INTERNATIONAL WOMEN'S DAY 2026

March 2026

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KING'S College LONDON
KING'S BUSINESS SCHOOL
KING'S GLOBAL INSTITUTE FOR WOMEN'S LEADERSHIP
Ipsos

Key Findings

1 Little movement in attitudes toward gender equality

Overall attitudes toward gender equality amongst the 24-country trend average are broadly level with those seen in 2025, with 59% saying things would work better with more women in positions of responsibility in business and government, but also half (50%) saying that efforts toward gender equality have gone far enough.

2 Optimism about the future is steady for young women, but declining for young men

Across all 29 countries surveyed, 55% think young women in their country today will have a better life than women in their parents' generation, level with last year. However, optimism about the future of young men has fallen by five percentage points (ppts) since last year, to 40%.

3 Divided views on who benefits from traditional gender roles

Almost three in 10 (29%) think men benefit most when women keep to traditional roles, while 19% feel men benefit most when women don't keep to tradition. Close to one-quarter (23%) feel women benefit most from men's traditional roles, with as many thinking women benefit most when men don't keep to a traditional role (26%).

4 Women perceived to have more choice about self-expression, but men hold more choice around jobs

Women are more likely than men to be seen to have more choice when it comes to how to dress (34%), dating (24%), and the roles they can hold in the household (22%), while men are more likely than women to be viewed as having more choice about the jobs they can have (39%).

5 Most have an egalitarian view of gender roles, but norms persist

When asked about personal views, the majority say that things like childcare, housework, and earning money should be shared equally. However, when asked about societal views in their country, childcare and housework are more closely linked with women, while earning money is more strongly associated with men.

6 Gen Z men hold most traditional views of both women's roles in society, as well as men's

Relative to other groups, Generation Z* men are the most likely to agree with traditional ideas about not only women's roles (such as that a wife should always obey her husband), but also men's (such as that young men should try to be physically tough, even if not naturally big).

*Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979), Baby Boomers (born between 1945-1965) and Silent Generation (born between 1925-1944).

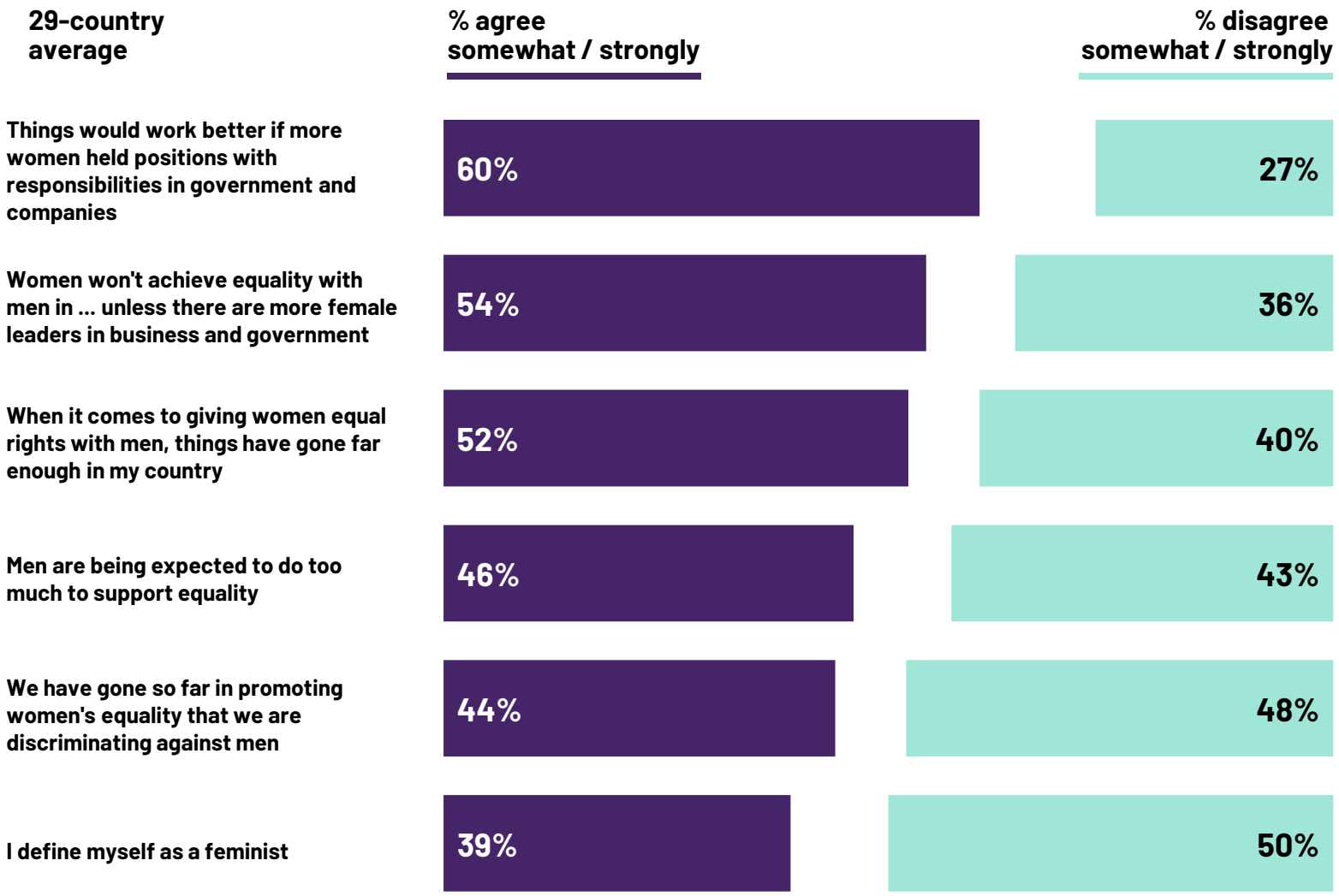
ATTITUDES TOWARD GENDER EQUALITY

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 (60%) 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, around half (52%) believe that when it comes to giving women equal rights with men, things have gone far enough in their country. More than four 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.



Base: *23,268 online adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 24 December 2025-9 January 2026*

Q

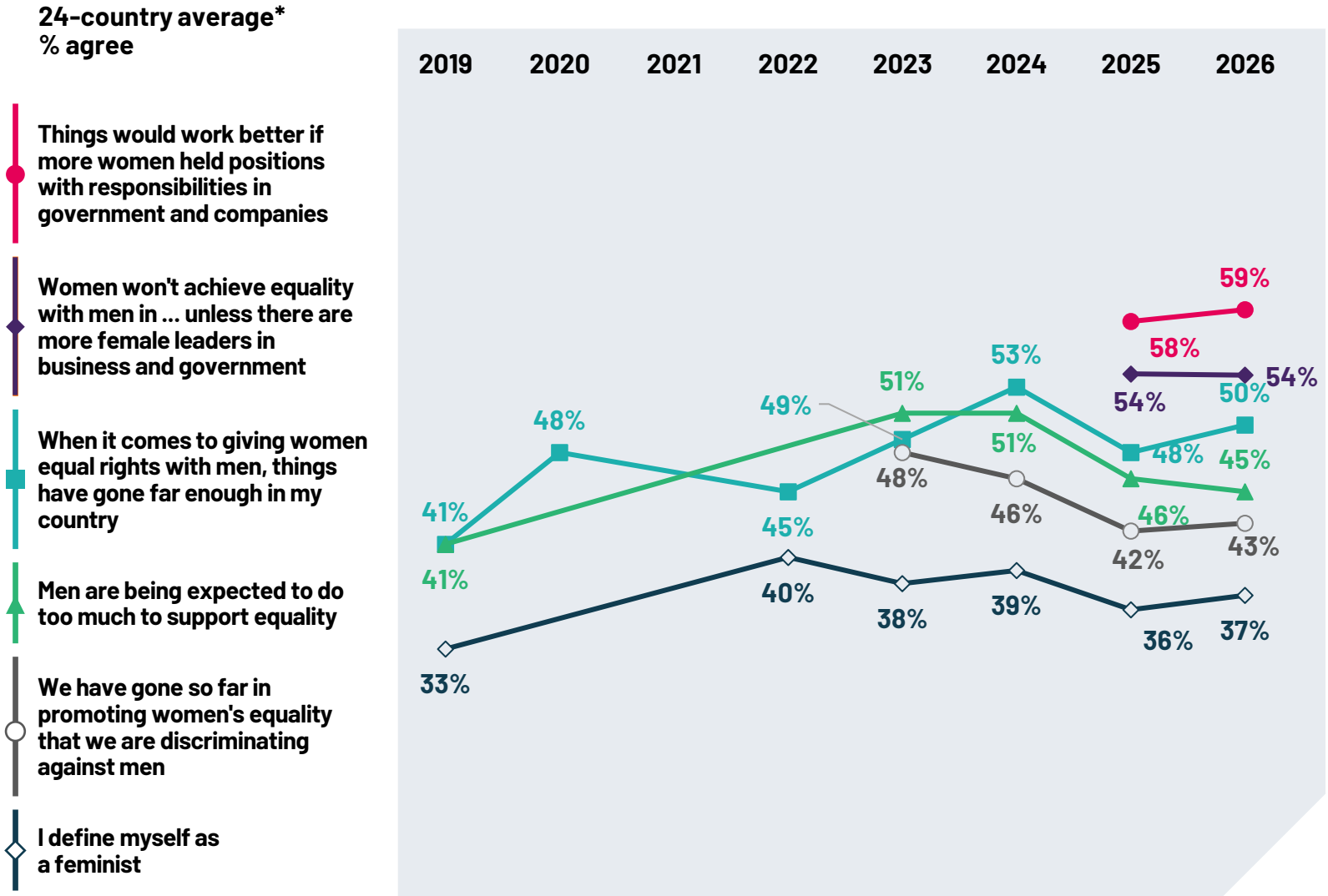
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

The proportion of people who think that men are being expected to do too much to support equality barely budged (-1ppt versus 2025), 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.

And there has been a slight 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).

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



Base: *20,263 online adults aged 18-74 in 24 countries, 24 December 2025-9 January 2026*

**The 24-country average includes countries that been included in all waves of our IWD report since 2019.*

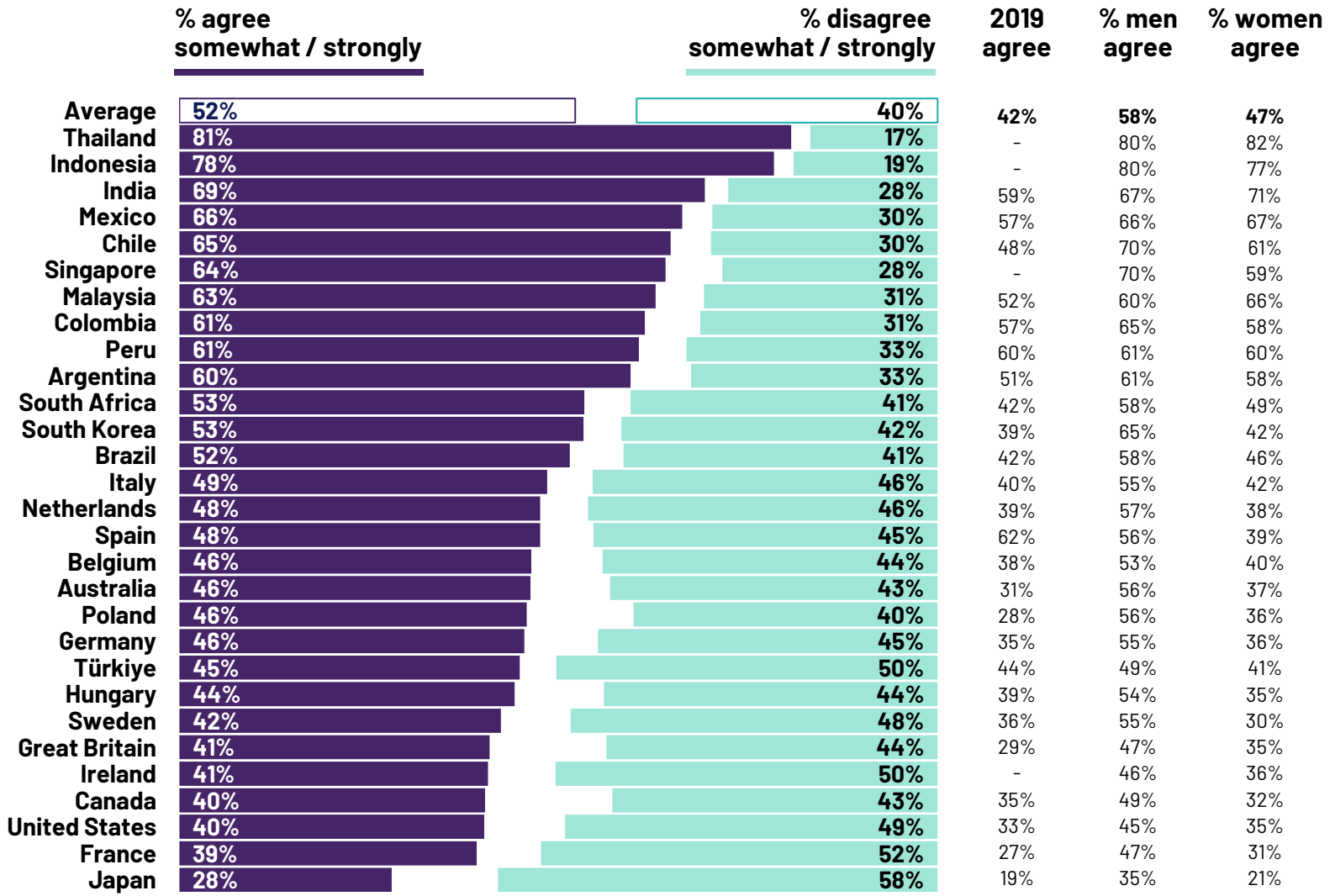
Q

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 29-country average, around half of people (52%) believe that when it comes to giving women equal rights things have gone far enough in their country.

Men are more likely than women to agree with this statement (55% vs. 44%).



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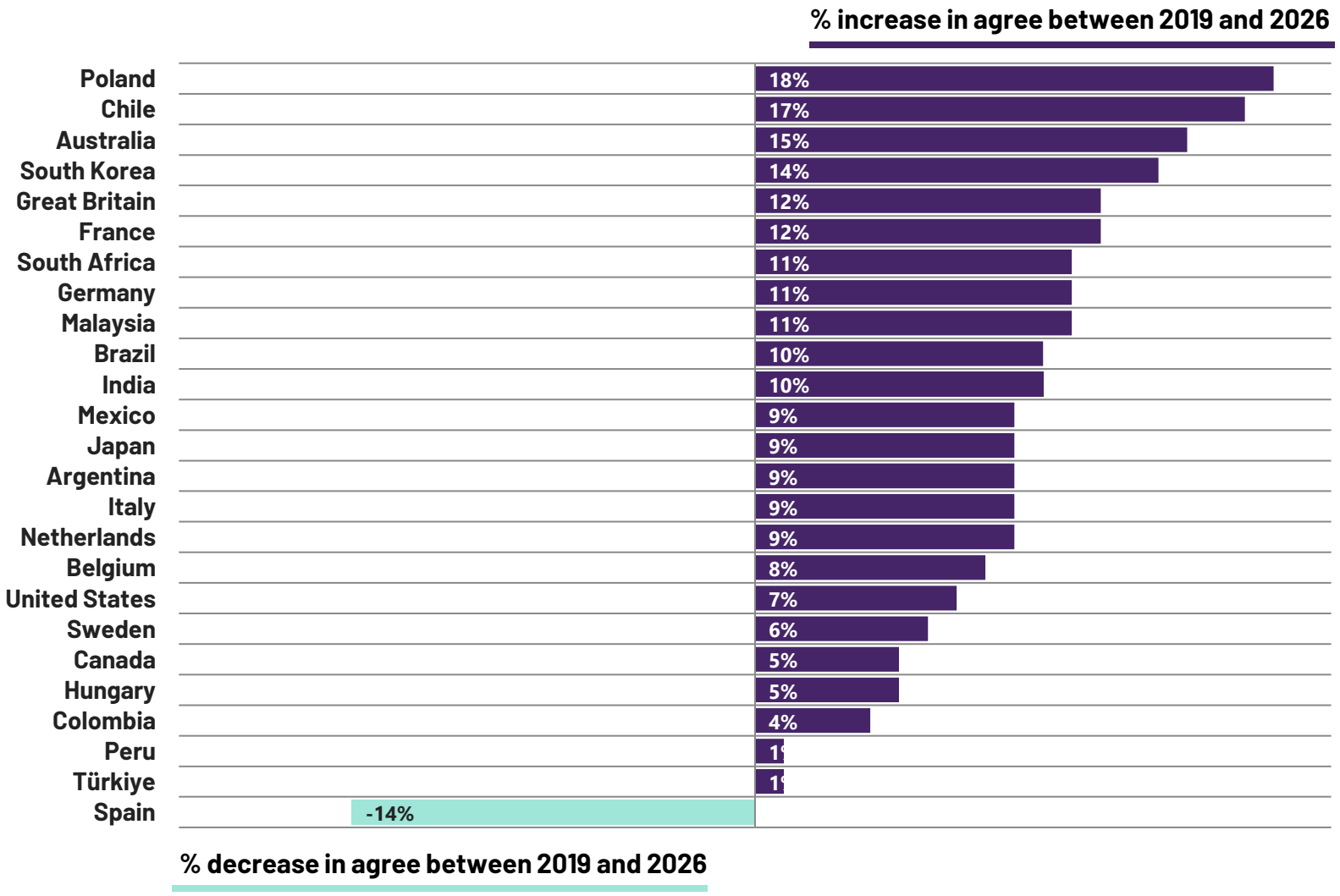
When it comes to giving women equal rights with men, things have gone far enough in my country

In 23 of the 24 countries surveyed in 2019 and 2026 have seen an increase in belief that on equality things have gone far enough. Poland has seen the biggest rise. In 2025 46% of Poles say things have gone far enough compared to 28% in 2019. Spain is the only country less likely to think enough has been done on gender equality.



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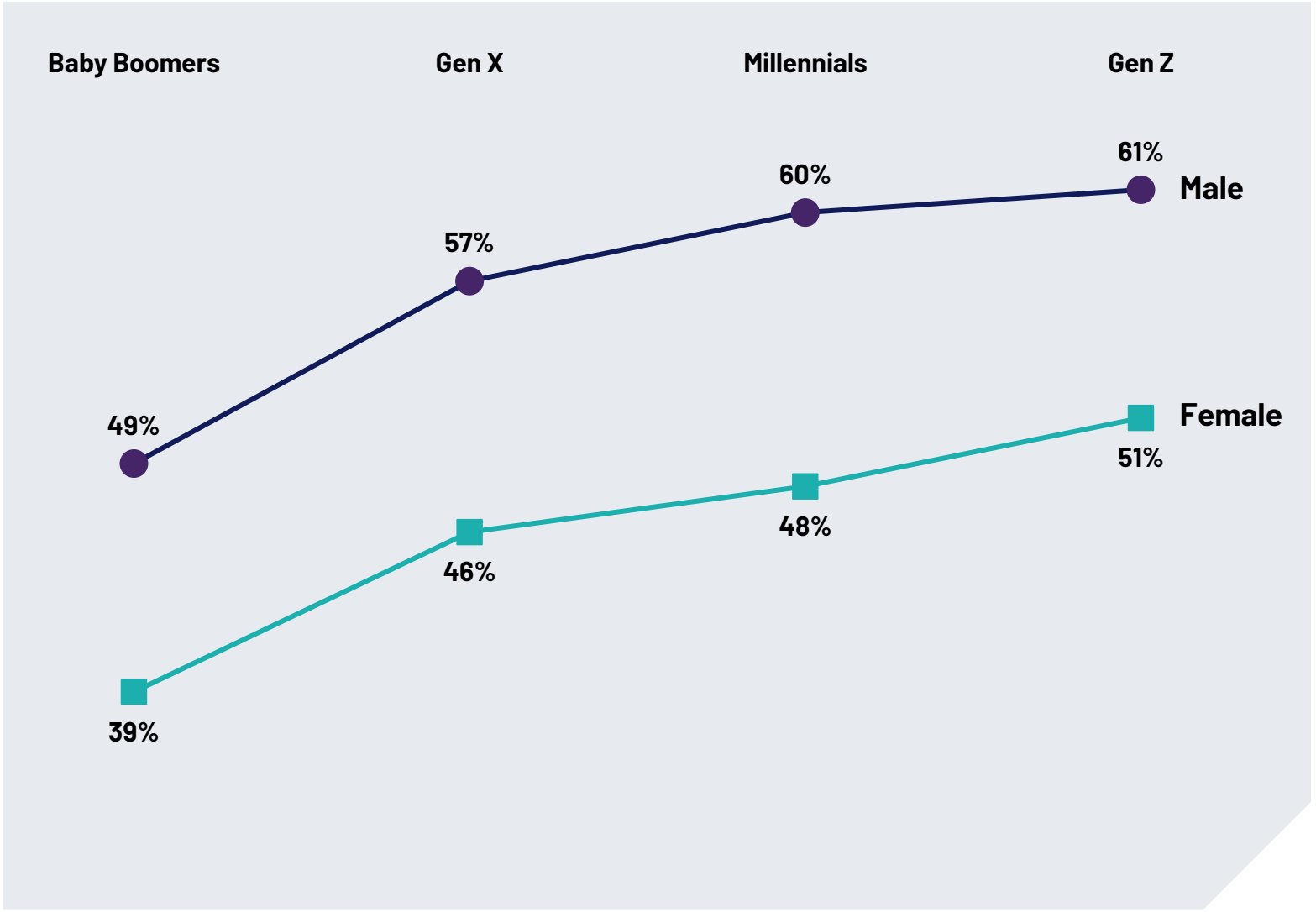
Q

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 (29-country average)

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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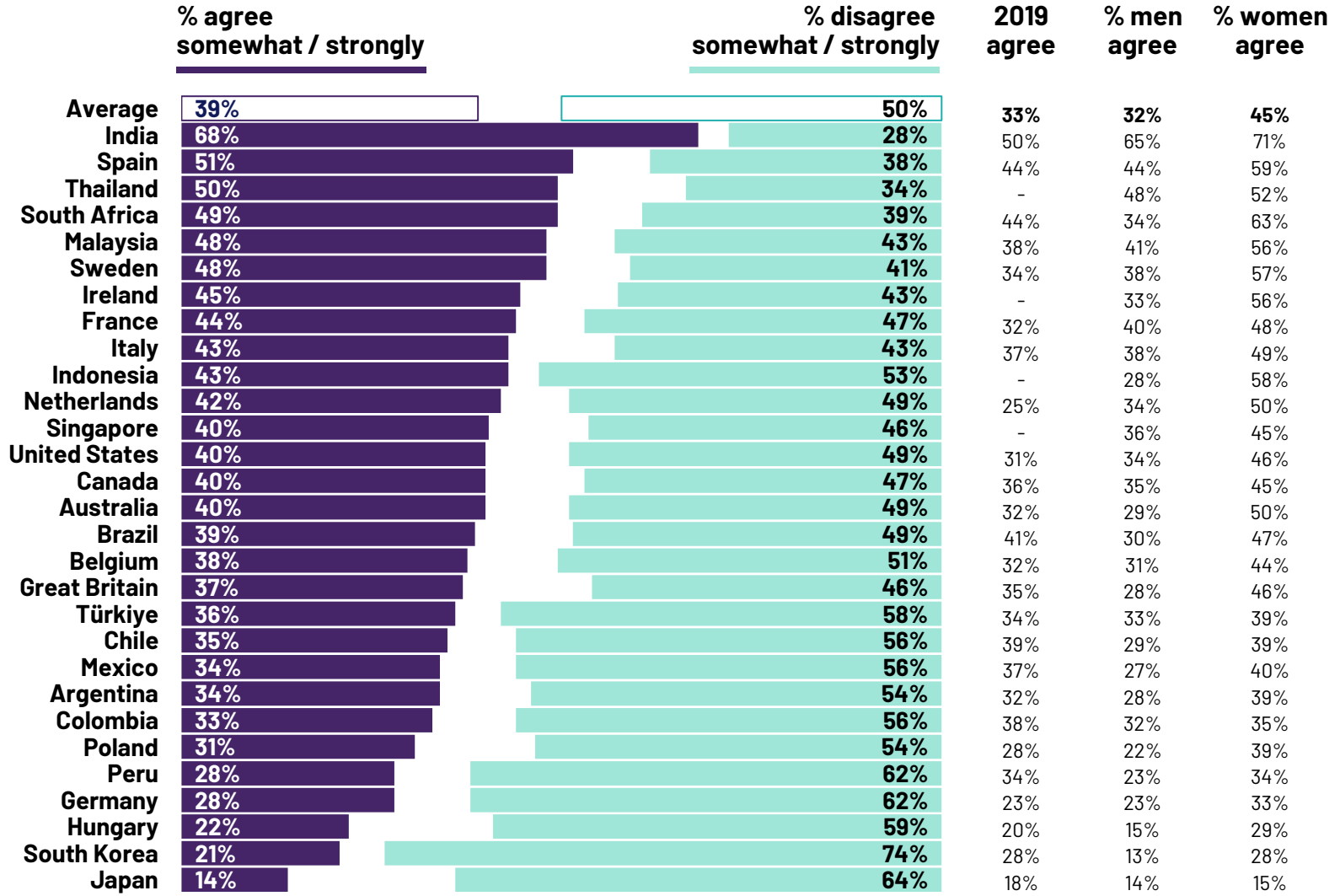
Q

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 (39%) people across a 29-country average define themselves as feminists. Women are more likely than men to define themselves in this way (44% vs. 31%).

Half of people across a 29-country average would not define themselves as a feminist (50%).



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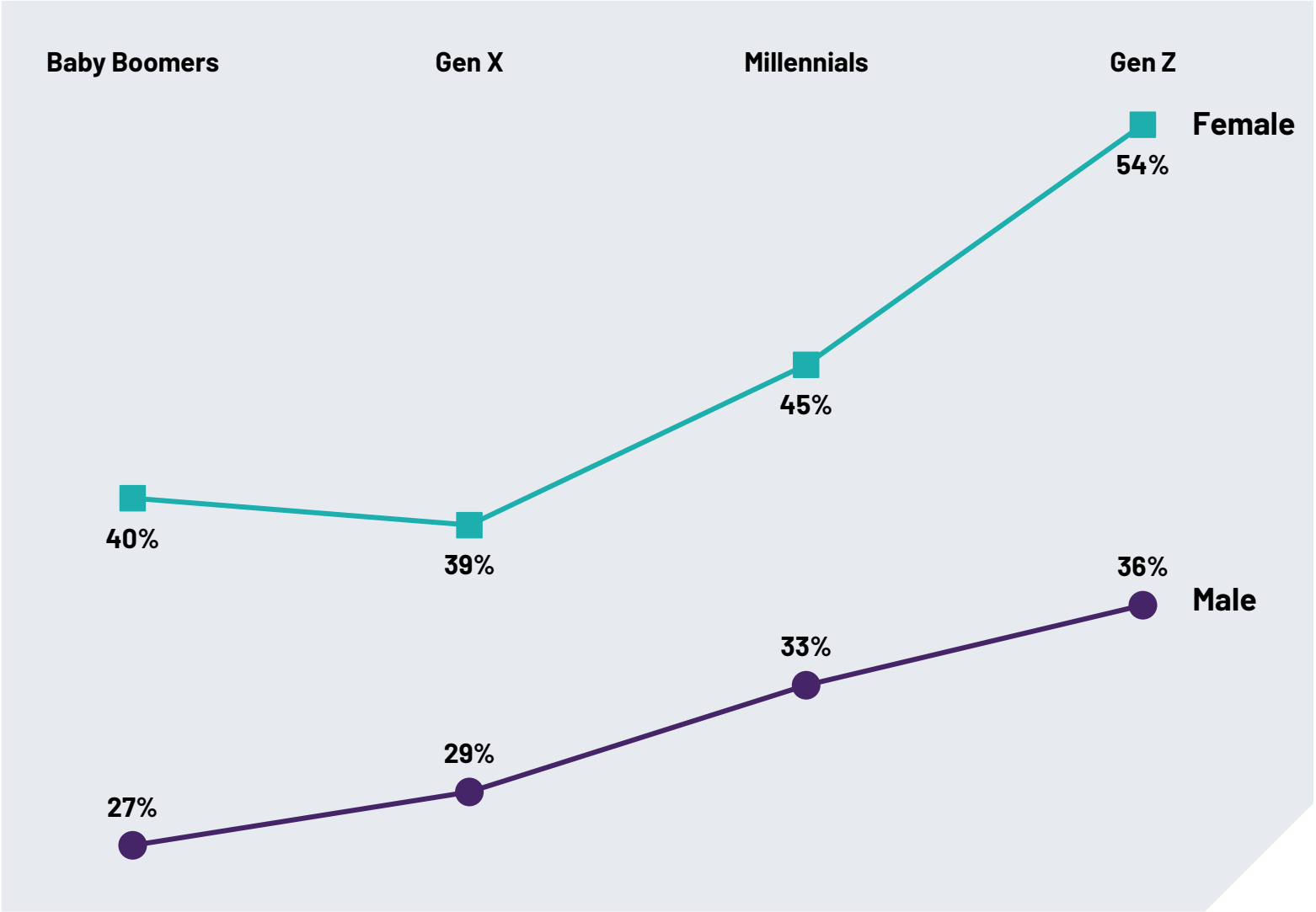
I define myself as a feminist

% agree (29-country average)

Younger women are more likely to say they are a feminist compared to older women. A majority of Gen Z women (54%) define themselves as a feminist, compared with 36% of Gen Z men.



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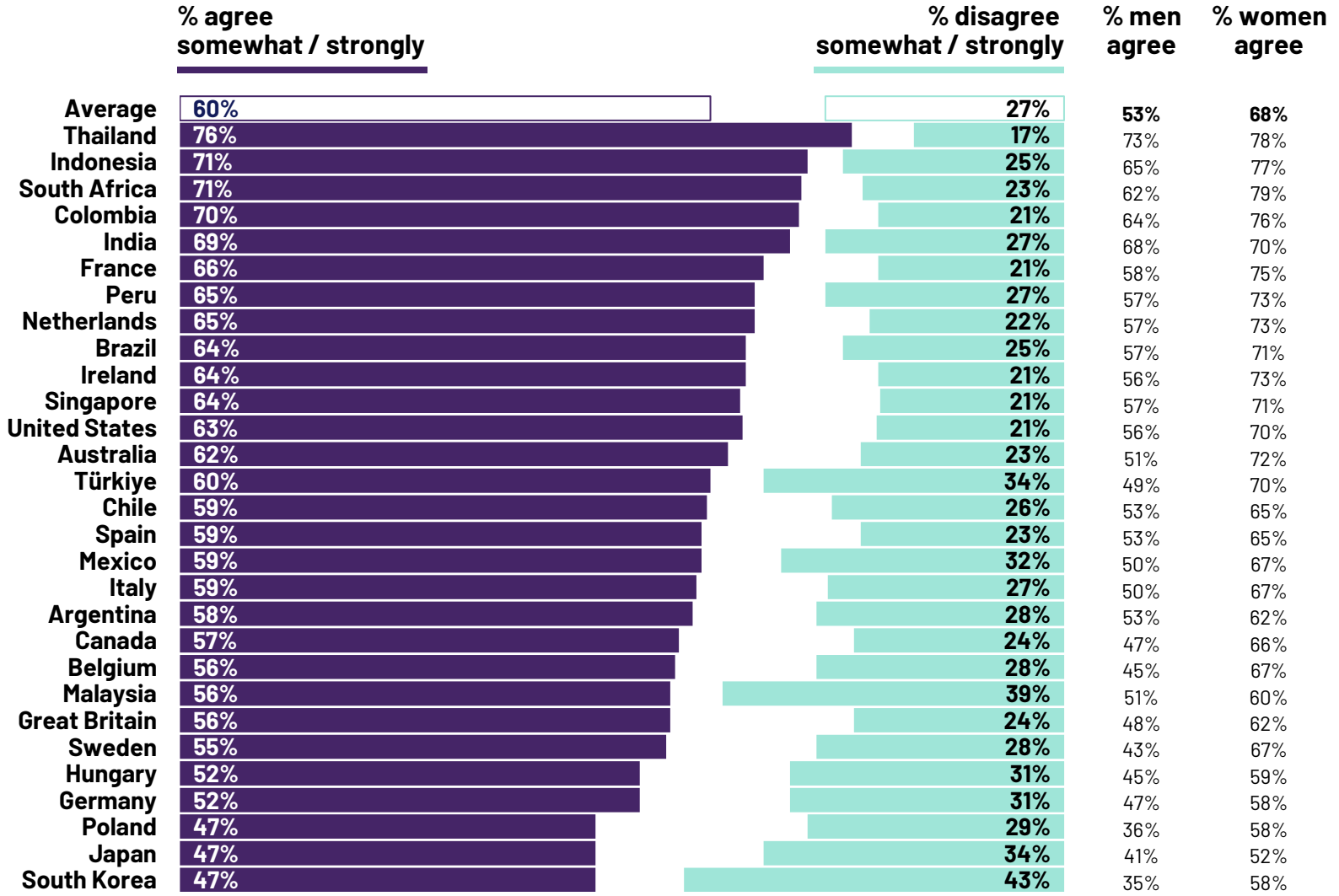
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

Across a 29-country average, three in five people (60%) agree things would work better if more women held positions with responsibilities in government and companies. This includes half of men (52%), rising to two in three women (66%).



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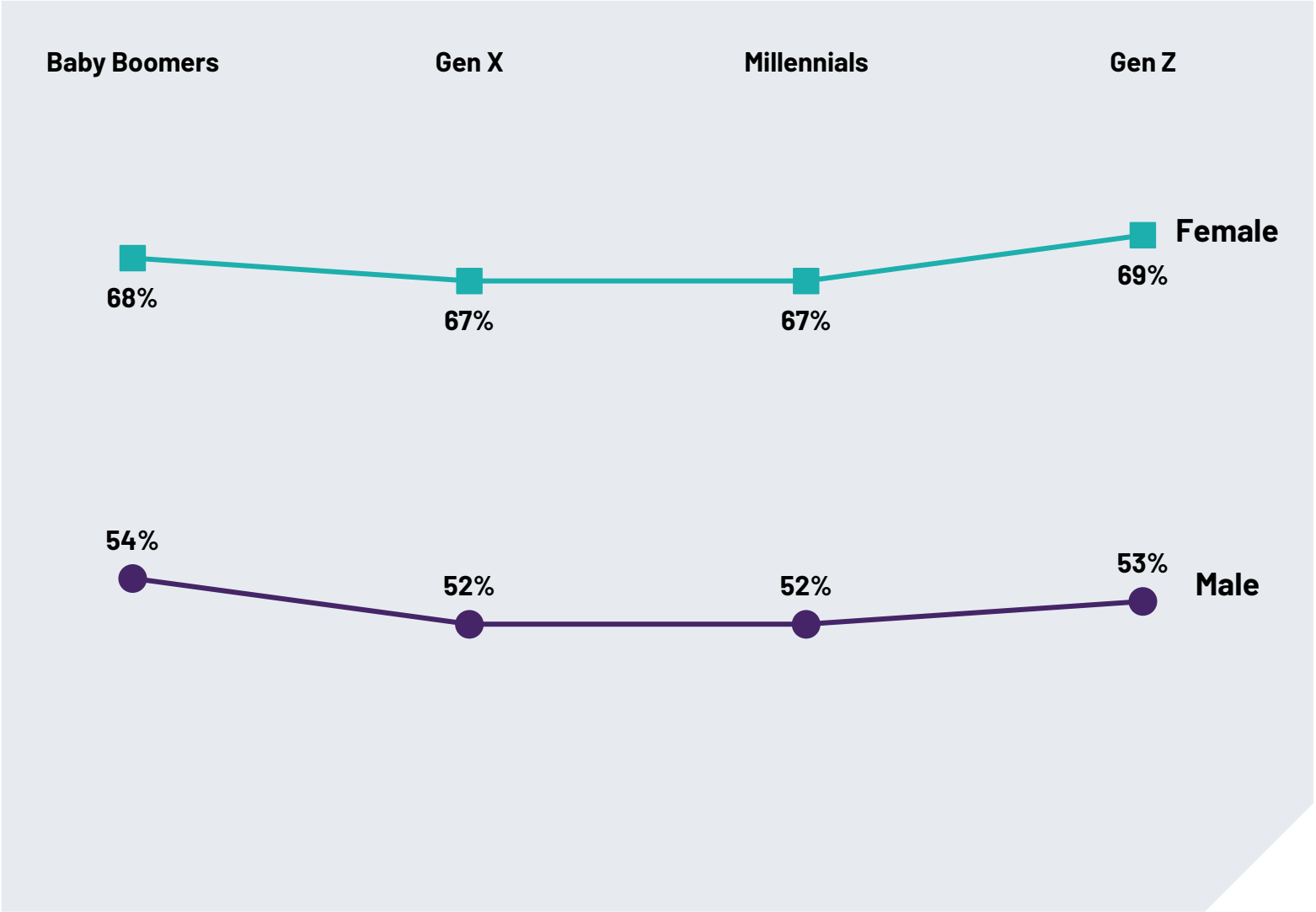
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

% agree (29-country average)

Around two in three women of all generations agree that things would work better if more women held positions with responsibilities in government and companies. This share falls to around one in two men, though also with little generational variation.



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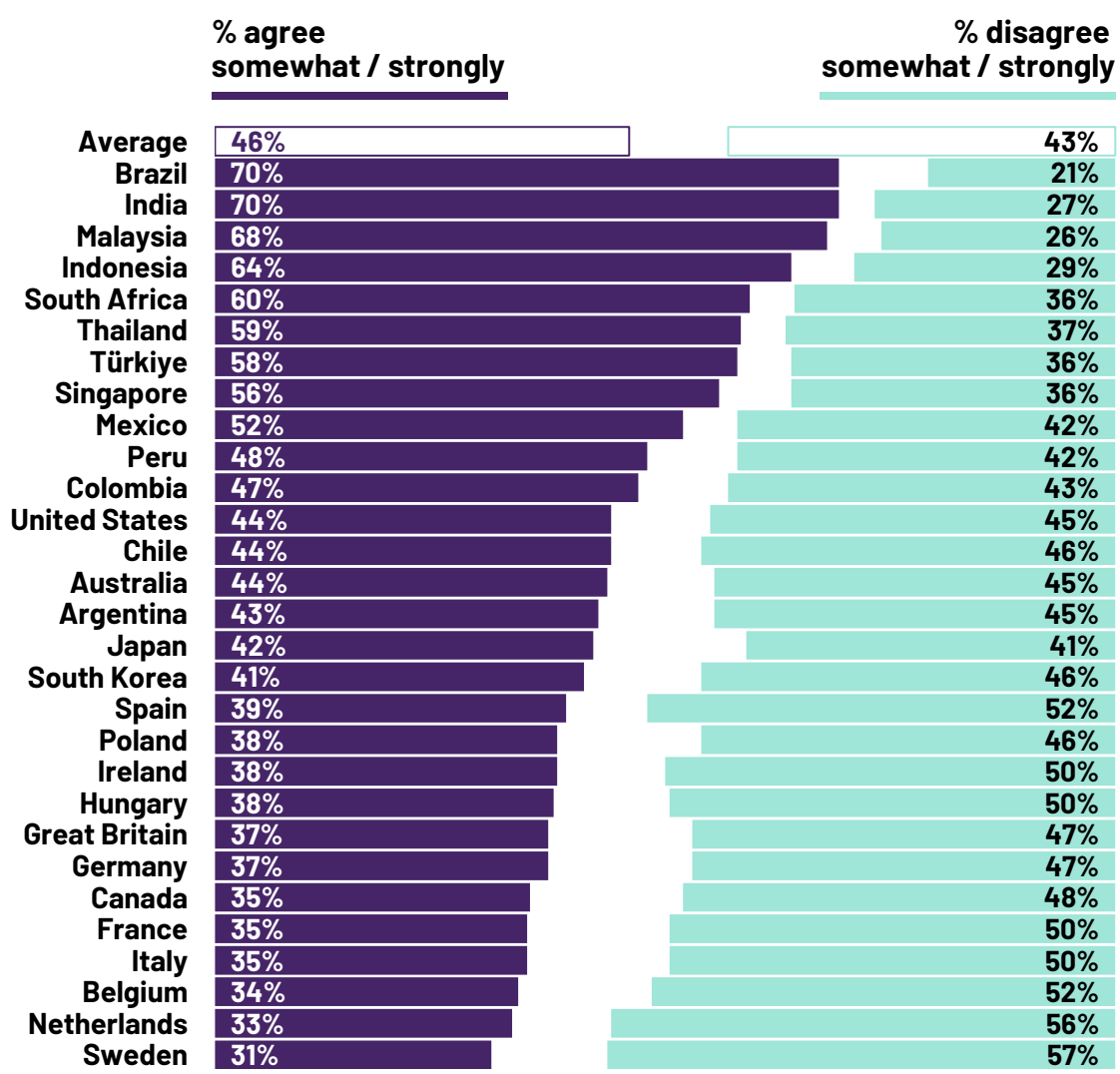
Q

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.

Men (54%) are more likely than women (36%) to agree with this statement.



	% agree somewhat / strongly	% disagree somewhat / strongly	2019 agree	% men agree	% women agree
Average	**46%**	**43%**	**43%**	**54%**	**38%**
Brazil	**70%**	**21%**	46%	69%	71%
India	**70%**	**27%**	60%	68%	72%
Malaysia	**68%**	**26%**	60%	69%	66%
Indonesia	**64%**	**29%**	-	67%	62%
South Africa	**60%**	**36%**	42%	72%	49%
Thailand	**59%**	**37%**	-	65%	52%
Türkiye	**58%**	**36%**	55%	62%	53%
Singapore	**56%**	**36%**	-	64%	49%
Mexico	**52%**	**42%**	61%	62%	43%
Peru	**48%**	**42%**	62%	55%	42%
Colombia	**47%**	**43%**	61%	48%	46%
United States	**44%**	**45%**	35%	53%	37%
Chile	**44%**	**46%**	54%	54%	35%
Australia	**44%**	**45%**	32%	57%	31%
Argentina	**43%**	**45%**	48%	57%	30%
Japan	**42%**	**41%**	35%	50%	34%
South Korea	**41%**	**46%**	37%	48%	33%
Spain	**39%**	**52%**	-	49%	29%
Poland	**38%**	**46%**	37%	54%	23%
Ireland	**38%**	**50%**	-	52%	25%
Hungary	**38%**	**50%**	43%	46%	30%
Great Britain	**37%**	**47%**	29%	47%	28%
Germany	**37%**	**47%**	31%	47%	27%
Canada	**35%**	**48%**	28%	46%	25%
France	**35%**	**50%**	21%	41%	29%
Italy	**35%**	**50%**	38%	40%	30%
Belgium	**34%**	**52%**	22%	41%	26%
Netherlands	**33%**	**56%**	24%	44%	22%
Sweden	**31%**	**57%**	33%	44%	17%

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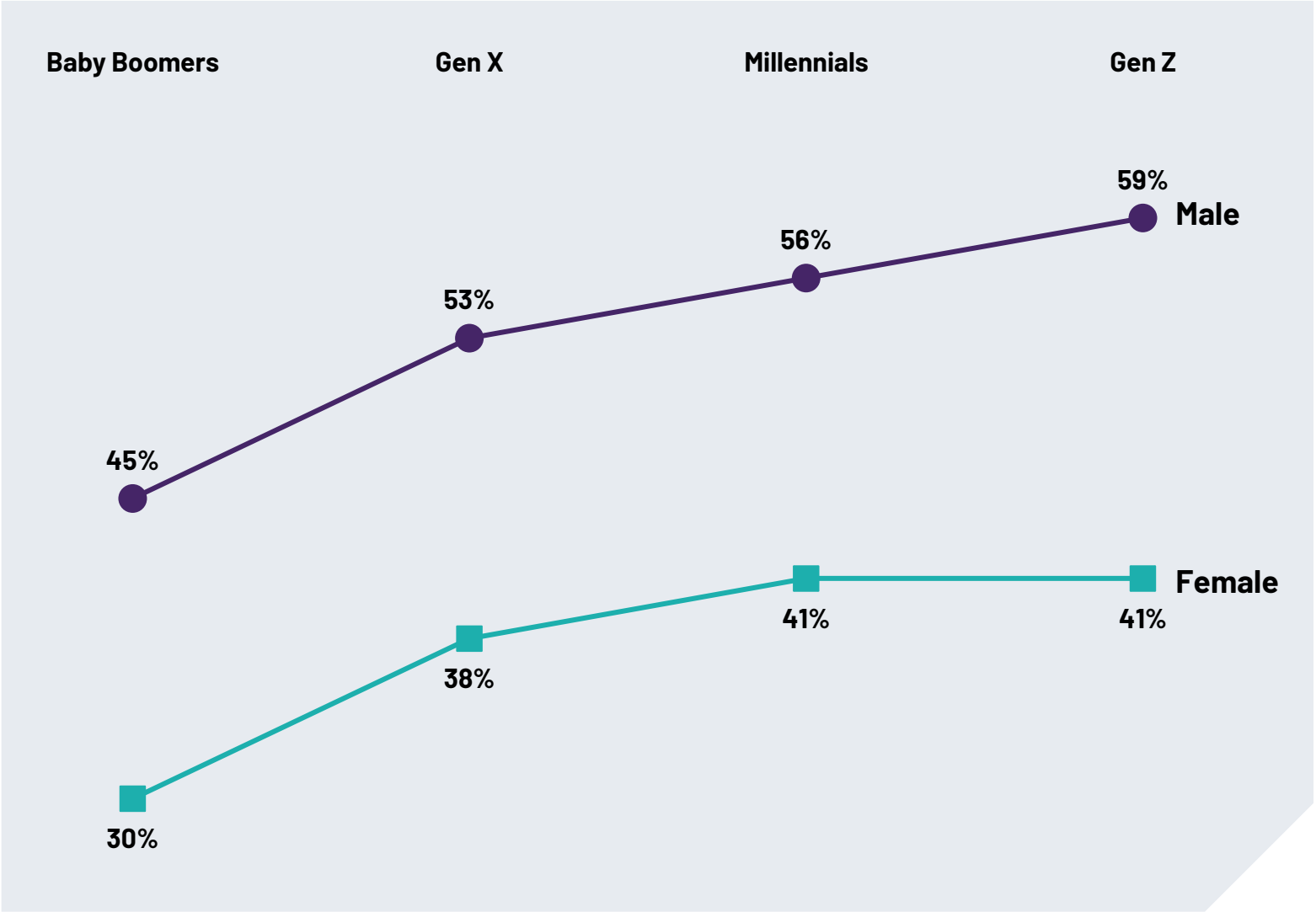
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

Men are being expected to do too much to support equality

% agree (29-country average)

Across age groups, men are more likely than women to think men are being expected to do too much for gender equality. Younger men are more likely to agree with this statement than older men.



