The Reykjavik Index for Leadership: Methodological Note

SAMPLING AND FIELDWORK

The analysis presented in this report is based on a broadly defined ‘working age’ population: the subset of respondents in each country aged 18-64.

The data was collected between 2nd July and 22nd July 2019 in the G7 countries of Canada, France, Germany, Italy, Japan, UK and USA and 8th – 21st July 2019 in India, 15th -25th July 2019 in China, 12th – 25th August 2019 in Russia and 8th – 28th August 2019 in Brazil.

In all G7 countries, the sample was drawn from Kantar’s Lifepoints panel1, with stratification by gender, age and region plus – to ensure a demographically representative set of respondents – respondent quotas set for gender crossed by age. All data was collected via an online questionnaire with a target of 2,000 completes per country.

In Brazil, 83% of the data was collected from the Lifepoints panel but a supplementary face-to-face interview sample was drawn in nine of Brazil’s 27 states to ensure better coverage of the oldest part of the population. These face-to-face interviews accounted for just 17% of the data (332 of the 2,000 completed questionnaires).

In India and China, the data was collected wholly via face-to-face interview and with restricted geographical coverage.

In India, samples were drawn from ten of the 29 states with data collected in both urban (39%) and rural (61%) areas. In each state, two districts were selected purposively (one urban, one rural) and a variable number of city wards (urban districts) or villages (rural districts) were then selected in each district using random sampling methods. Quotas for gender crossed by age group were used in each village/city ward. The achieved sample size was 5,463 spread between 178 locations.

In China, samples were drawn from all five regions (central, north, south, east and west) with a target of 100 interviews in each of six cities in each region (for a total of 3,000): three tier 1 cities (Beijing, Shanghai and Guangzhou), nine tier 2 cities, and 18 tier 3 cities. Quotas for gender crossed by age group were used in each city. The rural population was not covered due to official constraints and some questions within the survey could not be asked for the same reason.

In Russia, the data was collected wholly via telephone interview based on a dual-frame (80% mobile, 29% landline) random sampling approach with no quotas. 2,008 interviews were carried out.

1 https://www.lifepointspanel.com/
WEIGHTING APPROACH AND DATA RELIABILITY ASSESSMENT

All the data has been weighted so that the samples are representative of the relevant country population with respect to (i) gender crossed by age group, and (ii) gender crossed by degree-holding status (among 25-64 year olds (25-54 in India)). Gender and age statistics were sourced from the US Census Bureau and education statistics from the OECD.

The country-level survey percentages quoted in this report have a standard margin of error\(^2\) of plus or minus one to two percentage points. However, the variety in sampling methods and data collection methods used in the BRIC countries may have an undetectable but real impact on the data so analysts should be avoid drawing firm inferences from small between-country differences in results.

THE REYKJAVIK INDEX CALCULATION

The Reykjavik Index was based on Q6: “For each of the following sectors or industries, do you think men or women are better suited to leadership positions?”. In all countries except China, this question was asked of 22 different sectors and respondents could answer ‘men’, ‘women’, ‘both equally’ or ‘don’t know’. In China, only 16 sectors were included but in other countries there is almost no difference between an Index based on the common 16 sectors and one based on the full 22 so the full Index has been used\(^3\).

To construct the Index, gender*sector tables were produced for each country showing the (weighted) percentage of respondents selecting ‘both equally’ rather than ‘men’ or ‘women’ (‘don’t know’ was excluded from the analysis base). These tables contained 44 percentage values, one for males and one for females for each of the 22 sectors (16 in China). The Reykjavik Index for each country is the simple mean of these 44 percentage values (32 in China). Gender level and sector level Index scores are derived from the same tables, based on the same principle of the simple mean of the percentage values in relevant cells.

The 2018 Index was rather more complex, incorporating penalties based on variation between male and female Index scores and variation between sector Index scores. The Index has been simplified

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\(^2\) The ‘standard margin of error’ is equivalent to the 95% confidence interval conditional on the sample being treated as a random sample from the population. An online panel sample is not a random sample but is weighted to reflect the demographic profile expected from a random sample and will usually have a similar ‘random error’ risk. The standard margin of error may be interpreted as a 5% risk that the true population value lies outside of the stated range (conditional on the sample assumptions outlined above).

\(^3\) The Reykjavik Index for China is based on 16 of the 22 sectors. Six sectors were omitted from the China survey because of political sensitivities. The omitted sectors were: Economics & political science; Judiciary; Government & politics; Foreign Affairs & Diplomacy; Intelligence services; and Defence & Police.
for 2019 to improve transparency. All comparisons with 2018 reference re-estimated Index scores based on this simpler method.

About WPL

Women Political Leaders (WPL) is the global network of female politicians. The mission of WPL is to increase both the number and the influence of women in political leadership positions. WPL members are women in political office – Presidents, Prime Ministers, Cabinet Ministers, Members of Parliaments. Membership is free and members are honoured by their participation. WPL strives in all its activities to demonstrate the impact of more women in political leadership, for the global better.

https://www.womenpoliticalleaders.org/about/

About Women Leaders Global Forum

Women Leaders Global Forum is co-hosted by WPL and the Government and Parliament of Iceland. The inaugural Forum will be held in Reykjavik, 26-26 November 2018. The Forum’s mission is to provide a platform where women leaders discuss and share ideas and solutions on how to further advance society, increase gender equality and promote and positively develop the number of women in leadership positions. The event will feature keynote speakers, all internationally recognised for their contribution to advancing society and there will be 400 invitation-only delegates from over 100 countries. For further information, please visit: https://womenleaders.global/

About Kantar

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