

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

(Men's Attitudes & Learnings  
on Equality)

BY  
THE FEMALE QUOTIENT

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FEMALE QUOTIENT

## **INTRODUCTION:**

If men became more active in gender equality, would we make progress faster? Currently, the World Economic Forum reports it will take 132 years to close the gender gap. To that we say, 'Not on our watch.'

Gender equality currently rests in a critical state. Even as conversations about achieving equality are increasingly normalized, we are still falling behind. One misconception we face is that gender equality can be considered a "women's issue." The assumption that only women care about gender issues contributes to a lack of progress for equality in the workplace. Through our latest research, we can conclude that this is simply not the case.

The Female Quotient (The FQ) works with women and men to advance equality together. We decided to find the answer to this pressing question – where do men stand on issues of equality? We wanted to know if, and just how much, men care about issues pertaining to gender equality and if they are willing to collaborate to make progress. We're pleased to report the answer to those two questions is a resounding yes.

Whether it's access to reproductive healthcare, equal representation within leadership, and widening parental leave policies for new parents, we invited men to share their stance on these critical topics. The FQ conducted online research in partnership with Ipsos, asking men about their thoughts and ideas on gender equality, and if it plays a role in their daily lives.

### **KEY THEMES:**

Through our research, we are able to conclude key findings about men's current views and standpoints on matters supporting gender equality. This is what we now know:

- Men care strongly about - and are taking actions for - gender equality. Additionally, when men become parents of girls or boys their support for gender equality exponentially increases.
- Men want to engage with and discuss gender equality.
- Men do not believe their workplaces are doing enough to make progress.

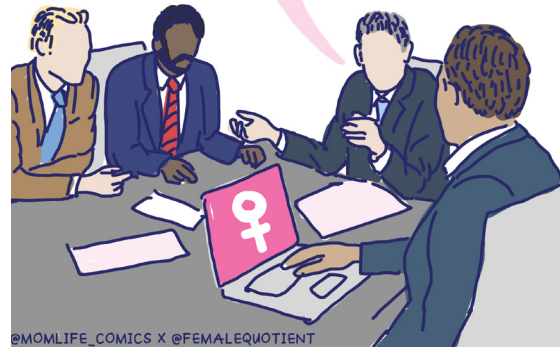
## PART 1: MEN CARE ABOUT GENDER EQUALITY

Our research finds that **the majority of men overwhelmingly care about gender equality**, with both men and women closely aligned in their support across multiple sectors.

### OUR SUPPORT / FINDINGS:

- Not only are men and women equally aligned on the importance of gender equality, but **51% of men and 58% of women** believe that men in particular will directly benefit from gender equality in society.
- Additionally, **69%** of men say they actively champion women in their day to day work, demonstrating proactive efforts to bring more equitable practices to the table.
- When it comes to healthcare, men also largely support access to reproductive healthcare, with **78%** believing it to be a human right.
- Although men clearly value equality, there is a discrepancy in how they believe they're showing up for household care. **85% of men say they split household chores evenly** with their partner, which significantly contrasts from the **62% of women** who feel the same.

We are not the right team for launching this new women's health product. There are incredibly qualified women in our office and they should be heading this up.



Even with an overall agreement on other topics relating to gender equality, the difference in household care suggests the importance of encouraging more dialogue between men and women to establish consensus and understanding on what “equality” within the household actually means.

## PART 2: FATHERS CARE EVEN MORE ABOUT EQUALITY - AND IT'S NOT JUST GIRL DADS

### OUR SUPPORT / FINDINGS:

Our research also concludes that **men who become fathers are even more likely to care about equality.**

- Men agree that having a son (**75%**) or daughter (**77%**) made them pay more attention to gender equality.
- When it comes to workplace policies, **75%** of men believe that both women and men should have equal access to parental leave after childbirth. For fathers, that number **increases to 85%**.
- In matters of reproductive healthcare, **78%** of men view access to reproductive health as a right and is even higher for fathers (**84%**).

Now it's even clearer to me why equality matters!



@MOMLIFE\_COMICS X @FEMALEQUOTIENT

I can only go to that client dinner if my wife can watch the kids that night.