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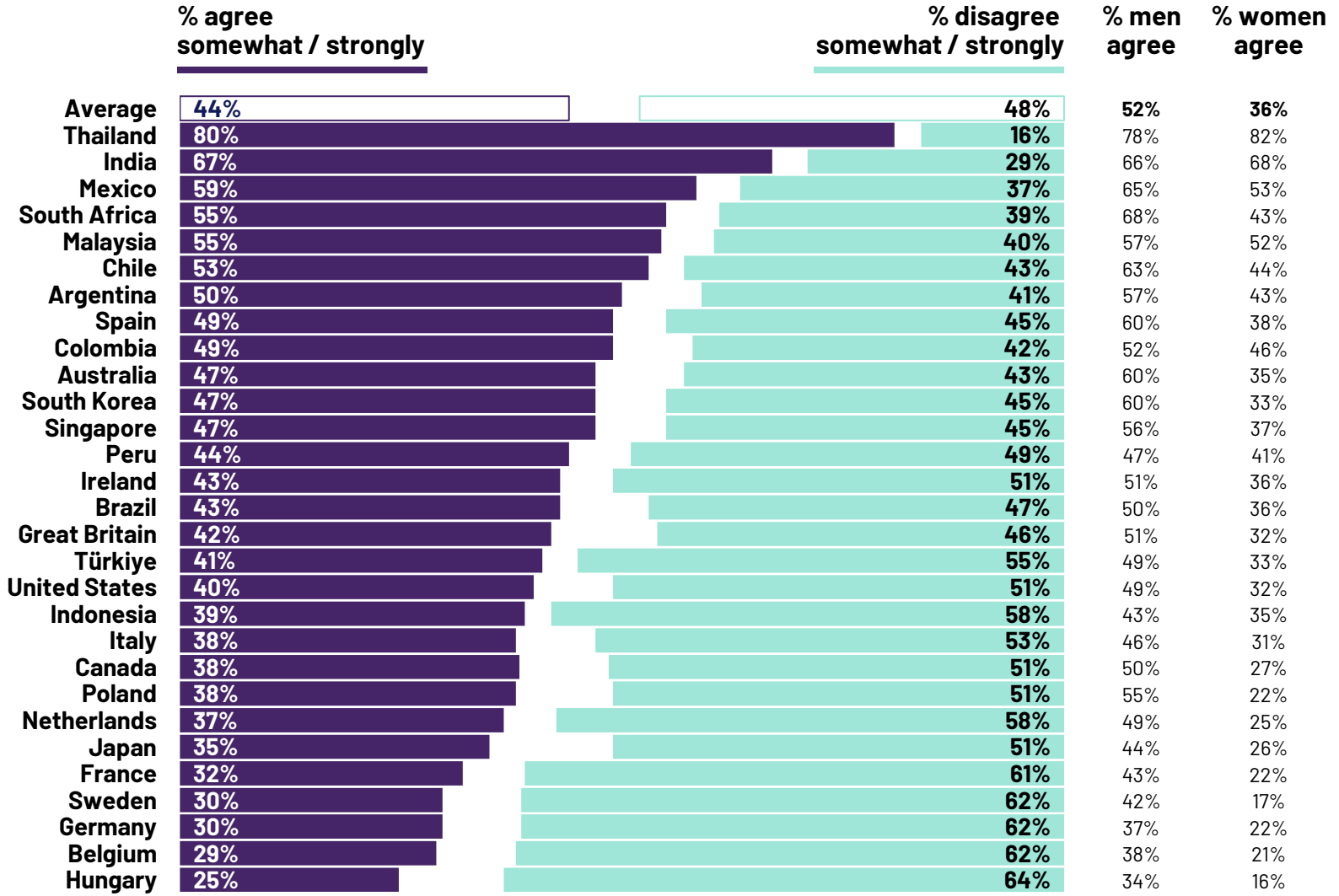
Q

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

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

Across a 29-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. 48% disagree).

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



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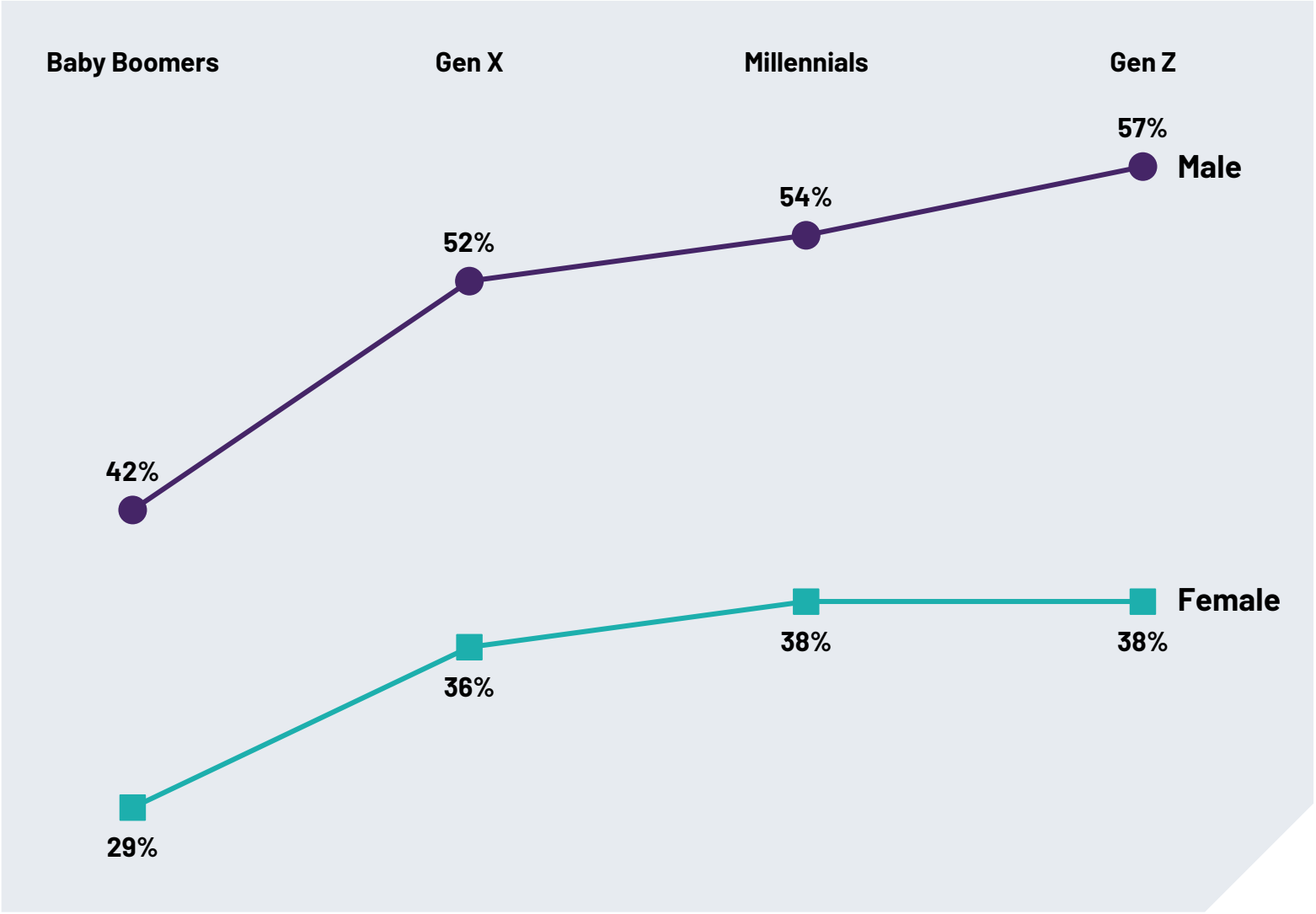
Below is a list of statements. For each, please indicate whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree.

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

% agree (29-country average)

There is a 19-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 38% of Gen Z women.



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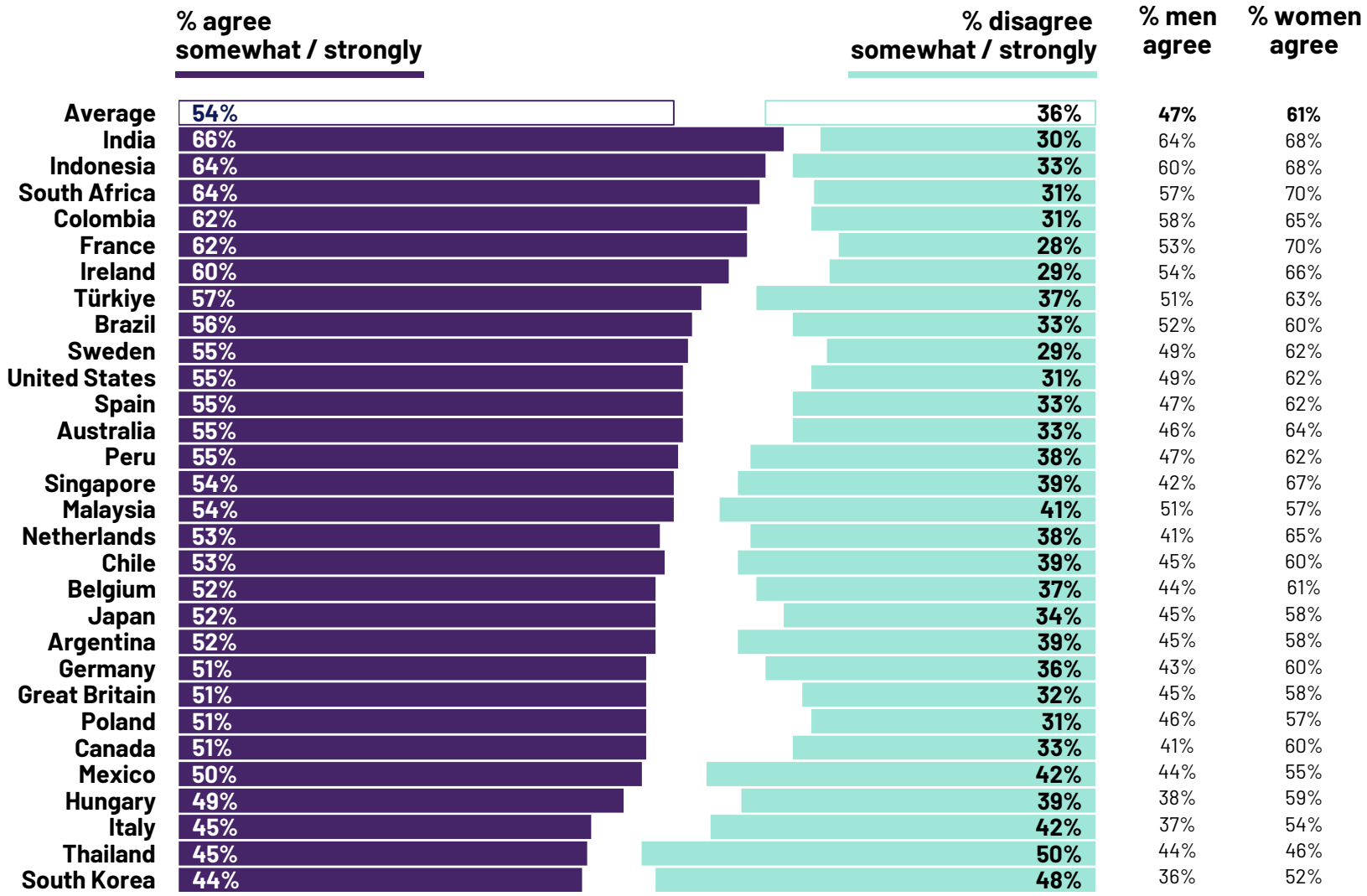
Q

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

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

Across a 29-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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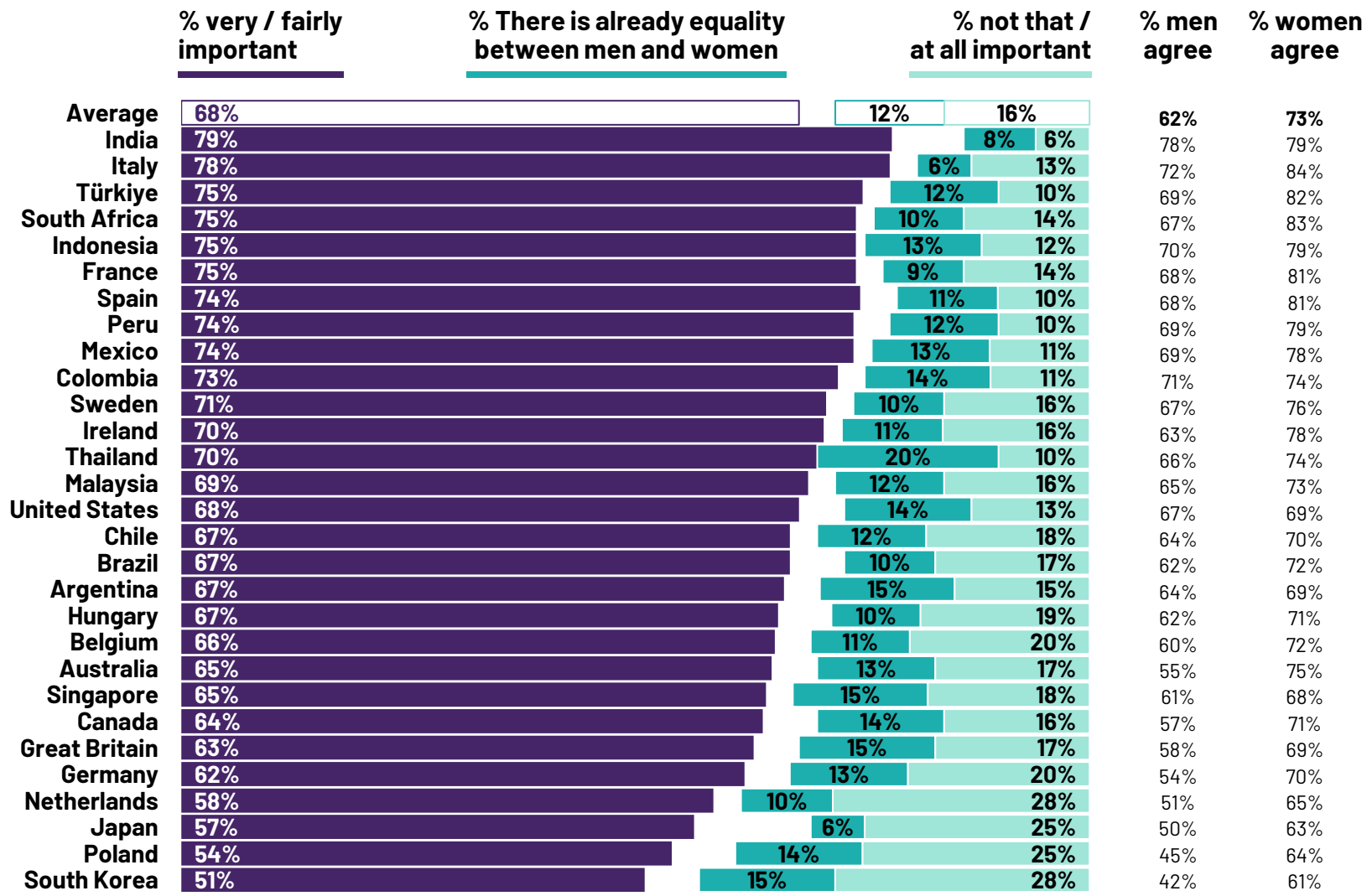
Q

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 one in five (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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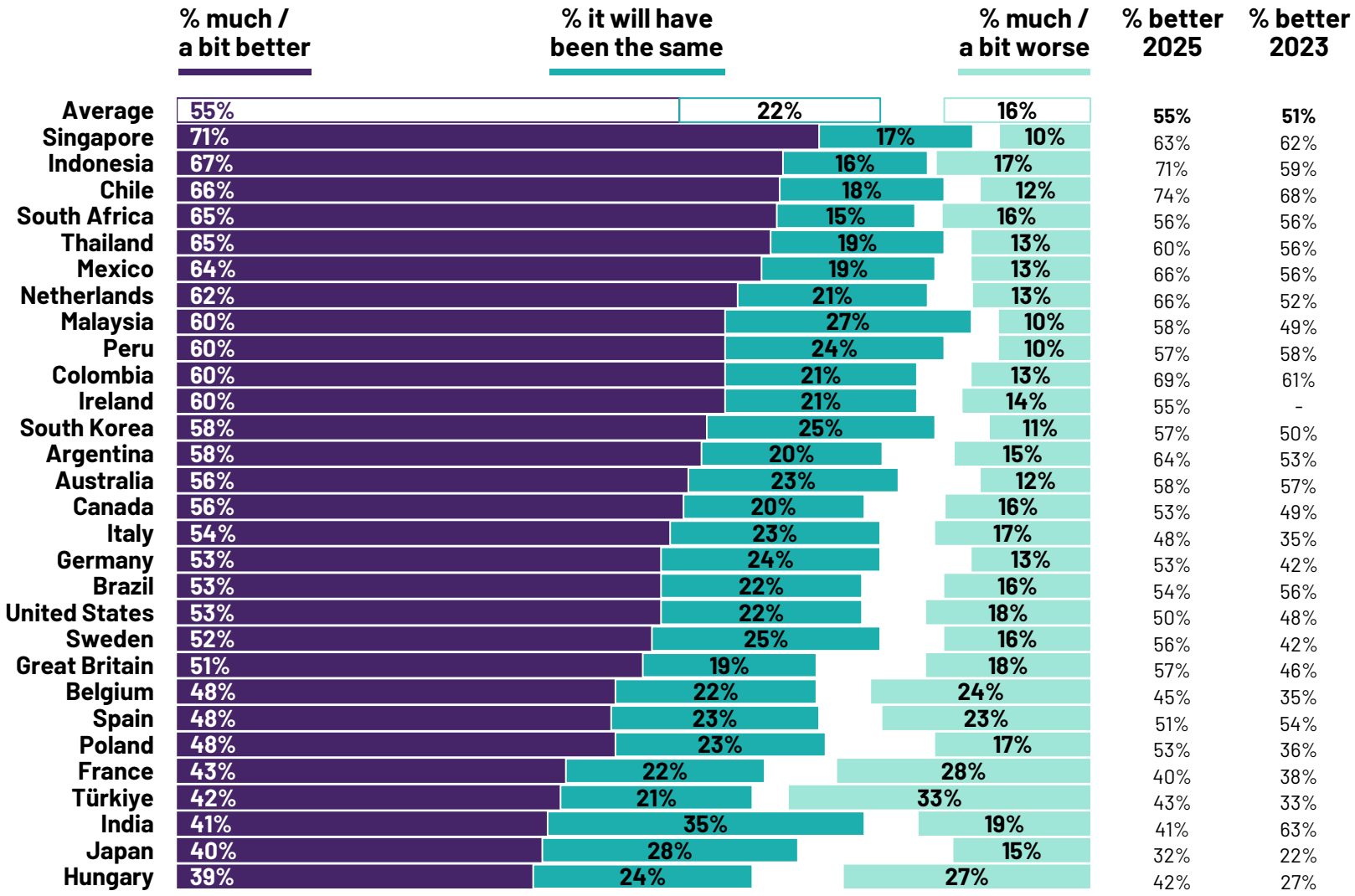
FREEDOM AND FUTURE

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 29-country average think that young women will have had a better life than women from their parents' generation in their country (55%), on a par with 2025. By contrast, one in five (22%) think it will have been the same, and 16% think it will have been worse.



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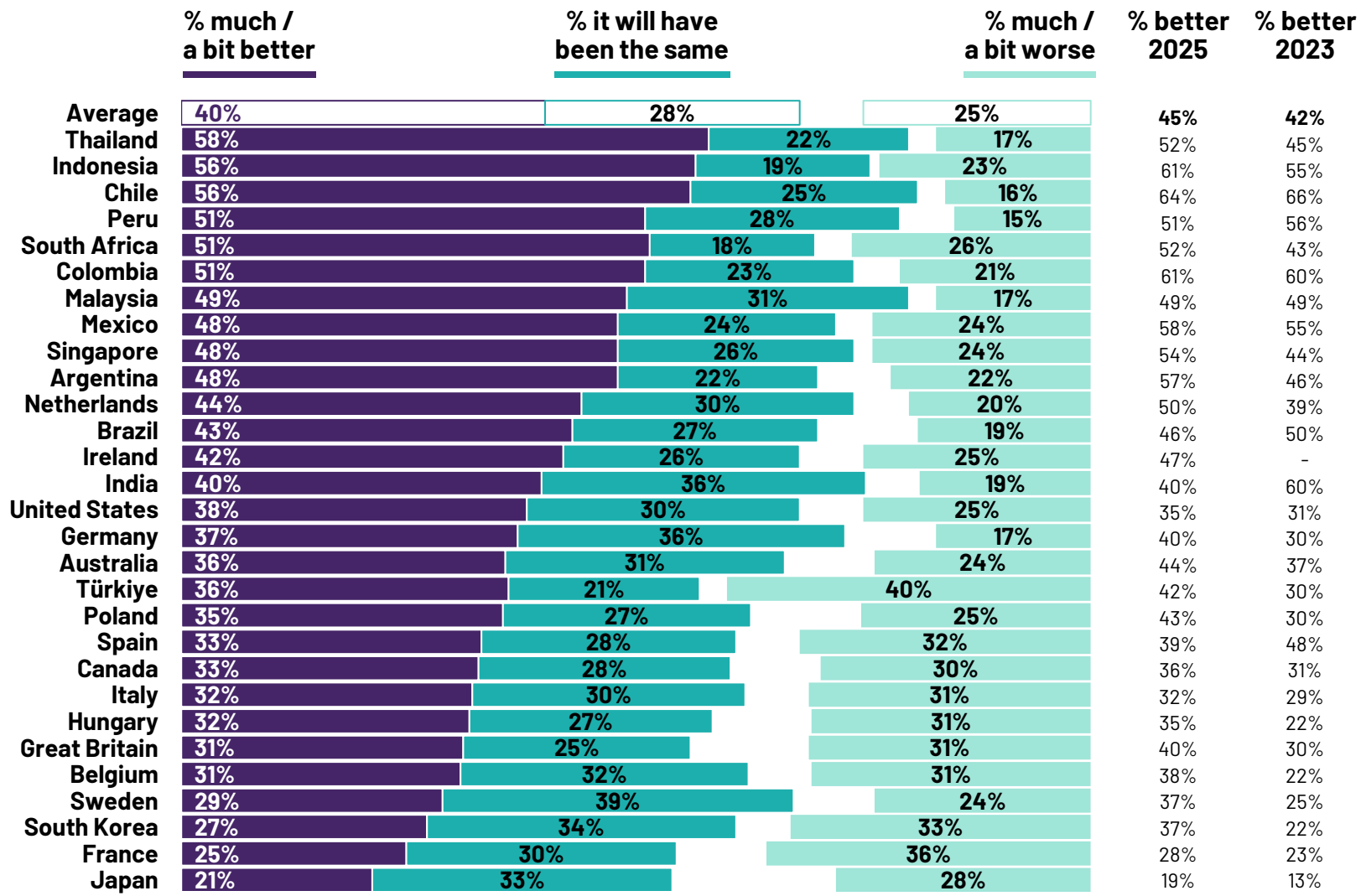
Q

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?

Four in 10 people across the 29-country average think that young men will have had a better life than women from their parents' generation in their country (40%), a decline of 5ppts from 2025. By contrast, around three in 10 (28%) think it will have been the same, and 25% think it will have been worse.



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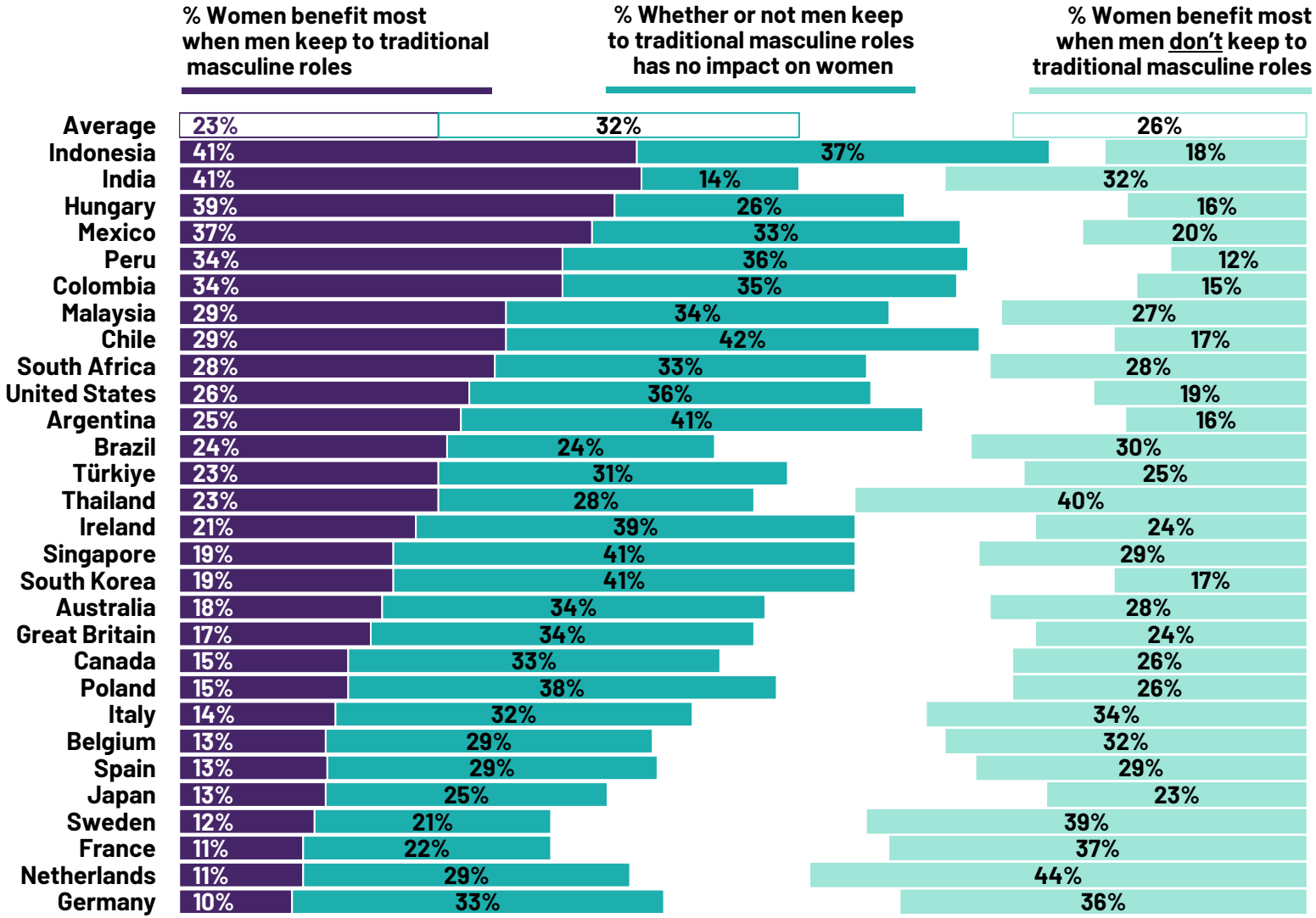
Q

Which of the following statements comes closest to your view about women in [COUNTRY]?

Around one in three (32%) people across the 29-country surveyed think men keeping traditional masculine roles has no impact on women. The remainder are divided between thinking that women benefit the most when men keep traditional masculine roles (23%), as well as that women benefit the most when men do not keep traditional masculine roles (26%).



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Q

Which of the following statements comes closest to your view about women in [COUNTRY]?

Men are divided as to whether women benefit more when men do or don't keep to traditional masculine roles (25% to 24%). By contrast, a larger share of women perceive women to do better when men don't keep to traditional masculine roles (29%) than when they do (20%).

Baby Boomers are twice as likely to think that it's better for women when men don't keep traditional masculine roles (28%) than when they do (14%). Other generations are divided roughly equally, with around one in four saying that each is more beneficial to women.

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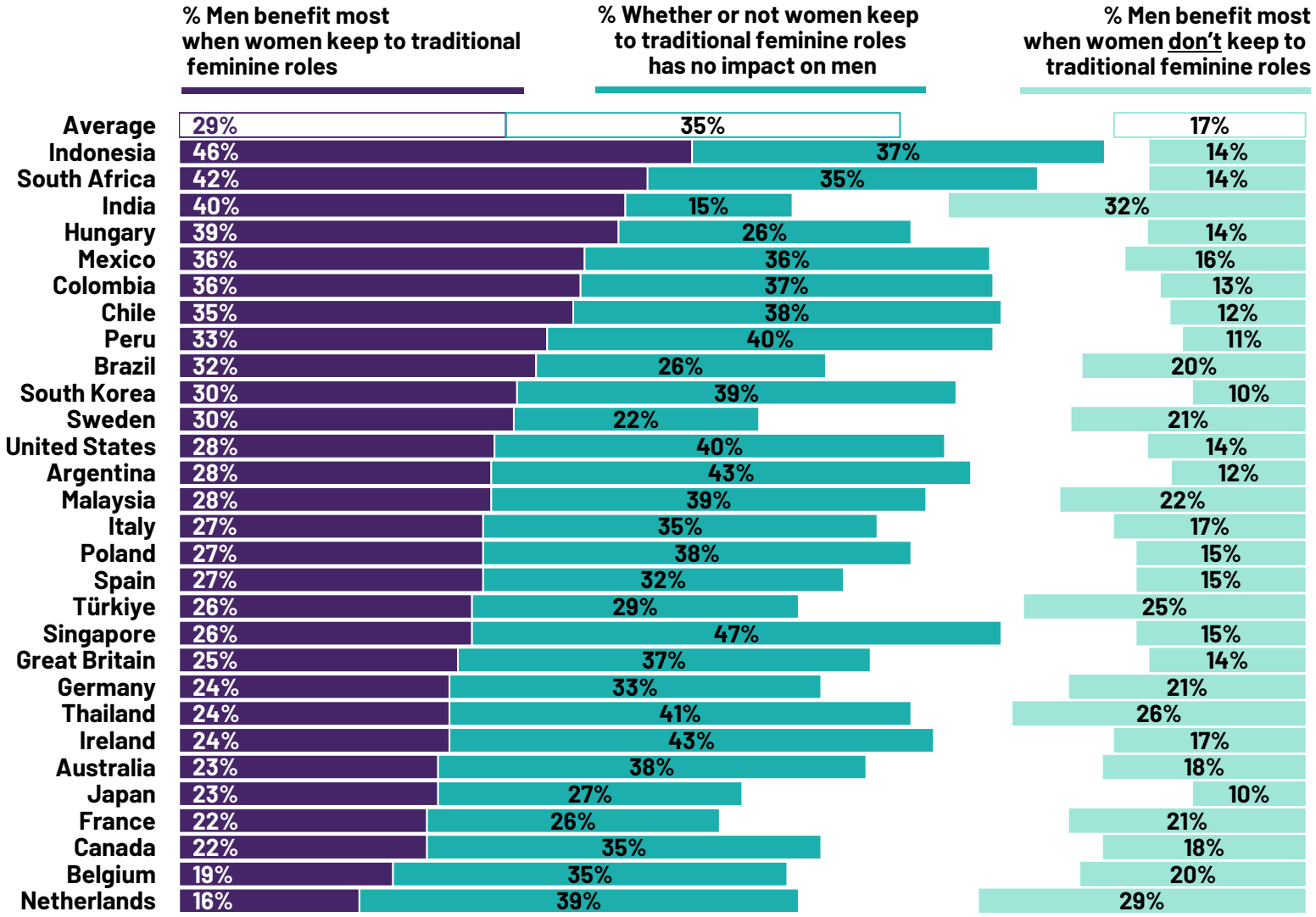
Q

Which of the following statements comes closest to your view about men in [COUNTRY]?

Around three in 10 across the 29-country average think that men benefit the most when women keep to traditional feminine roles (29%), while nearly one in five (17%) think men benefit the most when women do not keep to these roles. More than one in three (35%) say it has no impact on men if women keep to these roles or not.



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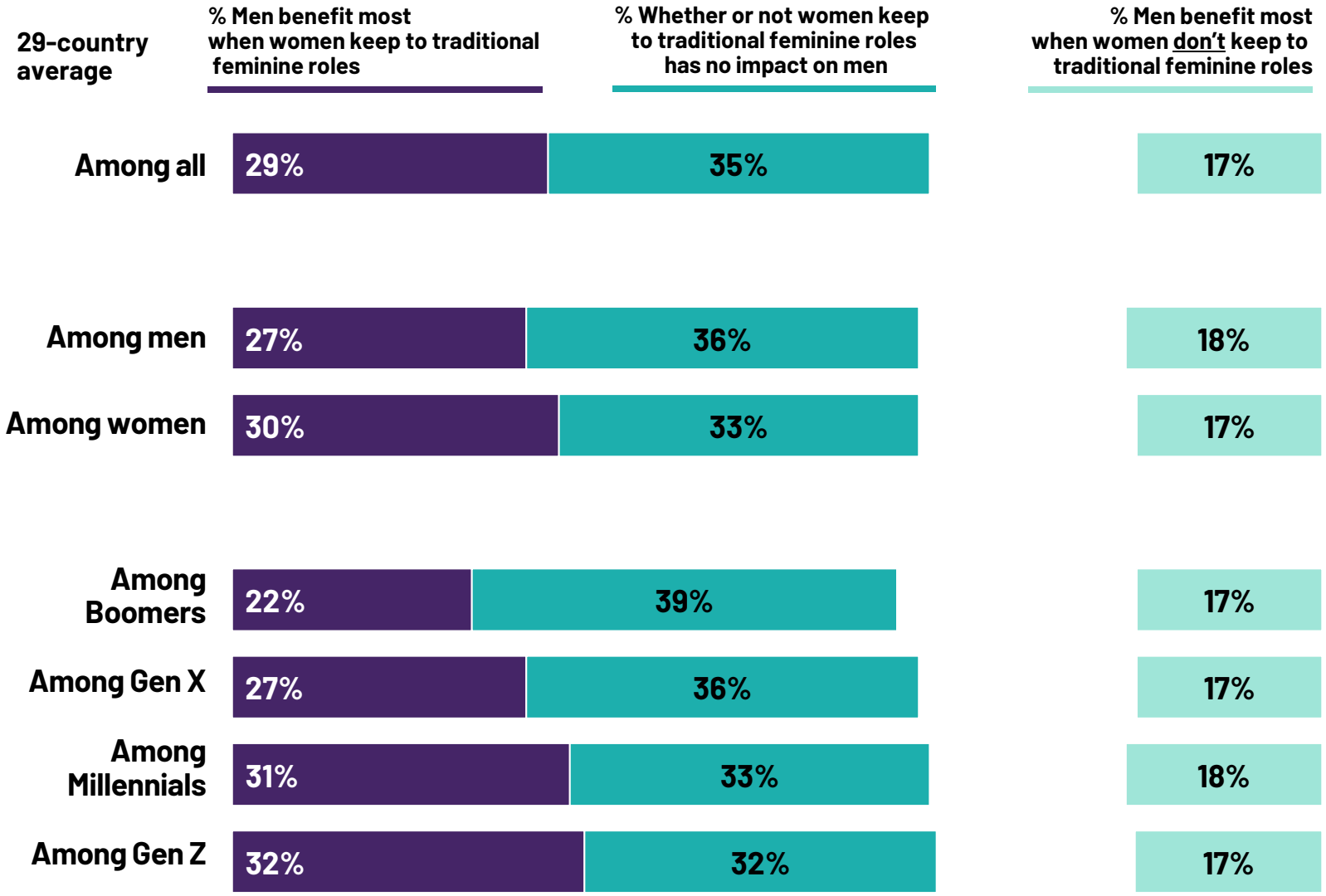
Which of the following statements comes closest to your view about men in [COUNTRY]?

Among both men and women, around three in 10 think men benefit most when women keep to traditional feminine roles, as compared to roughly one in five who think men benefit most when they don't.

Millennials and Gen Z are more likely than either Generation X or Boomers to say that men benefit most when women keep to traditional feminine roles. Across generations, just under one in five think men benefit most when women don't keep to traditional feminine roles.



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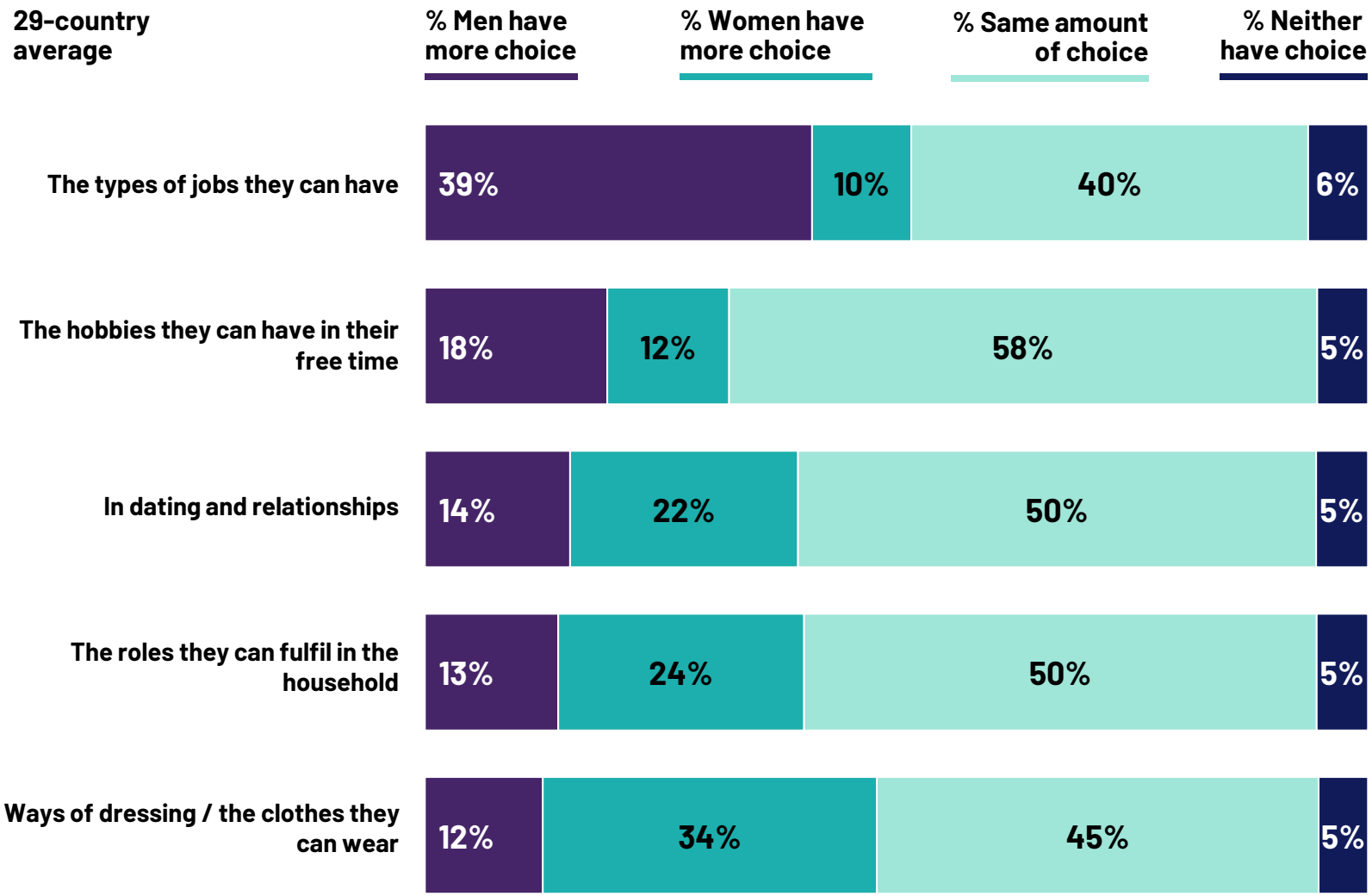
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

Across 29 countries, the largest share of respondents think that men and women have the same amount of choice when it comes to the hobbies they can have in their free time, dating and relationships, the roles they can fulfil in the household, and the clothes they can wear.

Of the remainder, a larger share feel that women have more choice when it comes to dating and relationships (22%), the roles they can fulfil in the household (24%), and the clothes they can wear (34%). By contrast, men are considered to have more choice when it comes to hobbies (18%) and the types of jobs they can have (39%).



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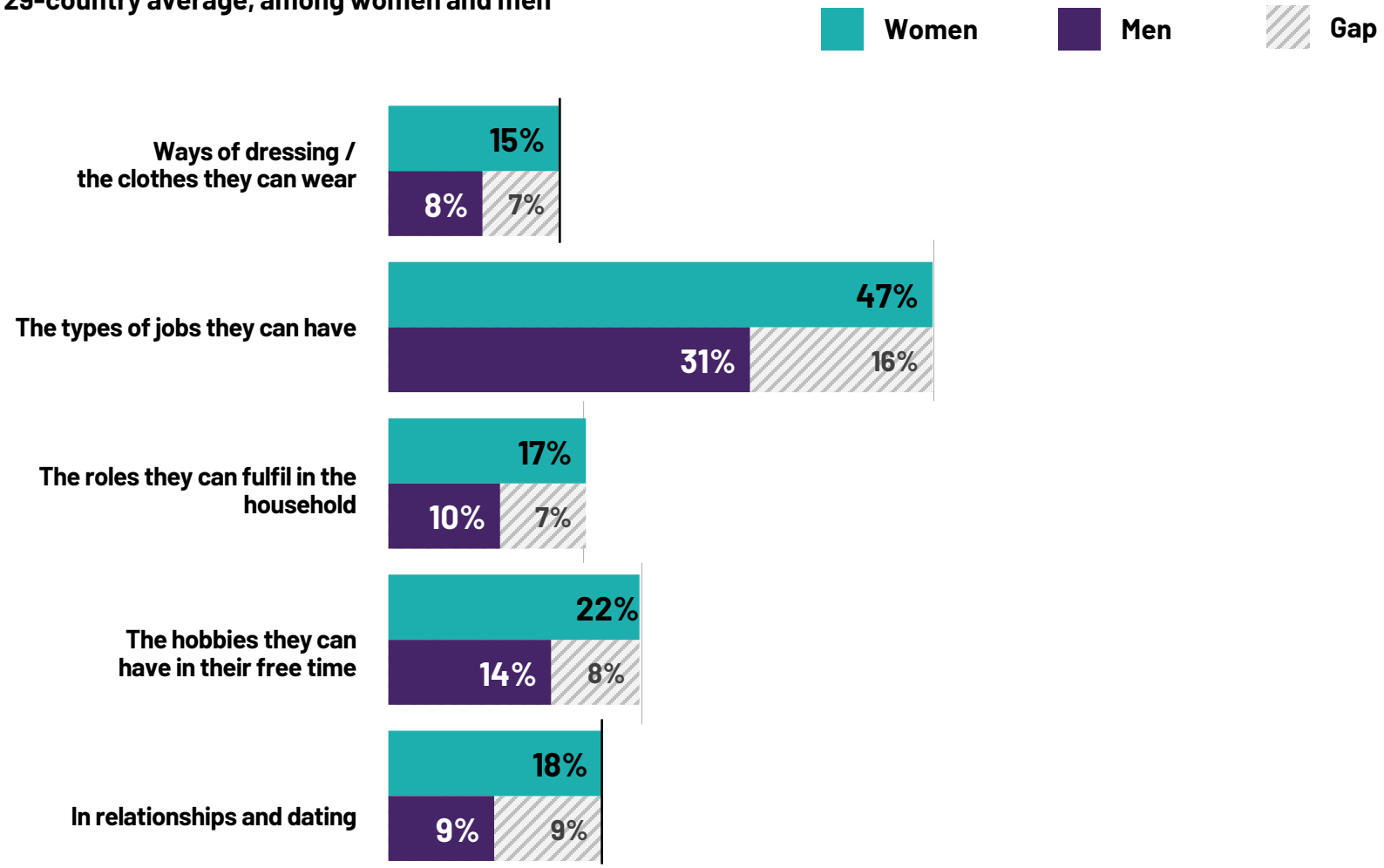
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

% who say men have more choice

Women are more likely than men to say that men have more choice across all domains, with the largest gap seen around "the types of jobs they can have."

