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World a better place with predominately women politicians: says a third of respondents to global poll

Zurich, Switzerland: 08 March 2014 – A global poll, conducted by WIN/Gallup International, the leading association in market research and polling with RED C Research as the Irish member, has revealed that over a third of respondents believe the world would be a better place if politicians were predominantly women.

The Irish people are more likely to agree than the world average, with 39% stating that if politicians were predominantly women, the world would in general be a better place?

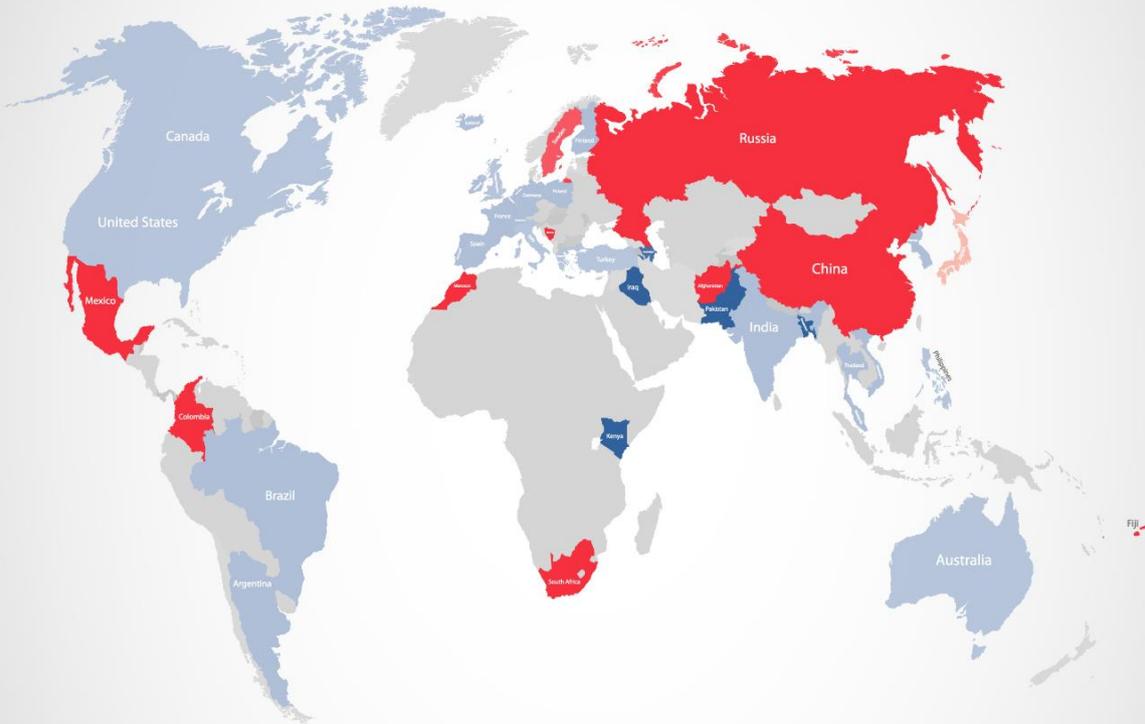
World Highlights

- 34% of respondents stated that the world would be a better place if politicians were predominantly women;
- 17% believe that the world would be worse off;
- 41% of respondents felt that there would be no difference;
- MENA (34%) was the region with the highest response rate for believing the world would be a worse place if politicians were predominantly female.
- Colombian participants had the highest response rate (62%) in the category saying more female politicians would have a positive impact on the world.

Ireland Highlights

- 39% of Irish respondents stated that the world would, in general, be a better place if politicians were predominantly women; the 16th highest country among the 65 measured
- Just 6% believe that the world would be worse off; with only Columbia, Spain, Portugal and Iceland with lower levels of disagreement
- 47% of Irish respondents felt that there would be no difference;

If politicians were predominantly women, the world would in general be a better place, a worse place or no different?



Key





Against the backdrop of International Women’s Day taking place on Saturday 8th March 2014, the findings from WIN/Gallup International’s annual survey show that whilst the greatest proportion (41%) of respondents polled felt the world would be no different if politicians were predominately female, a third (34%) stated that it would in fact be a better place – a significantly higher proportion than those who believed it would be worse (17%).

