

# KANTAR PUBLIC

## The Reykjavík Index FOR LEADERSHIP

Singapore Highlights

Measuring society's perceptions  
of equality for women and men  
in leadership since 2018

2022 - 2023



# We are the world leading independent specialist research, evidence and advisory business providing services to government and the public realm, across all aspects of public policy

## We enable clients around the world to build a better public realm

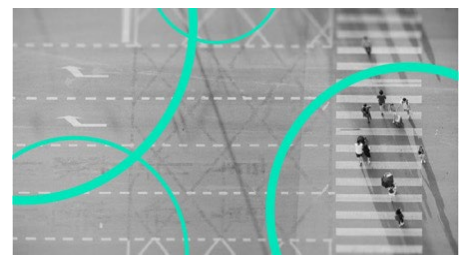
Kantar Public is a world leading independent specialist research, evidence and advisory business providing services to government and the public realm, across all aspects of public policy. With offices across Europe, APAC and in the US, our specialist consultants and researchers are supported by our unique global data ecosystem providing gold standard data. We combine expertise in human understanding with advanced technologies and data science, to provide the evidence and advisory services for successful decision-making in government and organisations working for the public realm. We share global best practice through local expertise.



## We provide high-quality evidence and capability building to our clients across four strategic areas spanning the entire policy cycle

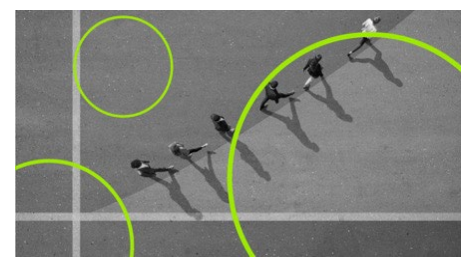
<u>Expertise</u>	<u>Partnerships</u>
1. Strategic Foresight	1. Participatory Engagement
2. Organisational Development & Design	2. Organisational Transformation
3. Brand, Communications & Engagement	3. Leadership Development
4. Behaviour Change & Experience Design	4. Thought Leadership
5. Policy Development and Impact Evaluation	5. Capability Building
6. Public Consultation	
7. Data Analytics	
8. Events and Conferences	

### Behavioural Insights & Communications



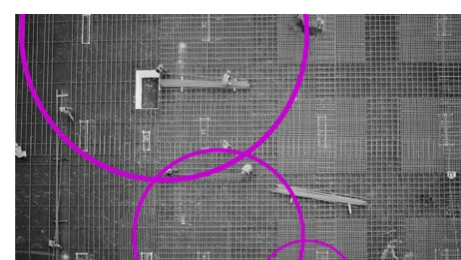
How do you implement effective, population level behaviour change to address complex societal challenges?

### Political & Opinion Advisory



How can you track societal changes, engage with citizens and deliver powerful communication campaigns?

### Policy Development & Evaluation



How do you develop better public policy and programmes – and understand what works and why?

### Public Evidence



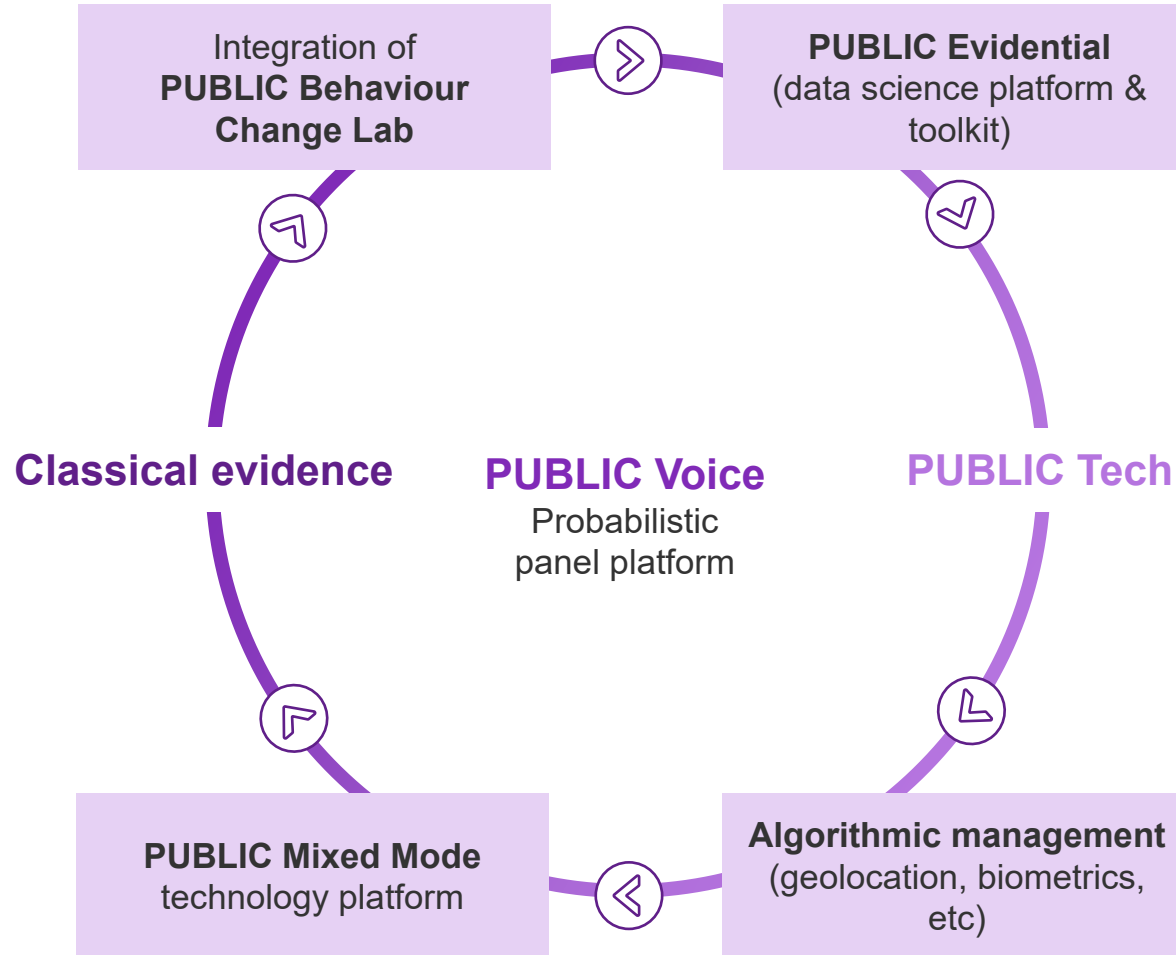
How can you better understand people and communities in order to effect change?

