	26%
Argentina	12%	4%	32%	29%
Canada	11%	5%	34%	24%
Thailand	11%	10%	46%	19%
Belgium	11%	7%	41%	17%
South Korea	10%	8%	28%	38%
Malaysia	10%	9%	43%	20%
Germany	9%	10%	34%	22%
Indonesia	9%	5%	38%	25%
Peru	9%	6%	36%	34%
Italy	8%	11%	43%	16%
Mexico	7%	5%	40%	32%
Japan	7%	7%	35%	18%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

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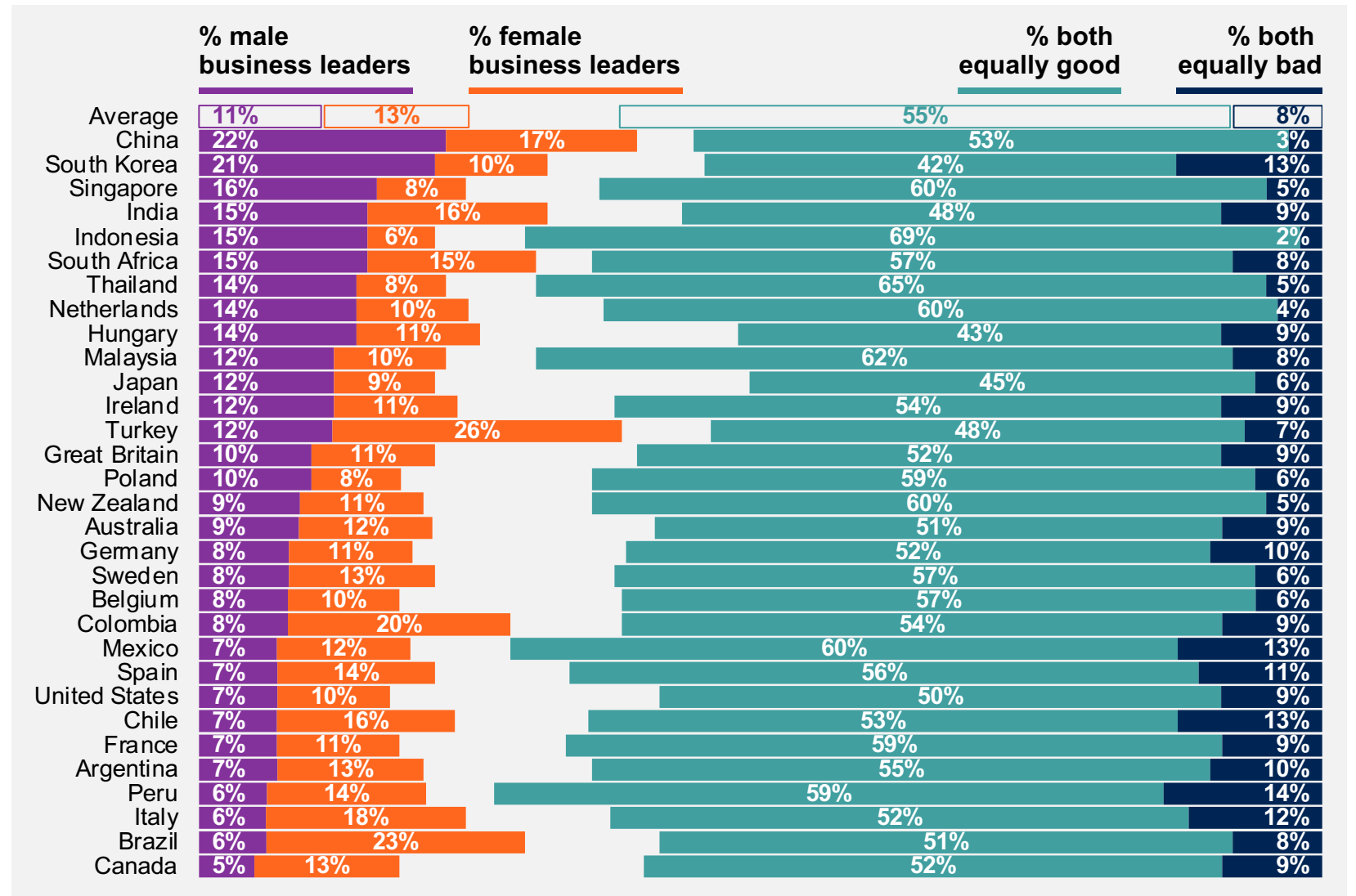
For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Creating a financially successful company / organisation.

Across a 31-country average, the majority of people agree that male and female leaders are equally good at creating a financially successful company or organisation (55%).

