

The M.A.L.E Report Brief & Findings

(The Male Attitudes and
Learnings on Equality Report)

BY

THE FEMALE QUOTIENT



KEY THEMES:

Our research has gathered the following major takeaways about men's current views and standpoints on matters supporting gender equality. Here's what we now know:

- Men **DO** care about - and are taking actions for - gender equality (perhaps more than you would think).
- When men become parents of girls - and boys - their care for gender equality exponentially increases.
- Men **DO** want to engage with and discuss gender equality.

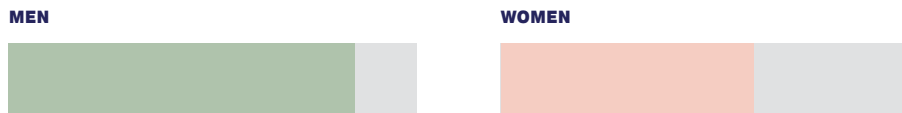
OUR SUPPORT / FINDINGS:

Through our reports we found that **the majority of men overwhelmingly care about gender equality**, with both men and women closely aligned in their support. Here is what we've found to support this:

- Men and women are equally aligned on the importance of gender equality with **51% of men and 58% of women** believing that men in particular will benefit from gender equality in society.
- In addition, 69% of men say they actively champion women in their day to day work.



- Men showed a large support for access to reproductive healthcare with **78% believing it to be a human right**.
- Although men clearly value equality, there is an evident discrepancy in how they believe they're showing up for household care:



85% of men say they split household chores evenly with their partner (in contrast to the 62% of women who agree).

Our reports also concluded that **men who become fathers are even more likely to care about equality**. Having a daughter or a son ultimately doesn't affect how men view gender equality. The bottomline: **fatherhood drastically increases men's support for gender equality** across the board. Here is what we've found to support this:

- Fatherhood most likely shifts the male's perspective on gender equality more than it does for women who become mothers, which could suggest women are most likely thinking about equality well-before motherhood.
- Men agree having a son (75%) or daughter (77%) made them pay more attention to gender equality.

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Now I get why equality matters!



- Overall, men believe that both men and women should have equal access to parental leave after childbirth. However, that number for men overwhelmingly **increases to 85%** once they actually become fathers.
- Reproductive healthcare as a human right was shockingly high for fathers, sitting at 84%.



We also know that men clearly want to have discussions about gender equality, **but don't feel they're talking about it enough.**

We know that both men and women are willing to have conversations about equality with **men (69%)** slightly surpassing women (59%). This only increases for **fathers (83%)**.

However, only **38% of men feel that they are talking about it enough** during their daily lives.





Meet with top male Marketing Execs who are proud Swifty Dads, Barbie's Kens, Beyonce's Boys & World Cup Manatics to discuss the trend of women powering the economy, what it means for marketers (and men), and why they're fans.

MAN @ ADVERTISING WEEK

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FOR EVERYONE.**

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MEN PLAY A VITAL ROLE IN SUPPORTING THE SHECONOMY

In a post-pandemic economy, women have become central contributors in strengthening our trillion-dollar economy, inspiring a new wave of consumerism that directly supports and positions women-led ventures for global impact. But where do men stand in this economic evolution for women?

We worked with Ipsos on research designed to understand if men are key participants in elevating the cultural and financial influence of women-run businesses, and how their involvement plays a crucial role in catapulting what we call the “Sheconomy”. To capture these findings, we reference how men invest their time and resources to support these 2023 female-led entertainment phenomena: The Barbie movie, Taylor Swift’s “Eras” tour, and Beyoncé’s “Renaissance” tour.

YOU DON’T HAVE TO BE A WOMAN TO BE A FAN

Our research with Ipsos concludes that men are not only actively following these artists and creators, but they believe anyone can regardless of their gender. Over **60%** of men believe that people of all genders can enjoy the Barbie movie, Taylor Swift concerts, and Beyonce, with **78%** of women sharing the same stance.

Not to mention only **40%** of men believe that these female-driven entertainers are more for women than men, meaning **more than half of men** believe concerts like Beyonce and Taylor Swift or the Barbie film are consumable by both genders.

FATHERS BELIEVE THEY INFLUENCE THEIR HOUSEHOLDS TO PARTICIPATE IN THE SHECONOMY

Not only do men believe there's no problem with men following female artists and entrepreneurs, but they also see themselves as key contributors to how their families invest in these artists. **36%** of men feel their children are fans of Barbie, Taylor Swift, and/or Beyonce because they, themselves, are fans, indicating that men feel they are catalysts to strengthening the female-led economy. This is **10 percentage points more** than how women view their influence on their children, and whether or not they participate in women-run media.

Separately, nearly just as many men (**37%**) believe they are only fans of Barbie, Taylor Swift, and/or Beyonce because their child is a fan, which once again differs from mothers (**12%**) who believe their children influence how they engage with these artists.



Methodology: <https://www.ipsos.com/en-us/news-polls/consumer-behavior-time-covid-19>