



Until we are all equal



Gender Compass.

A segmentation of Australia's
views on gender equality

Acknowledgment of Country

Plan International Australia acknowledges and pays our respects to Elders past and present. We recognise sovereignty was never ceded and that this land always was and always will be First Nations land. We recognise their ongoing connection to land, waters and community, and we commit to ongoing learning, deep and active listening, and taking action in solidarity.

We recognise the ongoing fight for First Nations justice and the long and continuing history of discrimination and disenfranchisement of First Nations people in Australia. First Nations people have been fighting for the right to vote, Treaty and Truth-telling since invasion. First Nations people were not allowed to vote until 1962, and were not recognised as citizens until 1967. The fight for self-determination for First Nations people continues, with calls for Voice, Treaty and Truth, as expressed in the Uluru Statement from the Heart.

At the time of this report, Australians are preparing to vote in a historic referendum to establish a First Nations Voice to Parliament, the first step to implement the calls of the Uluru Statement. We are thankful that First Nations people have so generously invited us all to walk side-by-side in this step towards reconciliation, and we hope that Australia will take up this invitation with a resounding 'Yes' and push forward our nation's work on equality and healing.

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Foreword



Susanne Legena
Chief Executive Officer
Plan International Australia

In many ways, 2023 has been a year of new highs for gender equality; a year where girls around the world have finally been able to see themselves taken seriously across entertainment and sport. Over the last few months we have seen significant moments that signal change and progress for women: the tsunami of support for the Matildas that swelled around Australia as they soared to success in the World Cup; and the important discussions and decisions around gender pay gaps and funding for women's sport that these mighty athletes ignited. As Barbie hit cinemas and quickly surpassed a billion dollars in ticket sales – becoming one of the highest grossing films of all time – we saw feminism and the patriarchy being talked about by millions of people, right across the gender spectrum, all around the globe.

And yet, we also see enraging, unacceptable roadblocks. Here in Australia, violence against women continues at alarming rates with one woman, on average, murdered every week by her current or former partner¹. And women still take home an annual salary \$25,596 lower than their male counterparts². Overseas in even more vulnerable contexts, progress has been even more fractured. In South Sudan, for example, girls are more likely to die in childbirth than to complete secondary school³.

At the current rate of progress, gender equality will not be fully realised in my lifetime. Not even in my 10-year-old daughter's lifetime. The World Economic Forum predicts that it will take 131 years until we are all equal⁴.

But I would like to be around when we've built this future. We cannot allow yet another generation of young women to be relegated to the margins with their talent, leadership and innovation locked out and disregarded.

At Plan International Australia, all of our work pushes towards building a future where we are all equal. In both our global and domestic work, we have learnt that discrimination, inequality and violence are all symptoms of harmful attitudes and societal norms around gender equality. To overcome them, we must understand underlying attitudes and behaviours across Australian society.

But currently, there is little quantitative research to guide how we can best engage with the Australian public's existing attitudes on gender equality. We lack fundamental knowledge on who we should be speaking to, what we should be speaking to them about and what they consider the biggest challenges blocking a gender-equal future.

¹ <https://www.anrows.org.au/publication/violence-against-women-accurate-use-of-key-statistics/>

² <https://www.wgea.gov.au/pay-and-gender/gender-pay-gap-data>

³ <https://pubmed.ncbi.nlm.nih.gov/15217849/>

⁴ <https://www.weforum.org/reports/global-gender-gap-report-2023>

Without this, gender equality advocates risk being ineffective in reaching and meaningfully engaging the broader public on this critical issue. While we are still more than 130 years away from gender equality, this is unacceptable. We cannot afford to be anything other than targeted and strategic.

I am proud that at Plan International Australia, we were able to bring together charities, academics and other stakeholders to design Gender Compass, a tool that segments Australians into six groups based on their beliefs, policy preferences and behaviours around gender equality. This tool will allow advocates across the country to transform how we engage Australians in conversations about gender equality and to act as a shared framework for how we can work together to build momentum for change.

My hope is that Gender Compass will allow us to beat the clock and help ensure that my daughter and her friends live, lead and thrive in a gender-equal world.

We especially want to thank our research partners, Heartward Strategic, and our research advisor, Dr Rebecca Huntley, for delivering such a robust analysis of how Australians perceive and engage with gender equality. We also want to thank our Steering Committee members who helped this project come to life. And finally, our funding partners, Lord Mayor's Charitable Foundation, Trawalla Foundation and Minderoo Foundation, for believing in this ambitious project right from the beginning.

I look forward to working with you over the next few months to embed this resource in our collective practices and ensuring that together, we can leverage this tool to its full potential.

A message from our research advisor



Dr Rebecca Huntley
Research advisor

In my twenty years as a social researcher exploring community attitudes towards gender equality, I have seen the limits of our existing resources to guide how we can shift the dial and build a more gender-equal society. It is my honour to now share, in the pages of this report and over the coming months, Gender Compass, a game-changing new resource spearheaded by Plan International Australia that is set up to transform how we create social change.

There are many world-class researchers across academia, the private sector and civil society who have and continue to explore sentiment and behaviour in relation to the myriad of issues that shape our understanding of gender equality. But, until now, we have not had a comprehensive audience segmentation that canvasses attitudes towards these issues and how they connect to the values, feelings and behaviours that underpin them. Gender Compass allows us to pay greater attention to our audiences, and in doing so, paves the way for significantly better results in shifting attitudes and behaviours.

In my literature review in preparation for this project, I found that the local and global gender equality research lacked an intersectional approach. Existing studies and indices did not address issues relating to race, ethnicity, queerness and disability alongside gender. Research samples have been constrained by not including diverse groups. And there is often a lack of attention to solutions and actions people can take in these studies.

Gender Compass fills this gap. It is a groundbreaking, foundational piece of research that builds on and establishes connections within the great body of work that already exists. It is poised to become an indispensable tool for individuals and institutions who seek to understand and shift attitudes and behaviours towards gender equality.

Gender Compass was modelled on another audience segmentation I helped develop and continue to work on – Climate Compass. Since its launch in 2020, Climate Compass has been used widely – by financial institutions, cultural institutions, governments, and organisations across civil society. It has transformed how climate advocates approach change-making and communications. Not only has it provided a common language for the climate movement to shape and align our collective strategies, it has also helped organisations unlock their messaging and reach not only those who are already onside, but also those who are disengaged, cautious or doubtful. My hope is for Gender

Compass to transform our shared advocacy in the same way and help contribute to a future where we are all equal.

Understanding attitudes to gender through segmentation can momentarily make you feel as if the community is hopelessly divided on the issue. But any dismay should only be fleeting. Gender Compass shows a gender-equal future is possible. More segments are supportive of gender equality than not. There is widespread support for a myriad of policies that advance gender equality. There is an openness across the community towards action.

While the ways in which we communicate and advocate for action with the different segments will necessarily be different, the goal for the majority of Australians, regardless of their gender, is the same. It is within our reach to create a nation where gender equality is a shared goal, which, once realised, will benefit us all.

1. Executive Summary

This report presents the findings of a unique segmentation analysis conducted on data gathered through an online survey of 2,522 Australians aged 16 years and over conducted in mid-2023. This analysis identified six segments within the population that differed primarily in their attitudes toward gender equality.

For the first time, this provides gender equality advocates with a unified approach to understanding and communicating with different parts of the Australian public about gender equality, to support more targeted and effective actions. The six segments include:

1. Trailblazer (19% of Australians)



For the Trailblazer segment, the issue of gender equality is salient and vital. They are hopeful about the issue and strongly support measures to address inequality yet are also frustrated, concerned, and think equality remains a fair way off. According to the Trailblazer segment, gender equality is everyone's business. Their strong views are informed by their lived experience of gender inequality, with nearly three quarters reporting personally experiencing harmful impacts. People belonging to the Trailblazer segment are mainly cis-females, somewhat younger, and are much more likely to identify as LGBTQIA+ and live in regional areas. They are educated, growth-oriented people, who cherish fairness and equality over other values.

2. Hopeful (24%)



Equality is important to the Hopeful segment, they are well aware of the issues and largely support measures to address inequality, but their views and voices are less insistent and less urgent than the Trailblazers. Most have experienced negative impacts because of their gender, mainly relating to inequalities in caring for home or family. In relation to gender equality, hopefulness is the dominant feeling for this segment, though they also feel concern and a sense of uncertainty. The Hopeful segment are on balance cis-female and tend to be older than the other segments.

3. Conflicted (12%)



Gender equality is important to the Conflicted segment, but action to address it is less so, since they are unaware of many of its impacts and believe we are very close to achieving it. Overall, they feel positive or neutral about gender equality and hold mixed views – both traditional and progressive. This segment see gender equality as an issue for men too. Equality and fairness are not core values, and the Conflicted are the only segment aware that their gender has, on balance, advantaged them, rather than had negative impacts. The Conflicted segment are mostly younger, cis-males. They tend to be more urban, educated, employed, from a diverse religious or cultural background, and have families.

4. Moderate (23%)



The enthusiasm of the Moderate segment towards the issue of gender equality is restrained. This mildly positive neutrality is evident in their hopeful, content feelings and lukewarm response to any change initiatives. For this segment, the importance of the issue is impacted by their lack of awareness of its impacts and their focus on other priorities. Overall, this segment have personally experienced negative impacts of gender inequality, especially in caring for home and family. Fairness, equality and tolerance however are not values they hold dear - though they do value benevolence. The Moderate segment reflects most population demographics, though is slightly more cis-male.

5. Indifferent (6%)



Gender equality is just not on this segment's radar. Predominant feelings are neutrality or uncertainty, their awareness of the impacts of gender inequality is low, and when it comes to support for specific initiatives, most refrain from expressing a view either for or against. Gender inequalities have had a negative impact on far fewer than in any other segment. This segment is the least likely to value equality and fairness and the most likely to value fun and loyalty. The Indifferent are the smallest segment. They are similar to population demographics, except for their lower levels of education.

6. Rejector (17%)



The Rejector segment believe gender equality is no longer an issue and change for equality for women has gone too far. It is men's experience of gender discrimination they are concerned with (yet may not express openly). They feel neutral or content about gender equality, are broadly unaware of its contemporary impacts and are the least supportive of any change initiatives. Some report experiencing negative mental health impacts as a result of their gender. The Rejector segment tend to be cis-males, educated at TAFE or college, slightly older and based outside cities. This is the segment most likely to value respecting tradition, rules and norms, freedom and economic security.

Key overall (baseline) survey findings include that:

- gender equality was considered important by 90% of research participants
- 41% rejected the idea that gender equality has mostly or already been achieved
- 77% agreed that we all benefit from a society that is fair to all genders, and 60% agreed that gender equality won't be achieved unless all genders take actions to support this issue
- 72% were in favour of actions being taken by individuals, businesses and/or governments to improve gender equality in Australia
- Support was expressed for 13 of 14 specific actions or change initiatives, with the only exception being increased government spending to support gender equality globally, which more people opposed than supported
- 58% agreed that transgender and non-binary people should have the same rights, opportunities and outcomes as cisgender people.

Further, a range of attitudes that may obstruct gender equality were expressed by reasonable proportions of participants:

- 58% agreed that some jobs are naturally suited to men, and some are naturally suited to women
- 44% agreed that some areas of study are naturally suited to boys, and some are naturally suited to girls
- 29% agreed that equality doesn't make sense when there are basic biological differences between males and females
- 25% agreed that families function well and children are best supported when mothers do the caring and fathers earn the income
- 23% agreed that women, more so than men, need to have children to feel fulfilled
- 19% agreed that there is no harm in men making jokes about women when they are among other men
- 16% agreed that, in a sexual/romantic relationship between a woman and a man, it is a problem if the woman earns more than the man
- 13% agreed that there are times when a person should have sex with their partner even if they don't feel like it.

Almost 1 in 10 (9%) were unaware (or denied the existence) of several outcomes of gender inequality that are true in Australia today. While most were aware of at least one of these, very few were aware of all seven outcomes:

- on average, there is a difference between the overall earnings of women and men (i.e. there is a gender pay gap)
- senior roles in business and industry remain largely occupied by men

-
- women are typically under-represented in politics compared with their proportion in the population
 - medical research has studied men's health far more than women's health
 - older women are one of the fastest-growing groups of people experiencing, or at risk of, homelessness
 - if you consider physical and non-physical forms of violence, violence against women is extremely common
 - in homes where there are women and men, women do the majority of unpaid domestic work.

