

# INTERNATIONAL WOMEN'S DAY 2025

March 2025

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Women's Day 2025



KING'S  
BUSINESS  
SCHOOL

KING'S GLOBAL  
INSTITUTE  
FOR WOMEN'S  
LEADERSHIP



# Key Findings

## 1 Signs of progress on attitudes toward gender equality

Although there hasn't been much change since last year, the long-term trends show some attitudinal improvements across a 24-country average. Agreement that efforts toward gender equality have gone far enough has declined by 5ppts, as has agreement that men are being expected to do too much to support equality.

## 2 Gender gap among Gen Z persists

Despite progress, there remains a significant gap in perceptions between Gen Z men and women, with young men far more likely than young women to agree that a man who stays home with his children is less of a man, and that efforts toward women's equality have gone so far that men are being discriminated against.

## 3 Majority say equality is important, but fewer than half think significant progress is likely

Two in three (68%) say that gender equality is important to them personally. However, far fewer (42%) think it's likely that they'll see significant progress toward gender equality within the next five years.

## 4 Perceptions of tensions between men and women highest with younger age groups

About half (51%) of people perceive there to be tension between men and women in their country today. This is driven by younger age groups, with Gen Z significantly more likely to say this (59%) than Baby Boomers (40%).

## 5 More optimism about the future for young women than for young men

Across the 30 countries surveyed, 55% think young women in their country today will have a better life than women in their parents' generation. This falls to 45% when asked about how they foresee the future of young men in their country.

## 6 Many think gender equality efforts by gov't, businesses have been positive for society

Just over 1 in 3 (35%) say that efforts toward gender equality made by government and businesses have been positive, with just over 10% saying the impact on society has been negative – suggesting that backlash is more about feeling than opposition to actions taken.

# ATTITUDES TOWARD GENDER EQUALITY

**Q**

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

On average across the countries surveyed, three in five (59%) agree that things would work better if more women held positions with responsibilities in government and companies. A similar number also note that women won't achieve equality with men in their country unless there are more female leaders in business and government (54%).

However, half (50%) believe that when it comes to giving women equal rights with men, things have gone far enough in their country. More than 4 in 10 further say that men are being expected to do too much to support equality (46%) and that we have gone so far in promoting women's equality that we're discriminating against men.

**30-country average**

**% agree somewhat / strongly**

**% disagree somewhat / strongly**

Things would work better if more women held positions with responsibilities in government and companies

59%

28%

Women won't achieve equality with men in ... unless there are more female leaders in business and government

54%

37%

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

50%

43%

Men are being expected to do too much to support equality

46%

43%

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

45%

48%

I define myself as a feminist

38%

51%

A man who stays home to look after his children is less of a man

19%

77%

**Base:** 23,765 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, 20 December 2024-3 January 2025

# Q

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

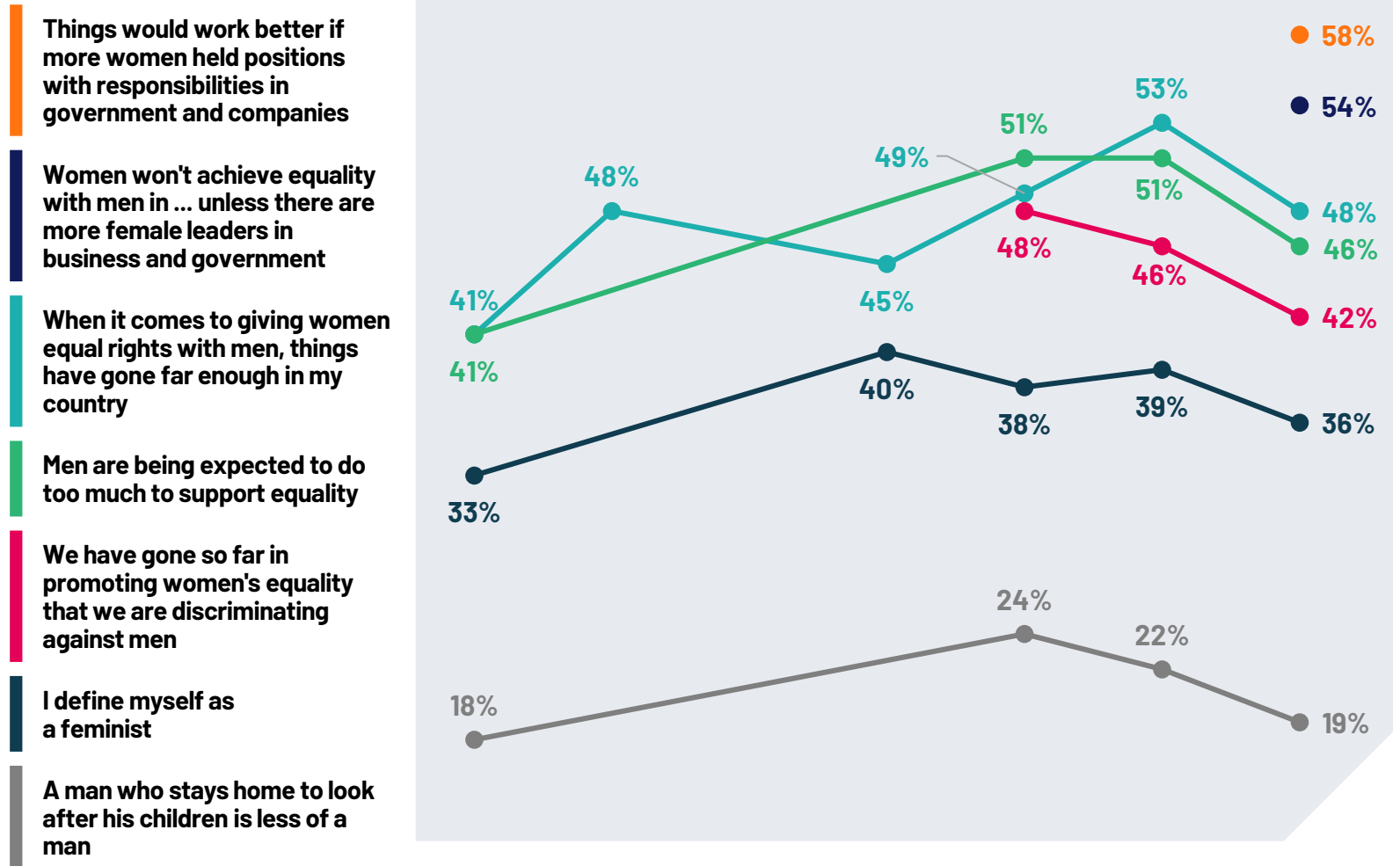
Although there hasn't been much change since last year, the long-term trends show some attitudinal improvements across a 24-country average.

The proportion of people who think that men are being expected to do too much to support equality has declined by 5ppts, as has the share of those who agree that, when it comes to giving women equal rights with men, things have gone far enough in their country.

Similarly, there has been a decline in those who agree that we have gone so far in promoting women's equality that we are discriminating against men (-4ppt vs 2024) and that a man who stays home to look after his children is less of a man (-3ppt vs 2024).

However, the proportion of people who identify as a feminist has also declined from last year (-3ppt vs 2024).

## 24-country average % agree



Base: 19,759 online adults aged 18-74 in 24 countries, 20 December 2024-3 January 2025



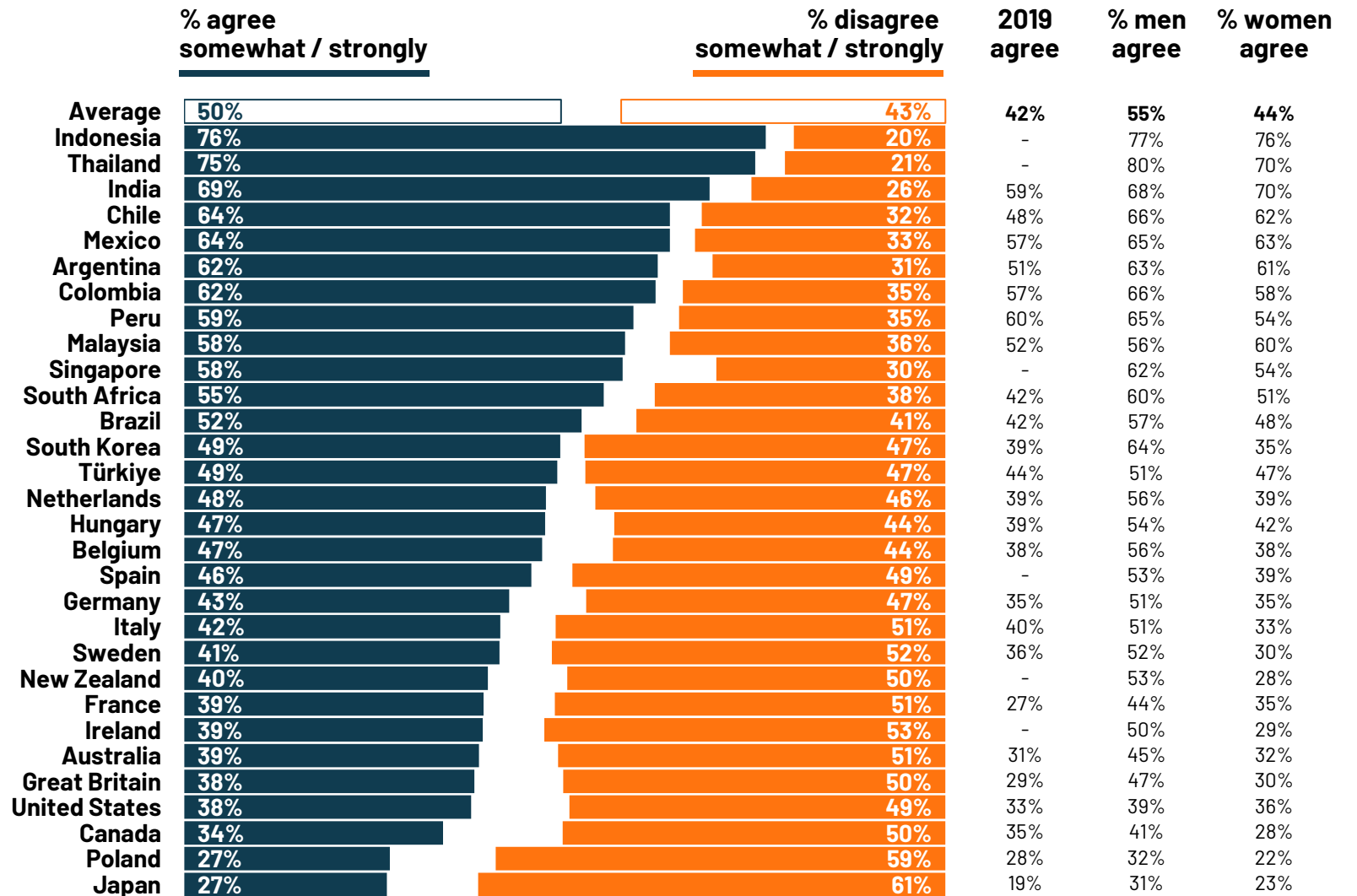
**Q**

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.**

Across a 30-country average, half of people (50%) 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 (55% vs 44%).



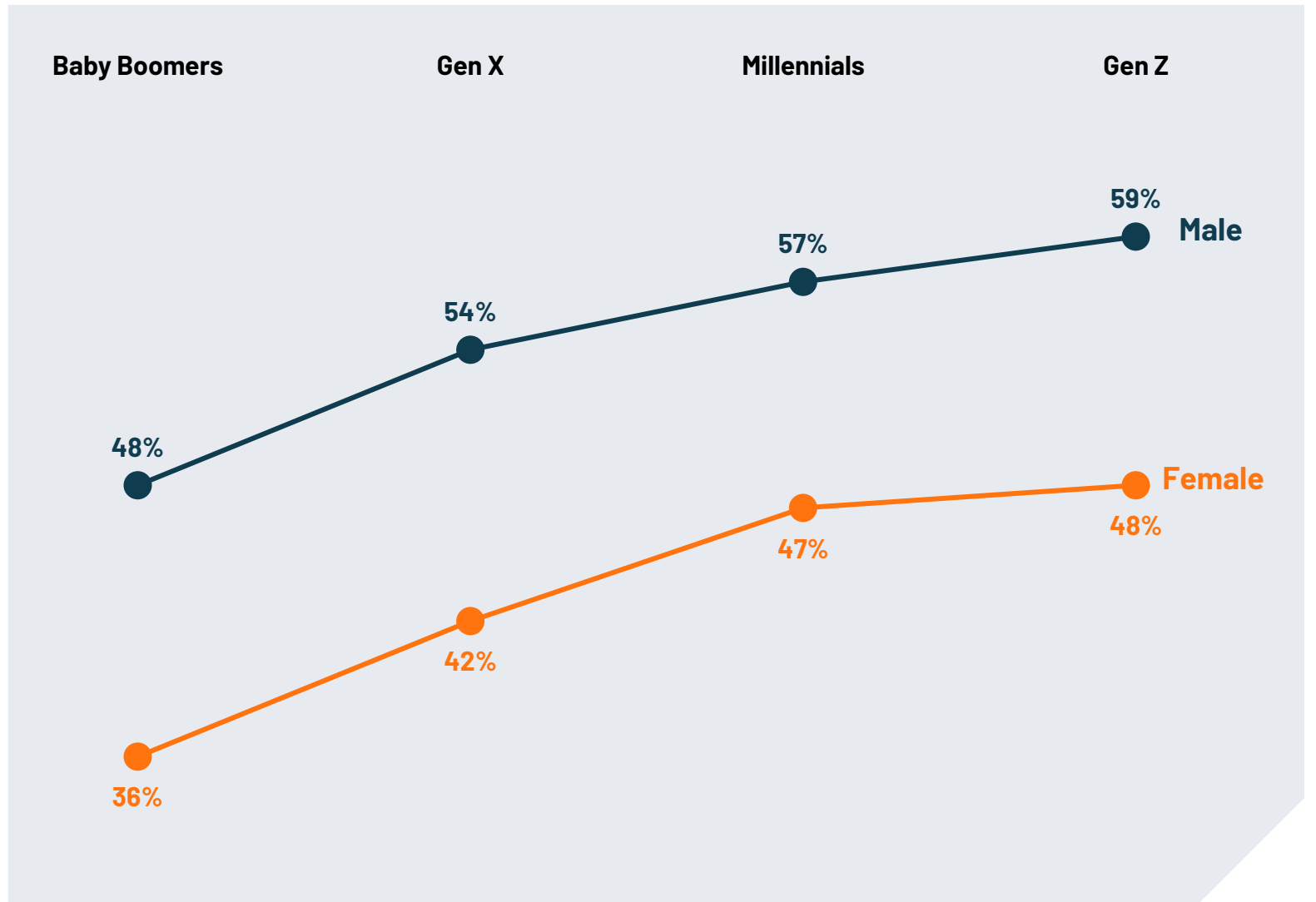
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# Q

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, % agree.**

Across age groups, men are more likely than women to agree that when it comes to giving women equal rights with men, things have gone far enough in their country. Younger men are more likely to agree with this statement than older men.



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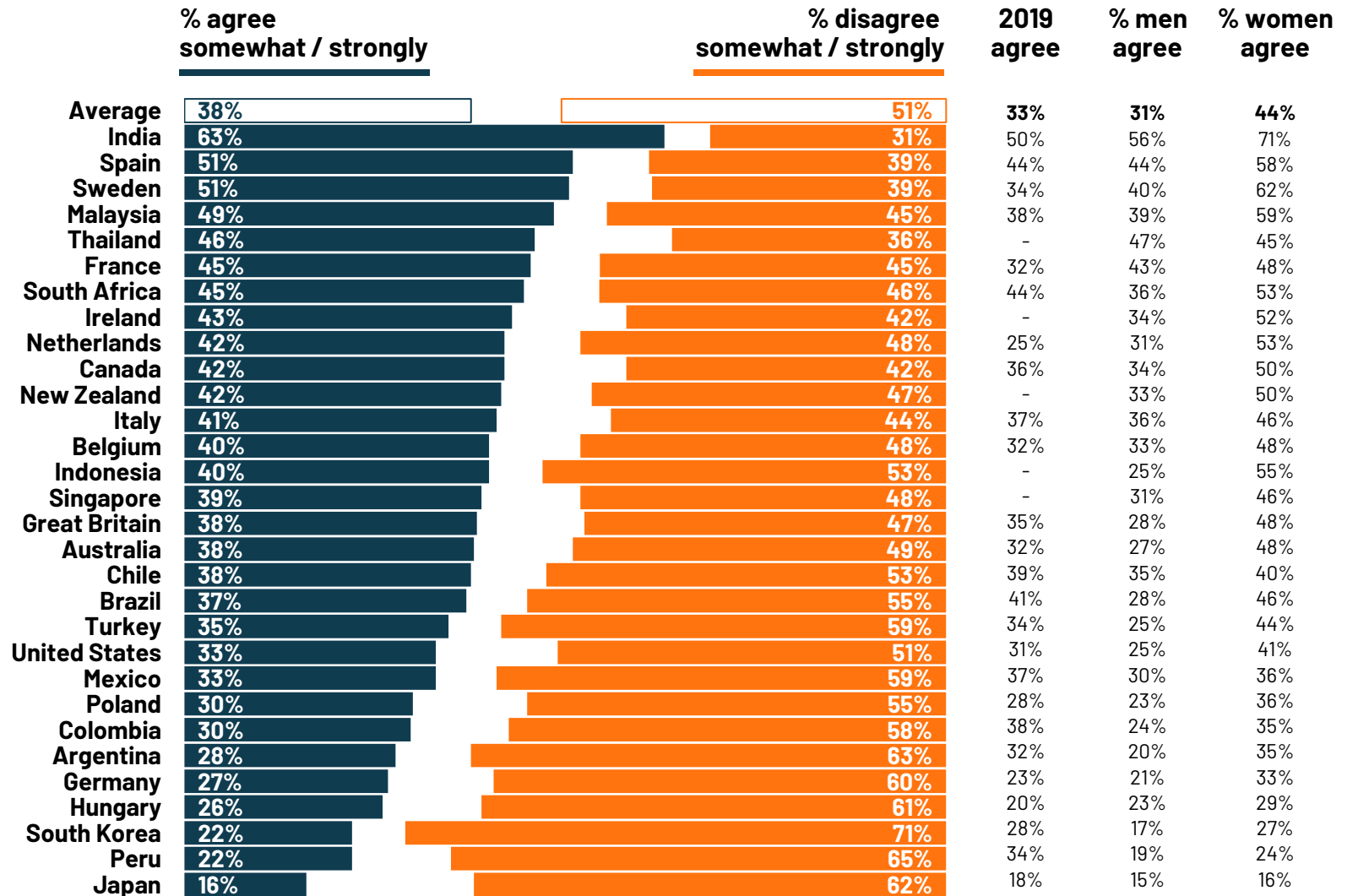
Q

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 30-country average (39%) define themselves as feminists. Women are more likely than men to define themselves in this way (44% vs. 31%).

Around half of people across a 31-country average would not define themselves as a feminist (51%).



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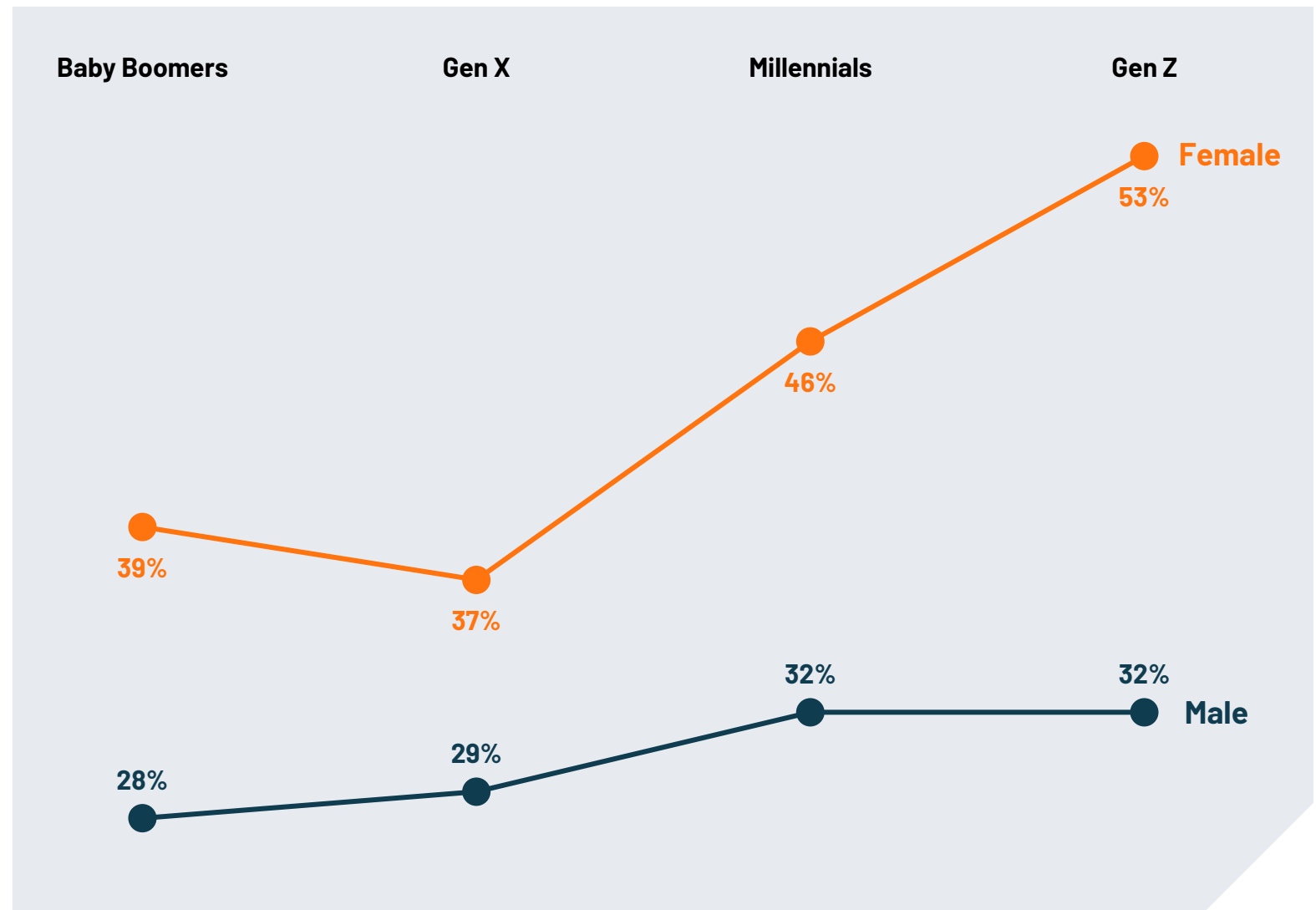


# Q

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, % agree.**

Younger women are more likely to say they are a feminist compared to older women. A majority of Gen Z women (53%) define themselves as a feminist, compared with 32% of Gen Z men.



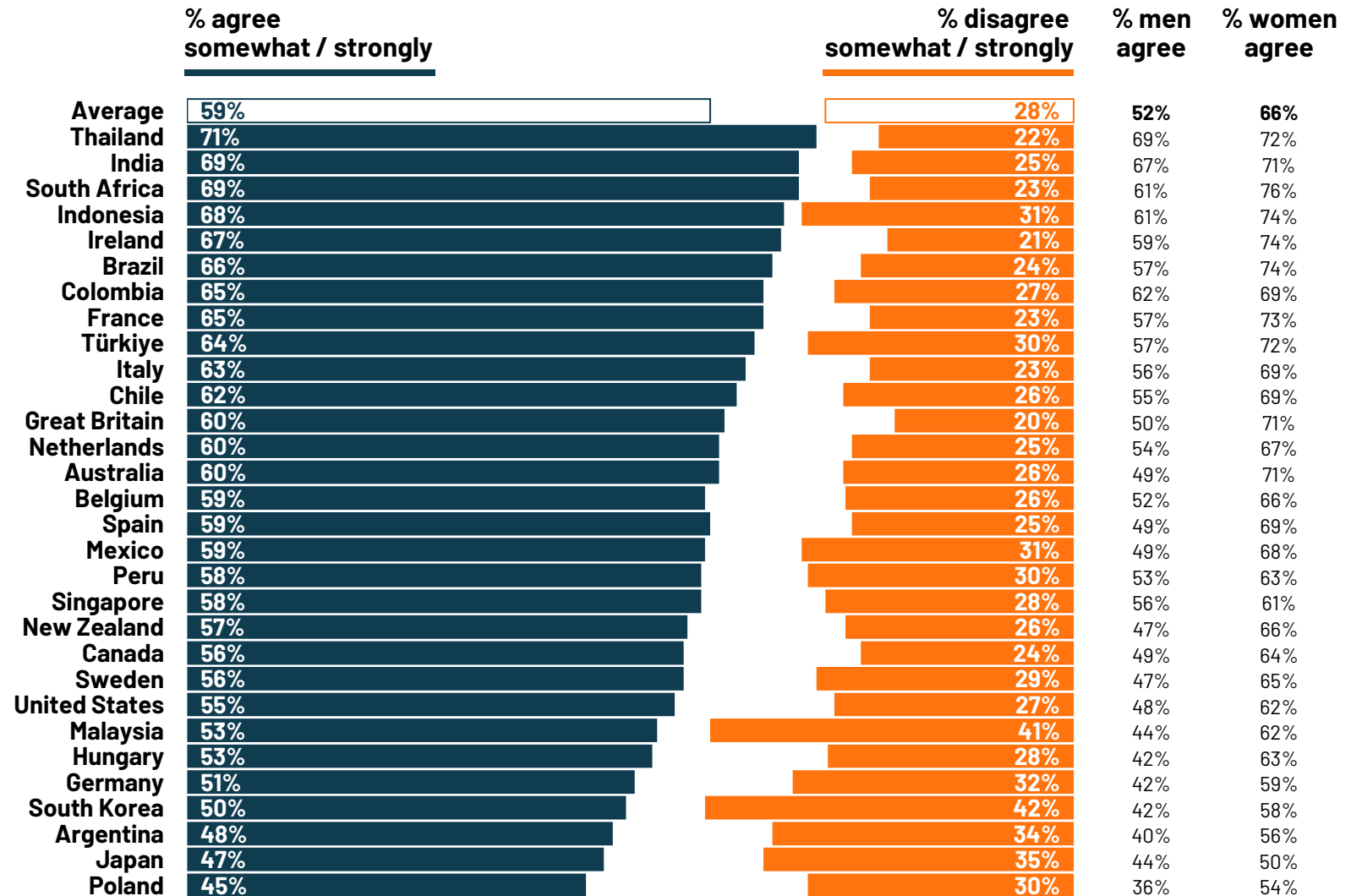
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Q

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

**Things would work better if more women held positions with responsibilities in government and companies.**

Across a 30-country average, nearly three in five people (59%) agree things would work better if more women held positions with responsibilities in government and companies.



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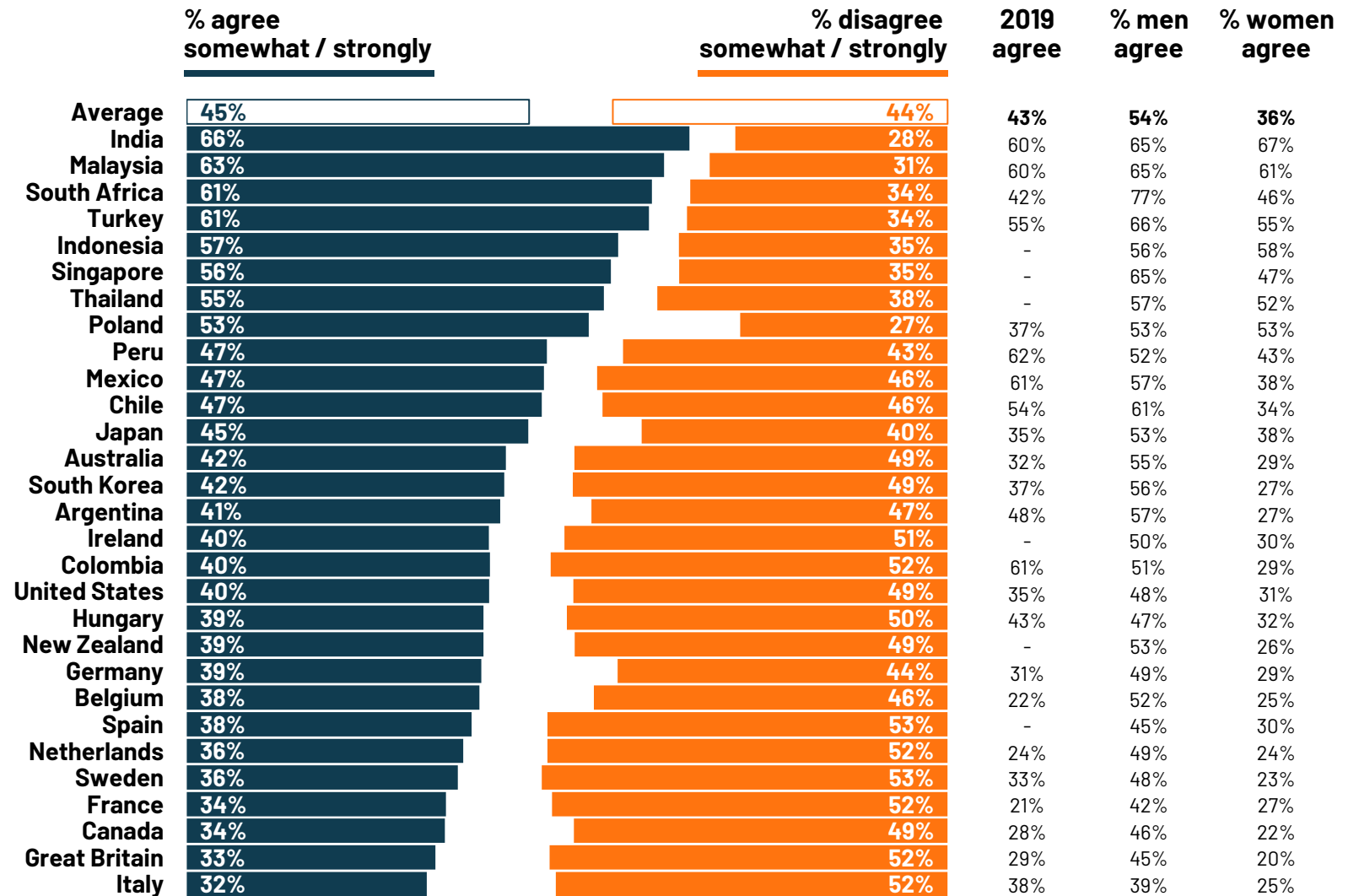
Q

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

**Men are being expected to do too much to support equality.**

People are divided as to whether men are being expected to do too much to support equality, with 46% agreeing and 43% disagreeing.

By gender, more men than women agree with this statement (55% vs 38%).