# We provide advisory services fuelled by robust data ecosystems to discover unique citizen insights

## Classical evidence

Gold-standard evidence powered by our leading proprietary infrastructure and methodological expertise

- Longitudinal studies
- National & international studies
- Cross-sectional research
- Public opinion & Political polling
- Deliberative & Qualitative approaches
- Citizen engagement
- And more...



## PUBLIC Tech

Technology applications and products powered by data science

- 1. PUBLIC Evidential platform & toolkit** – Integration and analysis of survey & non-survey data including:
  - Government open data sets
  - Contextual data (Geolocation & satellite imagery, Biometrics, etc.)
  - Behavioural data (Web browsing, app usage, Search & Social, purchase, media consumption, etc.)
- 2. PUBLIC Behaviour Change Lab**  
Advanced online experimentation platform

# SDG 5 Gender Equality: Reykjavik Index for Leadership

## *Global initiative: Data philanthropy mission*

As a business, we exist to provide the insight and evidence which then informs the shaping and development of public policy around the world. [Reykjavik Index for Leadership](#) is part of our **data philanthropy initiative** on how we work with governments around the world so our data can be used to define the actions which will drive sustainable change and deliver equality for all.

### Some of the headlines include

- Over the last five years, across the G7 countries, we have made no discernible progress on the overall perception that women and men are equally suitable for leadership positions.
- The USA has dropped 9 points on the Index from 76 in 2018 to a low of 67 this year.
- Across the G7 countries, younger generations hold more prejudiced views against women being equally suitable as men for positions of leadership, compared to their parents.
- Across the G7 the percentage of respondents who are 'very comfortable' with a woman being head of government has dropped to only 47%, compared to a previous high of 54% last year. The biggest drops for this question were in the UK and the US.



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#### The Reykjavik Index FOR LEADERSHIP

Measuring society's perceptions  
of equality for women and men  
in leadership since 2018  
2022 - 2023 PART ONE



# How was it conducted?

## Methodology: Overall sample size

- Our 2022-2023 research for The Reykjavík Index for Leadership covers a total of 14 markets. i.e. all G7 countries – Canada, France, Germany, Italy, Japan, the United Kingdom and the United States of America), plus Australia, Iceland, Indonesia, Poland, Singapore, Spain and Thailand.
- The total sample for the 2022-2023 edition of the Index is >14,000.

The data source for the 2022-2023 Index calculations is a Kantar survey of working age adults (aged 18-65) conducted in each of the G7 countries plus Australia, Iceland, Indonesia, Poland, Singapore, Spain and Thailand in October 2022:

- 1,000 per country in Canada, France, Germany, Italy, Japan, the United Kingdom and the United States
- 1,000 per country in Australia, Iceland, Indonesia, Poland, Singapore, Spain and Thailand
- 1,000 in each Poland and Spain: these countries were included because the 20th member of the G20 is the EU.

The samples for Australia Iceland, Indonesia, Poland, Singapore, Spain and Thailand were weighted so that each country's gender and age match the relevant population profiles. Kantar's online panel was used for data collection in each of these countries, except for Iceland.

# How was it conducted?

Methodology: Reykjavík Index calculation

**The Reykjavík Index for Leadership has been constructed based on research exploring the question:**

“For each of the following sectors or industries, do you think men or women are better suited to leadership positions?”

This question allows responses of ‘men’, ‘women’ and ‘both equally’ for 23 different economic and professional sectors. Aligned with our goal, a response of ‘both equally’ results in a point for that country within the Index, while a response of ‘men better suited’, ‘women better suited’ or ‘don’t know’ does not.

A country’s Reykjavík Index for Leadership is equal to the average proportion of people selecting ‘both equally’ across the 23 economic sectors. This is a measure of the extent to which, across society, men and women are viewed to be equally suitable for leadership.

For consistency between countries, the views of men and the views of women have each been given a 50% weight rather than a weight based on their exact population share (which varies slightly between countries).

## 23 sectors/industries

1. Pharmaceutical, medical research
2. High-tech, artificial intelligence
3. Gaming
4. Childcare
5. Education
6. Engineering
7. Banking and finance
8. Defence and police
9. Healthcare, well-being
10. Architecture
11. Economics and political science
12. Natural sciences
13. Media and entertainment
14. Fashion and beauty
15. Aerospace
16. Foreign Affairs and Diplomacy
17. Intelligence services
18. International Sports Organisations/Federations
19. Judiciary
20. Government and politics
21. Automotive manufacturers
22. Food and drink manufacturers
23. Charity and other not-for-profit organisations

# The Reykjavik Index for Leadership

The Reykjavik Index for Leadership is the measure of **how society views women and men in terms of their suitability for leadership.**

Any score of less than 100 is an indication of **prejudice** in society.

A country's Reykjavík Index for Leadership is equal to the average proportion of people selecting 'both equally' across the 23 economic sectors. This is a measure of the extent to which, across society, men and women are viewed to be equally suitable for leadership.



