

A close-up, profile view of a woman with dark skin wearing a white wide-brimmed hat and a white blazer. Her hand is raised, touching the brim of the hat. The background is a soft pink with many falling pink petals.

*Women*

LEADERS IMPACT IN THE  
CONGOLESE PUBLIC OPINION



## Only 8% of women are among the most popular public figures in the DRC.

TARGET conducted a confidential survey on favorite Congolese leaders from a representative sample of the Congolese population. Respondents were asked to name the Congolese leader they liked most in each of the following areas: politics, economics, music, science, sports, and religion. No names were suggested, as everyone felt free to evoke the public figure of his or her choice. The sample consisted of 1,600 people, including 812 men and 788 women, distributed in the 11 main cities of the DRC according to the age, gender, and occupation quota method. The survey was conducted from September 28 to October 2, 2020.

Among the 74 personalities mentioned, only those who obtained at least 1% of the choices were taken into consideration, and it turns out that there are only 6 women among the 74 mentioned leaders, i.e. 8% of the choices. No woman stood out in the field of economics and religion. 2 women were named out of the 6 mentioned leaders in the scientific field, i.e. 25% of the choices. In the remaining areas, the percentage of women does not exceed 10%.

**TABLE 1:**  
**NUMBER OF FAVORITE LEADERS BY GENDER**

AREA	MEN	WOMEN	TOTAL	WOMEN'S PERCENTAGE
Politics	9	1	10	10%
Economy	9	0	9	0%
Music	19	2	21	10%
Sciences	6	2	8	25%
Sports	13	1	14	7%
Religion	12	0	12	0
TOTAL	68	6	74	8%

Comparing women's best scores to men's in each area, the women who excelled in each area hardly exceed 1% of the choices compared to at least 20% for the preferred male leader, whereas the sample was composed almost equally between men and women. This shows that almost all women have chosen men as their favorite leaders.



**TABLE 2 :**  
**TOP SCORE OF FAVORITE LEADERS BY GENDER**

AREA	TOP SCORE MEN	TOP SCORE WOMEN
Politics	20%	1%
Music	21%	4%
Sciences	29%	1%
Sports	20%	1%

In light of the results of this survey, it is appropriate to engage in a deep reflection on the best strategies to promote strong women's leadership in the DRC. There are many outstanding women in the DRC in various fields, but they are either unknown to the general public or not taken into account when it comes to deciding on the ultimate choice. Qualitative studies (individual interviews, focus groups and immersions in women's organizations) should allow us to better understand women's reluctance to prefer other women and/or the core reasons for the male leadership's prevailing popular imagery.

**TABLE 3 :**  
**FAVORITE WOMEN LEADERS**

LEADER	DOMAINE	SCORE
L'Or Mbongo	Area	4%
Eve Bazaiba	Music	1%
Sandrine Mubenga	Politics	1%
Therese Kirongozi	Sciences	1%
Bestine Kazadi	Sciences	1%
Tshala Muana	Music	1%

#### ABOUT TARGET LLC

Target is a specialized company in market research, opinion polling and Marketing and strategy consulting operating in the DRC since 2011. It is dedicated to effectively guide companies and organizations to achieve their performance and profitability objectives. Target works not only in DRC, but also in other African countries (Republic of Congo, Rwanda, Burundi, Gabon, Cameroon, Ivory Coast, Uganda, Sierra Leone, ...). We regularly update researches on various subjects: media, advertising, mobile telephony, banks, favorite personalities, social, health, ...

For further details, please visit our website: [www.target-sarl.cd](http://www.target-sarl.cd)

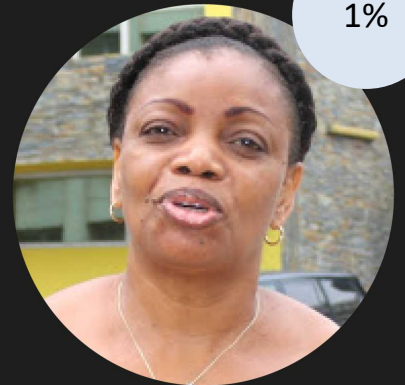
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FAVORITE WOMEN LEADERS

4%



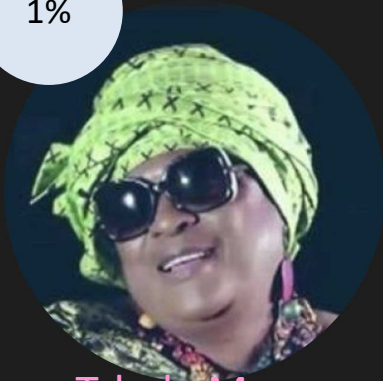
L'Or Mbongo  
Music

1%



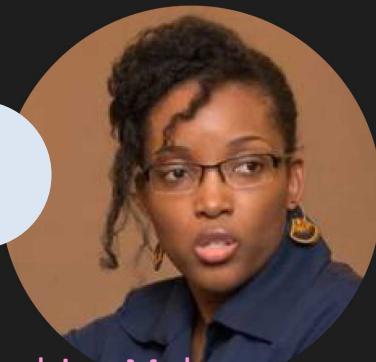
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Sandrine Mubenga  
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1%



Bestine Kazadi  
Sports

1%



Therese Kirongozi  
Sciences



**Merci !**

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