There is a marginal difference between those who think male business leaders or female business leaders are better at creating a financially successful company / organisation (13% vs. 12% respectively).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	13%	12%	55%	8%
China	27%	14%	53%	2%
South Korea	18%	9%	46%	12%
Indonesia	18%	6%	66%	2%
Turkey	18%	19%	46%	8%
Malaysia	17%	10%	57%	7%
Singapore	16%	8%	58%	6%
South Africa	16%	15%	54%	10%
Netherlands	15%	9%	62%	4%
Japan	15%	7%	46%	6%
India	15%	17%	48%	8%
Chile	14%	10%	53%	12%
Hungary	14%	12%	47%	7%
Poland	14%	8%	57%	5%
Argentina	14%	8%	55%	9%
Ireland	14%	11%	56%	8%
New Zealand	12%	11%	60%	4%
Sweden	11%	11%	59%	6%
Australia	11%	11%	52%	9%
Great Britain	11%	11%	55%	9%
Colombia	11%	16%	57%	8%
Brazil	11%	22%	51%	6%
Germany	10%	10%	53%	9%
Thailand	10%	11%	64%	6%
Mexico	10%	11%	61%	11%
United States	9%	10%	50%	10%
Italy	9%	15%	51%	12%
Peru	9%	12%	58%	13%
Belgium	8%	9%	59%	5%
Spain	8%	14%	57%	11%
Canada	7%	9%	55%	8%
France	5%	10%	60%	9%

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INCLUSION IN BUSINESS

For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?
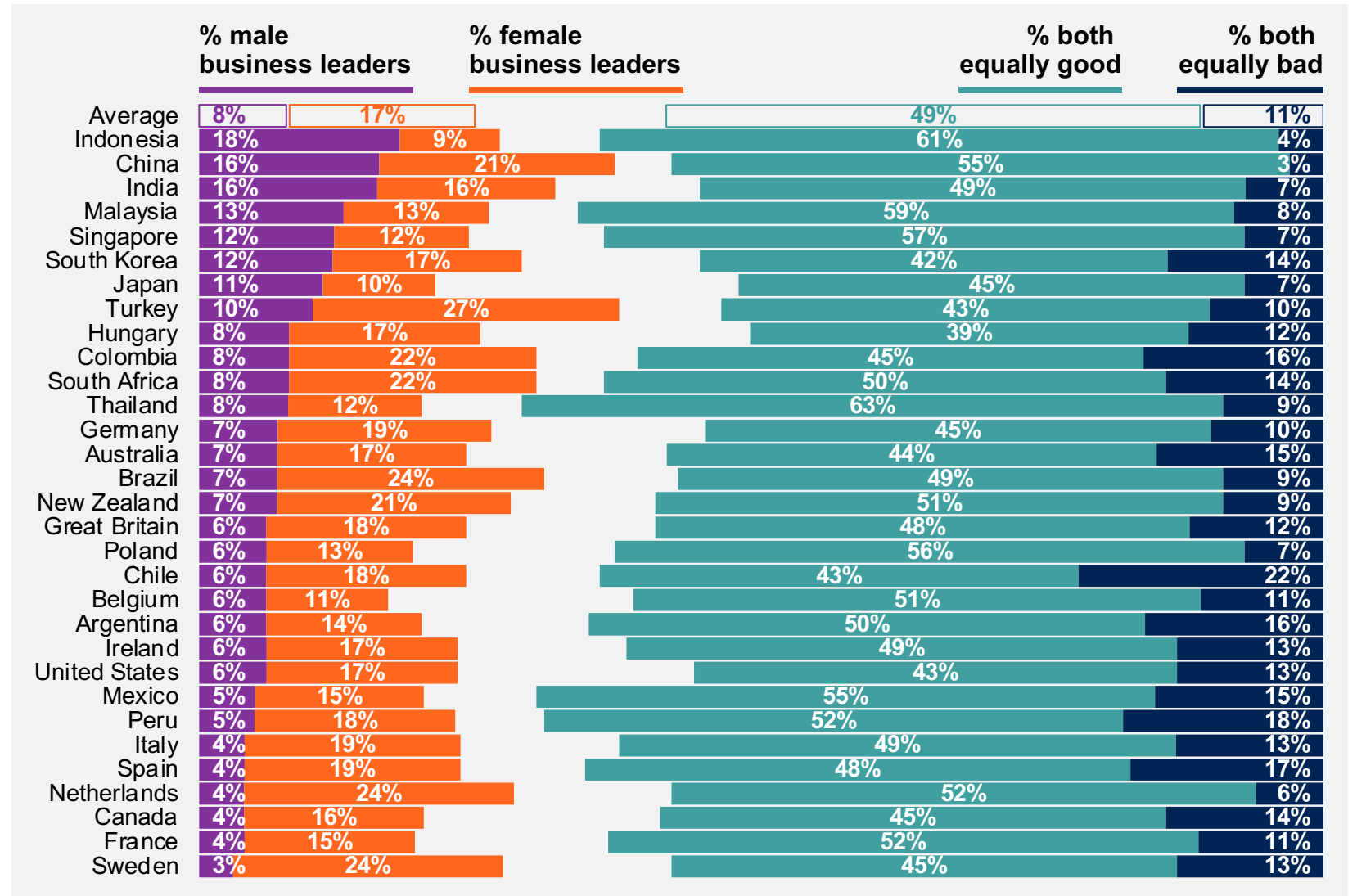
Making sure the company / organisation is innovative.

Across a 31-country average, the majority of people agree that male and female leaders are equally good at making sure the company / organisation is innovative (55%).