“For each of the following sectors or industries, do you think men or women are better suited to leadership positions?”  
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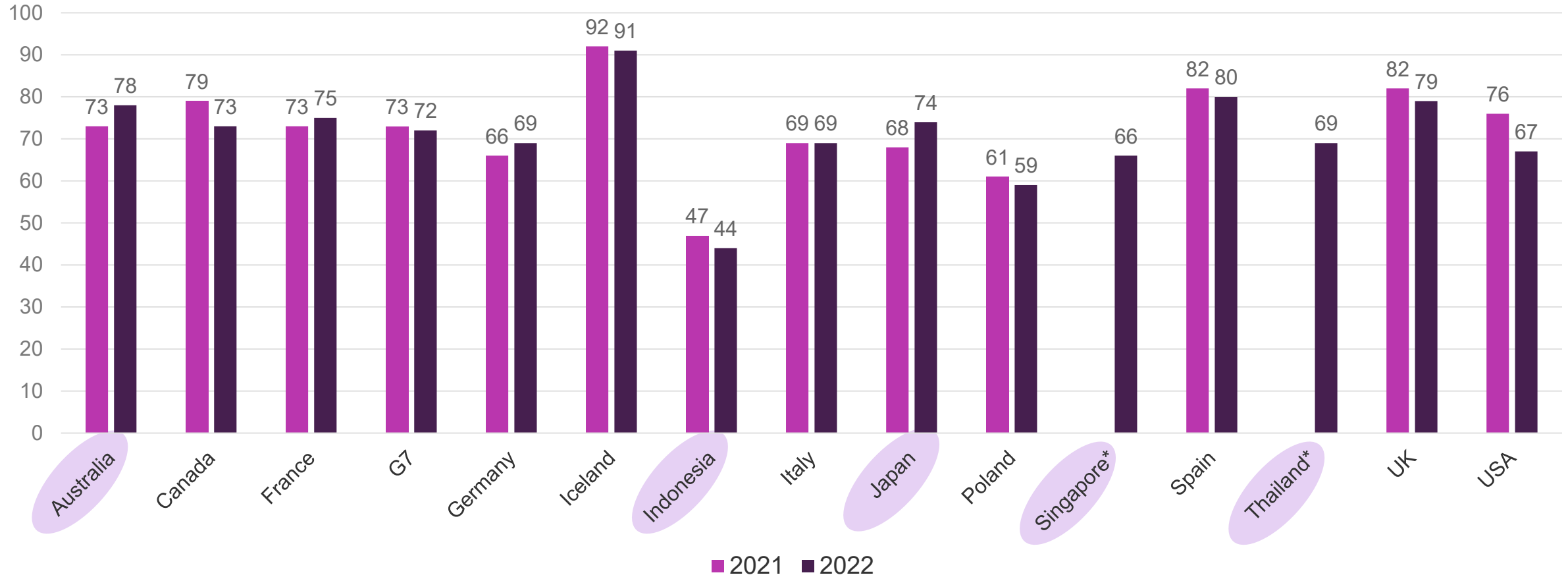
1

What has happened over the last 2 years?



# Iceland is still far ahead of most other countries on the index, showing that addressing gender stereotypes about leadership is possible

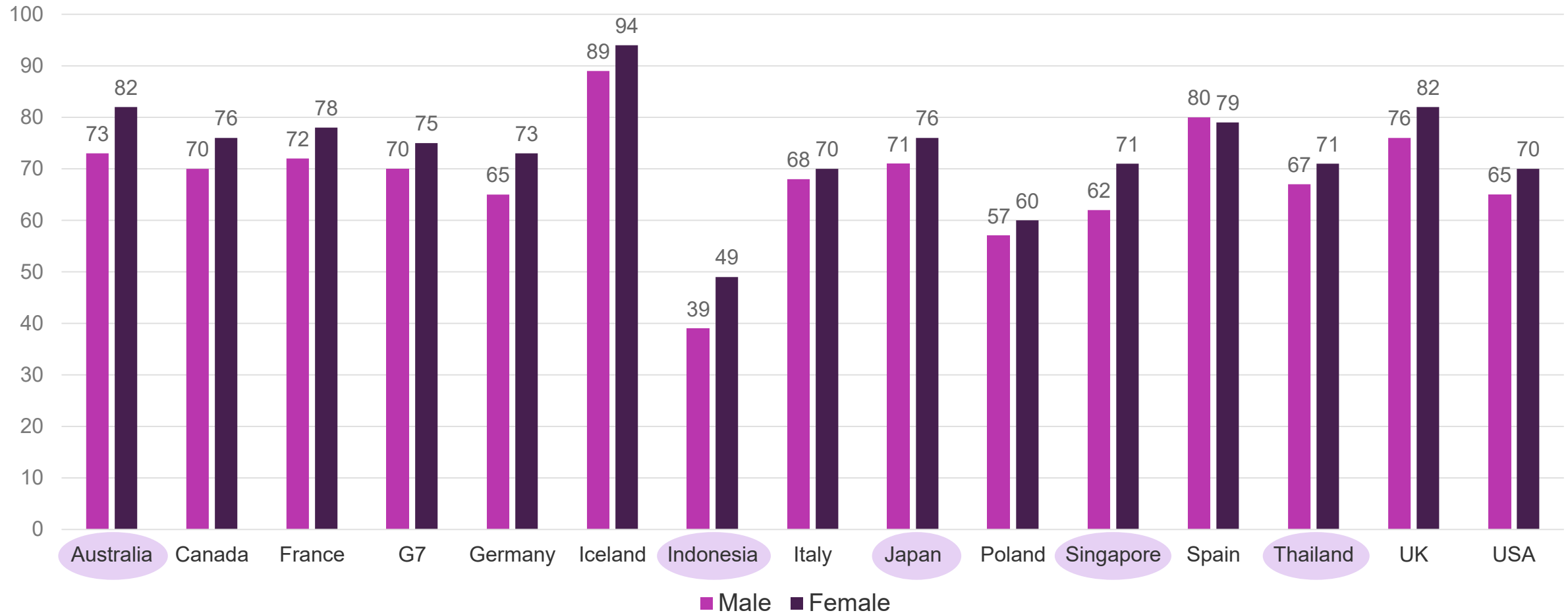
By comparison with 2021 Index; Those who chose 'both equally' suited to leadership roles.



