



# Panel diversity

Report prepared by Profacts

# Belgians expect more (gender) diversity in panels



## Background and methodology

Panel discussions are often homogenously composed of middle-aged white men. A composition that is completely unrepresentative of our society.

With this survey Women on Board wants to point out that there is a need for more diversity within panels.



PANELGESPREK KULAK (03/03/2020)



PANELGESPREK KMOINSIDER (05/02/2020)

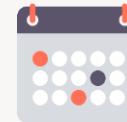


### Method

Online interviews

### Sample

N = 1.204

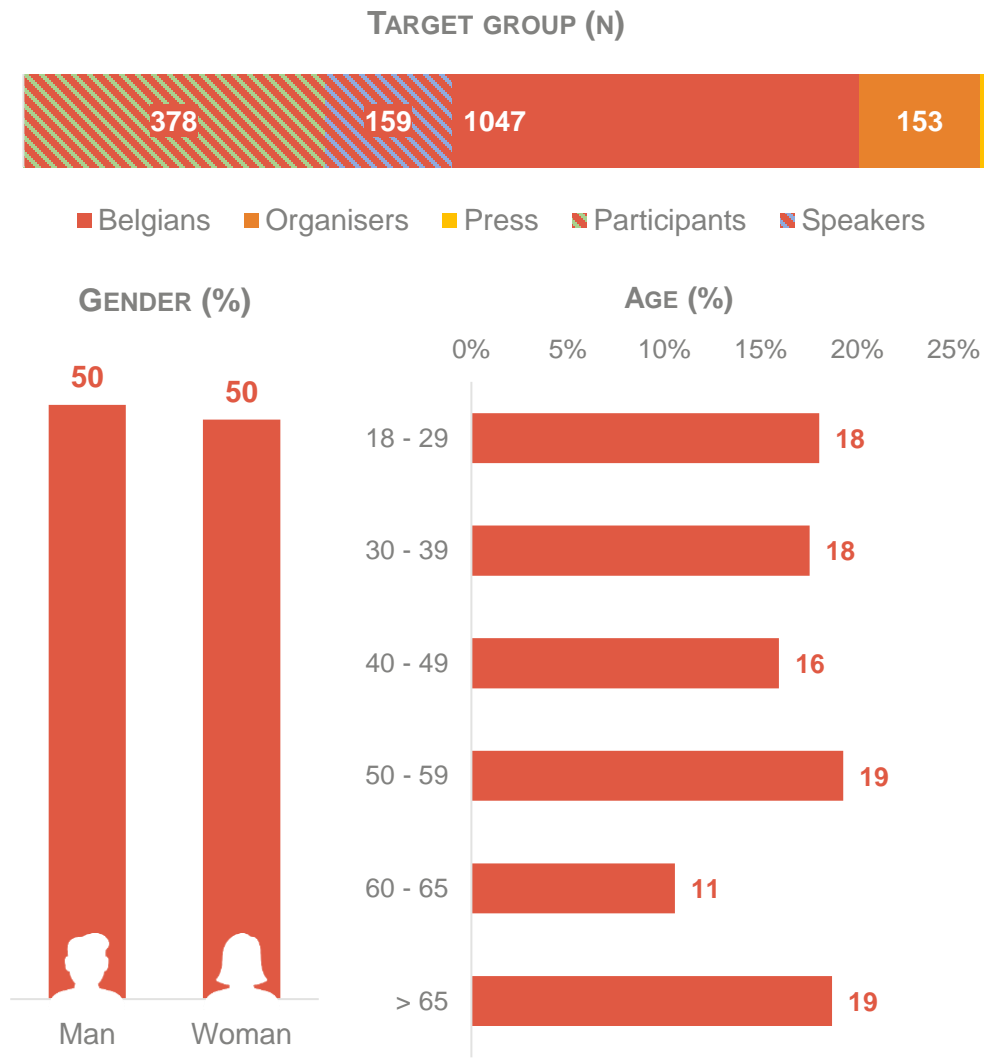


### Field period

12/10 - 13/11/2020



Sample description



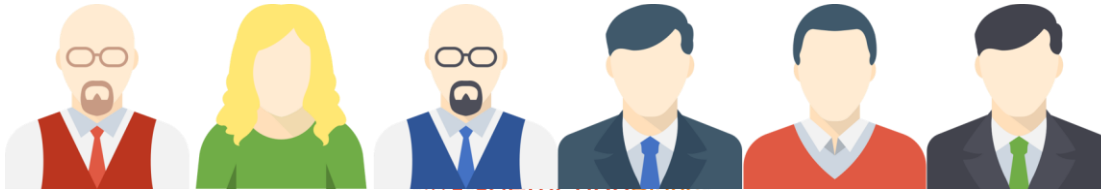


A horizontal row of six stylized human avatars. From left to right: 1. A bald man with a beard and glasses, wearing a red vest over a white shirt and a red tie. 2. A man with short blonde hair, wearing a green V-neck sweater over a white collared shirt. 