**Base:** 22,763 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, 20 December 2024-3 January 2025

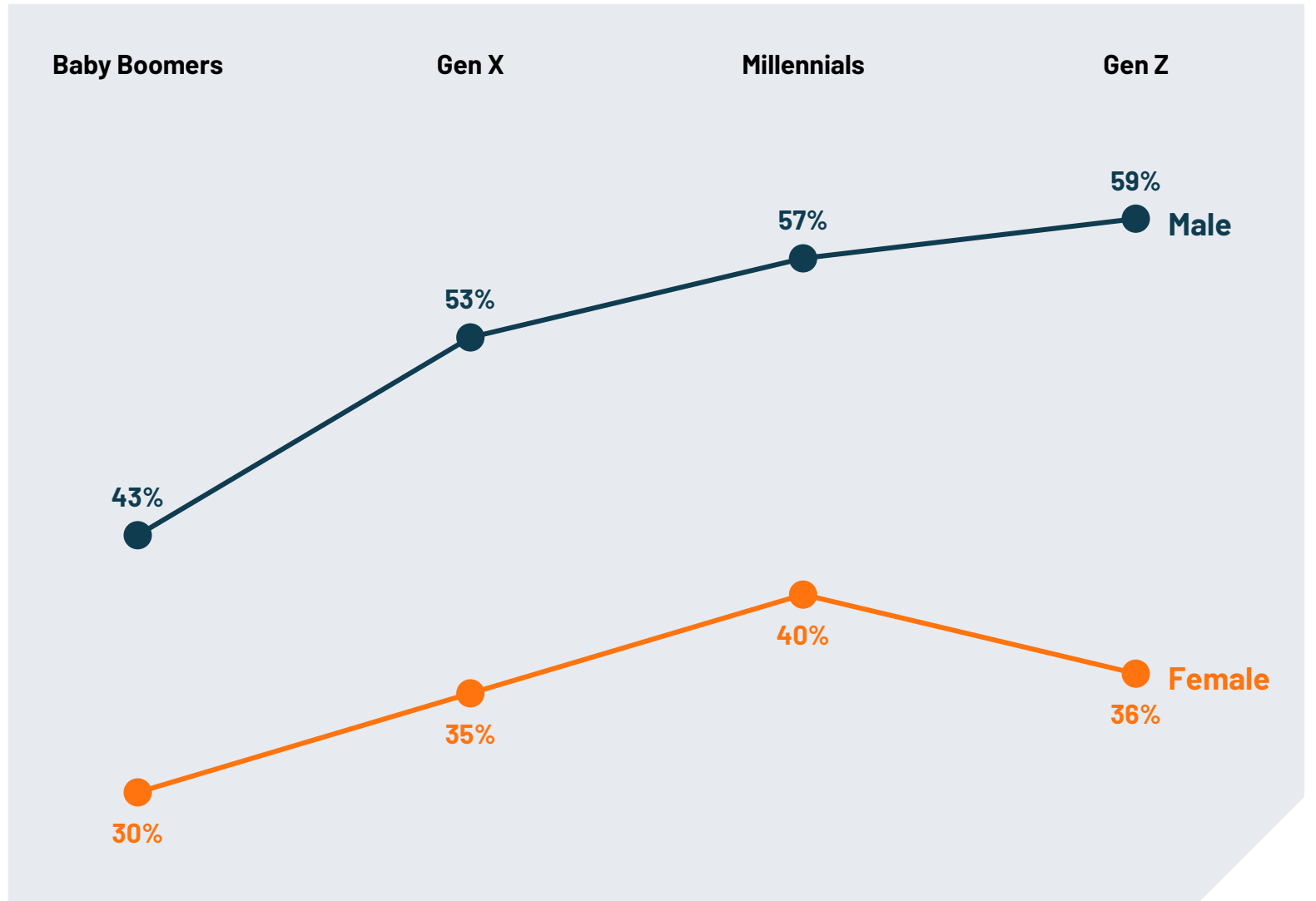
**\*Note:** Brazil excluded from this question due to translation error

# Q

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

## Men are being expected to do too much to support equality, % agree

Across age groups, men are more likely than women to agree that when it comes to giving women equal rights with men, things have gone far enough in their country. Younger men are more likely to agree with this statement than older men.



**Base:** 22,763 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, 20 December 2024-3 January 2025

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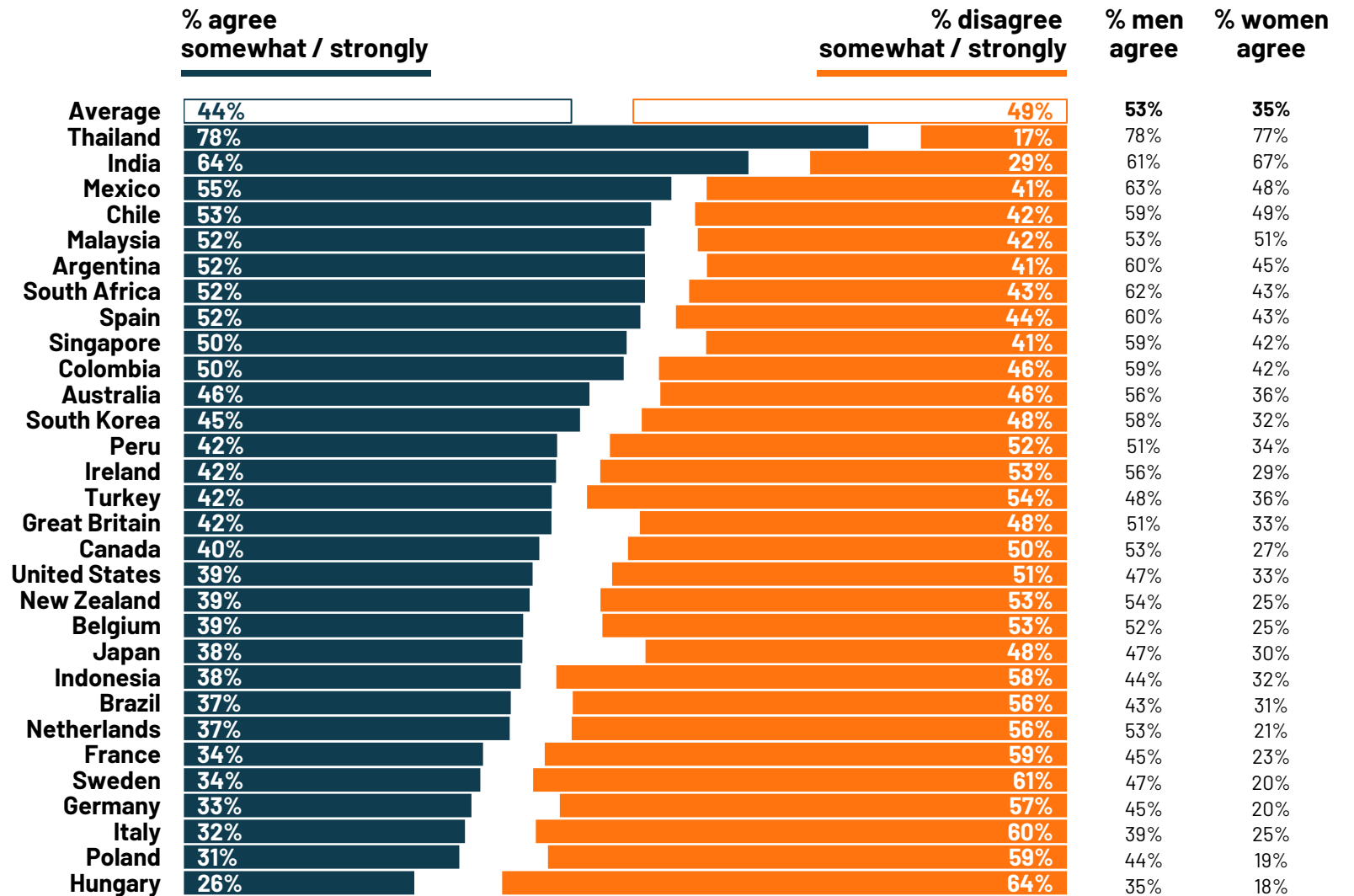
Q

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 30-country average, people are divided on whether we have gone so far in promoting women's equality that we are discriminating against men (44% agree vs. 49% disagree).

Over half of men (53%) agreed with this statement compared to 35% of women.



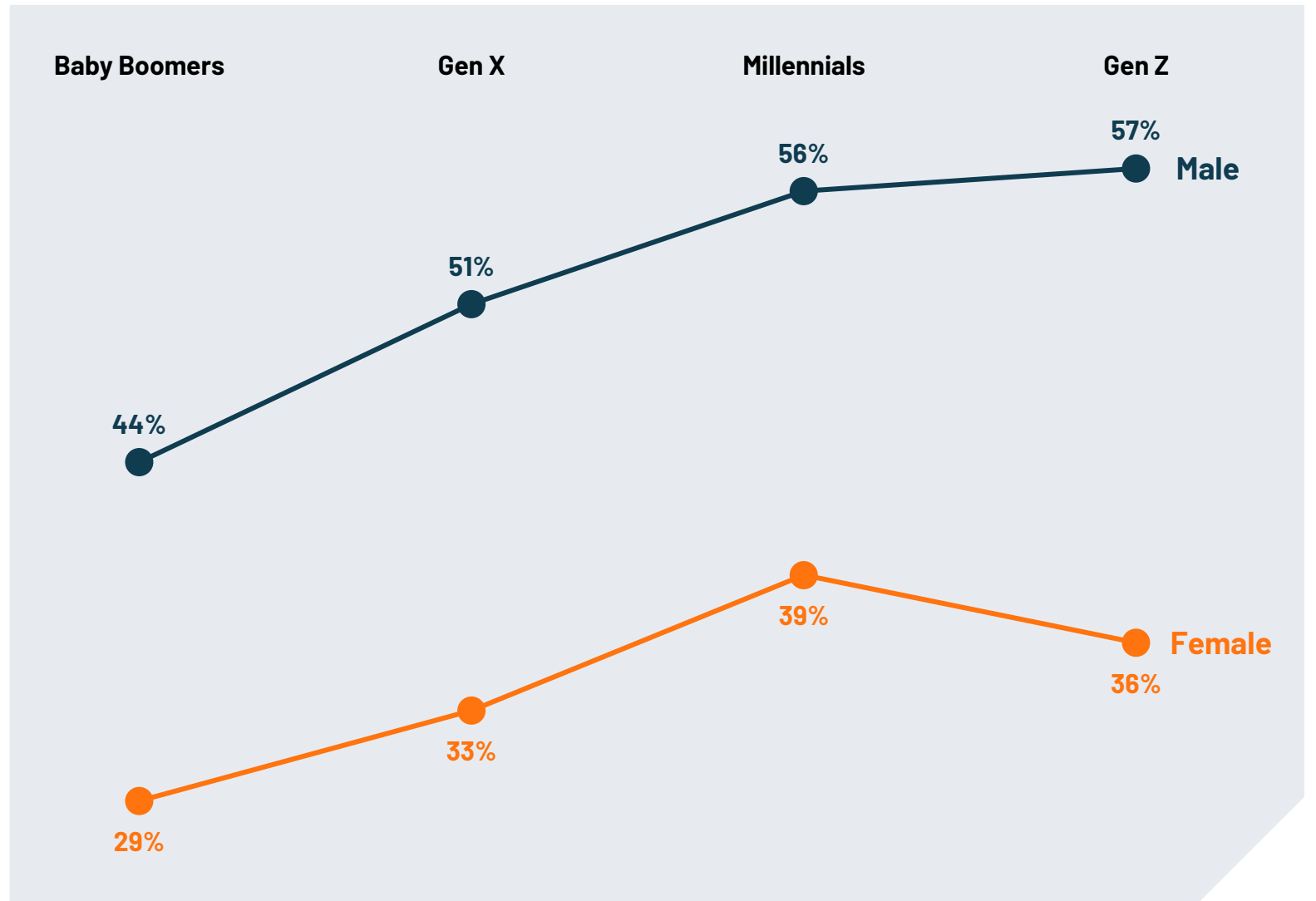
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# Q

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, % agree.**

There is a 20-percentage point difference between Gen Z men and Gen Z women when it comes to thinking women's equality discriminates against men, with 57% of Gen Z men saying this is the case, compared to 36% of Gen Z women.



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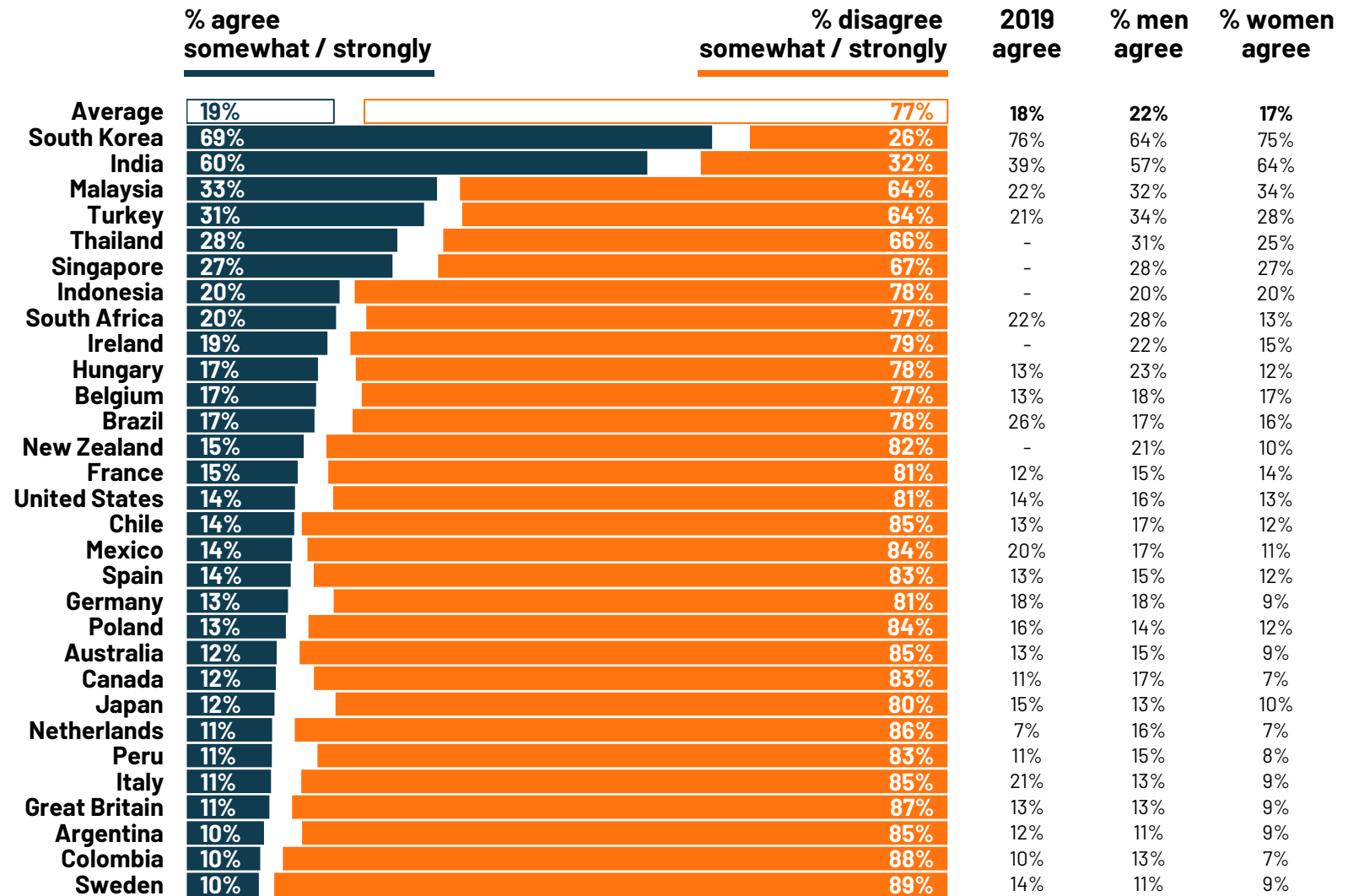
Q

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

**A man who stays home to look after his children is less of a man.**

Across a 30-country average, three quarters of people (77%) disagree that a man who stays home to look after his children is less of a man.

Around one in five people (19%) agree with this statement. Men are more likely woman to agree with this statement (22% vs. 17%).



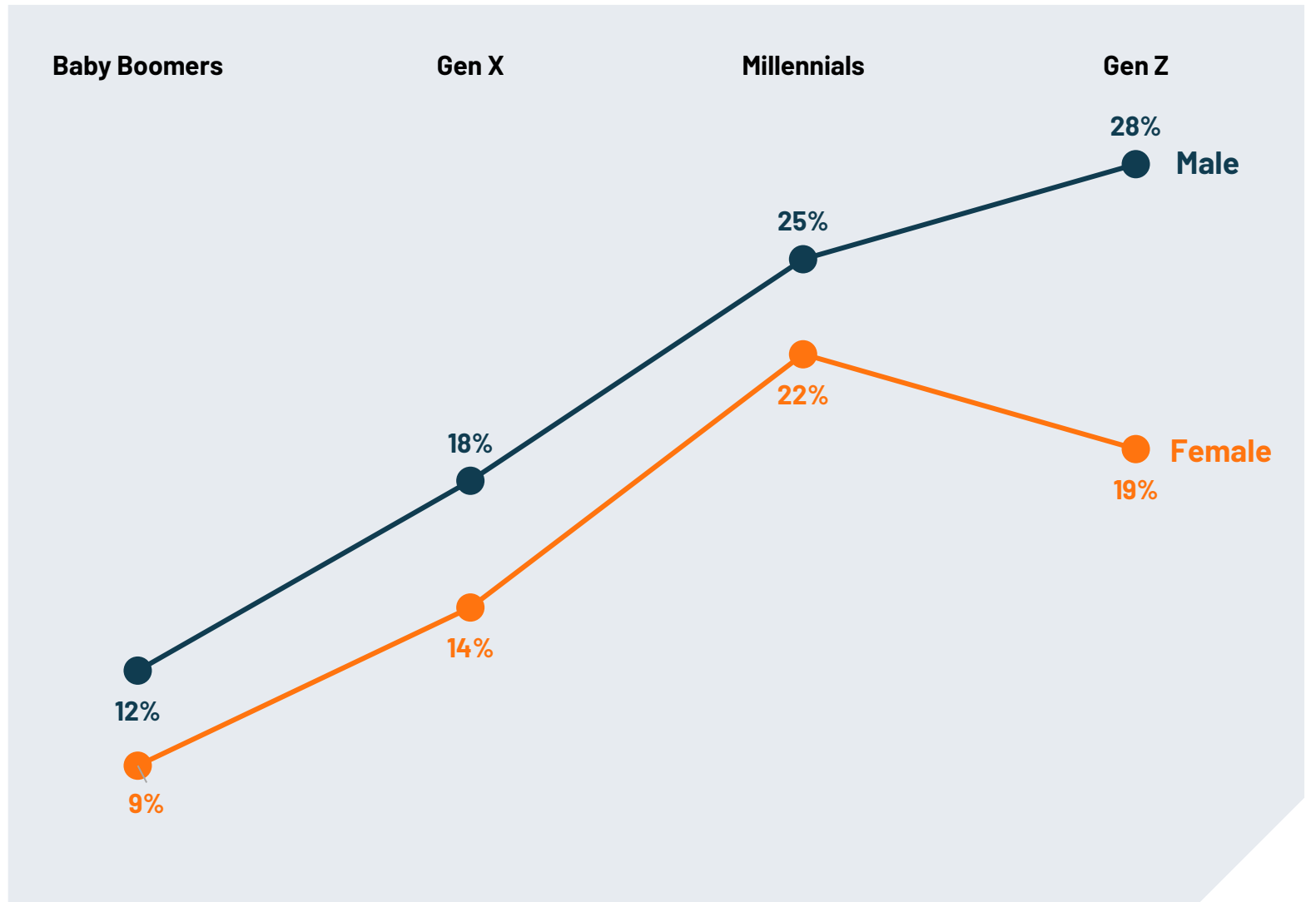
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# Q

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

**A man who stays home to look after his children is less of a man, % agree.**

Among men, agreement that a man who stays home to look after his children is less of a man decreases with age, with only 12% of Baby Boomers agreeing with this statement, compared to 28% of Gen Z. The gap between men and women is highest amongst those in Gen Z (28% men vs 19% women).



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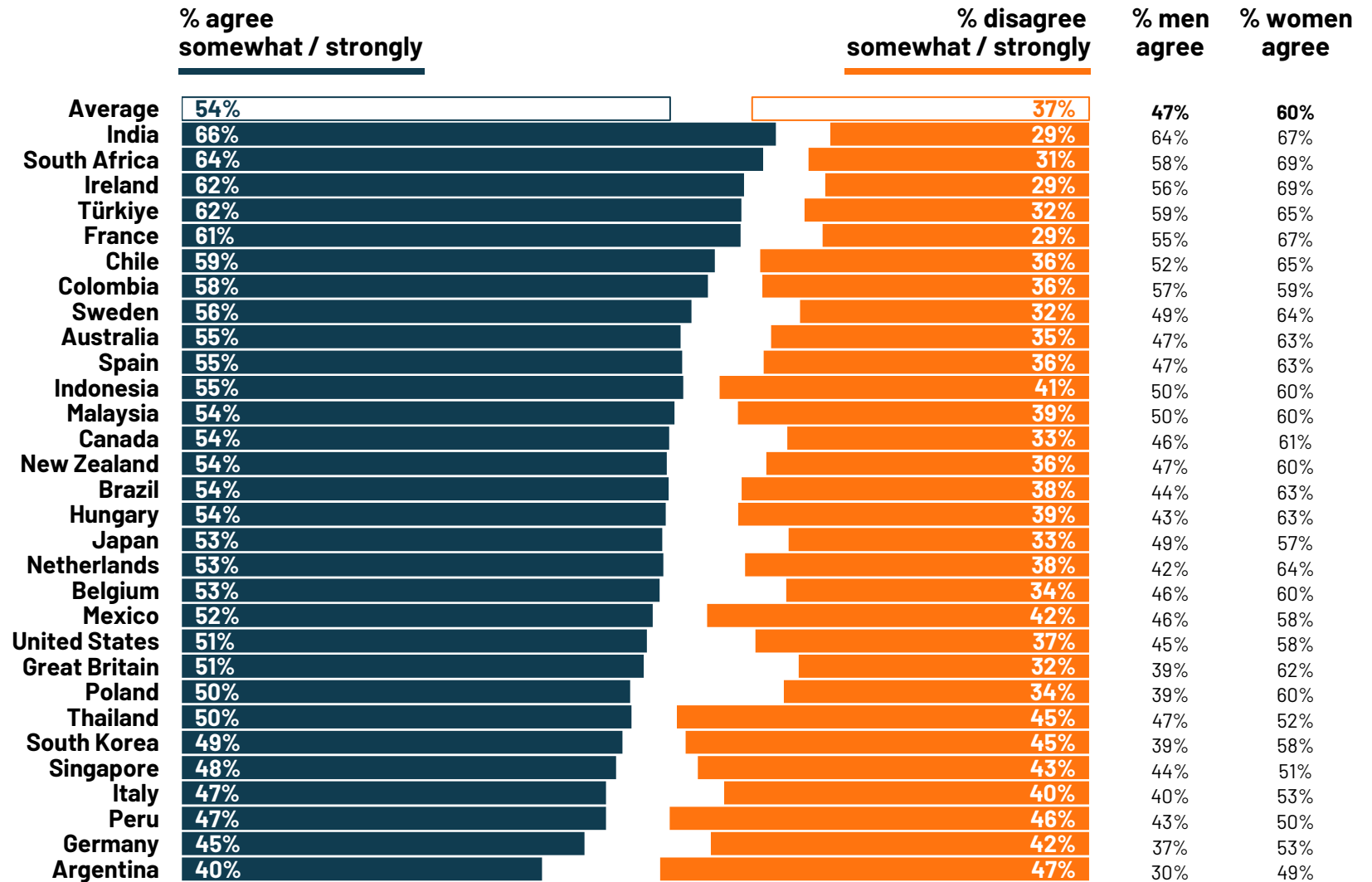
Q

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 with men in ... unless there are more female leaders in business and government.**

Across a 30-country average, more than half of people (54%) think that women won't achieve equality in their country unless there are more female leaders in business and government.

Women are more likely than men to agree with this statement (60% vs. 47%).



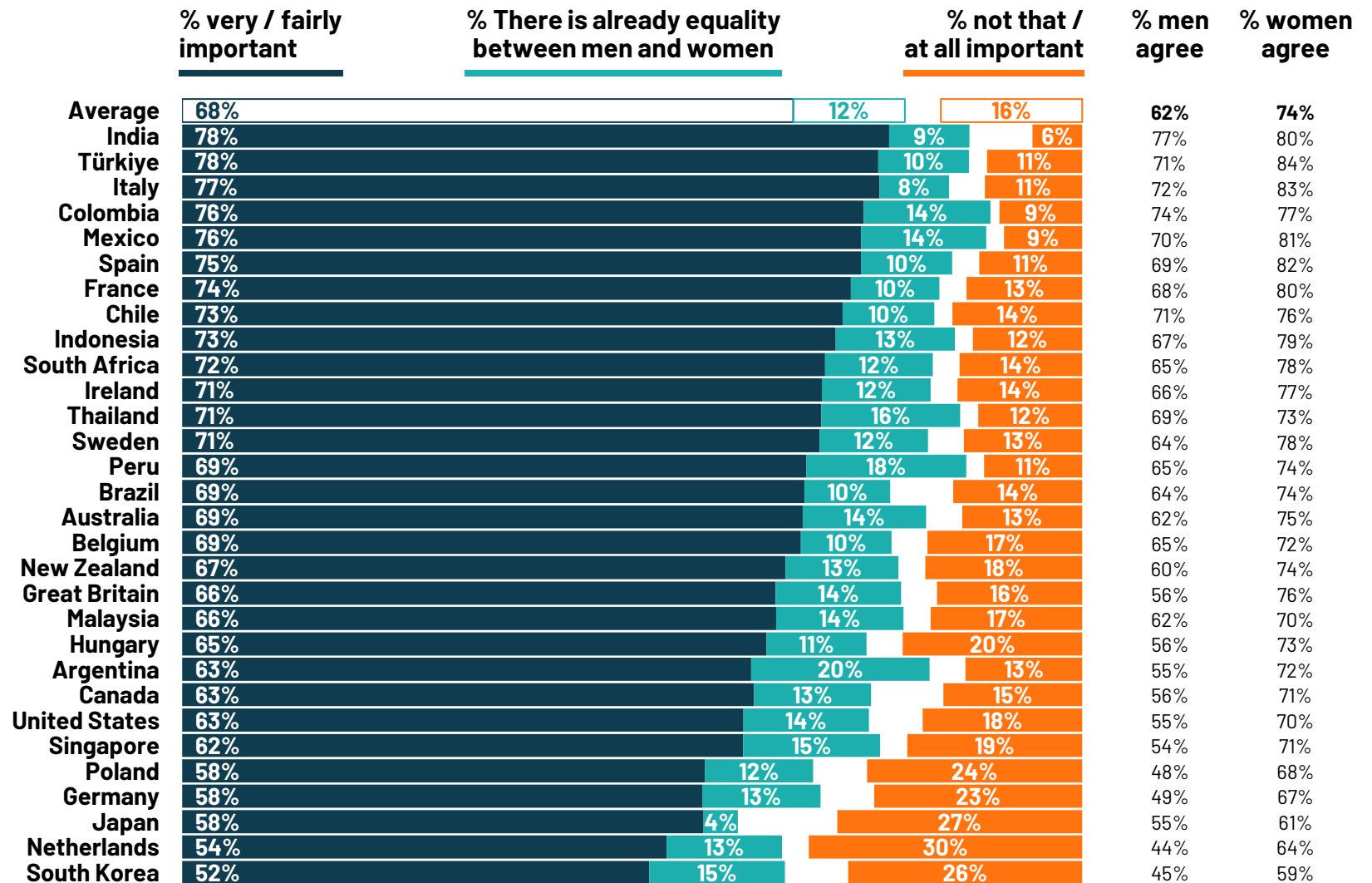
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Q

How important or not important is achieving equality between men and women to you personally?

Two in three people (68%) say that achieving equality between men and women is important to them personally, with fewer than 1 in 5 (16%) saying it's not important.

Women (74%) are more likely than men (62%) to say gender equality is important to them personally.



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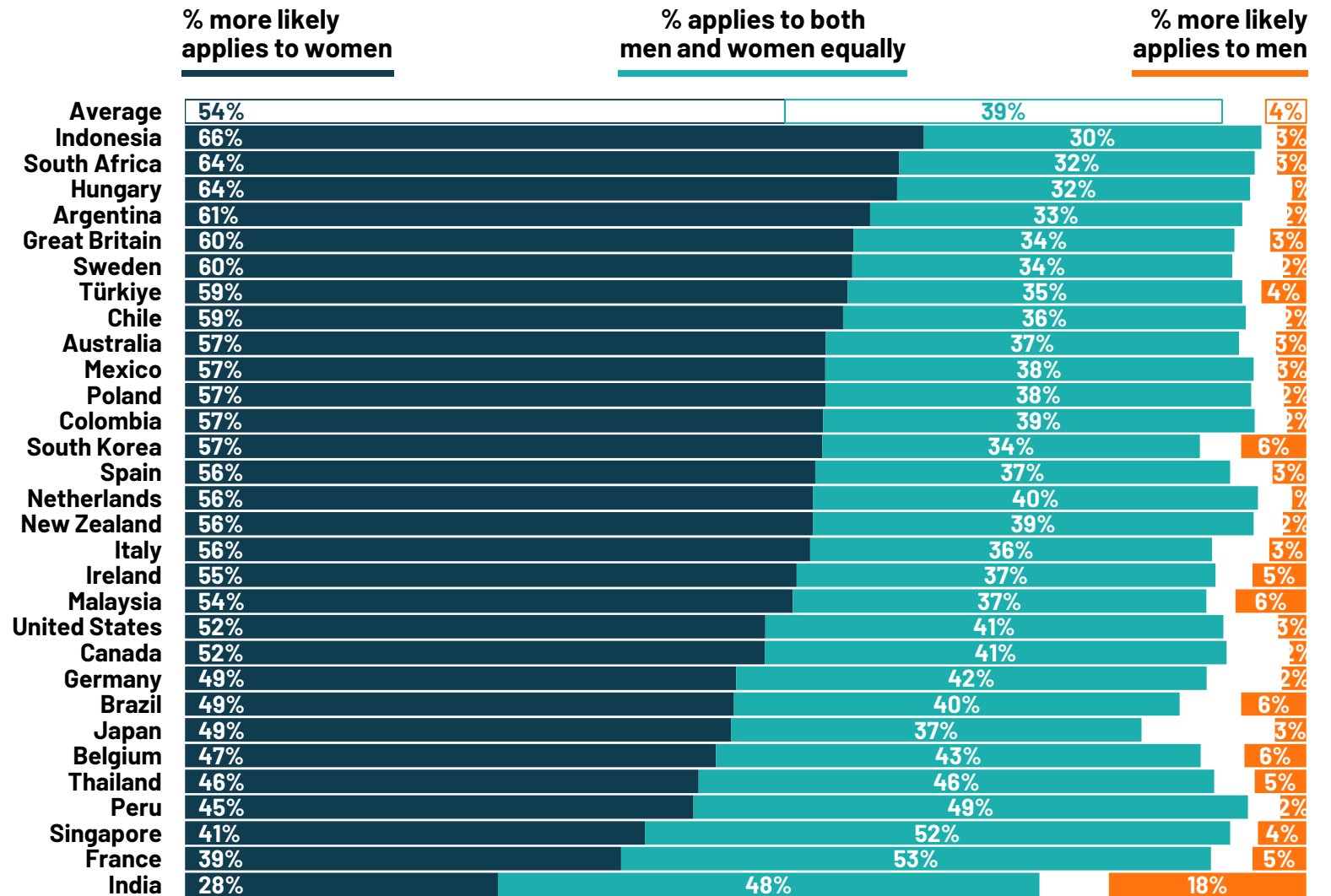
# ATTITUDES TOWARD SUSTAINABLE DEVELOPMENT

Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Doing domestic work (i.e. housekeeping, cooking).**

Among the 30 countries studied, more than half of people more strongly associate doing domestic work with women than men (54%). Around 2 in 5 (39%) link it to men and women equally.