There is a marginal difference between those who think male business leaders or female business leaders are better at making sure the company / organisation is innovative (13% vs. 11% respectively).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	11%	13%	55%	8%
China	22%	17%	53%	3%
South Korea	21%	10%	42%	13%
Singapore	16%	8%	60%	5%
India	15%	16%	48%	9%
Indonesia	15%	6%	69%	2%
South Africa	15%	15%	57%	8%
Thailand	14%	8%	65%	5%
Netherlands	14%	10%	60%	4%
Hungary	14%	11%	43%	9%
Malaysia	12%	10%	62%	8%
Japan	12%	9%	45%	6%
Ireland	12%	11%	54%	9%
Turkey	12%	26%	48%	7%
Great Britain	10%	11%	52%	9%
Poland	10%	8%	59%	6%
New Zealand	9%	11%	60%	5%
Australia	9%	12%	51%	9%
Germany	8%	11%	52%	10%
Sweden	8%	13%	57%	6%
Belgium	8%	10%	57%	6%
Colombia	8%	20%	54%	9%
Mexico	7%	12%	60%	13%
Spain	7%	14%	56%	11%
United States	7%	10%	50%	9%
Chile	7%	16%	53%	13%
France	7%	11%	59%	9%
Argentina	7%	13%	55%	10%
Peru	6%	14%	59%	14%
Italy	6%	18%	52%	12%
Brazil	6%	23%	51%	8%
Canada	5%	13%	52%	9%

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For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?
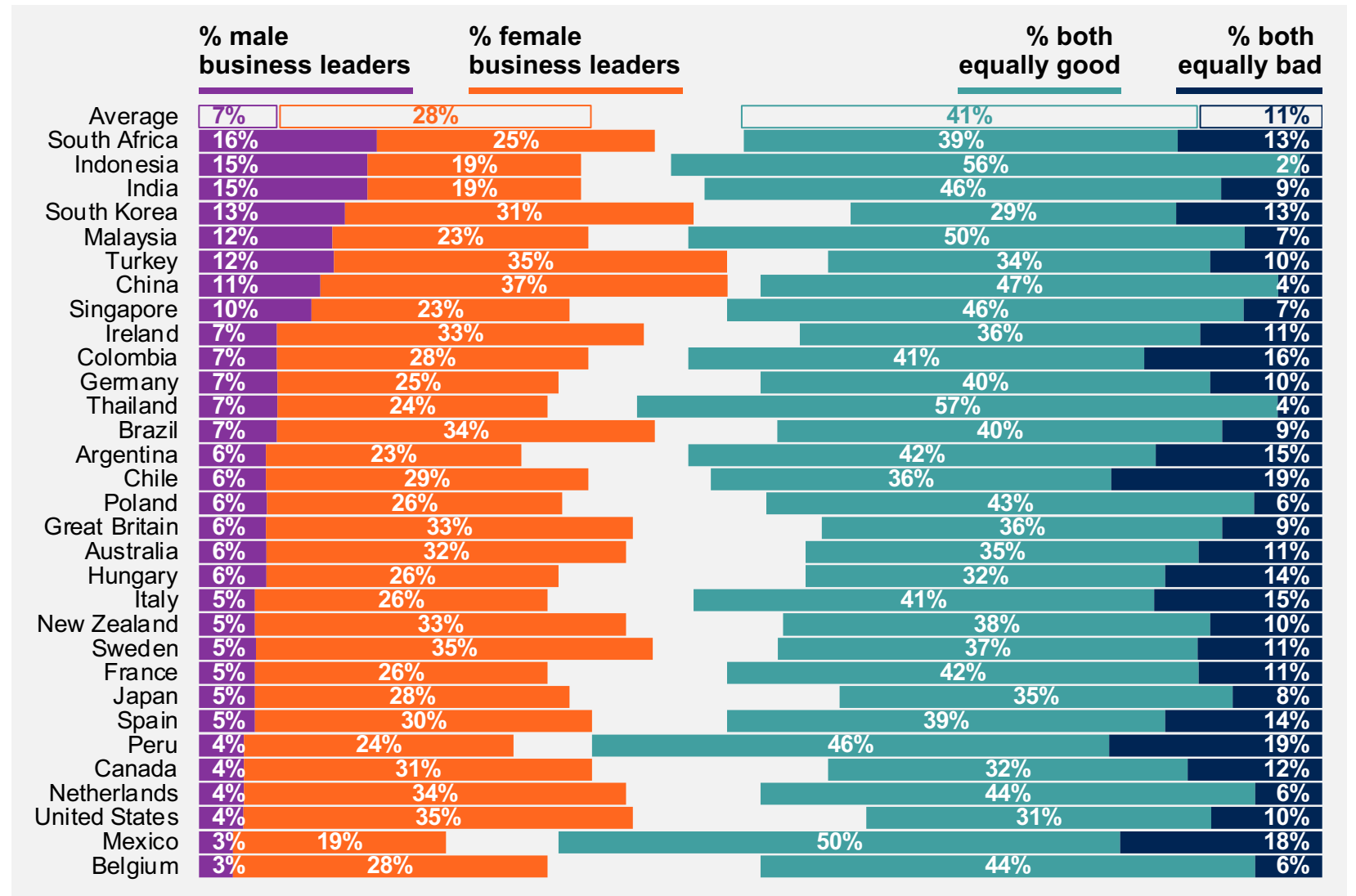
Making sure the company / organisation operates in an ethical way.