3. A bald man with a beard and glasses, wearing a blue vest over a white shirt and a blue tie. 4. A man with short dark hair, wearing a dark blue suit jacket over a white shirt and a blue tie. 5. A man with short dark hair, wearing a red V-neck sweater over a white collared shirt. 6. A man with short dark hair, wearing a dark blue suit jacket over a white shirt and a green tie.

[illegible]

## Material II

“How would you describe this panel in 3 words?”



PANEL 3



PANEL 4







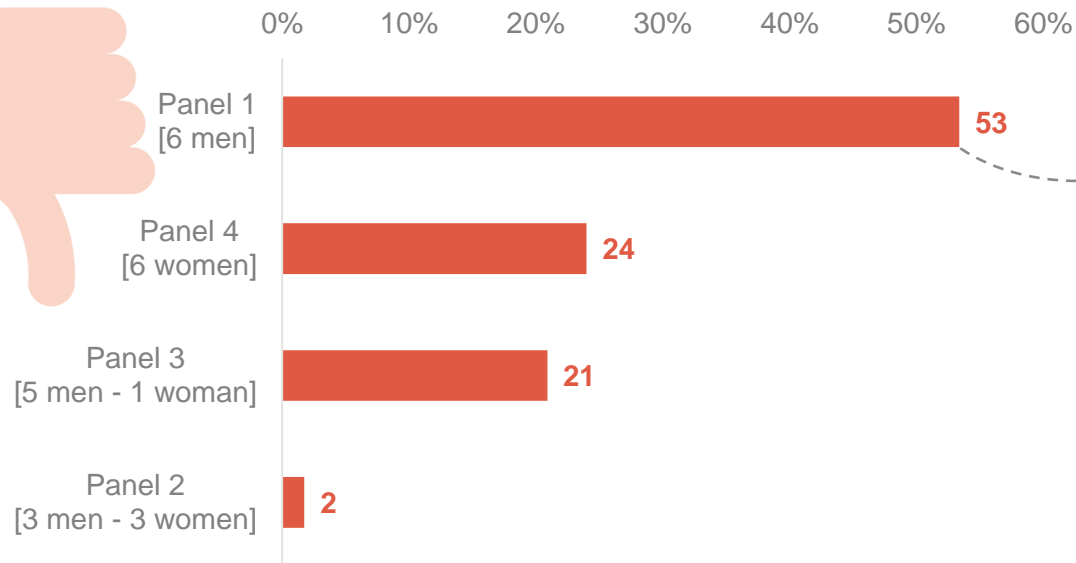
# People want to recognise themselves and society

... IN THE PANELS THEY LISTEN TO. THIS TRANSLATES IN THE DEMAND FOR MORE BALANCED PANELS, NOT ONLY IN TERMS OF GENDER BUT ALSO IN TERMS OF AGE AND ORIGIN. THEY WANT TO SEE THE WORLD IN WHICH THEY LIVE REFLECTED. A SOCIETY IS DIVERS AND THEREFORE PANELS SHOULD BE A FAMILIAR, RECOGNIZABLE REFLECTION OF IT.