**2**  
Any difference across gender  
and age?

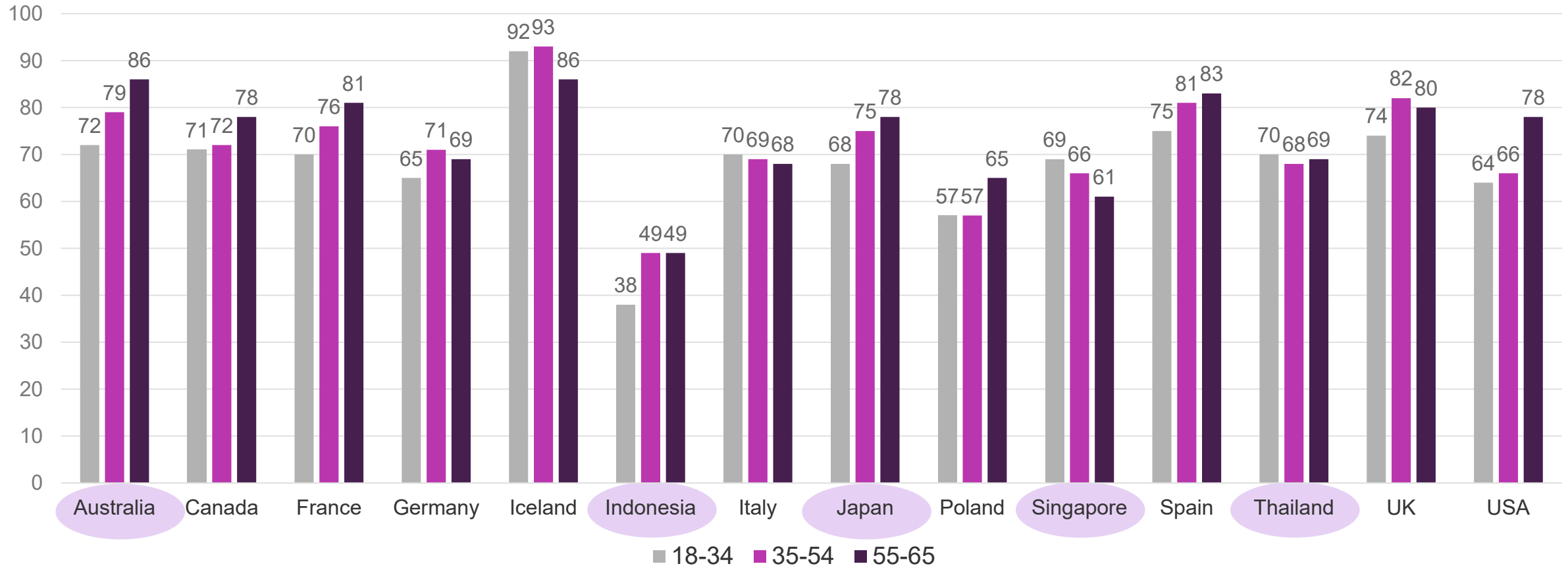
# Women are prejudiced against women leaders; but men are more so

By gender; Those who chose 'both equally' suited to leadership roles.



# In most countries, younger people hold more stereotyped views of leadership than the generations above them, but not for Iceland, Italy, Singapore and Thailand

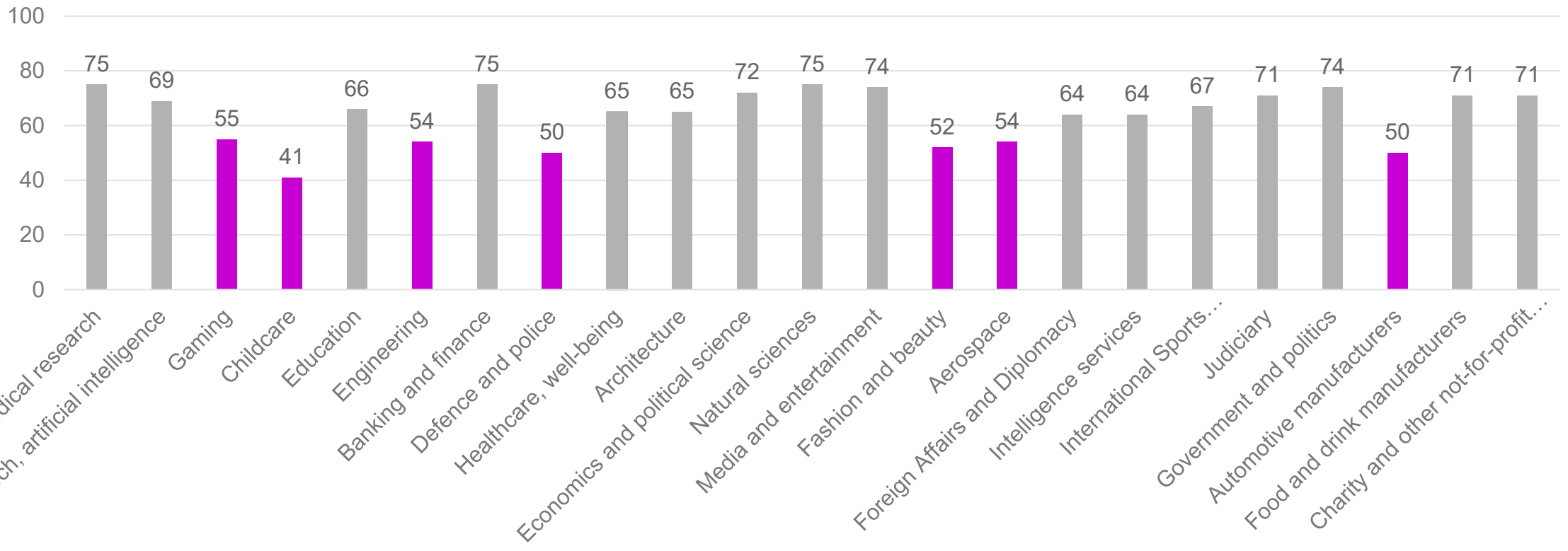
By age group; Those who chose 'both equally' suited to leadership roles.



# It is encouraging to note that generally Singaporeans feel that male and female are equally suited to lead across most sectors

By sectors; Those who chose 'equally suited' to leadership roles.

Average  
**64%**



# Perceptions continue to be present in Singapore – Women are still seen to be better at certain industries and not in others.