Research participants indicated the extent to which they had undertaken specific public-facing actions in support of gender equality:

- 20% reported having voted based on gender, engaged with a relevant organisation or engaged in direct political activism for gender equality
- 33% had actively supported gender equality in their workplace
- 44% had taken actions relating to speaking up when witnessing gender inequality
- 52% had taken actions relating to speaking out about gender inequality.

Several barriers to action were identified, limiting people's capability, opportunity and motivation to take action in support of gender equality. Most notable barriers to action included:

- rarely coming across the issue – mentioned by 24%
- prioritising other issues – 23%
- wanting to avoid conflict or confrontation – 22%
- activism not being for them – 18%
- not knowing what could make a difference – 18%.

Conclusions

This research has revealed broad community support for a gender equal society with almost universal recognition of the importance of Australian women having the same rights, opportunities and outcomes as men; as well as a widespread belief that all of us benefit from a society that is fair to all genders.

While the majority are also in favour of some action being taken by individuals, businesses or governments to improve equality, the community is not at all unified in its views on how much further we need to go to reach equality (the magnitude of change needed), what actually needs to change (the type of change needed), or how rapidly change needs to occur (how urgently change is needed). The findings point to a need for continued efforts to effect change at all levels of society, and that to most effectively do so requires a targeted approach.

Based on the six segments revealed in this research, two thirds (66%) of the Australian community fall into a segment which is clearly positively aligned with gender equality (Trailblazer, Hopeful, Moderate), albeit to different degrees. In terms of their potential, the Trailblazer segment is already on board to amplify the campaigns and advocacy efforts of gender equality advocates, while the Hopeful and Moderate segments will require a push to become more active in supporting and driving change.

The Rejector and Indifferent segments offer a significant challenge in terms of engaging them and activating action towards gender equality – for the Rejector segment, any communications they may be exposed to should take care to avoid fuelling anti-equality sentiment.

The nuanced perspectives held by the Conflicted segment on the issue of gender equality requires a sensitive approach, though there certainly is opportunity for gender equality advocates to harness their support if the complexity of their views on this topic is understood.

2. Introduction

2.1 RESEARCH METHODOLOGY

Heartward Strategic was commissioned to design and implement the research and analyse and interpret the results, with Dr Rebecca Huntley acting as advisor and supporting the socialisation of Gender Compass.



2.2.1 Online Survey

Data was generated from an online survey of the Australian public aged 16 years and older that ran from 8 June to 16 July 2023.

The survey questionnaire was designed by Heartward Strategic in close consultation with Plan International Australia and with input from other relevant stakeholders.

As much as possible, existing validated questions, statements and response options were used within the questionnaire. These were taken from a variety of relevant studies identified through a rapid literature review conducted by Dr Rebecca Huntley and contributed by various stakeholders throughout the questionnaire development process. These studies included, but are not limited to:

- International Women's Day Research (2022) by Ipsos UK
- Levers of Change: Gender Equality Attitudes Study (2022) by UN Women and Kantar
- Climate Compass (2020) by The Sunrise Project and Fiftyfive5
- Girls to Men: Social attitudes to gender equality issues in Australia (2018) by 50/50 by 2030 Foundation (University of Canberra)
- National Community Attitudes towards Violence against Women Survey (2017) by Australia's National Research Organisation for Women's Safety.

As part of the questionnaire design process, four cognitive interviews were conducted to ensure the language used was easy to understand and interpret, reflected the intended meaning of the questions, and was not leading or biased towards particular responses.

The survey was programmed and hosted by The Online Research Unit (ORU), a specialist survey fieldwork provider. The sample was sourced from ORU's online panel of individuals who have agreed to participate in research and incentivised to complete the survey in line with their panel membership.

2.2.2 Achieved Sample Profile

A total of 2,522 people completed the survey. Age, gender and location quotas were applied during fieldwork to ensure the final sample represented the Australian population from which it was drawn, based on Australian Bureau of Statistics census data. The survey captured a range of additional demographic and sociographic characteristics of research participants.

2.2.3 Data Analysis

Quantitative data analyses were conducted on the data collected via the online survey. These included:

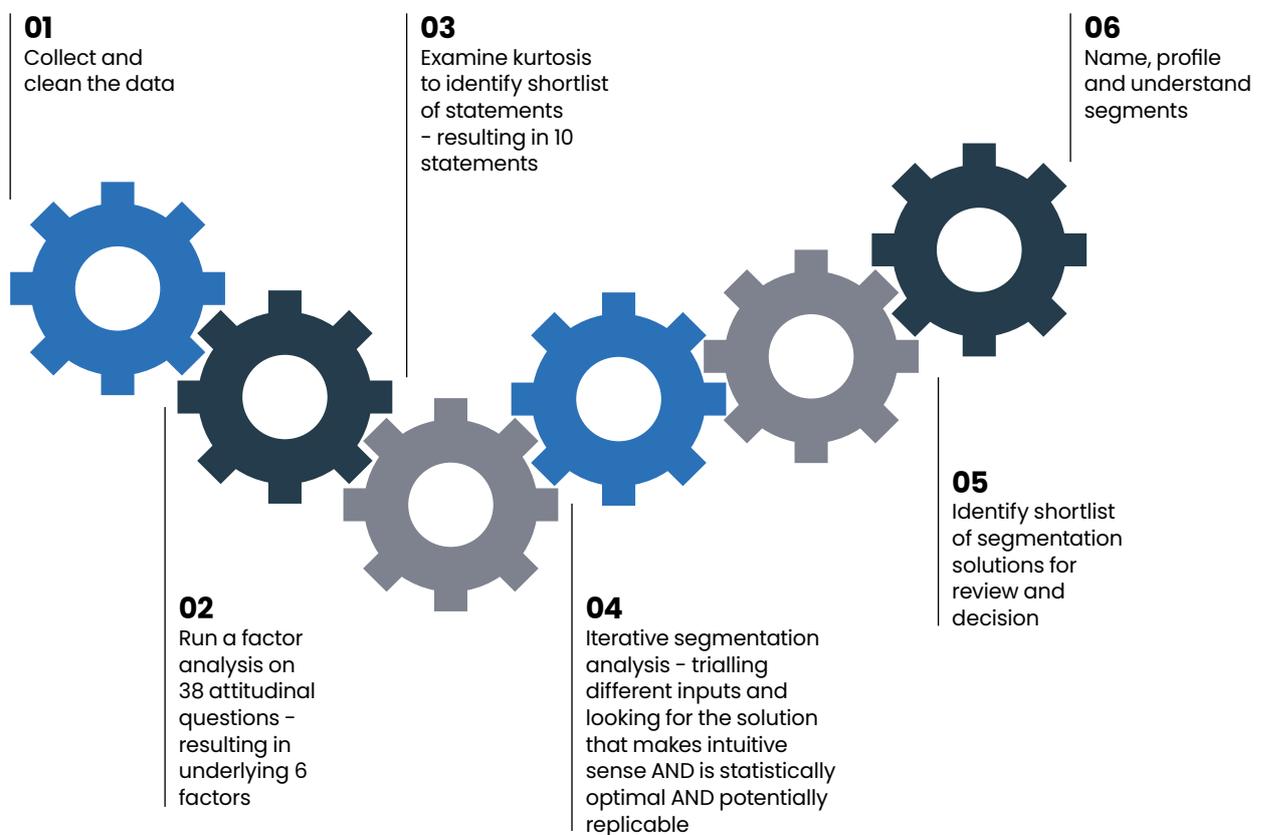
- segmentation analysis to identify segments
- profiling the identified segments
- descriptive statistics for all questions at the total sample level
- cross-tabulation of all survey questions against the six segments, including testing for significant differences between segments.

The data analysis forming the basis of the segments and data tabulations were undertaken by specialist analytics consultants The Clever Stuff, with oversight from Heartward Strategic. The process of deriving these segments is described in Section 3: The six segments.

3. The Six Segments

The core purpose of this research was to develop a segmentation of all Australians aged 16 years and over based on their views on gender equality. This section outlines the process of arriving at the six segments, represented in Figure 1, and then describes the characteristics of each segment.

Figure 1. Segmentation Process



The online survey captured a wide range of measures including:

1. Demographics
2. Life values
3. Perceptions of gender equality overall
4. Specific attitudes and beliefs about gender equality
5. Awareness of facts about gender equality in Australia
6. Personal experiences of the impacts of gender
7. Support for change overall
8. Support for specific change initiatives
9. Actions taken in the public and private sphere
10. Barriers to action

For the segmentation analysis, question groups 3 and 4 from the list above formed the raw inputs into the process. Initially, a factor analysis was run on all 38 attitudes (variables) from groups 3 and 4 to identify how these could be grouped together, based on similarities in how people responded to them. This analysis resulted in six underlying conceptual factors that could be included in the segmentation analysis.

The kurtosis or spread of responses for each attitude variable was then examined to identify those that represented the six underlying factors and were most likely to differentiate between people on the basis of their responses.

Latent class analysis was applied to the variables identified from this stage to identify segments. This part of the process involved trialling different question inputs and assessing for which resulting segment solution made sense, was statistically optimal and potentially replicable. Variables that were the least differentiating or unique were removed. Some additional variables, such as overall perceptions, were also trialled in the model at this stage.

The final solution derived from this process has six segments and is based on the following eleven inputs from the survey:

1. How close or far is Australia from achieving women having the same rights, opportunities and outcomes as men? (Response on 0-10 scale, from already achieved to far from achieving)
2. There are no gender-based differences in skills and talents (Response on 0-10 scale from strongly disagree to strongly agree)
3. Men are discriminated against on the basis of their gender (Response on 0-10 scale from strongly disagree to strongly agree)
4. I support transgender and non-binary people having the same rights, opportunities and outcomes as cisgender people (Response on 0-10 scale from strongly disagree to strongly agree)
5. I feel like I can't speak openly about my views on gender (Response on 0-10 scale from strongly disagree to strongly agree)
6. Equality doesn't make sense when there are basic biological differences between males and females (Response on 0-10 scale from strongly disagree to strongly agree)
7. There are fewer women than men in leadership positions because of gender discrimination (Response on 0-10 scale from strongly disagree to strongly agree)
8. Men have more opportunity than women to earn the main household income (Response on 0-10 scale from strongly disagree to strongly agree)
9. Families function well and children are best supported when mothers do the caring and fathers earn the income (Response on 0-10 scale from strongly disagree to strongly agree)
10. There's no harm in men making jokes about women when they are among other men (Response on 0-10 scale from strongly disagree to strongly agree)
11. Gender equality won't be achieved in Australia unless people of all genders take actions to support this issue (Response on 0-10 scale from strongly disagree to strongly agree).

Figure 2. The six Gender Compass segments



Figure 2 shows the six Gender Compass segments and their relative sizes in the Australian population. The largest segment is the Hopeful segment, which comprises almost a quarter of the population (24%). The Indifferent segment (the least engaged on this topic) is the smallest, representing 6% of Australians.

The gender profile of four of the six segments (Trailblazer, Hopeful, Conflicted and Rejector) reveals strong bias towards either cis-gender males or cis-gender females. Two of the segments (Trailblazer and Conflicted) tend to be slightly younger, while two (Hopeful and Rejector) tend to be older.

In terms of their stance on gender equality, the segments cannot be neatly placed on a continuum between for and against equality. While three of them could be more easily conceptualised this way (Trailblazer, Hopeful and Rejector), the remaining three show attitudes, experiences, beliefs and engagement with the issue that mean they cannot be classified in a linear way on such a continuum.

The remainder of this section provides detailed infographic summaries for each segment⁵.

⁵ Two scores shown in the summaries were calculated from the data to enable quick comparisons between segments on complex survey results. The 'awareness score' was derived by subtracting the proportion not aware of seven facts about gender inequality from the proportion that was aware of five or more out of all seven of them. The 'gender impact' score was derived by subtracting the proportion indicating their gender has only negatively impacted them from those reporting their gender has only positively impacted them.

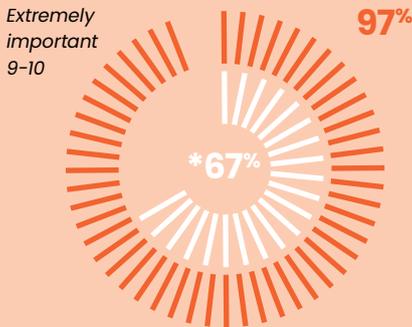
Trailblazer

19% of Australians

For the Trailblazer segment, the issue of gender equality is salient and vital. They are hopeful about the issue and strongly support measures to address inequality yet are also frustrated, concerned, and think equality remains a fair way off. According to the Trailblazer segment, gender equality is everyone's business.