## Disliking gender exclusive panels

The majority of Belgians indicate that they prefer a panel composed only of men the least. Among women this disliking is more outspoken than among men. It doesn't represent our society and people want to recognise themselves and society in panels.

"Which of these panels do you prefer least?"



47%

Panel 1  
[6 men]

32%

Panel 4  
[6 women]

60%

16%



"What makes that this is your least preferred panel?"

“  
Dat is niet meer  
van deze tijd.  
~Man | 60-65 y/o

“  
Uniquement des hommes,  
déséquilibre et manque de  
représentativité.  
~Man | 60-65 y/o

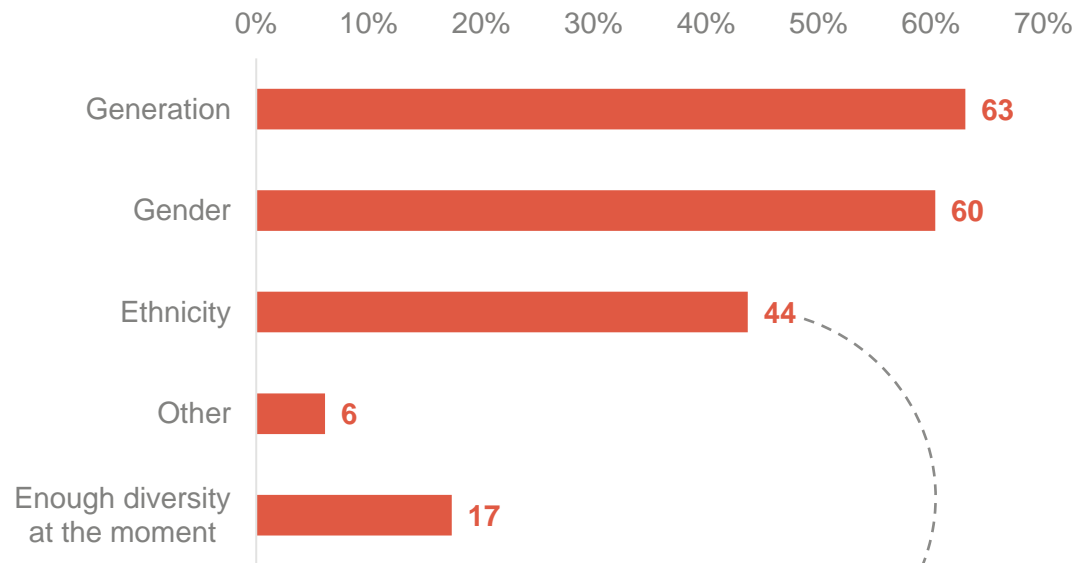
“  
Vandaag de dag bestaan panels  
al vaak uit enkel mannen en  
dit vind ik niet fijn.  
~Woman | 18-29 y/o



## Representative for our society

Spontaneously Belgians indicate they want panels who represent our society. Mostly they expect diversity in terms of generation and gender, but also in terms of ethnicity. Among those with a multicultural background the need for more ethnicity within panels is more pronounced.

“On what level is it important to you to have more diversity in a panel?”



43%



NL

47%



FR

55%



OTHER

“In which language do you talk with your family and friends?”

“What is missing in these panels?”

“

Oui, plusieurs origines ne sont pas représentées dans la plupart de ceux-ci .

~Woman | 18-29 y/o

“

Een hele maatschappij, een evenwichtige afspiegeling van geslachten, leeftijden, culturen ...

~Man | 40-49 y/o

“

De la diversité raciale, ou ethnique, religieuse, sociale, d'âge.