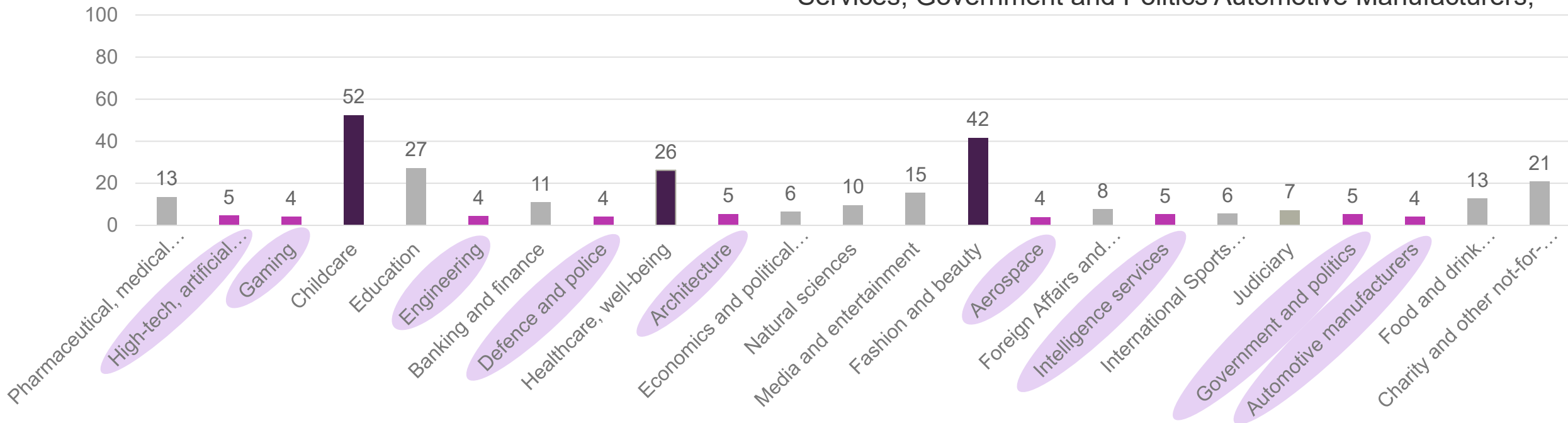
By sectors; Those who chose ‘women’ to be better suited to leadership roles.

**Top** industries where women are perceived to be better leaders:

Childcare, Fashion and Beauty

**Bottom** industries where women are perceived to be better leaders:

High-tech, Artificial Intelligence, Gaming, Engineering, Defence and Police, Architecture, Aerospace, Intelligence Services, Government and Politics Automotive Manufacturers,



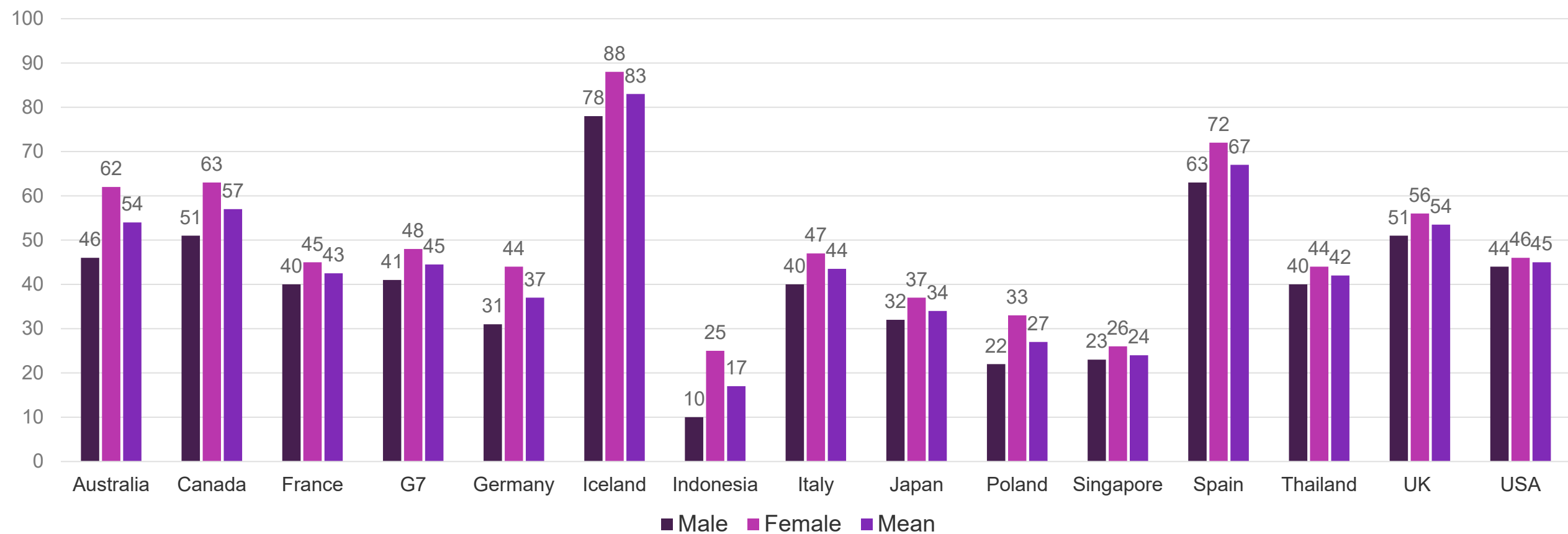


3

Are people comfortable with women as leaders in politics and business?