Personal Importance



Feelings About Equality



Distance to Equality



Awareness Score **+79**

Likely to take any public sphere actions in support **92%**

Action on Equality



Change Priorities

Average support score 0-10

1.	Protection of women's reproductive rights	9.6
2.	Improve wages/conditions in the care & community sector	9.5
3.	More family friendly workplace systems and culture	9.4
4.	Ensure unpaid carers not disadvantaged financially	9.4
5.	Public campaigns to address harmful norms/increase support	9.3

* The average across the entire sample

Attitudes to Equality

Average score 0-10
Disagree (0) – Agree (10)



Barriers to Action



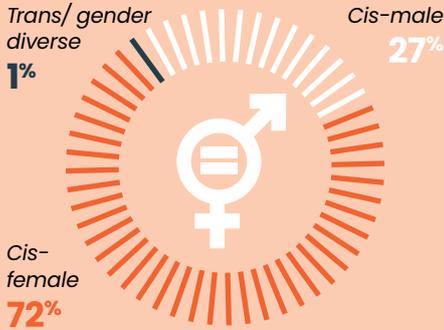
Trailblazer

19% of Australians

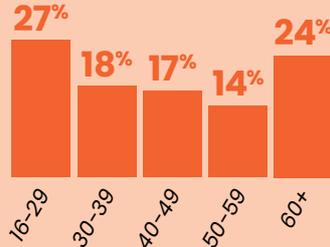
Their strong views are informed by their lived experience of gender inequality, with nearly three quarters reporting personally experiencing harmful impacts. People belonging to the Trailblazer segment are mainly cis-females, somewhat younger, and are much more likely to identify as LGBTQIA+ and live in regional areas. They are educated, growth-oriented people, who cherish fairness and equality over other values.



Gender



Age



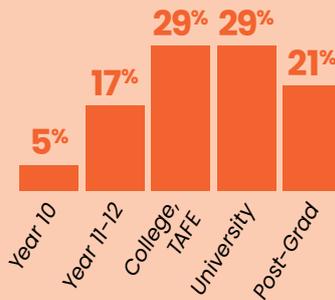
Dependent Children



Location



Education



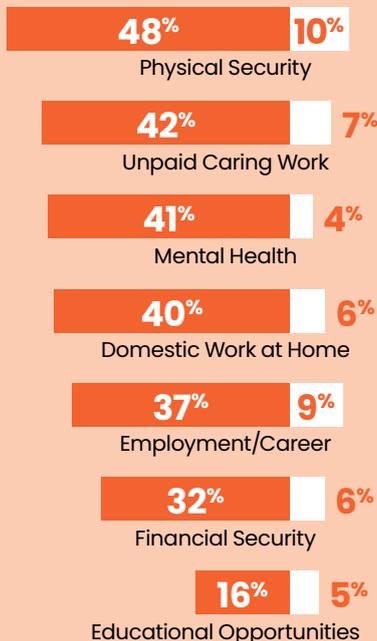
Paid Employment



Impacts of Gender

Gender Impact Score **-49**

Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



Values



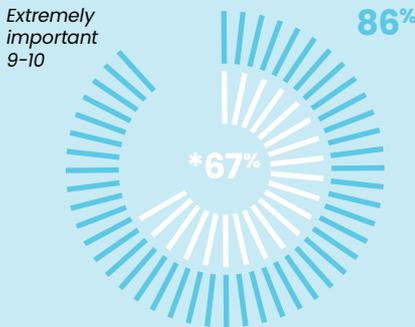
Hopeful

24% of Australians

Equality is important to the Hopeful segment, they are well aware of the issues and largely support measures to address inequality, but their views and voices are less insistent and less urgent than the Trailblazers. Most have experienced negative impacts because of their gender, mainly relating to inequalities in caring for home or family.



Personal Importance



Feelings About Equality



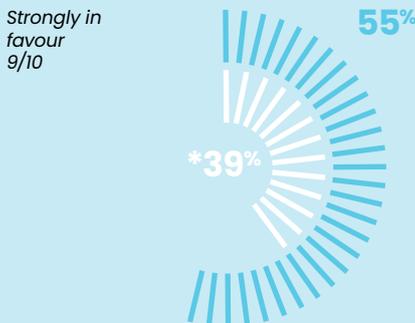
Distance to Equality



Awareness Score **+60**

Likely to take any public sphere actions in support **87%**

Action on Equality



* The average across the entire sample

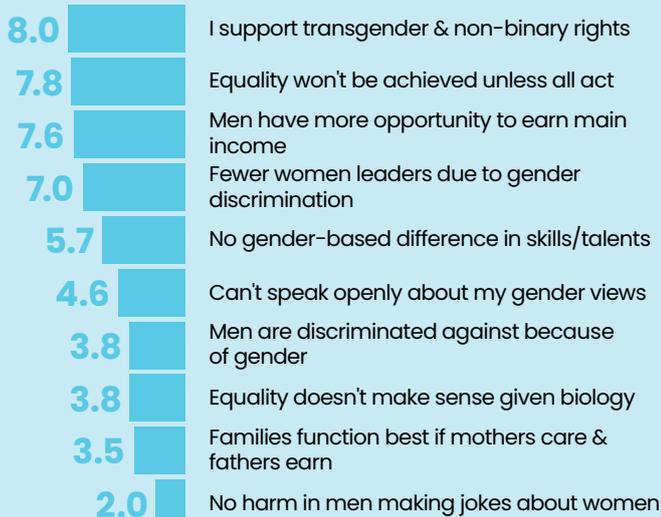
Change Priorities

Average support score 0-10

1. Protection of women's reproductive rights	8.5
2. Improve wages/conditions in the care & community sector	8.5
3. Ensure unpaid carers not disadvantaged financially	8.3
4. More family friendly workplace systems and culture	8.3
5. Access to discrimination advocacy & support in the workplace	8.2

Attitudes to Equality

Average score 0-10
Disagree (0) – Agree (10)



Barriers to Action



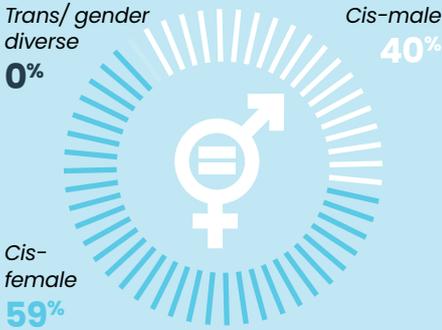
Hopeful

24% of Australians

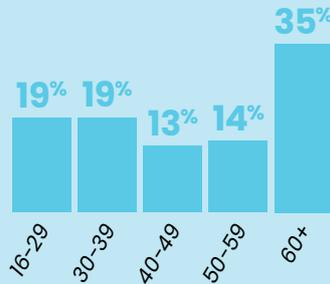
In relation to gender equality, hopefulness is the dominant feeling for this segment, though they also feel concern and a sense of uncertainty. The Hopeful segment are on balance cis-female and tend to be older than the other segments.



Gender



Age



Dependent Children



Location



Education



Paid Employment



Impacts of Gender

Gender Impact Score **-30**

Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



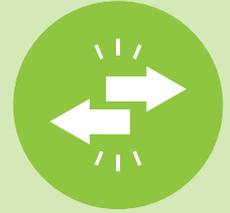
Values



Conflicted

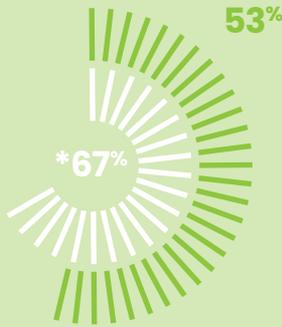
12% of Australians

Gender equality is important to the Conflicted segment, but action to address it is less so, since they are unaware of many of its impacts and believe we are very close to achieving it. Overall, they feel positive or neutral about gender equality and hold mixed views – both traditional and progressive.

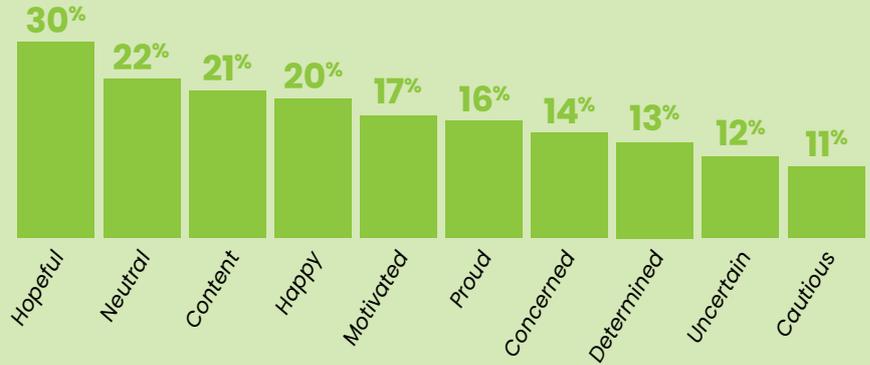


Personal Importance

Extremely important
9-10

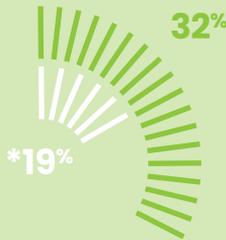


Feelings About Equality



Distance to Equality

Almost achieved
9-10



Awareness Score

+4

Likely to take any public sphere actions in support

78%

Action on Equality

Strongly in favour
9/10



Change Priorities

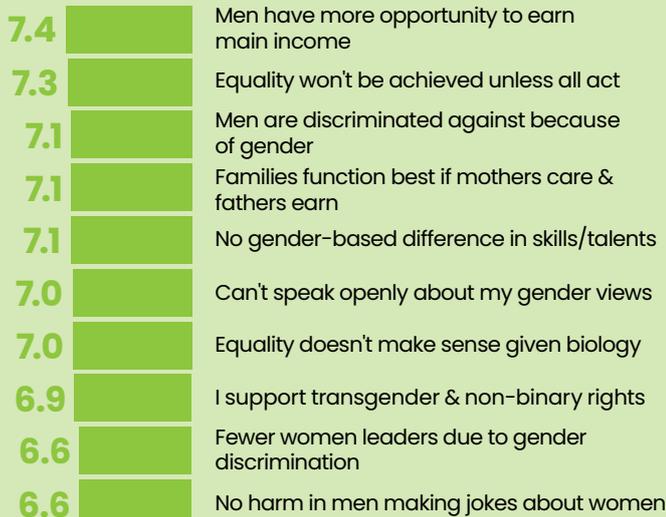
Average support score 0-10

1.	Improve wages/conditions in the care & community sector	7.5
2.	Protection of women's reproductive rights	7.5
3.	Ensure unpaid carers not disadvantaged financially	7.4
4.	More family friendly workplace systems and culture	7.4
5.	Better access to affordable, quality ECEC & OSHC	7.4

* The average across the entire sample

Attitudes to Equality

Average score 0-10
Disagree (0) – Agree (10)



Barriers to Action



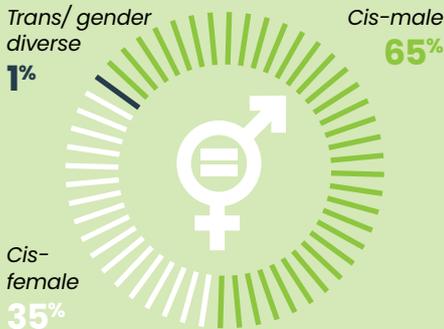
Conflicted

12% of Australians

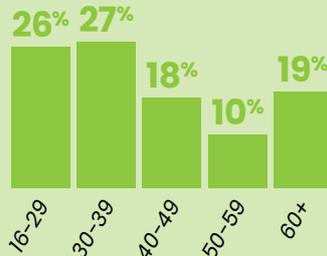
This segment see gender equality as an issue for men too. Equality and fairness are not core values, and the Conflicted are the only segment aware that their gender has, on balance, advantaged them, rather than had negative impacts. The Conflicted segment are mostly younger, cis-males. They tend to be more urban, educated, employed, from a diverse religious or cultural background, and have families.