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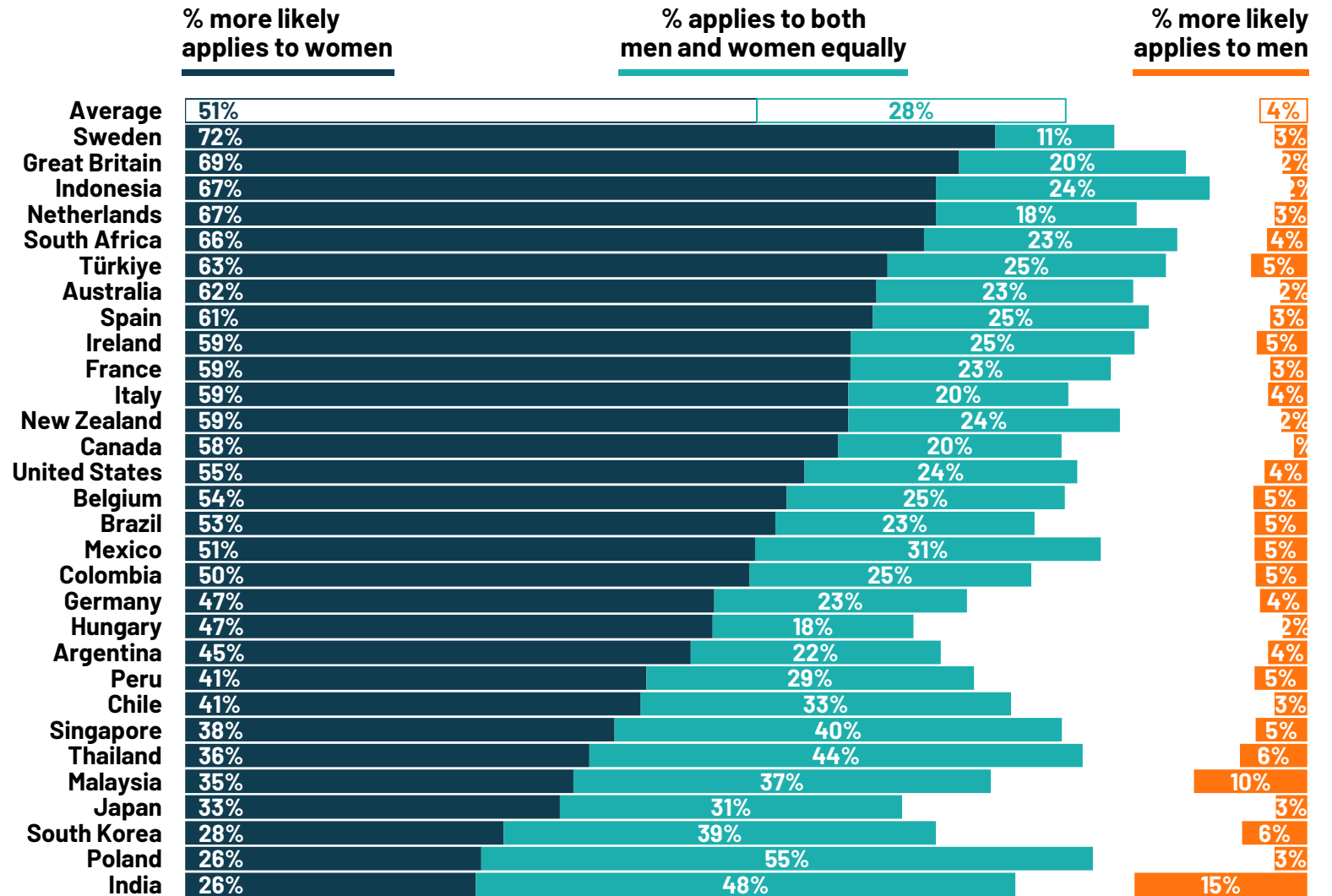


Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Experiencing child, early or forced marriage.**

On average, half of people think experiencing child, early, or forced marriage is more likely to apply to women than men (51%). Around 3 in 10 think it applies to both genders equally (28%).



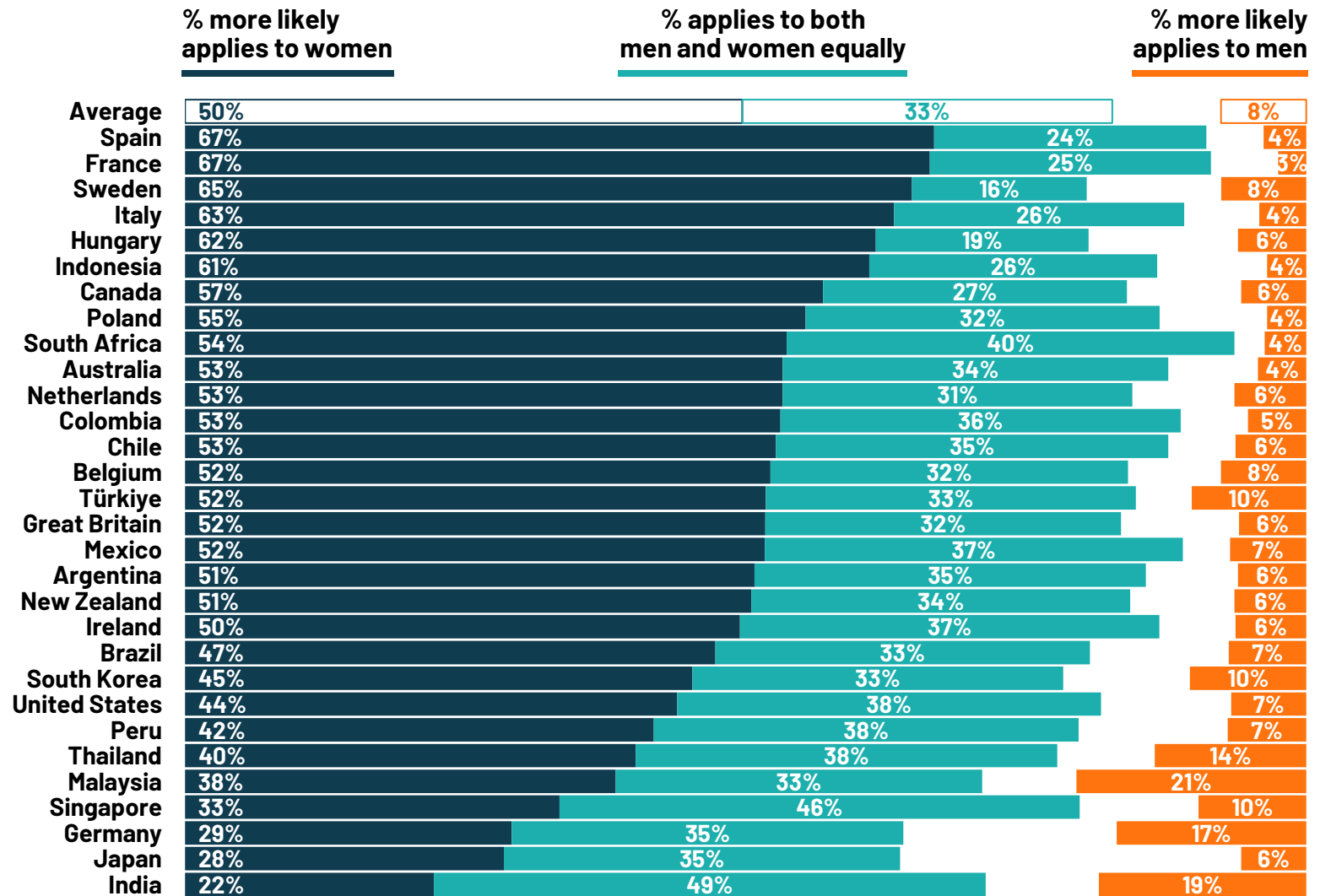
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Experiencing gender-based violence.**

Among the 30 countries surveyed, half of people think experiencing gender-based violence is more likely to apply to women than men (50%), with 1 in 3 saying it applies to both men and women equally (33%).



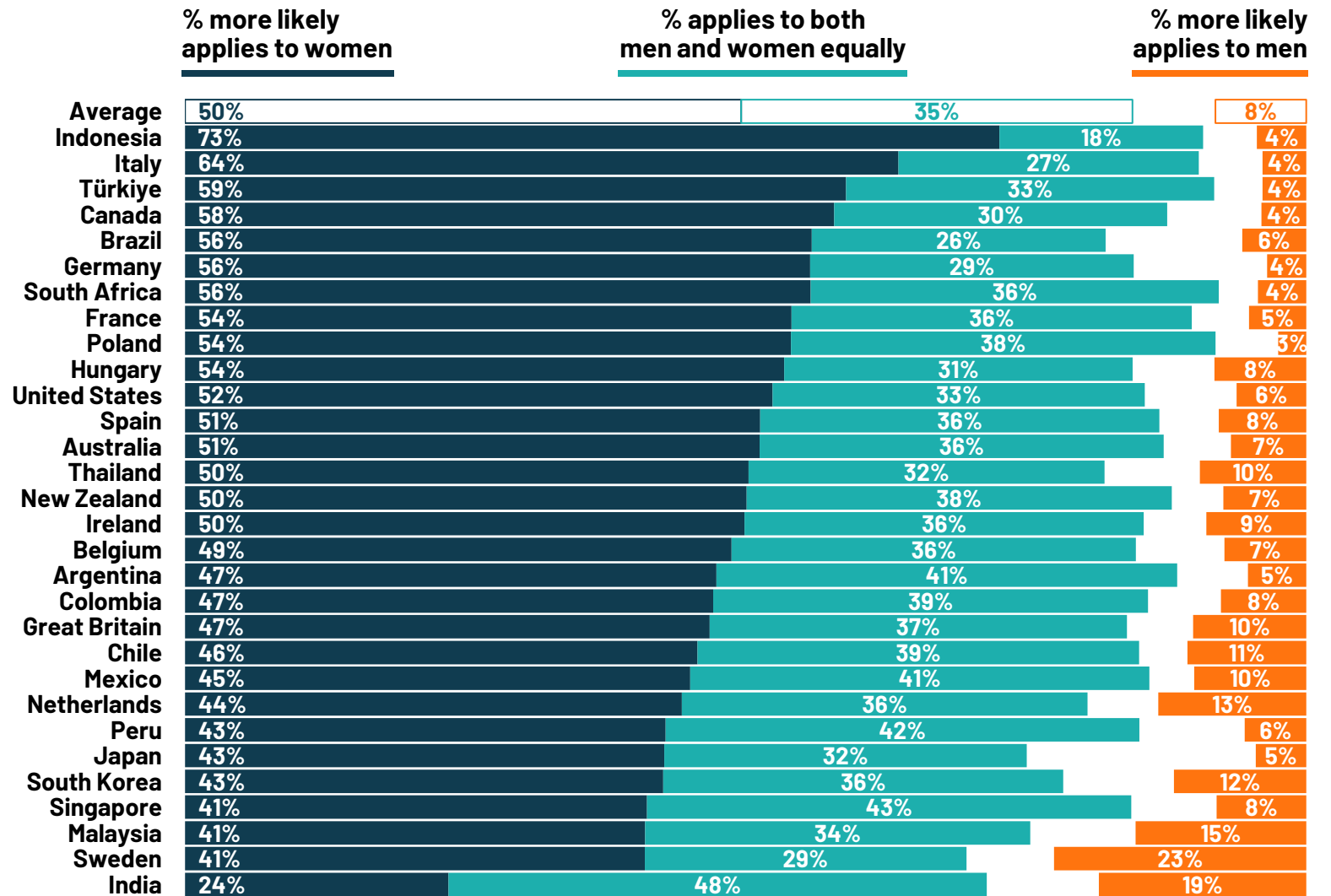
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Being physically assaulted.**

Across a 30-country average, half of people think being physically assaulted is more likely to apply to women than men. By contrast, around 1 in 3 think it applies to men and women equally (35%).



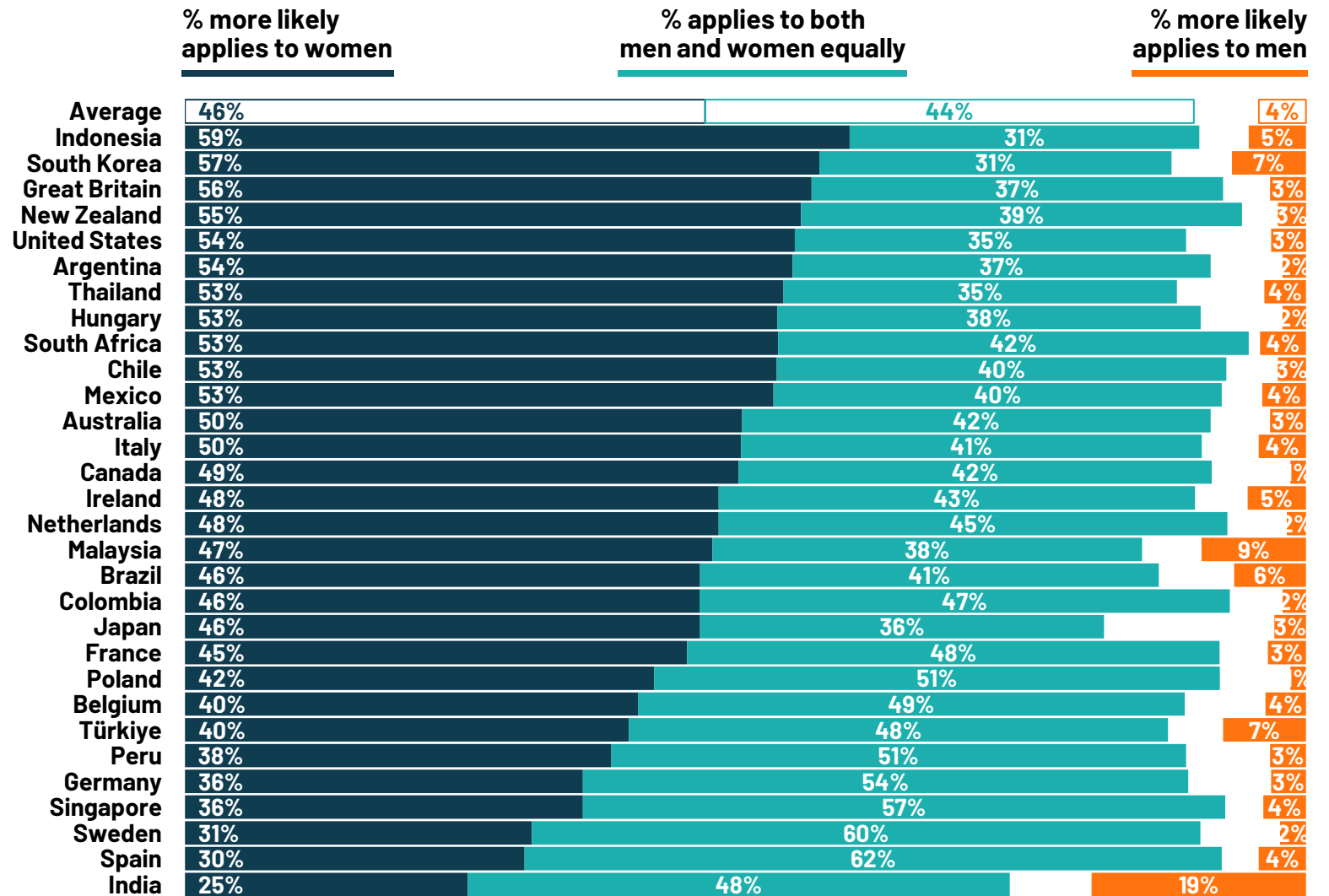
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Being offered parental leave from employment (i.e., maternity or paternity leave).**

Among people from 30 countries, people are divided as to whether being offered parental leave from employment (i.e., maternity or paternity leave) is more likely to apply to women (46%), or whether it applies to men and women equally (44%).



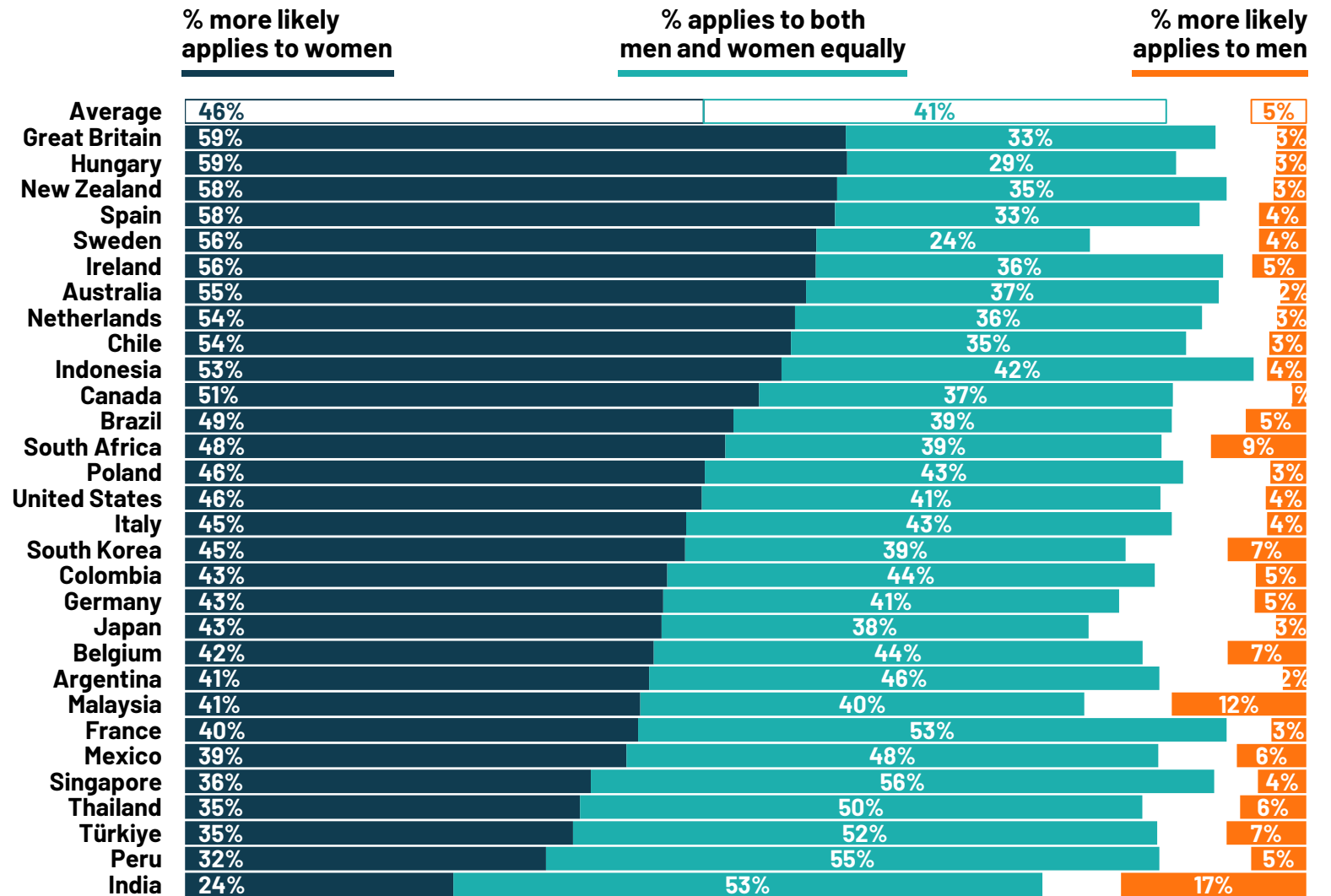
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Performing unpaid care for family members (i.e., childcare or looking after elderly relatives).**

Almost half of people (46%) think that performing unpaid care for family members (i.e., childcare or looking after elderly relatives) is more likely to apply to women than men. An almost equal share (41%) think it applies to both men and women equally.



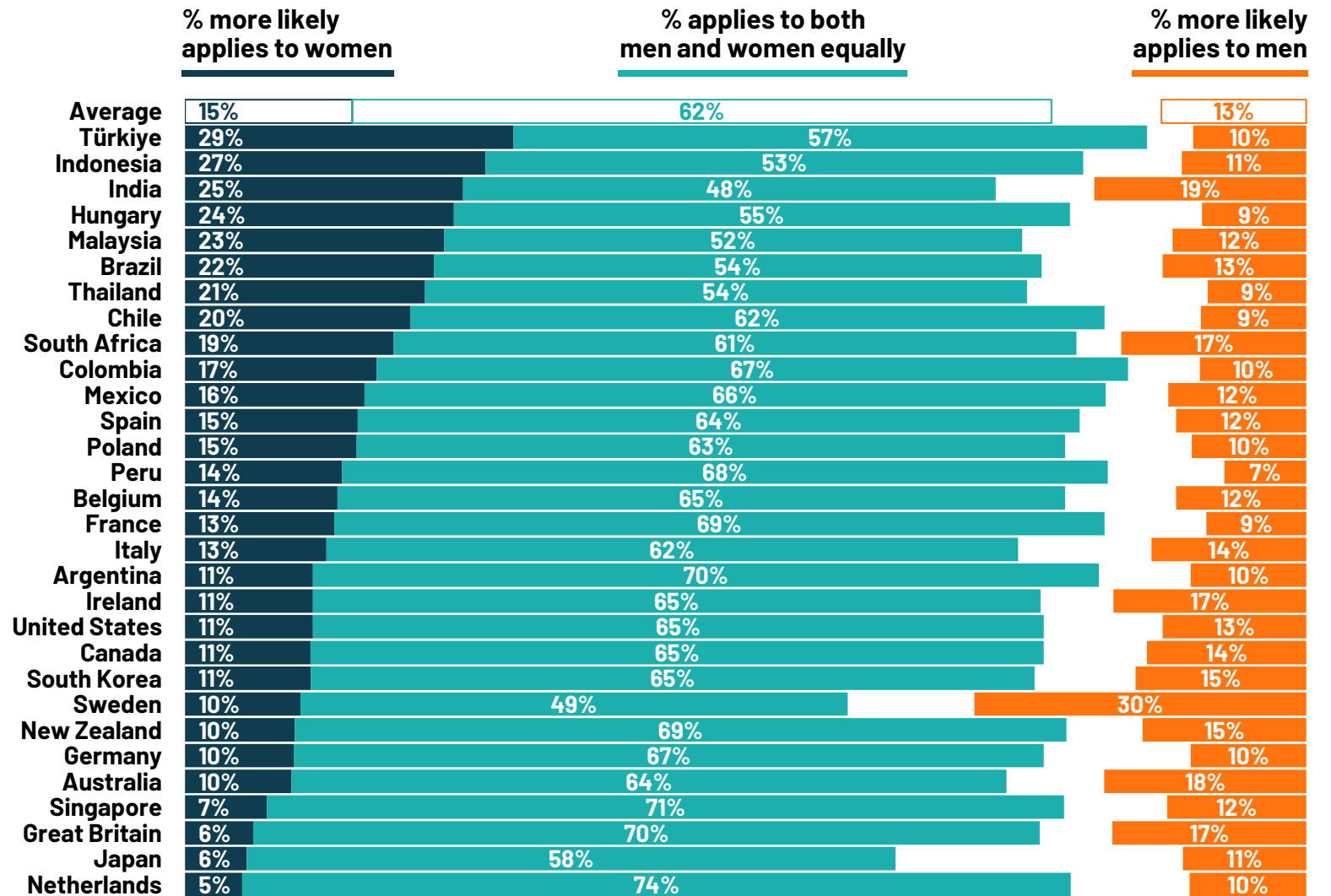
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Feeling lonely.**

Among the 30-country average, more than 3 in 5 think feeling lonely applies equally to men and women (62%). Of the remainder, people are equally likely to think that feeling lonely applies more to women than men (15%) as they are to say that it applies to men more than women (13%).



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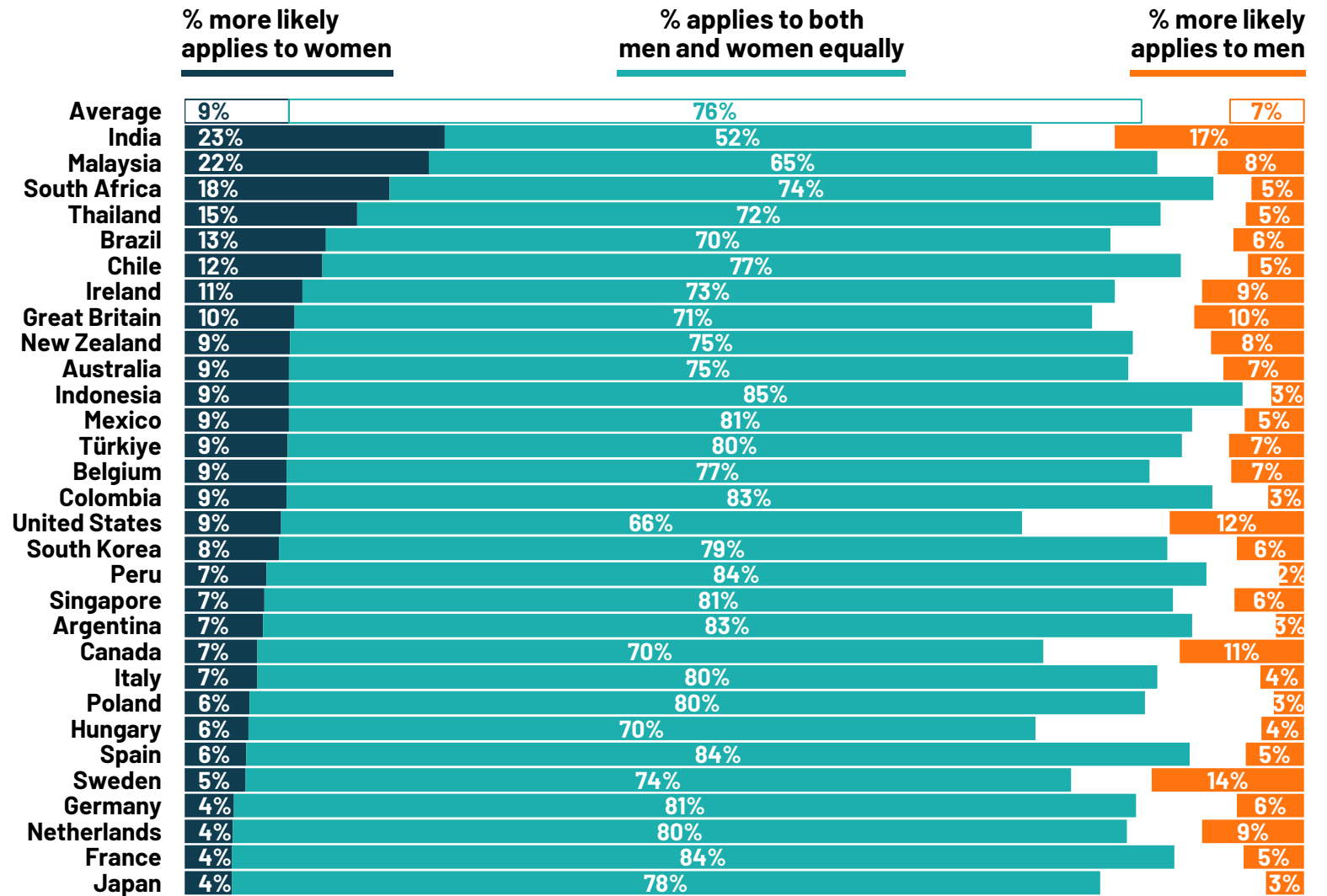


Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Easily accessing health care.**

On average across 30 countries, 3 in 4 people think that easily accessing health care applies equally to both men and women (76%). The remainder are divided as to whether it more likely applies to women (9%) or men (7%).



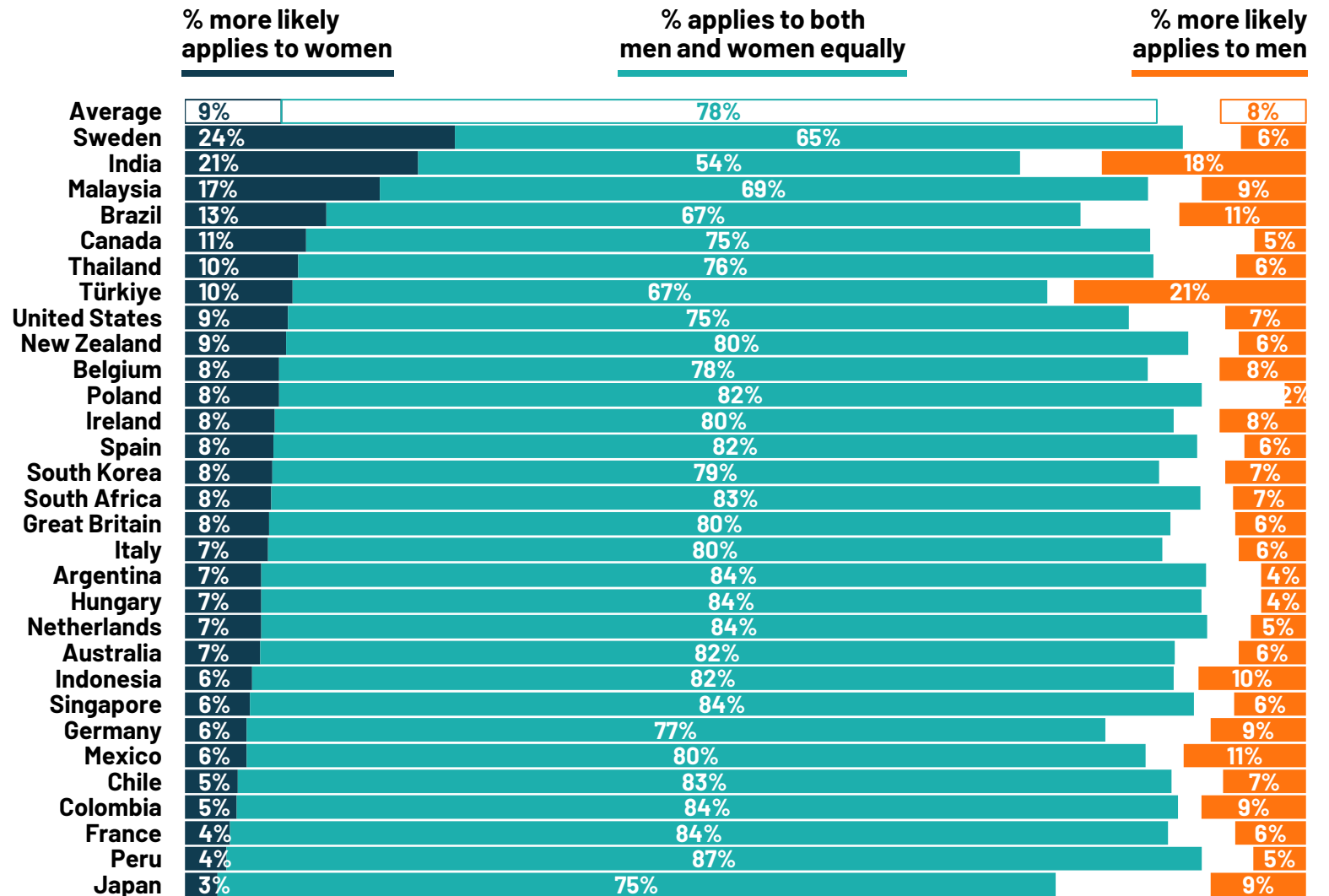
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Going to university.**

Around 4 in 5 people across all countries studied think going to university applies equally to men and women (78%), with an equal share of the remainder each saying it more likely applies to women (9%) and to men (8%).