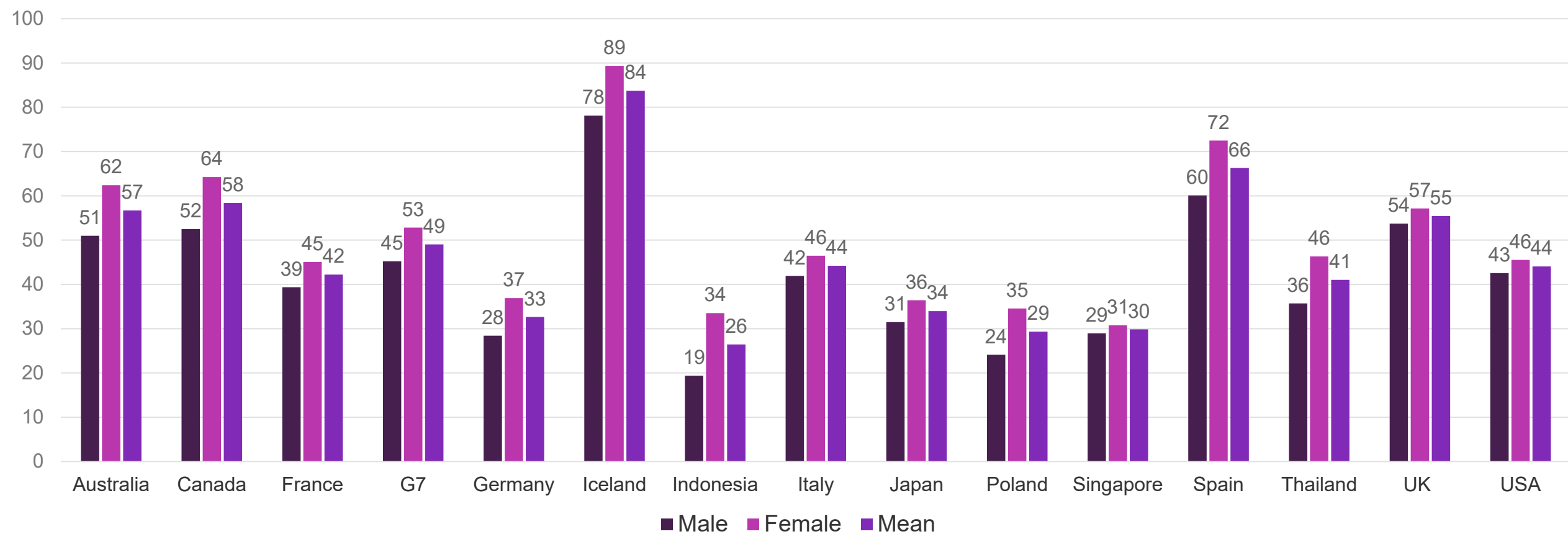
# Views on women's suitability for leadership are increasingly prejudiced

## Share of respondents who are 'very comfortable' with a woman as Head of Government



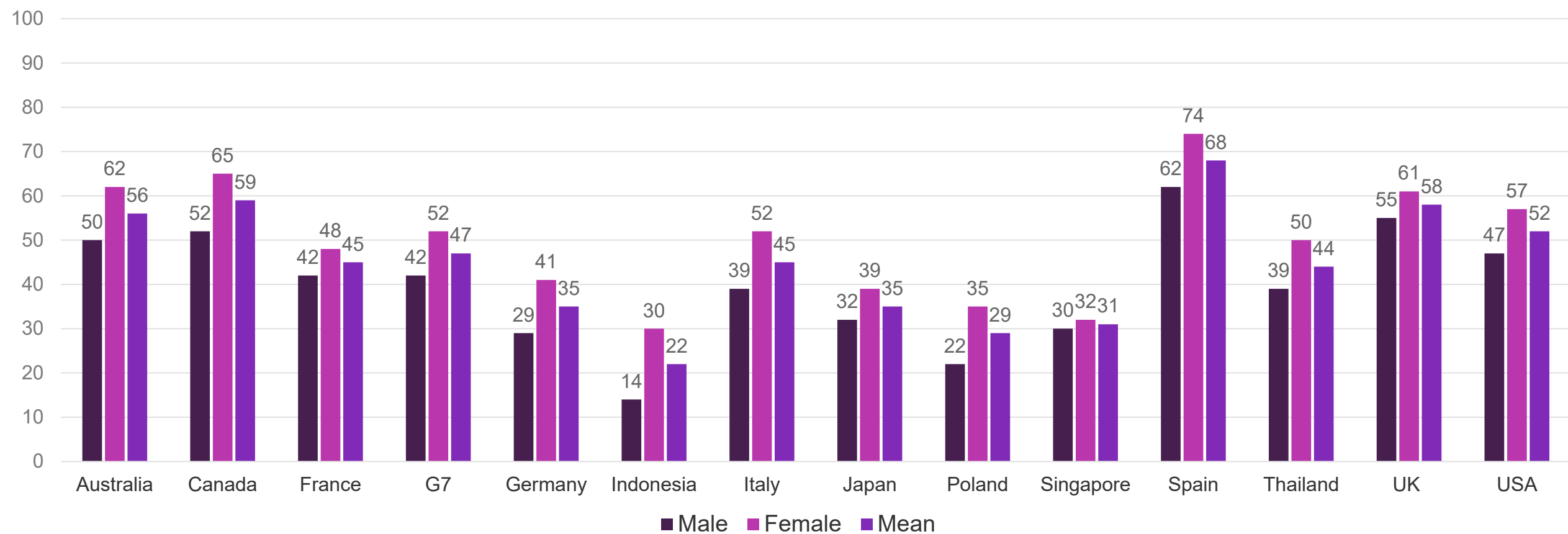
# Views on women's suitability for leadership are increasingly prejudiced