~Woman | 50-59 y/o



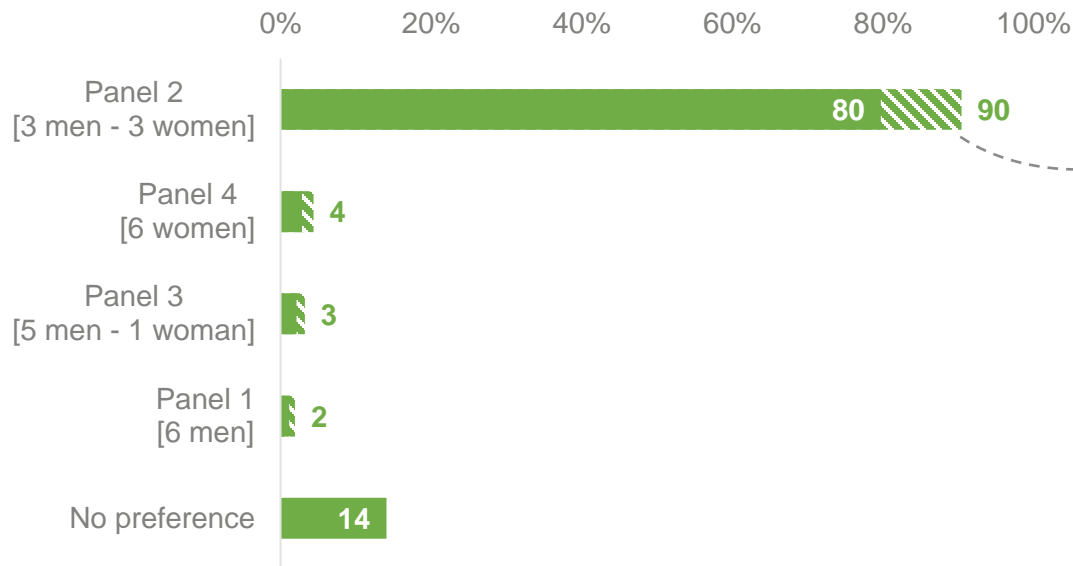
# A mismatch between the current and the desired composition of panels

BELGIANS HAVE A CLEAR PREFERENCE FOR GENDER BALANCED PANELS. HOWEVER WHEN THEY ARE WATCHING PANELS ON TV OR LISTENING TO THEM AT PROFESSIONAL CONGRESSES OR WEBINARS, THEY MOSTLY SEE AN OVERREPRESENTATION OF MEN IN THOSE PANELS. WHILE SPEAKERS AND ORGANISERS ARE AIMING FOR GENDER BALANCED PANELS.

## Desired panel composition

8 out of 10 Belgians prefer a gender balanced panel as a starting point for a representative image of our society. When 'pushed' even 9 out of 10 Belgians prefer a gender balanced panel.

"Which of these panels do you prefer?"



Without a 'no preference' option

With a 'no preference' option

"What makes that this is your preferred panel?"

“ Voldoende varianten om een juiste weergave te zijn van de maatschappij.  
~Woman | 50-59 y/o