29-country average, among women and men



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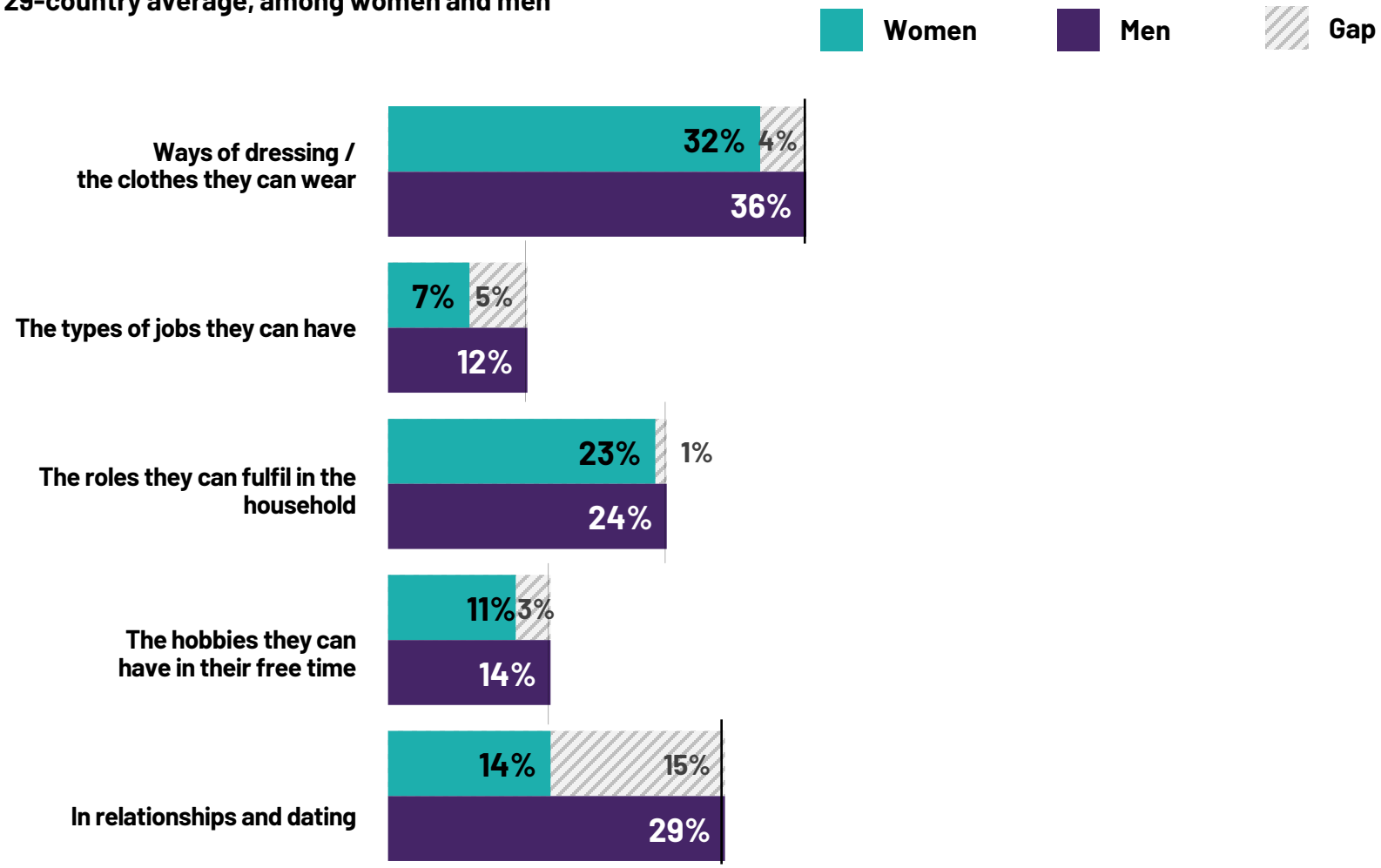
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

% who say women have more choice

The share of men and women who feel that women have more choice across the different domains is roughly even – barring "in relationships and dating," where more than twice as many men (29%) as women (14%) say that women have more choice.

29-country average, among women and men



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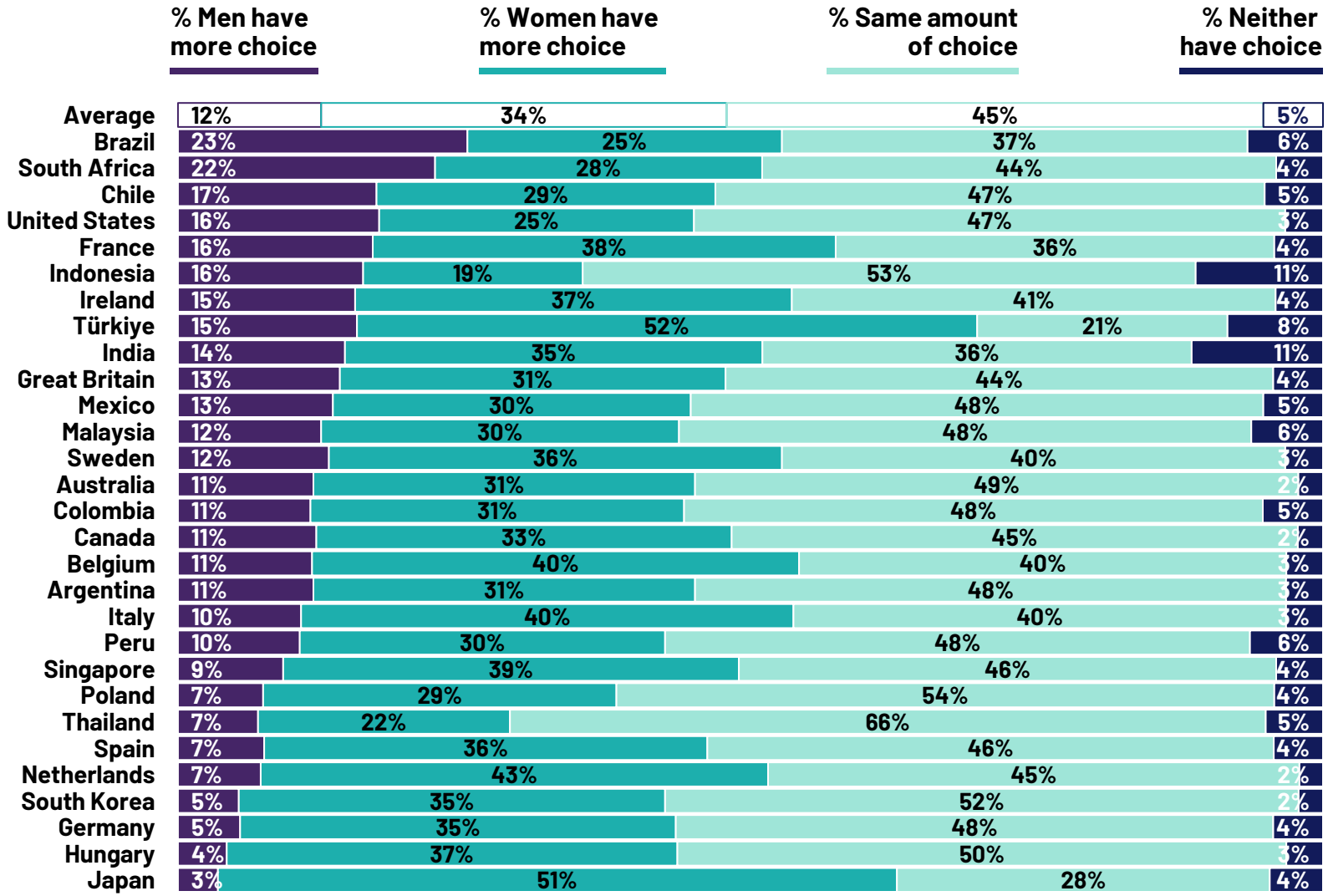
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

Ways of dressing / the clothes they can wear

Women are broadly considered to have more choice than men when it comes to how they can dress, with the largest disparities seen in Japan (+48ppts), Türkiye (+37ppts), the Netherlands (+36ppts), and Hungary (+33ppts).



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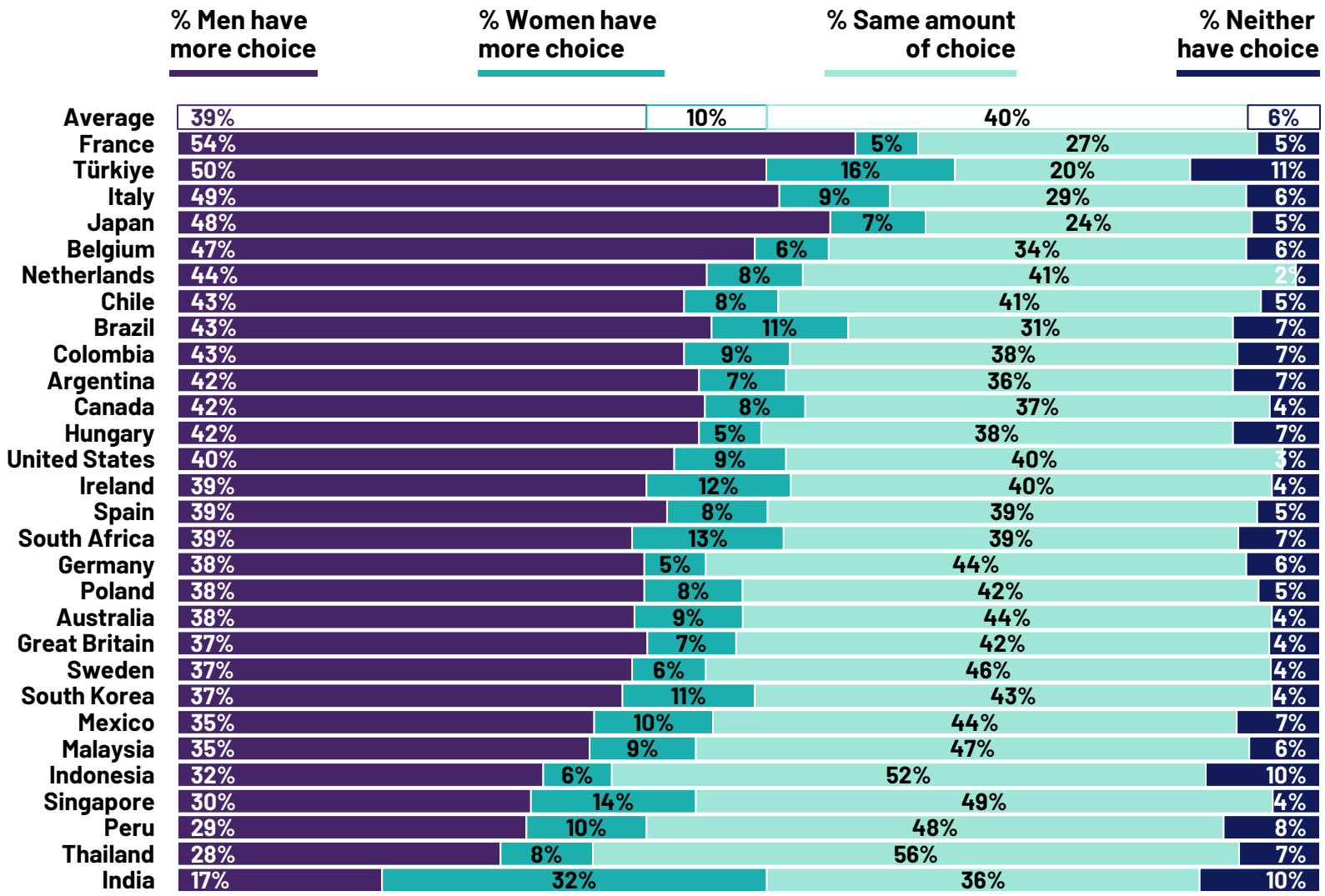
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

The types of jobs they can have

Across the 29-country average, respondents were four times as likely to say that men have more choice about the types of jobs they can have (39%) than to say that women have more choice in this area (10%). This disparity is greatest in France (+49ppts), Japan (+41ppts), Belgium (+41ppts), and Italy (+40ppts).



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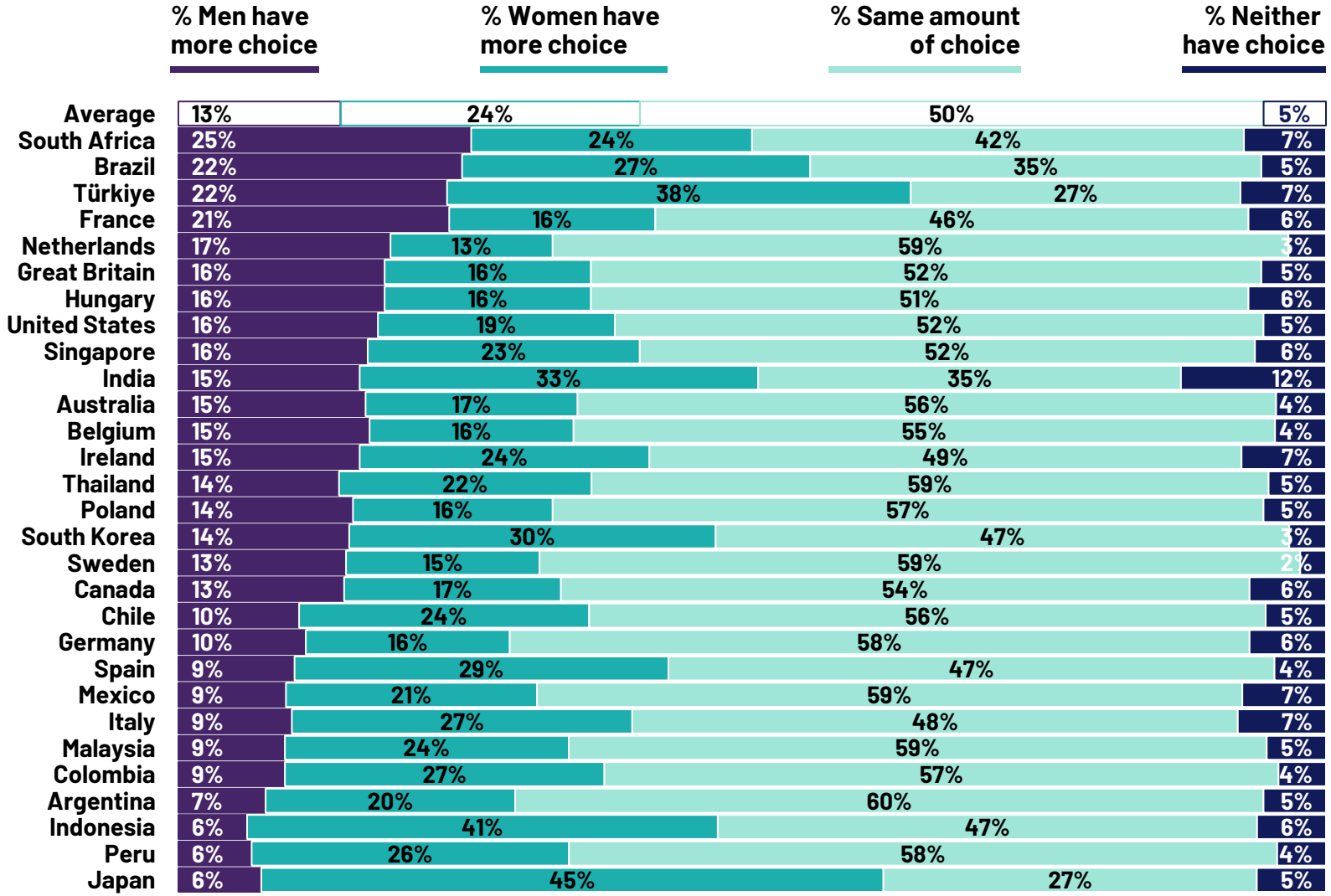
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

The roles they can fulfil in the household

One in two across the 29-country average think that men and women have the same amount of choice when it comes to the roles they can fulfil in the household. Among the remainder, women are widely considered to have more choice than men.



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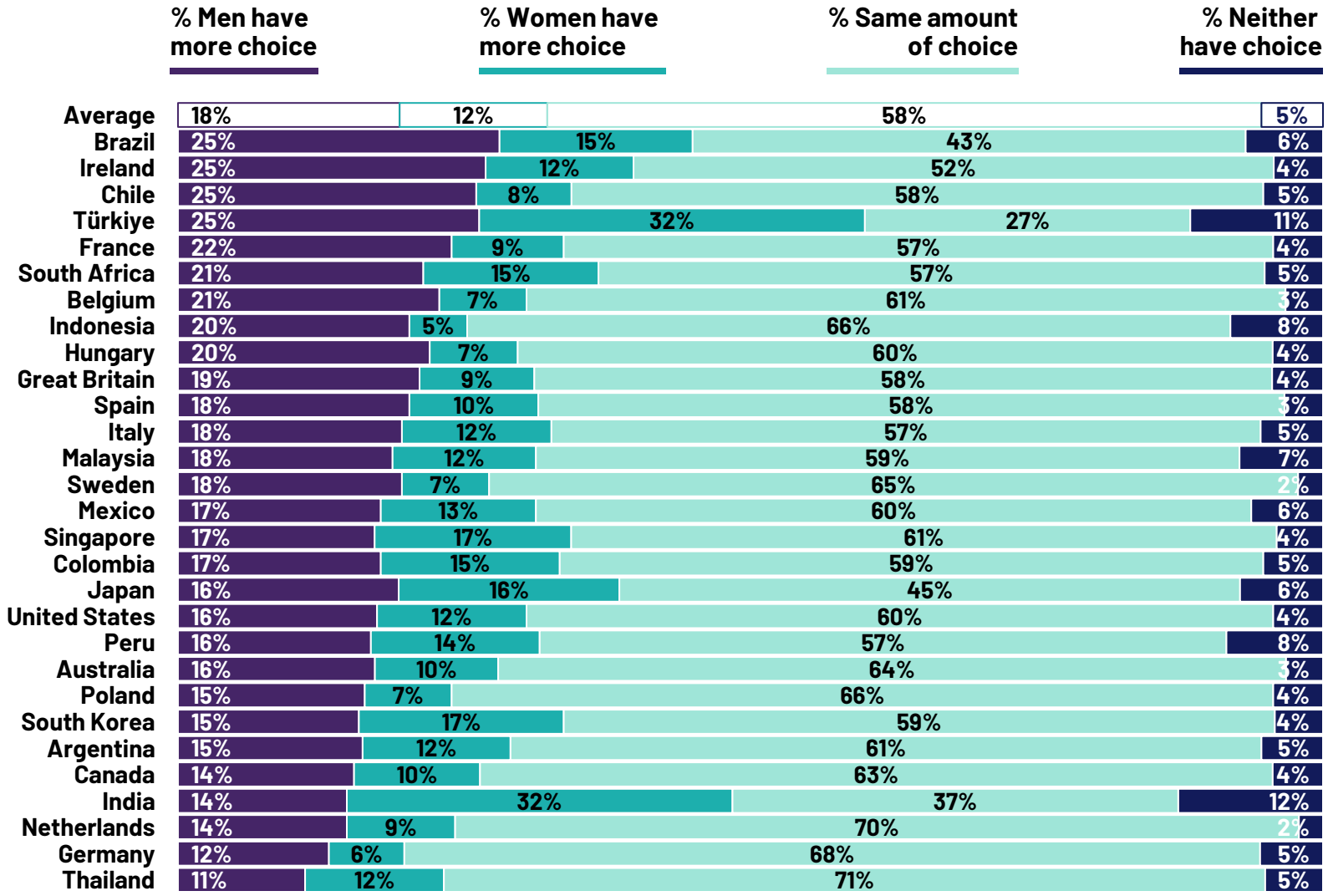
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

The hobbies they can have in their free time

Around three in five (58%) think that men and women have the same amount of choice when it comes to the hobbies they can have in their free time. Amongst the remainder, a slightly larger share tend to say that men have more choice as compared to women.



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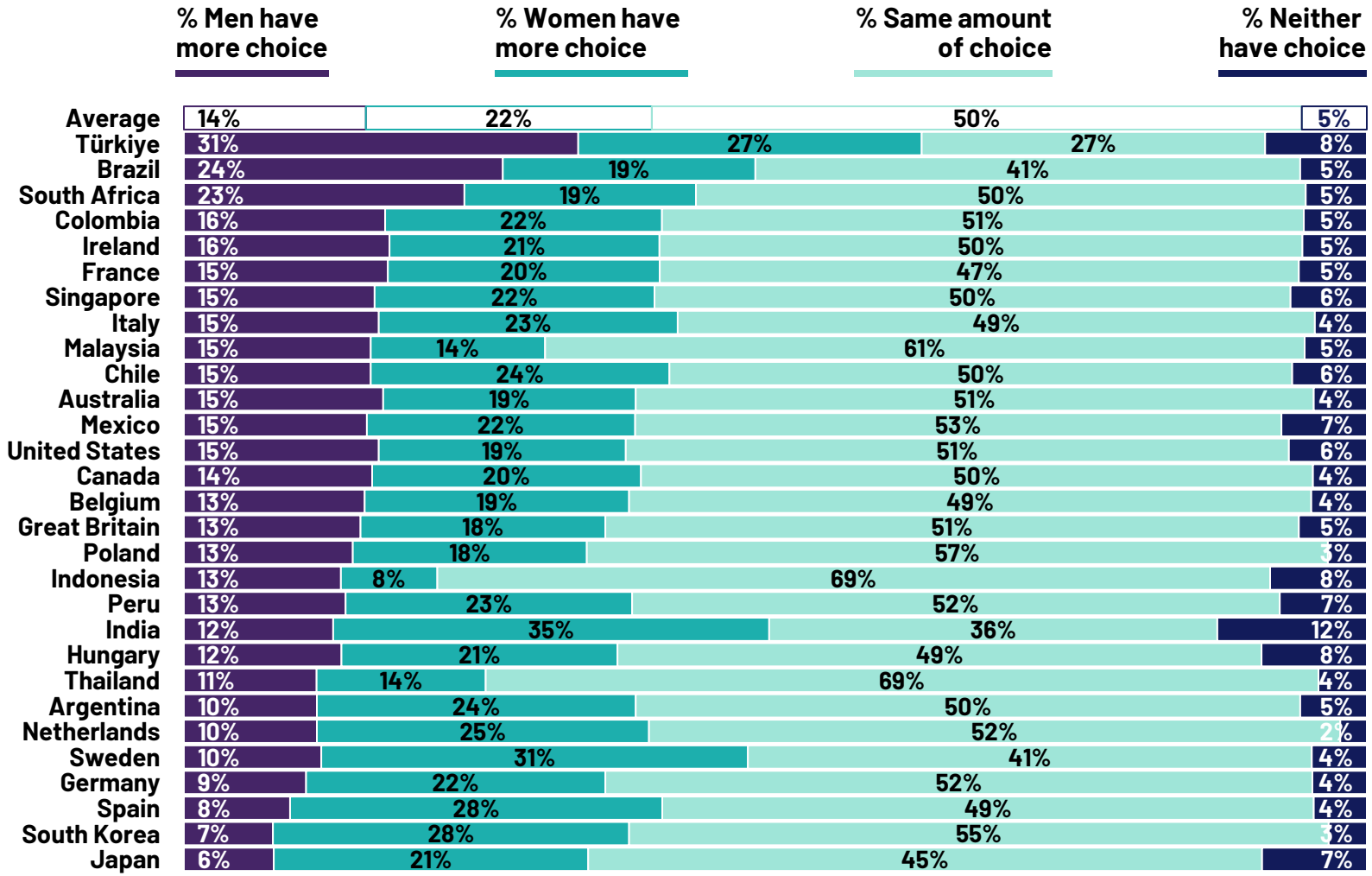
Q

In general, do you think men in [COUNTRY] have more choice when it comes to each of the following, women have more choice, or do you think it's about the same?

In dating and relationships

Around half of those surveyed think that men and women have the same amount of choice when it comes to dating and relationships. Those who see it as unequal are more likely to say women have more choice relative to men, with the exception of Turkiye, Brazil, and South Africa.



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GENDER ROLES

Q

Do you personally believe that men or women should be mainly responsible for each of the following tasks, or do you think they should be shared equally?

Across the 29 countries surveyed, the majority of people think the responsibility of household duties should be shared equally. Earning money as a shared responsibility has the lowest agreement at around 66%, while making important decisions about the household had the highest at 77%.

Childcare (17%) and housework other than childcare (16%) share the highest number of people who think women should be more responsible, while earning money is seen as men's responsibility by 24% of people.

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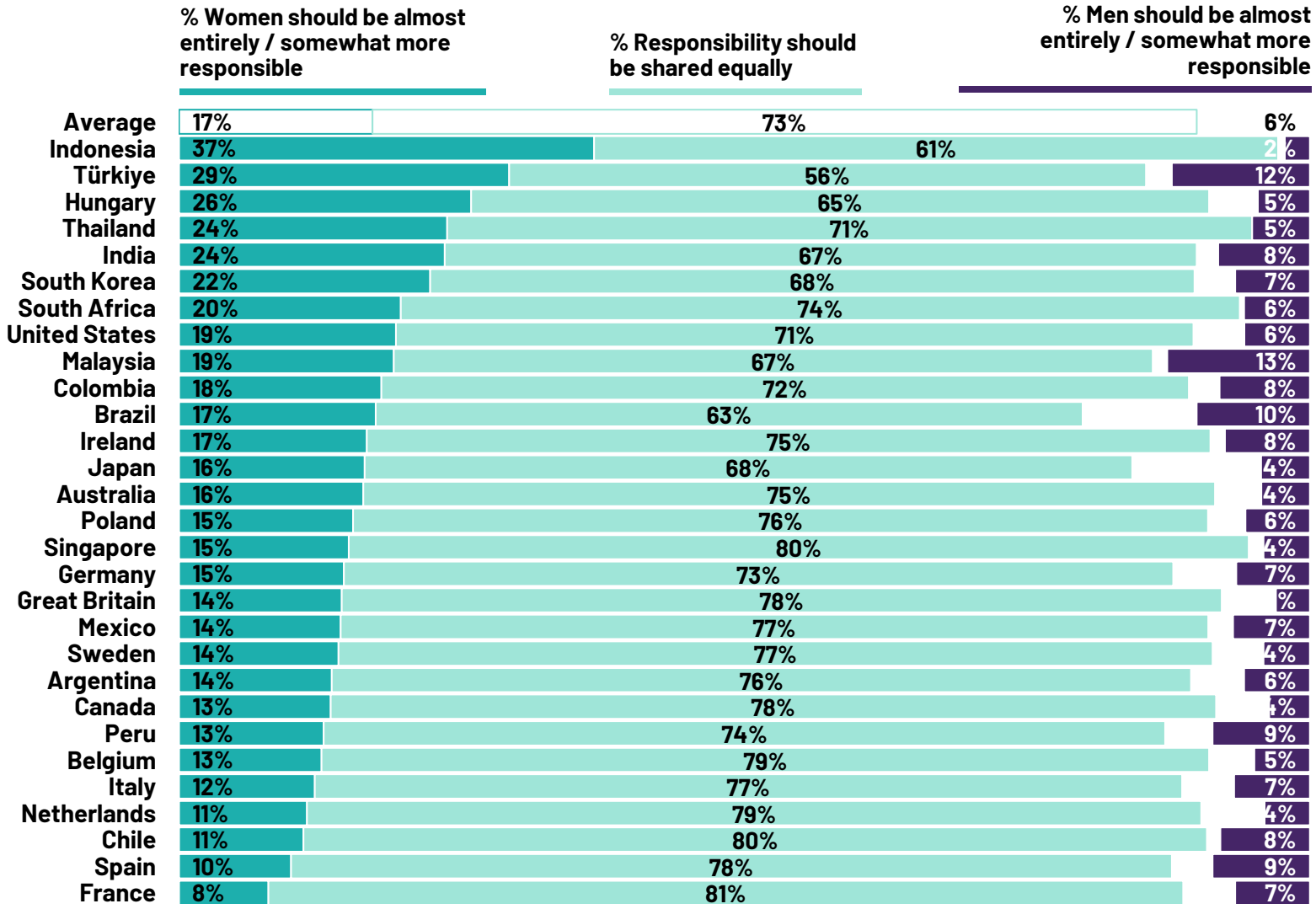
Q

Do you personally believe that men or women should be mainly responsible for each of the following tasks, or do you think they should be shared equally?

Childcare

While the majority of people in all countries surveyed consider the responsibility for childcare should be shared equally between men and women (73%), the remainder are much more likely to consider it to be women's responsibility (17%) rather than men's (6%).



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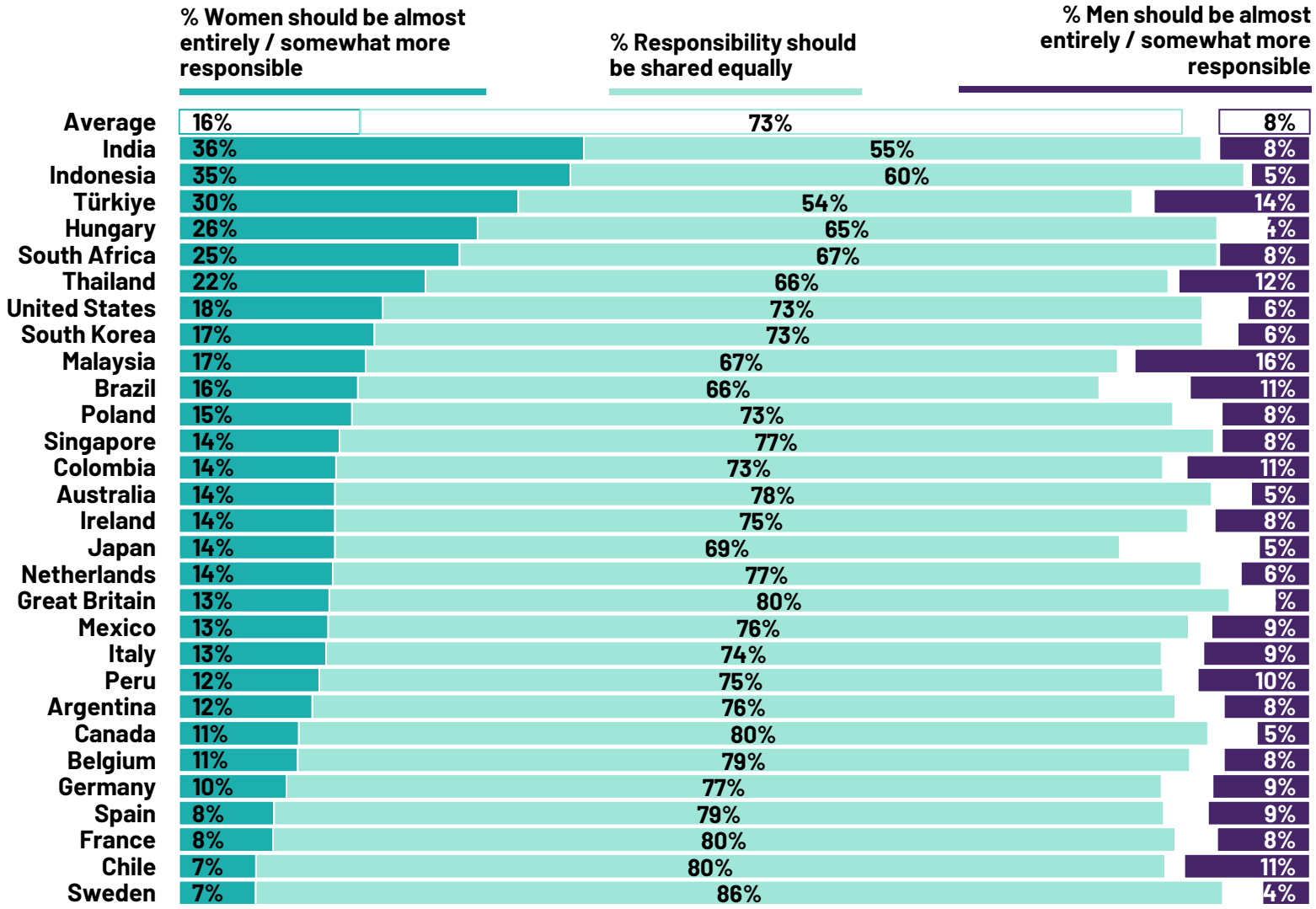
Q

Do you personally believe that men or women should be mainly responsible for each of the following tasks, or do you think they should be shared equally?

Housework other than childcare (i.e., cooking, cleaning, etc.)

Similar to childcare, the majority of the 29-country average think that housework other than childcare should be shared equally (73%), with a larger share of the remainder attaching responsibility to women (16%) rather than men (8%).



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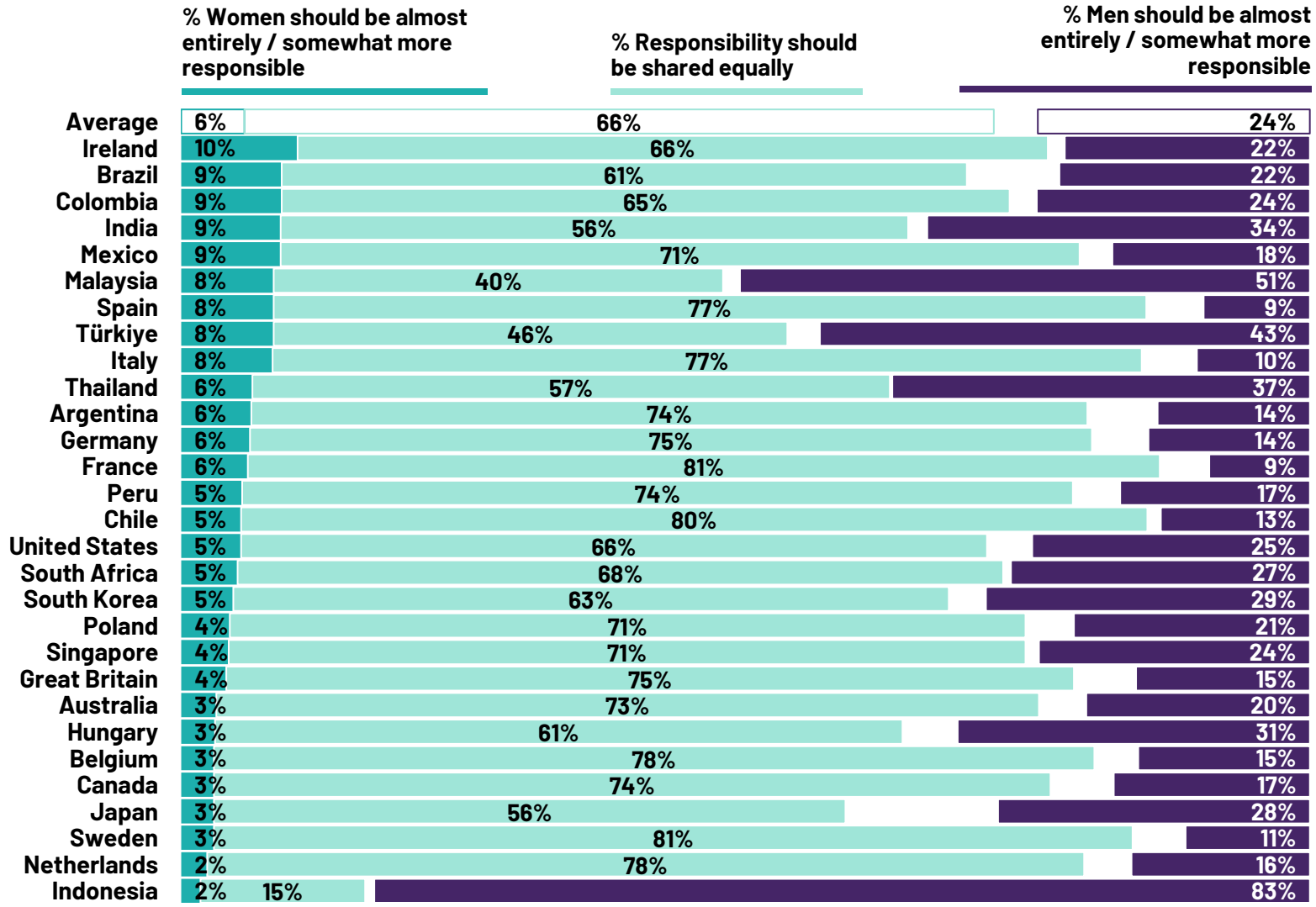
Q

Do you personally believe that men or women should be mainly responsible for each of the following tasks, or do you think they should be shared equally?

Earning money

On average, the majority of people across all countries surveyed consider the responsibility for earning should be shared equally between men and women (66%), with Malaysia, Türkiye and Indonesia being the only countries where a larger share attribute responsibility to men. Of those who do not feel responsibility should be shared equally, respondents were four times as likely to associate this task with men (24%) rather than women (6%).



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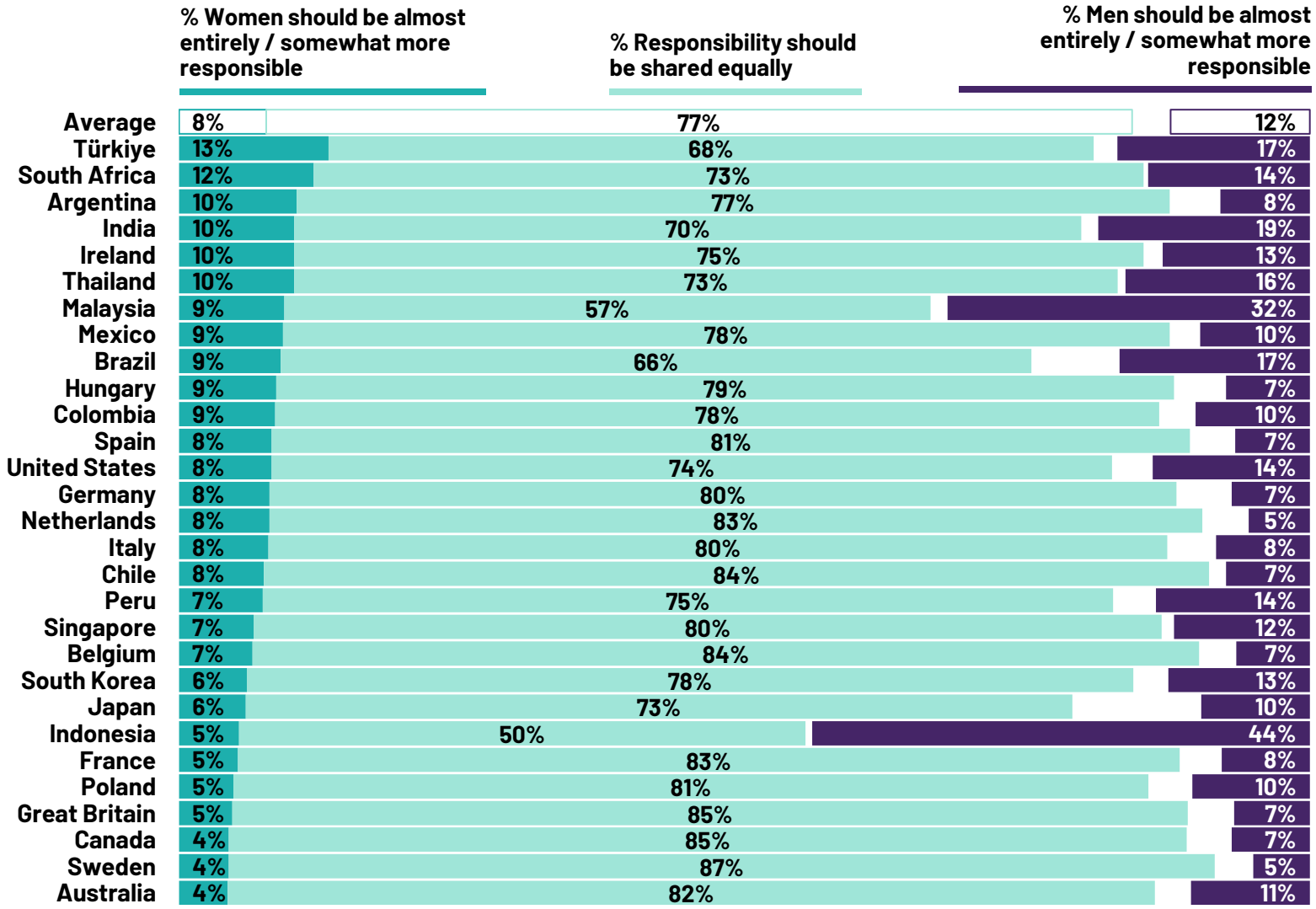
Q

Do you personally believe that men or women should be mainly responsible for each of the following tasks, or do you think they should be shared equally?

Making important decisions about the household

More than three in four (77%) of those surveyed globally think that the responsibility for making important household decisions should be shared equally between men and women. By contrast, just over one in 10 (12%) think this should sit more with men, while just under one in 10 (8%) think it should sit more with women.



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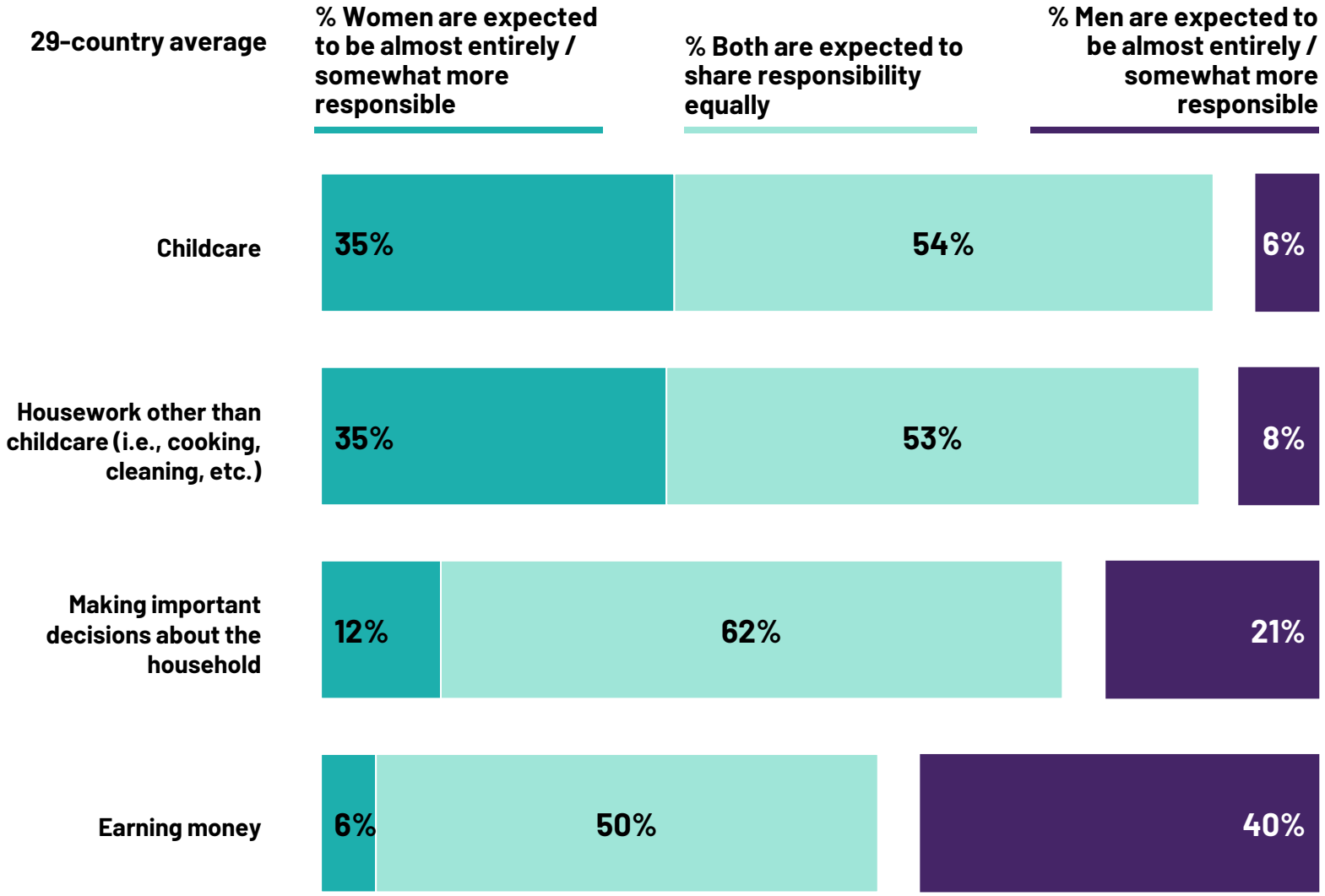
Q

Thinking about a typical family, do you think more people in [COUNTRY] believe men or women should be mainly responsible for each of the following tasks, or do you think they would believe the tasks should be shared equally?

Globally, one in three respondents (35%) think more people in their country would expect women to be more responsible for childcare and housework, relative to men. By contrast, two in five (40%) think that more people in their country would expect men to be responsible for earning money.