Gender



Age



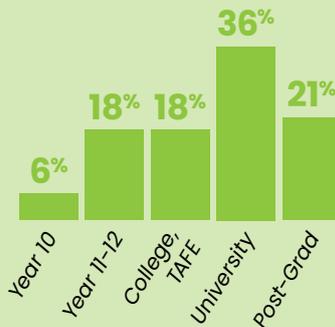
Dependent Children



Location



Education



Paid Employment



Impacts of Gender

Gender Impact Score **+8**

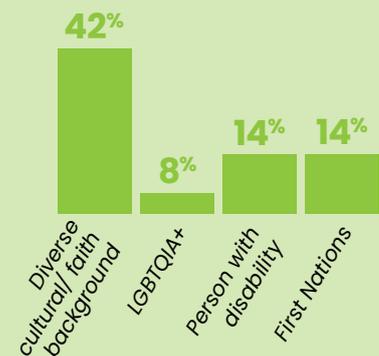
Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



Values



Moderate

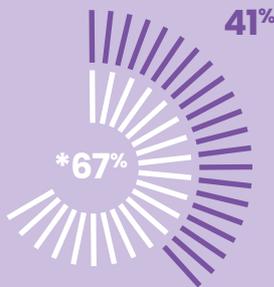
23% of Australians

The enthusiasm of the Moderate segment towards the issue of gender equality is restrained. This mildly positive neutrality is evident in their hopeful, content feelings and lukewarm response to any change initiatives. For this segment, the importance of the issue is impacted by their lack of awareness of the impacts of gender inequality and their focus on other priorities.

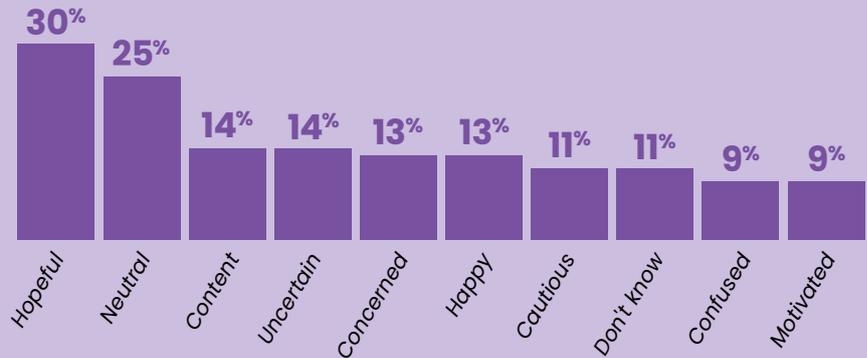


Personal Importance

Extremely important
9-10



Feelings About Equality



Distance to Equality

Almost achieved
9-10



Awareness Score

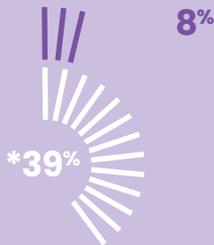
+9

Likely to take any public sphere actions in support

71%

Action on Equality

Strongly in favour
9/10



Change Priorities

Average support score 0-10

1.	Improve wages/conditions in the care & community sector	6.8
2.	More family friendly workplace systems and culture	6.7
3.	Ensure unpaid carers not disadvantaged financially	6.7
4.	Protection of women's reproductive rights	6.6
5.	Better access to affordable, quality ECEC & OSHC	6.5

* The average across the entire sample

Attitudes to Equality

Average score 0-10
Disagree (0) – Agree (10)



Barriers to Action



Moderate

23% of Australians

Overall, this segment have personally experienced negative impacts of inequality, especially in caring for home and family. Fairness, equality and tolerance however are not values they hold dear - though they do value benevolence. The Moderate segment reflects most population demographics, though is slightly more cis-male.



Gender



Age



Dependent Children



Location



Education



Paid Employment



Impacts of Gender

Gender Impact Score **-11**

Negatively Impacted | Positively Impacted

20% 9%
Domestic Work at Home

17% 10%
Unpaid Caring Work

20% 13%
Physical Security

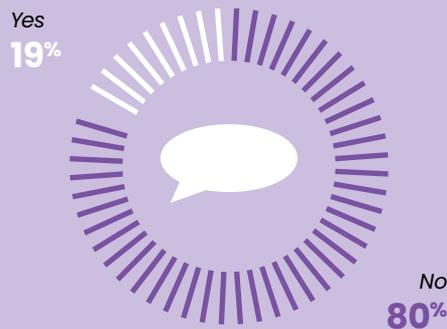
16% 9%
Mental Health

12% 10%
Financial Security

13% 11%
Employment/Career

7% 10%
Educational Opportunities

Speak Another Language



Personal Identities



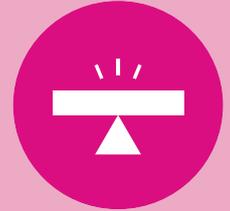
Values



Indifferent

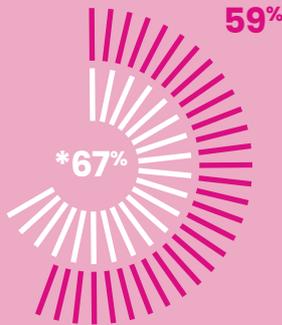
6% of Australians

Gender equality is just not on this segment's radar. Predominant feelings are neutrality or uncertainty, their awareness of the impacts of gender inequality is low, and when it comes to support for specific initiatives, most refrain from expressing a view either for or against.

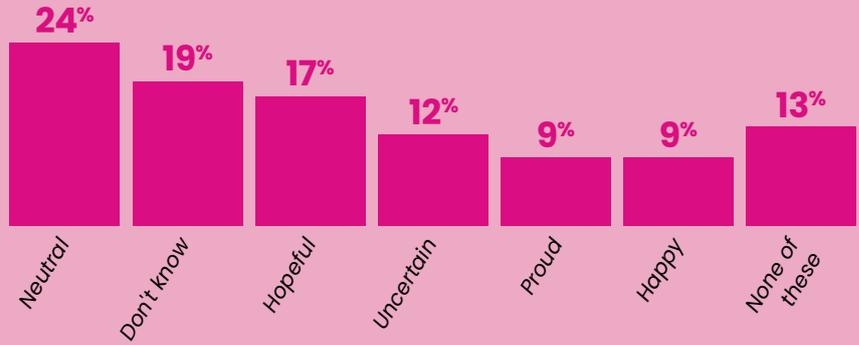


Personal Importance

Extremely important
9-10



Feelings About Equality



Distance to Equality

Almost achieved
9-10



Awareness Score

-4

Likely to take any public sphere actions in support

45%

Action on Equality

Strongly in favour
9/10



Change Priorities

Average support score 0-10

1.	Improve wages/conditions in the care & community sector	6.7
2.	Ensure unpaid carers not disadvantaged financially	6.6
3.	More family friendly workplace systems and culture	6.5
4.	Protection of women's reproductive rights	6.3
5.	Access to discrimination advocacy & support in workplace	6.3

* The average across the entire sample

Attitudes to Equality

Average score 0-10
Disagree (0) – Agree (10)



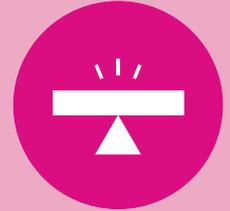
Barriers to Action



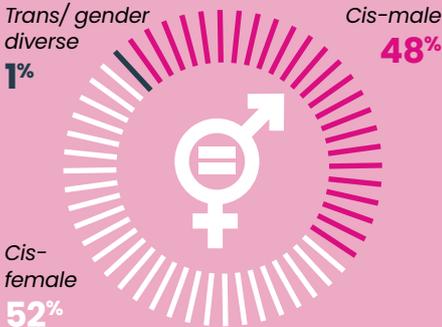
Indifferent

6% of Australians

Gender inequalities have had a negative impact on far fewer than in any other segment. This segment is the least likely to value equality and fairness and the most likely to value fun and loyalty. The Indifferent are the smallest segment. They are similar to population demographics, except for their lower levels of education.



Gender



Age



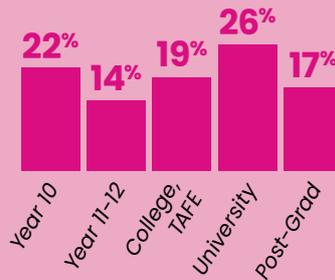
Dependent Children



Location



Education



Paid Employment



Impacts of Gender

Gender Impact Score **-12**

Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



Values



Rejector

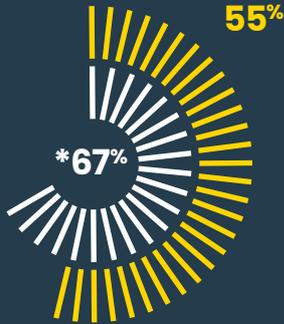
17% of Australians

The Rejector segment believe gender equality is no longer an issue and change for equality for women has gone too far. It is men's experience of gender discrimination they are concerned with (yet may not express openly). They feel neutral or content about gender equality, are broadly unaware of its contemporary impacts and are the least supportive of any change initiatives.

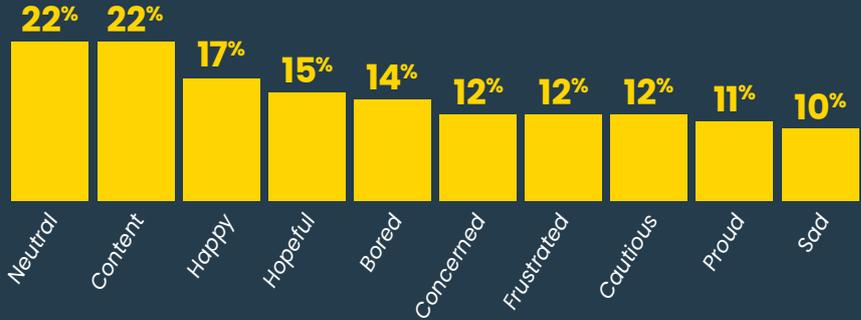


Personal Importance

Extremely important
9-10

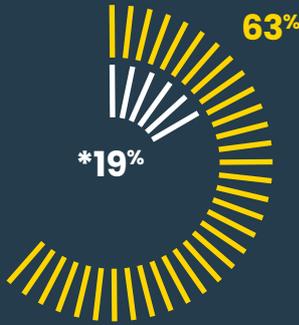


Feelings About Equality



Distance to Equality

Almost achieved
9-10



Awareness Score **-8**

Likely to take any public sphere actions in support **67%**

Action on Equality

Strongly in favour
9/10



Change Priorities

Average support score 0-10

1.	Improve wages/conditions in the care & community sector	6.8
2.	Ensure unpaid carers not disadvantaged financially	6.5
3.	More family friendly workplace systems and culture	6.3
4.	Protection of women's reproductive rights	6.2
5.	Better access to affordable, quality ECEC & OSHC	6.2

* The average across the entire sample

Attitudes to Equality

Average score 0-10
Disagree (0) – Agree (10)



Barriers to Action



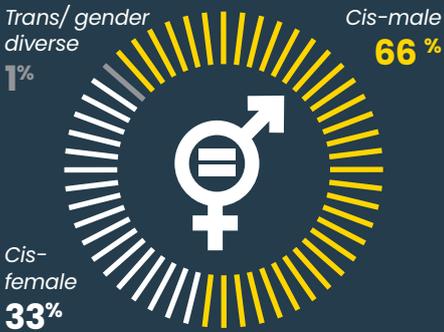
Rejector

17% of Australians

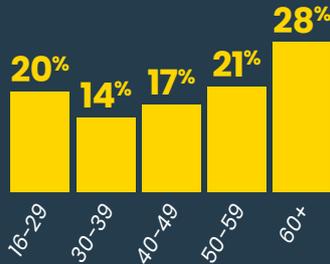
Some report experiencing negative mental health impacts as a result of their gender. The Rejector segment tend to be cis-males, educated at TAFE/college, slightly older and based outside cities. This is the segment most likely to value respecting tradition, rules and norms, freedom and economic security.



