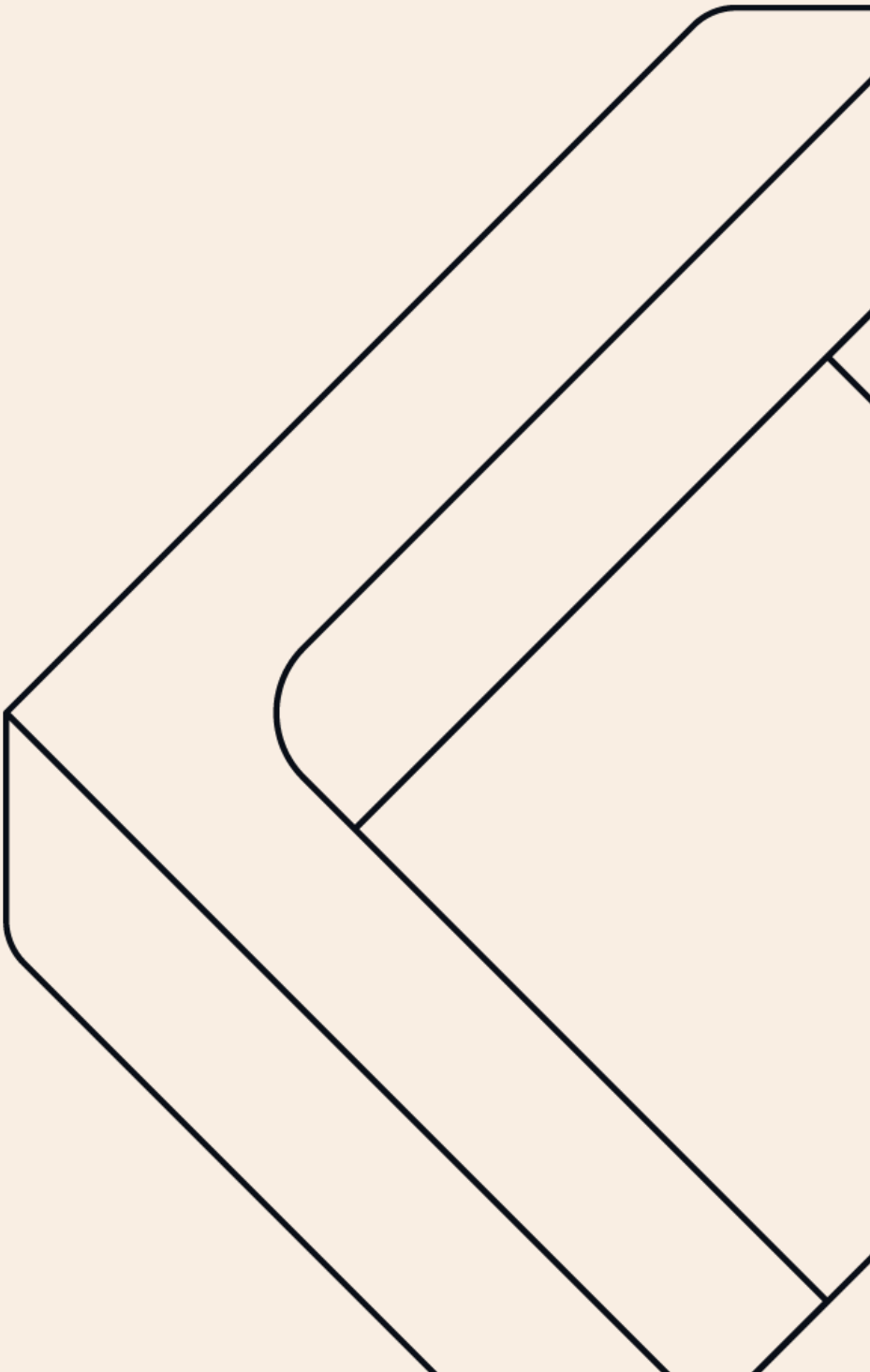


# The Reykjavík Index for Leadership 2022/2023 Southeast Asia Results



## **Key Highlights from the Reykjavík Index for Leadership 2022/2023 Southeast Asia Results**

### **Background of the Reykjavík Index for Leadership**

Launched in 2018 by Verian (a world leading, purpose-led and independent research, evidence, evaluation, and communications agency, providing services to government and the public realm) and Women Political Leaders, the Reykjavík Index for Leadership measures how society views men and women in terms of their suitability for leadership. A score of 100 indicates complete agreement that men and women are equally suited for leadership across the economy, and any score of less than 100 is an indication of prejudice in society.