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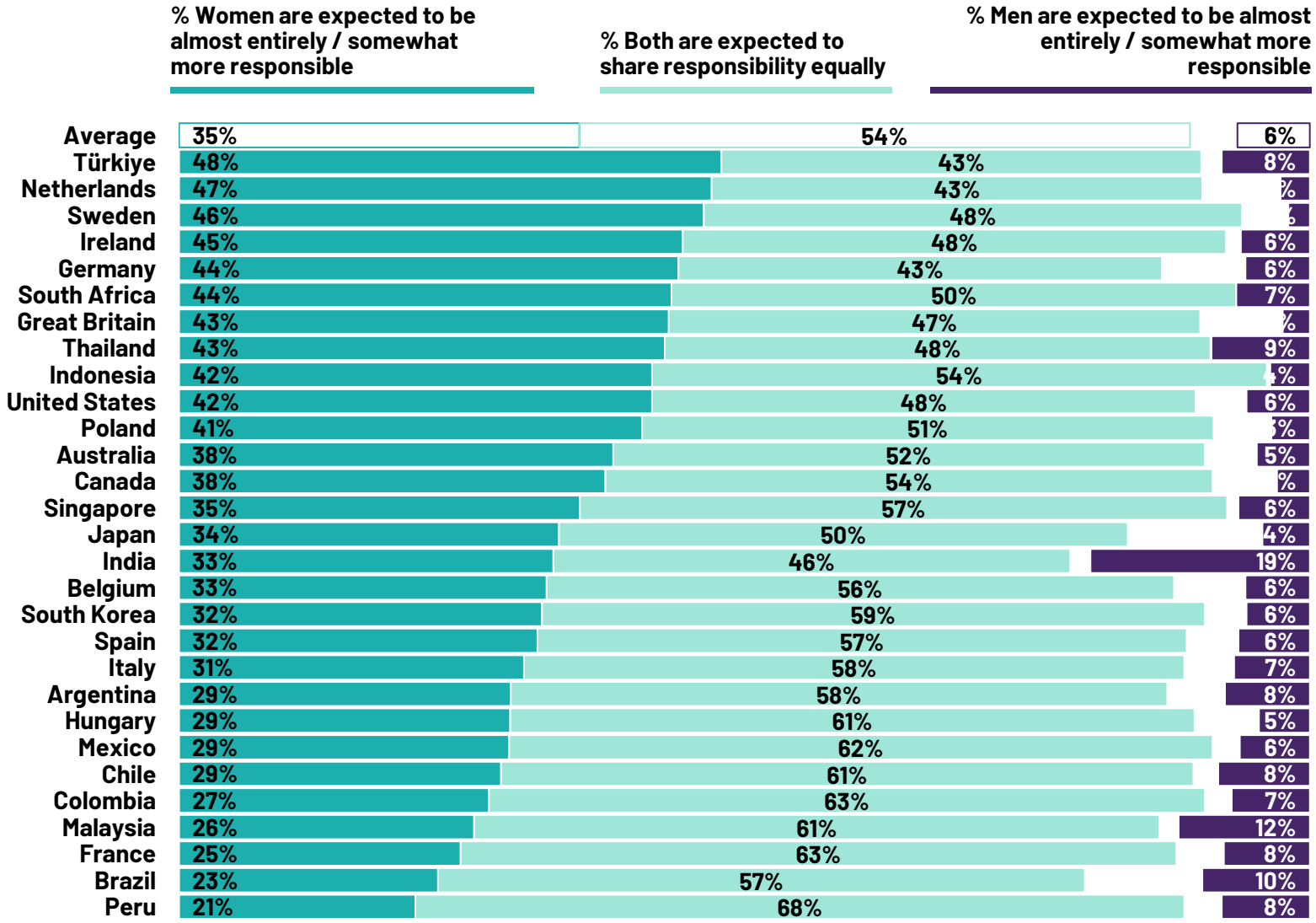
Q

Thinking about a typical family, do you think more people in [COUNTRY] believe men or women should be mainly responsible for each of the following tasks, or do you think they would believe the tasks should be shared equally?

Childcare

Among the 29 countries surveyed, just over half (54%) think that more people in their country will expect men and women to share childcare responsibility equally. A third (35%) think more people will attribute the responsibility to women, while just 6% think more people in their country will attribute the responsibility to men.



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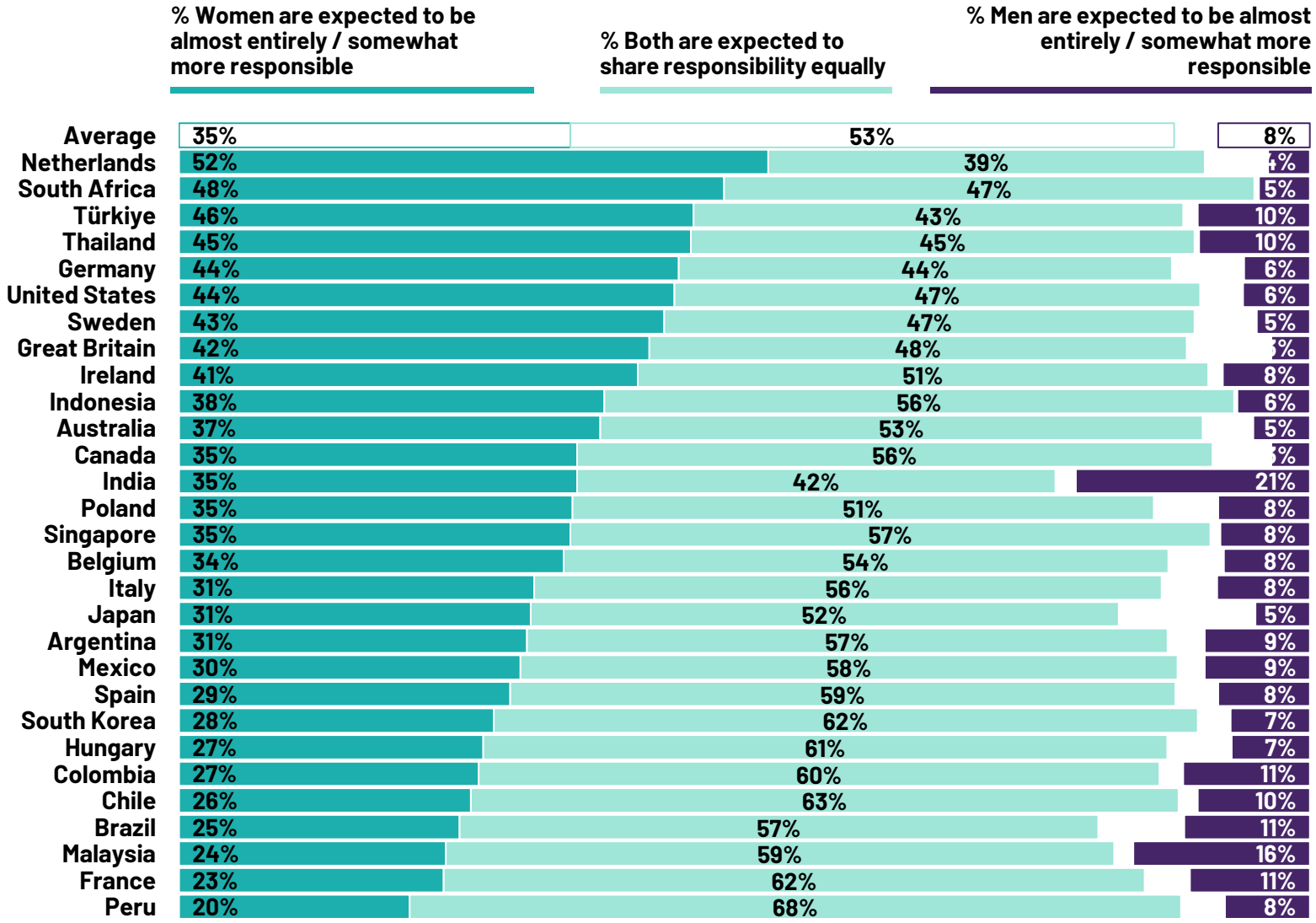
Among the 29 countries surveyed, just over half (53%) think that more people in their country will expect men and women to share childcare responsibility equally. A third (35%) think more people will attribute the responsibility to women, while just 8% think more people in their country will attribute the responsibility to men.



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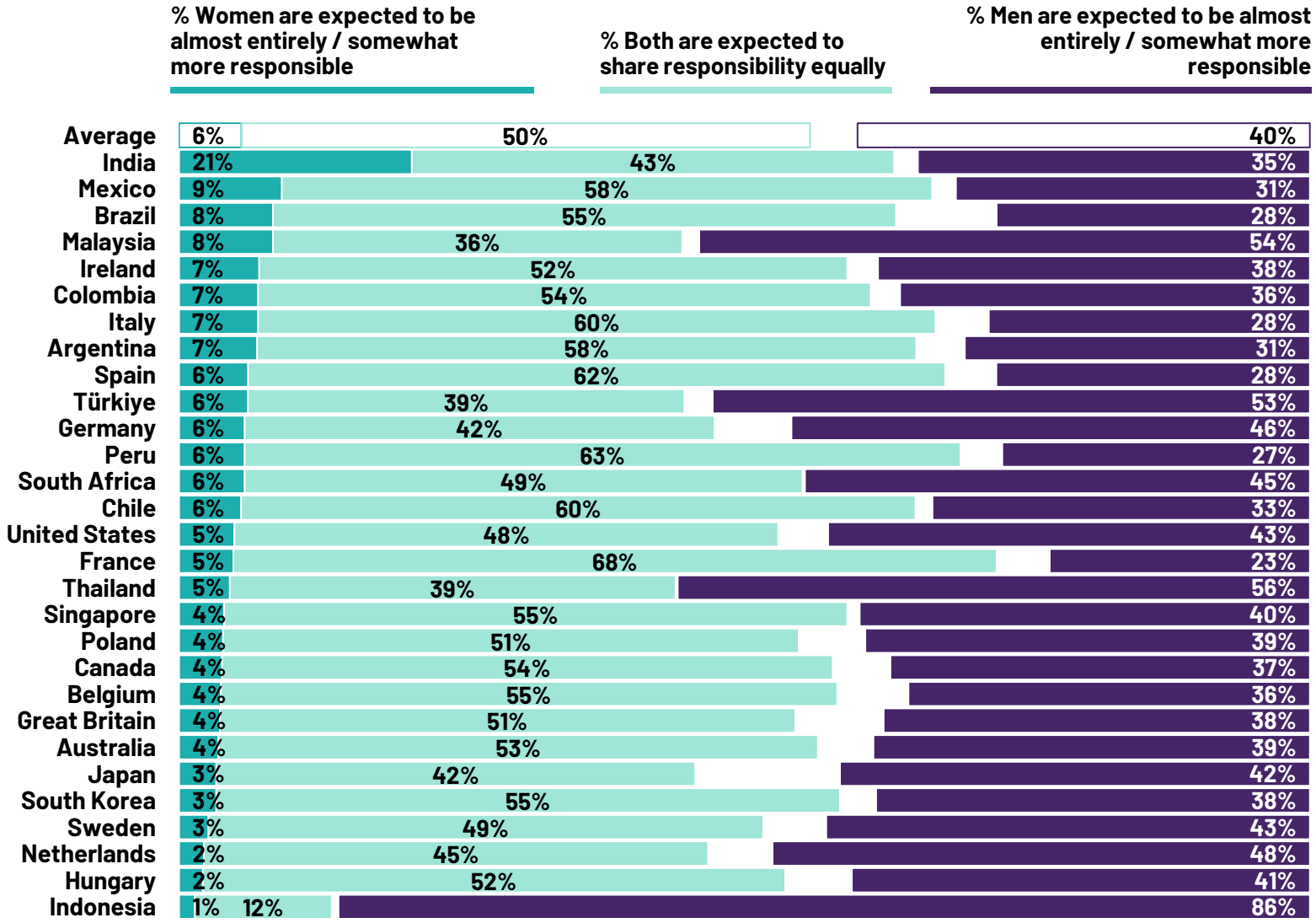
Q

Thinking about a typical family, do you think more people in [COUNTRY] believe men or women should be mainly responsible for each of the following tasks, or do you think they would believe the tasks should be shared equally?

Earning money

Globally, half (50%) of respondents think that people in their country will expect men and women to share the responsibility for earning money equally. Two in five (40%) think more people will expect this to be men's responsibility, while fewer than one in 10 (6%) think more people will expect it to be women's.



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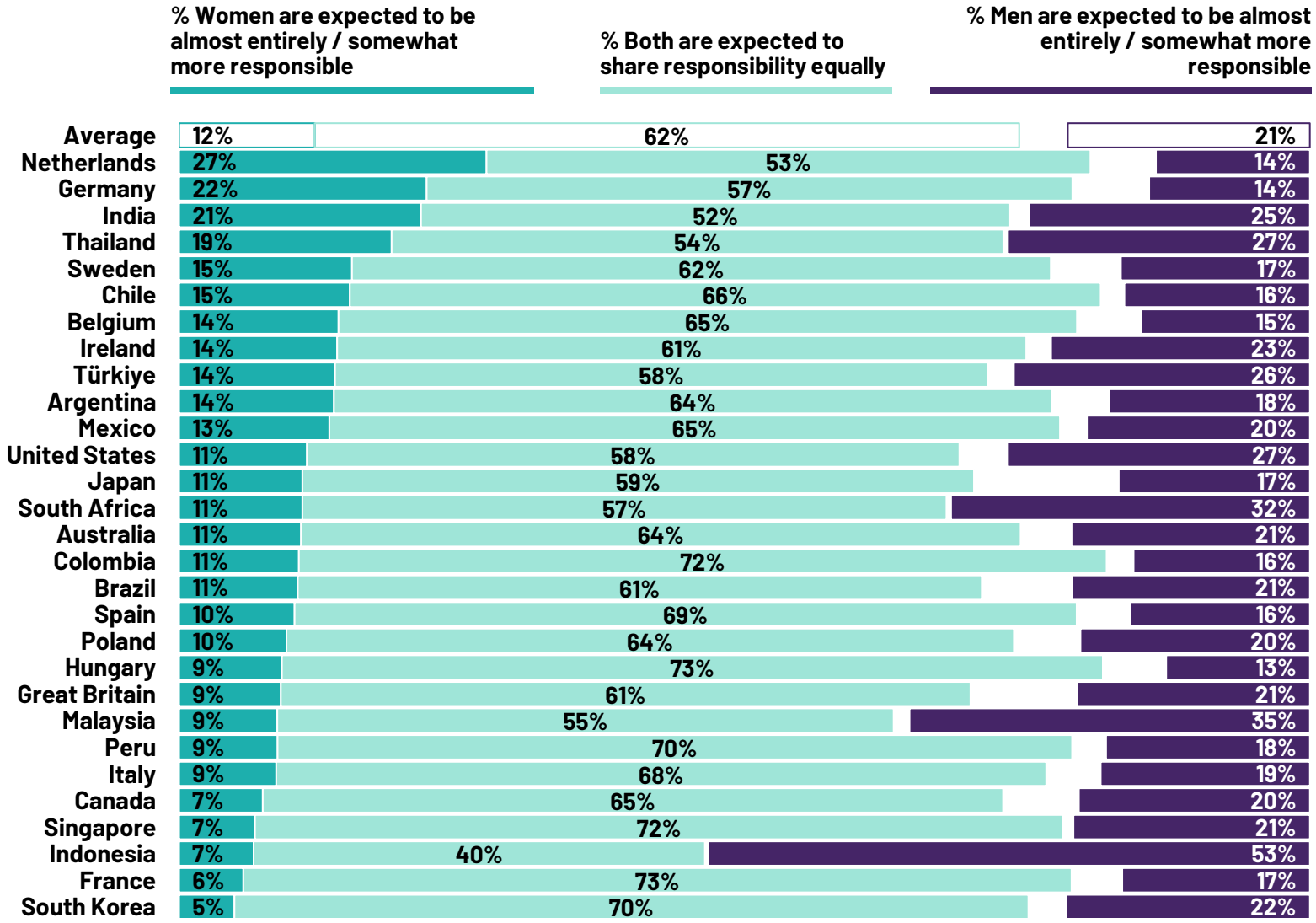
Q

Thinking about a typical family, do you think more people in [COUNTRY] believe men or women should be mainly responsible for each of the following tasks, or do you think they would believe the tasks should be shared equally?

Making important decisions about the household

Just over three in five (62%) of the global country average expects more people in their country to say that men and women should share the responsibility for making important household decisions equally. Of the remainder, nearly twice as many think that more people in their country will say the responsibility should sit with men (21%) than with women (12%).



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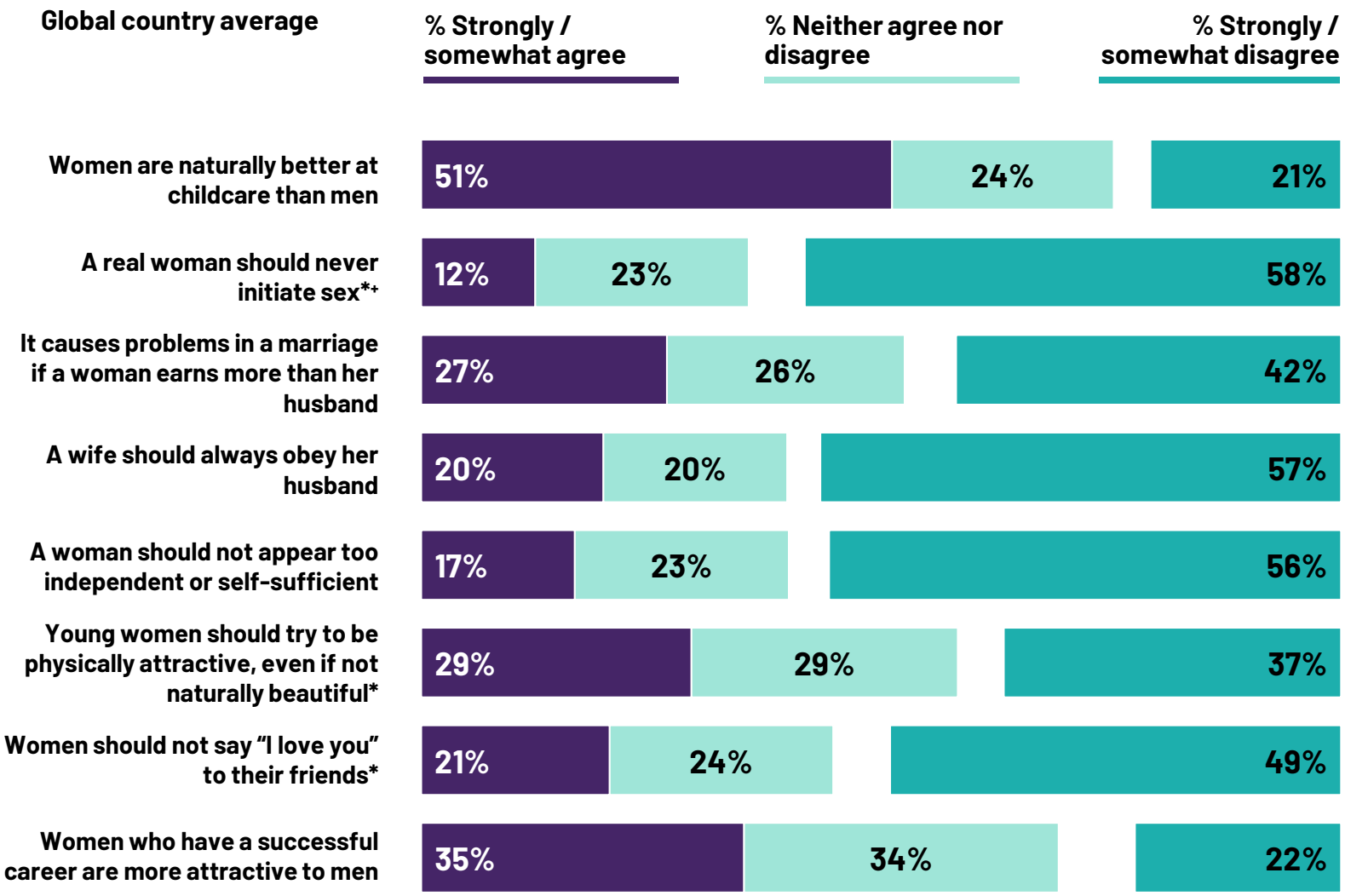
Q

To what extent do you personally agree or disagree with each of the following statements?



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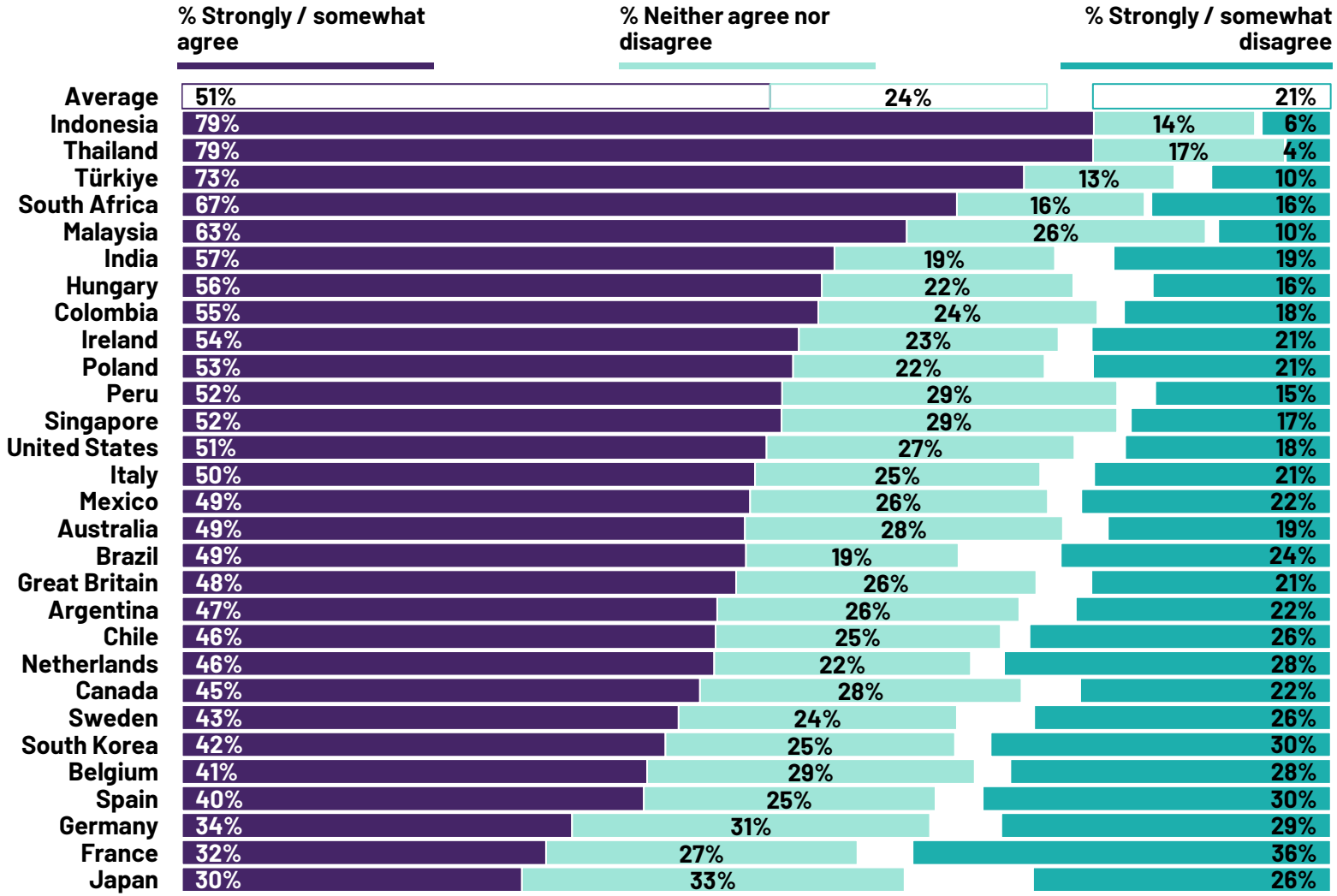
**Questions not asked in India, +Question not asked in South Korea, France, or Belgium*

Q

To what extent do you personally agree or disagree with each of the following statements?

Women are naturally better at childcare than men

Half of the people across all countries surveyed believe women are naturally better than childcare (51%), while one in five disagree (21%). Agreement is highest in Indonesia, Thailand, Türkiye, and South Africa, while disagreement is highest in France, South Korea, Spain, and Germany.



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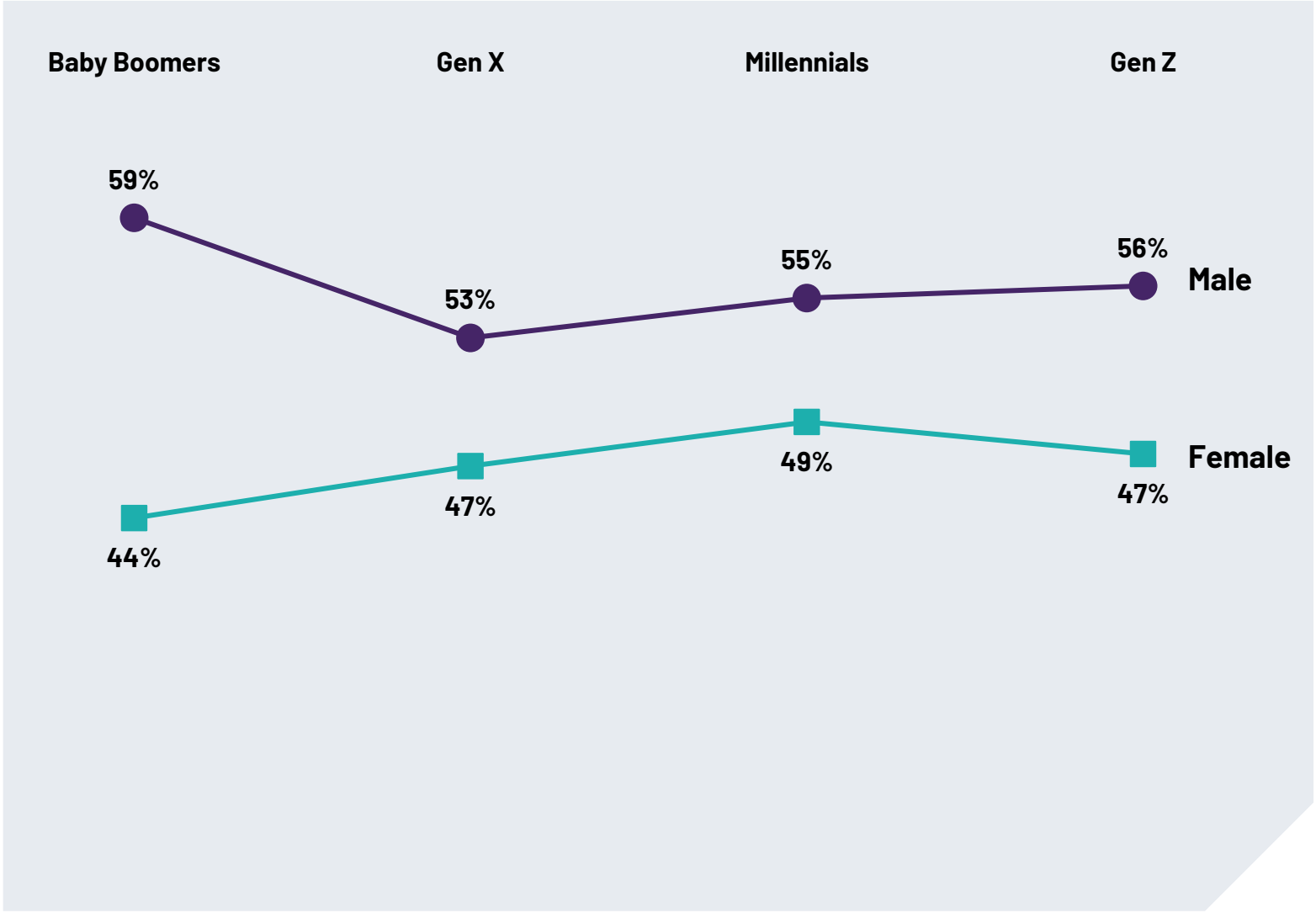
Q

To what extent do you personally agree or disagree with each of the following statements?

Women are naturally better at childcare than men

% agree (29-country average)

Boomers have the largest gender disparity when it comes to agreement that women are naturally better at childcare than men, with 59% of men agreeing compared to 44% of women. The gap narrows to less than 10 ppts across all other generations.



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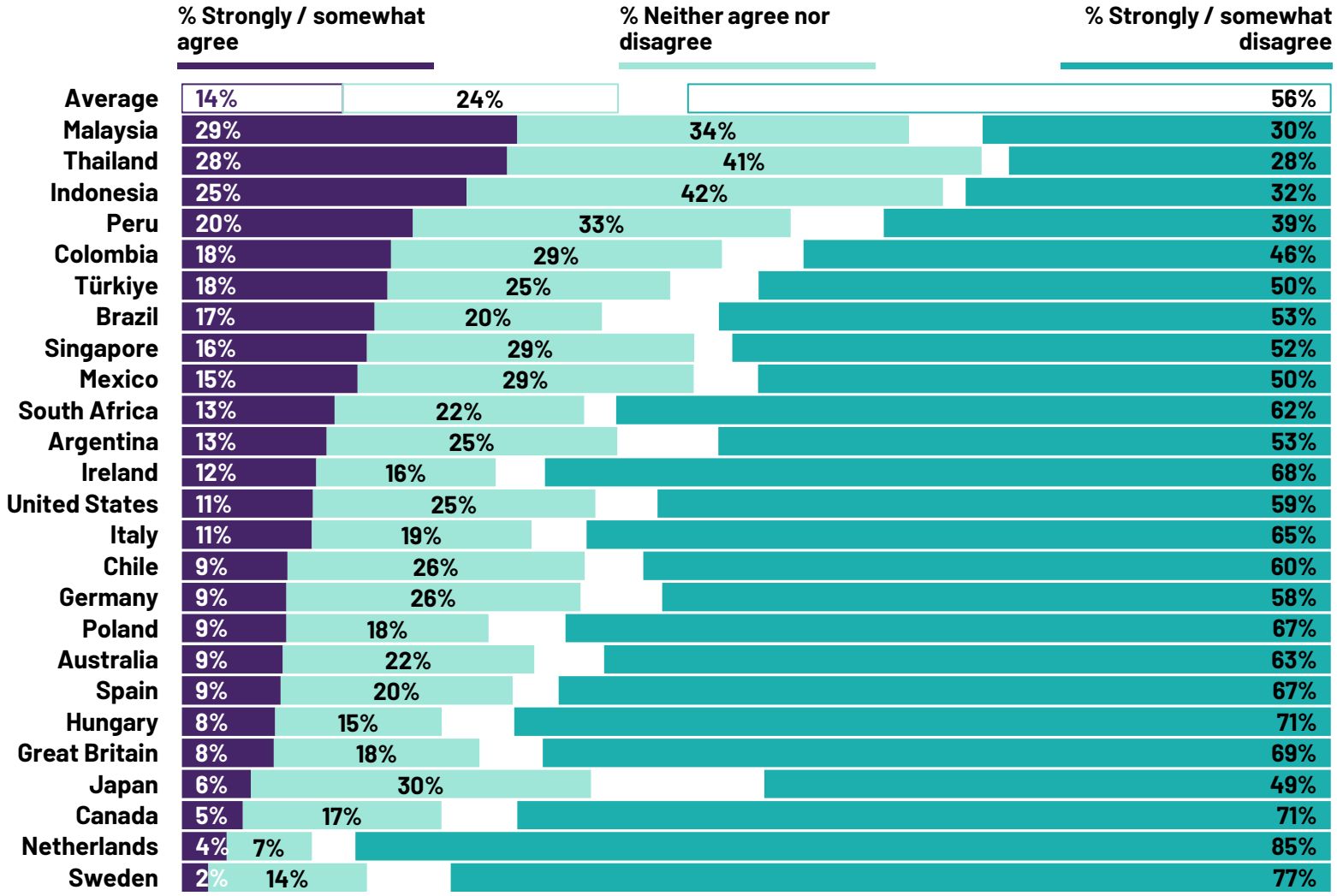
Q

To what extent do you personally agree or disagree with each of the following statements?

A real woman should never initiate sex

Around three in five people across all countries surveyed (58%) disagree that a real woman should never initiate sex, while around one in 10 (12%) agree. Agreement is highest in Malaysia, Thailand, and Indonesia, while disagreement peaks in the Netherlands, Sweden, Canada, and Hungary.



Base: *20,765 online adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 24 December 2025-9 January 2026*

**Question not asked in India, ⁺Question not shown for South Korea, France, and Belgium due to translation error*

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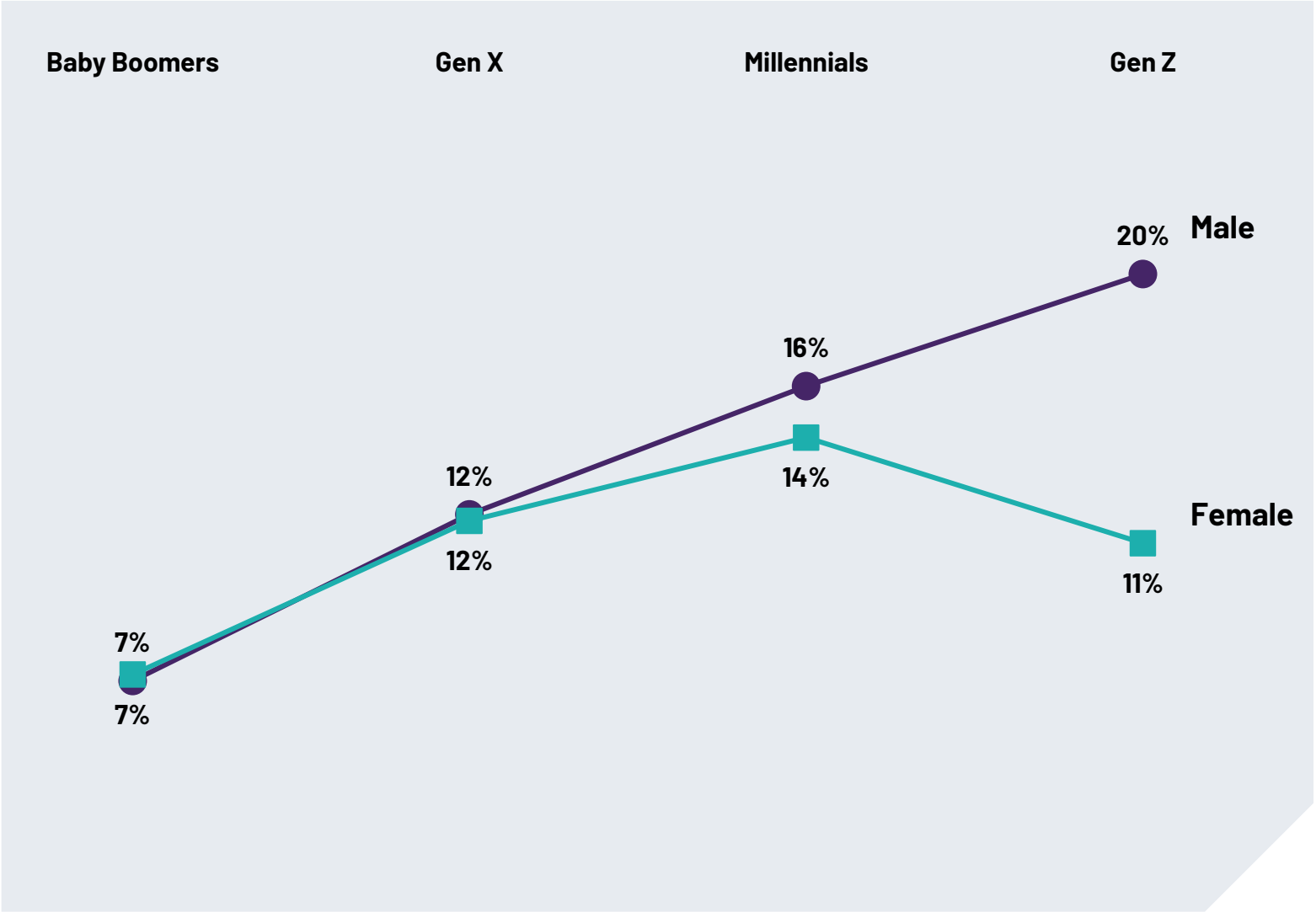
Q

To what extent do <u>you personally</u> agree or disagree with each of the following statements?

A real woman should never initiate sex

% agree (29-country average)

Amongst Boomers, Gen X, and Millennials, there is little difference in gendered agreement that a real woman should never initiate sex. However, in Gen Z, men are nearly twice as likely to agree with this statement (21%) compared to women (12%).



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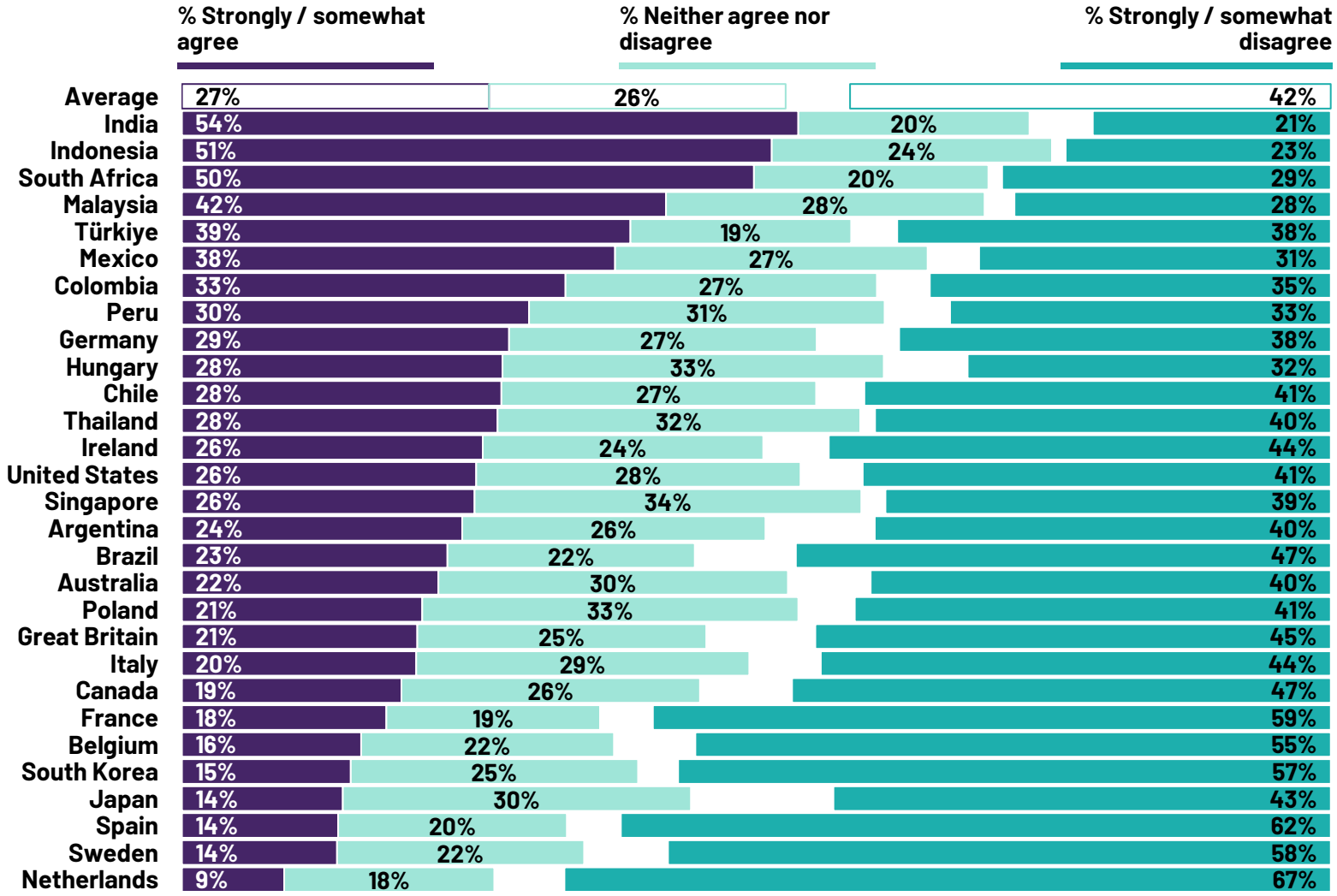
**Question not asked in India, ⁺Question not shown for South Korea, France, and Belgium due to translation error*

Q

To what extent do you personally agree or disagree with each of the following statements?

It causes problems in a marriage if a woman earns more than her husband

Around one in four of the global country average (27%) think it causes problems in a marriage if a woman earns more than her husband, while two in five (42%) disagree. Agreement is highest in India, Indonesia, and South Africa, while disagreement is highest in the Netherlands, France, and South Korea.



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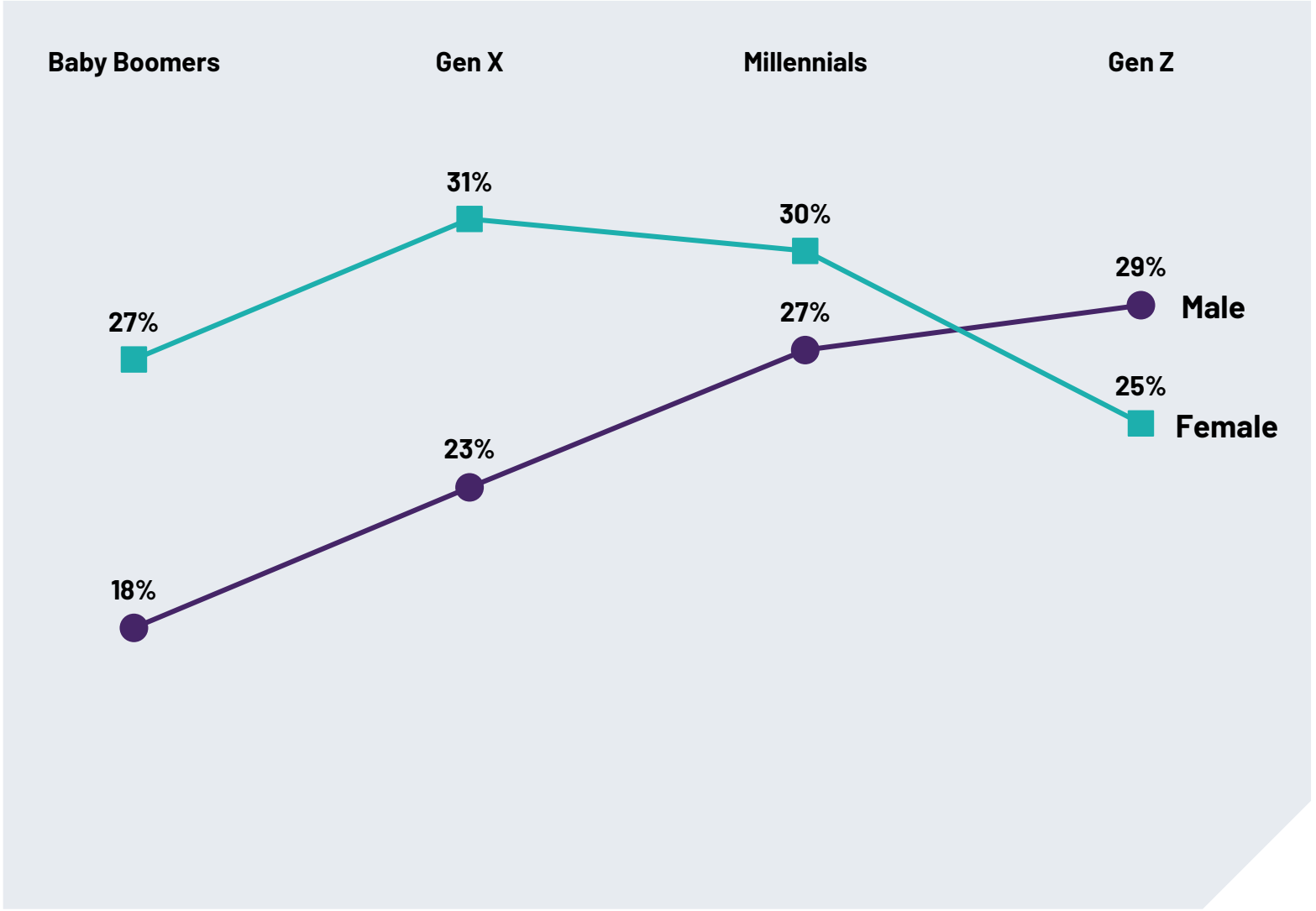
Q

To what extent do you personally agree or disagree with each of the following statements?

It causes problems in a marriage if a woman earns more than her husband

% agree (29-country average)

Gen Z men are slightly more likely than Gen Z women to think that it causes problems in a marriage if a woman earns more than her husband, while Boomer, Gen X and Millennial women are more likely to agree than men in those generations.