Gender



Age



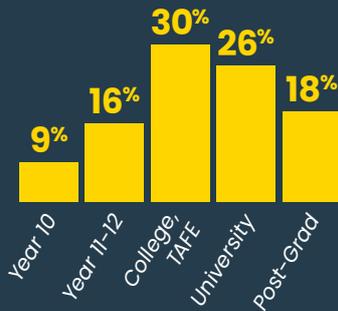
Dependent Children



Location



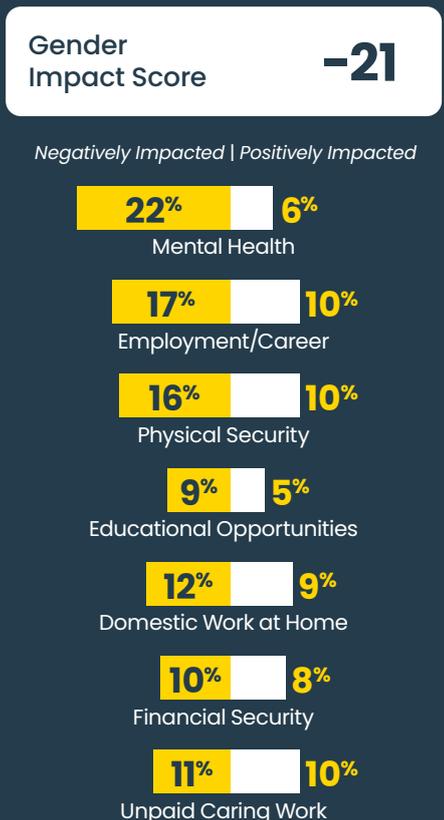
Education



Paid Employment



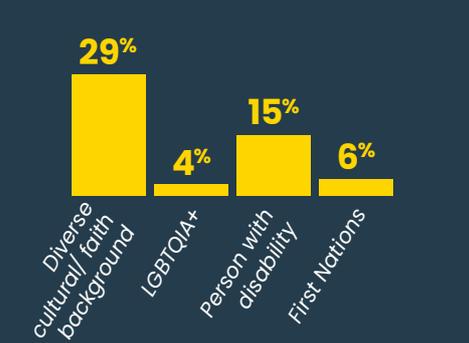
Impacts of Gender



Speak Another Language



Personal Identities



Values



4. Overall Research Findings

This chapter presents the findings from each topic area covered in the survey. Under each topic-area, sample-wide findings are presented first, followed by comparisons across the six segments. Note that many of the figures in this chapter which represent the differentiation in responses across the segments do not show the full findings. Rather, they present a selection of questions which most illustrate the spread of responses across the segments.

4.1 OVERALL BELIEFS ABOUT GENDER EQUALITY

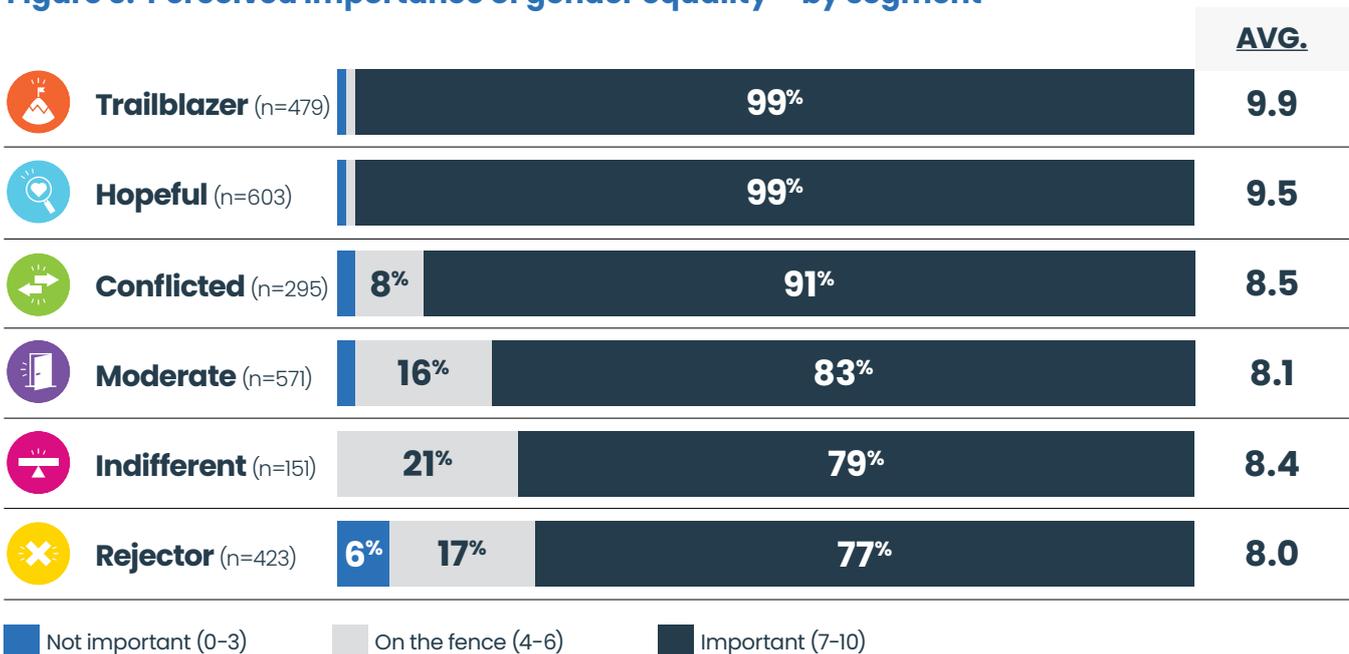
4.1.1 Importance of gender equality

Research participants were asked how important it is to them that, in Australia, women have the same rights, opportunities and outcomes as men. The majority indicated that gender equality is important to them, when defined in this way. Using a scale from 0 (not at all important) to 10 (extremely important):

- 90% responded with a score of seven or more, indicating that gender equality is important to them
- 55% responded with a score of 10, indicating that gender equality is 'extremely important' to them.

As shown in Figure 3, perceived importance of gender equality in Australia differed by segment membership. The average importance rating for gender equality across all research participants was 8.8 out of 10. Average importance ratings were much higher among the Trailblazer and Hopeful segments than the sample overall, at 9.9 and 9.5 respectively. Importance ratings among the other four segments were slightly lower, ranging between 8 and 8.5 out of 10.

Figure 3. Perceived importance of gender equality – by segment



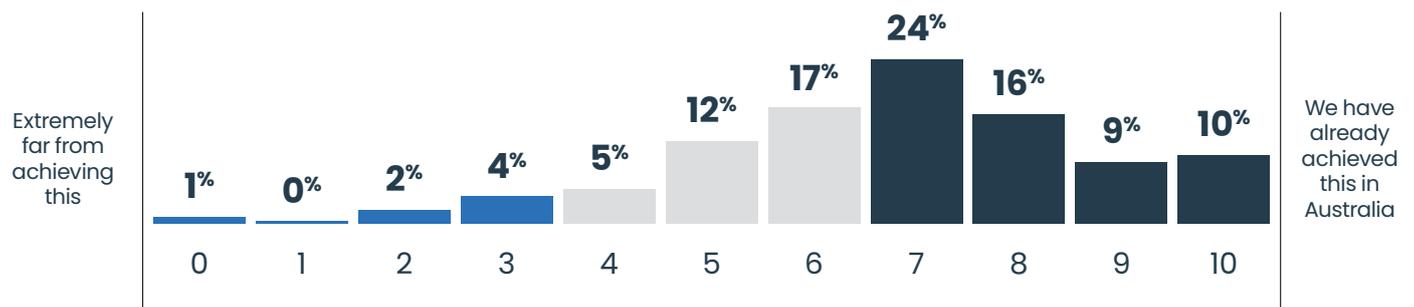
Q2.1 How important is it to you that in Australia, women have the same rights, opportunities and outcomes as men? (Average rating 0-10)

4.1.2 Distance from achieving gender equality

Research participants were asked to indicate how close or far they feel Australia is from achieving women having the same rights, opportunities and outcomes as men. As shown in Figure 4, research participants tended to perceive that Australia has some way to go to achieve gender equality, defined in this way. Using a scale from 0 (extremely far from achieving this) to 10 (we have already achieved this in Australia):

- 59% responded with a score of seven or more, indicating that they feel gender equality has nearly or already been achieved in Australia
- 7% responded with a score of three or less, indicating that they feel we are still very far from achieving gender equality
- 34% responded with a score of four to six, indicating that we are some way to achieving gender equality but still have a distance to go.

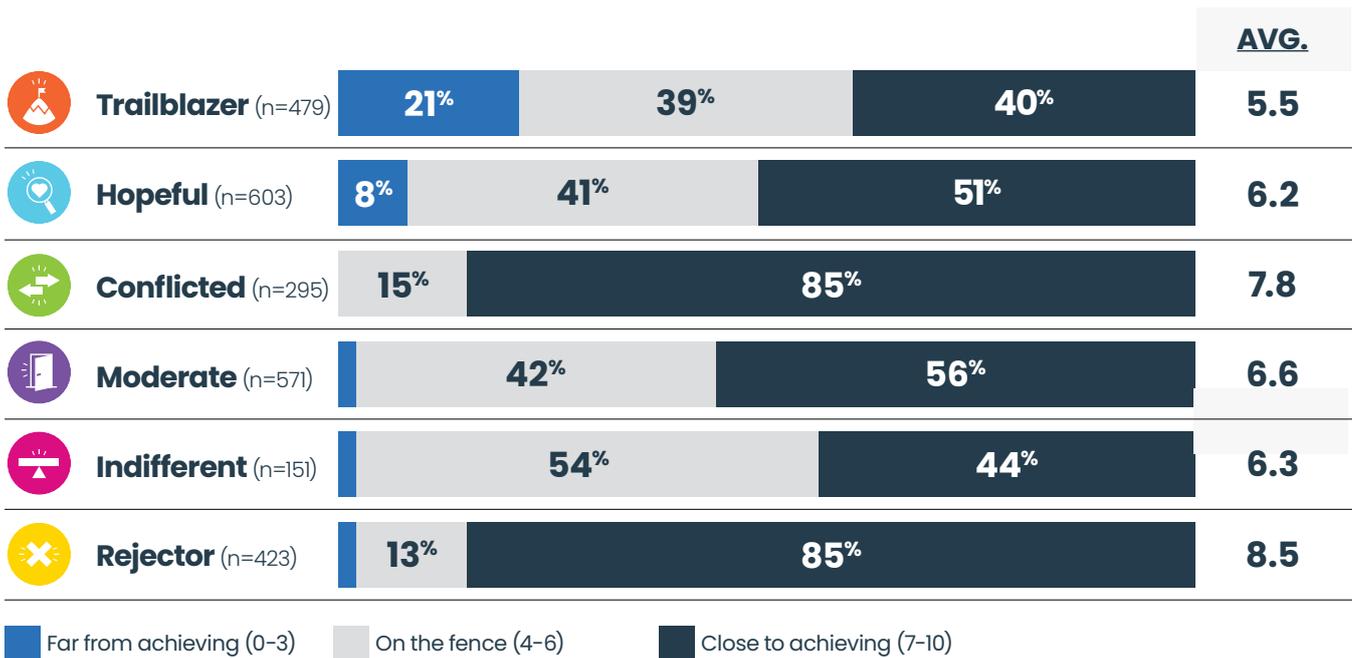
Figure 4. Perceived distance from achieving gender equality in Australia



Q2.2 How close or far is Australia from achieving women having the same rights, opportunities and outcomes as men?
Base: total sample (n=2,522)

As shown in Figure 5, perceptions of how close we are to achieving gender equality differed by segment membership. The average score on this measure across the total research sample was 6.7. Looking at the segments, the Trailblazer and Hopeful segments tended to perceive that we are further away from achieving gender equality (average ratings of 5.5 and 6.2, respectively), while the Rejector and Conflicted segments tended to believe we are closer to having already achieved gender equality (average ratings of 8.5 and 7.8, respectively). The Moderates segment's perceptions tended to be in line with the sample overall.