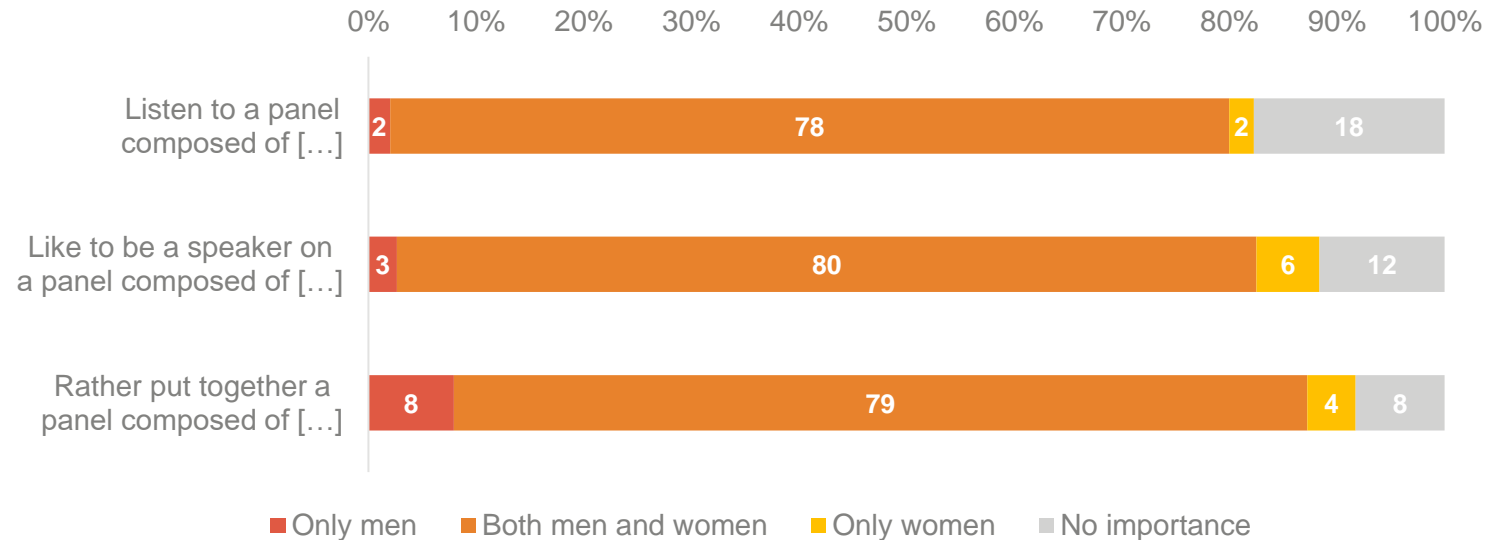
“ Ce panel est de composition idéale, un équilibre homme, femme, pour moi c'est parfait.  
~Man | 30-39 y/o

“ Er is een evenwicht in mannelijke en vrouwelijke sprekers.  
~Woman | 30-39 y/o



## Desired panel composition

In line with the general expectations of a panel, 8 out of 10 wants to listen, speak or organise a gender balanced panel. Other perspectives lead to more interesting conversations.



“  
Vrouwen hebben soms andere inzichten op zaken dan mannen. Hierdoor kunnen er volgens mij interessantere gesprekken uit voortvloeien.  
~Man | 40-49 y/o



## Mismatch panel composition

While the majority of speakers and organisers think panels are gender balanced. Belgians who listen to panels on TV or during a congress, indicate they mostly hear a mainly male panel with a female participant. This is in contrast to the desired gender balanced panels.

*“Which of these panels do you see most often on TV? / Which of these panels do hear most often during congresses, seminars etc.”*

60% 50% 40% 30% 20% 10% 0%



“ Eigenlijk wordt het onevenwicht nog benadrukt door slechts 1 vrouw op te nemen.  
~Man | 40-49 y/o

■ TV ■ Congresses



Panel 1  
[6 men]

Panel 2  
[3 men – 3 women]

Panel 3  
[5 men – 1 woman]