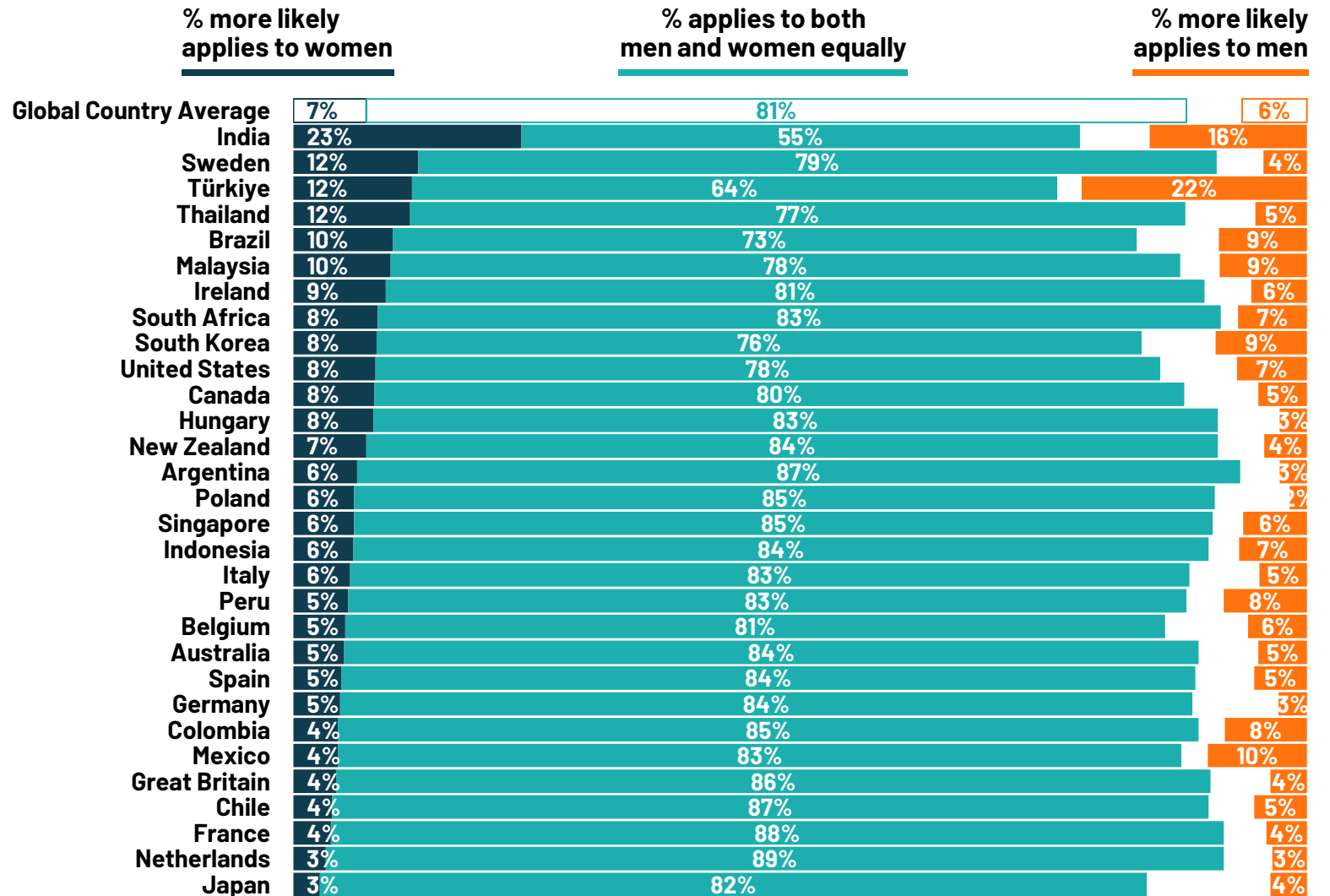
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Going to school.**

Similarly, 4 in 5 globally think going to school applies equally to men and women (81%), with fewer than 1 in 10 each saying it more likely applies to women (7%) and men (6%).



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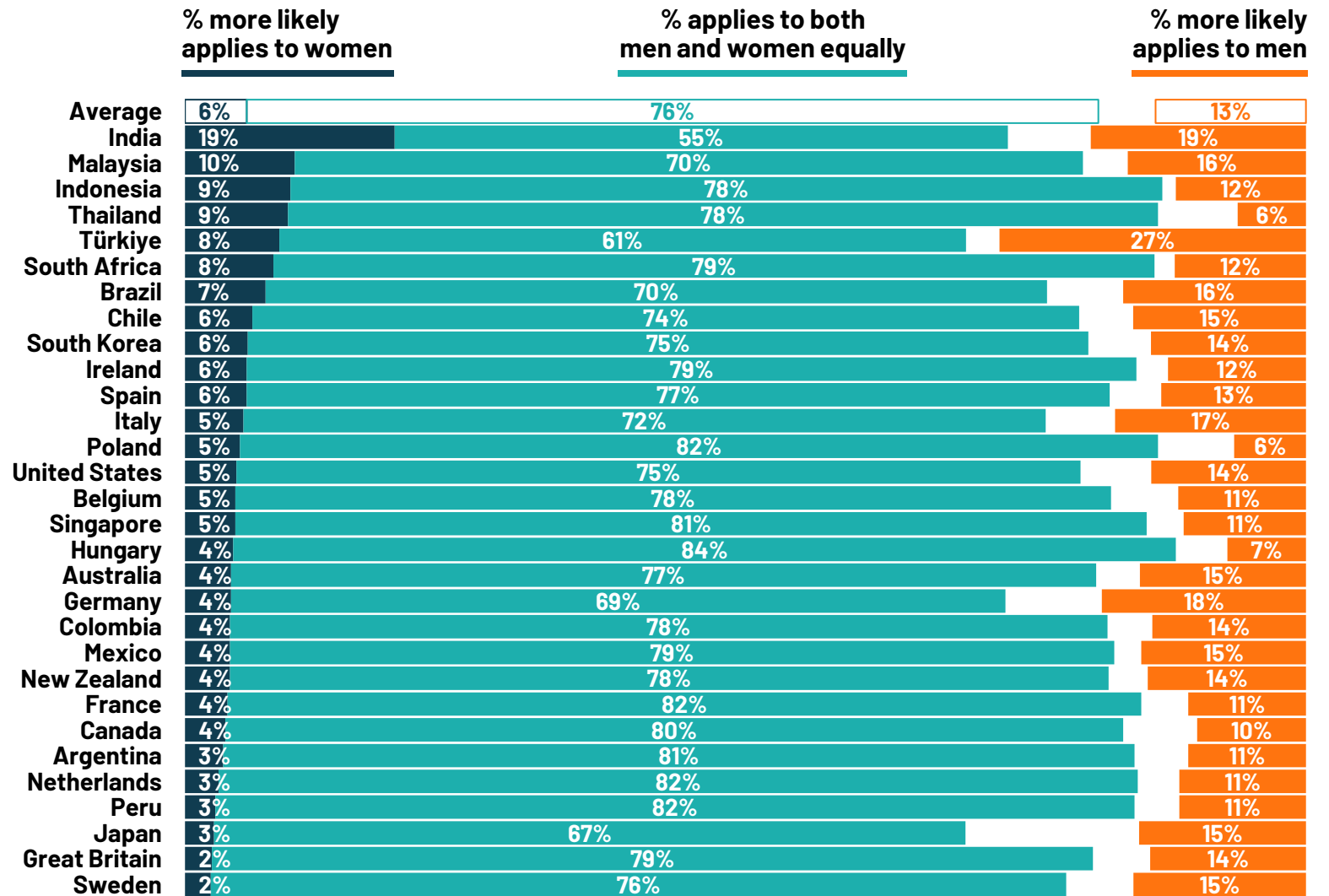
Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Being able to participate in financial life (i.e., have a bank account / credit card, take out a loan).**

The majority of people think being able to participate in financial life applies to both men and women equally (76%).

Among the remainder, people in most countries are more likely to say it applies to men than to women.



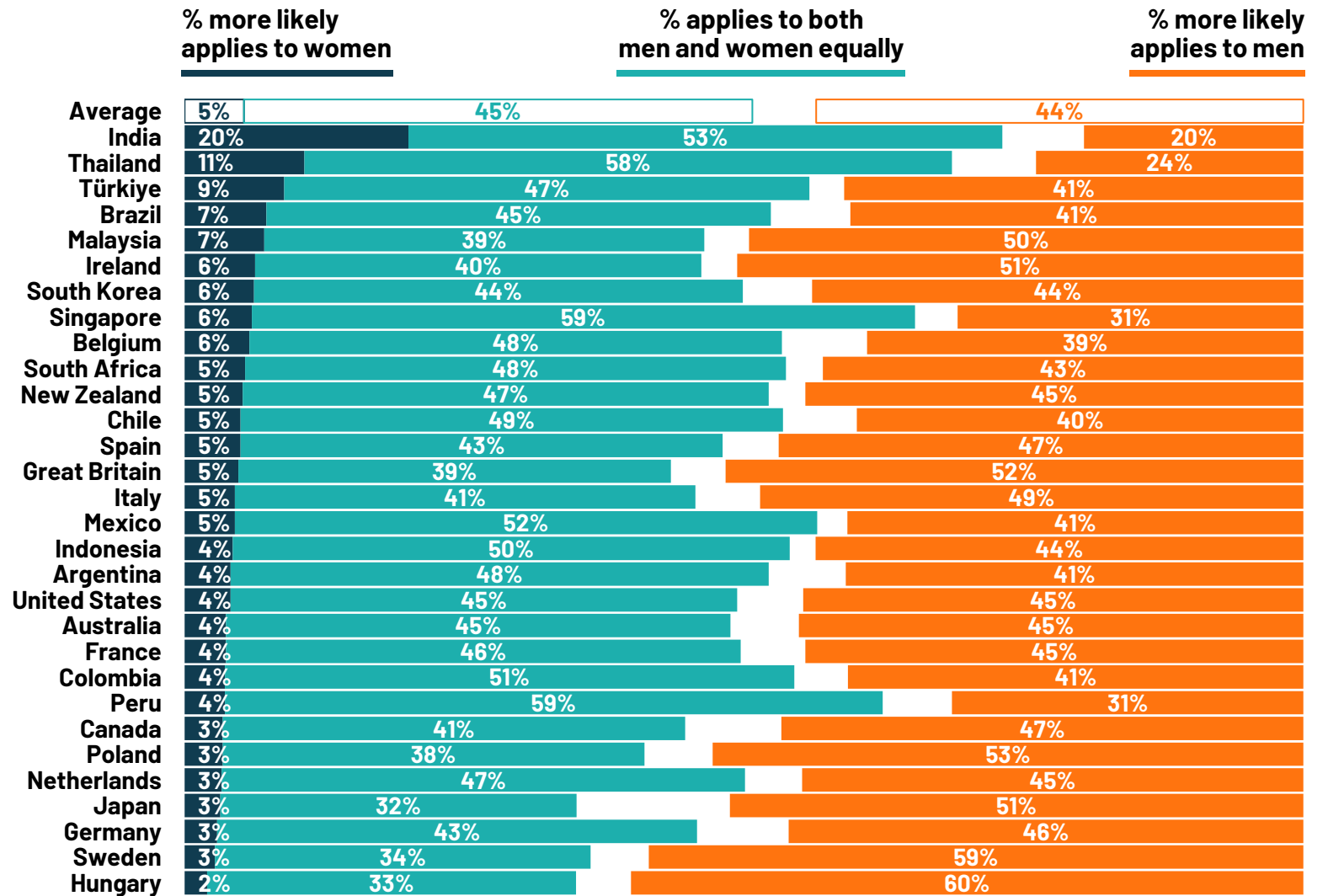
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Having a leadership role in public life (i.e., government, business).**

Across the 30-country average, people are divided as to whether having a leadership role in public life is more likely to apply to men (44%), or whether it applies to both men and women equally (45%). Just 5% think it's more likely to apply to women.



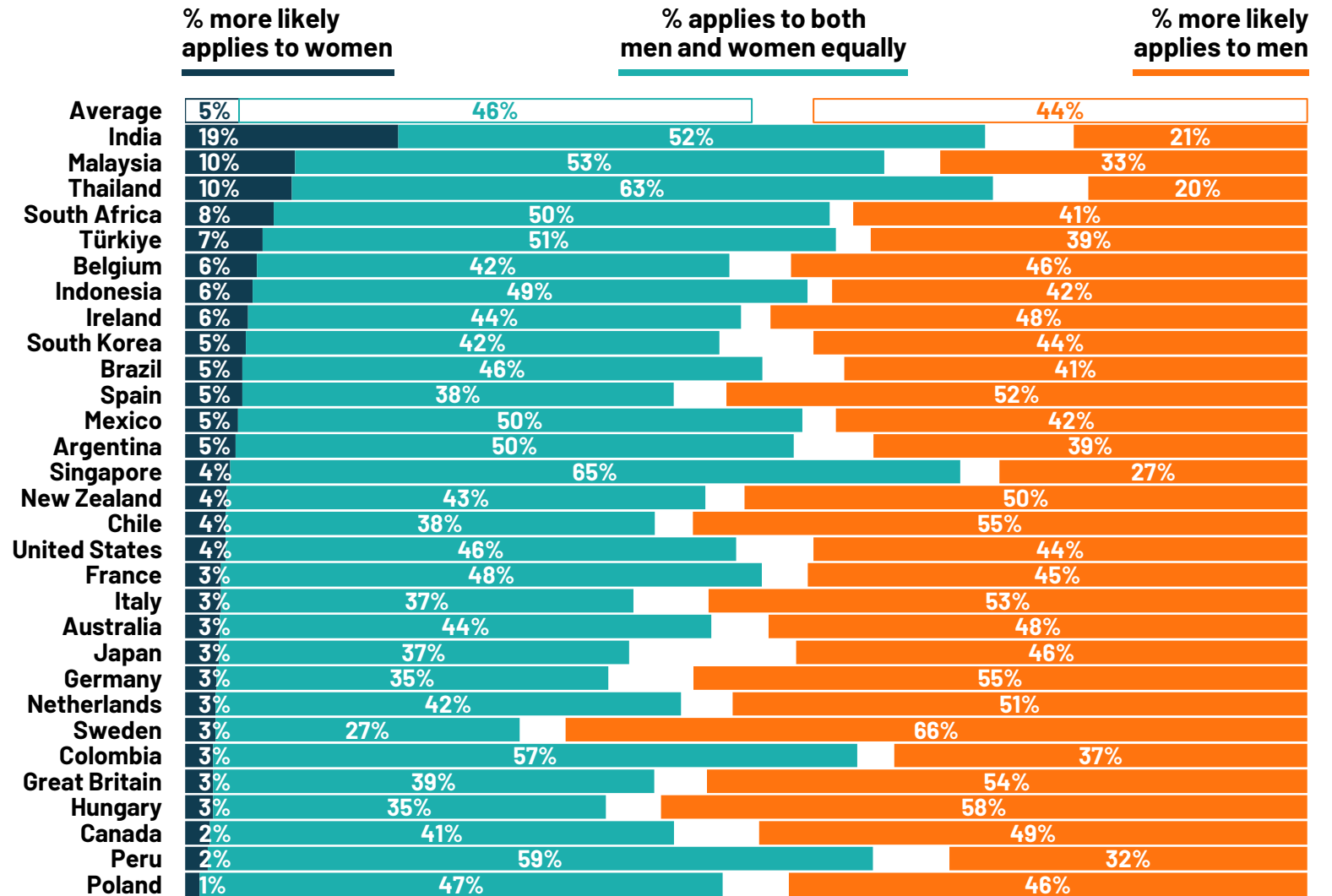
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Earning a high income.**

People are similarly divided as to whether earning a high income applies to both men and women equally (46%) or more likely applies to men (44%).



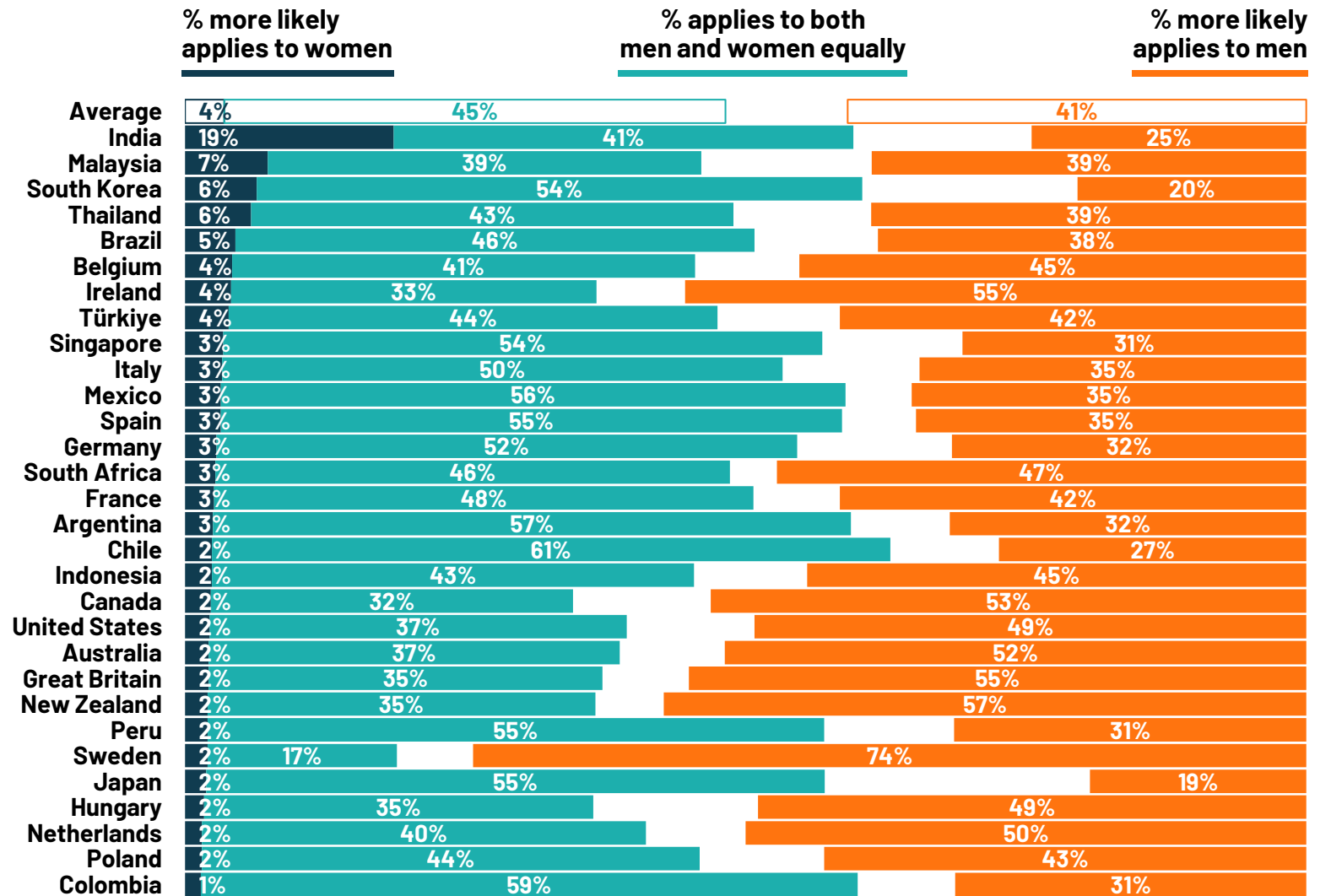
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Q

For each of the following behaviours and characteristics, do you think it is more likely to apply to men or more likely to apply to women in ..., or both men and women equally?

**Going to prison.**

Almost half of people (45%) think that going to prison applies to both men and women equally. A similar proportion (41%) think that it applies more to men.

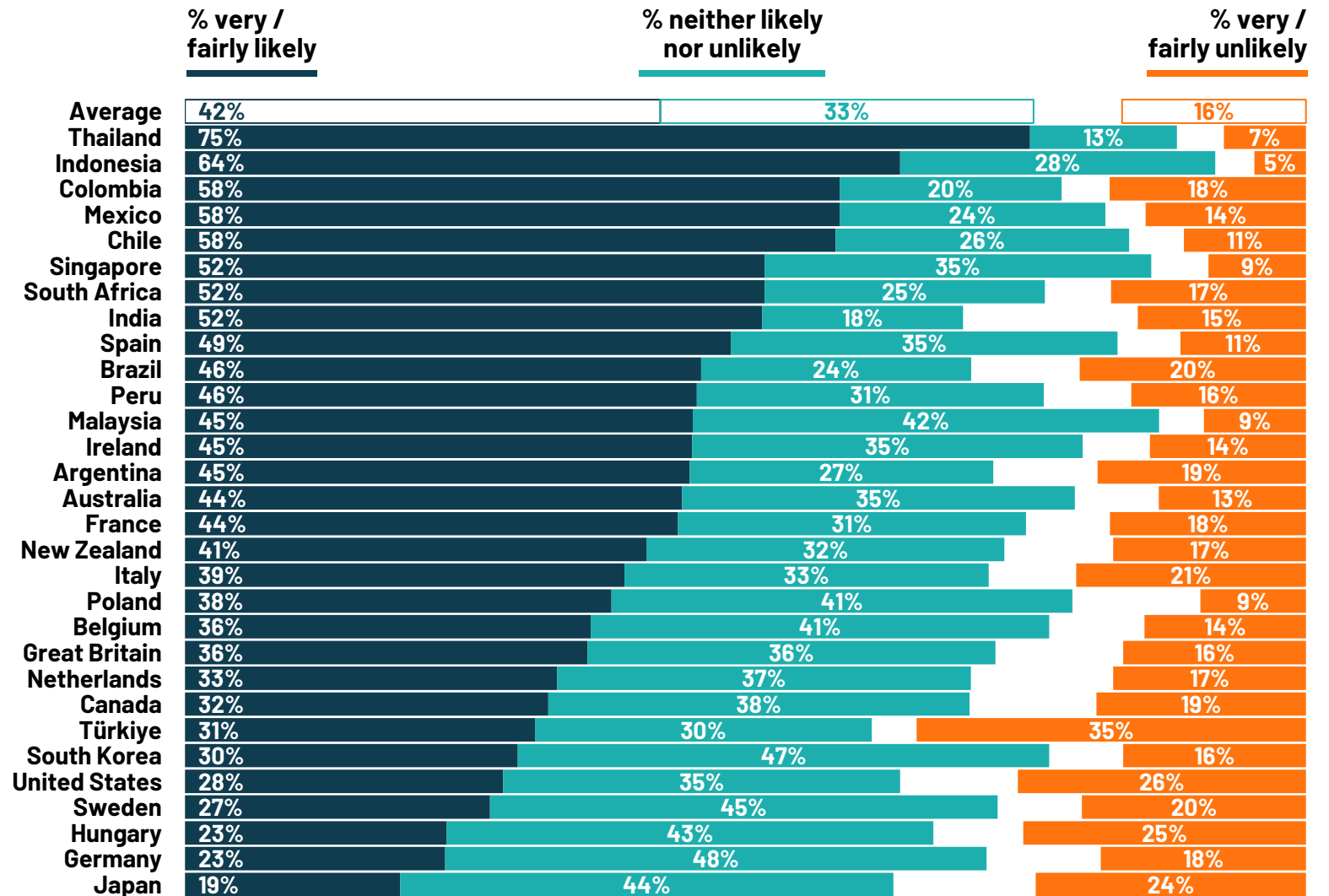


**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

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

Around 2 in 5 people across the 30-country average think it's likely that significant progress towards achieving gender equality in the next five years (42%), with under 1 in 5 saying it's unlikely (15%).



Base: 23,765 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, 20 December 2024-3 January 2025



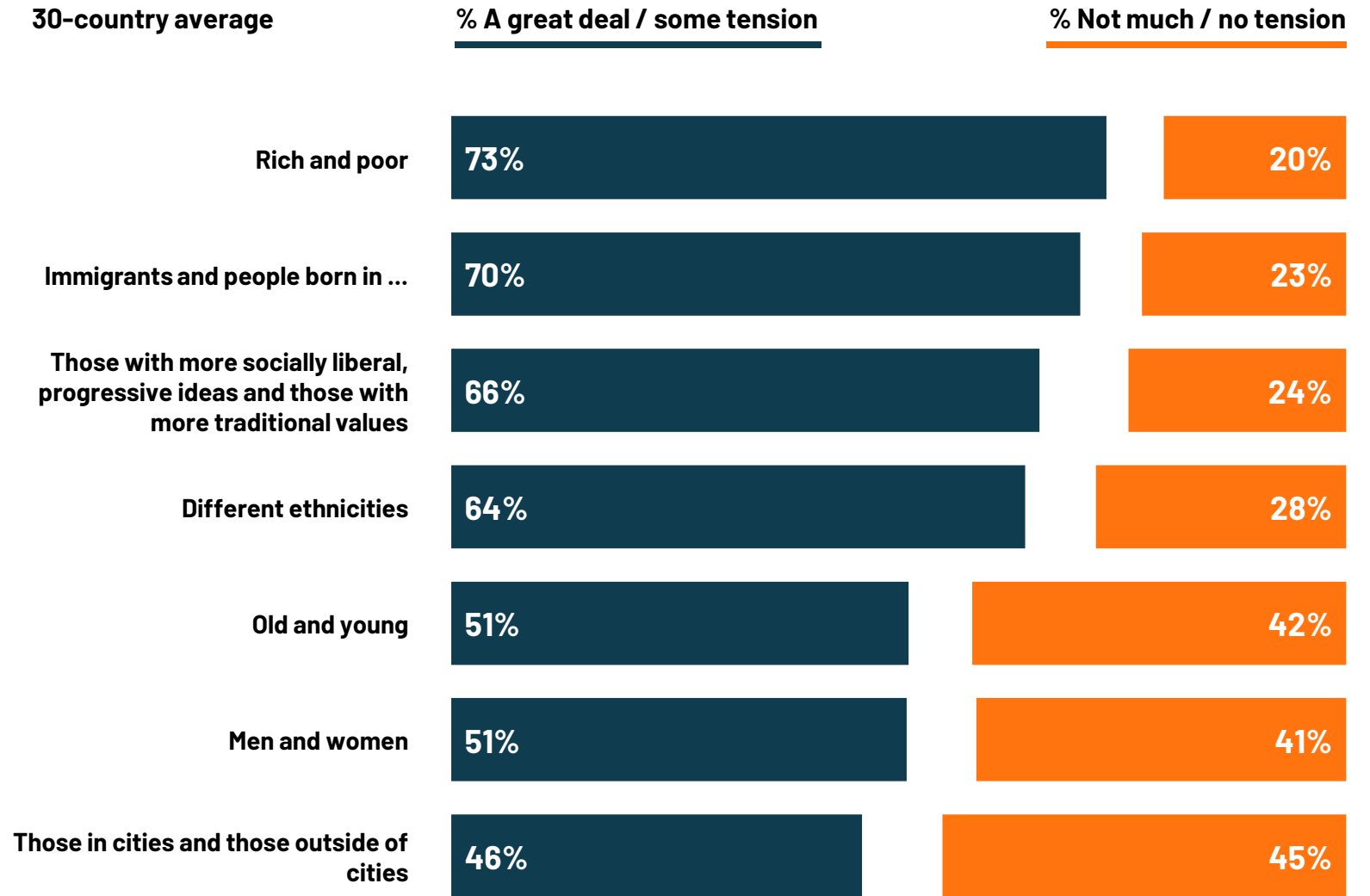
# ATTITUDES TOWARD PROGRESS & POLARISATION

**Q**

How much tension, if any, would you say there is between the following in ... today?

On average across the 30 countries surveyed, the dominant tensions identified are those between the rich and poor (73%) and immigrants and people born in that country (70%).

Half of people consider there to be tensions between men and women in their country (51%), with 2 in 5 saying that there isn't much tension between the genders (41%).



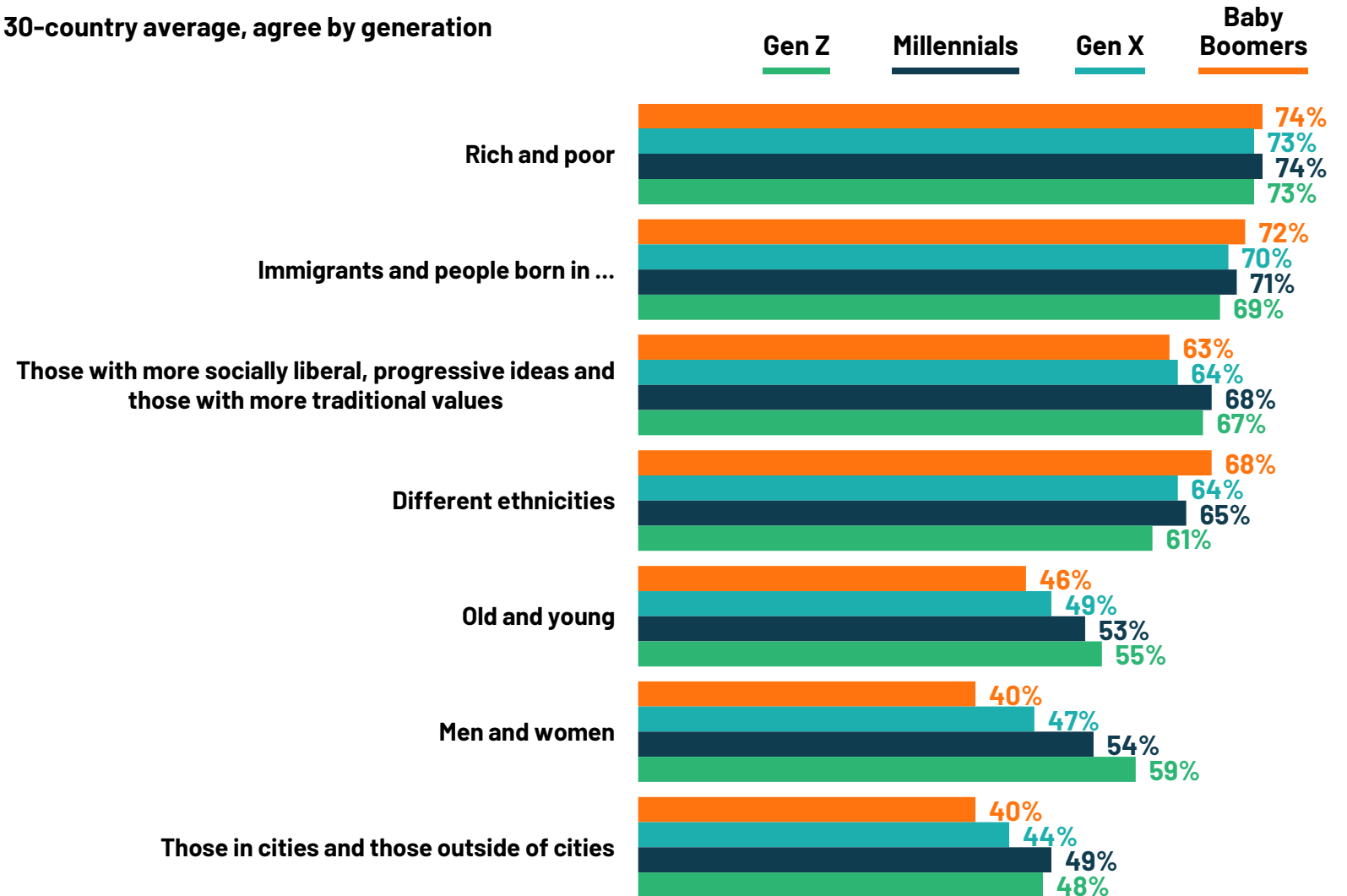
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

How much tension, if any, would you say there is between the following in ... today?