Figure 5. Perceived distance from achieving gender equality in Australia – by segment



Q2.2 How close or far is Australia from achieving women having the same rights, opportunities and outcomes as men?
 (Average rating 0-10)

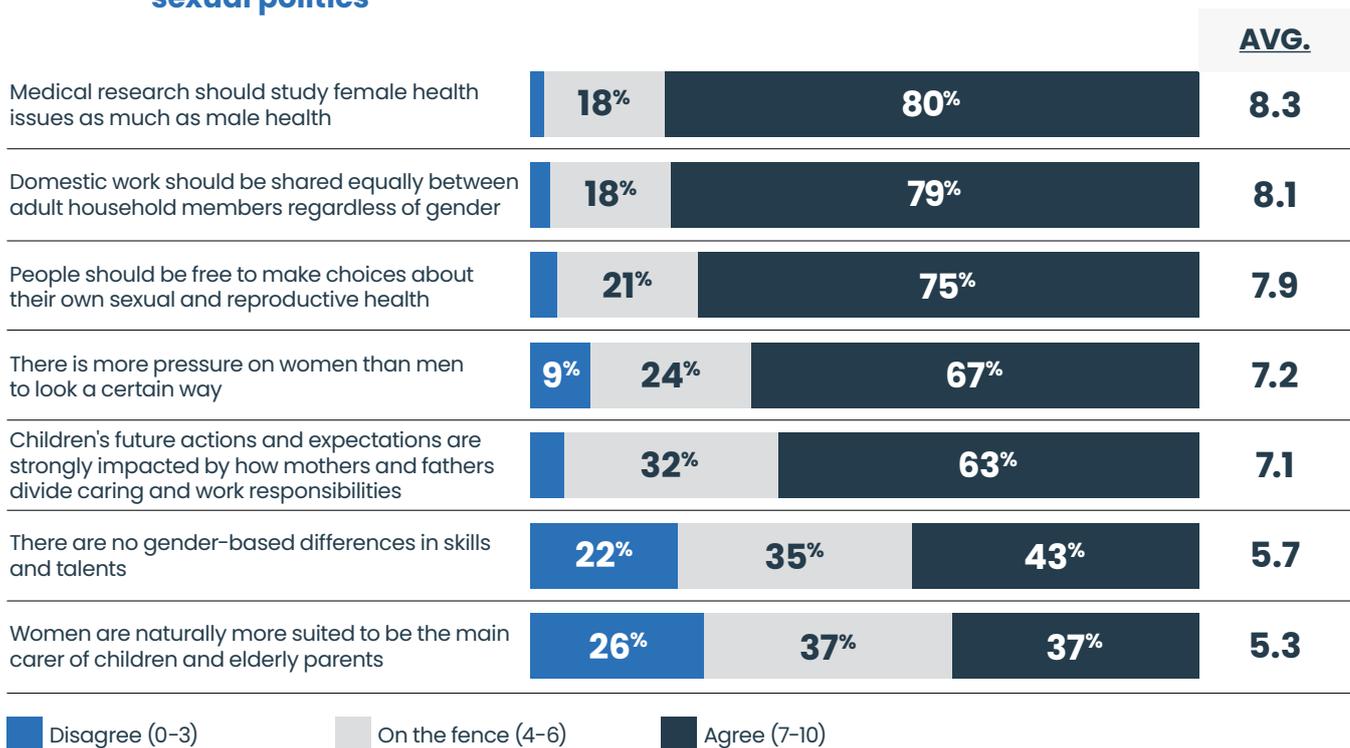
4.2 SPECIFIC ATTITUDES ABOUT GENDER EQUALITY

Research participants were presented with a range of statements about gender equality and were asked to indicate the extent to which they agreed or disagreed with each, using a scale from 0 (strongly disagree) to 10 (strongly agree). This section of the report shows findings from these attitude statements. For the purposes of analysis, scores given from 7–10 were taken to indicate general agreement with a statement, scores from 0–3 were taken to indicate general disagreement and scores from 4–6 were taken to indicate the participant held a more neutral view or was ‘on the fence’.

4.2.1 Psychology, health, gender roles and sexual politics

Figures 6 and 7 show responses to statements that relate to psychology, health, gender roles and sexual politics. Statements are ordered across Figures 6 and 7 from most to least agreement.

Figure 6. Commonly held attitudes about psychology, health, gender roles and sexual politics



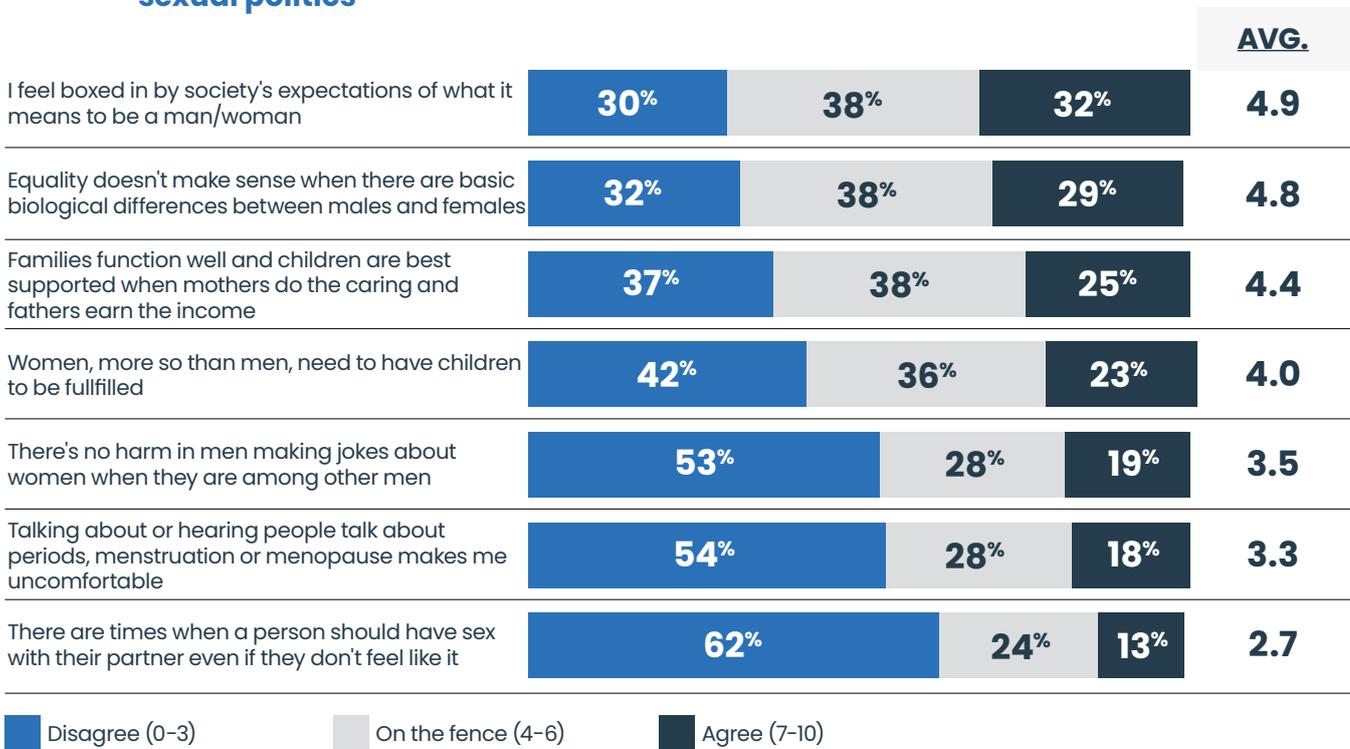
Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements?
 Base: total sample (n=2,522)

As shown in Figure 7, close to one third of research participants agreed with the statement 'I feel boxed in by society's expectations of what it means to be a man/woman' (32% agree, 30% disagree, 38% 'on the fence').

Also shown in Figure 7, attitudes rejected by at least half of research participants included that there is no harm in men sharing jokes about women among themselves (53% disagree, 19% agree).

While agreement was still low, research participants were more divided on whether or not families function well and children are best supported when mothers do the caring and fathers earn the income – 37% disagree, 25% agree and 38% 'on the fence'.

Figure 7. Less commonly held attitudes about psychology, health, gender roles and sexual politics

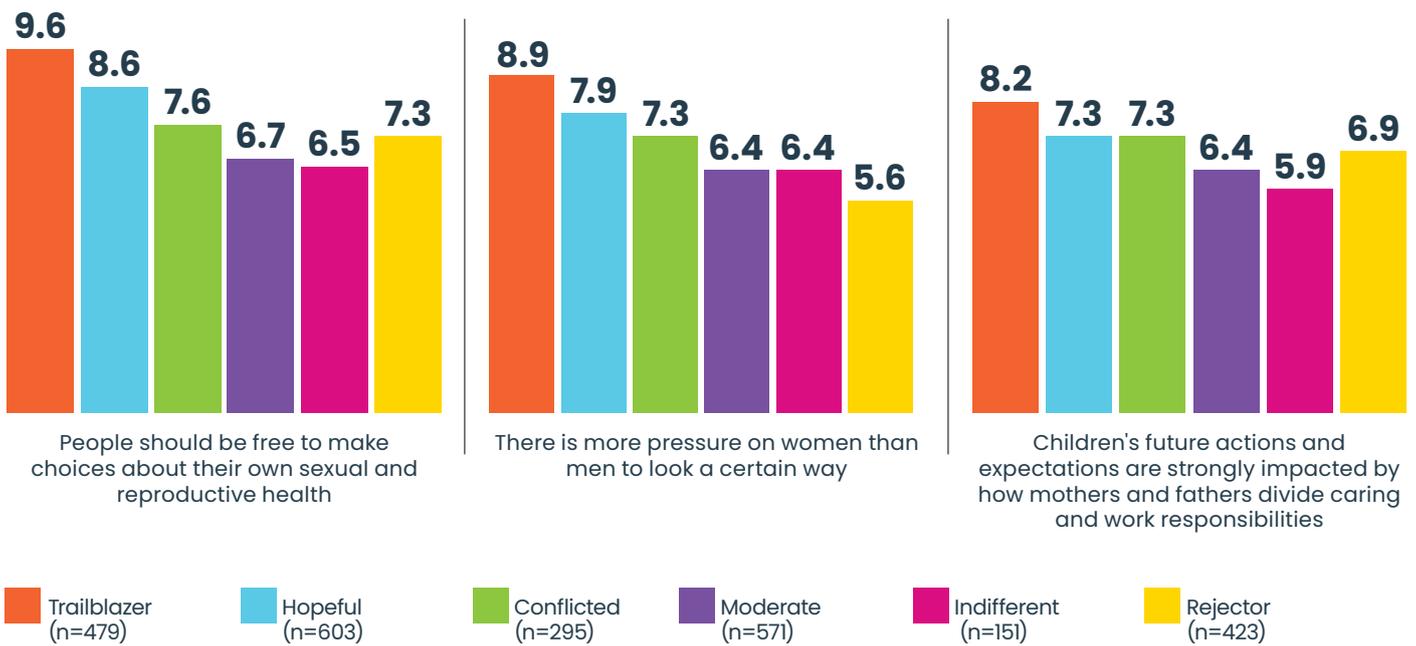


Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements?
 Base: total sample (n=2,522)

As shown in Figures 8 – 10, attitudes about psychology, health, gender roles and sexual politics differed by segment membership.

As shown in Figure 8, the Trailblazer segment tended to agree more strongly than other segments with progressive views such as that people should be free to make choices about their own sexual and reproductive health (9.6), there is more pressure on women than men to look a certain way (8.9) and that parental role-modelling impacts children’s future actions and expectations about division of caring and work responsibilities (8.2).