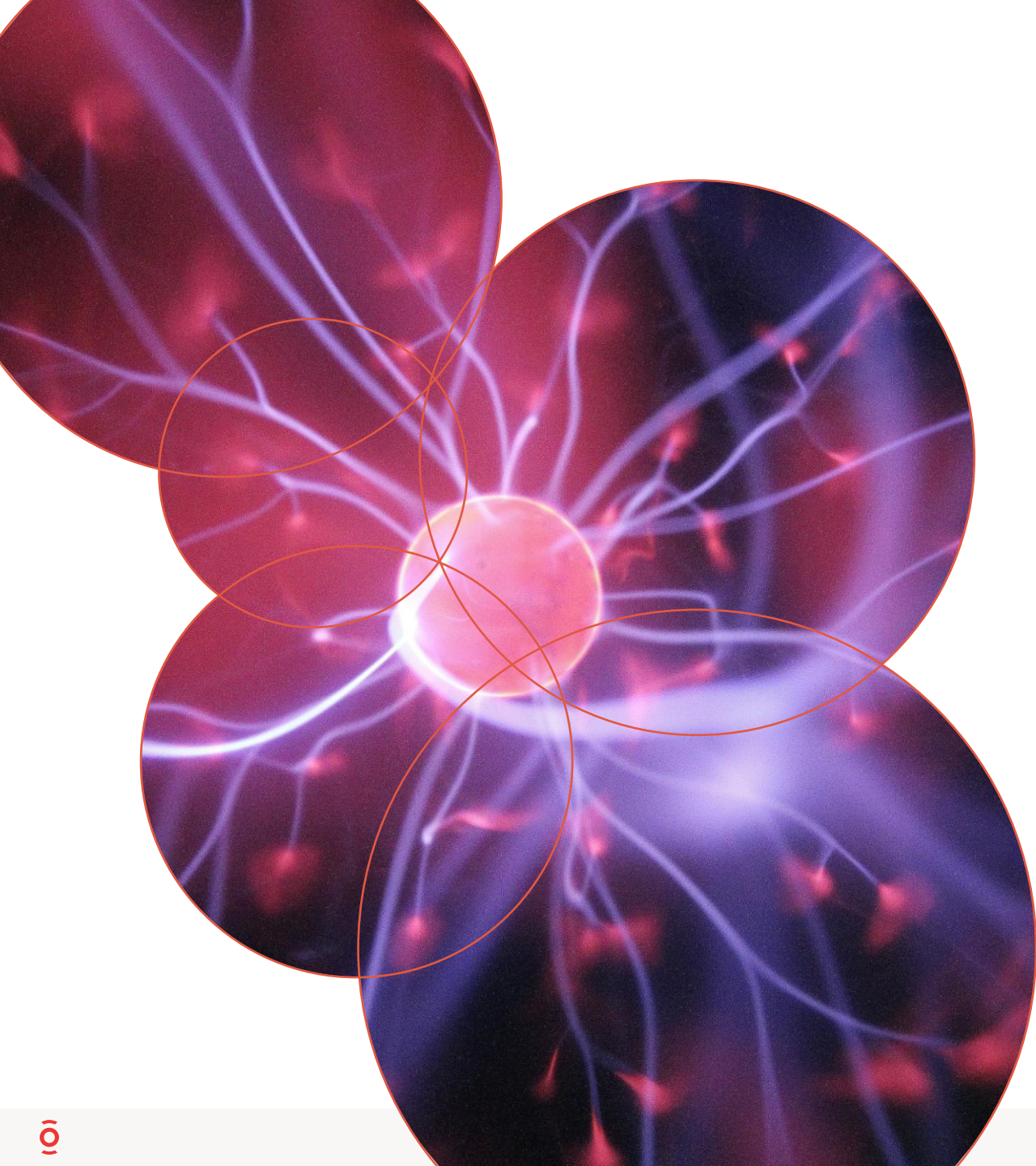
Panel 4  
[6 women]

*“In which of these panels do you speak most often? / Which of these panels best reflects the typical composition of the panels speaking at your congress etc.”*