## Share of respondents who are 'very comfortable' with a woman as Minister



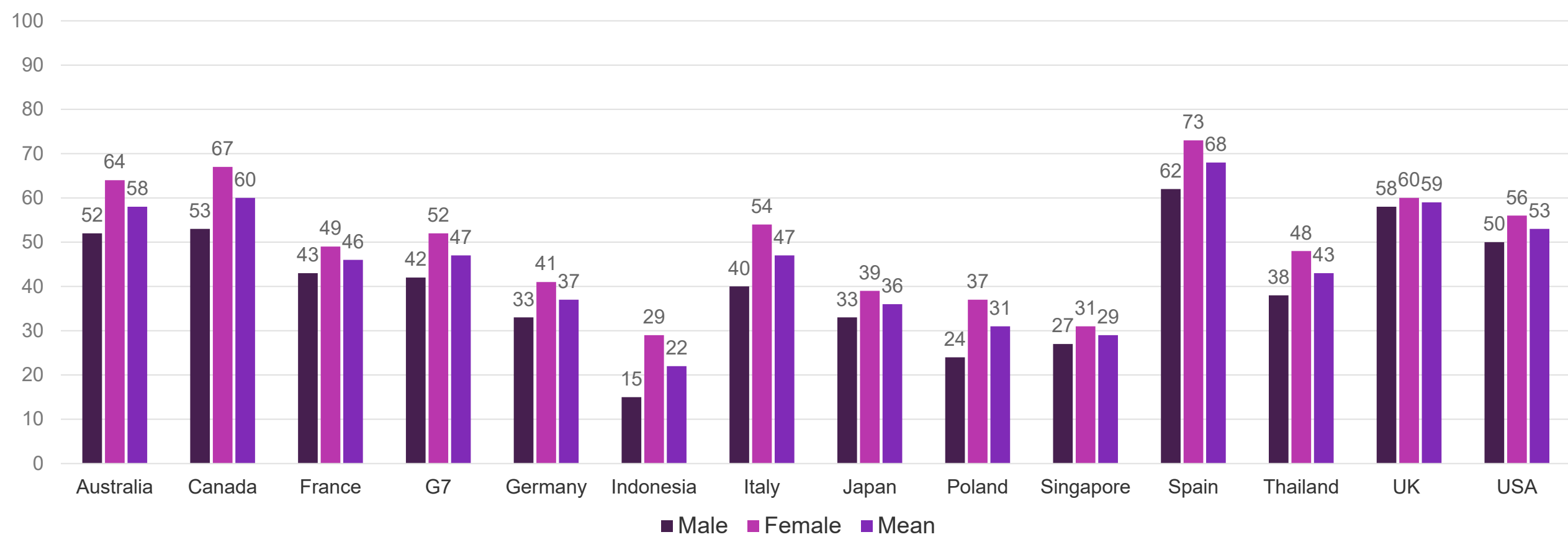
# Views on women's suitability for leadership are increasingly prejudiced

Share of respondents who are 'very comfortable' with a women as CEO of a major company



# Views on women's suitability for leadership are increasingly prejudiced

Share of respondents who are 'very comfortable' with a women as CEO of a small or medium company

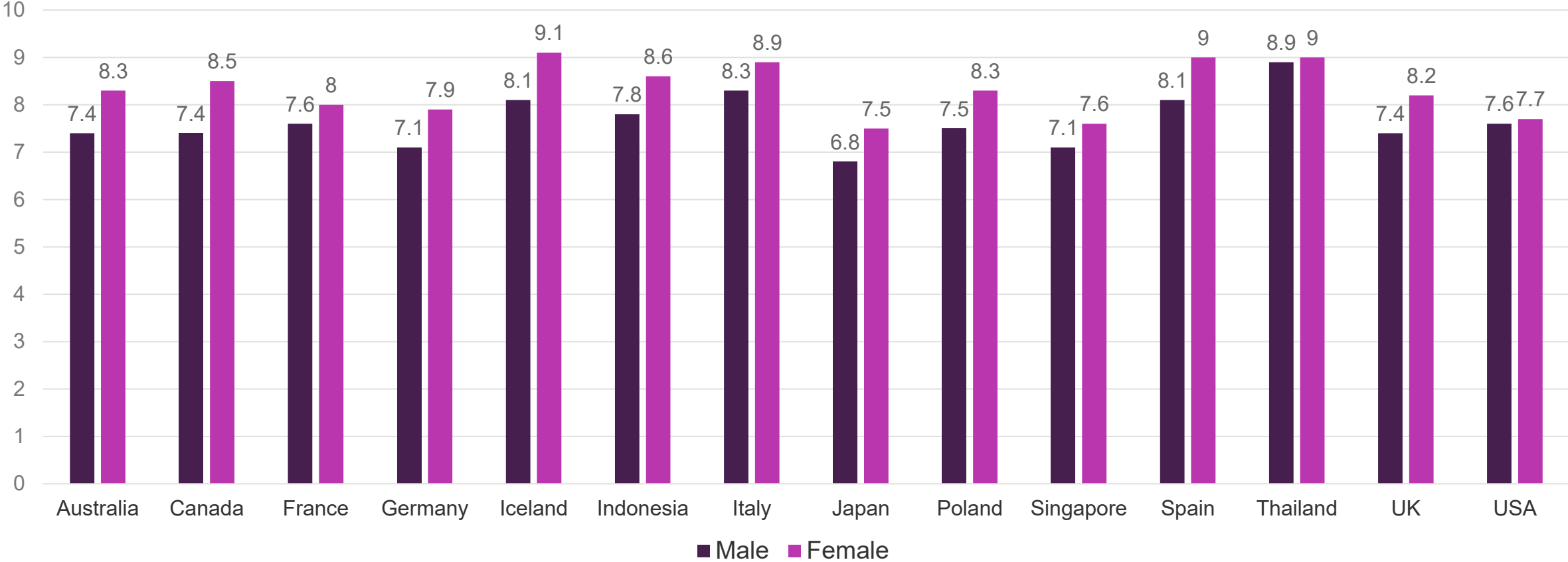


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## Is gender equality important?