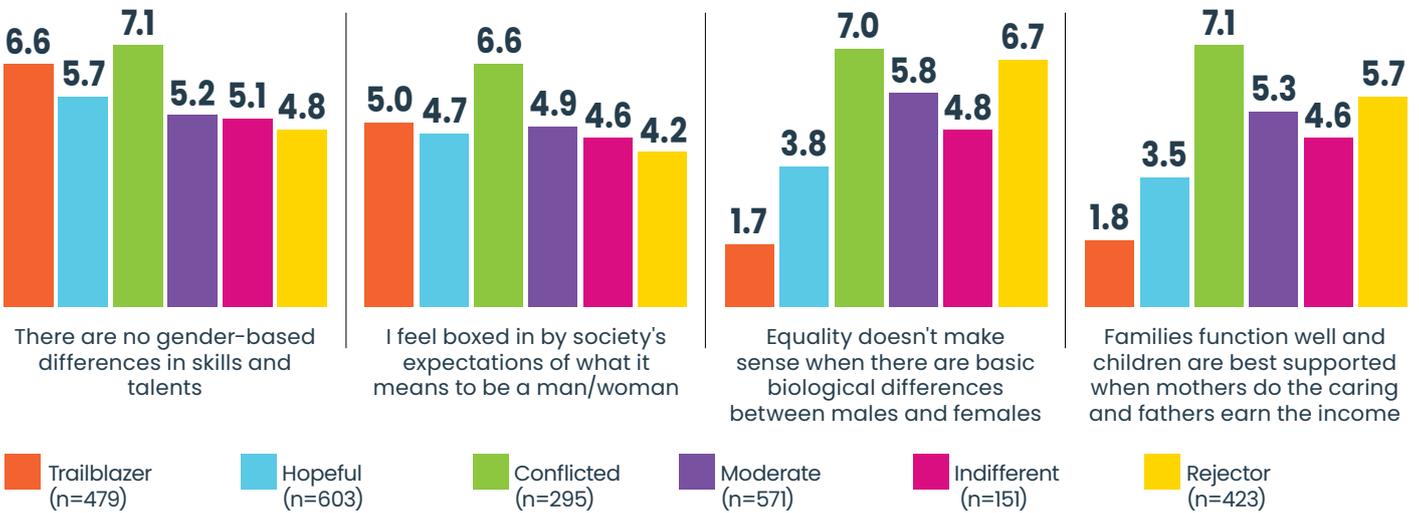
Figure 8. Attitudes about psychology, health, gender roles and sexual politics



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0-10)

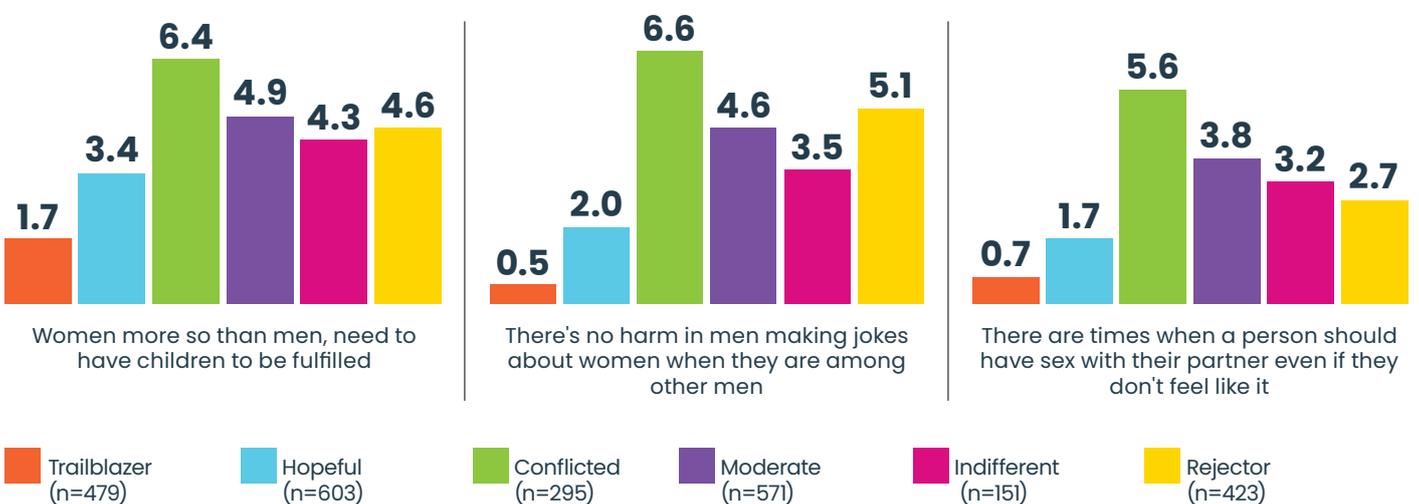
As shown in Figures 9 and 10, the Conflicted segment was more likely than other segments to hold a range of attitudes that may obstruct gender equality, including that equality doesn't make sense given biological differences between males and females (7.0), families function well when mothers do the caring and fathers earn the income (7.1), there's no harm in men making jokes about women when they are among other men (6.6), women need children to be fulfilled (6.4) and there are times when a person should have sex with their partner even if they don't feel like it (5.6). However, the Conflicted segment was also more likely than other segments to agree that there are no gender-based differences in skills and talents (average agreement rating of 7.1) and that they themselves feel boxed in by society's expectations of what it means to be a man/woman (6.6).

Figure 9. Attitudes about psychology, health, gender roles and sexual politics



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0-10)

Figure 10. Attitudes about psychology, health, gender roles and sexual politics

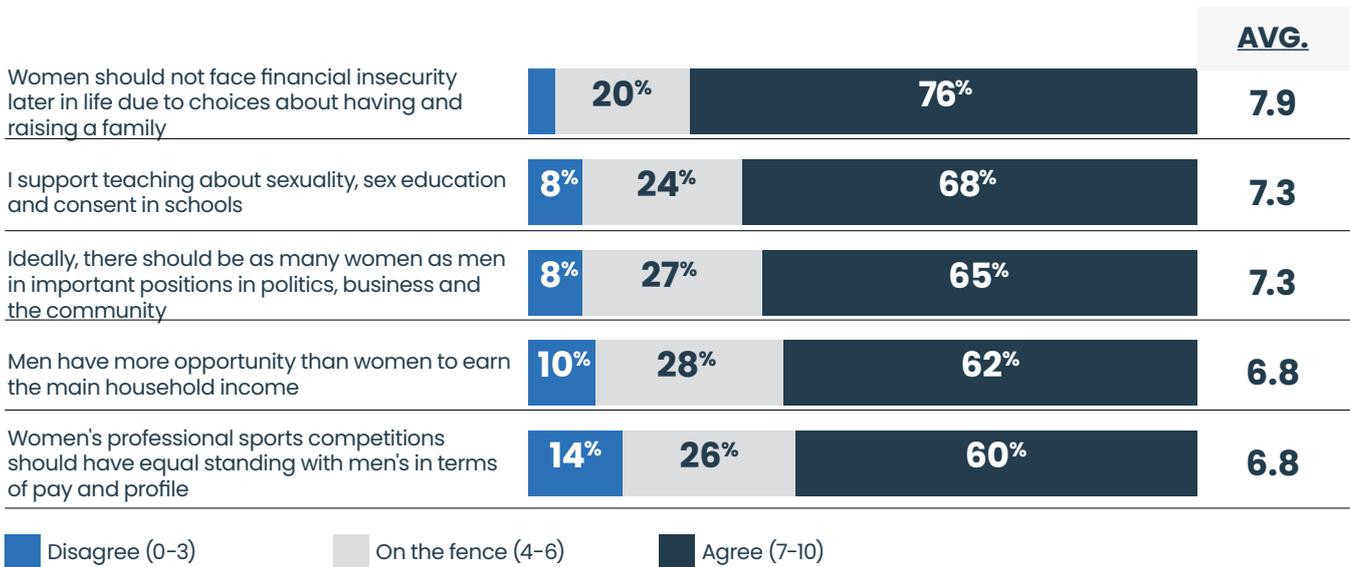


Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0-10)

4.2.2 Education, public and economic participation

Figures 11 and 12 show the results of attitude statements presented to research participants that related to education and public and economic participation. Statements are ordered across Figures 11 and 12 from most to least agreement.

Figure 11. Commonly held attitudes about education and public and economic participation



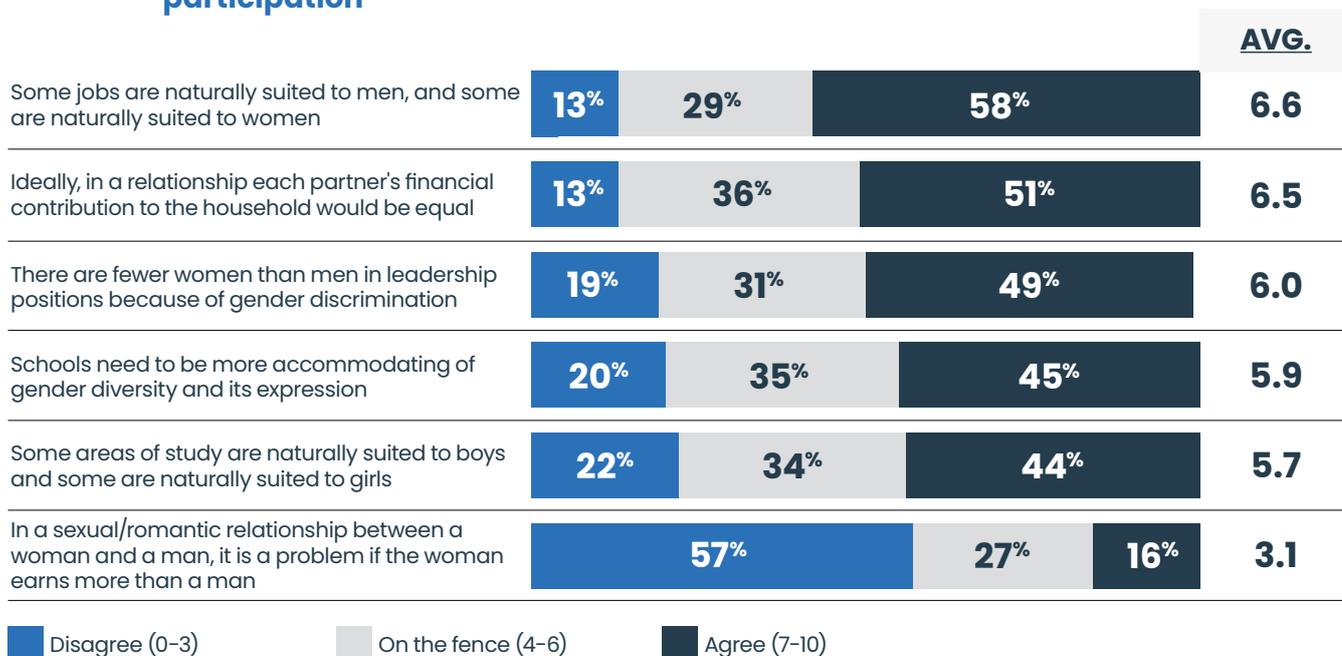
Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements?
 Base: total sample (n=2,522)

As shown in Figure 12, attitudes that may obstruct gender equality that were agreed with more often than rejected by research participants included that some jobs are naturally suited to men, and some are naturally suited to women (58% agree, 13% disagree), some areas of study are naturally suited to boys, and some are naturally suited to girls (44% agree, 22% disagree).

However, attitudes supportive of equality that were agreed with more often than not included that ideally in a relationship, each partner's financial contribution to the household would be equal (51% agree, 13% disagree) and schools need to be more accommodating of gender diversity (45% agree, 20% disagree).

Also supporting gender equality, a clear majority (57%) rejected that it is problematic for a relationship if a woman earns more than a man. Additionally, almost half (49%) agreed that there are fewer women than men in leadership positions because of gender discrimination.

Figure 12. Less commonly held attitudes about education and public and economic participation



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements?
 Base: total sample (n=2,522)

As shown in Figures 13 – 14, attitudes toward education and public and economic participation differed by segment membership.

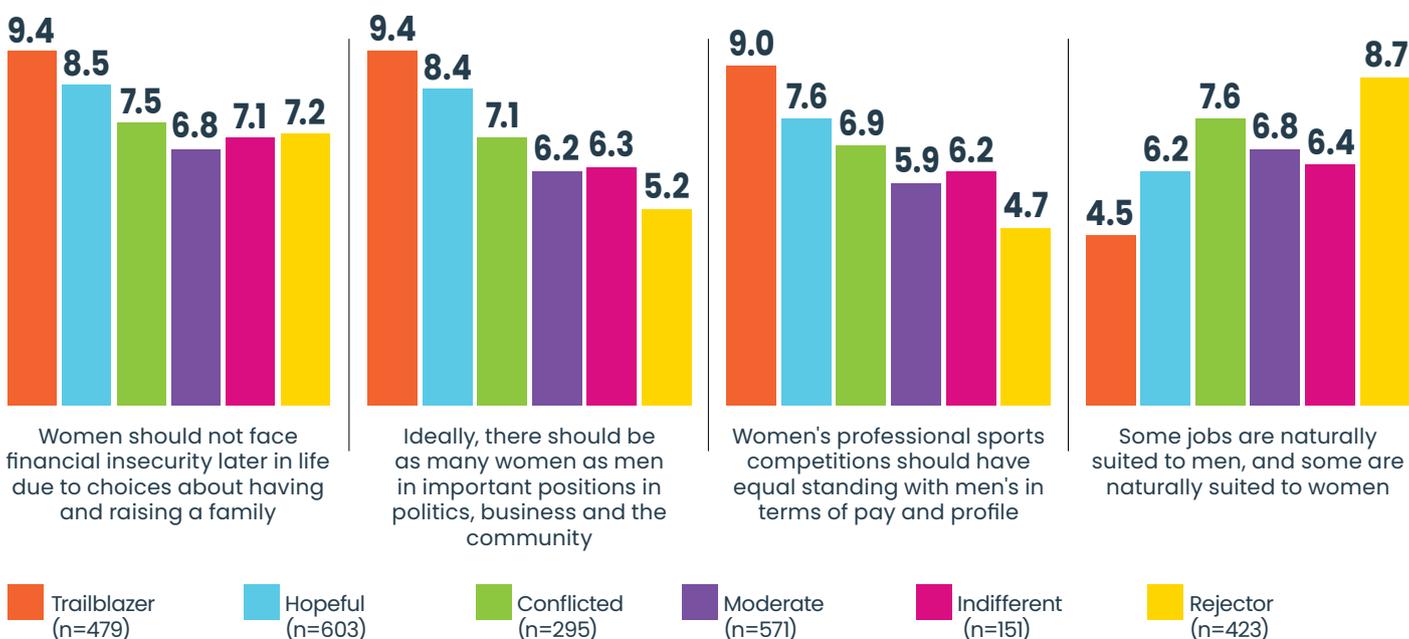
The Trailblazer segment tended to agree more strongly than other segments with all progressive views, including that women should not be penalised financially for having a family (average rating of 9.4 out of 10) and there should be equal numbers of men and women in important positions (9.4).