Around half of people (49%) think male and female business leaders are equally good at making sure the company / organisation operates in an ethical way.

People are more likely to think that female business leaders are better than male business leaders at this (17% vs. 8%).

Around one in ten people think they are both equally bad (11%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	8%	17%	49%	11%
Indonesia	18%	9%	61%	4%
China	16%	21%	55%	3%
India	16%	16%	49%	7%
Malaysia	13%	13%	59%	8%
Singapore	12%	12%	57%	7%
South Korea	12%	17%	42%	14%
Japan	11%	10%	45%	7%
Turkey	10%	27%	43%	10%
Hungary	8%	17%	39%	12%
Colombia	8%	22%	45%	16%
South Africa	8%	22%	50%	14%
Thailand	8%	12%	63%	9%
Germany	7%	19%	45%	10%
Australia	7%	17%	44%	15%
Brazil	7%	24%	49%	9%
New Zealand	7%	21%	51%	9%
Great Britain	6%	18%	48%	12%
Poland	6%	13%	56%	7%
Chile	6%	18%	43%	22%
Belgium	6%	11%	51%	11%
Argentina	6%	14%	50%	16%
Ireland	6%	17%	49%	13%
United States	6%	17%	43%	13%
Mexico	5%	15%	55%	15%
Peru	5%	18%	52%	18%
Italy	4%	19%	49%	13%
Spain	4%	19%	48%	17%
Netherlands	4%	24%	52%	6%
Canada	4%	16%	45%	14%
France	4%	15%	52%	11%
Sweden	3%	24%	45%	13%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

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For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?
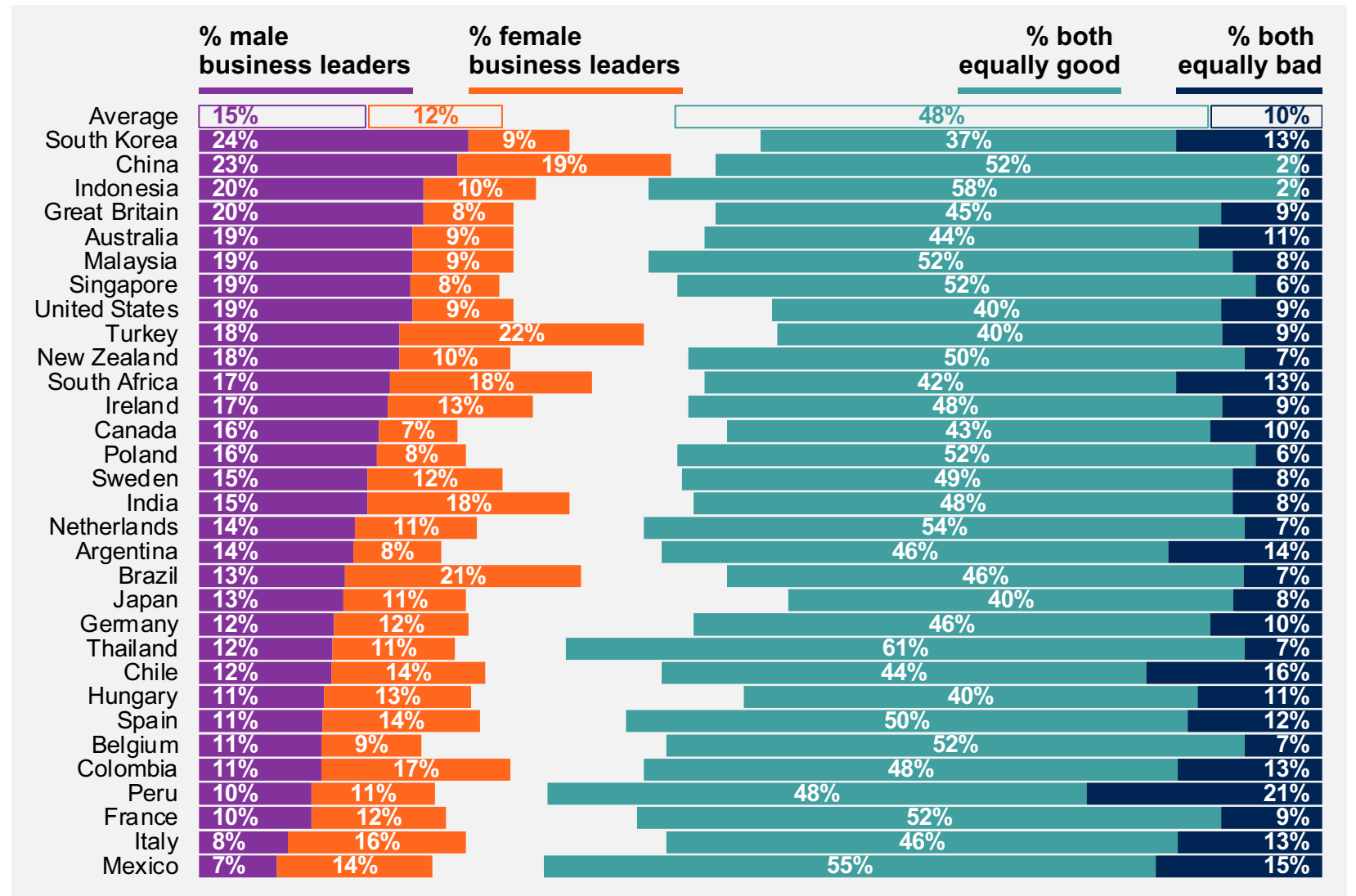
Treating women fairly.