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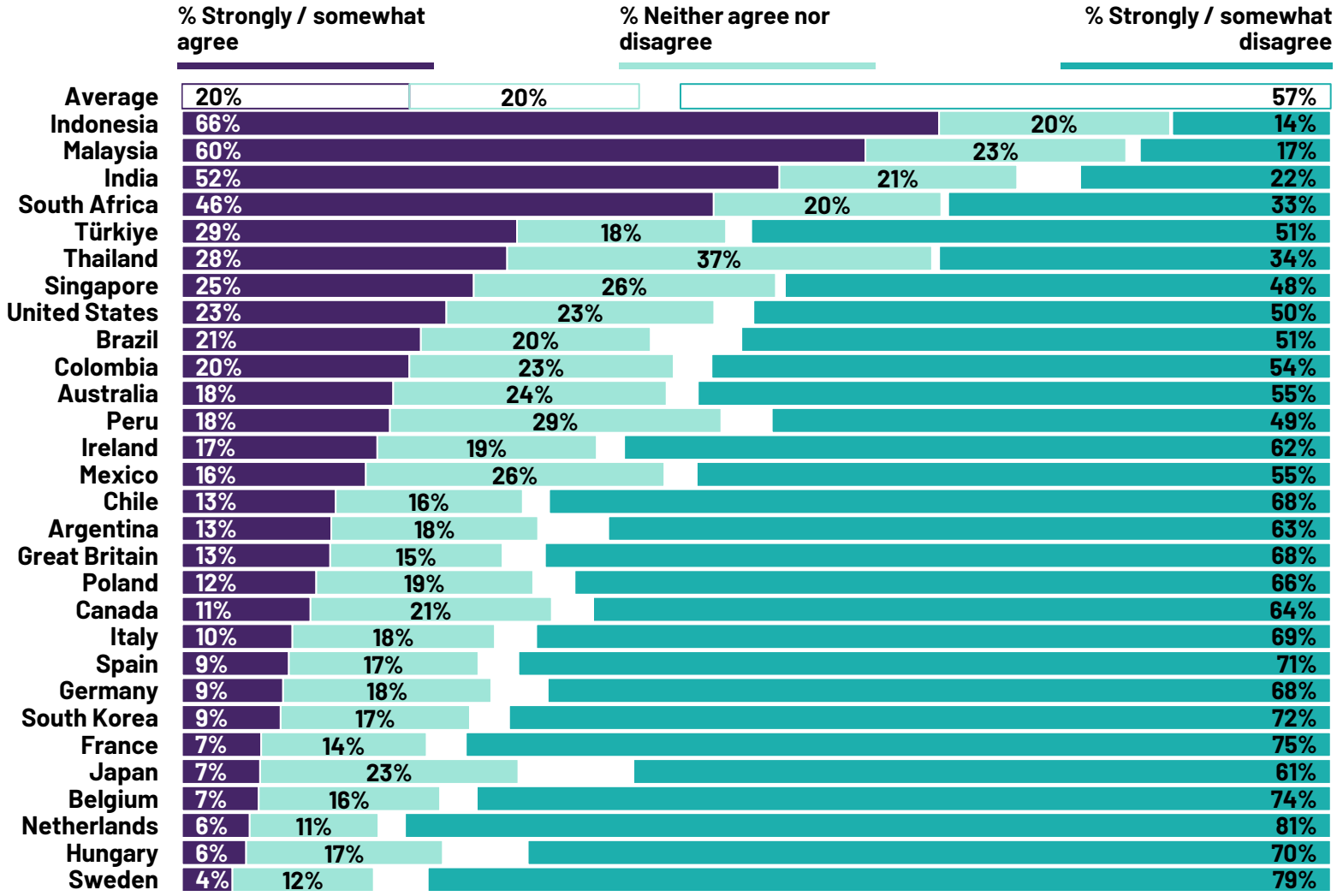
Q

To what extent do you personally agree or disagree with each of the following statements?

A wife should always obey her husband

Across the 29-country sample, one in five (20%) agree that a wife should always obey her husband, while more than half (57%) disagree. Those in Indonesia, Malaysia, and India were most likely to agree, while those in the Netherlands, Sweden, France, and Belgium were most likely to disagree.



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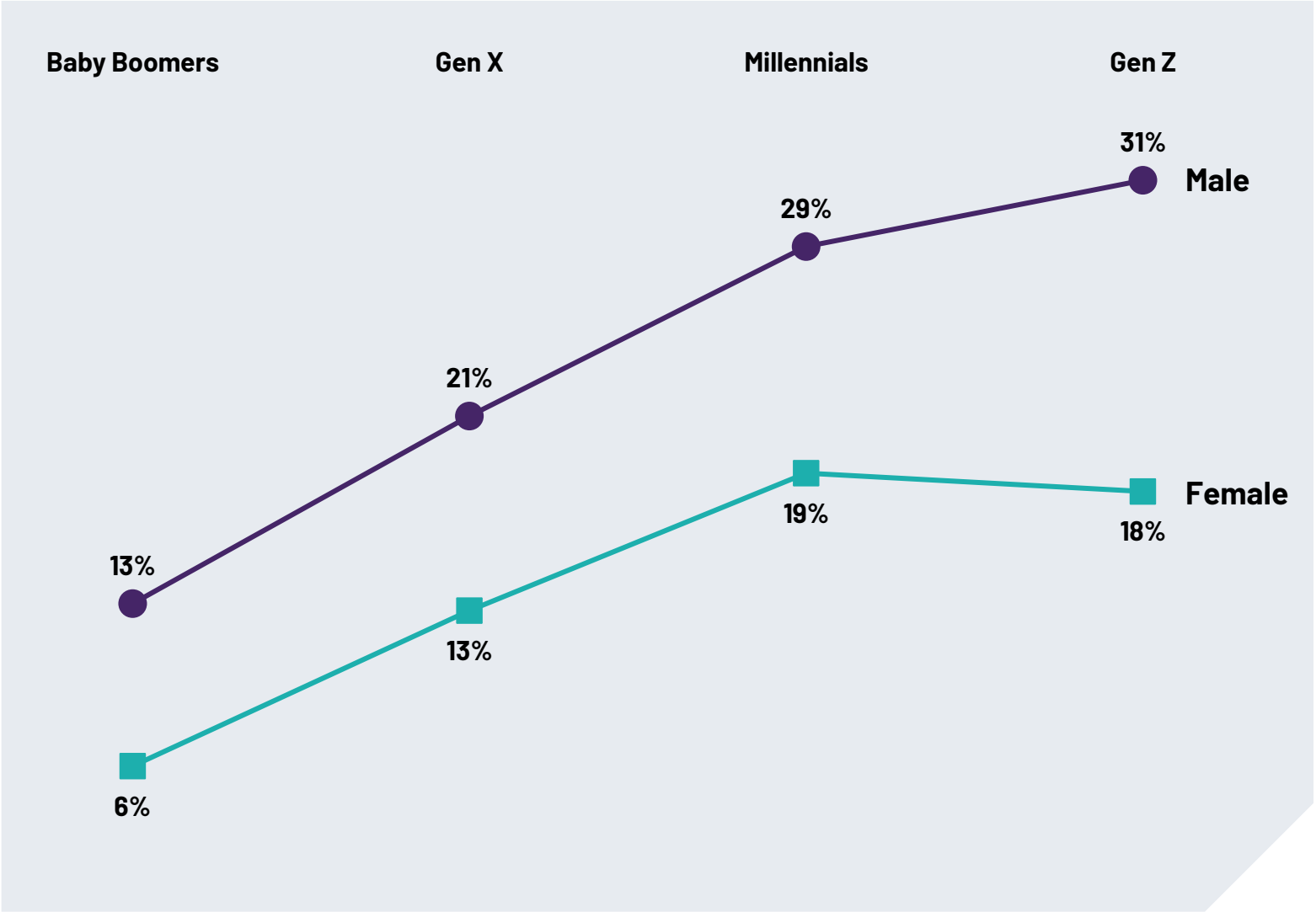
Q

To what extent do you personally agree or disagree with each of the following statements?

A wife should always obey her husband

% agree (29-country average)

Across all generations, men are more likely than women to agree that a wife should always obey her husband. Agreement among both genders is lowest amongst Boomers and increases with each younger generation.



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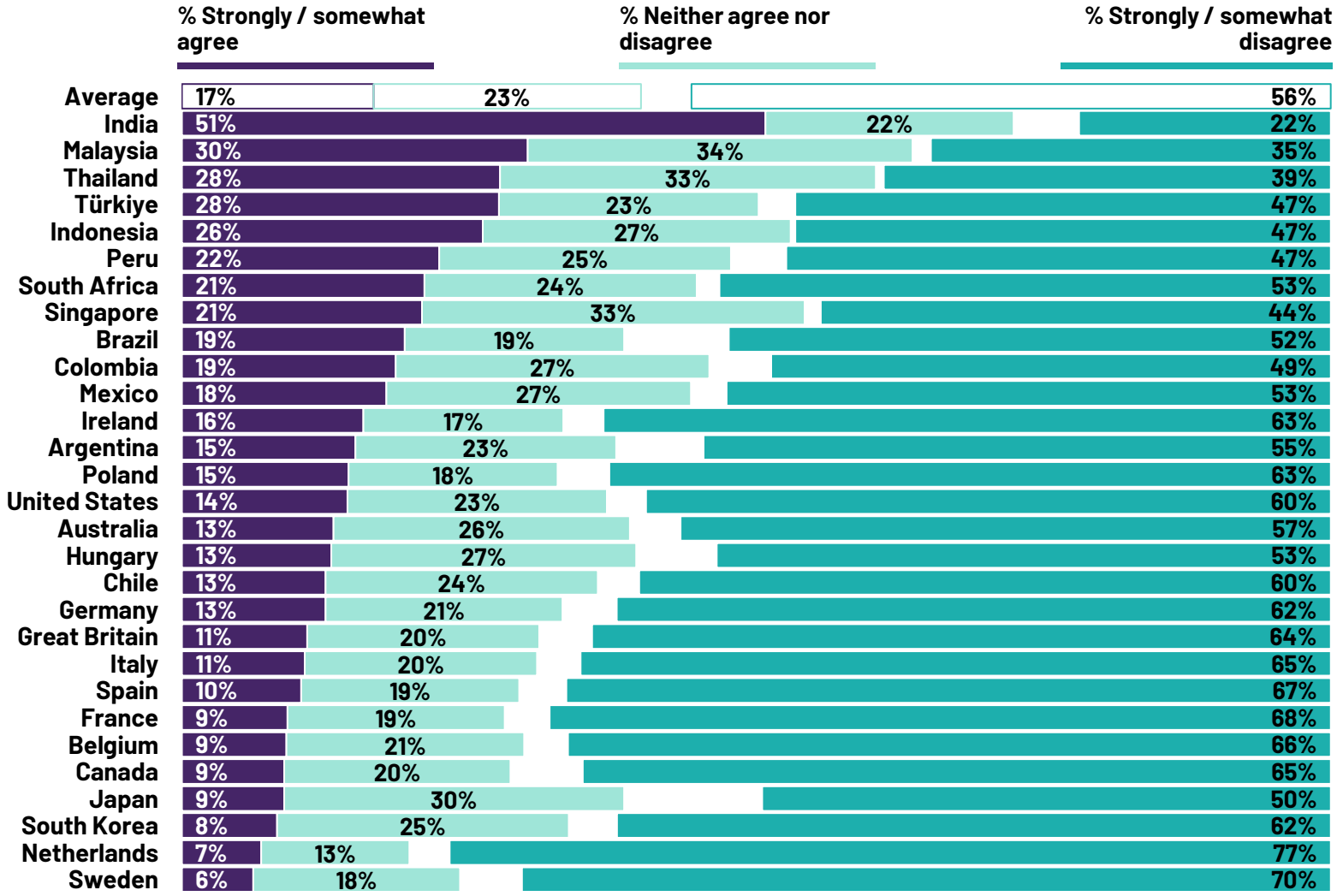
Q

To what extent do you personally agree or disagree with each of the following statements?

A woman should not appear too independent or self-sufficient

Fewer than one in five people globally (17%) agree that a woman should not appear too independent or self-sufficient, while more than half disagree (56%). Agreement is highest in India, Malaysia, Thailand, and Türkiye, while people in the Netherlands, Sweden, France, and Spain were most likely to disagree.



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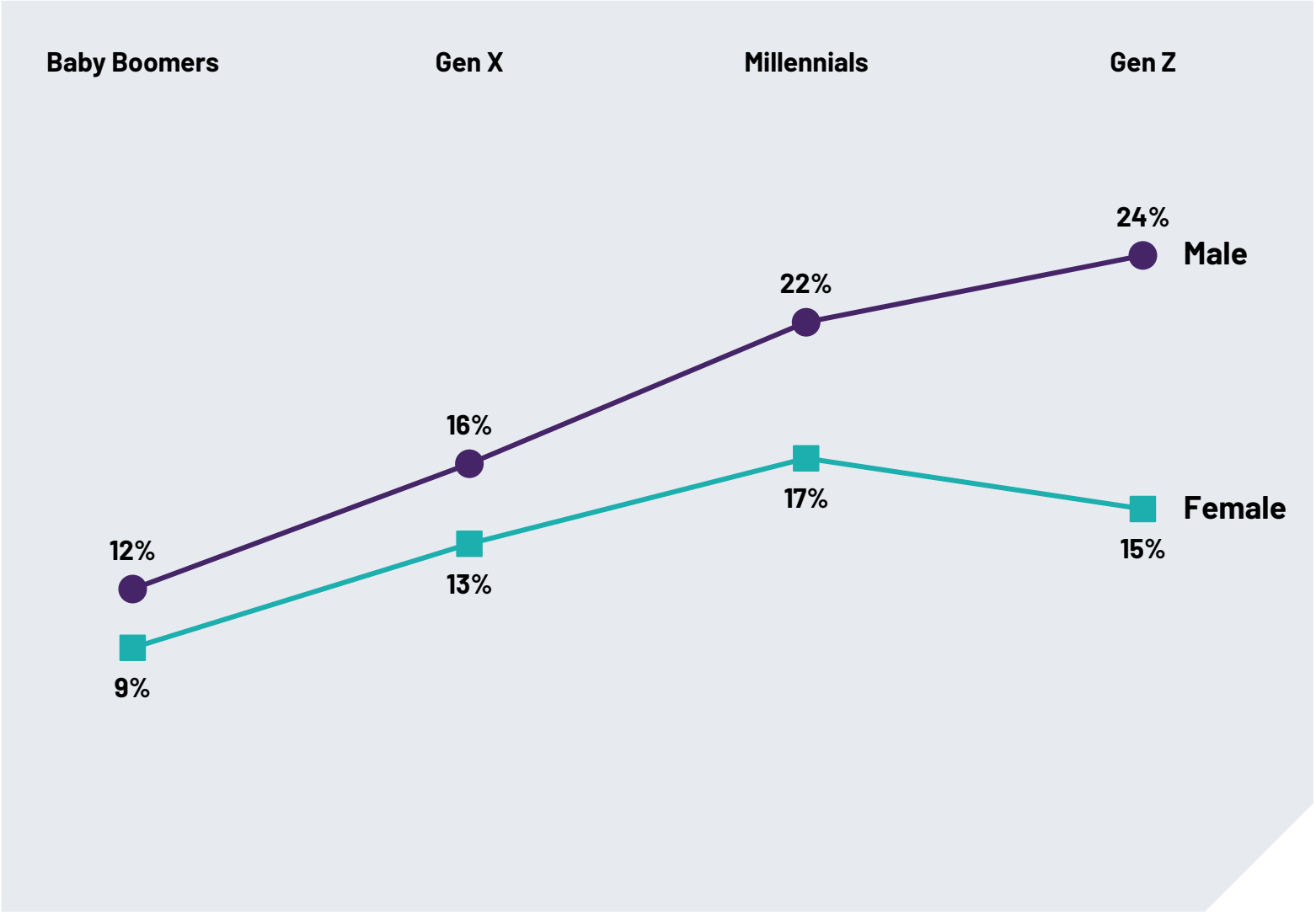
Q

To what extent do <u>you personally</u> agree or disagree with each of the following statements?

A woman should not appear too independent or self-sufficient

% agree (29-country average)

Across all generations, men are more likely to agree than women that a woman should not appear too independent or self sufficient. The gender gap is largest amongst Gen Z (9ppts more men agree vs women).



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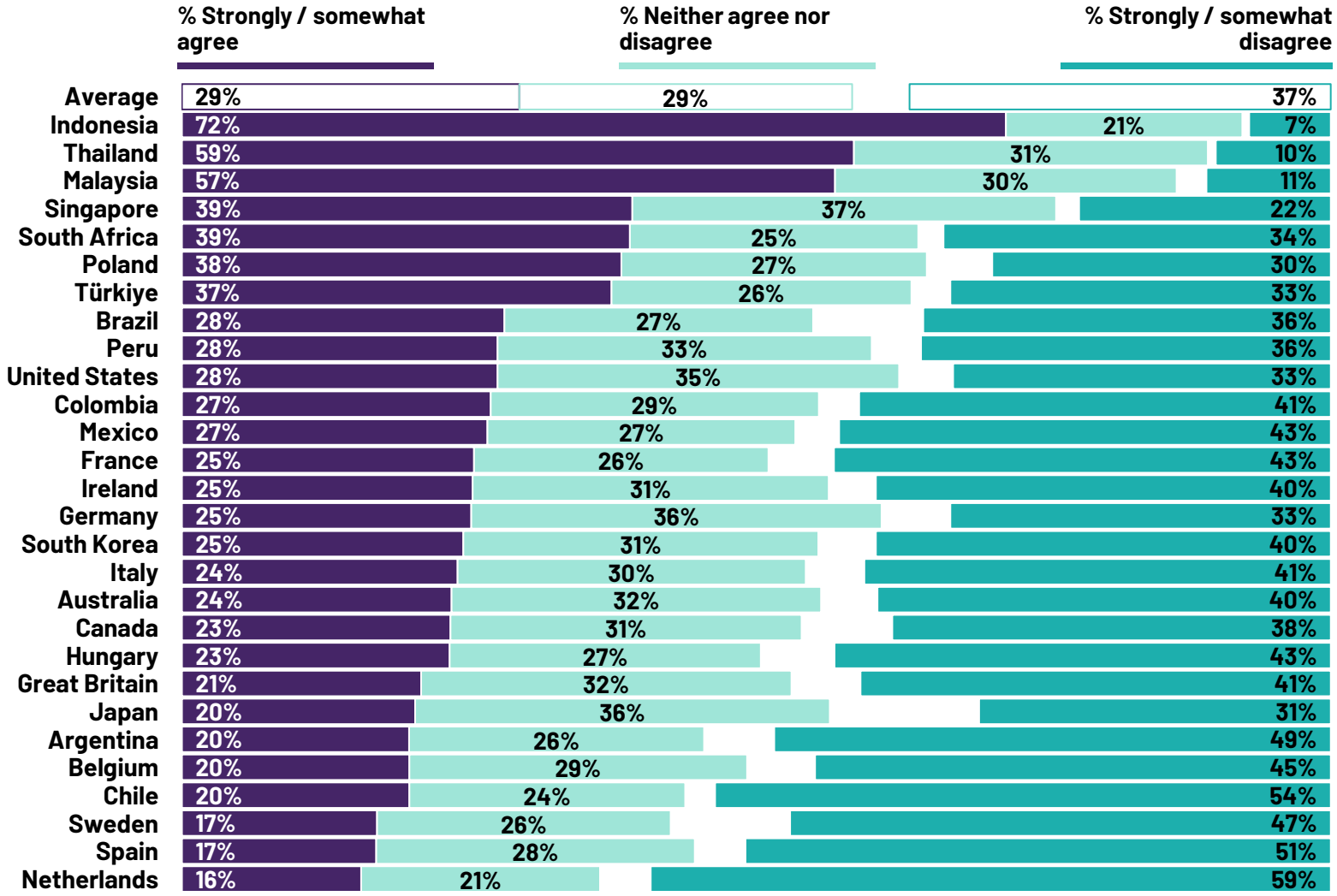
Q

To what extent do you personally agree or disagree with each of the following statements?

Young women should try to be physically attractive, even if not naturally beautiful

Three in 10 across the 29 countries surveyed (29%) agree that young women should try to be physically attractive, even if not naturally beautiful, compared to more than one in three (37%) who disagree with this statement. Agreement is highest in Indonesia, Thailand, and Malaysia, while disagreement is most common in the Netherlands, Chile, and Spain.



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**Question not asked in India*

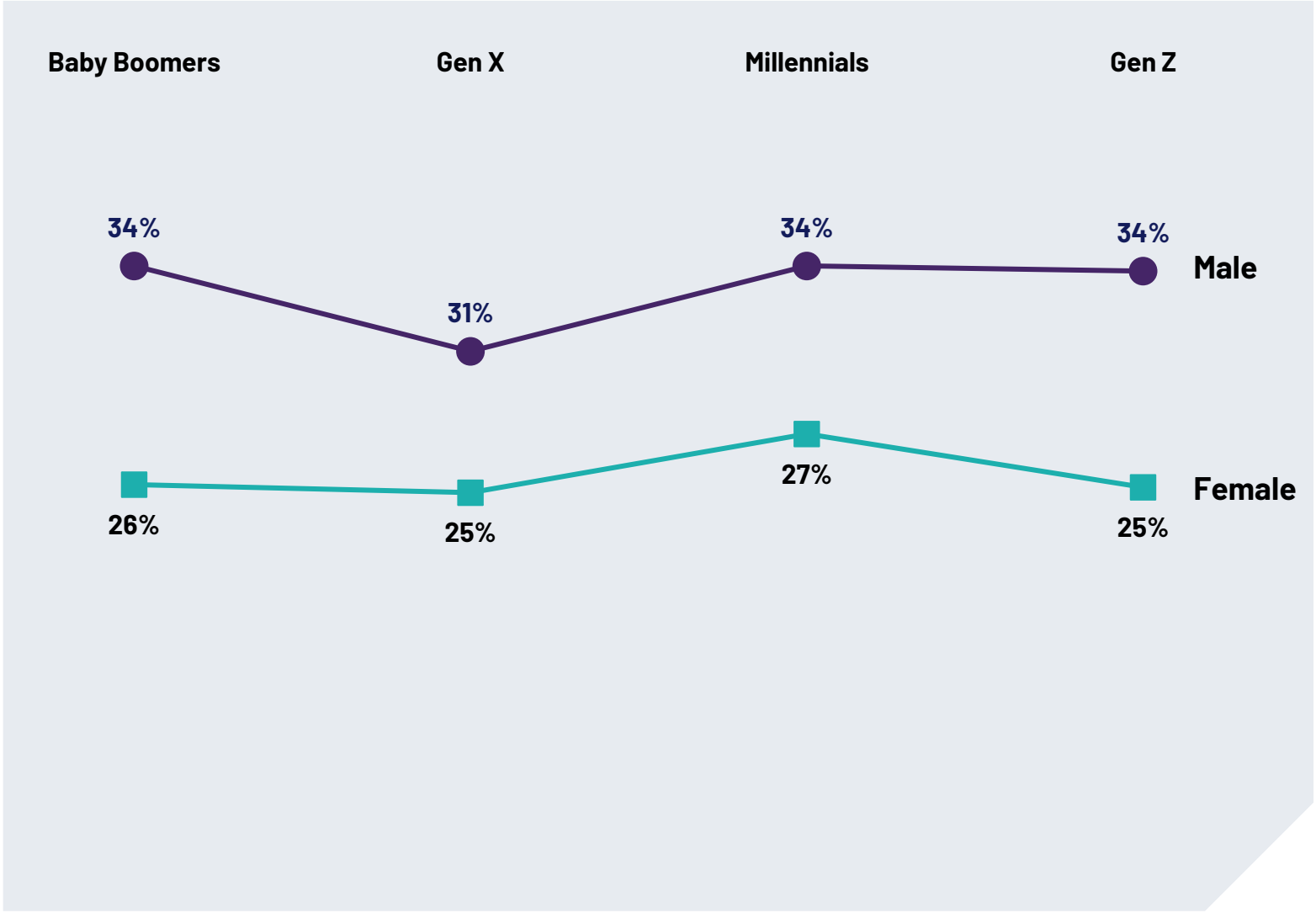
Q

To what extent do you personally agree or disagree with each of the following statements?

Young women should try to be physically attractive, even if not naturally beautiful

% agree (29-country average)

Across all age groups, around one in three men agree that young women should try to be physically attractive, even if not naturally beautiful, compared to around one in four women.



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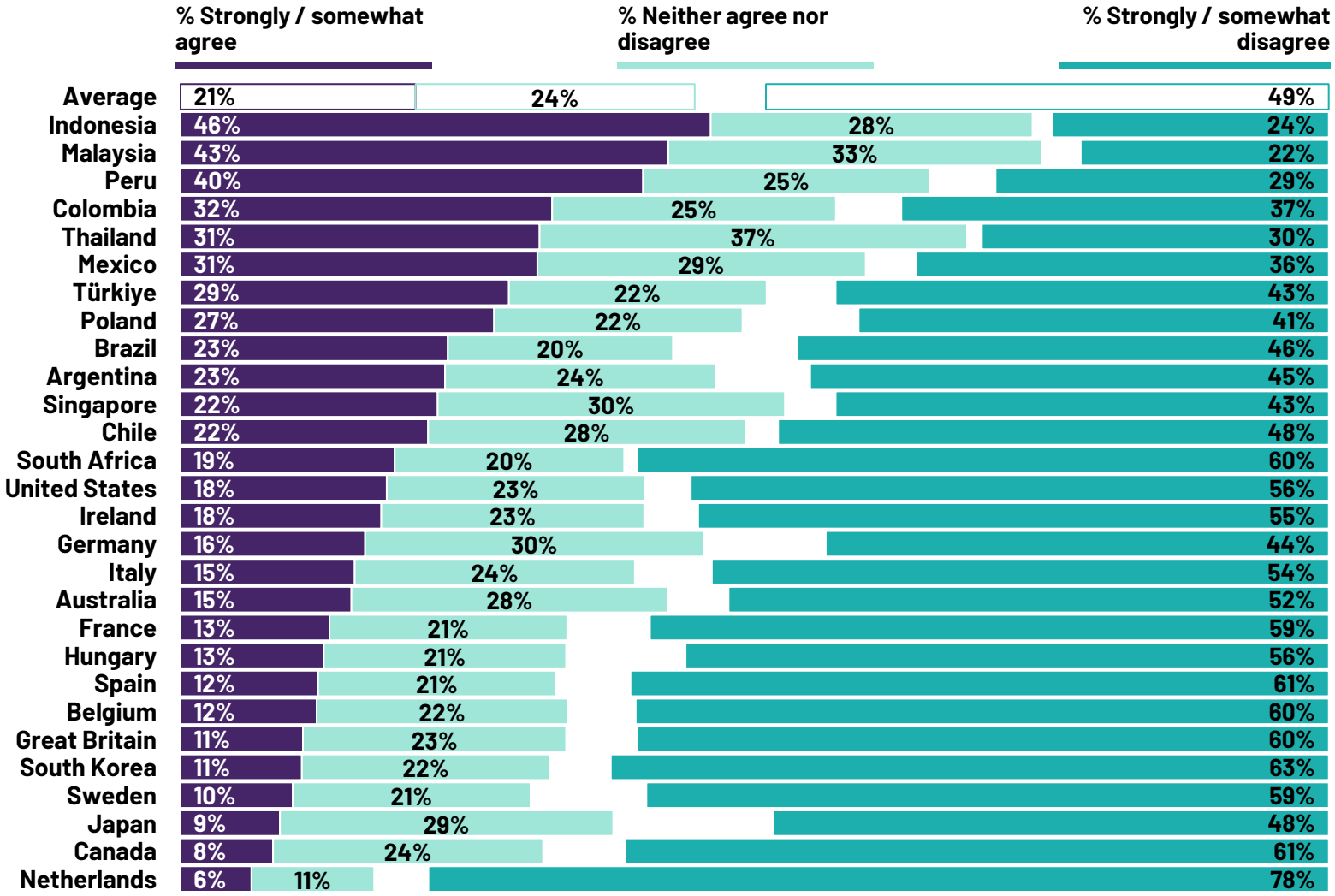
**Question not asked in India*

Q

To what extent do you personally agree or disagree with each of the following statements?

Women should not say "I love you" to their friends

Half (49%) of those surveyed disagreed with the statement that "Women should not say 'I love you' to their friends,'" compared to one in five (21%) who agreed. Agreement was highest in Indonesia, Malaysia, and Peru, with disagreement highest in the Netherlands, South Korea, Spain, and Canada.



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**Question not asked in India*

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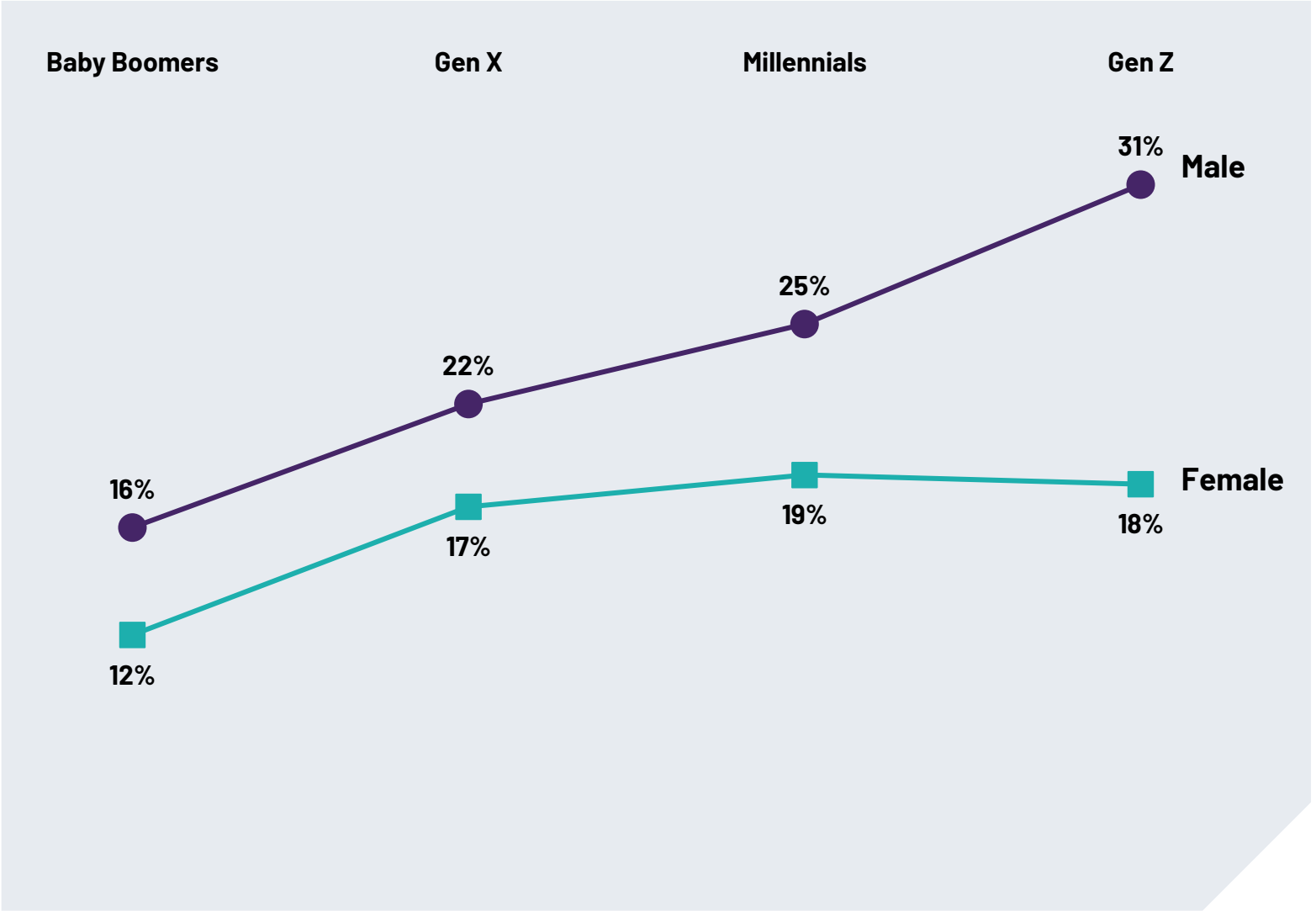
Q

To what extent do you personally agree or disagree with each of the following statements?

Women should not say "I love you" to their friends

% agree (29-country average)

Agreement with the statement that "Women should not say 'I love you' to their friends" is lowest amongst Boomers. While agreement is steady amongst Gen X, Millennial, and Gen Z women, agreement spikes amongst Gen Z men relative to other age groups.



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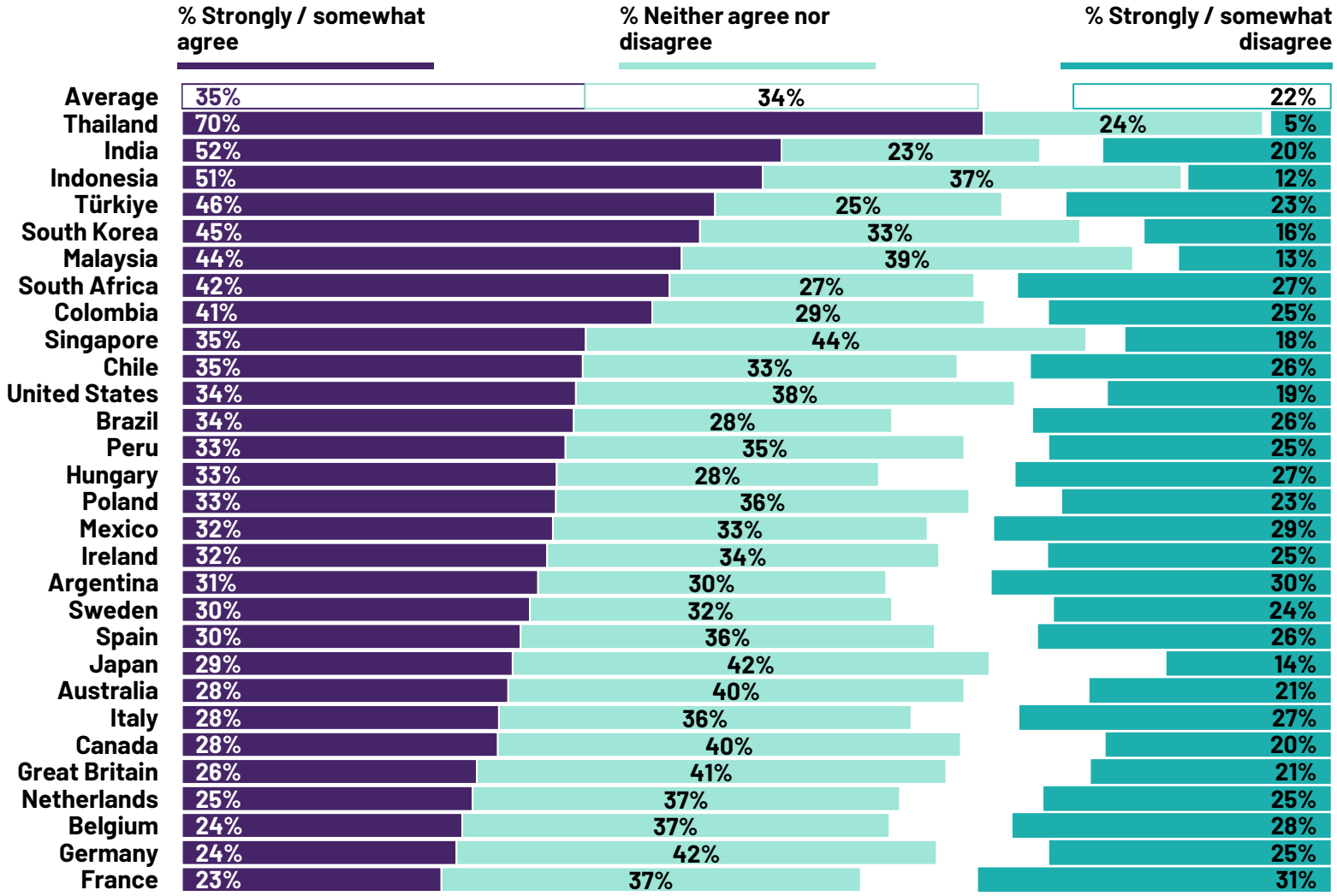
**Question not asked in India*

Q

To what extent do you personally agree or disagree with each of the following statements?

Women who have a successful career are more attractive to men

The 29-country average is divided as to whether women who have a successful career are more attractive to men, with one in three (35%) agreeing, and an equal share responding neutrally (34%). A further one in five (22%) disagree. Agreement is highest in Thailand, India, and Indonesia, with disagreement highest in France, Argentina, and Mexico.



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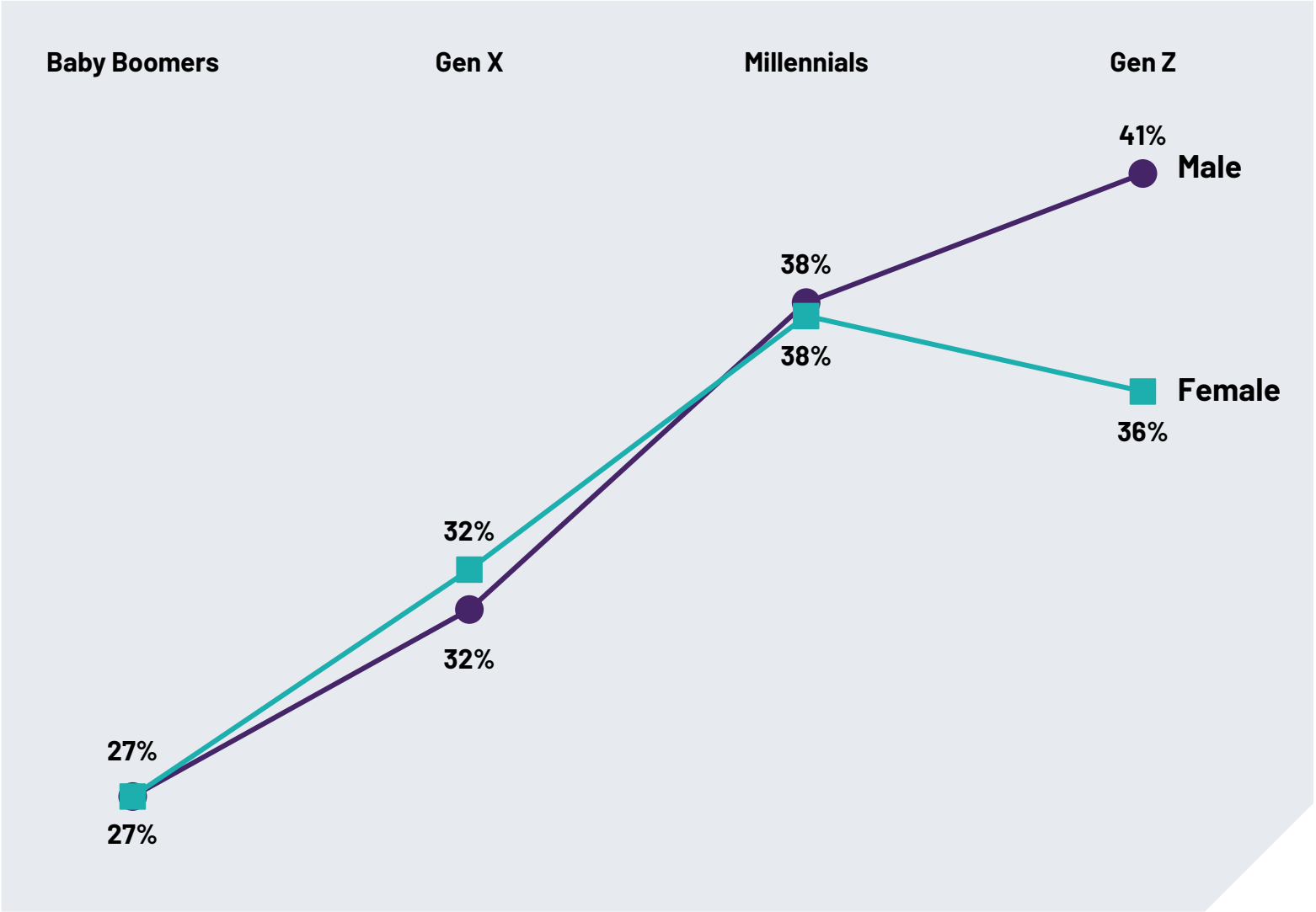
Q

To what extent do you personally agree or disagree with each of the following statements?

Women who have a successful career are more attractive to men

% agree (29-country average)

Agreement with the statement "Women who have a successful career are more attractive to men" increases with age, with little differentiation between the genders – until Gen Z, where agreement from men outpaces that of women.



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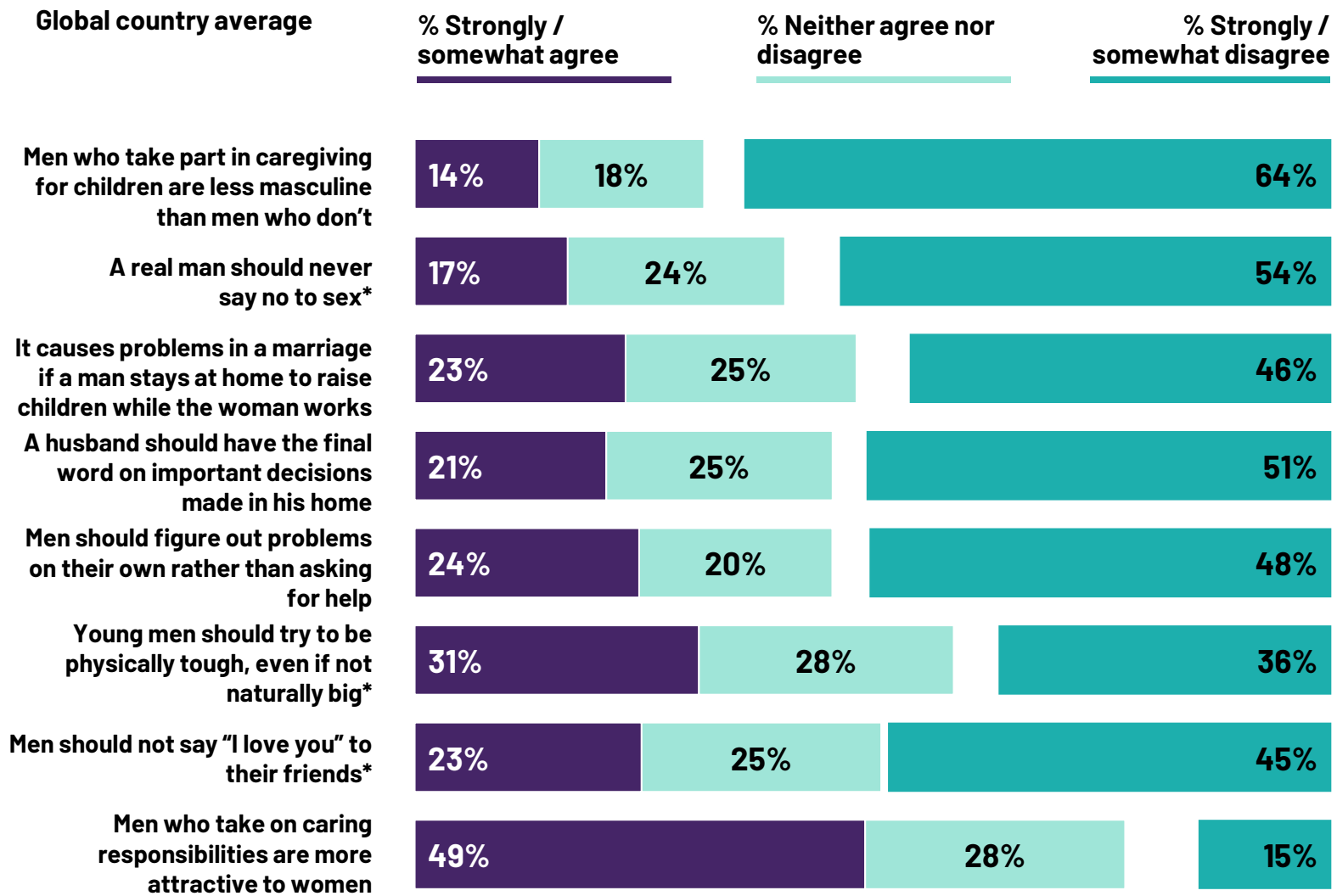
Q

To what extent do you personally agree or disagree with each of the following statements?



