

NWCI/Ignite Media Research, October 2015

HEADLINE STATISTICS

67%
of women want
to see more
diversity in
terms of gender

LEADERSHIP

57% women regard themselves as having strong or very strong leadership skills and a staggering 70% of young women say the same. This is compared with 64% of all men and 78% of 16 – 24 year olds.

Overall women don't rate their leadership skills as highly as men do.

However young women aged 16 – 24 regard their leadership skills in high regard, with 70% of them identifying as having strong or very strong leadership skills.

Women under 35 particularly want to see more diversity among role models and people in leadership across the board.

Women consistently want to see more diversity in leadership when considering gender, race, ethnicity, sexual orientation, and ethnicity.

67% of women want to see more diversity in terms of gender

81% of women want to see more diversity in terms of disability

64% want more diversity in terms of sexual orientation and 68% in terms of race.

Young women are more likely than any other age group to want to achieve a senior leadership position in their career – 73%

Women recognise barriers to leadership that are based on gender, with 69% of women say that men are given more opportunities to become a leader than women.

Men on the other hand do not recognise these barriers, as 47% of men believe women and men are given equal opportunities.

ROLE MODELS

78% of young women do not believe there are enough leading women role models in Ireland

57% of young women believe there are enough leading women role models globally

There is consensus that there is enough male role models in Ireland and globally

Young women see far less women role models in Ireland than older age groups (55% of over

55s compared to 78% of 16-24) , and see far more women role models globally than other age groups (47% of over 55s say not enough women role models globally)

78%

of young women do not believe there are enough leading women role models in Ireland

BODY IMAGE

41% of women said they had low or very low self-esteem, compared with just 21% of men.

36% of women said that their personal appearance makes them nervous when speaking in front of a group. This figure jumps to 62% among 16 -24 year old women.

Almost 70% of young women say their appearance has an impact on their life, higher than any other age group. Negative feelings about how they look prevent 1 in 5 young women from applying for a job.

Most shockingly, 12% of young women are discouraged from going to the doctor because of their personal appearance. This figure was 5% for women overall.

20% of young women are discouraged for applying for a job because of their personal appearance, this figure is 10% for women overall.

Young women's appearance has more of an impact on their daily life than other age groups of women, and than men.

Social media has the most negative influence on a young woman's body image (16-24)

Advertising has the most negative influence on women's body image

Men were far less sensitive to these external influences, by margins up approximately 20% in almost all categories.

Ignite Research has been operating in Ireland for over 10 years and is the research wing of Core Media, Ireland's largest Media Group. Ignite work across a wide range of industries including charities that operate in both the domestic and international markets. The team at Ignite Research have collaborated closely with the National Women's Council of Ireland to provide a nationally representative understanding of how women view themselves and the factors that influence body image, self-confidence and aspirations for leadership.

This research is nationally representative of adults living in the Republic of Ireland based on the latest Central Statistics Office (CSO) Data. The study is quota controlled using interlocking quotas of age, gender, region, and social class. A total of 1,000 surveys were completed in August 2015.

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