Around two in five people (41%) think male and female business leaders are equally good at treating women fairly.

People are more likely to think that female business leaders are better than male business leaders at this (28% vs. 7%).

Around one in ten people think they are both equally bad (11%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	7%	28%	41%	11%
South Africa	16%	25%	39%	13%
Indonesia	15%	19%	56%	2%
India	15%	19%	46%	9%
South Korea	13%	31%	29%	13%
Malaysia	12%	23%	50%	7%
Turkey	12%	35%	34%	10%
China	11%	37%	47%	4%
Singapore	10%	23%	46%	7%
Ireland	7%	33%	36%	11%
Colombia	7%	28%	41%	16%
Germany	7%	25%	40%	10%
Thailand	7%	24%	57%	4%
Brazil	7%	34%	40%	9%
Argentina	6%	23%	42%	15%
Chile	6%	29%	36%	19%
Poland	6%	26%	43%	6%
Great Britain	6%	33%	36%	9%
Australia	6%	32%	35%	11%
Hungary	6%	26%	32%	14%
Italy	5%	26%	41%	15%
New Zealand	5%	33%	38%	10%
Sweden	5%	35%	37%	11%
France	5%	26%	42%	11%
Japan	5%	28%	35%	8%
Spain	5%	30%	39%	14%
Peru	4%	24%	46%	19%
Canada	4%	31%	32%	12%
Netherlands	4%	34%	44%	6%
United States	4%	35%	31%	10%
Mexico	3%	19%	50%	18%
Belgium	3%	28%	44%	6%

Base: *24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024*

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For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?
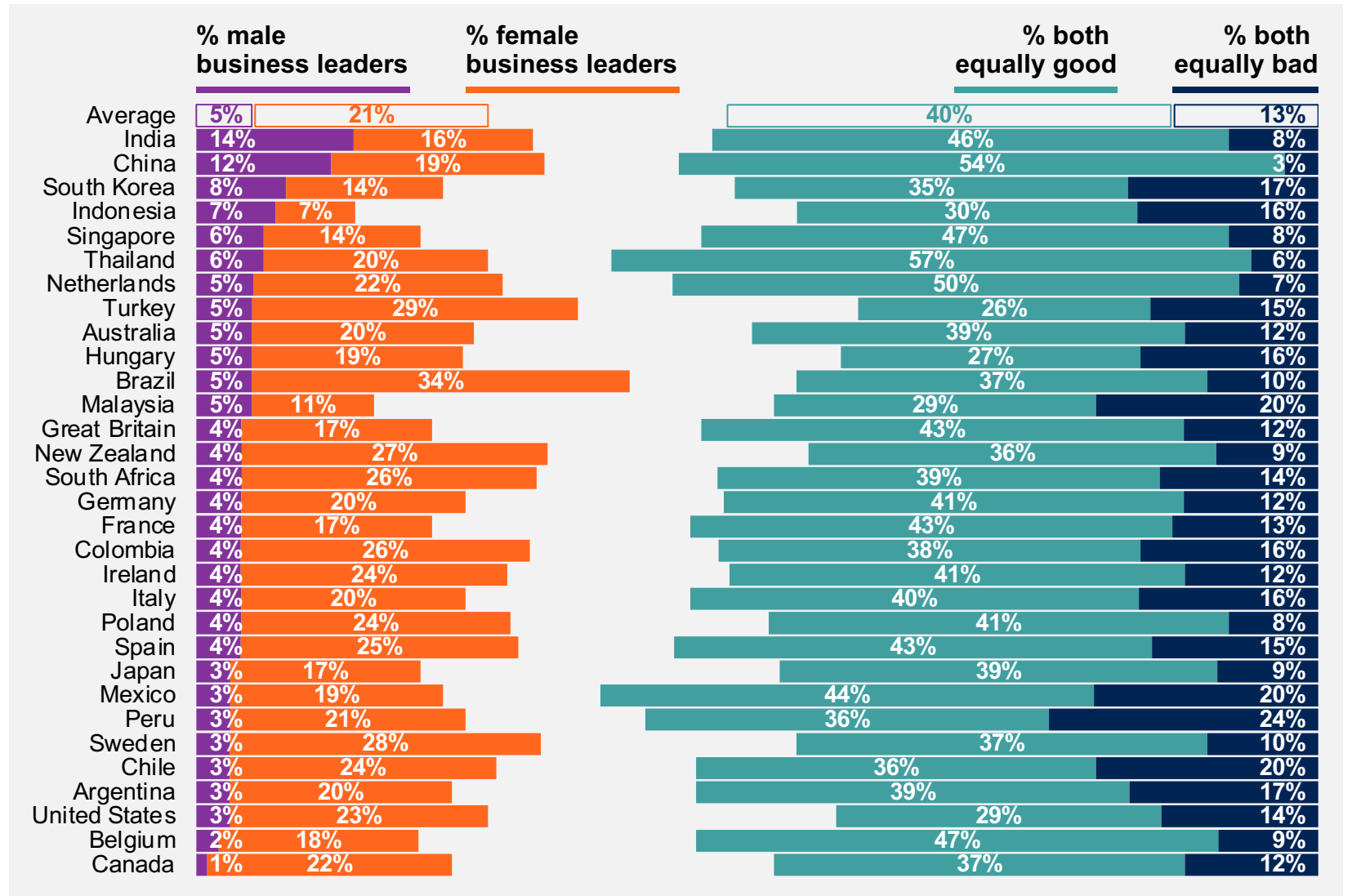
Treating men fairly.