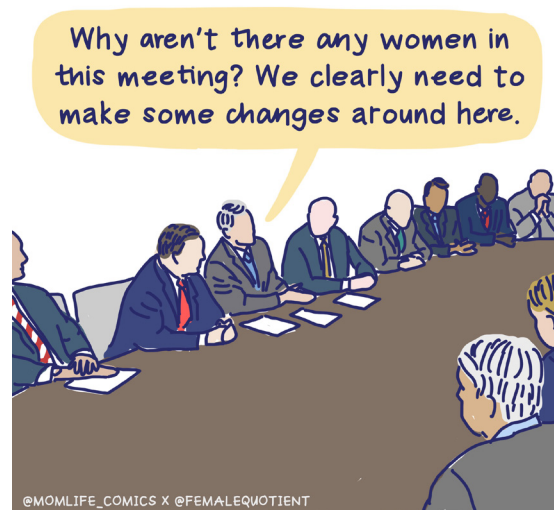


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Our report helps us conclude that fatherhood most likely shifts the man's perspective on gender equality more than it does for women who become mothers. This might suggest women are most likely thinking about equality well before motherhood. The bottomline is: fatherhood vastly increases men's support for gender equality across the board.

## PART 3: MEN WANT MORE OPPORTUNITIES TO TALK ABOUT GENDER EQUALITY

It's clear that men want to be part of the solution. **Men (69%) believe that both men and women are equally willing to have conversations about gender equality**, slightly surpassing women at **59%**. This number increases dramatically for **fathers (83%)**.



However, the majority of men are not satisfied with how often they currently engage in discourse surrounding gender equality, as **only 38% of men feel that they are talking about it enough** during their daily lives. Women reported feeling similarly with only **39%** feeling they regularly engage in conversations related to gender equality.

What's more, **53%** of men reported that their workplace should be doing more to eliminate biases in the Vworkplace.

## **CONCLUSION / FINAL THOUGHTS:**

The need for progress in gender equality is felt across genders and it's time to bring the power of collaboration front and center to advance equality in the workplace. Men are advocating for equality in their workplaces and their passion translates into their homes and personal lives. This is especially pertinent for fathers, where parenthood makes a remarkable and positive shift in men's support for equality.

It is evident that in order to reach a more equitable future, it requires both men and women to be at the forefront of creating more inclusive workplace policies and speaking out on the state of gender equality. Contrary to popular belief, men want the opportunity to move the needle to equality forward, but feel they're not exercising their voices or demonstrating their viewpoints often enough.

As a result, here is what we are doing at The FQ and what you can do in your workplaces to advance equality:

1. Set the stage for men to actively contribute, listen, and engage, which will only accelerate our progress towards equality.
2. Create workplace policies and efforts that grant men with equal opportunities to share the care at home (whether it's parental leave or more flexibility).
3. Normalize sharing experiences and conversations about gender equality within our leadership teams, especially among men, to generate tangible change.
4. Encourage men to start business meetings with a care statement. This can include sharing information about their kids, discussing how they share the care at home and asking their teams how best to advocate for gender equality within the workplace overall.

These actions reflect a few steps for men that could result in one giant leap for humankind. It's time for a moonshot mindset from both men and women. Together, we'll change the equation and close the gender gap.

## **SURVEY METHODOLOGY:**

A total of 1,116 respondents 18 years of age and older (504 men and 597 women) participated in this self-administered online survey in May 2023, which included 528 full or part-time employees (277 men, 247 women), and 293 parents (133 fathers and 160 mothers).

The sample for this study was randomly drawn from Ipsos' online panel (see link for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculated a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,116, DEFF=1.5, adjusted Confidence Interval=+/-5.1 percentage points.)

## **ACKNOWLEDGEMENTS:**

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Mary Catherine Starr is a mother-of-two and a graphic designer, illustrator, yoga teacher, and the artist behind the Instagram account @momlife\_comics. Mary Catherine's work focuses on the challenges of marriage, motherhood, double standards, and inequality in both the household and the workplace. She is passionate about speaking up for women and bringing awareness to the mental load + invisible labor of motherhood. Mary Catherine lives in Massachusetts with her family and her son's large collection of plastic dinosaurs.