Millennials and Gen Z are more likely to perceive tensions between the old and young; men and women; and those in cities / outside of cities compared to Baby Boomers and Gen X.

30-country average, agree by generation



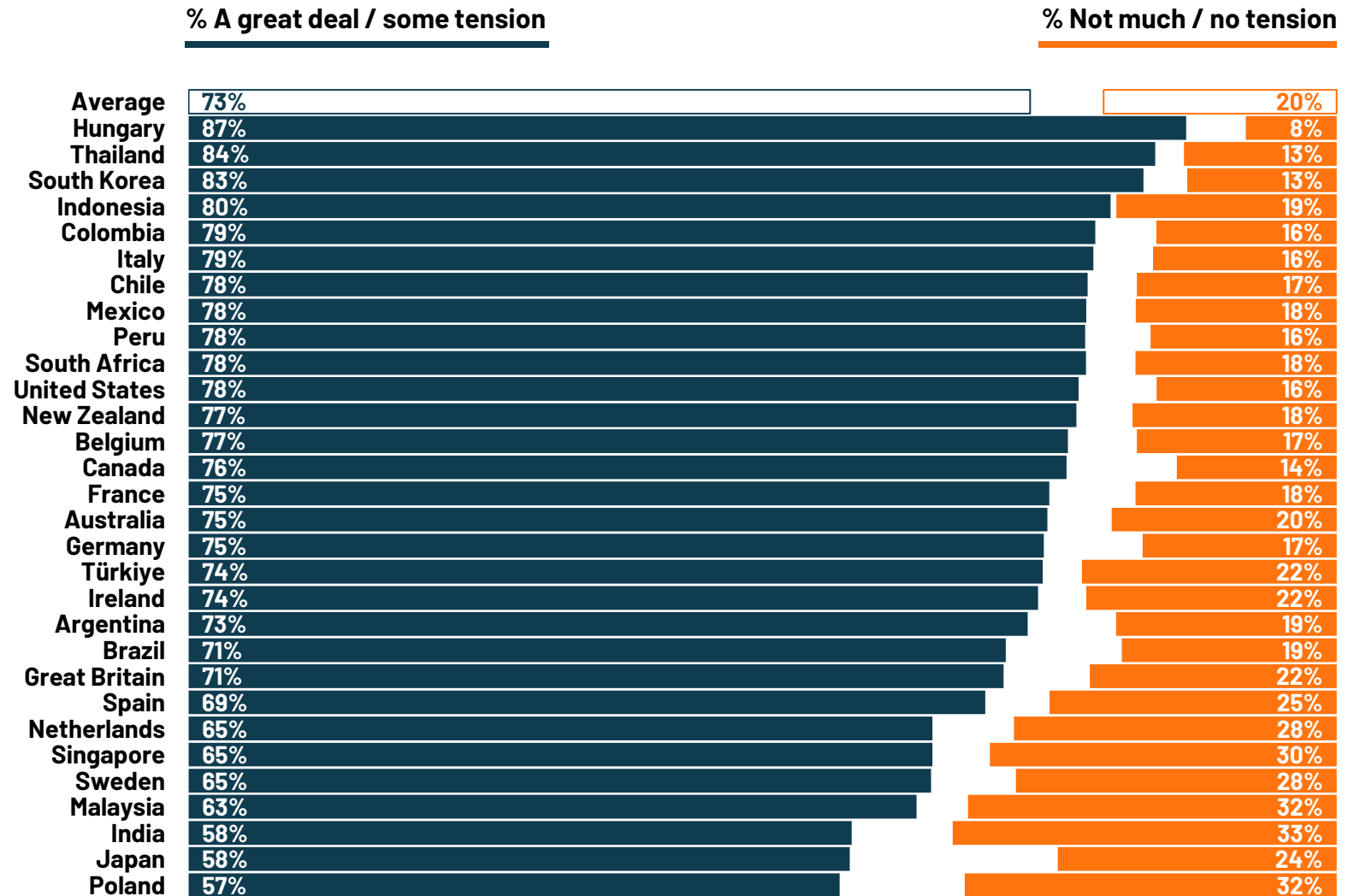
Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

# Q

How much tension, if any, would you say there is between the following in ... today?

## Rich and poor.

A majority of people in all countries surveyed consider there to be tension between rich and poor in their countries, with an average of 3 in 4 saying so across the 30-country sample (73%). By contrast, 1 in 5 (20%) do not feel there is tension between the rich and poor in their country.



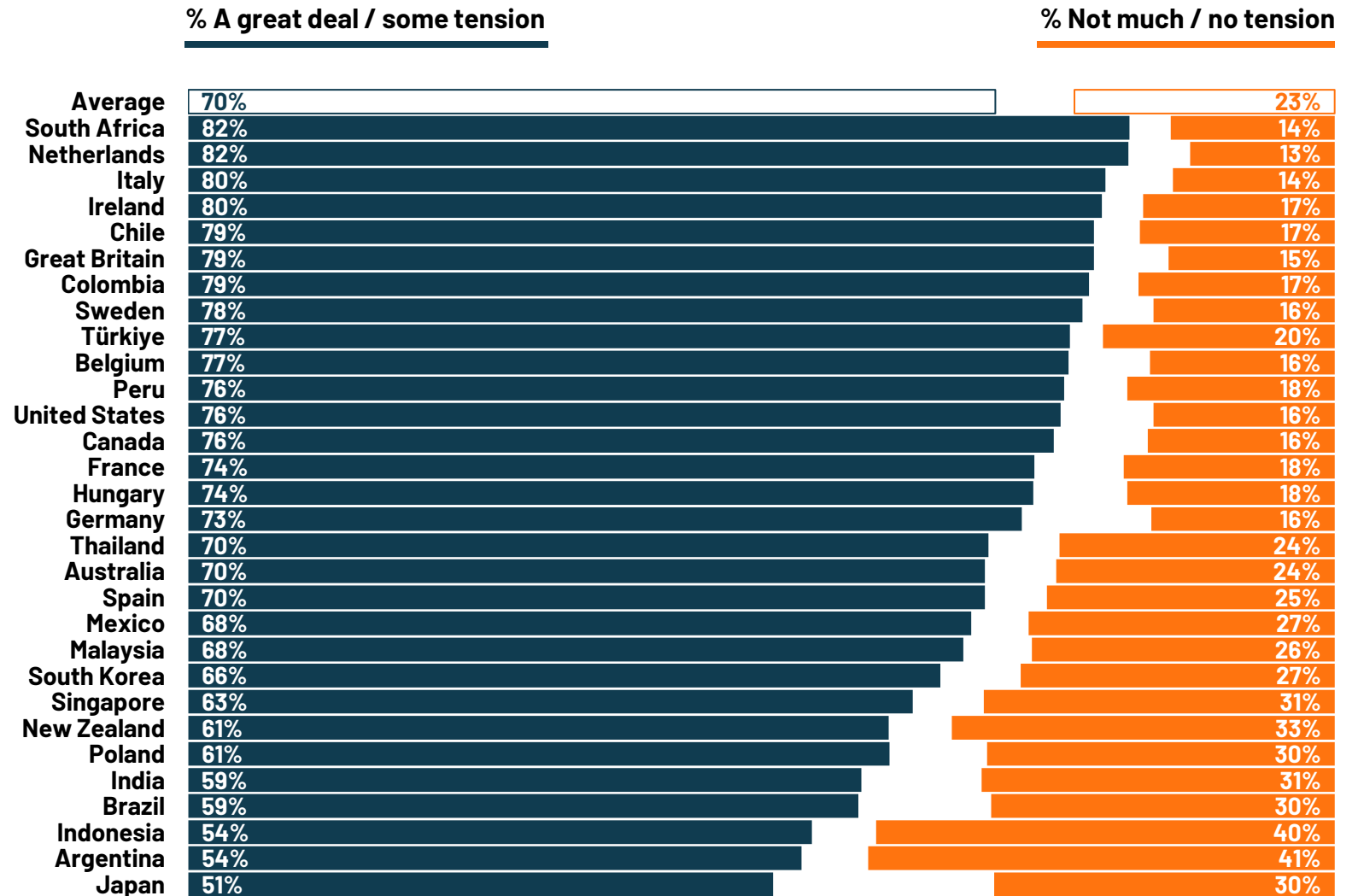
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

How much tension, if any, would you say there is between the following in ... today?

**Immigrants and people born in ...**

Immigration is another common source of tension, with 7 in 10 people, on average, saying there is tension in their country between immigrants and people born in that country (70%). 1 in 4 (23%) say there isn't tension between these groups.



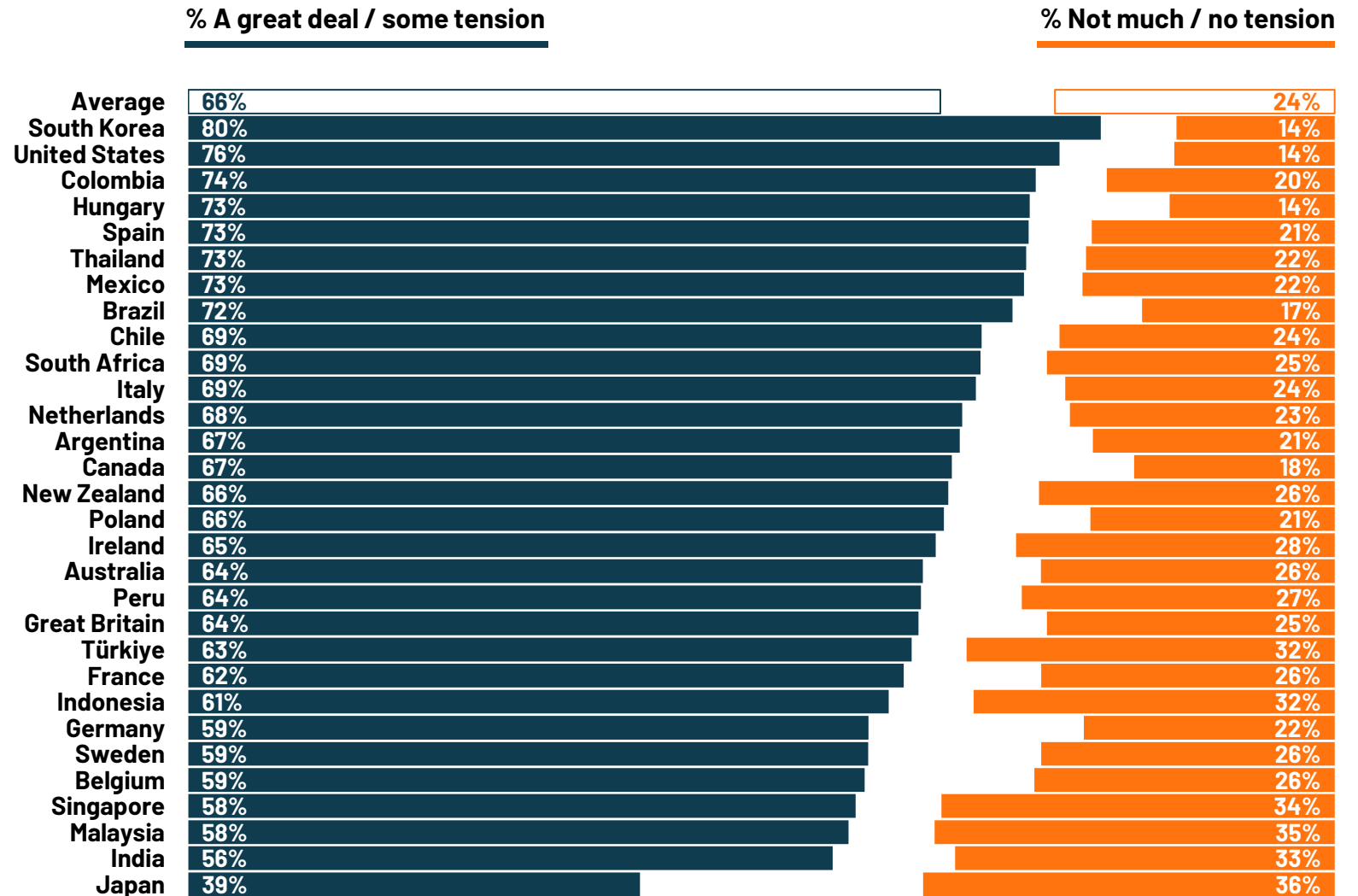
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

How much tension, if any, would you say there is between the following in ... today?

**Those with more socially liberal, progressive ideas and those with more traditional values.**

In all countries barring Japan, a majority of people consider there to be tension between those with more liberal / progressive ideas and those with more traditional values, totalling 2 in 3 across the 30-country average (66%), with 1 in 4 saying the opposite (24%).



**Base:** 23,765 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, 20 December 2024-3 January 2025

Q

How much tension, if any, would you say there is between the following in ... today?

**Different ethnicities.**

Across the 30 countries surveyed, around 2 in 3 people consider there to be tension between different ethnicities (64%). By contrast, around 3 in 10 (28%) say there isn't tension between these groups.



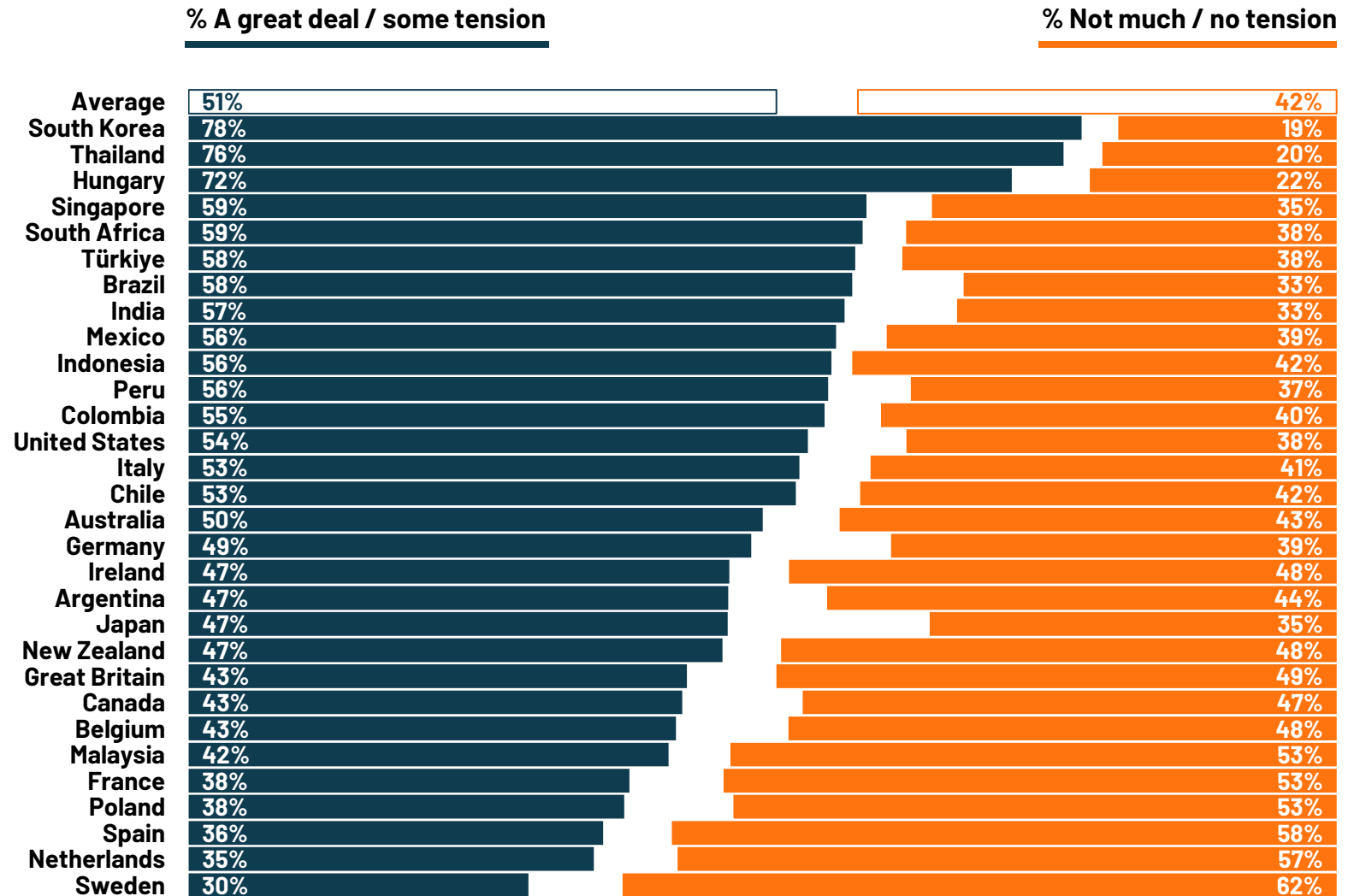
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

**Q**

How much tension, if any, would you say there is between the following in ... today?

**Old and young.**

Among the 30-country average, half of people think there is tension between the old and young in their country (51%), compared to 42% who don't think there's tension between these groups.



**Base:** 23,765 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, 20 December 2024-3 January 2025

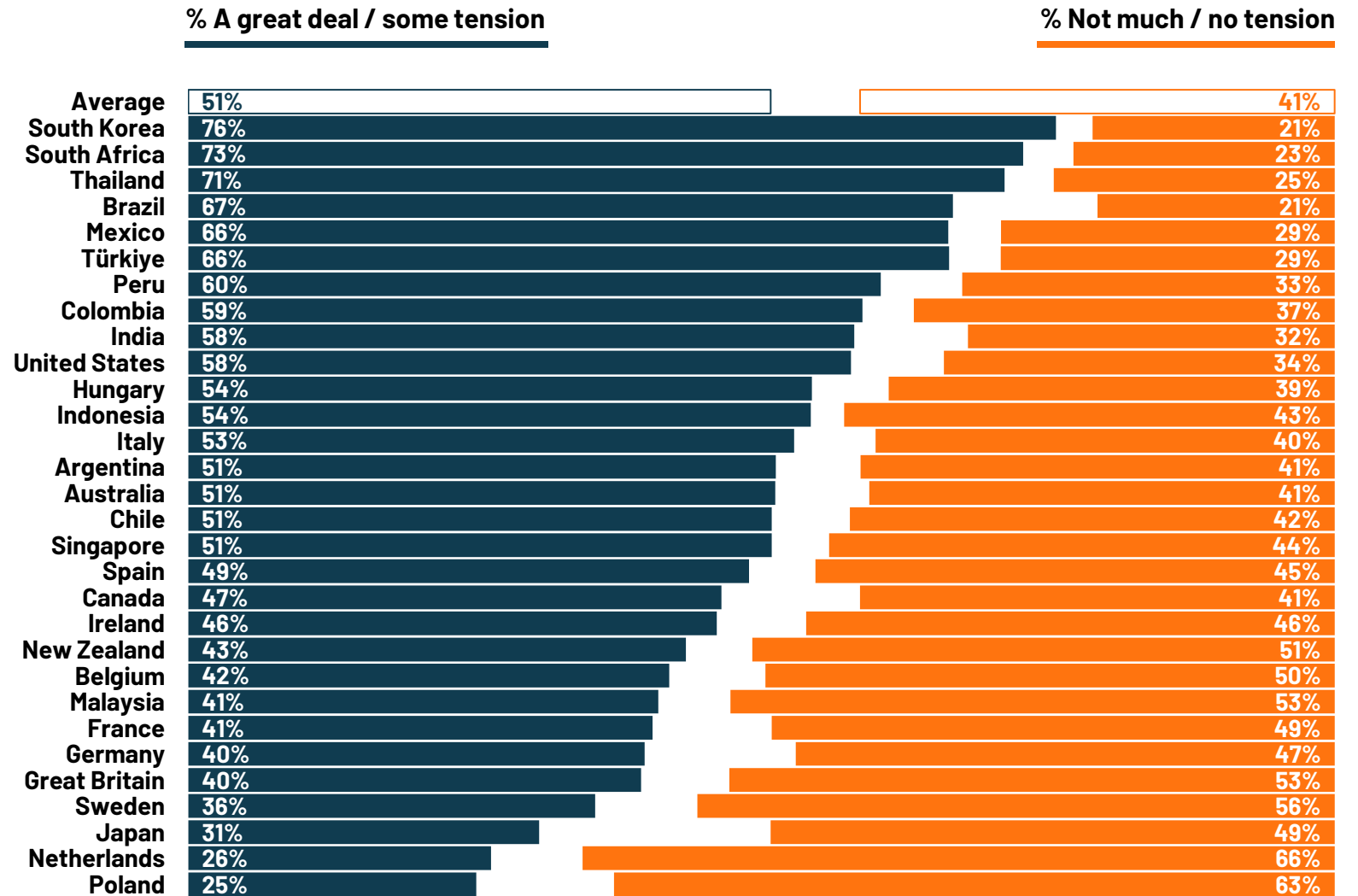


# Q

How much tension, if any, would you say there is between the following in ... today?

## Men and women.

On average, half of people consider there to be tension between men and women in their country (51%). 2 in 5 do not think there is tension between the genders in their country (41%).



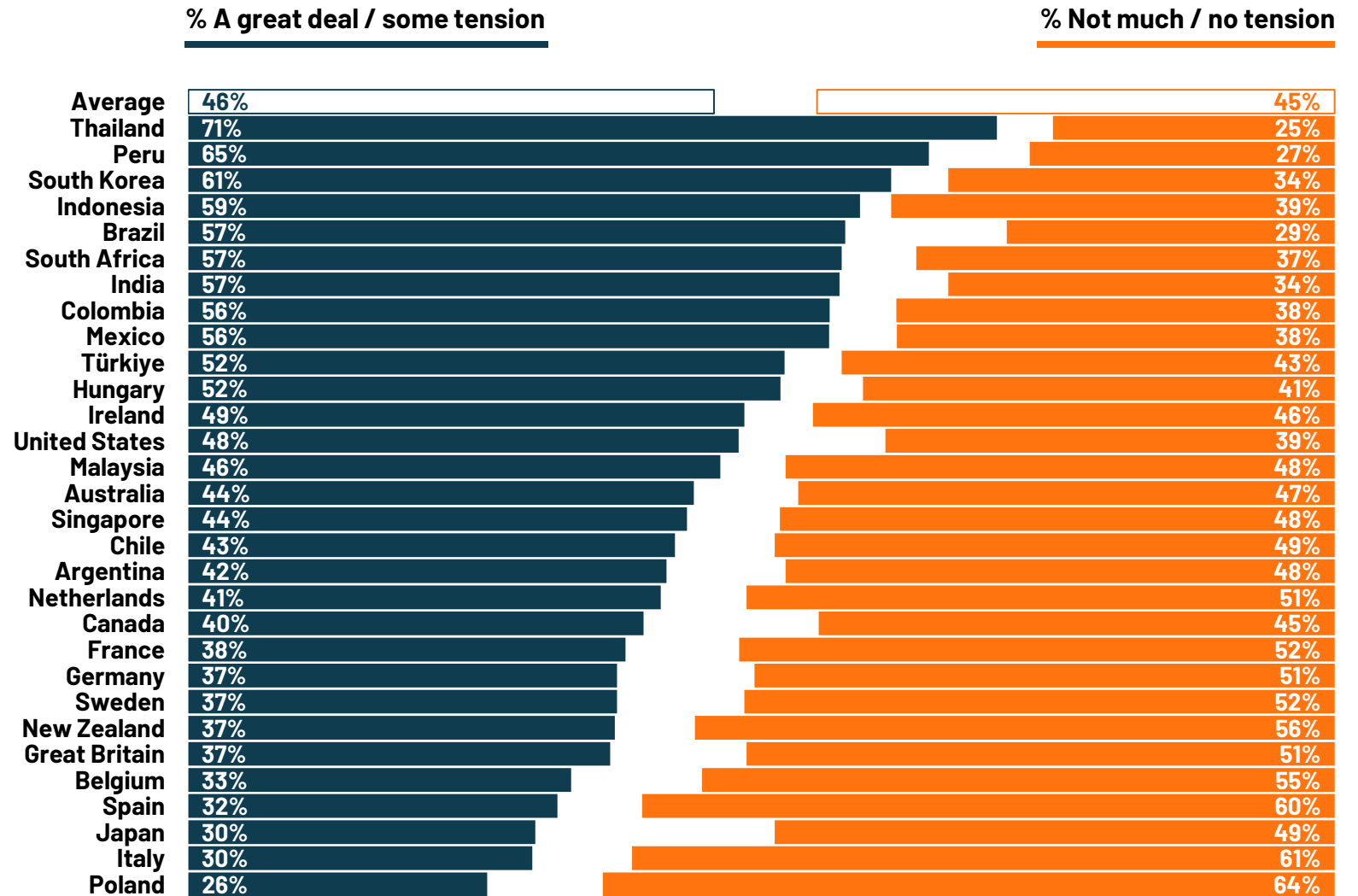
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

How much tension, if any, would you say there is between the following in ... today?

**Those in cities and those outside of cities.**

On average, people are divided as to whether or not there is tension between those in cities and those outside of cities. Just under half of people say there is tension between these groups (46%), with an equal share saying there is not (45%).

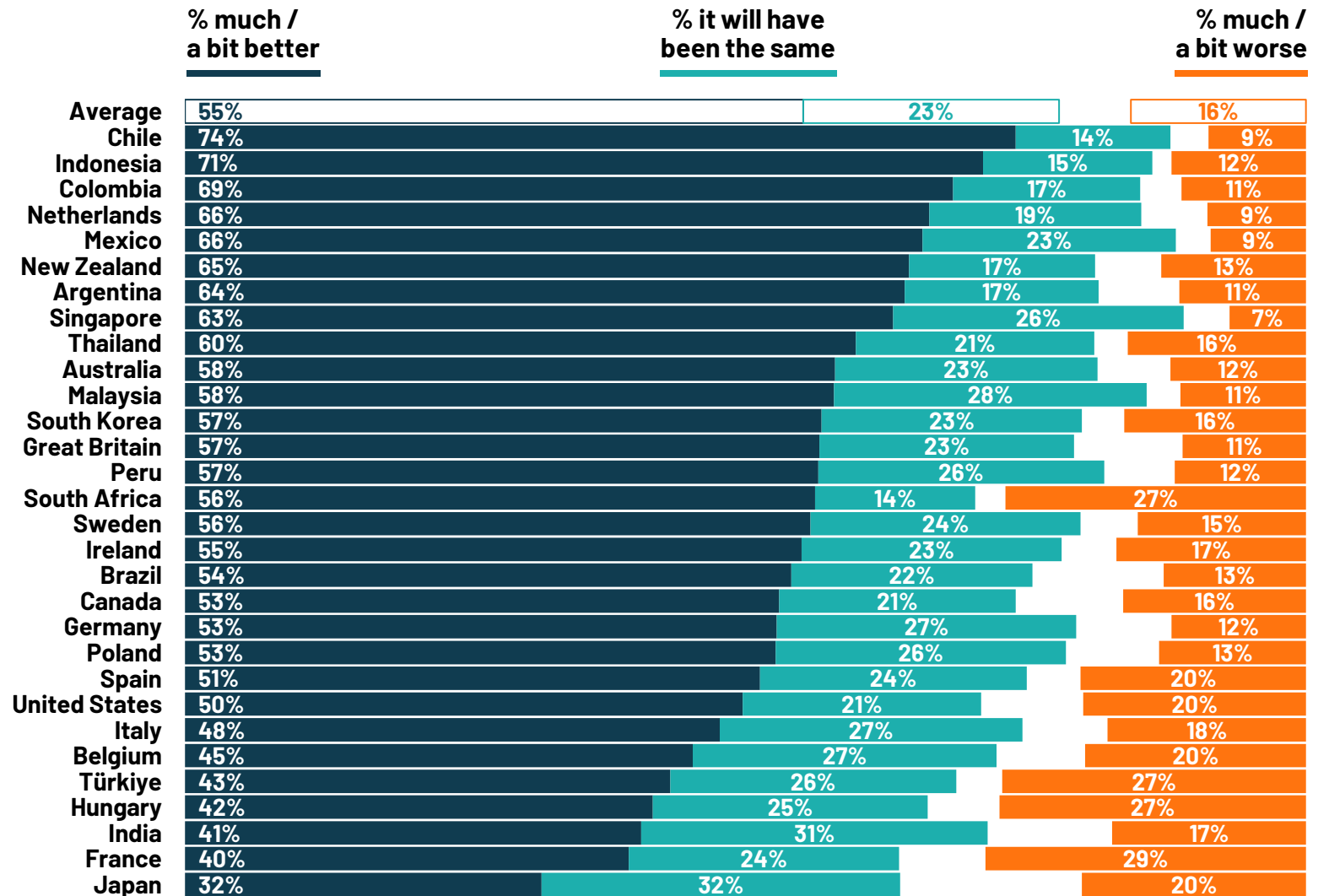


**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

To what extent, if at all, do you feel that young women today in ... will have had a better or worse life than women from their parents' generation, or will it have been the same?

More than half of people across the 30-country average think that young women will have had a better life than women from their parents' generation in their country (55%). By contrast, 1 in 4 (23%) think it will have been the same, and 16% think it will have been worse.