Around half of people across a 31-country average (48%) think male and female business leaders are equally good at treating men fairly.

People are slightly more likely to think that male business leaders are better than female business leaders at this (15% vs. 12%).

One in ten people think they are both equally bad (10%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	15%	12%	48%	10%
South Korea	24%	9%	37%	13%
China	23%	19%	52%	2%
Indonesia	20%	10%	58%	2%
Great Britain	20%	8%	45%	9%
Australia	19%	9%	44%	11%
Malaysia	19%	9%	52%	8%
Singapore	19%	8%	52%	6%
United States	19%	9%	40%	9%
Turkey	18%	22%	40%	9%
New Zealand	18%	10%	50%	7%
South Africa	17%	18%	42%	13%
Ireland	17%	13%	48%	9%
Canada	16%	7%	43%	10%
Poland	16%	8%	52%	6%
Sweden	15%	12%	49%	8%
India	15%	18%	48%	8%
Netherlands	14%	11%	54%	7%
Argentina	14%	8%	46%	14%
Brazil	13%	21%	46%	7%
Japan	13%	11%	40%	8%
Germany	12%	12%	46%	10%
Thailand	12%	11%	61%	7%
Chile	12%	14%	44%	16%
Hungary	11%	13%	40%	11%
Spain	11%	14%	50%	12%
Belgium	11%	9%	52%	7%
Colombia	11%	17%	48%	13%
Peru	10%	11%	48%	21%
France	10%	12%	52%	9%
Italy	8%	16%	46%	13%
Mexico	7%	14%	55%	15%

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For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?
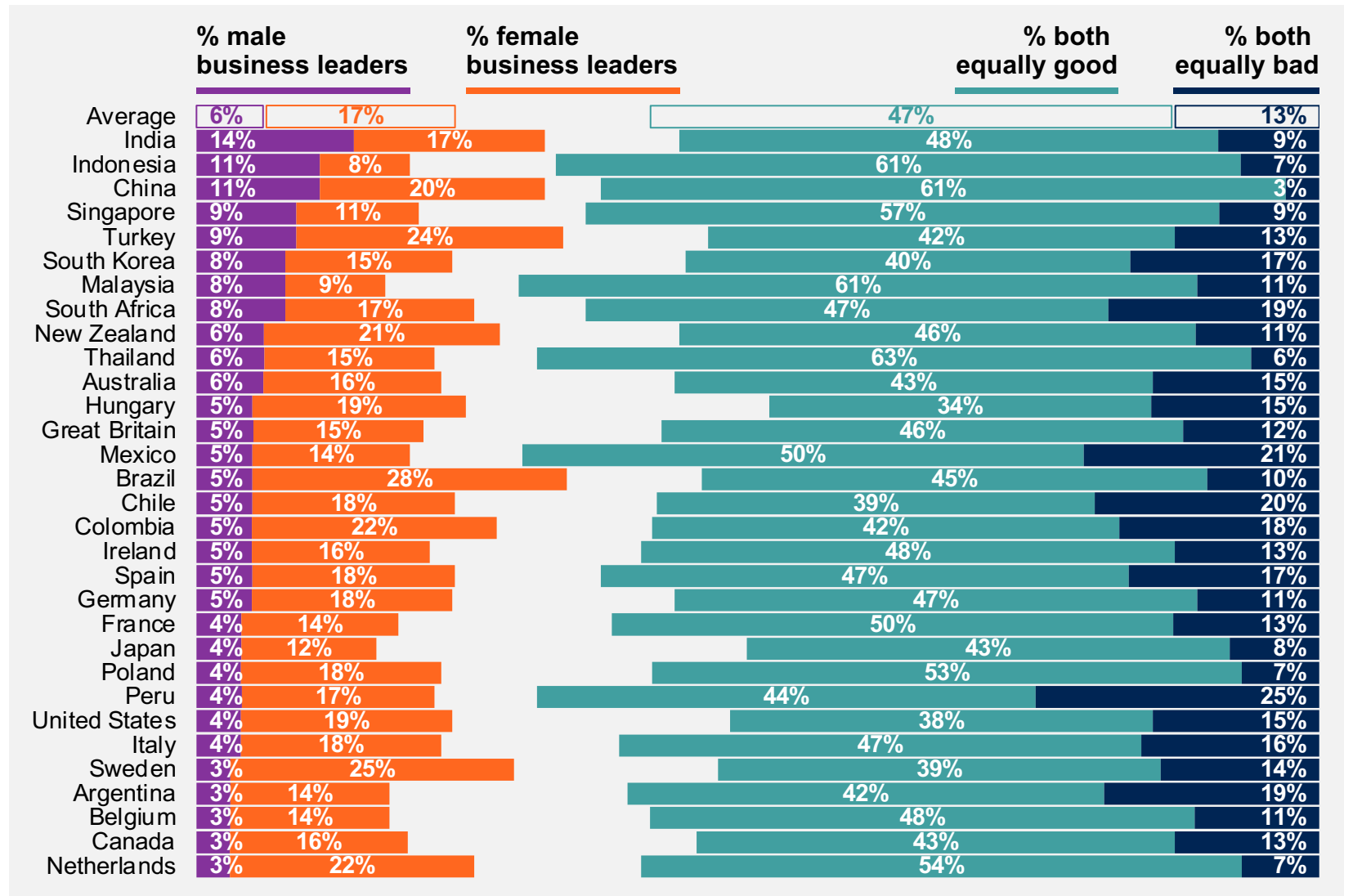
Treating those with LGBT+ identities fairly.