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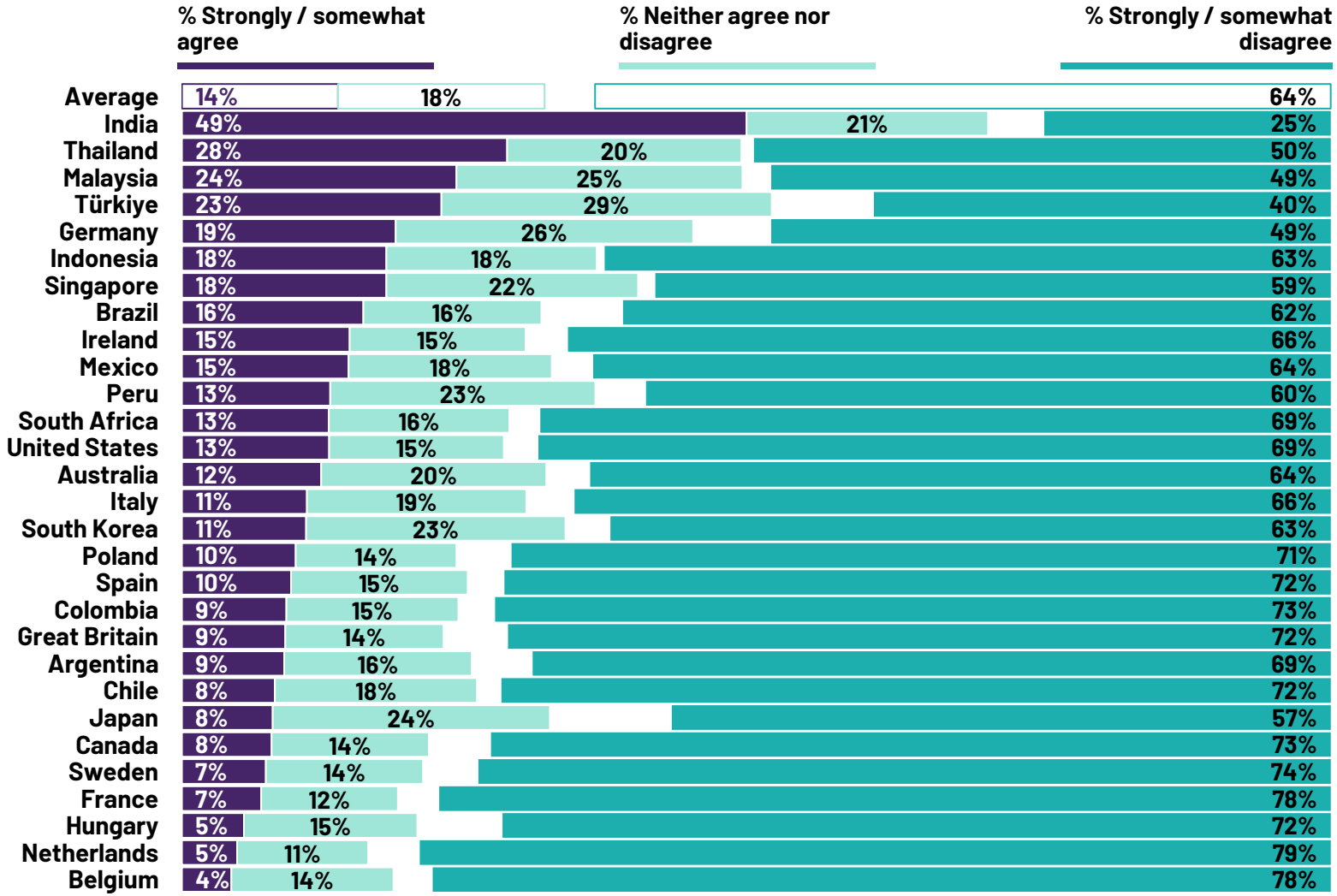
**Questions not asked in India*

Q

To what extent do you personally agree or disagree with each of the following statements?

Men who take part in caregiving for children are less masculine than men who don't

More than three in five (64%) of the global country average disagree that men who take part in caregiving for children are less masculine than men who don't, compared to 14% who agree. Agreement is highest in India, Thailand, Malaysia, and Türkiye, while disagreement is highest in the Netherlands, Belgium, France, and Colombia.



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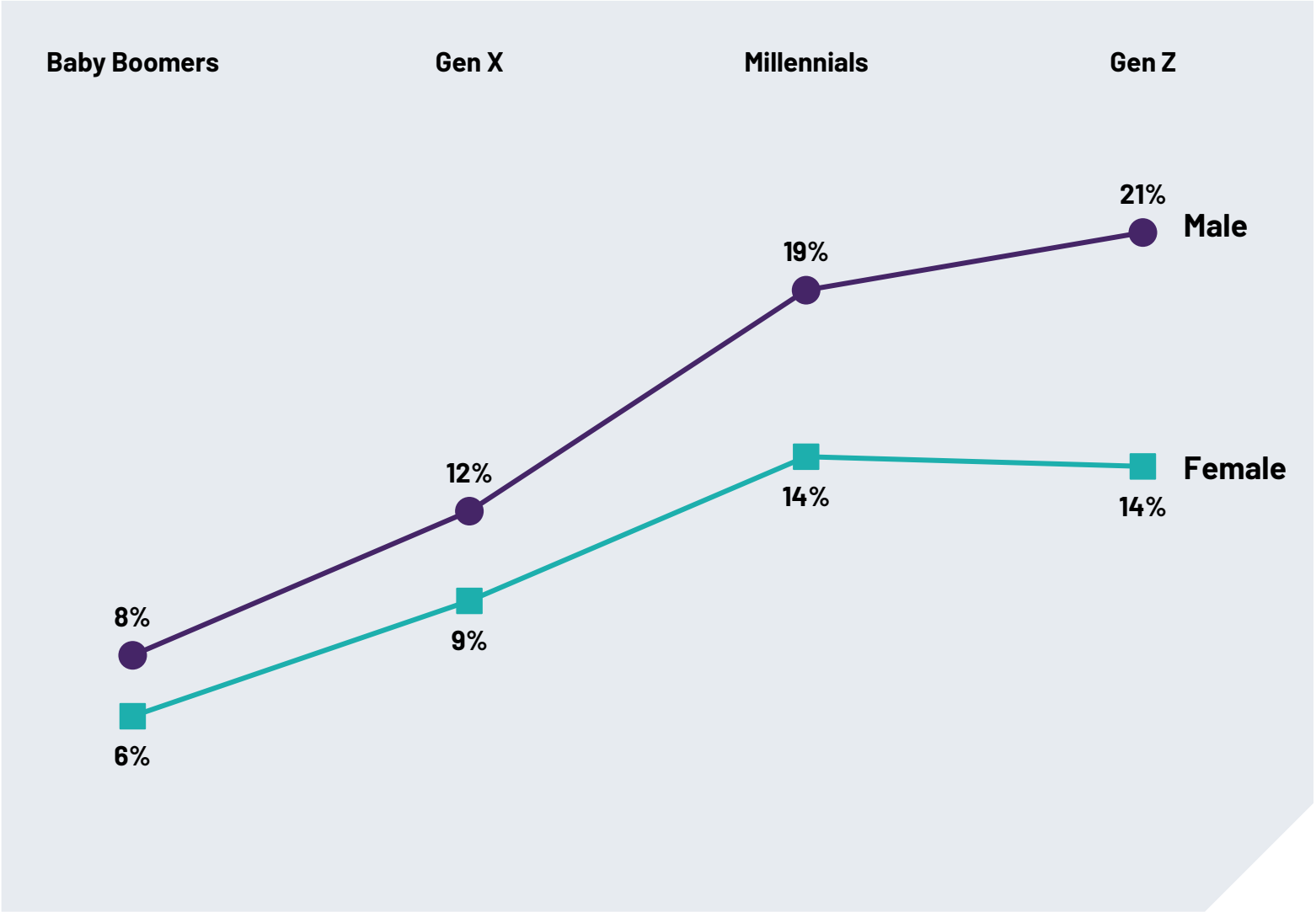
Q

To what extent do you personally agree or disagree with each of the following statements?

Men who take part in caregiving for children are less masculine than men who don't

% agree (29-country average)

Among both genders, agreement with the statement that "men who take part in caregiving for children are less masculine than men who don't" is higher among Millennials and Gen Z compared to Boomers and Gen X, with men more likely to feel this way compared to women.



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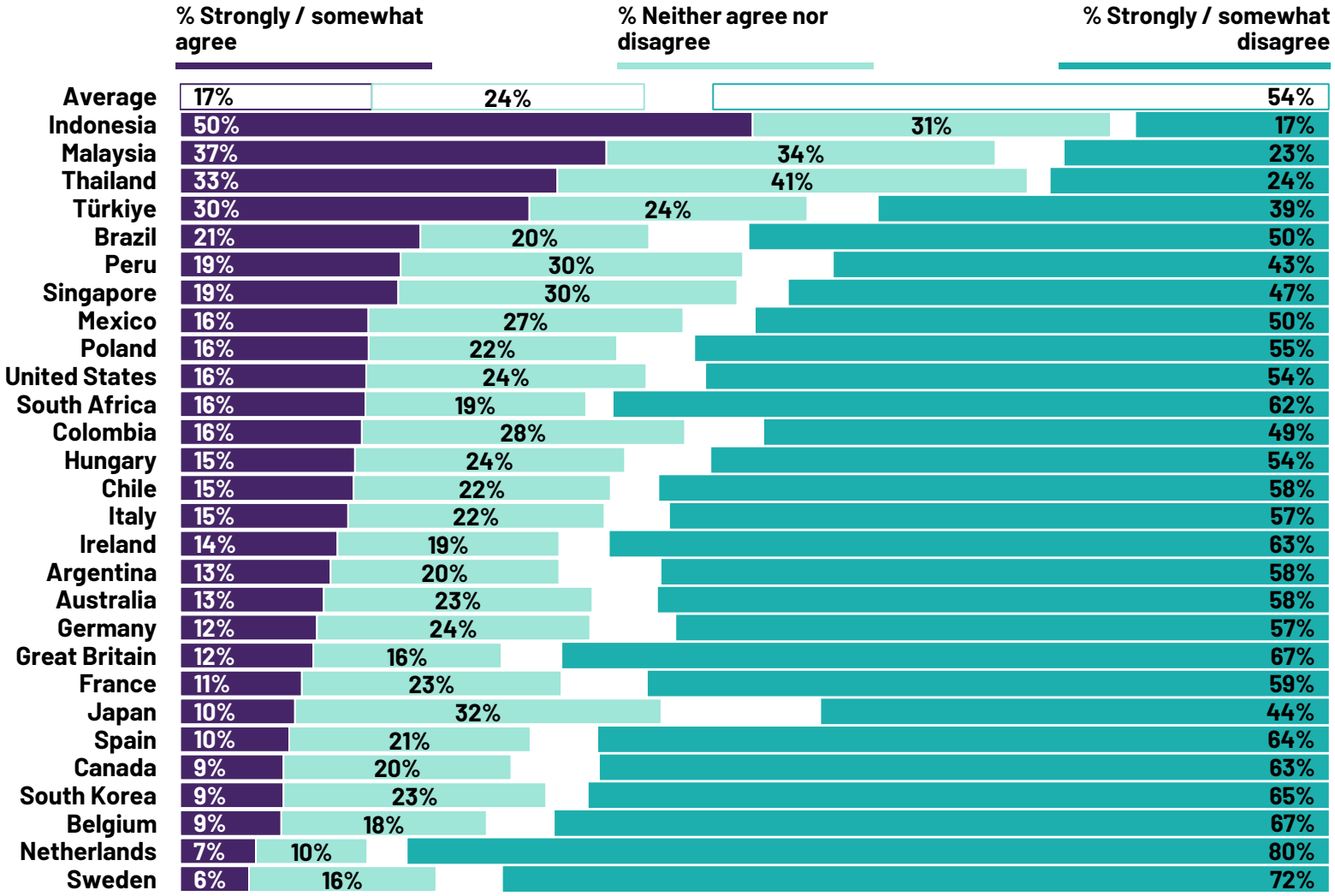
Q

To what extent do you personally agree or disagree with each of the following statements?

A real man should never say no to sex

Amongst the 29 countries surveyed, just under one in five agree that a real man should never say no to sex, compared to just over half (54%) who disagree. Agreement was highest in Indonesia, Malaysia, Thailand, and Türkiye, with disagreement highest in the Netherlands, Sweden, Belgium, and Great Britain.



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**Question not asked in India*

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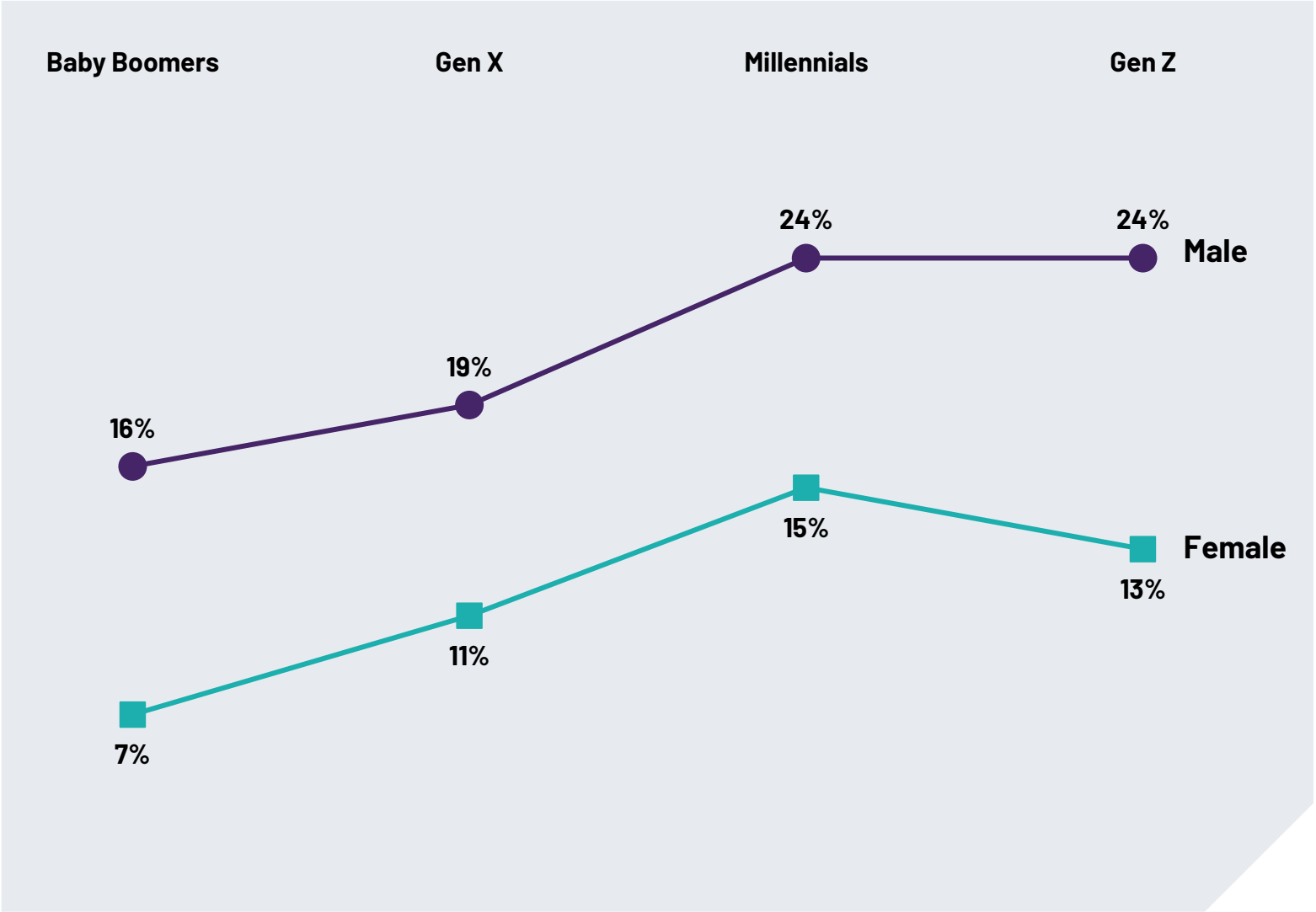
Q

To what extent do <u>you personally</u> agree or disagree with each of the following statements?

A real man should never say no to sex

% agree (29-country average)

Men of all age groups are more likely than women to agree that a real man should never say no to sex, with agreement peaking at one in four among Millennials and Gen Z (24%).



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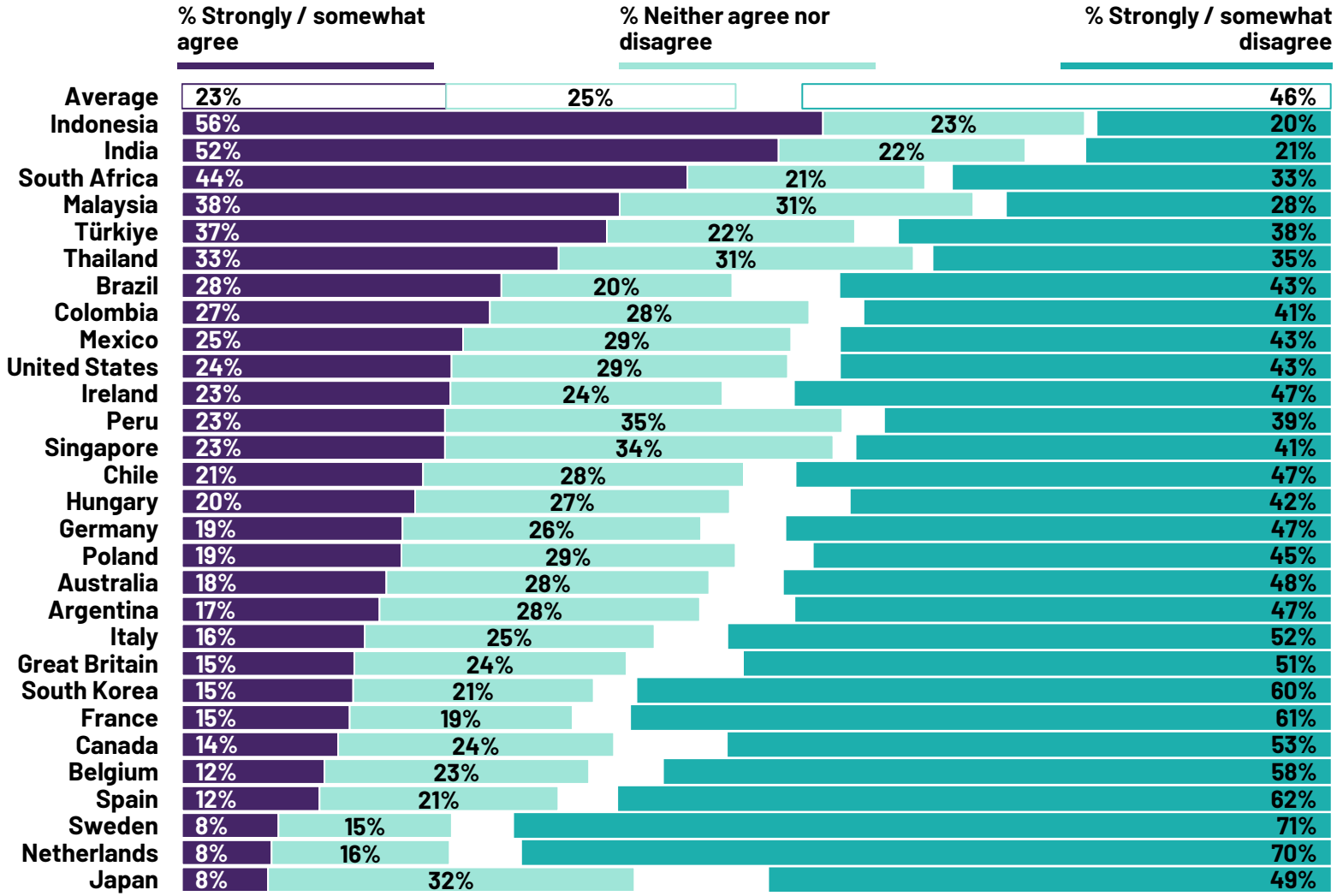
**Question not asked in India*

Q

To what extent do you personally agree or disagree with each of the following statements?

It causes problems in a marriage if a man stays at home to raise children while the woman works

Just under half of people in all countries surveyed disagree that it causes problems in a marriage if a man stays home to raise children while the woman works (46%), compared to one in four (23%) who agree. Agreement is highest in Indonesia, India, and South Africa, with the highest levels of disagreement seen in Sweden, the Netherlands, and Spain.



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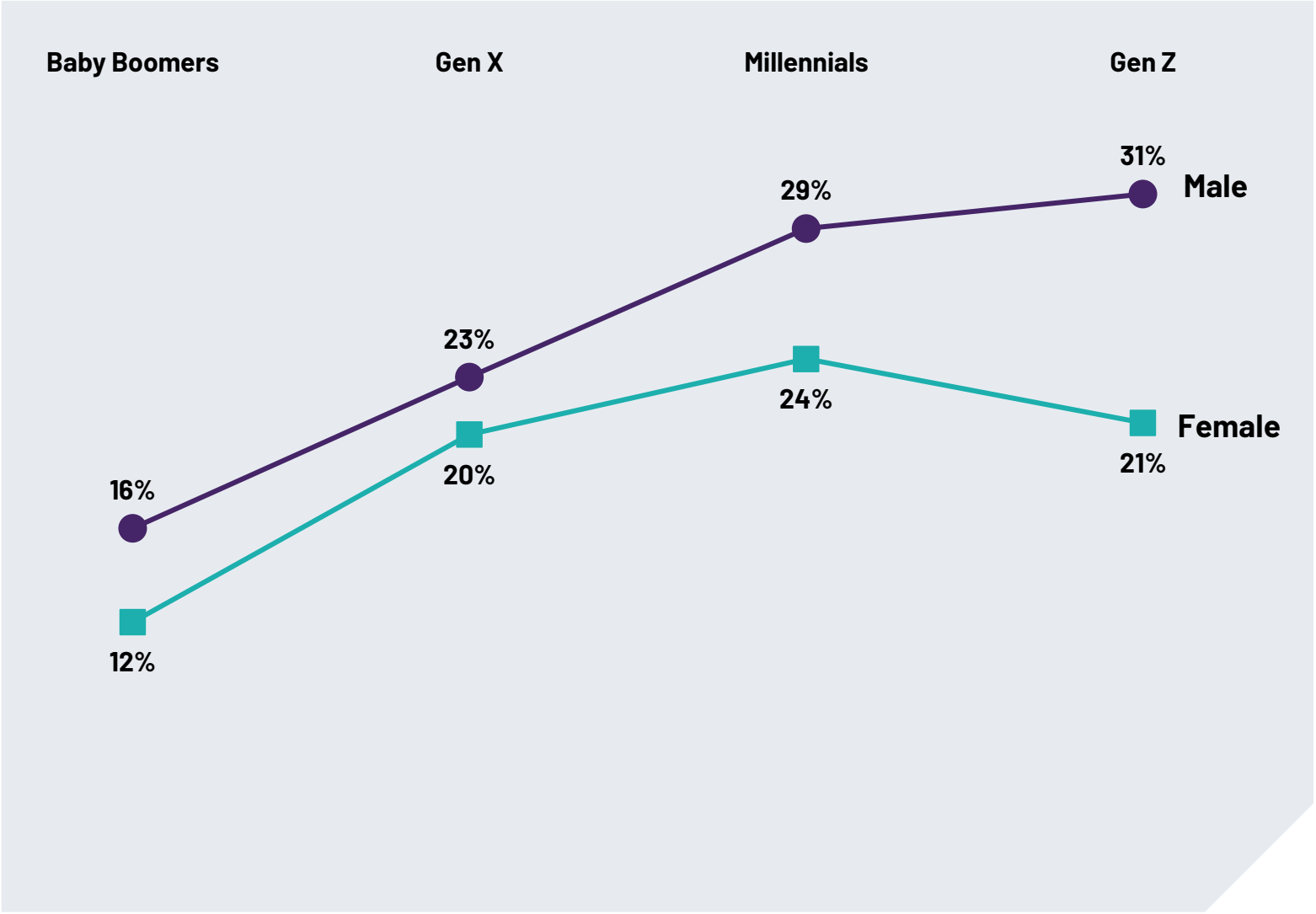
Q

To what extent do you personally agree or disagree with each of the following statements?

It causes problems in a marriage if a man stays at home to raise children while the woman works

% agree (29-country average)

Across all age groups, men are more likely than women to think that it causes problems in a marriage if a man stays at home to raise children while the woman works. Agreement is highest amongst Millennial and Gen Z men, while amongst women, agreement peaks with Millennials.



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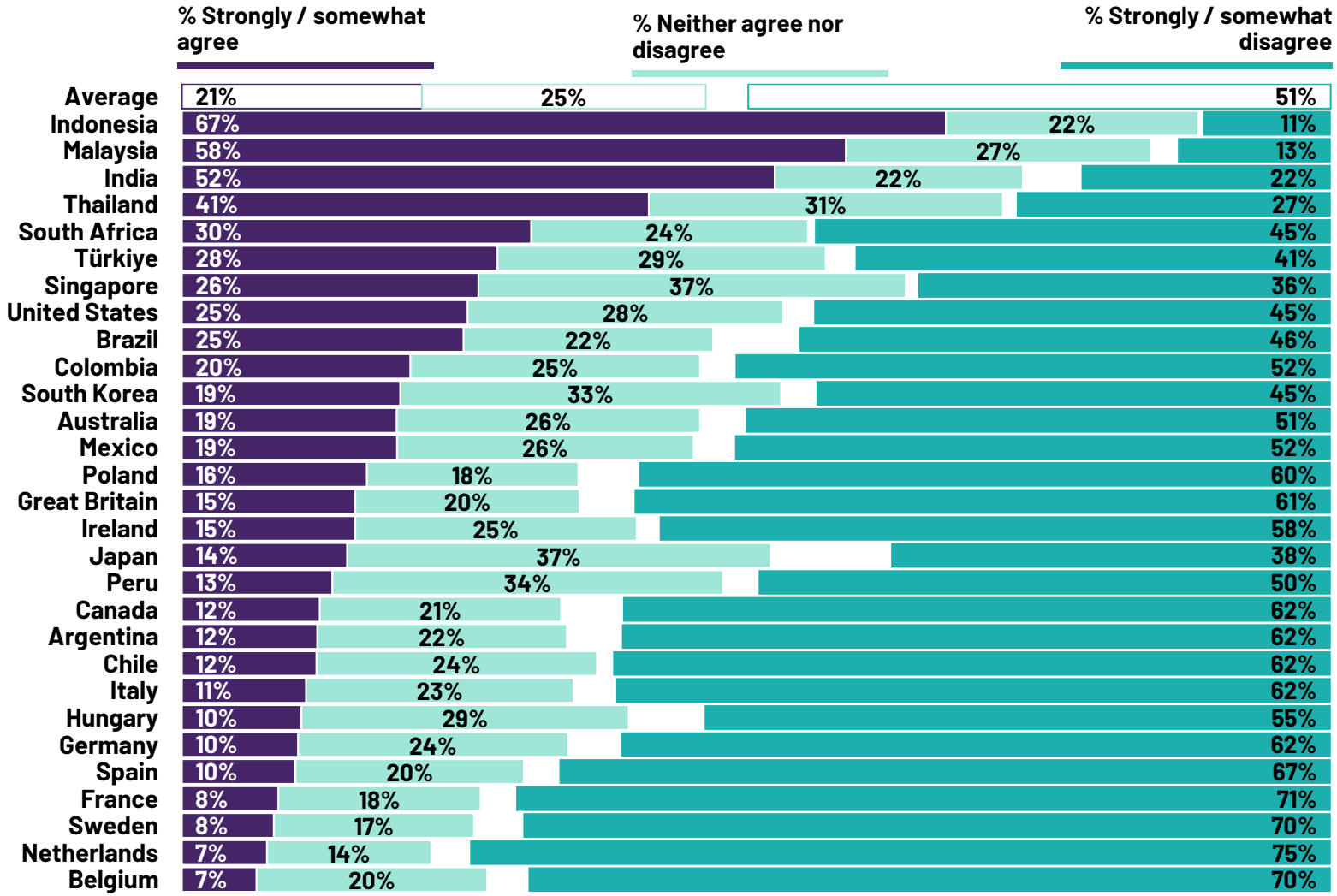
Q

To what extent do you personally agree or disagree with each of the following statements?

A husband should have the final word on important decisions made in his home

Half of the global country average disagree that a husband should have the final word on important decisions made in his home (51%), compared to one in five who agree (21%). People in Indonesia, Malaysia, and India were most likely to agree, while those in the Netherlands, France, Sweden, and Belgium were most likely to disagree.



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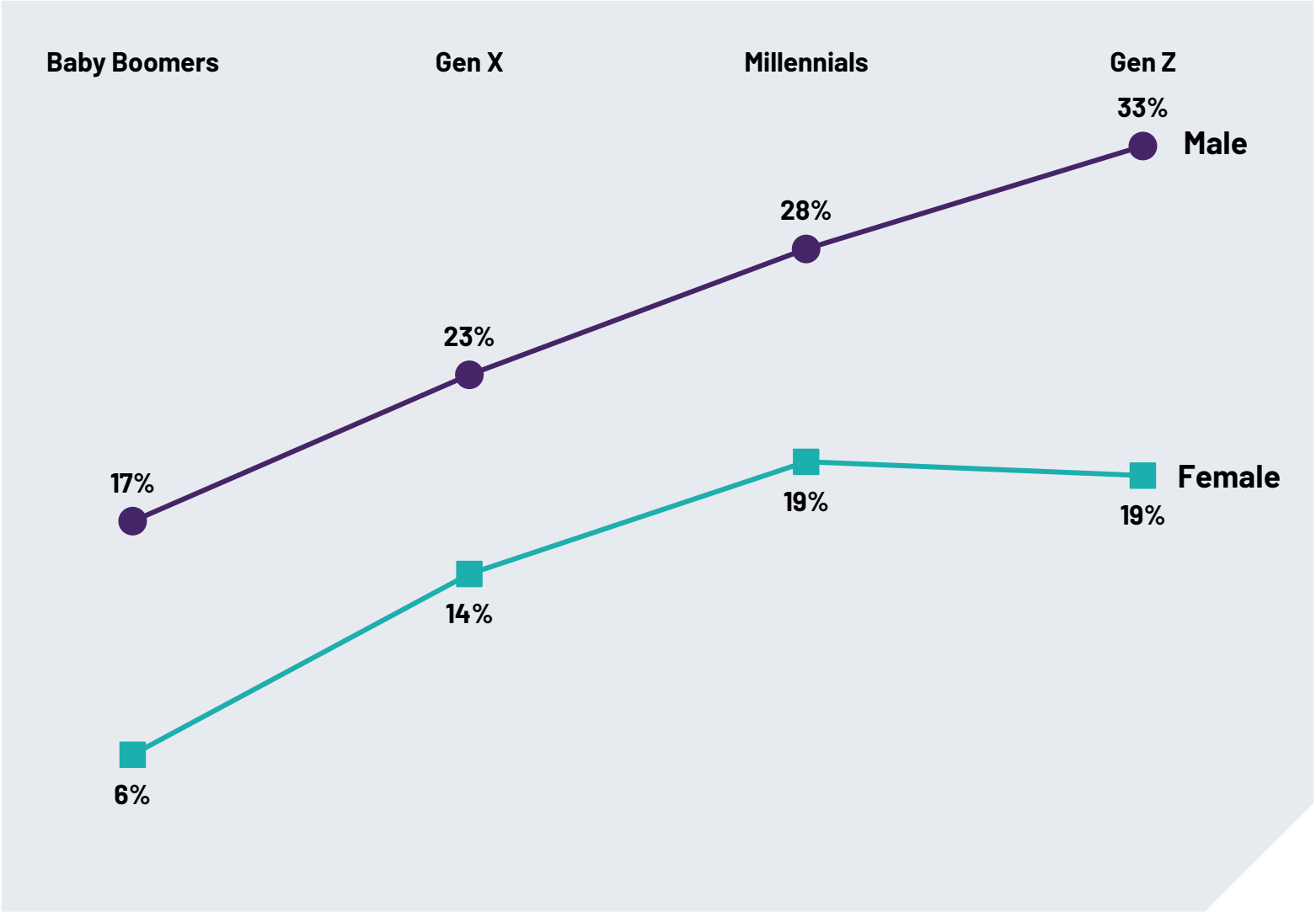
Q

To what extent do you personally agree or disagree with each of the following statements?

A husband should have the final word on important decisions made in his home

% agree (29-country average)

There is a 14-percentage point difference between Gen Z men and Gen Z women when it comes to thinking that a husband should have the final word on important decisions made in his home, with 33% of Gen Z men saying this is the case, compared to 19% of Gen Z women.



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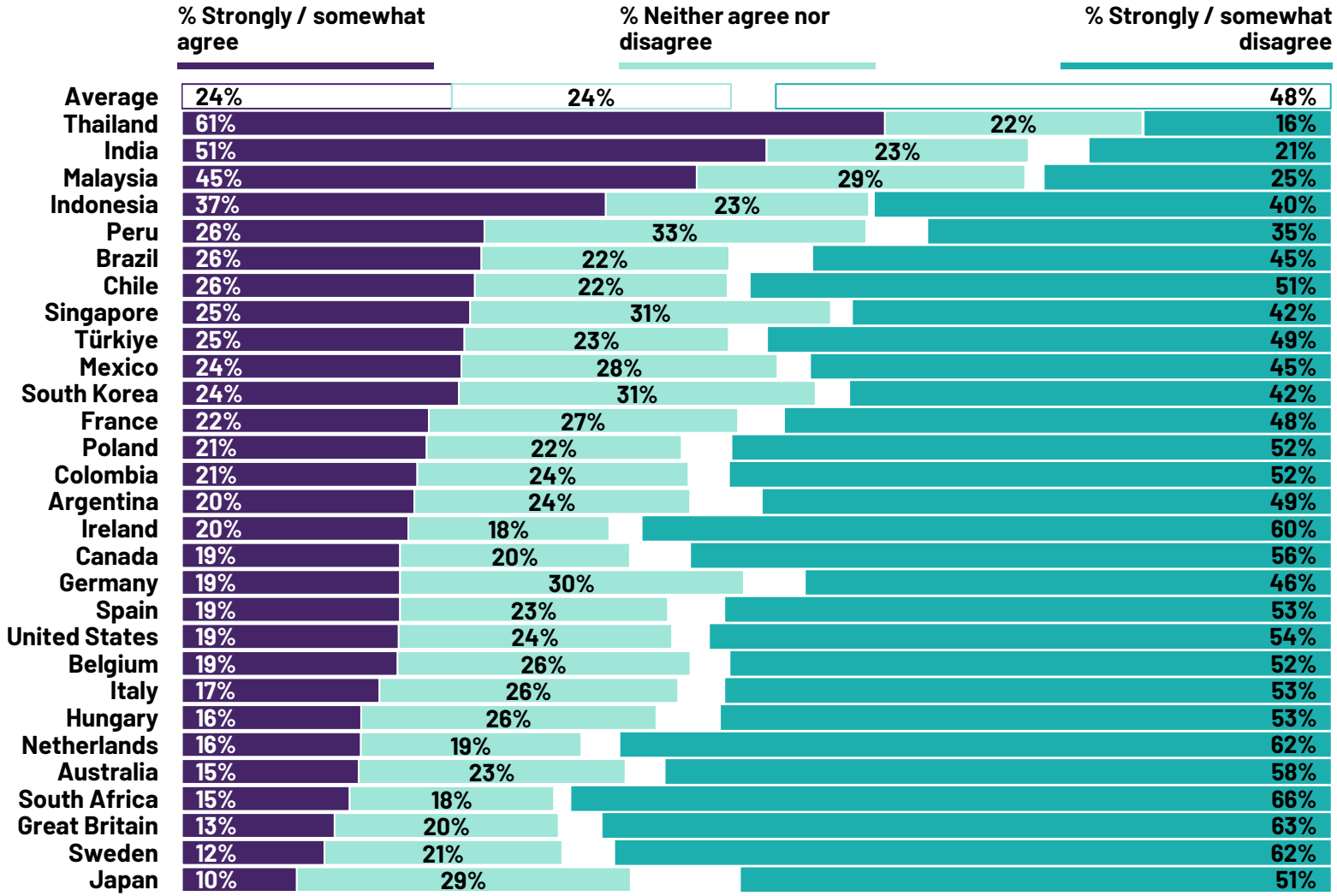
Q

To what extent do you personally agree or disagree with each of the following statements?

Men should figure out problems on their own rather than asking for help

Among the 29 countries surveyed, twice as many people disagree that men should figure out problems on their own rather than asking for help (48%) as agree (24%). Agreement is highest in Thailand, India, and Malaysia, with disagreement highest in South Africa, Great Britain, Sweden, and the Netherlands.



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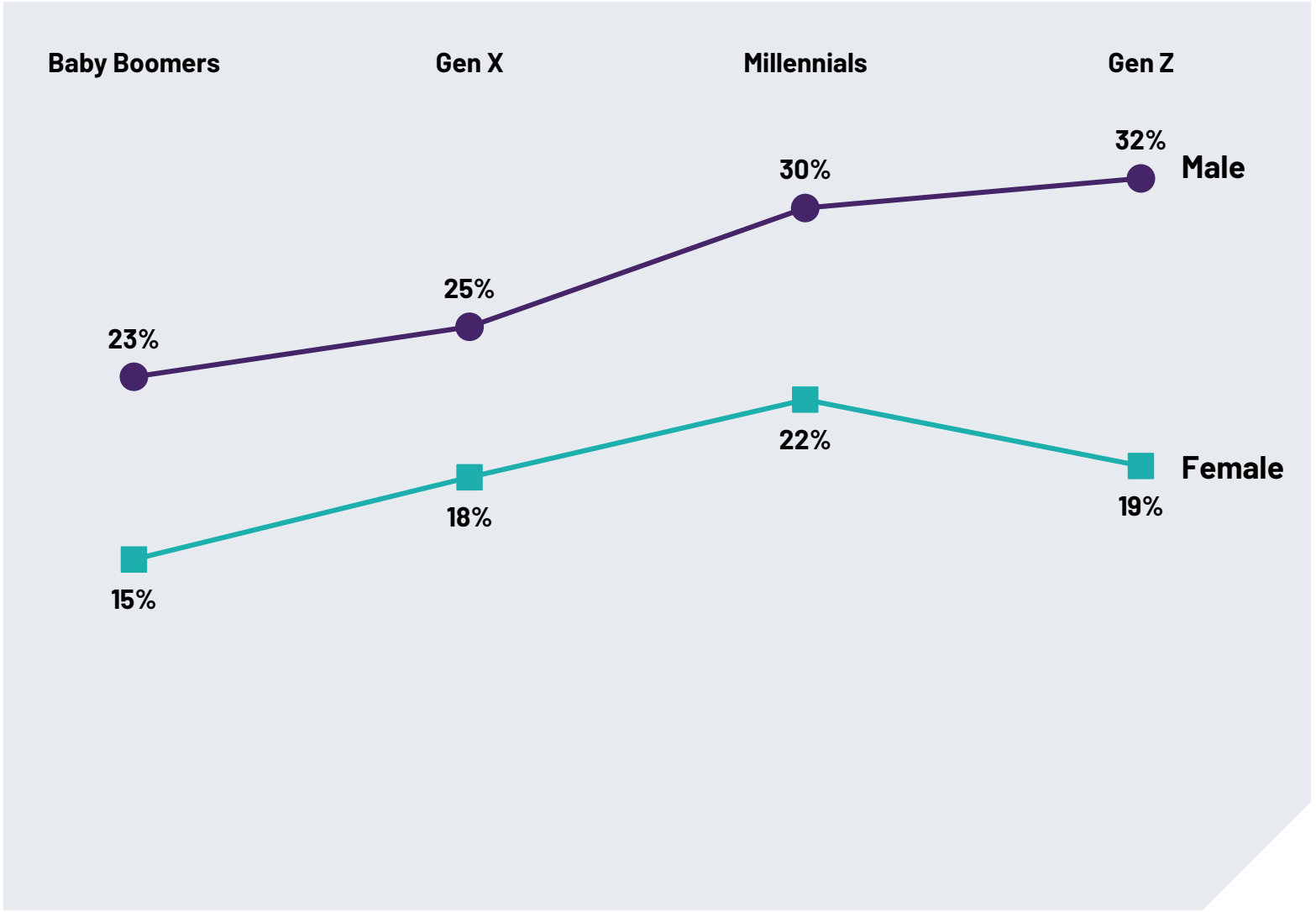
Q

To what extent do <u>you personally</u> agree or disagree with each of the following statements?

Men should figure out problems on their own rather than asking for help

% agree (29-country average)



Across generations, men are more likely than women to agree that men should figure out problems on their own rather than asking for help, with the largest gap seen amongst Gen Z (13ppt gap between men and women).

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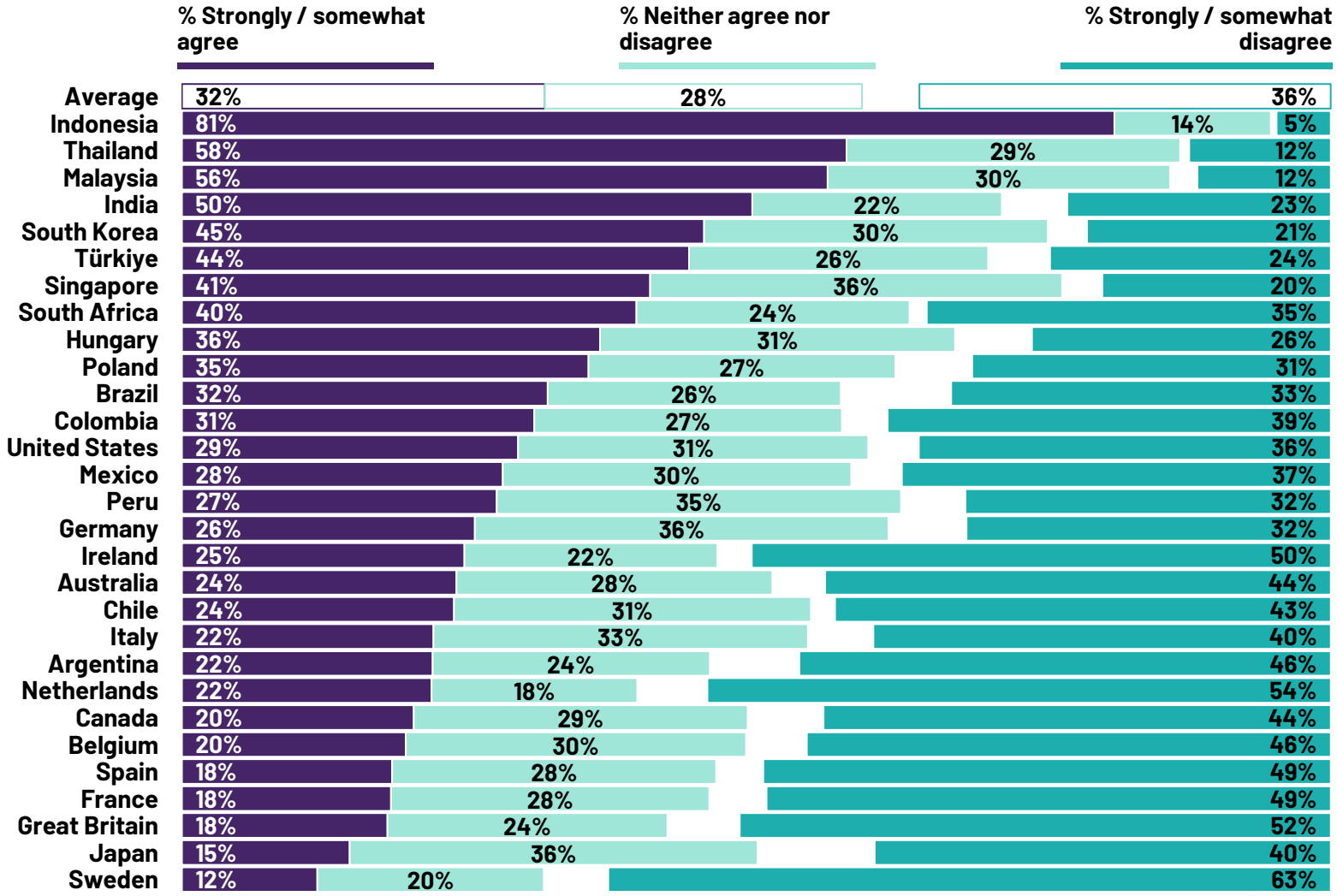
Q

To what extent do you personally agree or disagree with each of the following statements?

Young men should try to be physically tough, even if not naturally big

The global country average are divided as to whether they think young men should try to be physically tough, even if not naturally big, with around one in three both agreeing (32%) and disagreeing (36%). Agreement is highest in Indonesia, Thailand, and Malaysia, with Sweden, the Netherlands, and Ireland having the highest levels of disagreement.