The 2022–2023 report presents findings drawn from the attitudes of over 14,000 respondents between the ages of 18-65 across 14 countries via an online survey. The Index 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' or 'both equally' for 23 different sectors. Aligned with the goal, a response of 'both equally' scores a point while a response of 'men' or of 'women' scores zero points.

### **Where does Southeast Asia stand globally?**

The 2022–2023 research extended to some Southeast Asian countries, including Indonesia, Singapore and Thailand, which have scored 44, 66 and 69 respectively (average score of 60). This is lower in comparison to the average score of 72 amongst G7 countries (Canada, France, Germany, Italy, Japan, the United Kingdom and the United States). Iceland is far ahead of most other countries on the index with a score of 91.

Breaking down perceptions of leadership by industry, for several industries like Education, Economics and Political Science, and Natural Sciences, the majority of Southeast Asian respondents (especially in Singapore and Thailand) indicated that both genders are equally suited to lead. However, gender stereotypes persist with regards to certain industries, where women are perceived to be more suited for leadership in industries traditionally deemed more 'feminine', such as Childcare, and Fashion and Beauty. Similarly, men are perceived to be more suited for leadership in industries typically deemed more 'masculine', such as Defence and Police.

Views on women's suitability for top leadership are also prejudiced, with an average of only 31% who are 'very comfortable' with a woman as Head of Government (28%), Minister (33%), as well as CEO of a major (33%) or small and medium company (31%).

Taking a step back, when asked about how important gender equality even is for their society, the three Southeast Asian countries present a varied picture. On the one hand, Thai respondents rated an average of 9.0 (on a scale of 0 to 10; 10 being most important), the

highest amongst the countries on the Index. Indonesian respondents rated the importance of gender equality an average of 8.2. On the other hand, Singaporean respondents rated an average of 7.4, which is one of the lowest amongst the countries on the Index.

## **Differences in perceptions of leadership across genders**

Across all markets, including the three Southeast Asian countries, even though women hold gender prejudices regarding leadership, men hold greater prejudices. When asked about the suitability of each gender to take on leadership roles in different sectors, male respondents are less likely to indicate that both genders are equally suited than female respondents. There is a greater disparity in perceptions between the genders in the Southeast Asian countries; with the average difference between men and women being 8 points, compared to 5 points across G7 countries on the Index.

## **Differences in perceptions of leadership across generations**

Across the globe, we are seeing worrying trends of younger populations having more prejudiced views towards gender equality in leadership. This is also seen in Indonesia, with 18–34-year-olds having a lower equality score than the older generations. That said, Singapore and Thailand remain amongst the few countries on the Index that see youths holding more progressive views.

## **Contact us**

We are passionate about advocating and supporting more gender parity amongst leaders, so please feel free to contact us at [VerianSEAMarketing@veriangroup.com](mailto:VerianSEAMarketing@veriangroup.com) if you have/are:

- Any questions
- Interested to publish in your publication/website
- Interested to share the results in your upcoming events

## **What Verian offers**

We are dedicated to providing robust evidence that empowers you to make informed, public-focused policy decisions across Southeast Asia. Our mission is to support organisations in navigating complex challenges with clarity and confidence.