0% 10% 20% 30% 40% 50% 60%



■ Speaker ■ Organiser



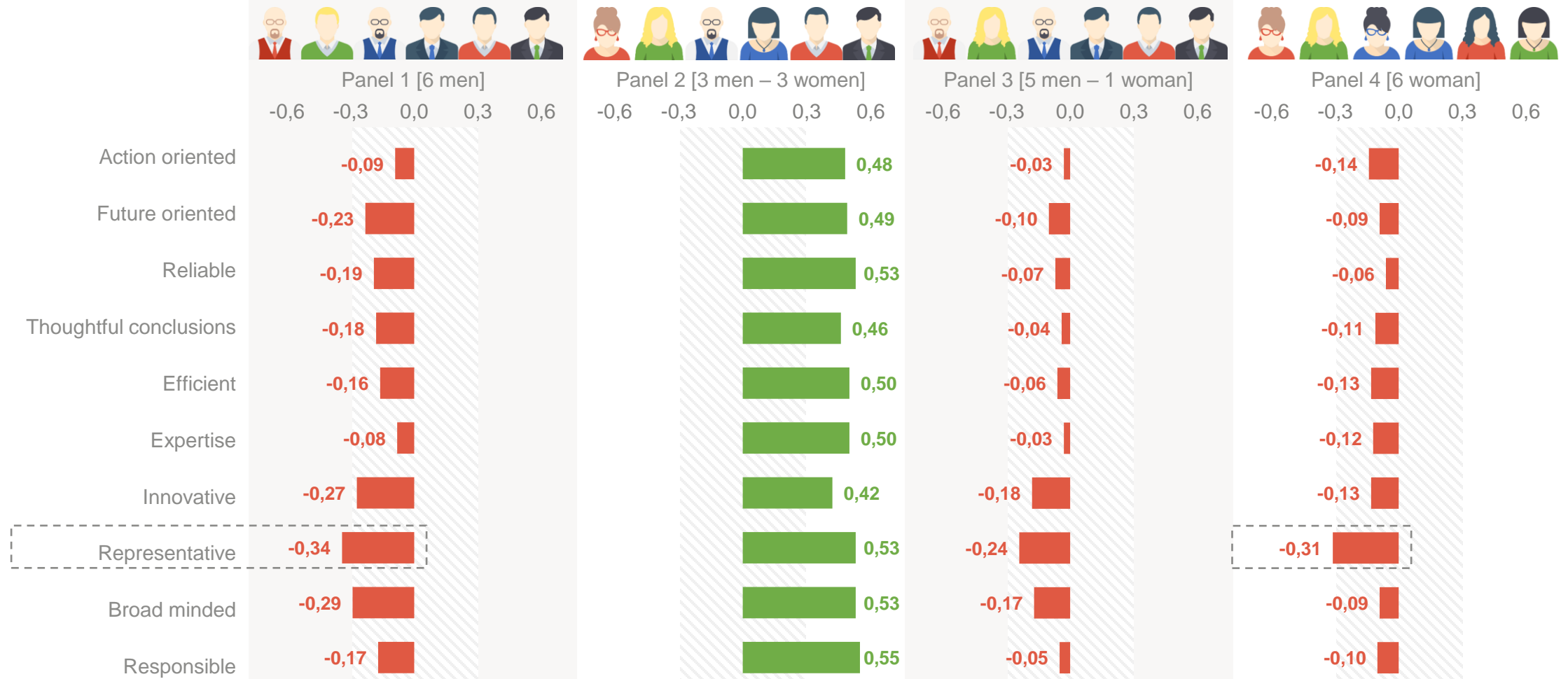
# Preference for gender balanced panels is both implicit and explicit

BOTH VIA IMPLICIT AND EXPLICIT METHODS BELGIANS ATTRIBUTE ALL SUGGESTED BENEFITS TO A GENDER BALANCED PANEL. MOREOVER A PANEL EXCLUSIVELY EXCITING OUT OF ONE OF THE BOTH GENDERS, IS ALWAYS SEEN AS UNREPRESENTATIVE.