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**Question not asked in India*

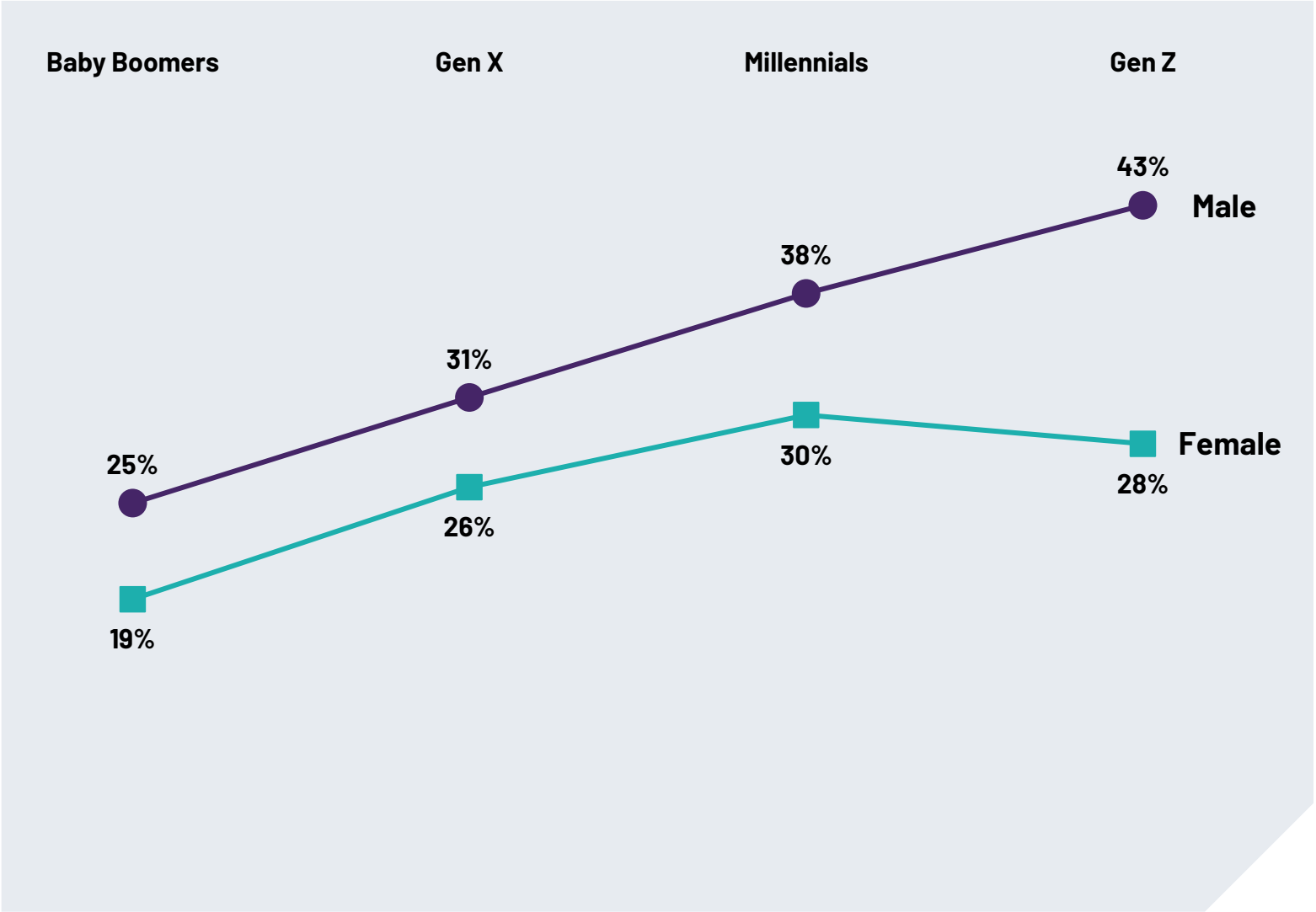
Q

To what extent do <u>you personally</u> agree or disagree with each of the following statements?

Young men should try to be physically tough, even if not naturally big

% agree (29-country average)

Men in all generations are more likely than women to agree that young men should try to be physically touch, even if not naturally big, with the gap in agreement twice as big amongst Gen Z (15ppts) as other generations .



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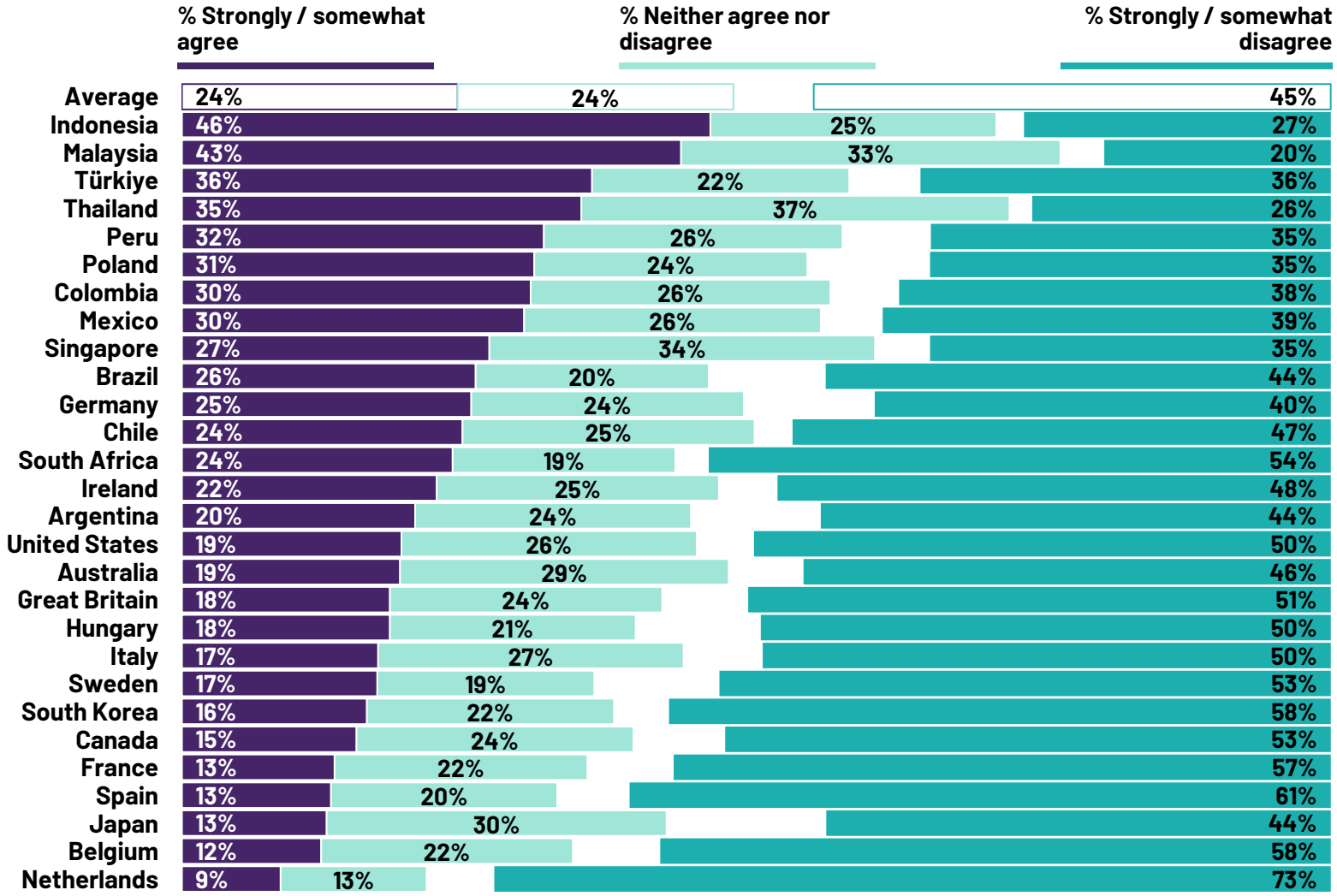
**Question not asked in India*

Q

To what extent do you personally agree or disagree with each of the following statements?

Men should not say "I love you" to their friends

One in four (24%) of the global country average agree that men should not say "I love you" to their friends, with just under half (45%) disagreeing. Indonesia, Malaysia, Türkiye, and Thailand have the highest levels of agreement, while the Netherlands, Spain, Belgium, and South Korea have the highest levels of disagreement.



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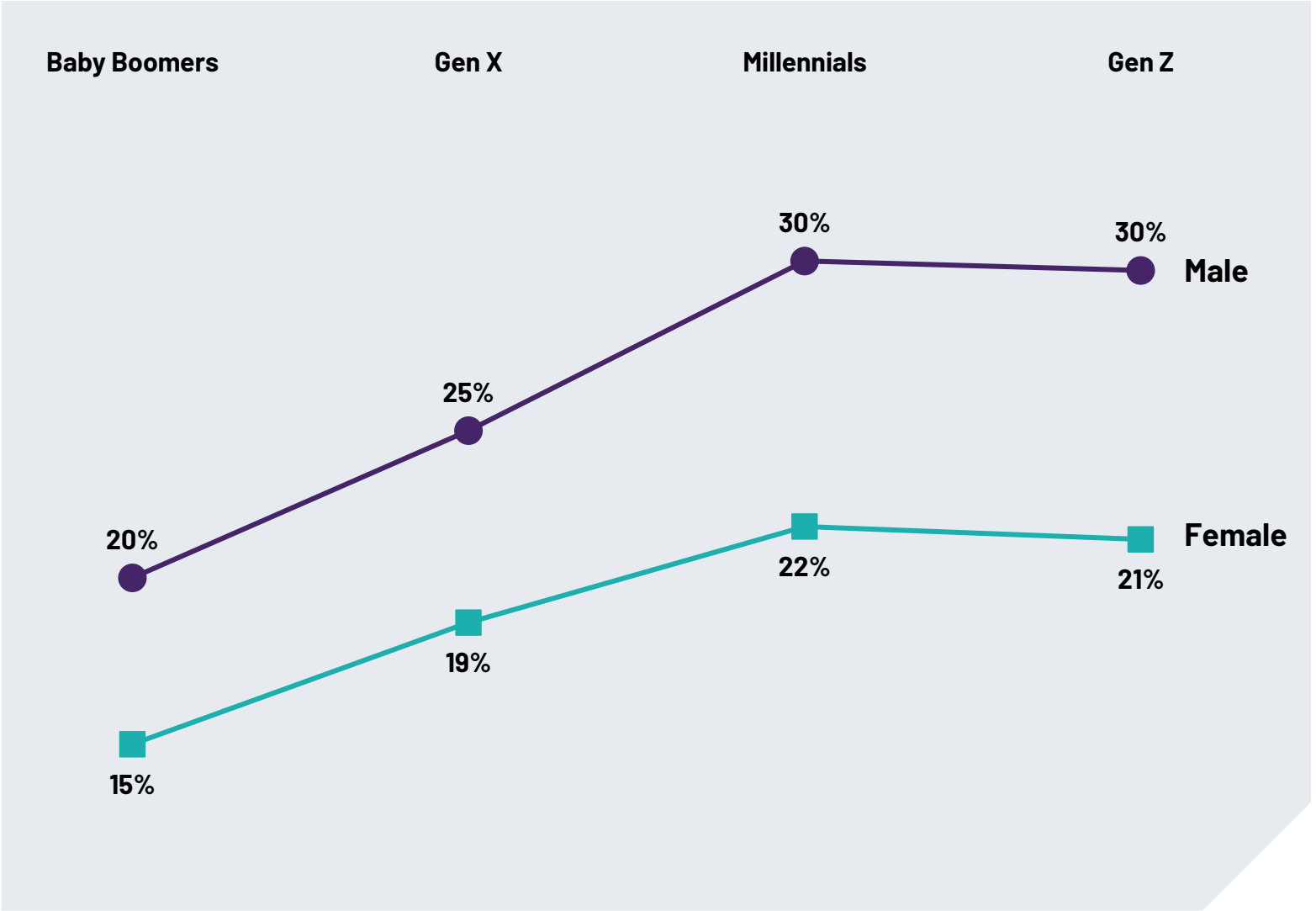
**Question not asked in India*

Q

To what extent do you personally agree or disagree with each of the following statements?

Men should not say "I love you" to their friends

% agree (29-country average)



Almost three in 10 (30%) men in Gen Z agree that men should not say "I love you" to their friends, compared to about two in five Boomer men (20%) and Gen Z women (21%).

Base: *21,028 online adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 24 December 2025-9 January 2026*

**Question not asked in India*

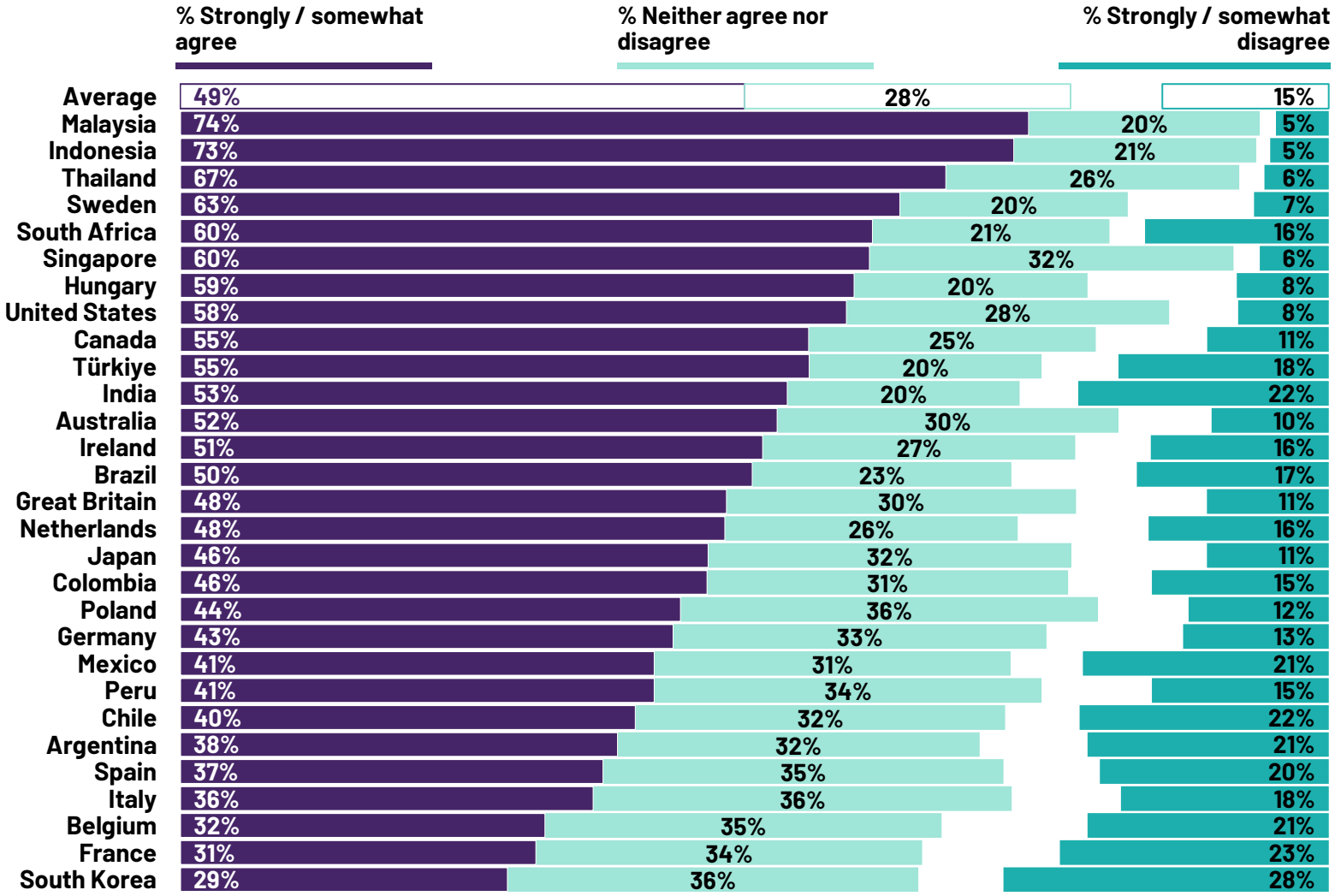
Q

To what extent do you personally agree or disagree with each of the following statements?

Men who take on caring responsibilities are more attractive to women

% agree (29-country average)

Around half (49%) of people surveyed agree that men who take on caring responsibilities are more attractive to women, with 15% disagreeing. Agreement is highest in Malaysia, Indonesia, and Thailand, with the highest levels of disagreement found in South Korea, France, Chile, and India.



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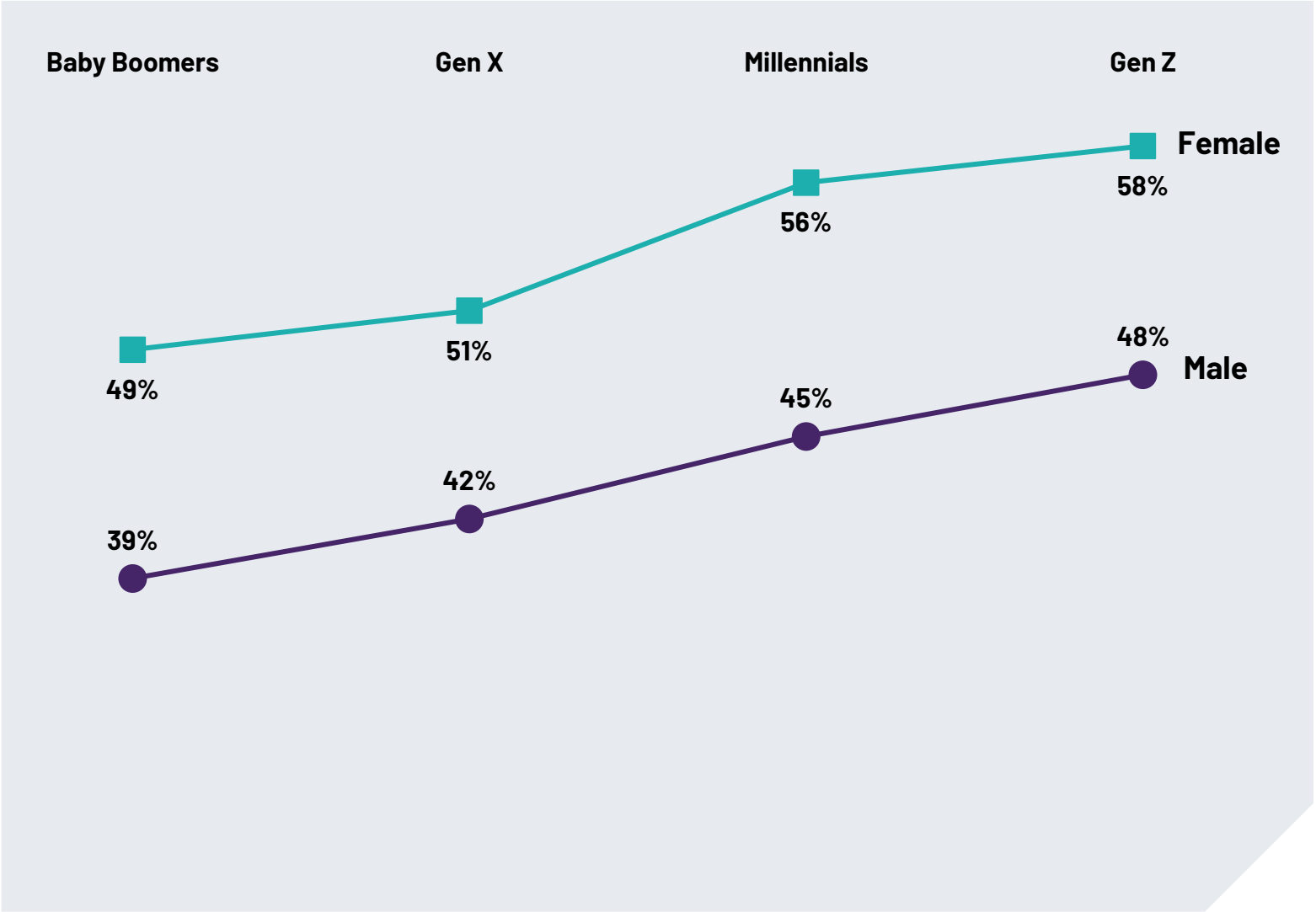
Q

To what extent do you personally agree or disagree with each of the following statements?

Men who take on caring responsibilities are more attractive to women

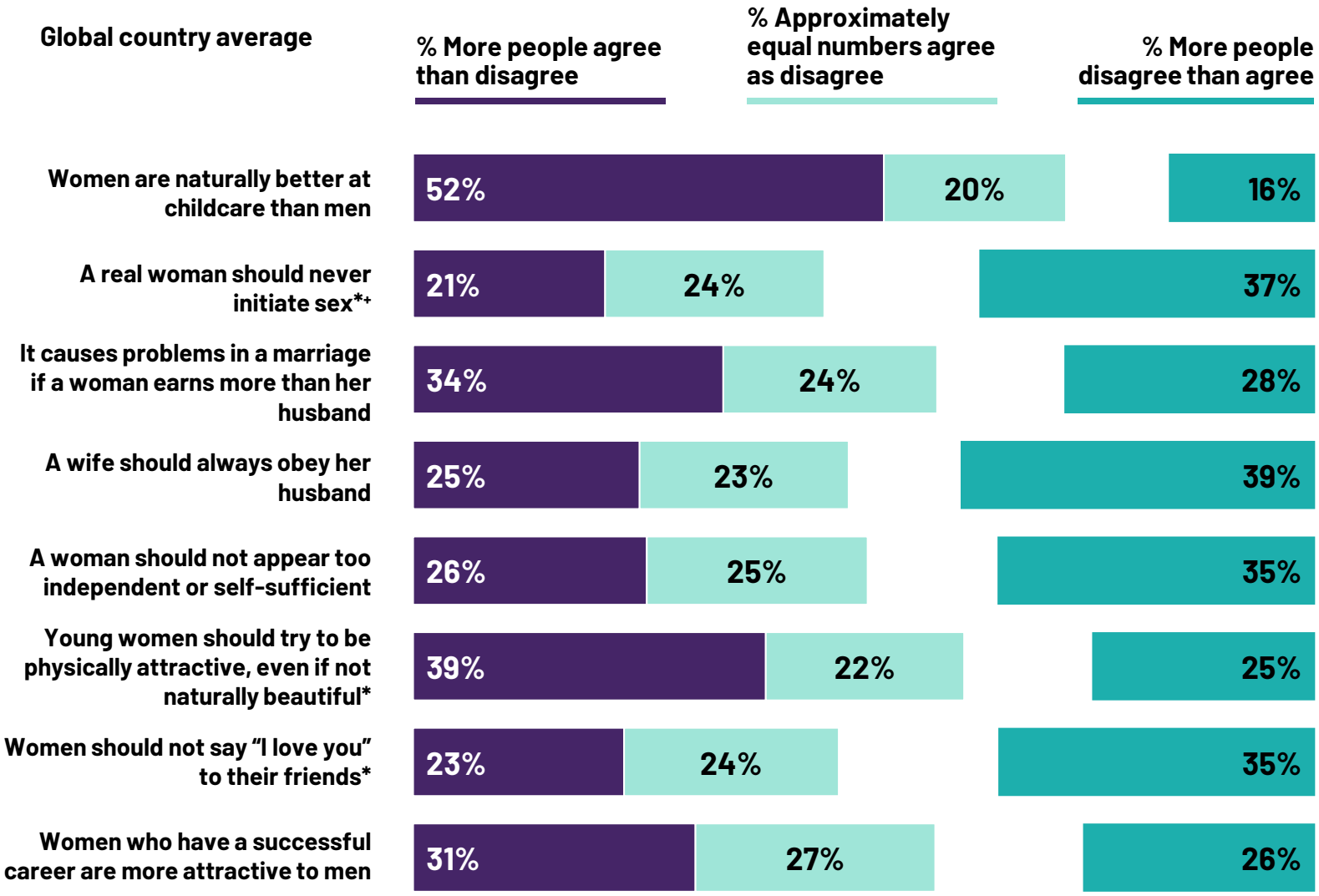
Nearly three in five (58%) Gen Z women agree that men who take on caring responsibilities are more attractive to women, compared to one in two Gen Z men who say the same (48%).



Base: *23,268 online adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 24 December 2025-9 January 2026*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?



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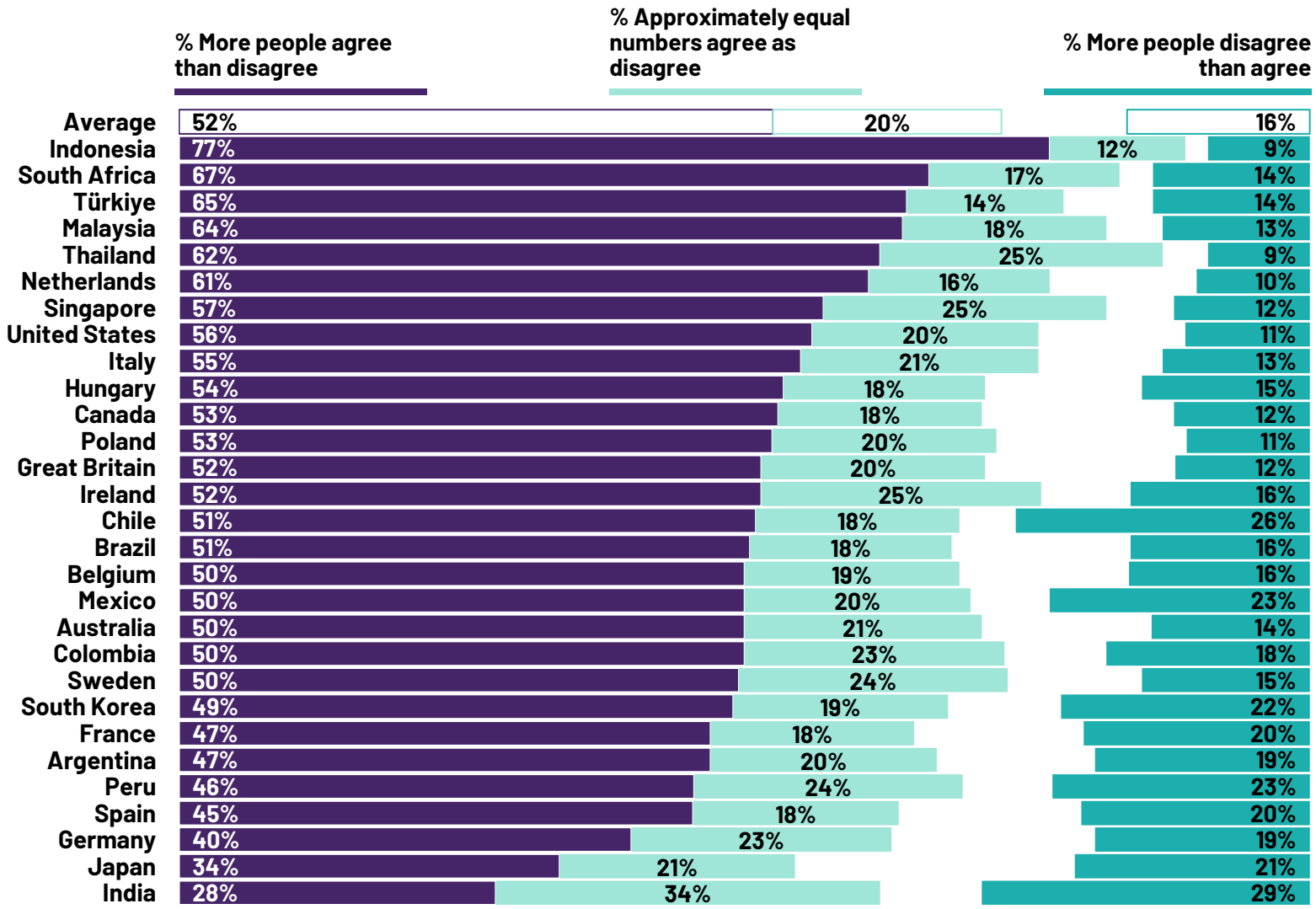
**Questions not asked in India, + Question not asked in South Korea, France, and Belgium due to translation error*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Women are naturally better at childcare than men

Around half (52%) of people surveyed think more people in their country would agree that women are better at childcare than men, compared with 16% who think more people would disagree.



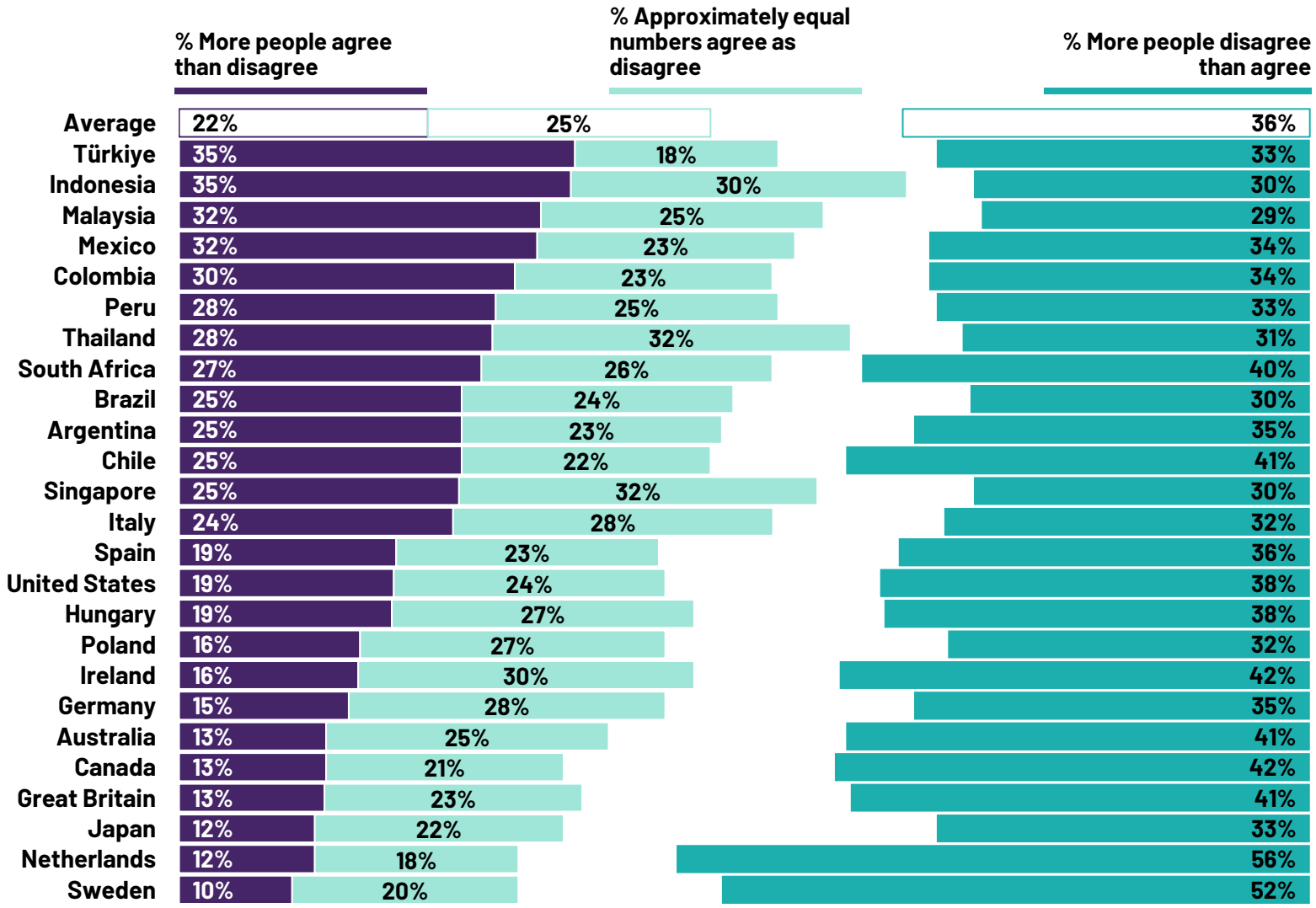
Base: *23,268 online adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 24 December 2025-9 January 2026*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

A real woman should never initiate sex

Around one in five (21%) think that more people in their country agree than disagree that a real woman should never initiate sex, compared with 37% who think more would disagree than agree.



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**Question not asked in India, ⁺Question not shown for South Korea, France, and Belgium due to translation error*

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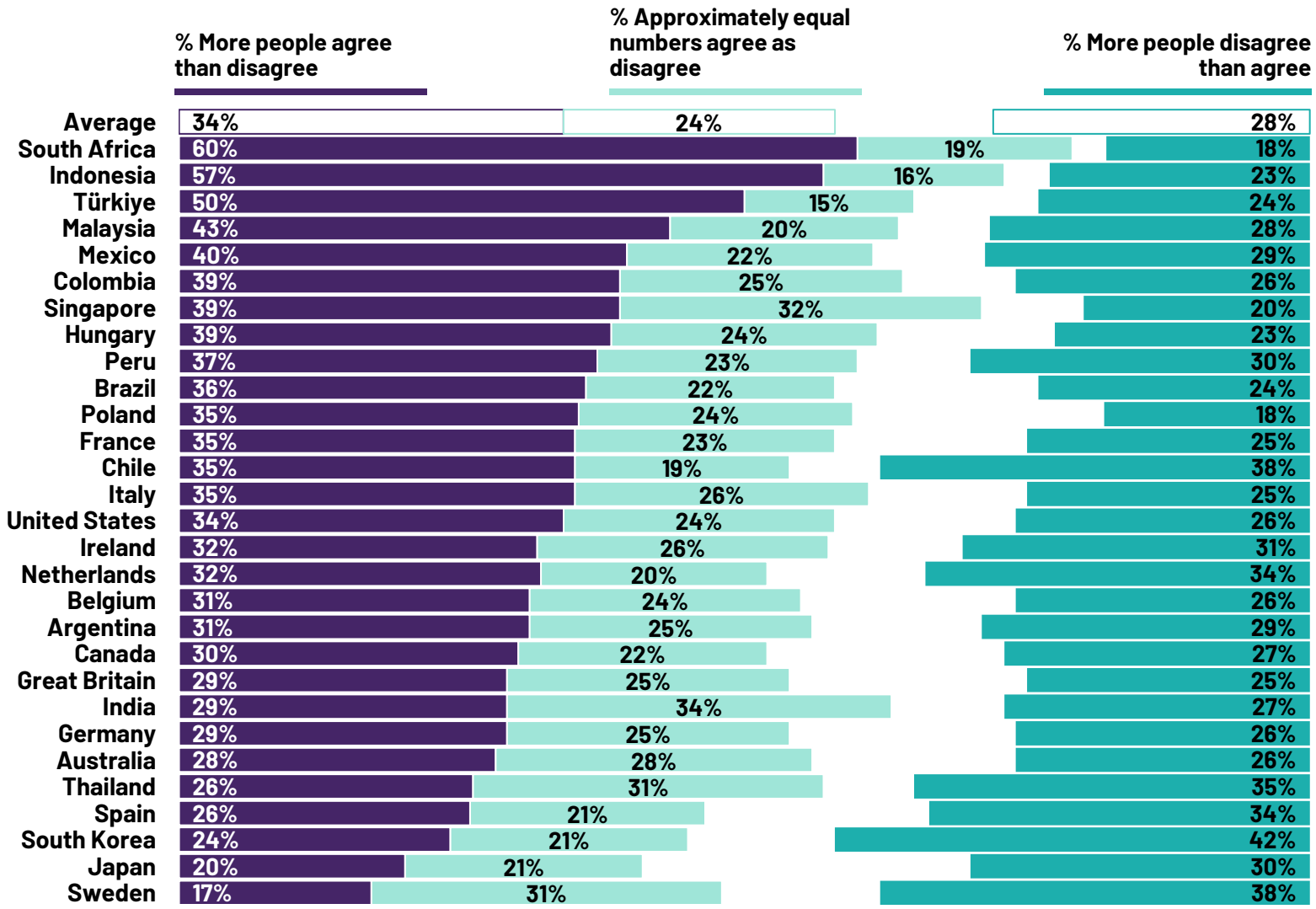
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

It causes problems in a marriage if a woman earns more than her husband

Among the global country average, one in three (34%) think more people would agree than disagree that it causes problems in a marriage if a woman earns more than her husband, with slightly fewer (28%) thinking more people would disagree.



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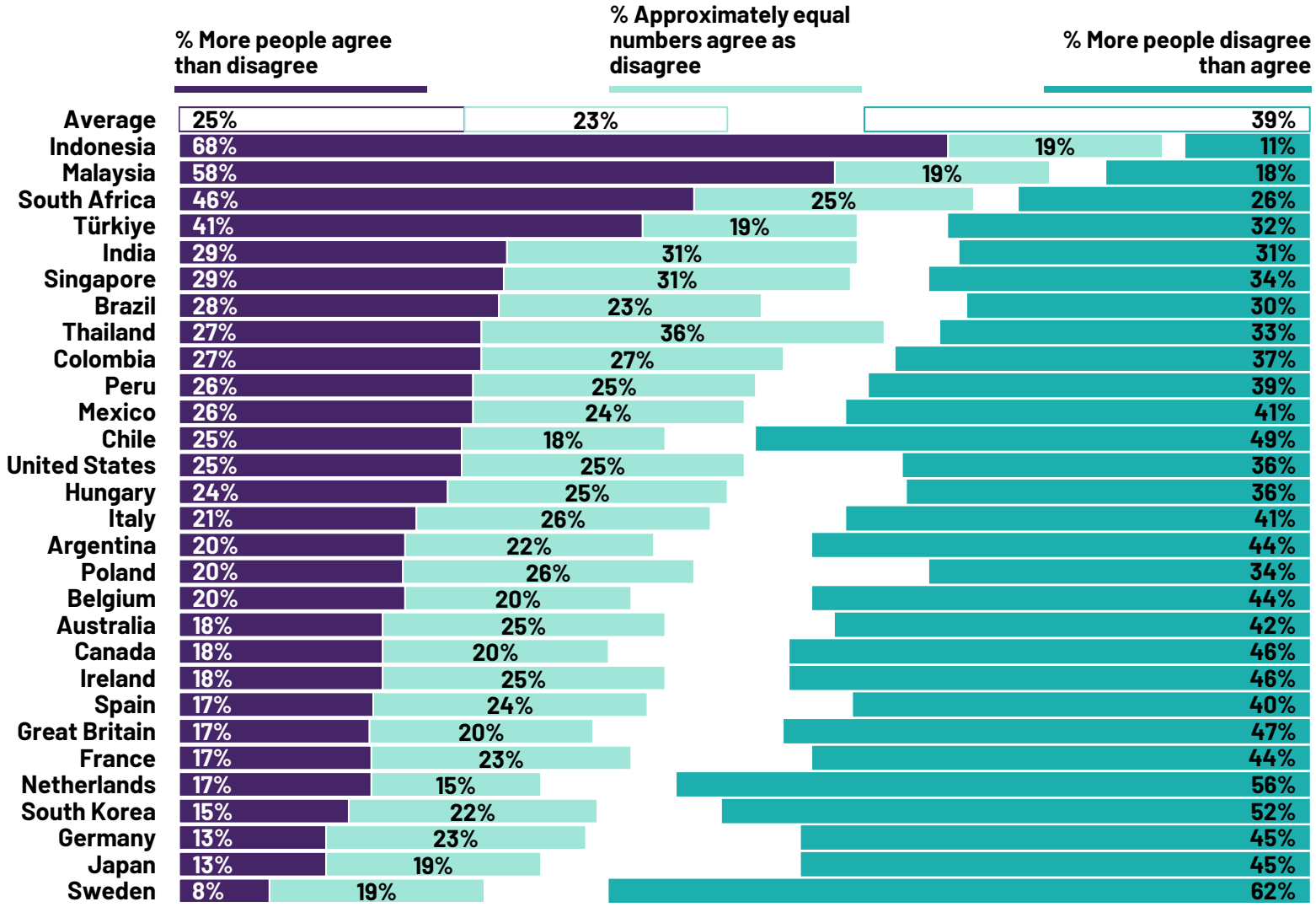
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

A wife should always obey her husband

Around two in five (39%) think that more people in their country would disagree than agree that a wife should always obey her husband, compared to one in four (25%) who think more people would agree.



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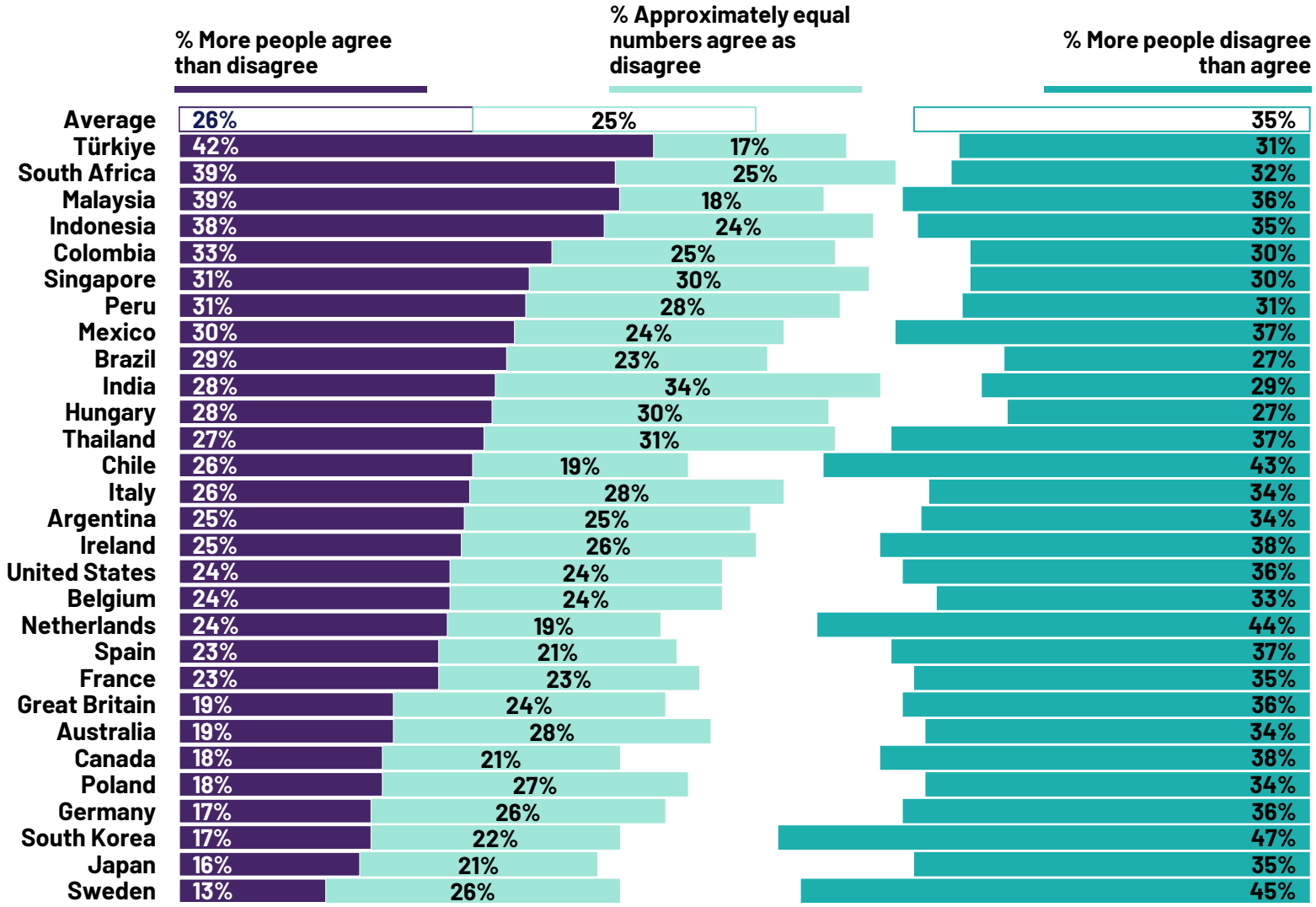
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

A woman should not appear too independent or self-sufficient

Around one in three (35%) of those surveyed think that more people in their country would disagree than agree that a woman should not appear too independent or self sufficient, compared to one in four (26%) who think more people would agree.



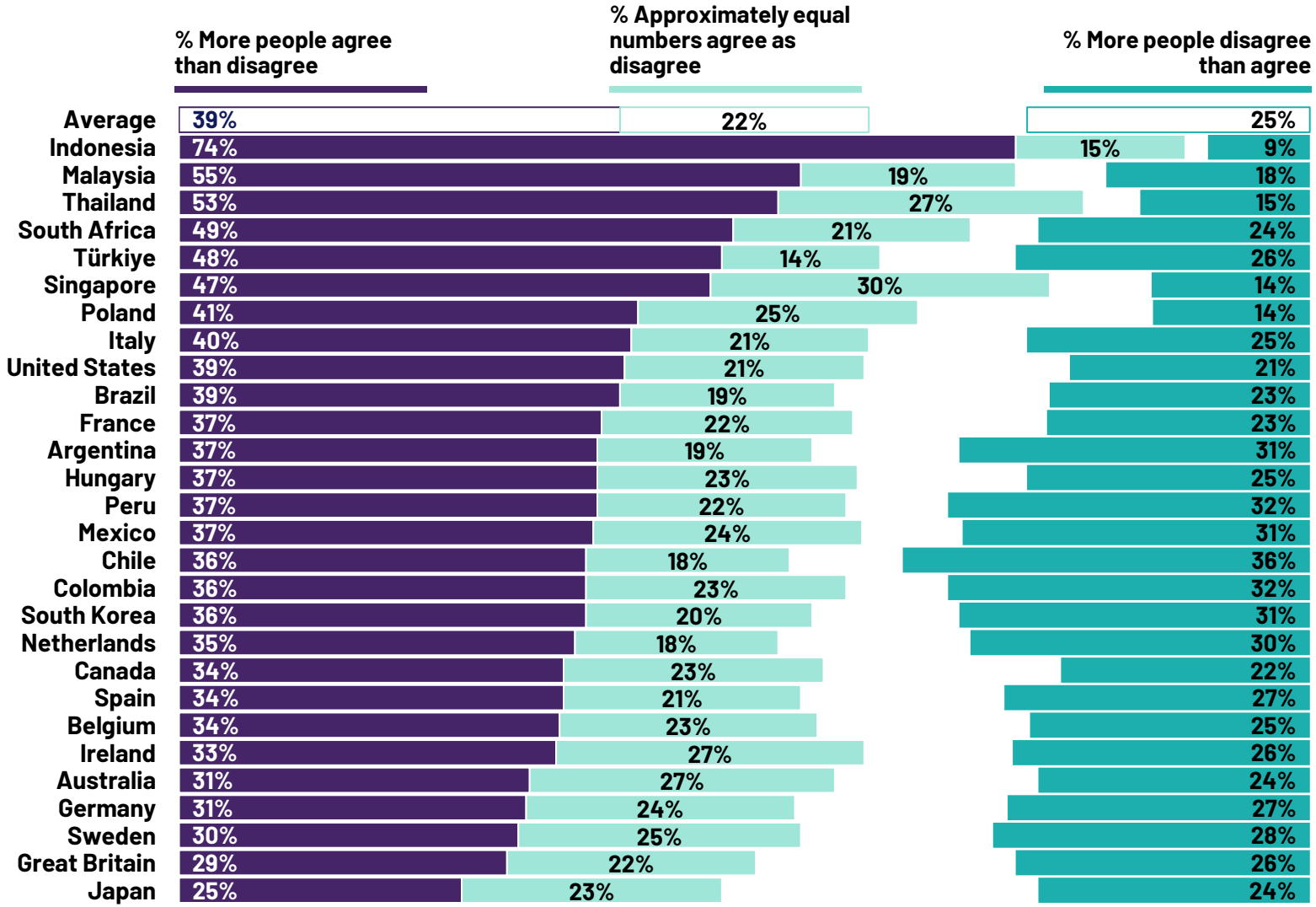
Base: *23,268 online adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries, 24 December 2025-9 January 2026*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Young women should try to be physically attractive, even if not naturally beautiful

Two in five (39%) among the global country average think that more people in their country would agree rather than disagree that young women should try to be physically attractive, even if not naturally beautiful, compared to one in four (25%) who think more in their country would disagree.