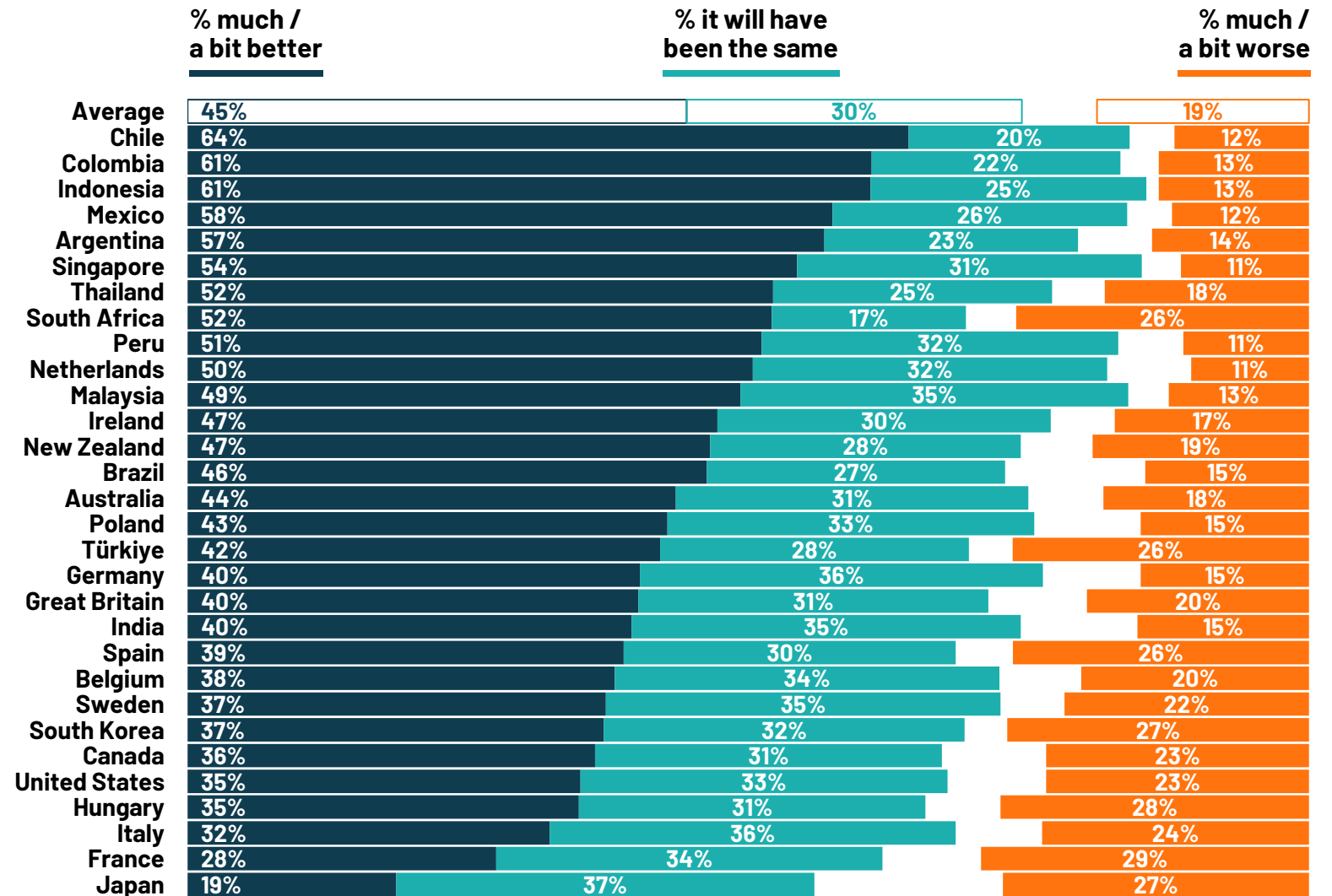


**Base:** 24,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

To what extent, if at all, do you feel that young men today in ... will have had a better or worse life than men from their parents' generation, or will it have been the same?

Less than half of people across the 30-country average think that young men will have had a better life than men from their parents' generation in their country (45%). By contrast, 3 in 10 (30%) think it will have been the same, and 1 in 5 (19%) think it will have been worse.

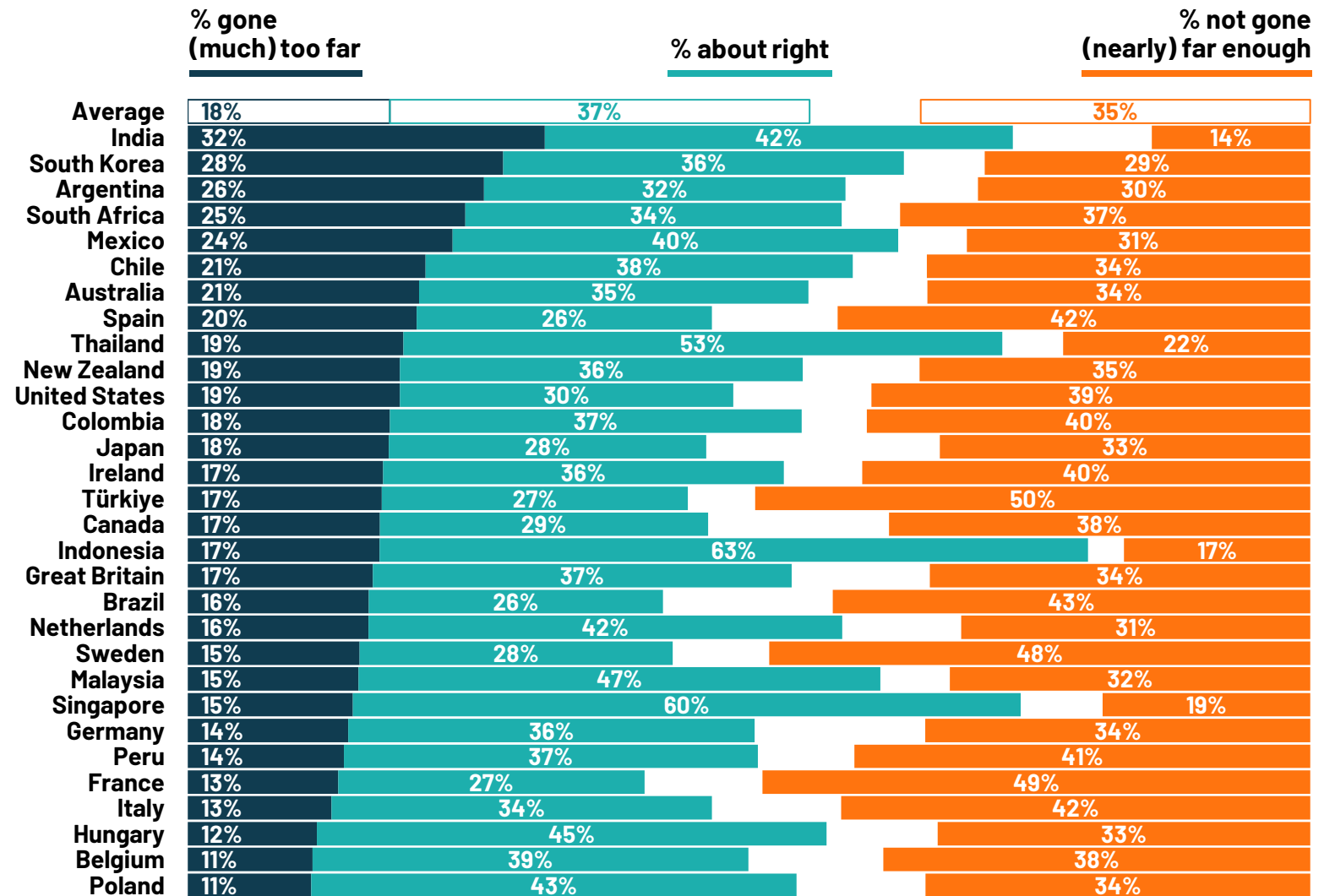


**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

In ..., do you think attempts to give equal opportunities have gone too far or not gone far enough for women, or about right?

More than 1 in 3 people think that attempts to give equal opportunities have not gone far enough for women in their country (35%), with a similar proportion saying attempts have gone about right (37%). Around 1 in 5 think these attempts have gone too far (18%).



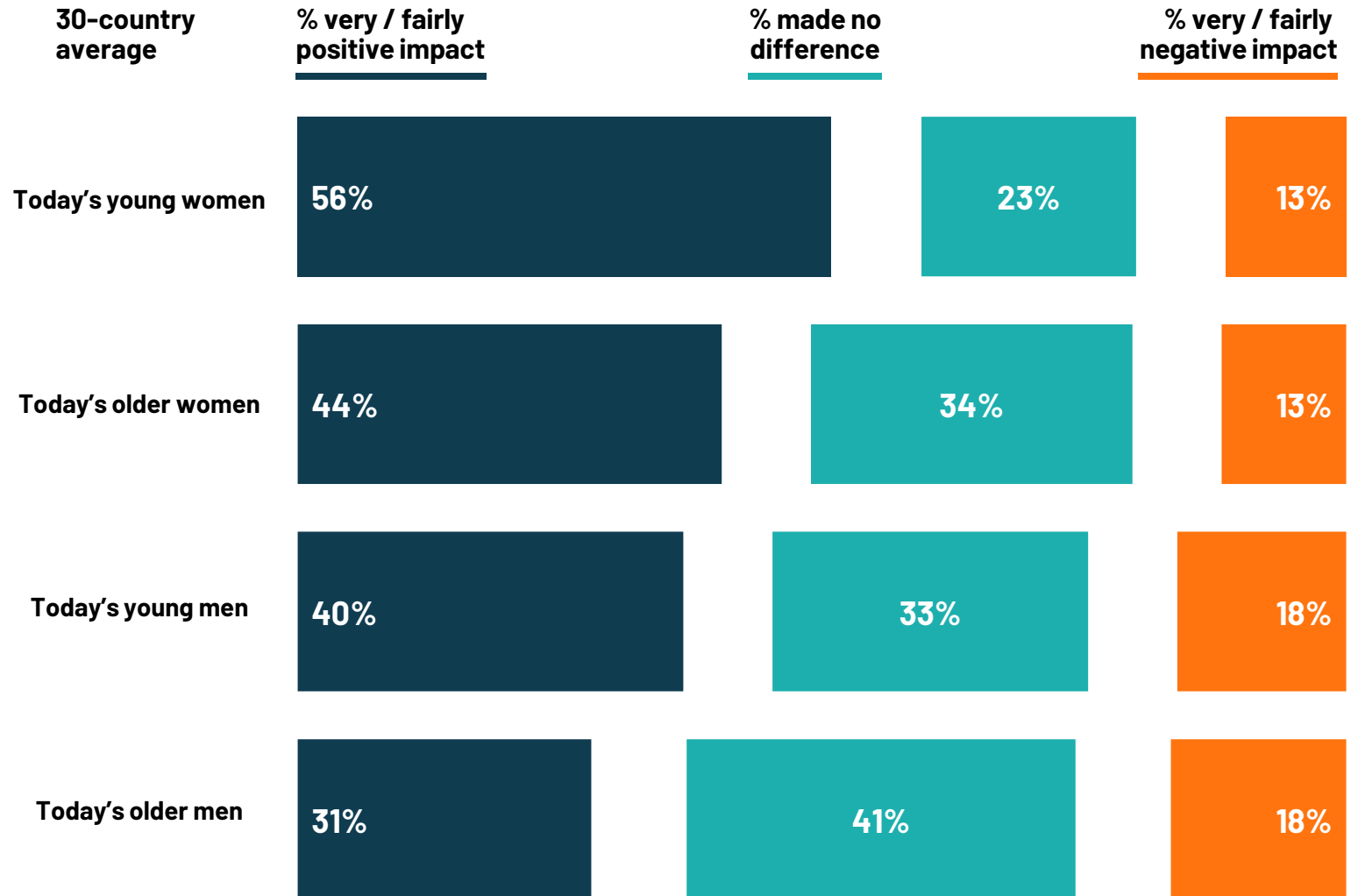
Base: 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

More than half of people across the 30-country average think moves to promote equal rights for women in the last few decades have had a positive impact on young women (56%). Around 1 in 4 think these efforts have made no difference (23%), while 13% think the impact has been negative.

By contrast, 2 in 5 (40%) think these efforts have had a positive impact on young men, with 1 in 3 thinking these efforts have had no impact on young men (33%). Around 1 in 5 think the impact has been negative (18%).



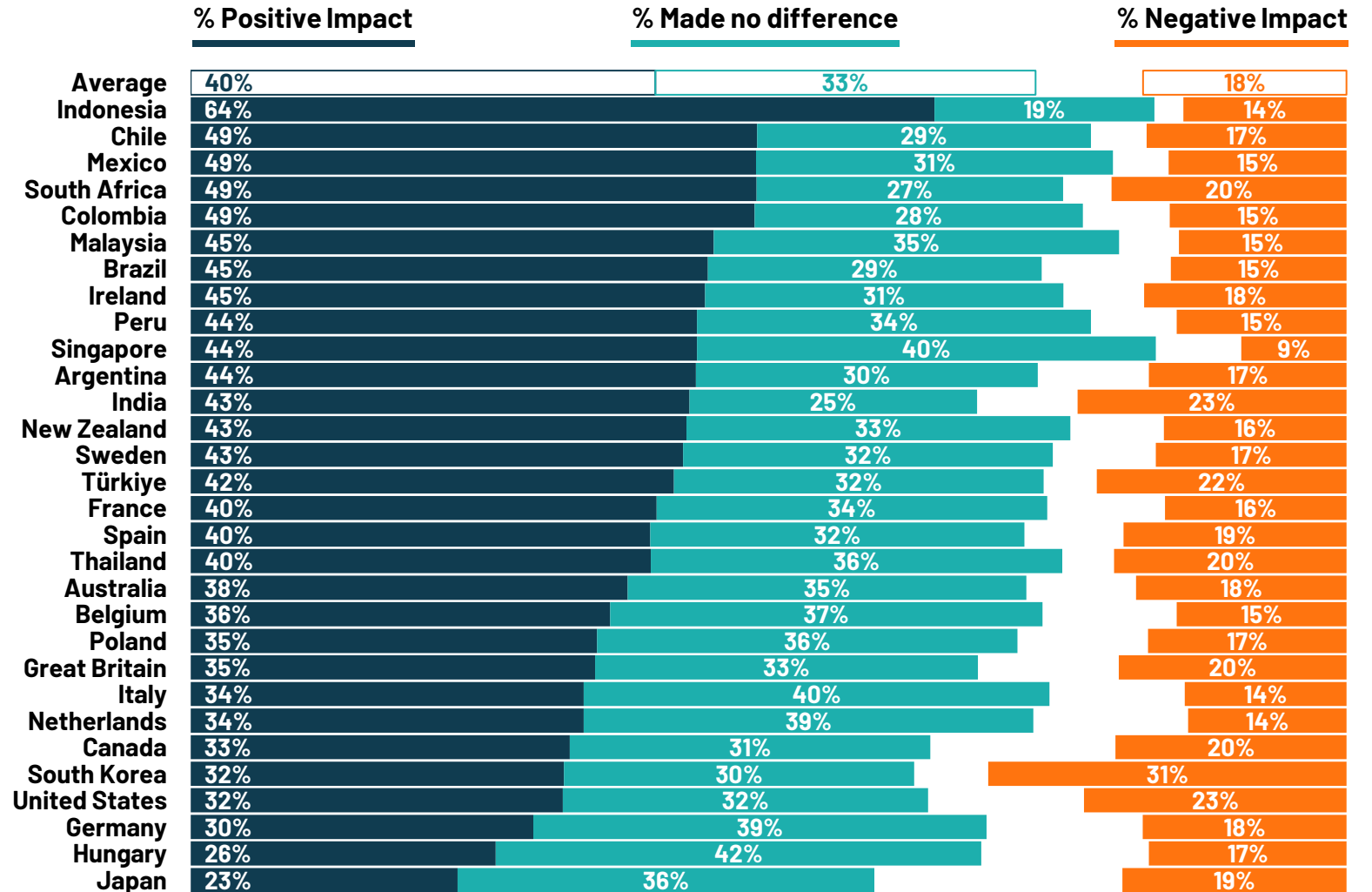
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young men.

2 in 5 people think that moves to promote equal rights for women in the last few decades have had a positive impact on today's young men (40%). A further 1 in 3 think these efforts have made no difference. 1 in 5 say they've had a negative impact.



Base: 23,765 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, 20 December 2024-3 January 2025

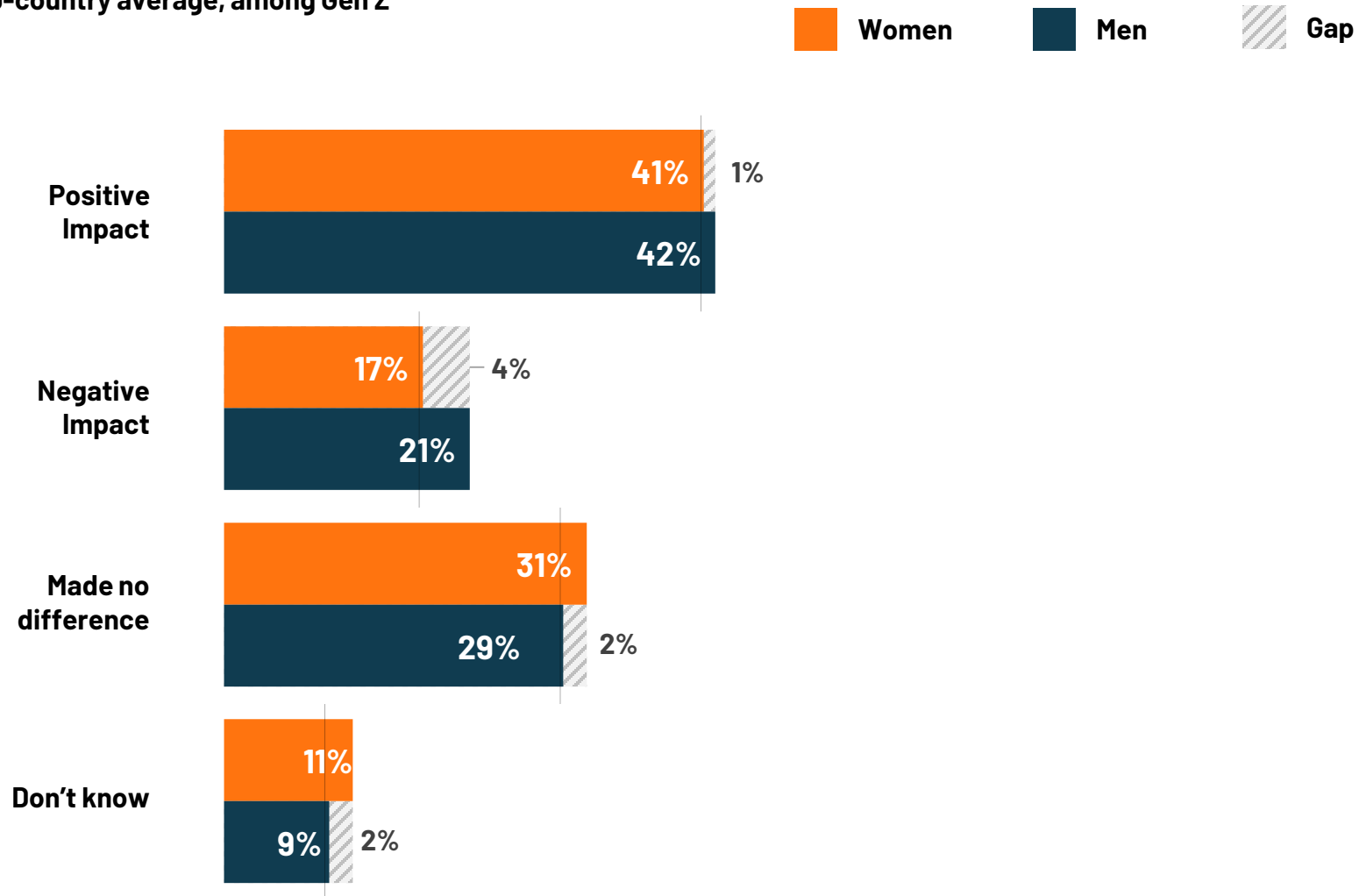
# Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

## Today's young men.

Looking specifically at Gen Z, there is little differentiation between the genders as to how they perceive the impact on young men of moves to promote equal rights for women in the last few decades: approximately 4 in 10 of both women (41%) and men (42%) view it as positive, with men marginally more likely to perceive it as having had a negative impact (21%, compared to 17% among women).

30-country average, among Gen Z



**Base:** 23,765 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, 20 December 2024-3 January 2025



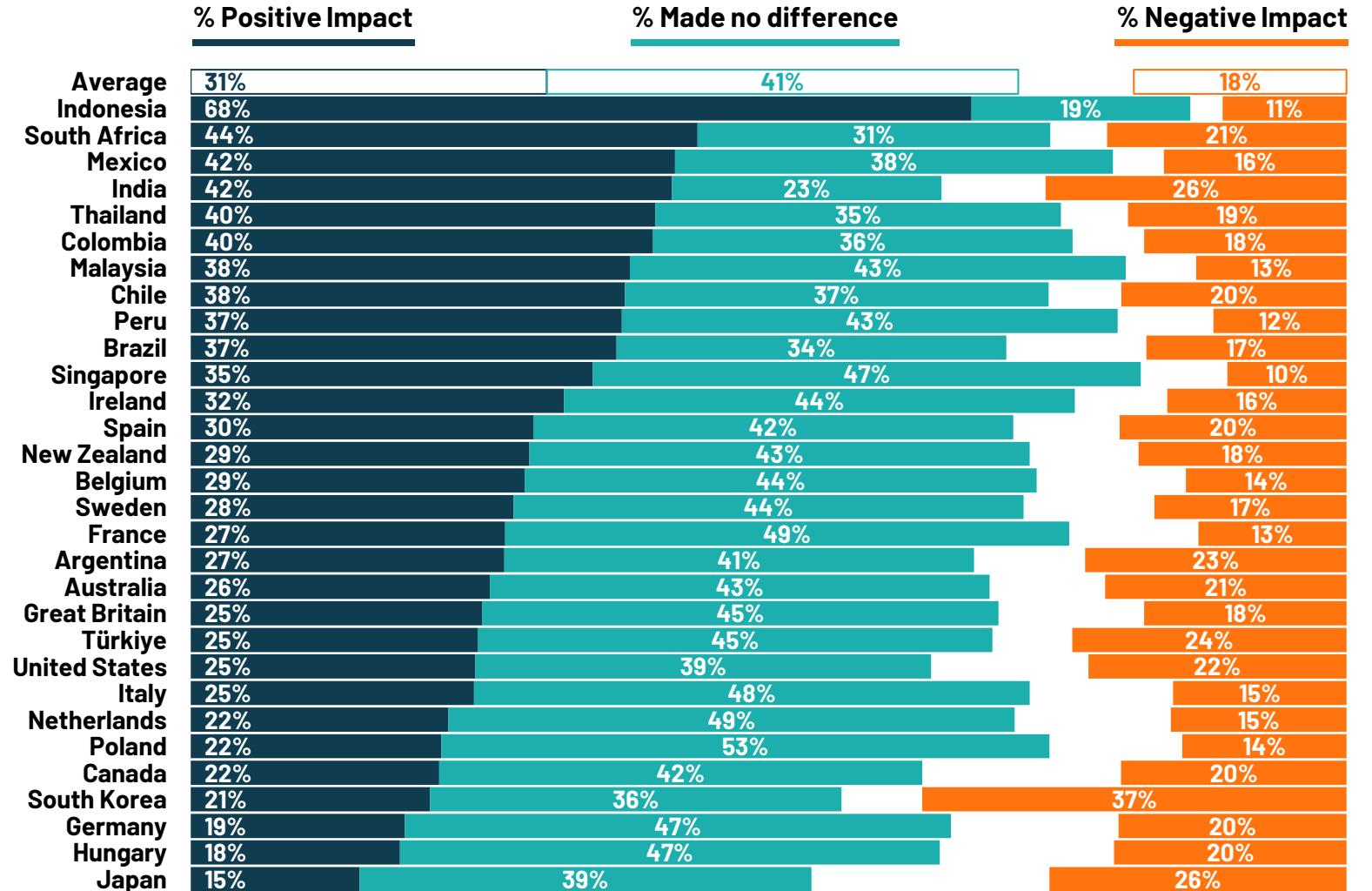
Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

**Today's older men.**

The largest share of people think that moves to promote equal rights for women in the last few decades have had no impact on today's older men (41%).

A further 3 in 10 think it's had a positive impact on this age group (31%), with 1 in 5 saying it's had a negative impact (18%).



**Base:** 23,765 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, 20 December 2024-3 January 2025

Q

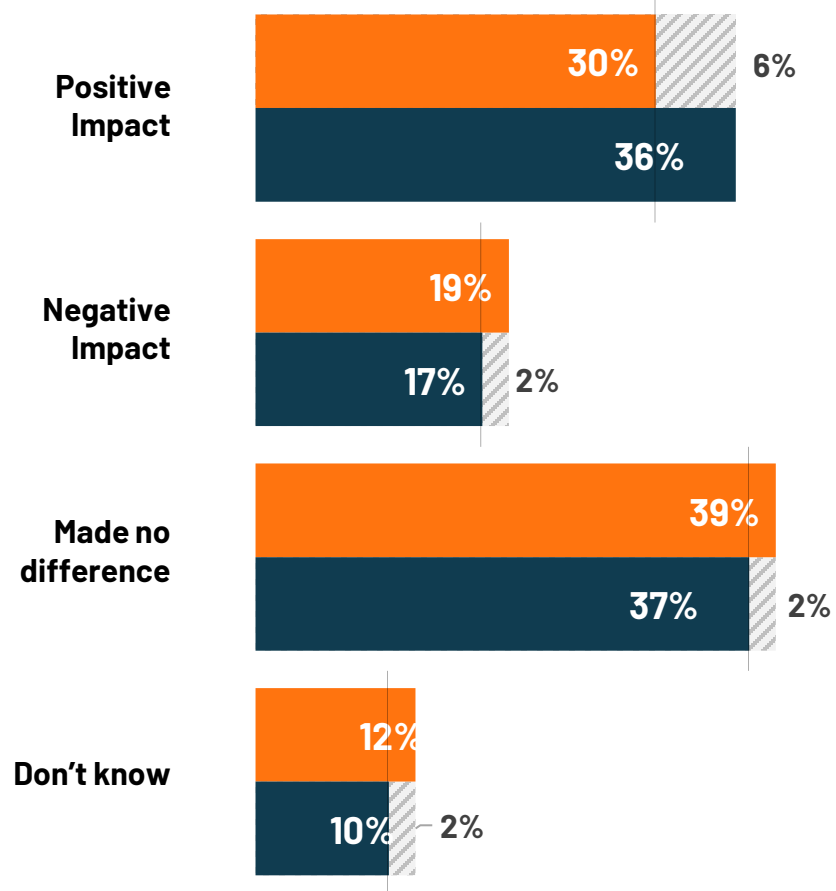
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

**Today's older men.**

Among Gen Z, men are more likely than women to say that moves to promote equal rights for women in the last few decades have had a positive impact on older men (36%, compared to 30% among Gen Z women).

Women in this age group are more likely to say that these efforts have made no difference to today's older men (39%).

30-country average, among Gen Z



**Base:** 23,765 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, 20 December 2024-3 January 2025

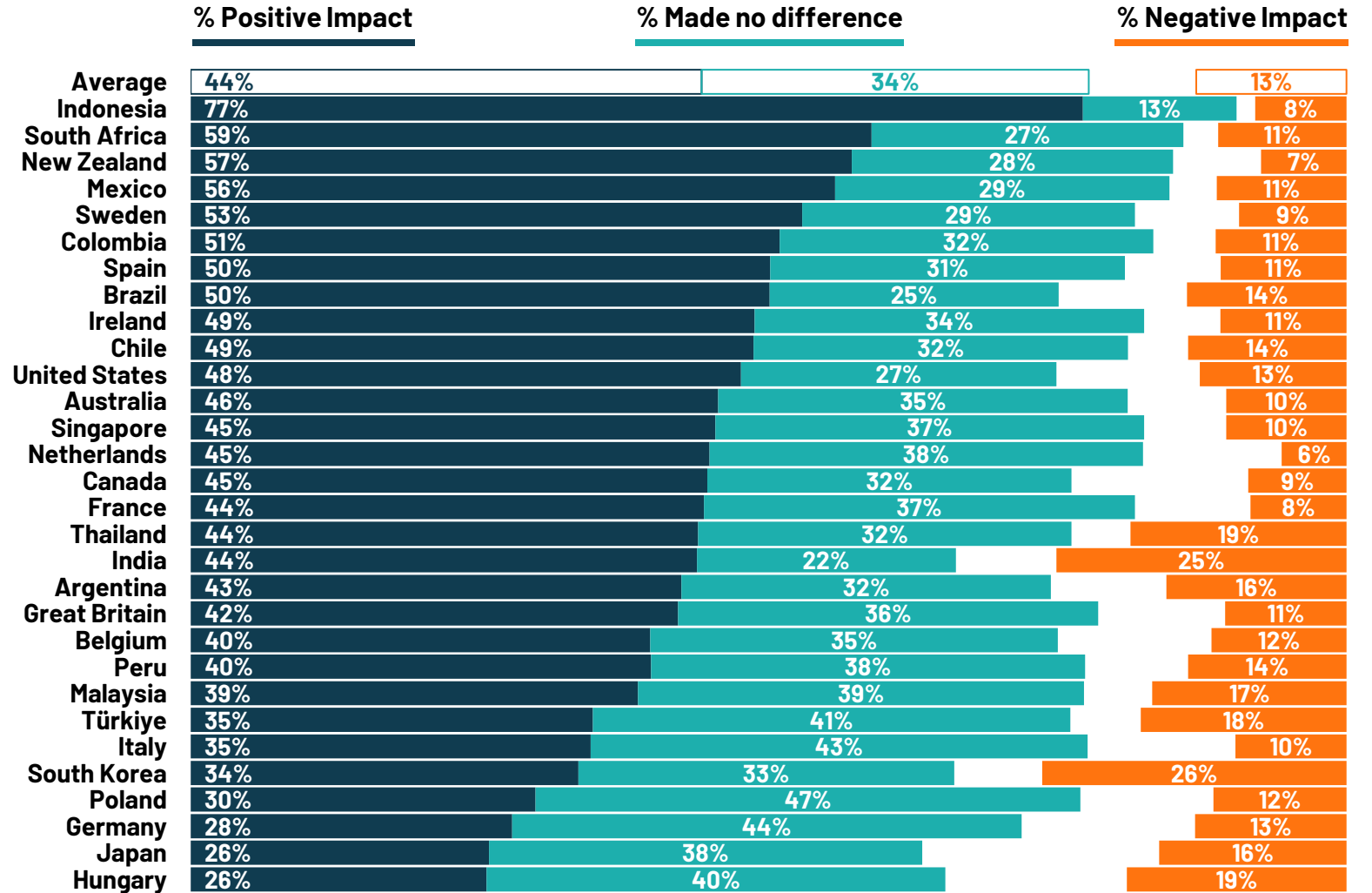
**Q**

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

**Today's older women.**

Within the 30-country average, more than 2 in 5 people think that moves to promote equal rights for women in the last few decades have had a positive impact on today's older women (44%).

A further 1 in 3 think these efforts have made no difference (34%). Just 13% think they had a negative impact on this age group.