## Subconscious preference

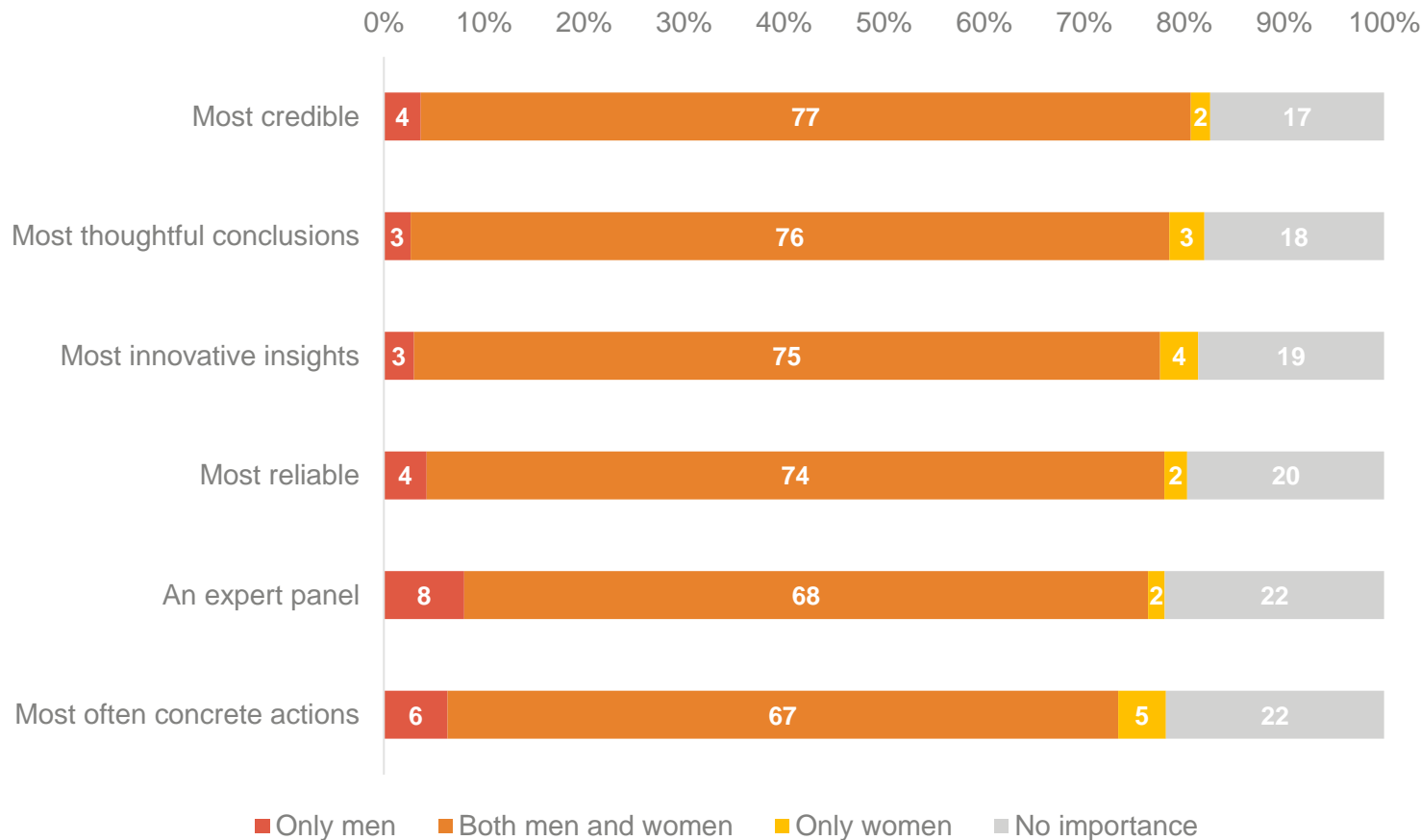
Subconsciously Belgians attribute all associations positively with a gender balanced panel. While both the 100% male or female panel is strongly perceived as unrepresentative. Moreover the 'all-male' panel has overall more negative associations.



## Explicit preference

Both consciously and subconsciously Belgians attribute all associations to a gender balanced panel. However, it is important to note that each panel member should have a contribution due to their qualifications.

*“A panel composed of [...] is / has ...”*



“ Reste à savoir de quoi on va débattre et si les participants ont été judicieusement sélectionnés.  
~Woman | >65 y/o

“ Op voorwaarde dat elke man en elke vrouw evenveel bijbrengt in de discussie.  
(geen mannen of vrouwen bijvoegen omwille van ‘quota’)  
~Man | 30-39 y/o



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# Questions or feedback?

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