Two in five people across a 31-country average (40%) think male and female business leaders are equally good at treating those with LGBT+ identities fairly.

People are more likely to think that female business leaders are better than male business leaders at this (21% vs. 5%).

Around one in ten people think they are both equally bad (13%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	5%	21%	40%	13%
India	14%	16%	46%	8%
China	12%	19%	54%	3%
South Korea	8%	14%	35%	17%
Indonesia	7%	7%	30%	16%
Singapore	6%	14%	47%	8%
Thailand	6%	20%	57%	6%
Netherlands	5%	22%	50%	7%
Turkey	5%	29%	26%	15%
Australia	5%	20%	39%	12%
Hungary	5%	19%	27%	16%
Brazil	5%	34%	37%	10%
Malaysia	5%	11%	29%	20%
Great Britain	4%	17%	43%	12%
New Zealand	4%	27%	36%	9%
South Africa	4%	26%	39%	14%
Germany	4%	20%	41%	12%
France	4%	17%	43%	13%
Colombia	4%	26%	38%	16%
Ireland	4%	24%	41%	12%
Italy	4%	20%	40%	16%
Poland	4%	24%	41%	8%
Spain	4%	25%	43%	15%
Japan	3%	17%	39%	9%
Mexico	3%	19%	44%	20%
Peru	3%	21%	36%	24%
Sweden	3%	28%	37%	10%
Chile	3%	24%	36%	20%
Argentina	3%	20%	39%	17%
United States	3%	23%	29%	14%
Belgium	2%	18%	47%	9%
Canada	1%	22%	37%	12%

Base: *24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024*
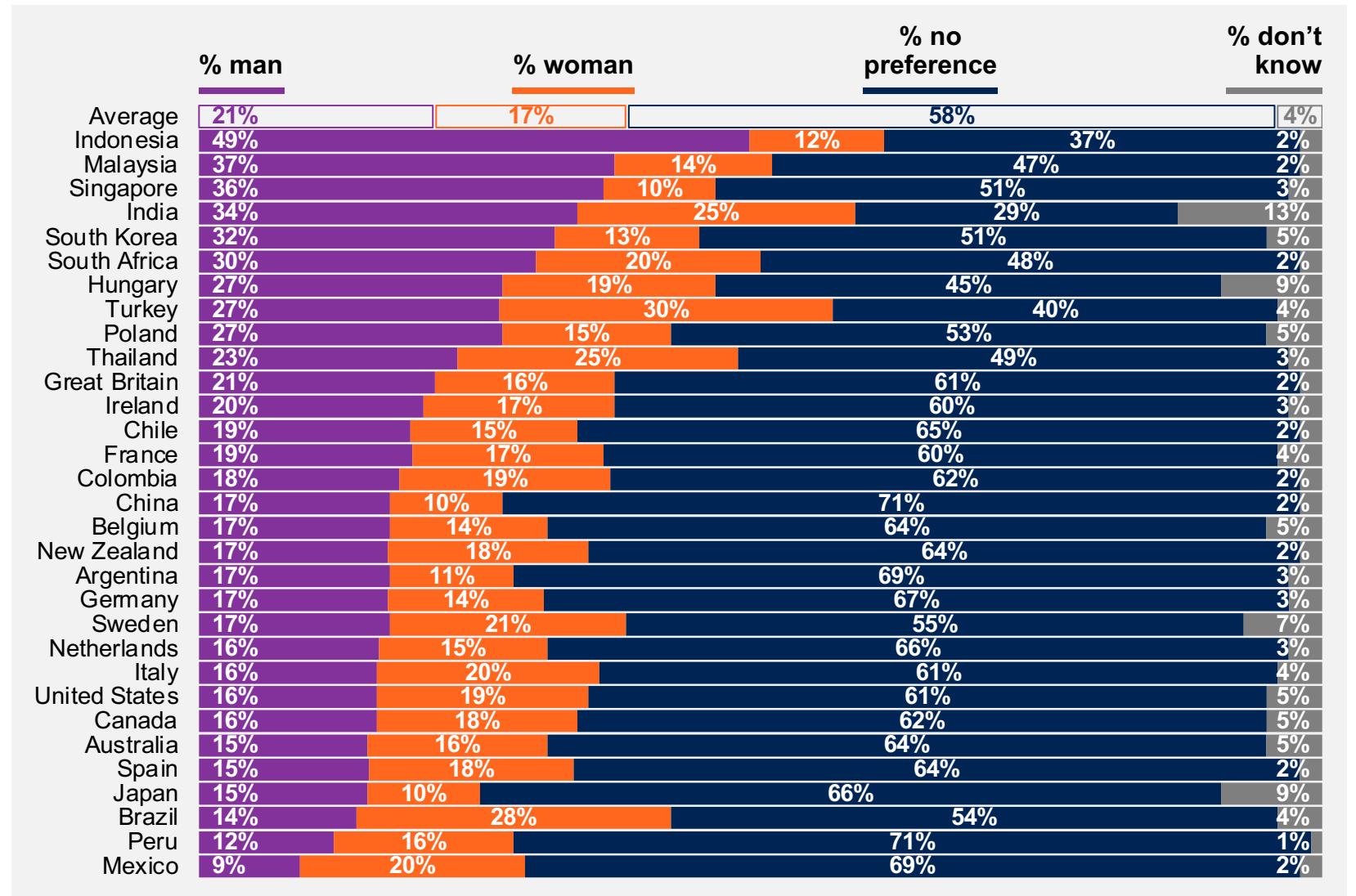
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For each of the following options, do you think male business leaders are better, female business leaders are better, or if there is no difference?