**Base:** 23,765 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, 20 December 2024-3 January 2025

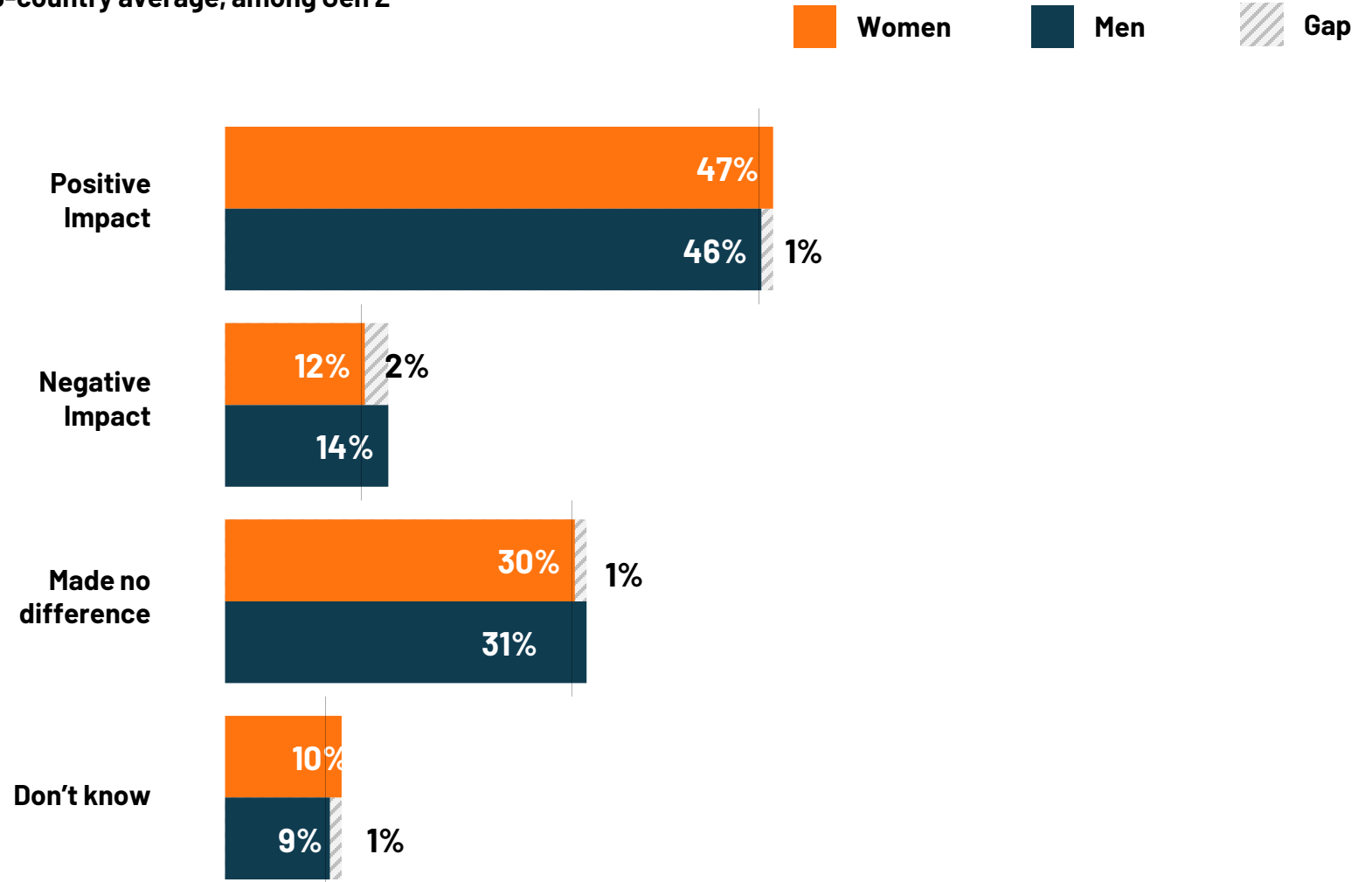
Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's older women.

Gen Z men and women are broadly aligned in terms of the perceived impact moves to promote equal rights for women on today's older women: around half say it's been positive; around 3 in 10 saying it's made no difference; and around 1 in 10 saying it's been negative.

30-country average, among Gen Z



Base: 23,765 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, 20 December 2024-3 January 2025

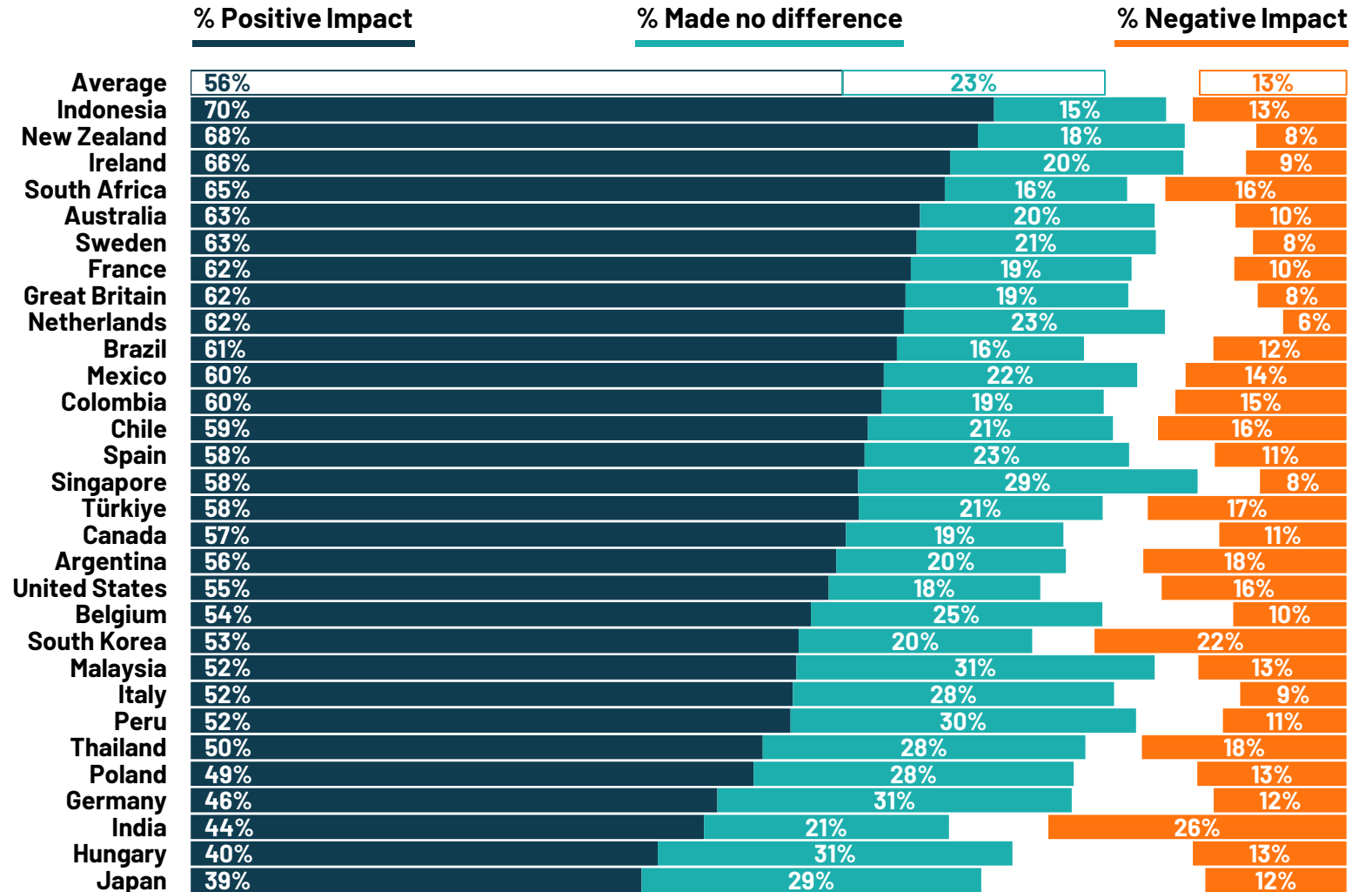
Q

Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young women.

More than half of people (56%) think that moves to promote equal rights for women in the last few decades have had a positive impact on today's young women.

This compares to around 1 in 4 who think these efforts have made no difference (23%), and 13% who say they've had a negative impact.



Base: 23,765 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, 20 December 2024-3 January 2025

Q

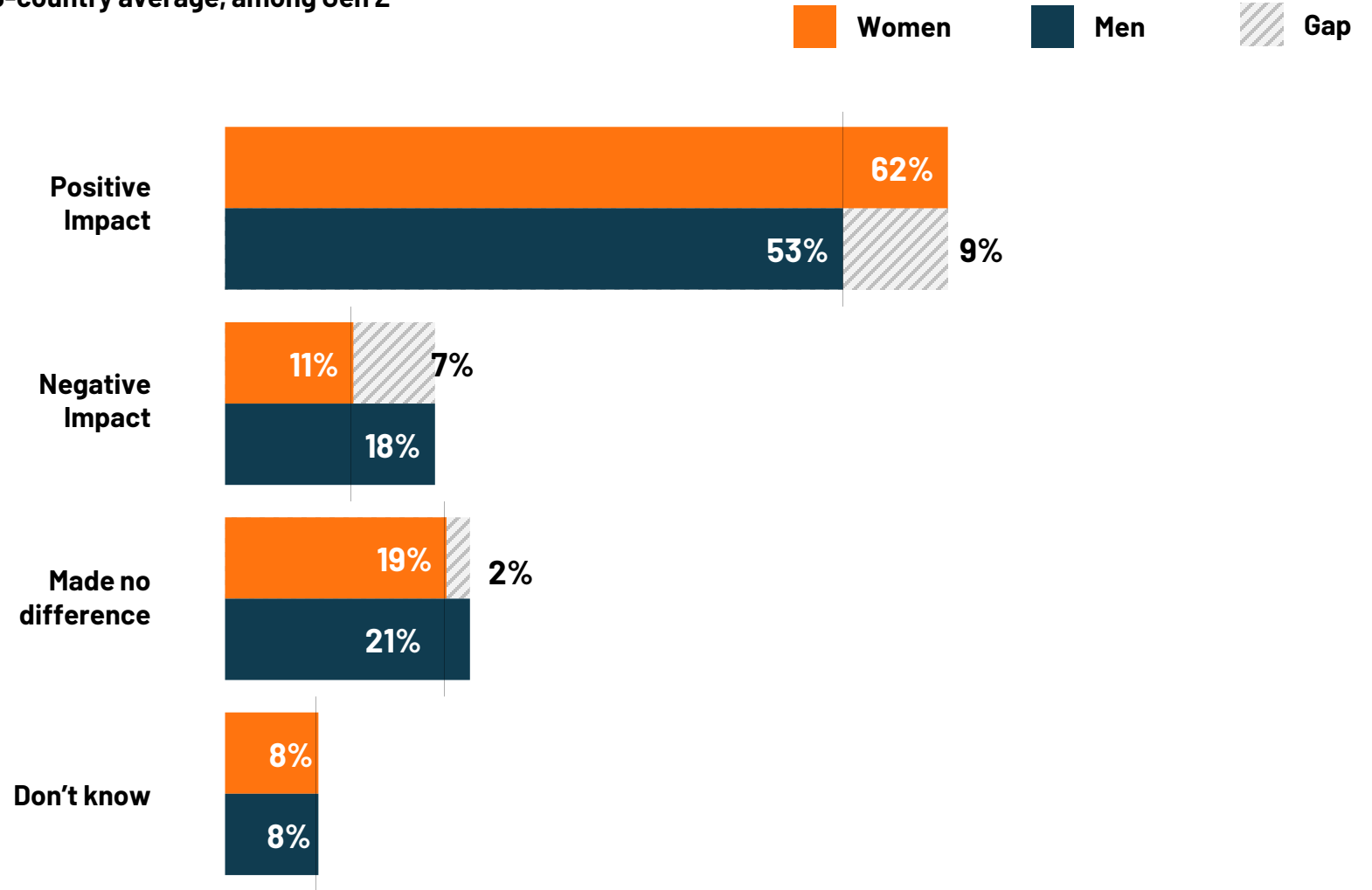
Do you think moves to promote equal rights for women in the last few decades have had a positive or negative impact on each of the following, or have they made no difference?

Today's young women.

Of all the demographics asked about, Gen Z is most divided as to whether they perceive moves to promote equal rights for women in the last few decades to have had a positive or negative impact on today's young women.

Gen Z women are more likely than men to say the impact of these efforts have been positive (62%, compared to 53% among Gen Z men), while Gen Z men are more likely than women to say the effort has been negative (18%, compared to 11% among Gen Z women).

30-country average, among Gen Z



Base: 23,765 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, 20 December 2024-3 January 2025

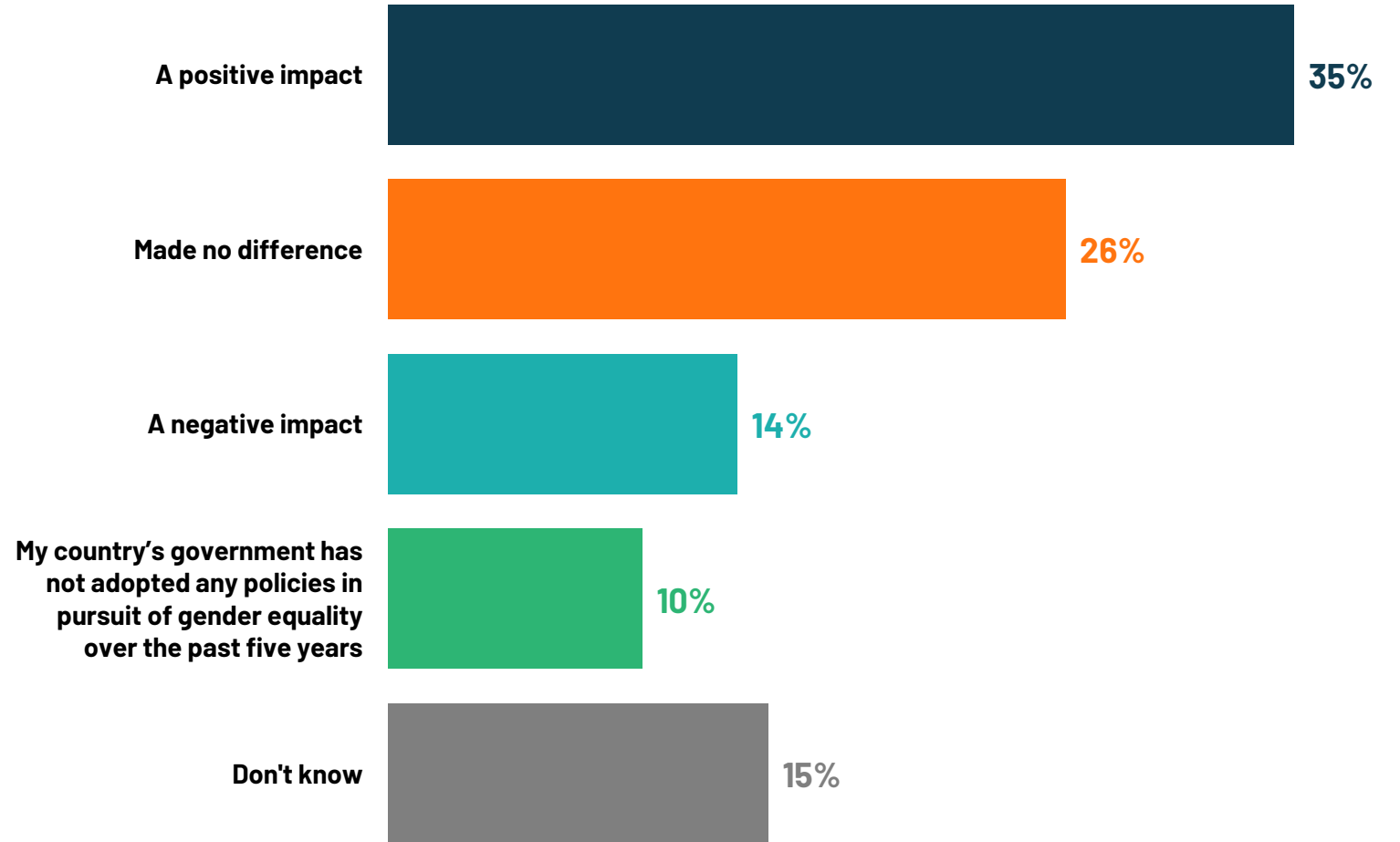
# Q

Do you think policies adopted by the government(s) of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Across a 30-country average, more than 1 in 3 people (35%) think that policies adopted by businesses in the pursuit of gender equality over the past five years have had a positive impact on society.

By contrast, around 1 in 4 (26%) think these policies have made no difference, and 14% think they have had a negative impact.

## 30-country average



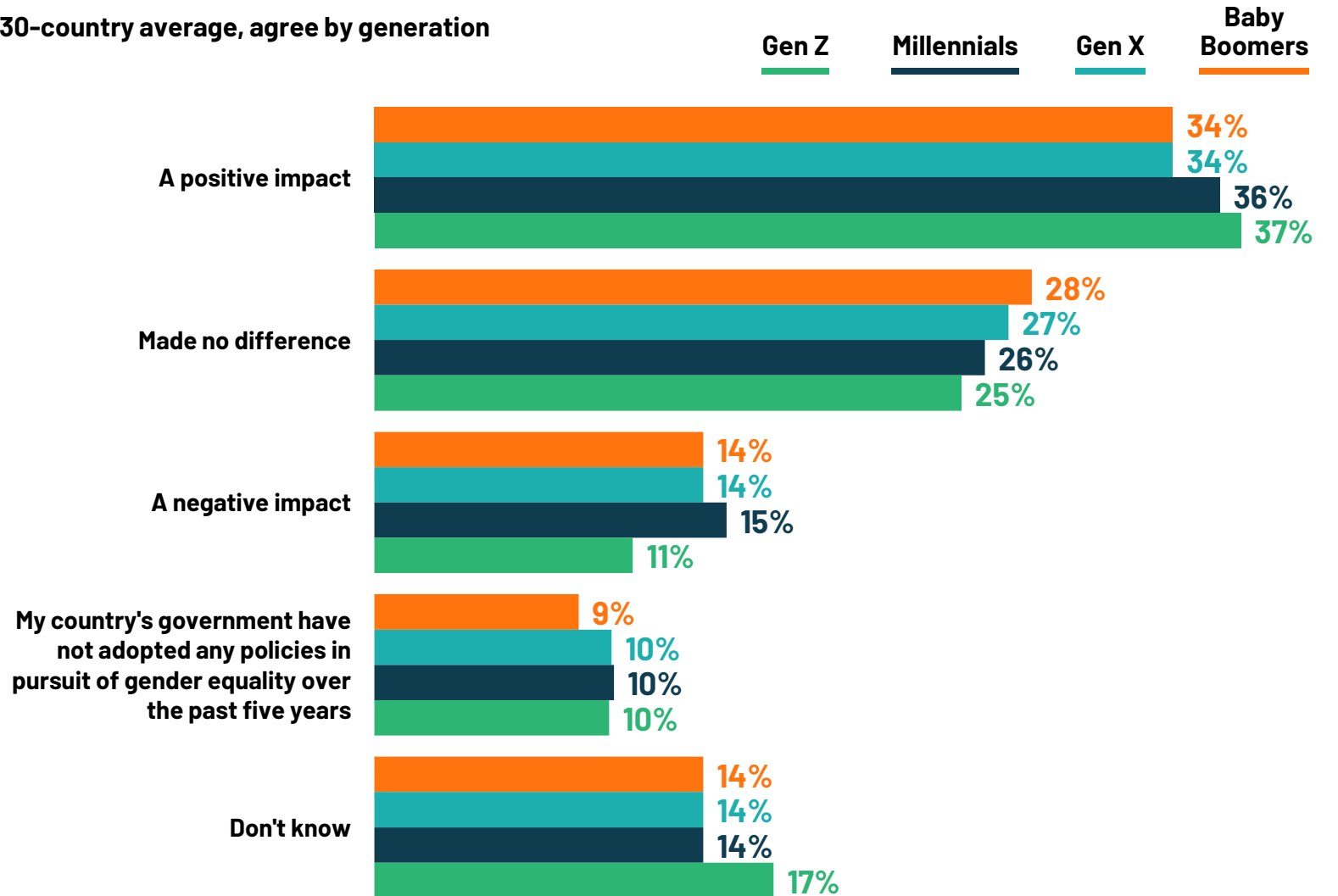
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

Do you think policies adopted by the government(s) of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

There is little differentiation between generations in terms of how they view the impact of policies adopted by the governments of their respective countries in the pursuit of gender equality: the largest minority think actions have had a positive impact, with a slightly smaller share saying they have made no difference. Fewer than 1 in 5 think they've had a negative impact.

30-country average, agree by generation



Base: 23,765 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, 20 December 2024-3 January 2025

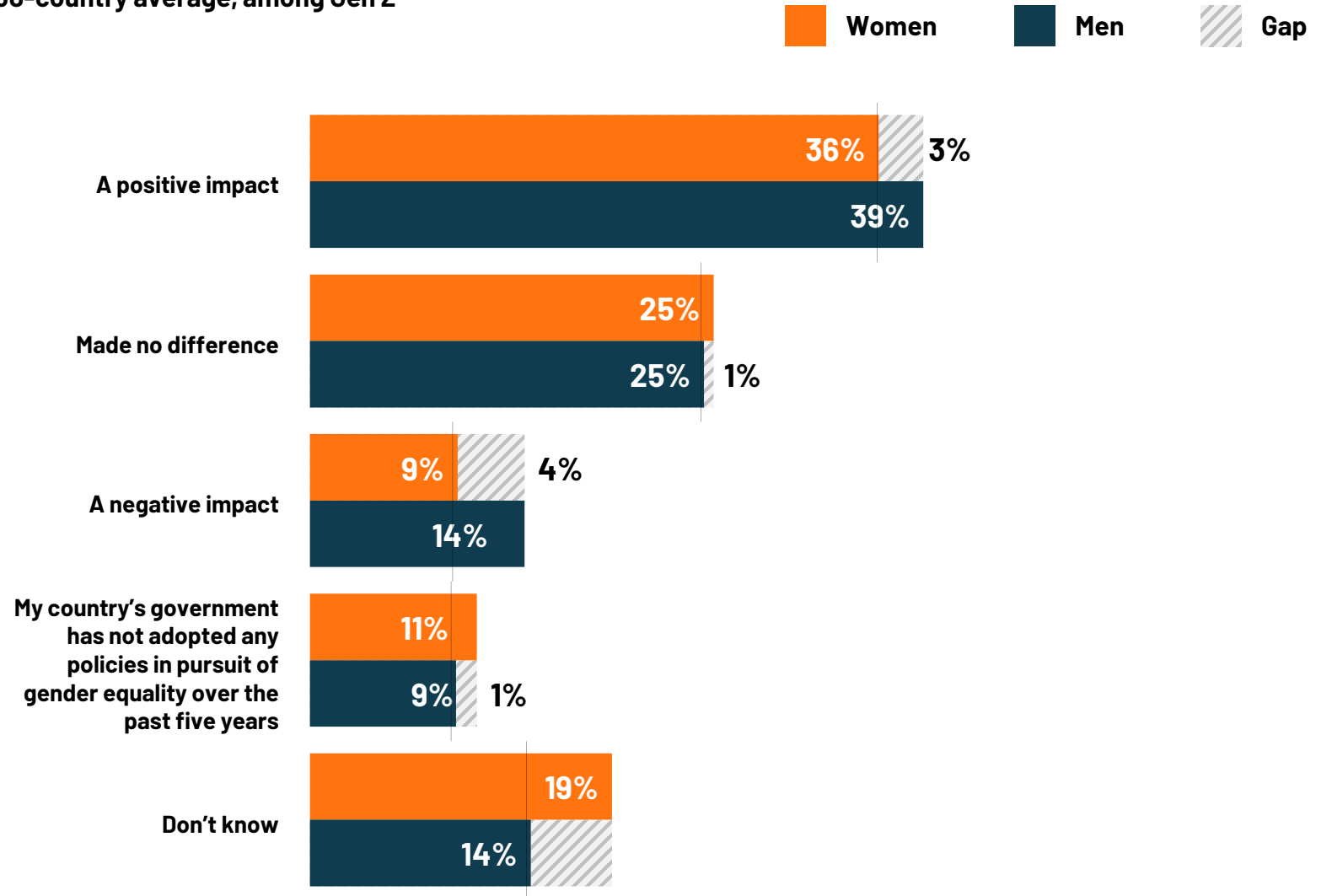


Q

Do you think policies adopted by the government(s) of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

More than 1 in 3 members of Gen Z think that policies adopted by businesses in their countries in the pursuit of gender equality over the past five years have had a positive impact on society. While men are more likely to feel this way (39%) compared to women (36%), they are also more likely to think these policies have had a negative impact (14% among Gen Z men, compared to 9% among Gen Z women).

30-country average, among Gen Z



Base: 23,765 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, 20 December 2024-3 January 2025

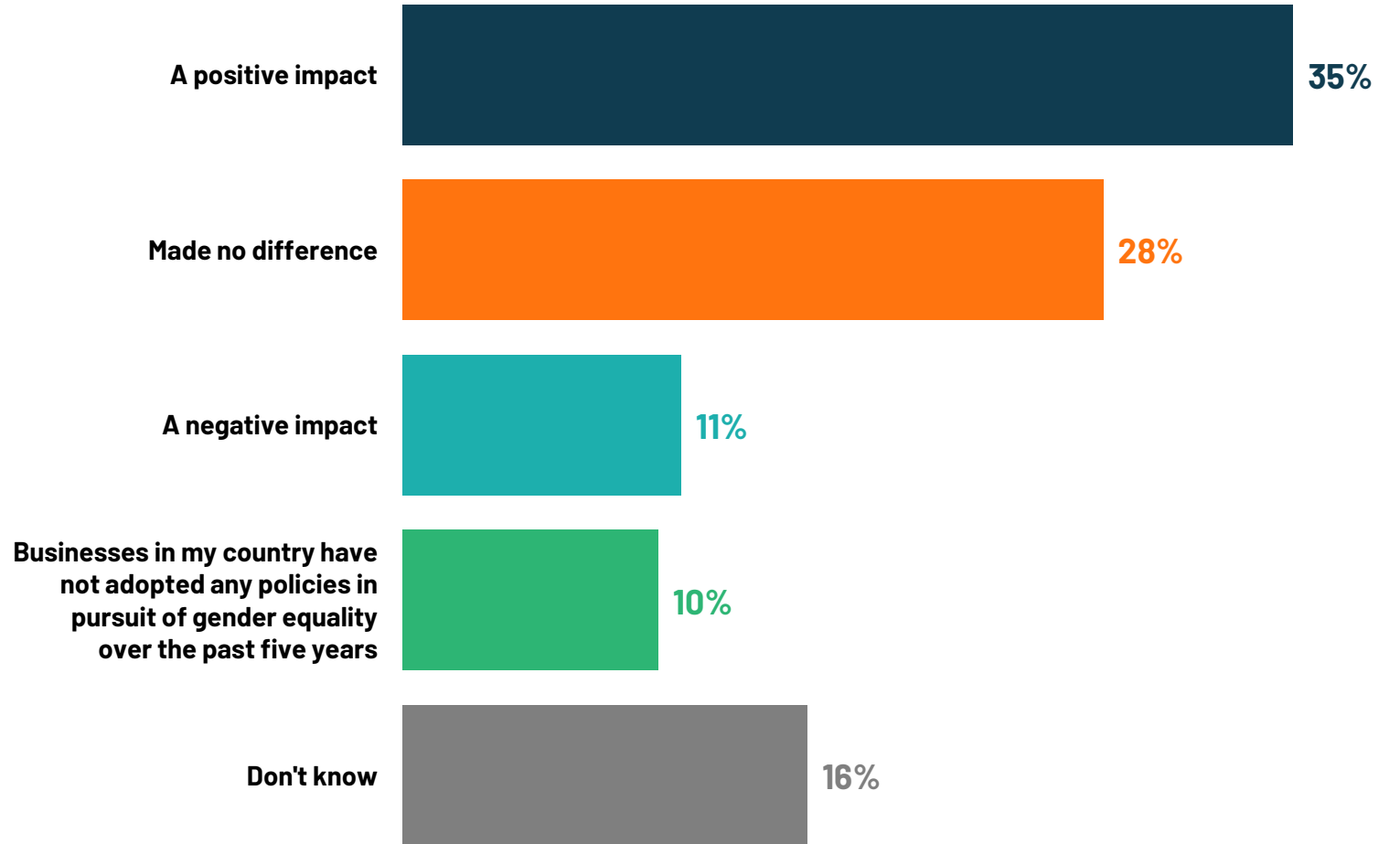
# Q

Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

Across a 30-country average, more than 1 in 3 people (35%) think that policies adopted by businesses in the pursuit of gender equality over the past five years have had a positive impact on society.

By contrast, around 3 in 10 (28%) think these policies have made no difference, and 1 in 10 think they have had a negative impact (11%).

## 30-country average



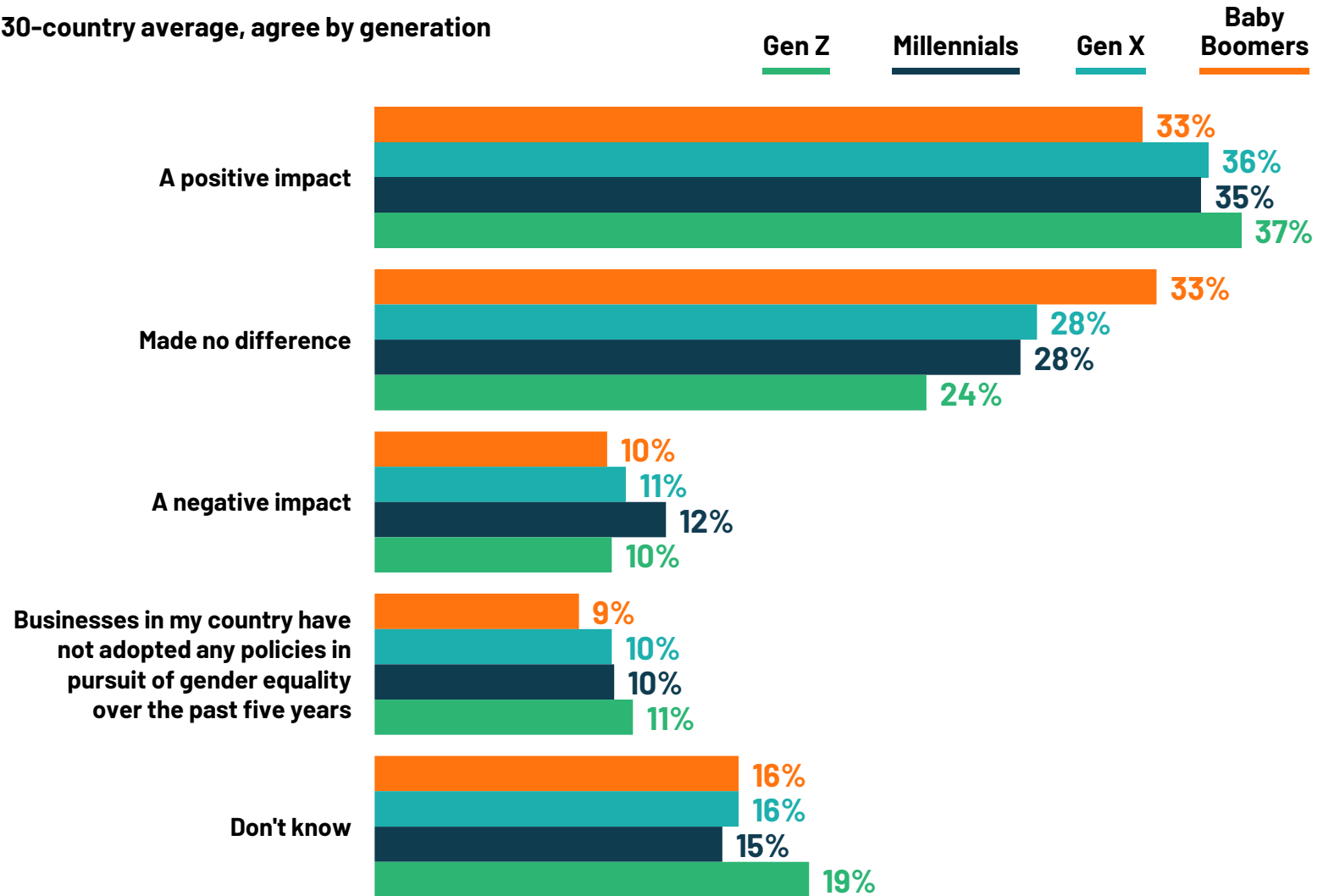
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

The largest minority of Gen X, Millennials, and Gen Z think policies adopted by businesses within their country in the pursuit of gender equality over the past five years have made a positive impact on society. By contrast, Baby Boomers are divided as to whether they think these policies have had a positive impact or made no difference.