In Ireland the proportion that believe the world would be a better place if politicians were predominately female is above the world average (39%), the 16th highest level seen across the 64 countries covered by the survey. At the same time Ireland has one of the lowest levels of population that believe the world would be a worse place (6%); with only the populations of Columbia, Spain, Portugal and Iceland less likely to agree.

On a regional basis the Americas recorded the highest net score (difference between better and worse) of those who felt more female politicians would have a positive impact on the world at 33%, compared with Western Europe at 24%, Eastern Europe at 15%, Asia at 14% and Africa at 11%. MENA, however, was the only region to indicate the world would be worse off with more female politicians, recording a negative net score of -2%.

Overall, whilst age and income had little impact on responses, a gender bias was evident. Women, with a net score of 25%, believed the world would be a better place with more female representation in politics compared to a net score of only 10% for men. Religion also had an impact on global responses, with support for having more women in politics much higher amongst Jewish, Hindu and Catholic religions (net scores of 54%, 27% and 26% respectively). Muslim respondents were the only religious group not in favour of an increased number of female politicians, recording a net score of -3%.

Whilst 34% of the total global respondents believed that a higher proportion of women in politics would positively impact on how the world is governed, there were particular hotspots where this figure was significantly higher. Colombia recorded the highest proportion in support of female politicians at 62% - well above the Americas average of 41%. Other countries that showed a particularly high response in favour of female politicians included Fiji (53%), Bosnia (52%) and



Sweden (48%). Afghanistan was the most evenly split country between better and worse with only 1% difference between the two, at 36% and 35% respectively.

'No difference' was the most popular answer (41%) in many countries 'better' or 'worse' still took a significant proportion. For example, 42% of US respondents believed there would be no difference if politicians were predominantly female, whilst an almost equal 41% felt more female politicians would in fact improve the world, a net difference of only 1%. This is a trend followed in many countries around the globe, including Brazil with 41% (45% for no difference), India with 38% (42% for no difference) and Portugal with 41% (46% for no difference). Japan was the only country included in the survey where the largest proportion of respondents (40%) chose not to answer or did not know whether there would be an improvement with more female politicians.

Overall, 17% of global respondents believed more female politicians would result in the world being a worse place. MENA (34%) was the only region to record this as the highest answer. Tunisia (59%), Algeria (49%) and Kenya (44%) had a high response rate for the world being a worse place. Other countries to respond as such included Azerbaijan (41%), Bangladesh (41%) and Pakistan (33%).

Jean-Marc Leger, President of WIN/Gallup International, said: "Over a third of respondents globally answered that the world would be a better place if politicians were predominantly women, which strongly indicates that the world is ready for change. The Americas and Western Europe responded overwhelmingly in favour of more female politicians, which may be testament to the increasing role women are already playing in the political spectrum in these regions. It will be fascinating to see whether the results of the survey are reflected in political changes across the globe."

-ENDS-

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NOTES FOR EDITORS

Net Score

Net score refers to the total percentage of respondents who agree the world would be a better place with more female politicians minus those who do not.

Methodology

The End of Year Survey is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. It has been conducted every year since then. This year it was carried out by Members of WIN/Gallup International in 65 countries around the world.

Sample Size and Mode of Field Work

A total of 66,806 persons were interviewed globally representing 77% of the global population. In each of the 65 countries a national probability sample of around 1,000 men and women was interviewed either face to face (34 countries), via telephone (10 countries); or online (21 countries). The field work was conducted between October 1st and December 9th 2013. In general, the margin of error for survey of this kind is at the 95% confidence level for 2780 is +/- 1.86%. While for a sample size of 300 it is +/- 5.66%

The global average has been computed according to the share of the covered adult population of the surveyed countries.

About the WIN/Gallup International survey:

WIN/Gallup International is the leading association in market research and polling and is made up of the 77 largest independent market research and polling firms in their respective countries with combined revenue of over €500 million and covering 95% of the world's market.

For more than 60 years WIN/Gallup International Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs and culture differences of its own country and carefully



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The accumulated expertise of the Association is formidable - they have internationally renowned experts in public opinion, Third World issues, advertising, and media research as well as in commercial fields such as IT/telecommunications, healthcare, retail, economics, corporate research and so on. Members are at the leading edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

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