Treating ethnic minorities fairly.

Around half of people across a 31-country average (47%) think male and female business leaders are equally good at treating those from ethnic minorities fairly.

People are more likely to think that female business leaders are better than male business leaders at this (17% vs. 6%).

Around one in ten people think they are both equally bad (13%).

	% male business leaders	% female business leaders	% both equally good	% both equally bad
Average	6%	17%	47%	13%
India	14%	17%	48%	9%
Indonesia	11%	8%	61%	7%
China	11%	20%	61%	3%
Singapore	9%	11%	57%	9%
Turkey	9%	24%	42%	13%
South Korea	8%	15%	40%	17%
Malaysia	8%	9%	61%	11%
South Africa	8%	17%	47%	19%
New Zealand	6%	21%	46%	11%
Thailand	6%	15%	63%	6%
Australia	6%	16%	43%	15%
Hungary	5%	19%	34%	15%
Great Britain	5%	15%	46%	12%
Mexico	5%	14%	50%	21%
Brazil	5%	28%	45%	10%
Chile	5%	18%	39%	20%
Colombia	5%	22%	42%	18%
Ireland	5%	16%	48%	13%
Spain	5%	18%	47%	17%
Germany	5%	18%	47%	11%
France	4%	14%	50%	13%
Japan	4%	12%	43%	8%
Poland	4%	18%	53%	7%
Peru	4%	17%	44%	25%
United States	4%	19%	38%	15%
Italy	4%	18%	47%	16%
Sweden	3%	25%	39%	14%
Argentina	3%	14%	42%	19%
Belgium	3%	14%	48%	11%
Canada	3%	16%	43%	13%
Netherlands	3%	22%	54%	7%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

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If you could choose your boss at work, would you prefer them to be a man or a woman, or do you have no preference?

Across a 31-country average, if people could choose their boss at work, the majority have no preference whether they are a man or a woman (58%).

Those on a high income were more likely to prefer their boss to be a man than those on low or medium incomes (24% vs. 20% and 21%). Conversely, those on a low income were more likely to prefer a female boss than those on high income (19% vs. 16%).

	% man	% woman	% no preference	% don't know
Average	21%	17%	58%	4%
Indonesia	49%	12%	37%	2%
Malaysia	37%	14%	47%	2%
Singapore	36%	10%	51%	3%
India	34%	25%	29%	13%
South Korea	32%	13%	51%	5%
South Africa	30%	20%	48%	2%
Hungary	27%	19%	45%	9%
Turkey	27%	30%	40%	4%
Poland	27%	15%	53%	5%
Thailand	23%	25%	49%	3%
Great Britain	21%	16%	61%	2%
Ireland	20%	17%	60%	3%
Chile	19%	15%	65%	2%
France	19%	17%	60%	4%
Colombia	18%	19%	62%	2%
China	17%	10%	71%	2%
Belgium	17%	14%	64%	5%
New Zealand	17%	18%	64%	2%
Argentina	17%	11%	69%	3%
Germany	17%	14%	67%	3%
Sweden	17%	21%	55%	7%
Netherlands	16%	15%	66%	3%
Italy	16%	20%	61%	4%
United States	16%	19%	61%	5%
Canada	16%	18%	62%	5%
Australia	15%	16%	64%	5%
Spain	15%	18%	64%	2%
Japan	15%	10%	66%	9%
Brazil	14%	28%	54%	4%
Peru	12%	16%	71%	1%
Mexico	9%	20%	69%	2%

Base: 24,269 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 22 December 2023-5 January, 2024

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Technical Note

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 22, 2023 and Friday, January 5, 2024. For this survey, Ipsos interviewed a total of 24,269 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population. The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data. India's sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

"The 31-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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