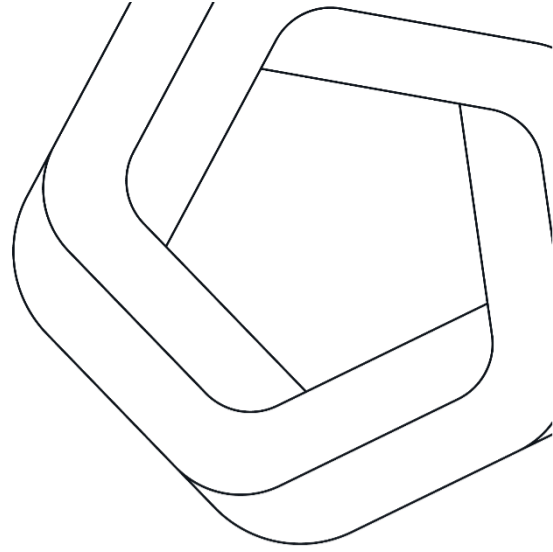
We deliver an end-to-end suite of services across the policy cycle:

- Behavioural Communications & Design
- Public Consultation & Engagement
- Public Evidence & Analytics
- Public Perception & Reputation
- Policy Development & Evaluation
- Capability Building & Executive Education

For more information, visit us at [veriangroup.com/sg](https://veriangroup.com/sg).

# THE REYKJAVÍK INDEX FOR LEADERSHIP

## 2022/2023



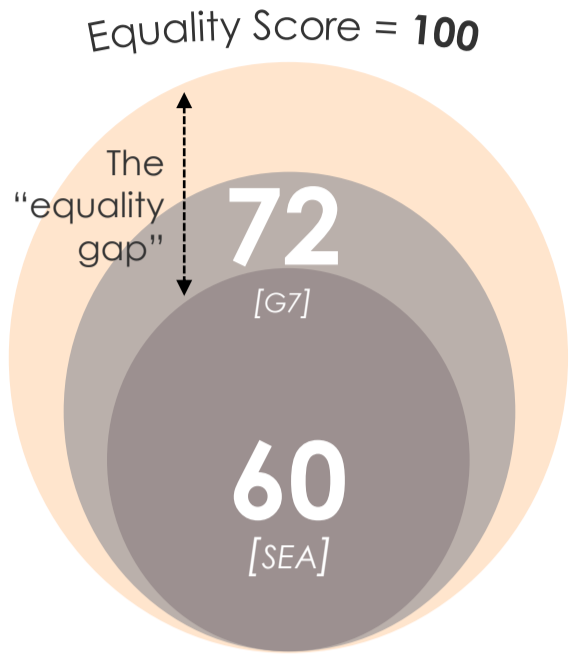
### What is it?

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

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

### How is it calculated?

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.



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

**60**

The 2022 research included some Southeast Asian countries, including **Indonesia, Singapore and Thailand**, which scored 44, 66 and 69 respectively (average score of 60). This is lower compared to the average score of 72 amongst G7 countries.

Women are **prejudiced against women leaders**, but **men remain more so**. There is an average of an 8-point difference between women (64) and men (56).

**31%**

About 31% of respondents in the three markets responded being **very comfortable** with a woman being Head of Government, Minister, or CEO of a major or SME company.

**Globally, most countries** saw **younger populations** having a **more prejudiced views** towards gender equality in leadership, including **Indonesia**. On the contrary, in **Singapore and Thailand**, respondents between **18-34-year-olds held more progressive views**.

**Women** are perceived to lead better in

**CHILDCARE**  
**FASHION AND BEAUTY**  
**HEALTHCARE**

**Men** are perceived to lead better in

**GAMING**  
**ENGINEERING**  
**DEFENCE AND POLICE**  
**AEROSPACE**

**INTELLIGENCE SERVICES**  
**AUTOMOTIVE**  
**MANUFACTURING**

**8.2**

Across the three markets, respondents rated 8.2 out of 10 when asked **how important gender equality is** for their society (on a scale of 0 to 10; 10 being most important).