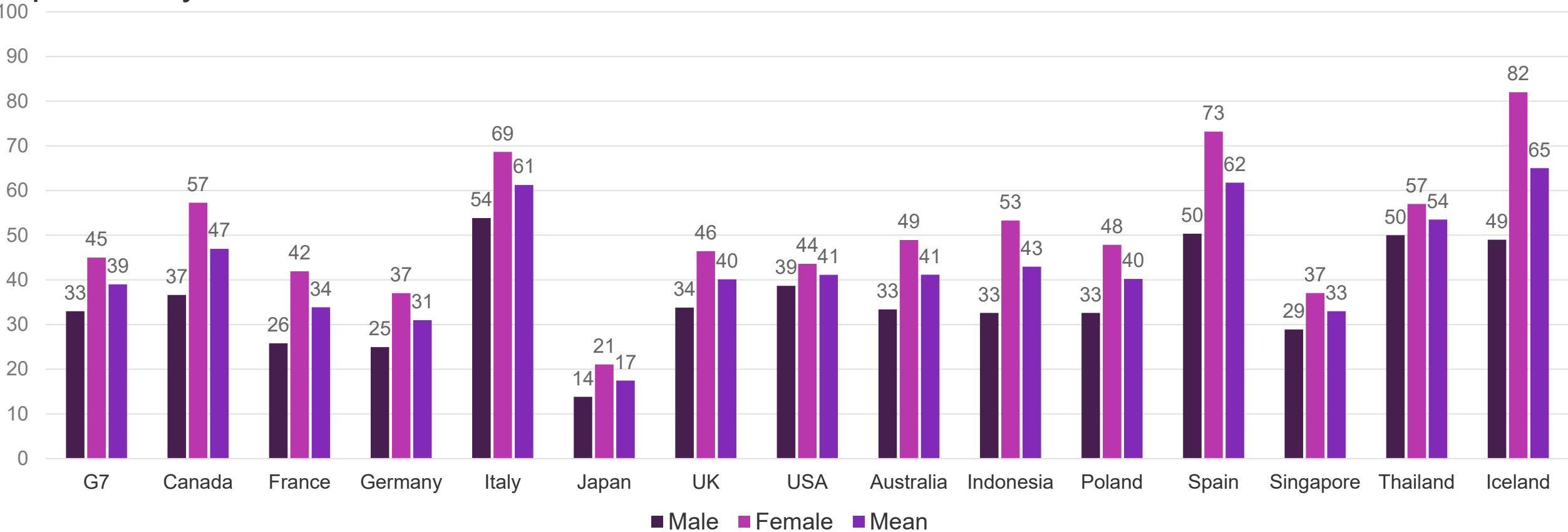


# Across all countries, there is a distinct gap between men and women in how they perceive the importance of gender equality in their societies

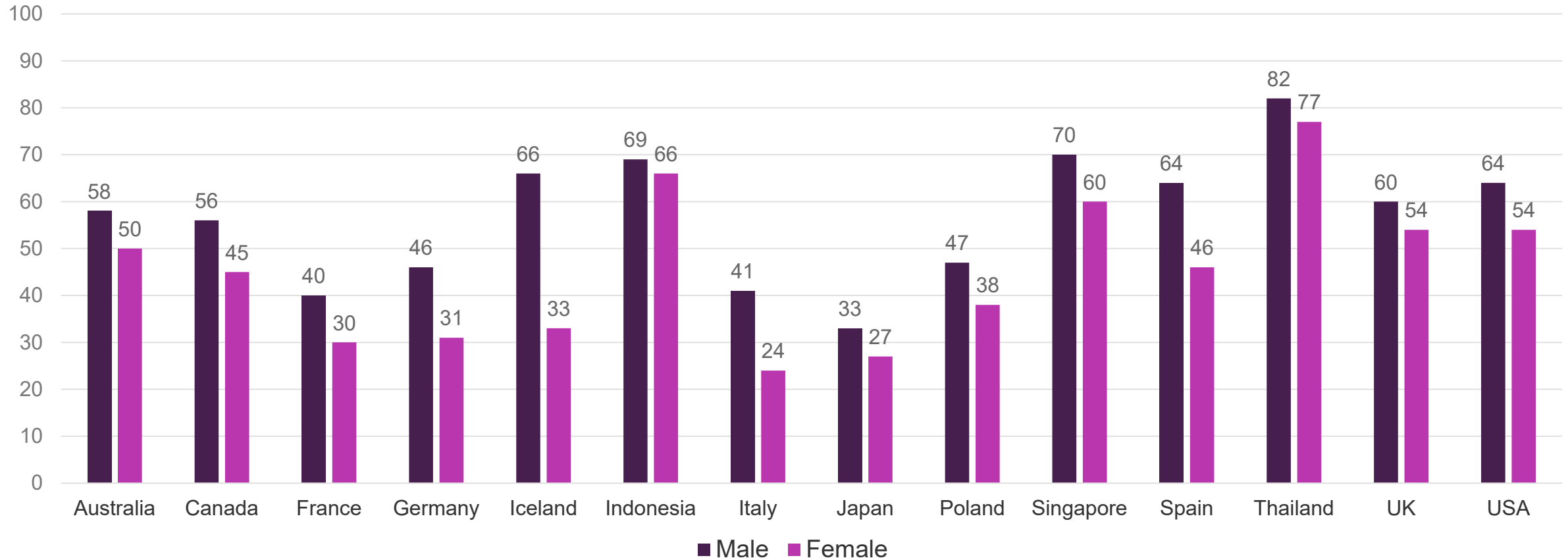


# Across all countries, there is a distinct gap between men and women in how they perceive the importance of promoting gender equality personally

Share of respondents who completely agree that it is important to promote gender equality personally



The level of progress a country has made to date ‘at work’ is perhaps **proportionate to the level of current dissatisfaction** women and men in that country have with the status quo.



# What are some of the key highlights for Singapore in the Index?

## 66

2022 is the first time Singapore is included in the Index and scored 66, compared to G7 which is 72.

## 9

Women are **prejudiced against women leaders**, but **men remained more so**. There is a 9-point difference between women (71) and men (62).

## 30%

About 30% of respondents in Singapore responded being **very comfortable** with a woman being Head of Government, Minister, or CEO of a major or SME company

## 18-34

In **Singapore**, respondents between **18-34 year old held a more progressive view** over gender equality in leadership.

## 7.3

Singaporeans rated 7.3 out of 10 when asked how important gender equality is for their society (on a scale of 1 to 10; 10 being most important)

## 60% 70%

**Female Respondents** 60% of female respondents and **Male Respondents** 70% of male respondents felt that gender equality is achieved in Singapore.

**Women are perceived to lead better in**

- Childcare
- Fashion and Beauty

**But not in the following areas:**

- High-tech, AI
- Gaming
- Engineering
- Defence And Police
- Architecture
- Aerospace
- Intelligence services
- Government and politics
- Automotive manufacturers

# KANTAR PUBLIC

## Contact Us:

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