30-country average, agree by generation



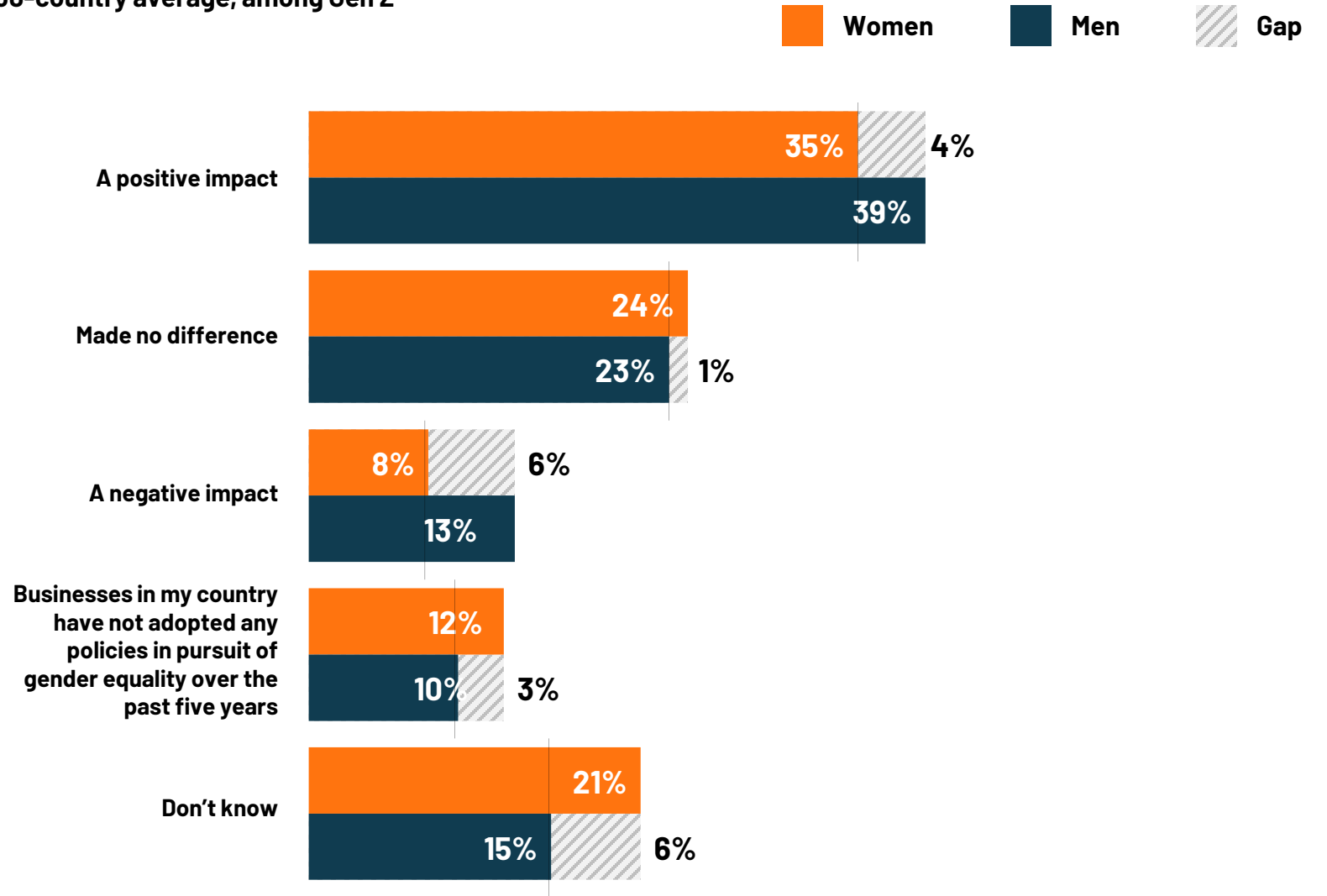
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?

More than 1 in 3 members of Gen Z think that policies adopted by businesses in their countries in the pursuit of gender equality over the past five years have had a positive impact on society. While men are more likely to feel this way (39%) compared to women (35%), they are also more likely to think these policies have had a negative impact (13% among Gen Z men, compared to 8% among Gen Z women).

30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025

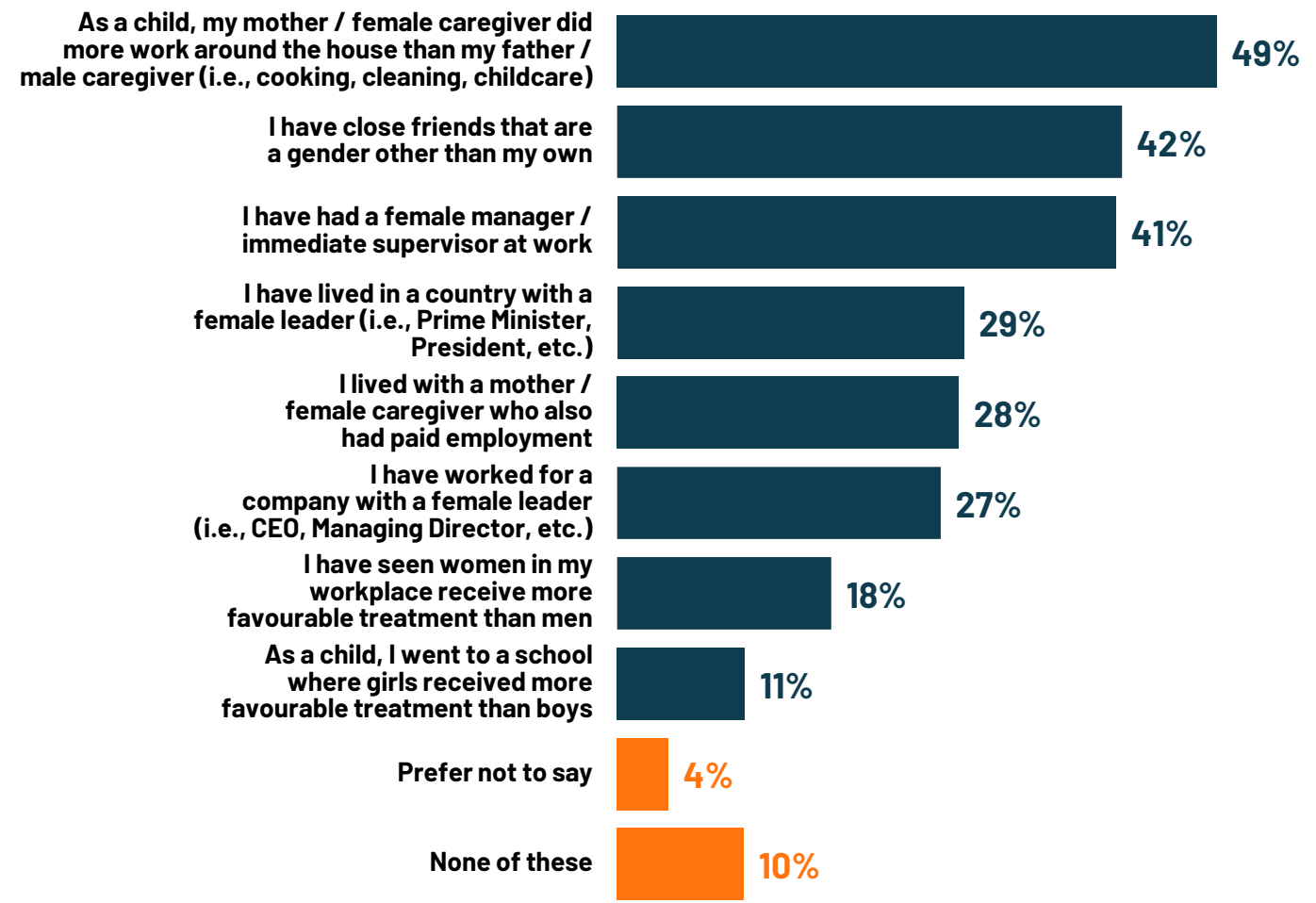
Q

Which of the following experiences have you personally had?

Across a 30-country average, half of people say they had a mother / female caregiver who did more work around than house than their father / male caregiver (49%). A further 4 in 10 each say they have close friends that are a gender other than their own (42%) and that they have had a female manager / immediate supervisor at work (41%).

Around 1 in 5 say they have seen women in their workplace receive more favourable treatment than men (18%), with just 1 in 10 saying they went to a school where girls received more favourable treatment than boys (11%).

30-country average



Base: 23,765 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, 20 December 2024-3 January 2025



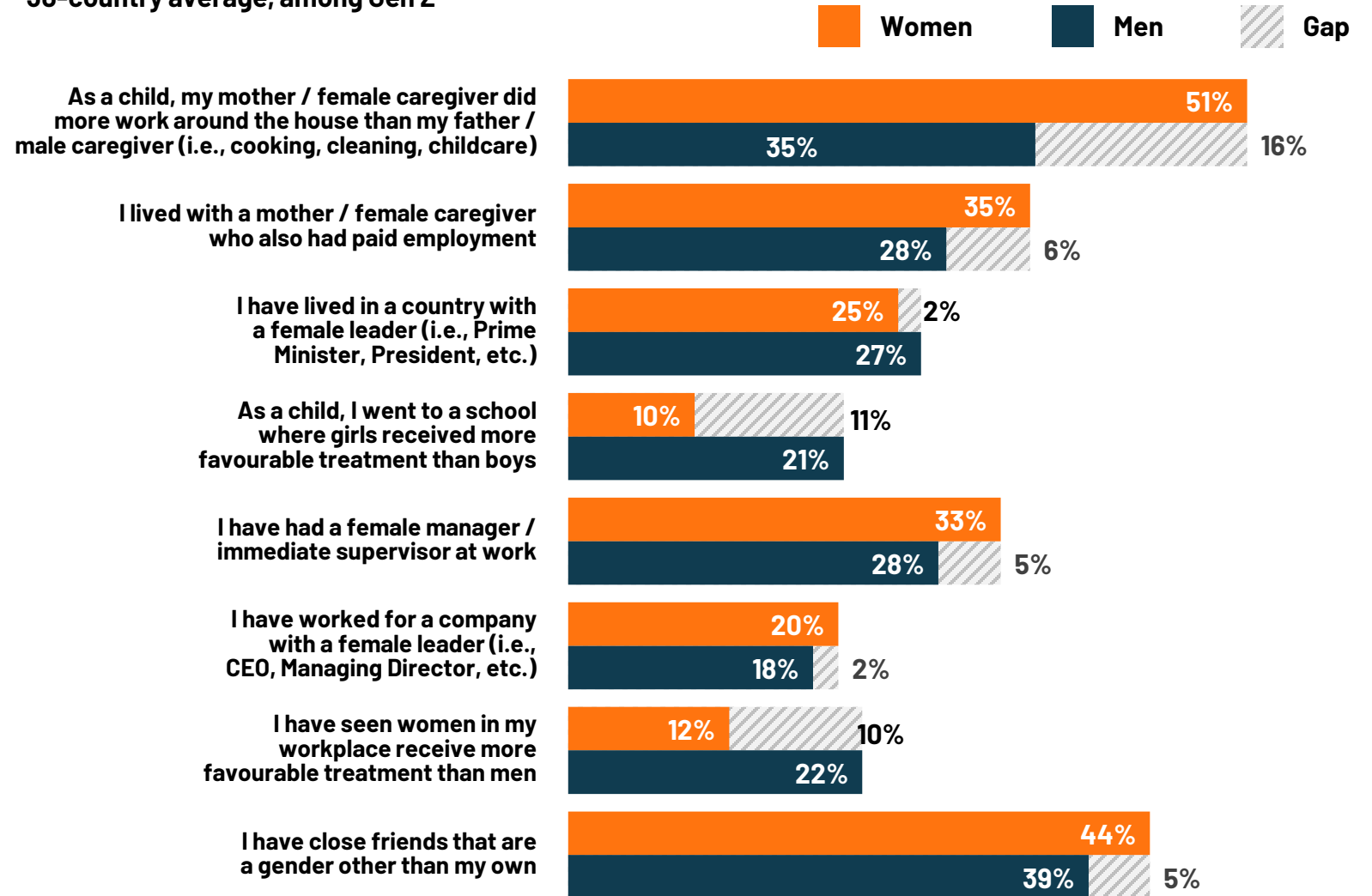
Q

Which of the following experiences have you personally had?

Among the 30 countries studied, Gen Z women are far more likely than Gen Z men to say that their mother / female caregiver did more work around the house than their father / male caregiver.

Men are twice as likely as women to say both that they went to a school where girls received more favourable treatment than boys (21% vs 10%), and that they have seen women in their workplace receive more favourable treatment than men (22% vs 12%).

30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025

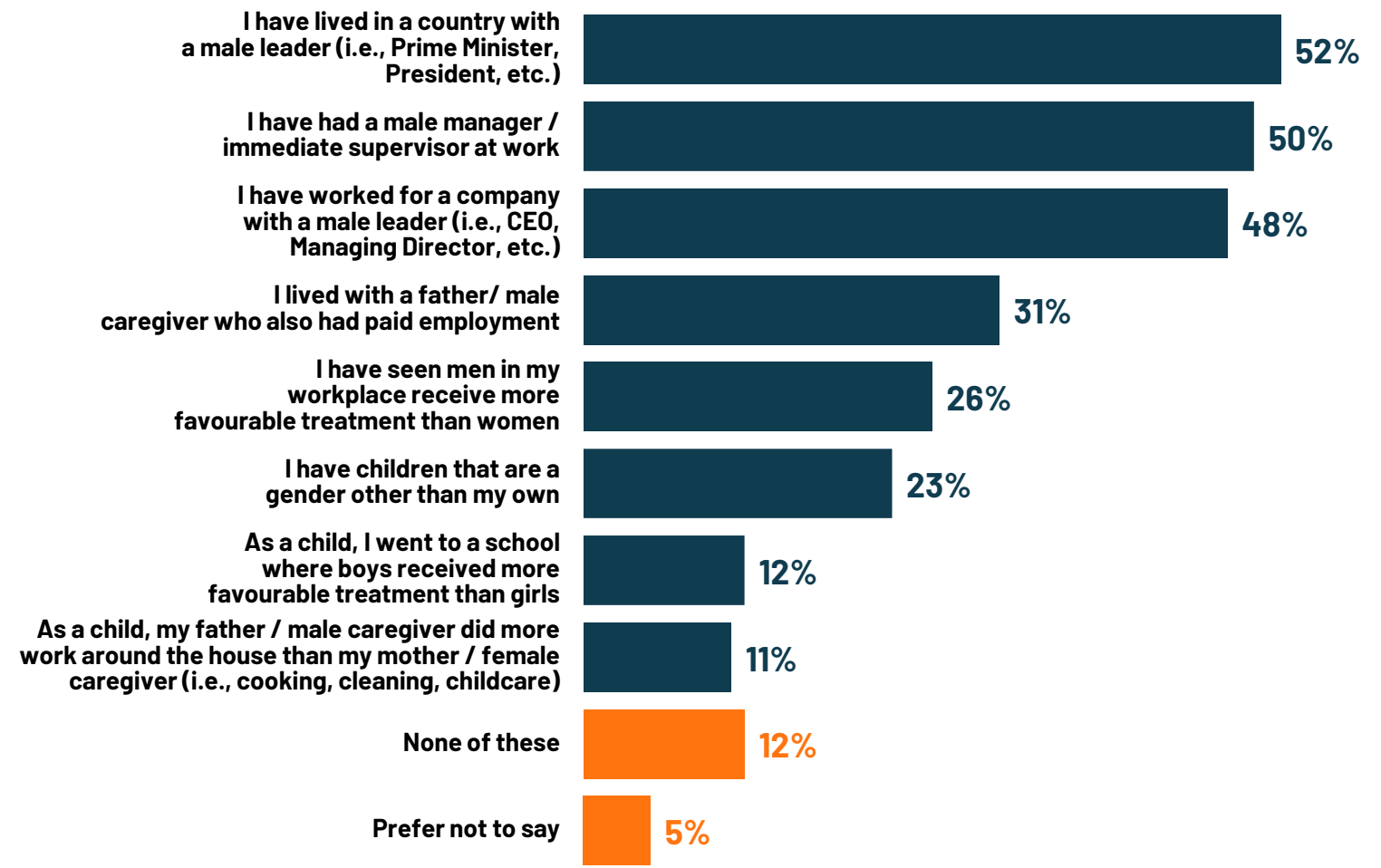
Q

Which of the following experiences have you personally had?

Across a 30-country average, around half of people say they have lived in a country with a male leader (52%), had a male manager / immediate supervisor at work (50%), and worked for a company with a male leader (48%).

Only 1 in 10 say they went to a school where boys received more favourable treatment than girls (12%) or that their father / male caregiver did more work around the house than their mother / female caregiver (11%).

30-country average



Base: 23,765 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, 20 December 2024-3 January 2025

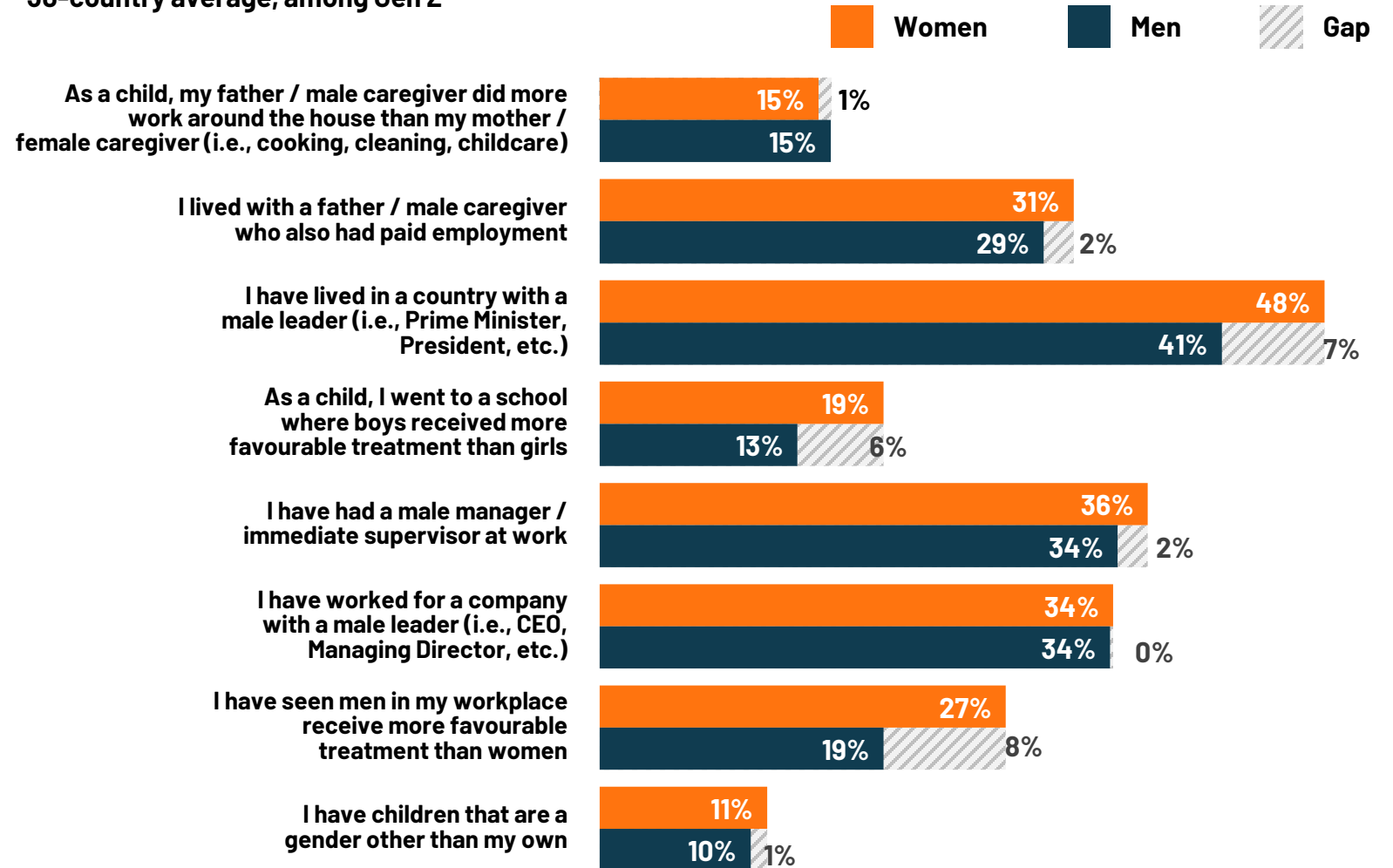
Q

Which of the following experiences have you personally had?

Among Gen Z, women are more likely than men to say they went to a school as a child where boys received more favourable treatment than girls (19% vs 13%).

Gen Z women are similarly more likely to say they have seen men in their workplace receive more favourable treatment than women (27% vs 19%).

30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025

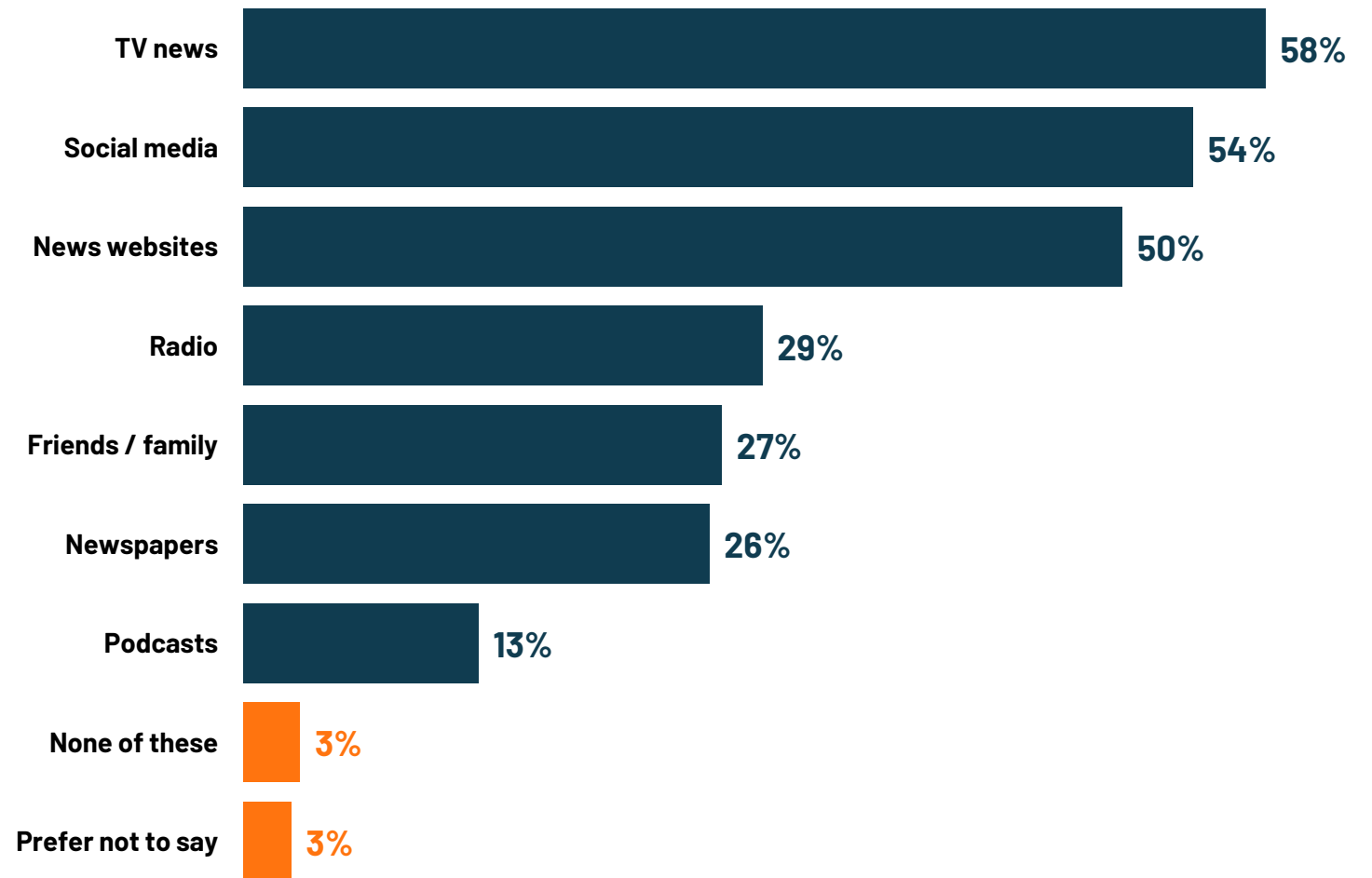


Q

Which of the following, if any, would you say are the main places you go to for news?

Across a 30-country average, around 3 in 5 people say TV news is the main place they go for news (58%), with a similar share also naming social media (54%). Half further mention news websites as a leading source (50%).

30-country average



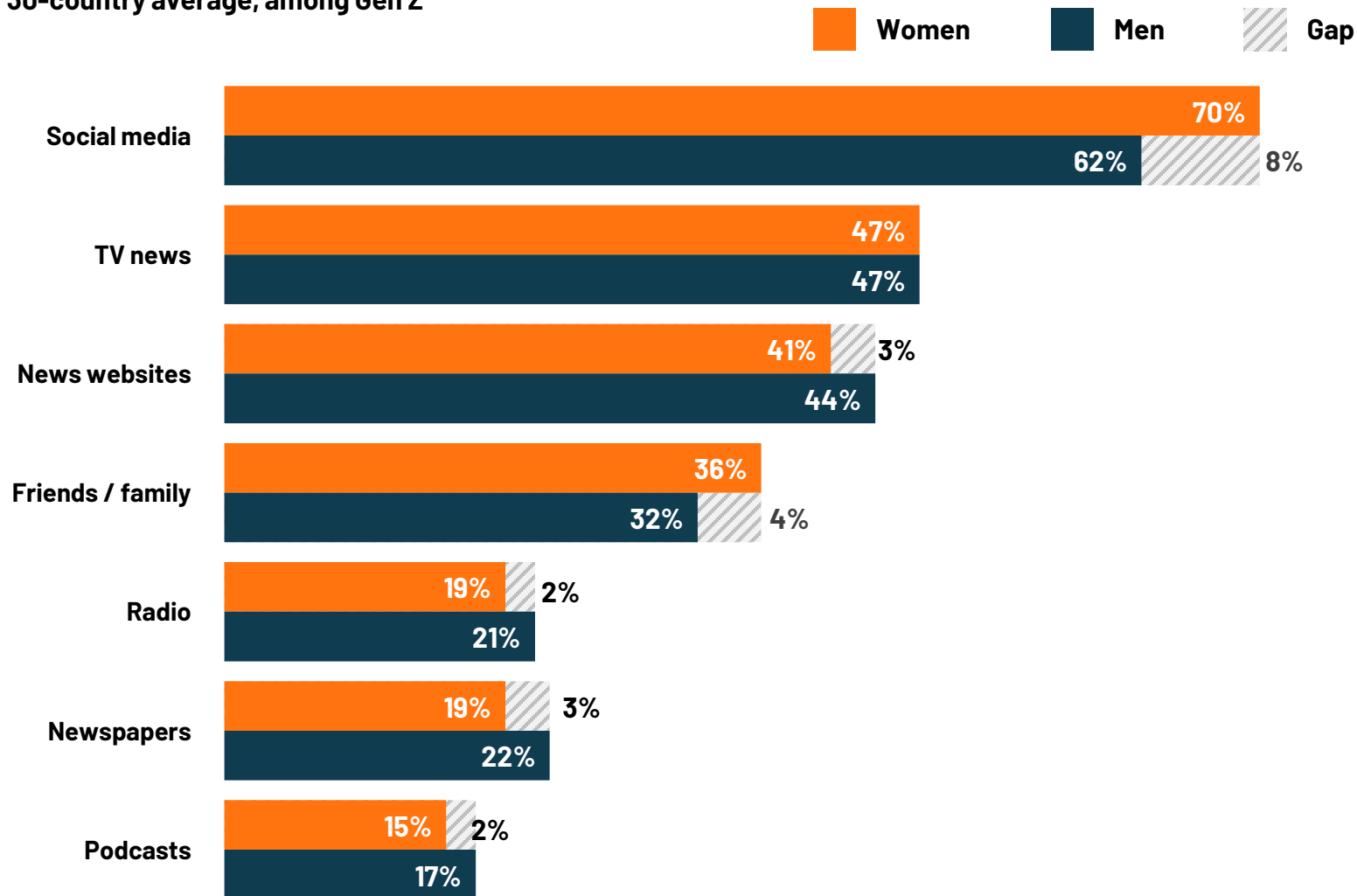
**Base:** 23,765 online adults aged 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 20 December 2024-3 January 2025

Q

Which of the following, if any, would you say are the main places you go to for news?

Among Gen Z, social media is the dominant source of news, with a larger share of women (70%) selecting it as a main news source than men (62%).

### 30-country average, among Gen Z



Base: 4,861 online adults in Gen Z aged 18-28, including 2,243 men and 2,618 women, 20 December 2024-3 January 2025

# Technical Note

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 20, 2024, and Friday, January 3, 2025. For this survey, Ipsos interviewed a total of 23,765 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, 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, France, Germany, Great Britain, Italy, Mexico, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. 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, Colombia,

Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye 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.

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 data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which 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.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being 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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