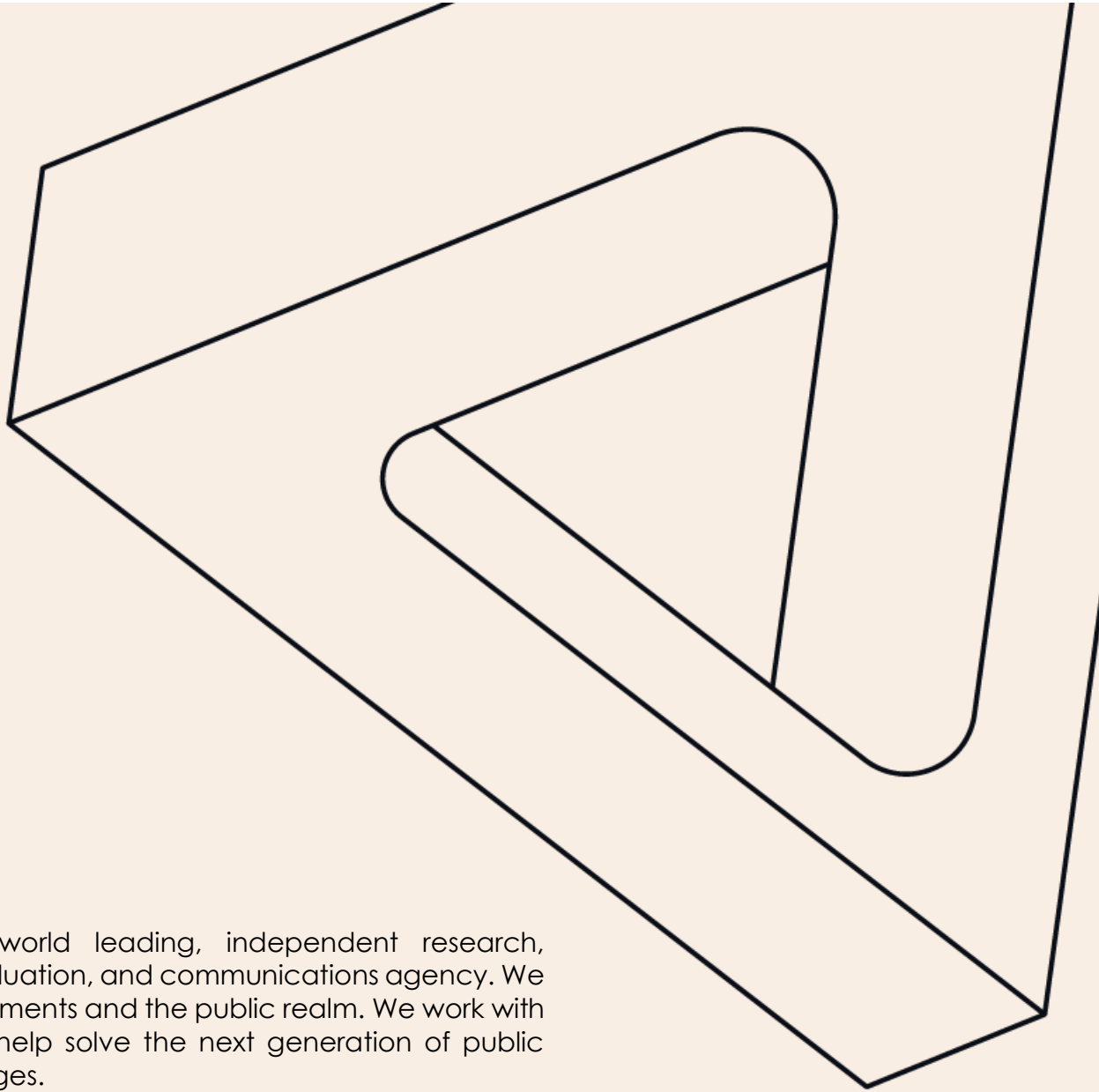
**65%**

OF FEMALE RESPONDENTS

**71%**

OF MALE RESPONDENTS

65% of female respondents and 71% of male respondents felt that **gender equality is achieved** in their country.



Verian is a world leading, independent research, evidence, evaluation, and communications agency. We service governments and the public realm. We work with our clients to help solve the next generation of public policy challenges.

Combining expertise in human understanding with advanced technologies and data science, our work with clients creates policy interventions, designs better public services, and unlocks behaviour change. We support policy thinking and policy implementation by reaching diverse audiences. We bring global best practices and local expertise.

**We are Verian. Powering decisions that shape the world.**

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