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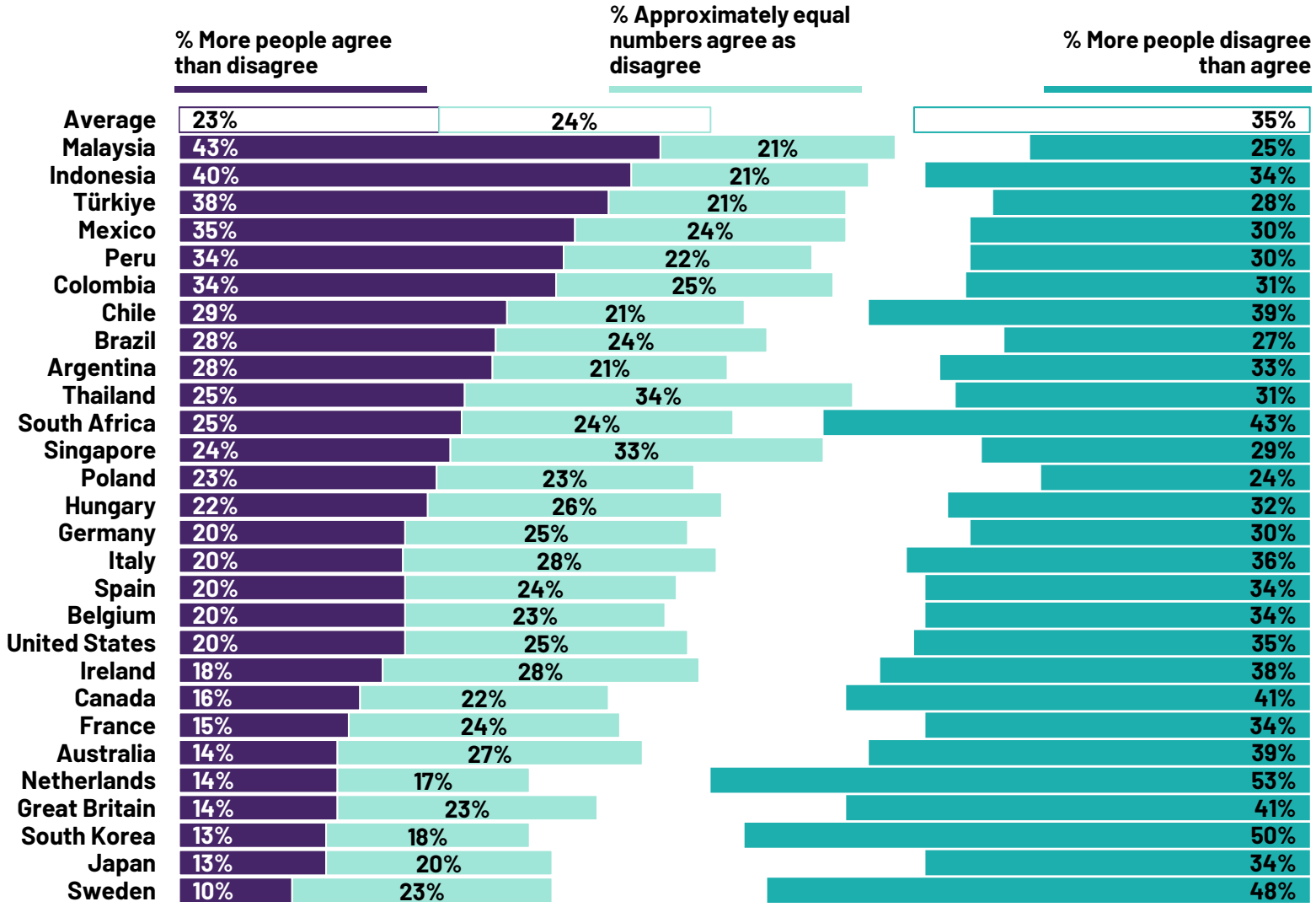
**Question not asked in India*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Women should not say "I love you" to their friends

One in three (35%) of those surveyed think more people in their country would disagree than agree that women should not say "I love you" to their friends, while one in four (23%) think more people would agree than disagree.



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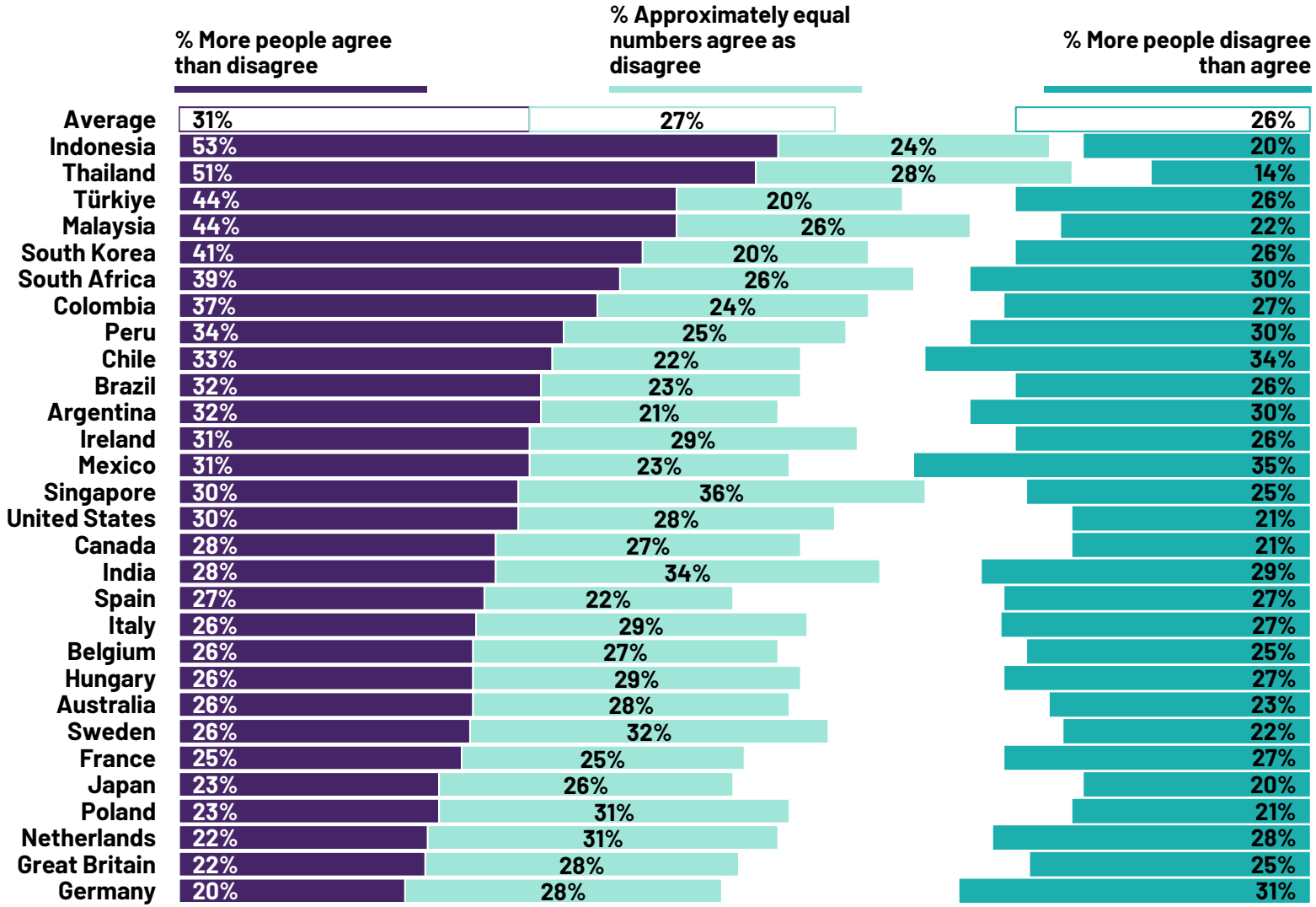
**Question not asked in India*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Women who have a successful career are more attractive to men

Amongst the 29-country average, three in 10 (31%) think more people in their country would agree rather than disagree that women who have a successful career are more attractive to men, whereas one in four (26%) think more would disagree rather than agree.



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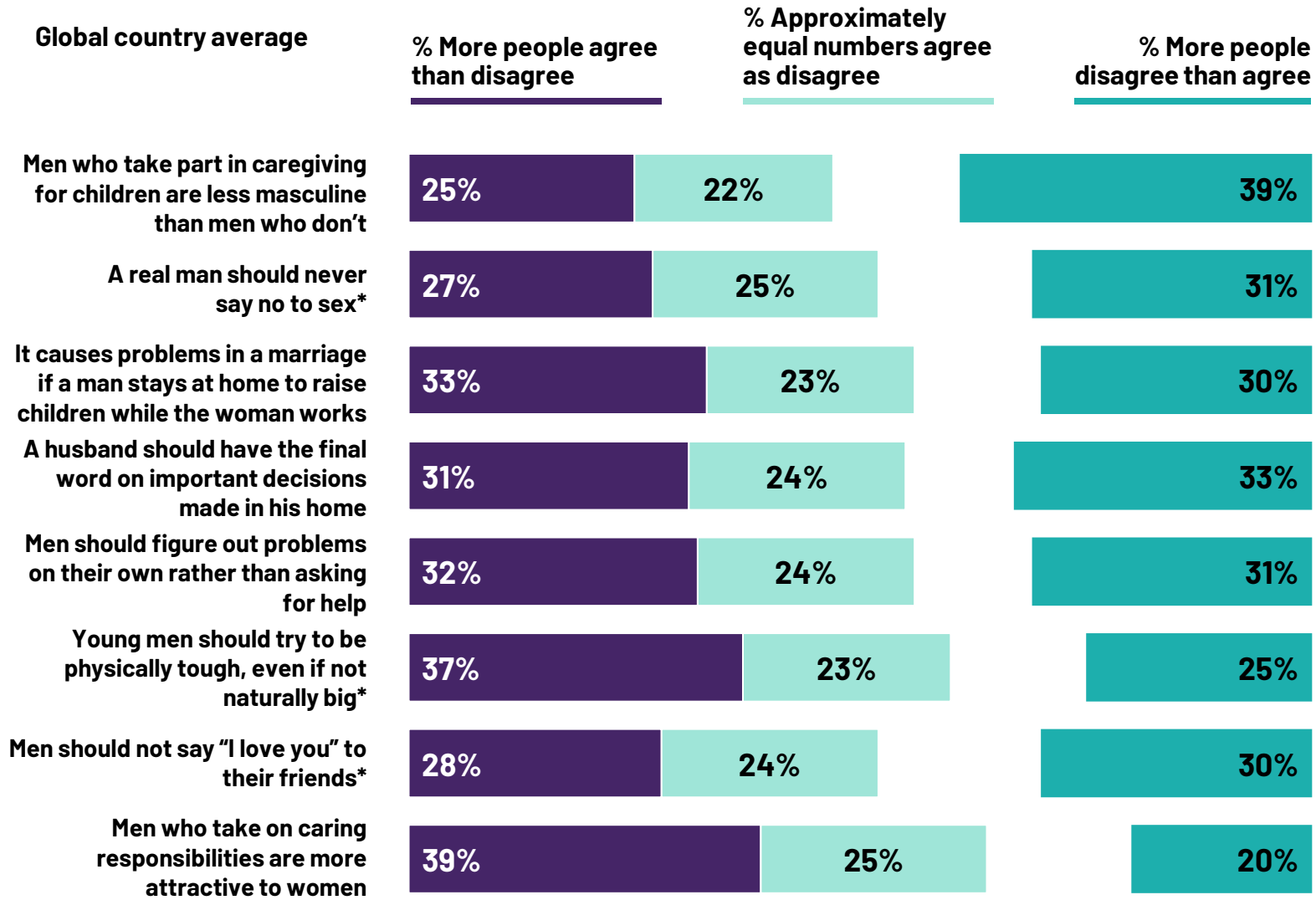
To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?



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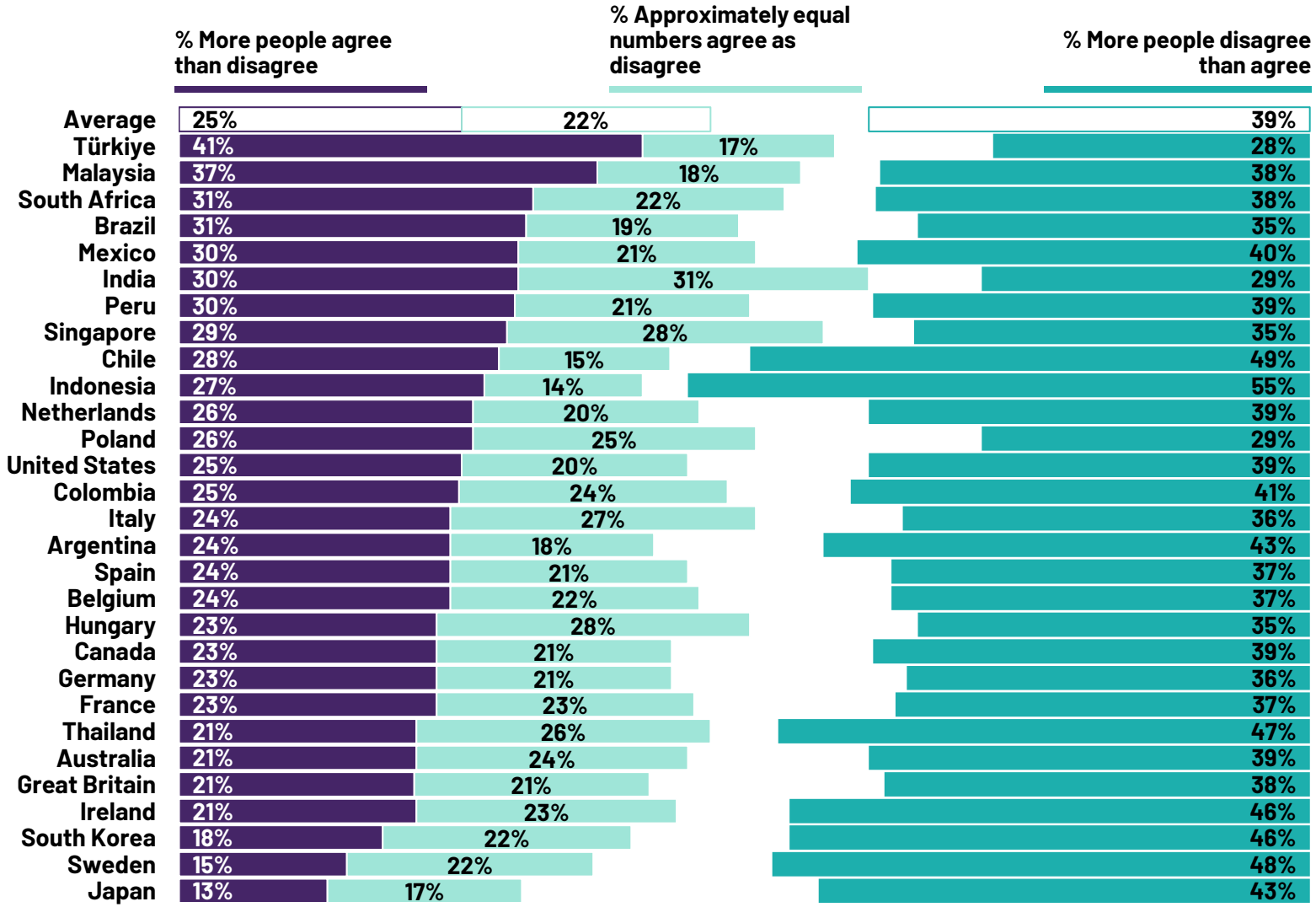
**Questions not asked in India*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Men who take part in caregiving for children are less masculine than men who don't

On average across the 29 countries surveyed, two in five (39%) think more people in their country would disagree than agree that men who take part in caregiving for children are less masculine than men who don't, compared to one in four (25%) who think more people would agree rather than disagree.



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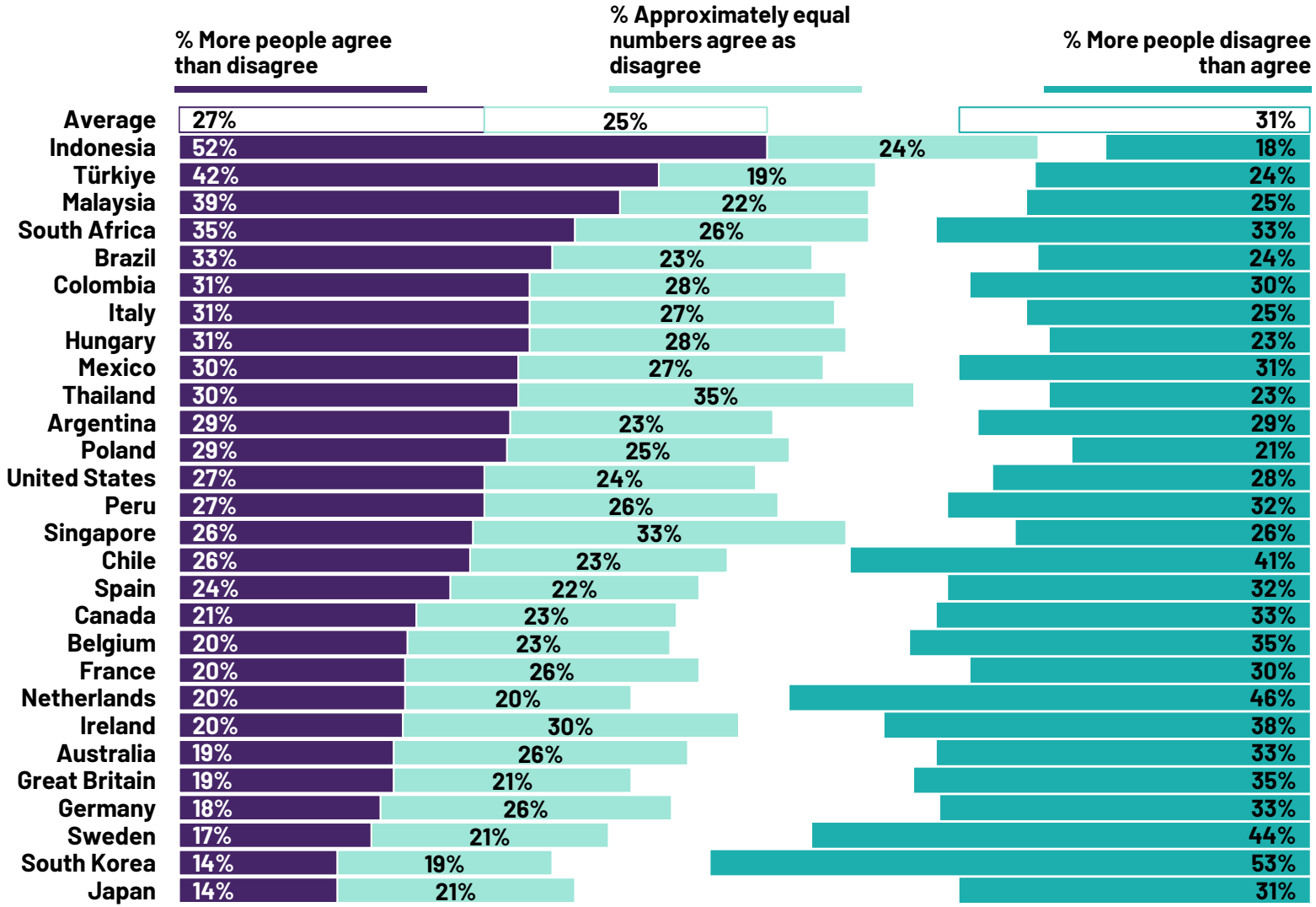
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

A real man should never say no to sex

Three in 10 (31%) of those surveyed think more people in their country would disagree rather than agree that a real man should never say no to sex, while a nearly similar share (27%) think more people would agree than disagree.



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**Question not asked in India*

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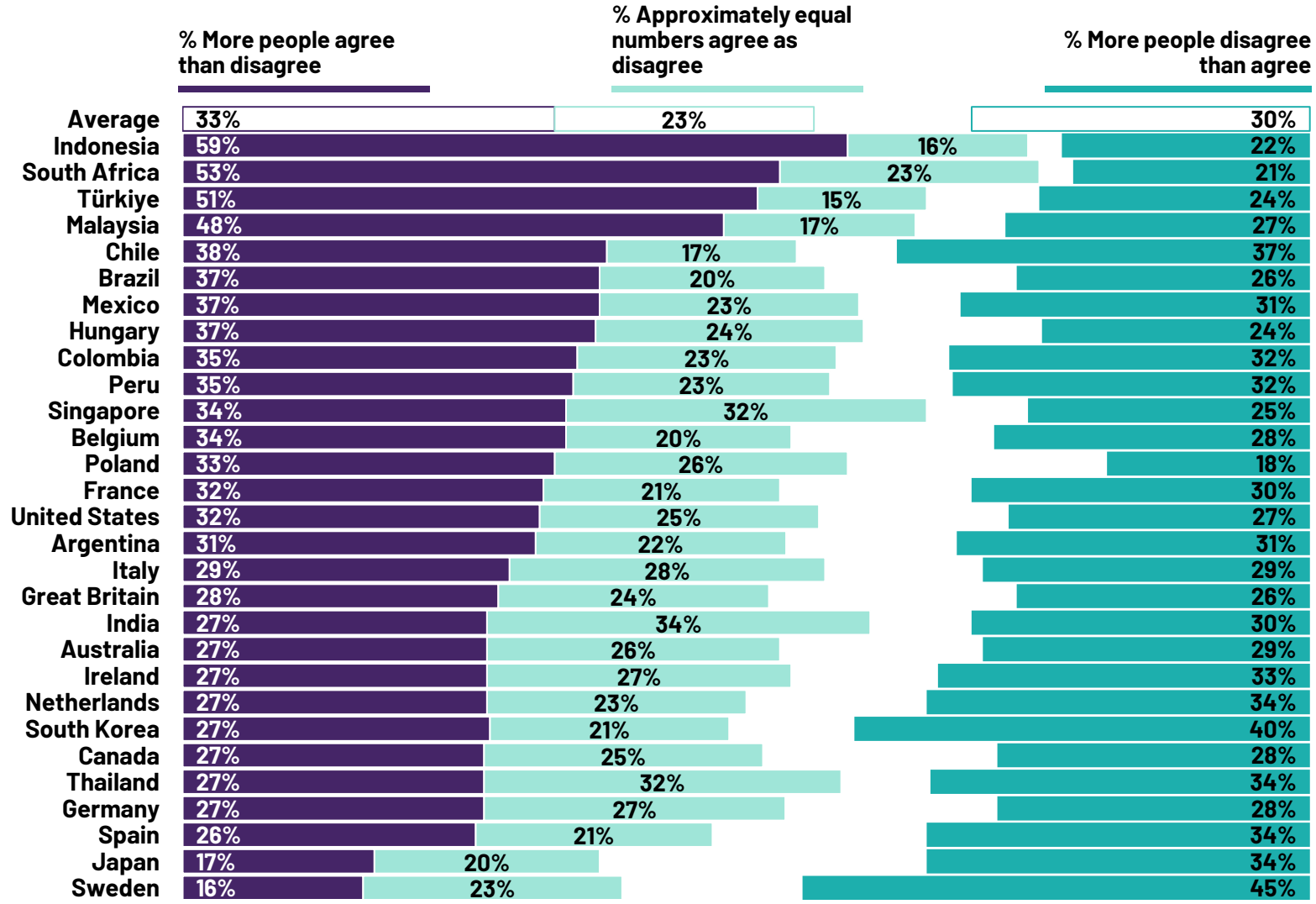
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

It causes problems in a marriage if a man stays at home to raise children while the woman works

The global country average is divided as to whether they think more people in their countries would agree (33%) or disagree (30%) that it causes problems in a marriage if a man stays at home to raise children while the woman works.



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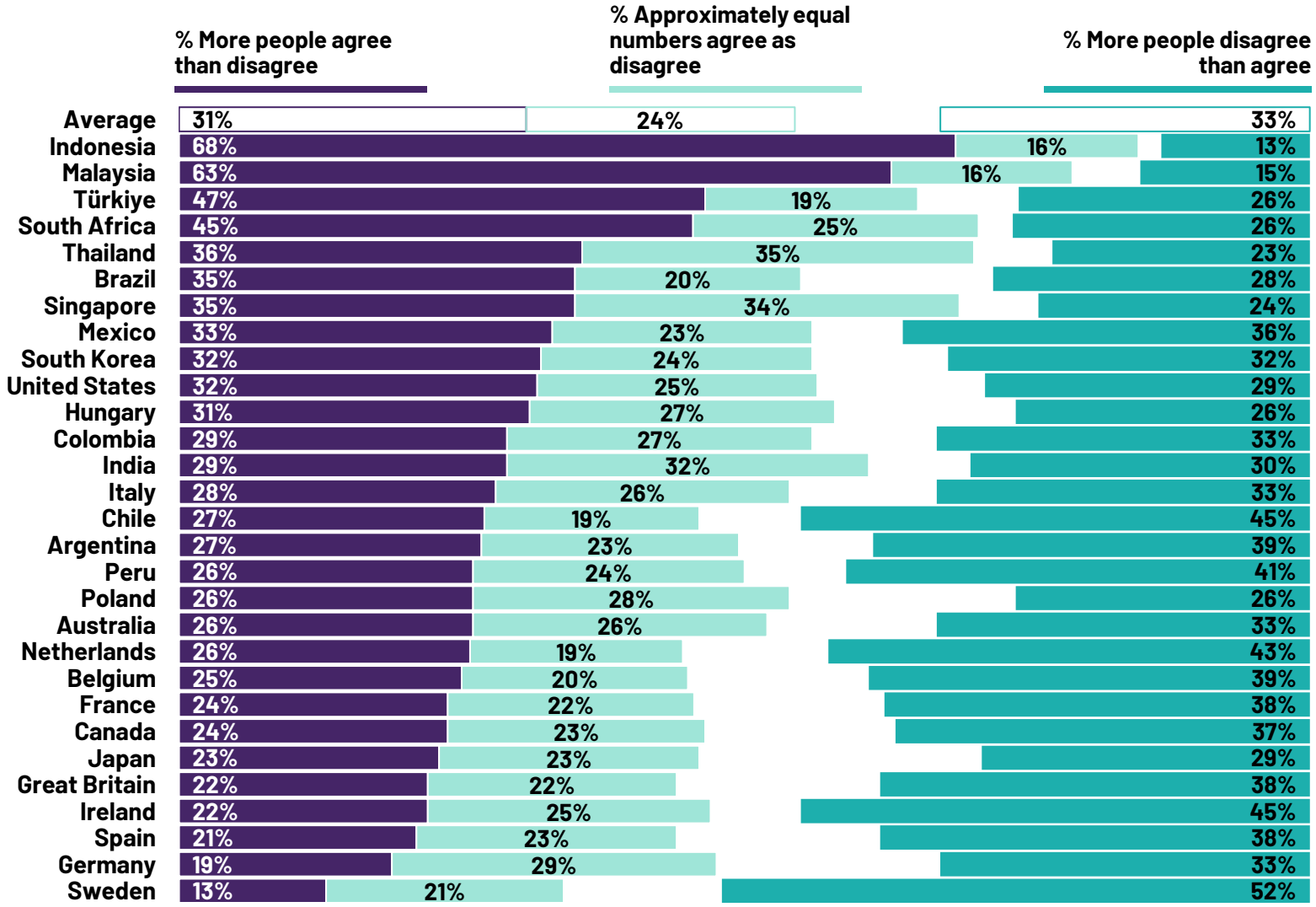
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

A husband should have the final word on important decisions made in his home

People are divided as to whether more in their country would agree (31%) or disagree (33%) that a husband should have the final word on important decisions made in his home.



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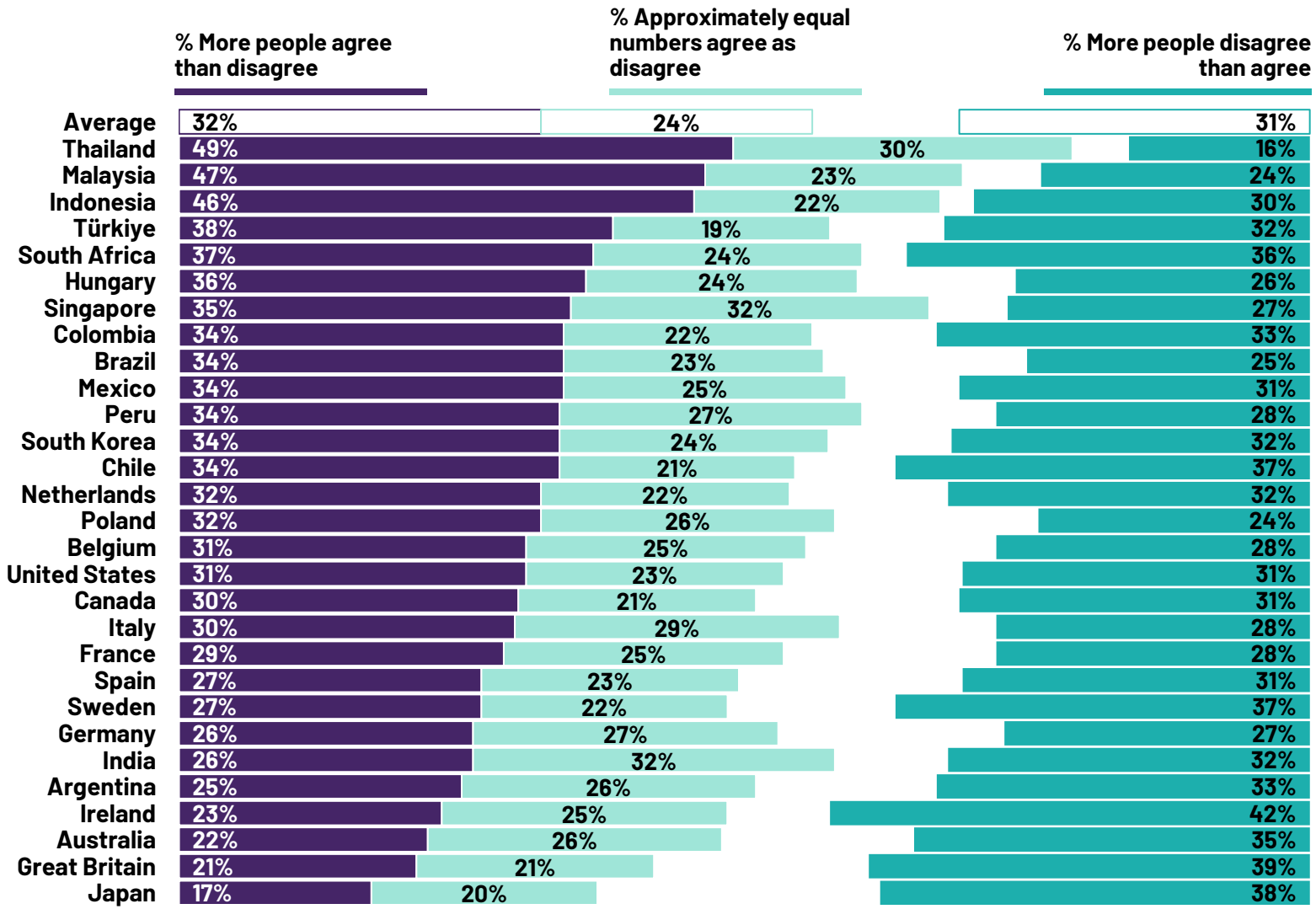
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Men should figure out problems on their own rather than asking for help

Amongst the 29-country average, one in three think that more people in their country would each agree (31%) and disagree (31%) that men should figure out problems on their own rather than asking for help.



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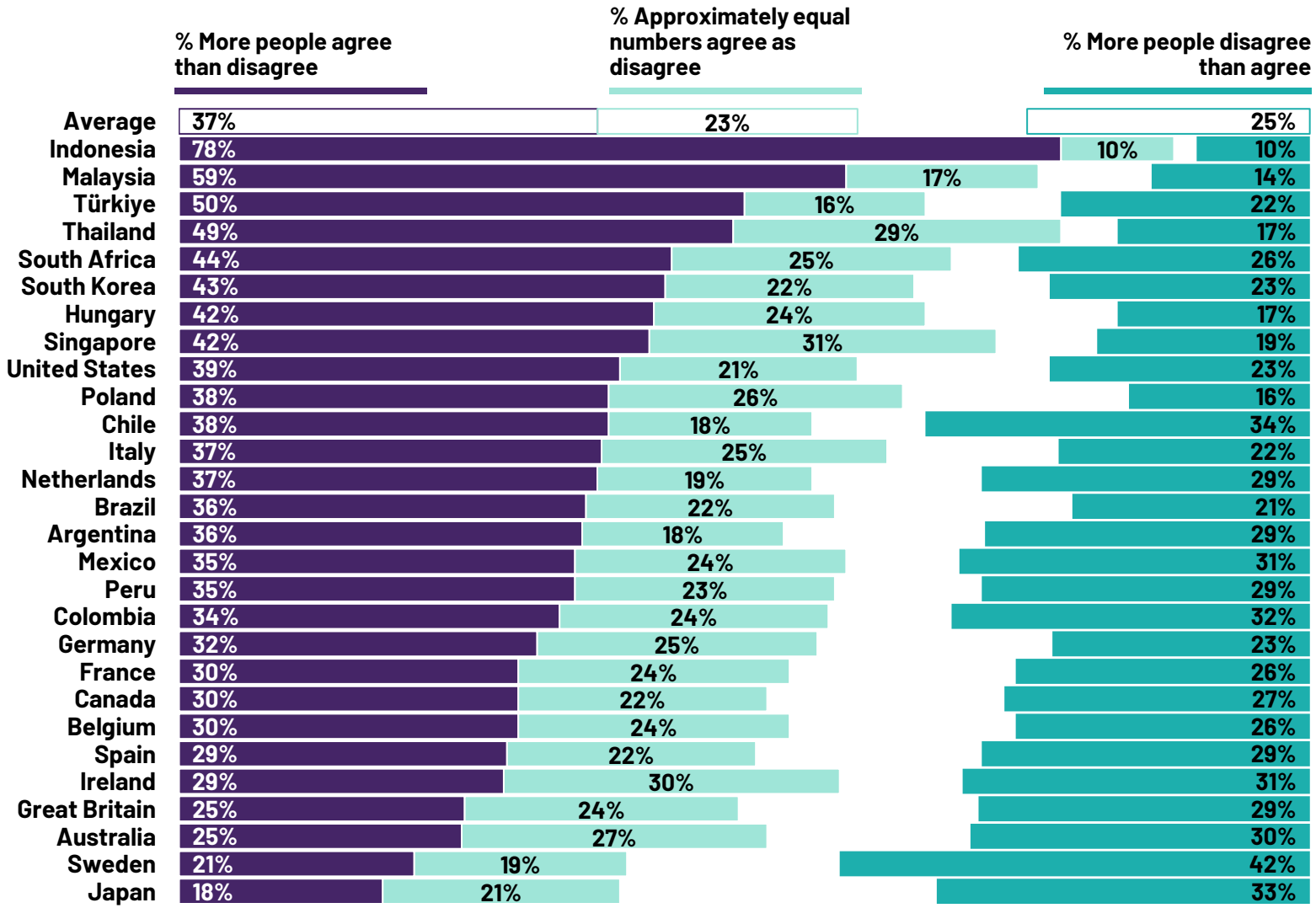
Q

*Question not asked in India

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Young men should try to be physically tough, even if not naturally big

A larger share of people think that more people in their country would agree rather than disagree that young men should try to be physically tough, even if not naturally big (37%), as compared to those who think more people in their country would disagree (25%).



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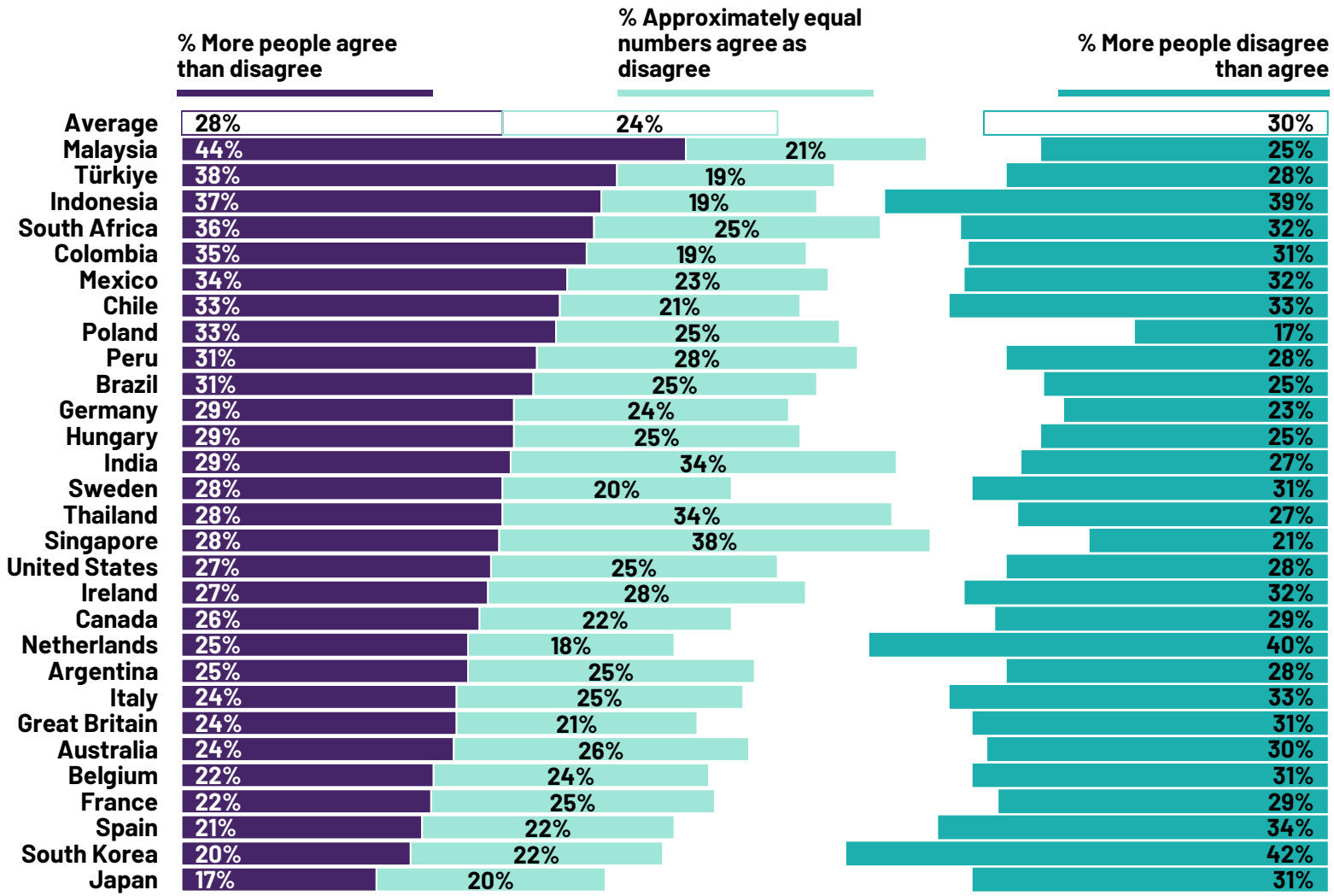
**Question not asked in India*

Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Men should not say "I love you" to their friends

The global country average are divided as to whether they think more people in their countries would agree (28%) or disagree (30%) that men should not say "I love you" to their friends.



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**Question not asked in India*

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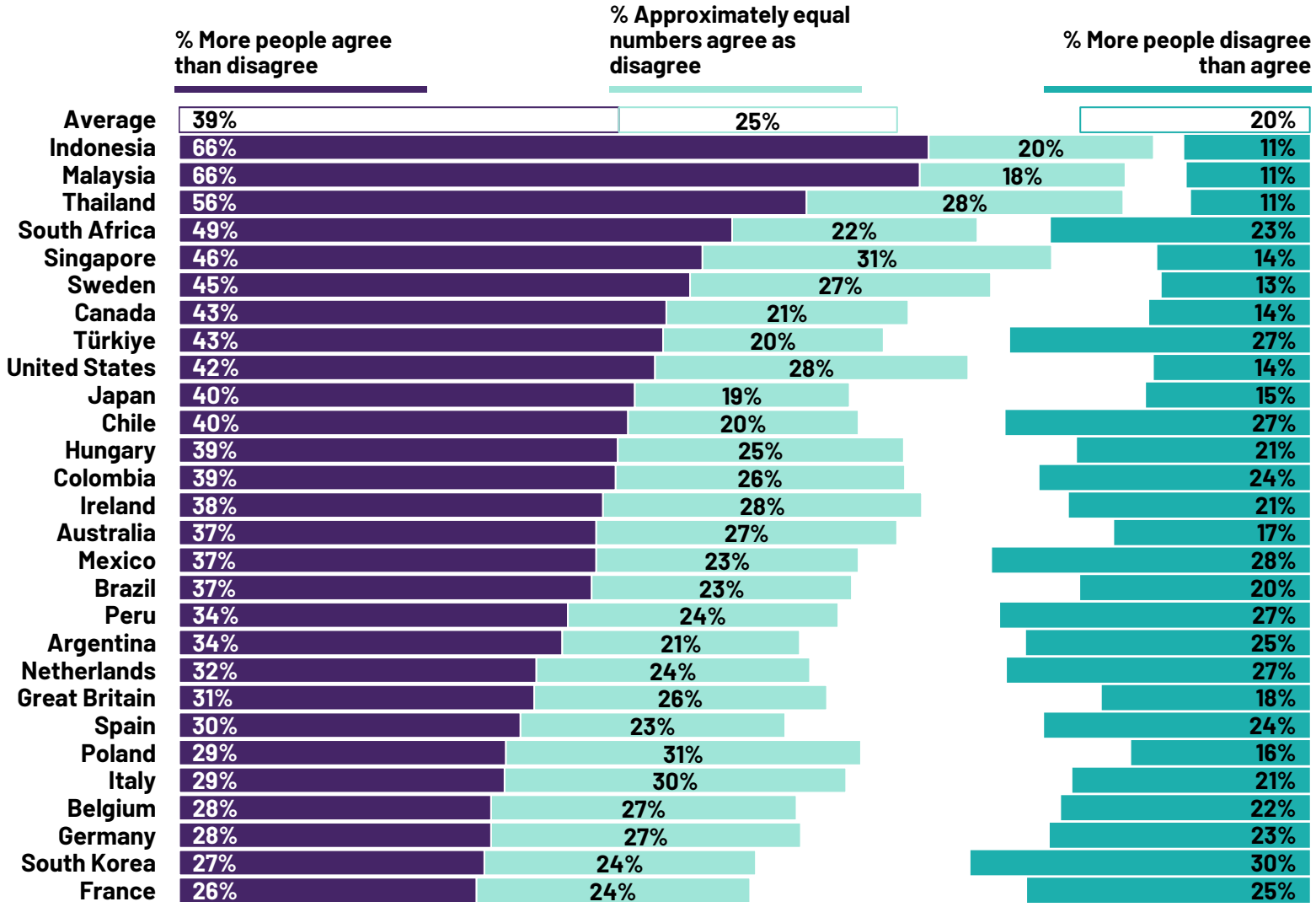
Q

To what extent do you think more people in [COUNTRY] would agree or disagree with each of the following statements, or do you think views would be about equal?

Men who take on caring responsibilities are more attractive to women

Around one in five (22%) think that more people in their country would disagree than agree that men who take on caring responsibilities are more attractive to women, compared to 14% who think more people would agree than disagree.



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Technical Note

Methodology

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Wednesday, December 24, 2025 and Friday, January 9, 2026. For this survey, Ipsos interviewed a total of 23,268 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, 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, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Mexico, Spain, and the U.S., and 500 individuals each in Argentina, 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, 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, Saudi Arabia, 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.

For information or assistance about this please contact:

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