In contrast, the Rejector segment tended to disagree more strongly than other segments with a range of progressive views including that schools need to be more accommodating of gender diversity and its expression (2.9 out of 10) and women’s professional sports should have equal standing with men’s (4.7).

It is also interesting to note:

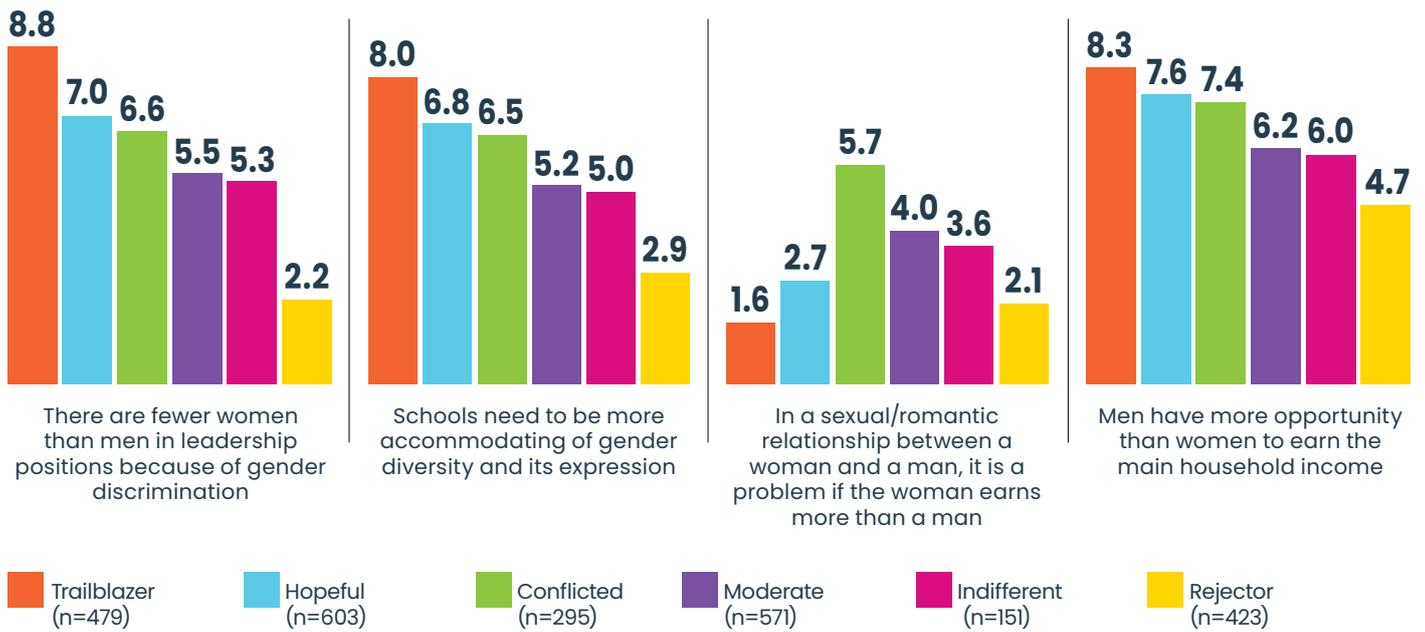
- the Moderate and Indifferent segments were virtually indistinguishable from each other in terms of their level of agreement with these statements
- the Conflicted segment tended to hold more progressive attitudes than the Moderate or Indifferent segments, except for:
 - being more likely than these segments to see innate gender differences, such as some jobs (7.6) naturally suiting one gender more than the other
 - being more likely than any other segments to consider it problematic for a relationship if a woman earns more than a man (5.7).

Figure 13. Attitudes about education and public and economic participation – by segment



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0–10)

Figure 14. Attitudes about education and public and economic participation – by segment



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0-10)

4.2.3 Attitudes towards the pursuit of equality

Research participants were presented with a range of statements relating to the pursuit of equality. As for other statements, they were asked to indicate the extent to which they agreed or disagreed with each, using a scale from 0 (strongly disagree) to 10 (strongly agree).

As shown in Figure 15, a majority of research participants agreed that:

- we all benefit from a society that is fair to all genders (77% agree)
- gender equality won't be achieved unless all genders take actions to support this issue (60%).

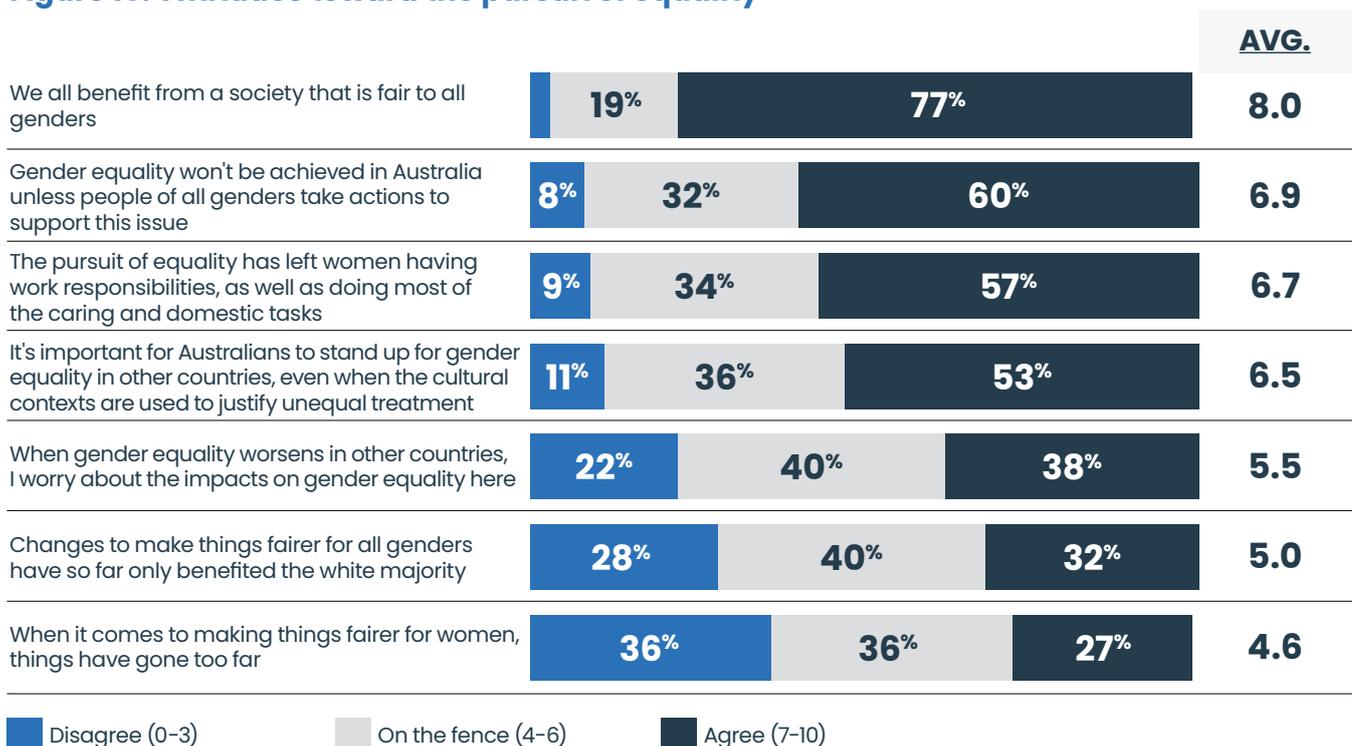
Further, more disagreed (36%) than agreed (27%) that when it comes to making things fairer for women, things have gone too far.

However, more research participants than not also saw unintended negative consequences of changes made in the pursuit of gender equality, including that:

- women have been left with work responsibilities on top of having to do most of the caring and domestic tasks (57% agree, just 9% disagree)
- changes have so far only benefited the white majority (32% agree, 28% disagree).

Two statements dealt specifically with the international context. Just over half of participants (53%) agreed that it's important for Australians to stand up for gender equality in other countries. When gender equality worsens overseas, just 38% said they worry about the impacts on gender equality here in Australia.

Figure 15. Attitudes toward the pursuit of equality



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements?
Base: total sample (n=2,522)

Attitudes related to the pursuit of equality differed by segment as shown in Figures 16 and 17. As shown in Figure 16, the Trailblazer segment was more likely than other segments to agree with the four most commonly held, and more progressive, statements about the pursuit of equality.

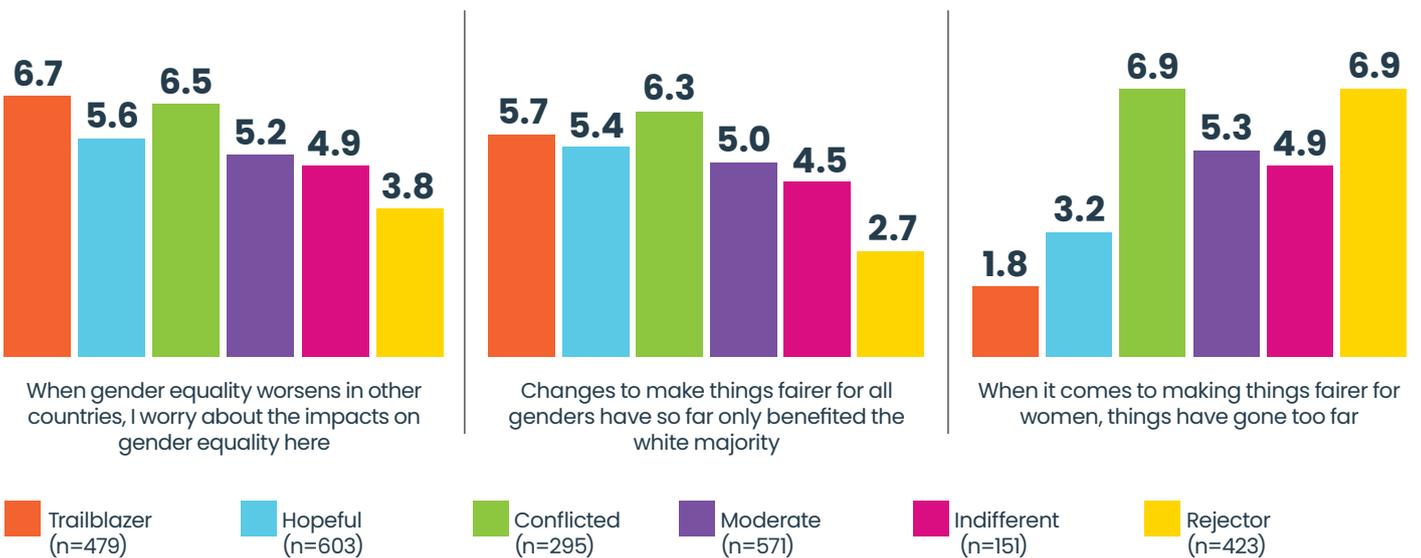
Figure 16. Attitudes toward change (most commonly held attitudes) – by segment



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0-10)

As shown in Figure 17, the **Rejector** and **Conflicted** segments were more likely than other segments to agree with the notion that when it comes to making things fairer for women, things have gone too far.

Figure 17. Attitudes toward change (less commonly held attitudes) – by segment



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0-10)

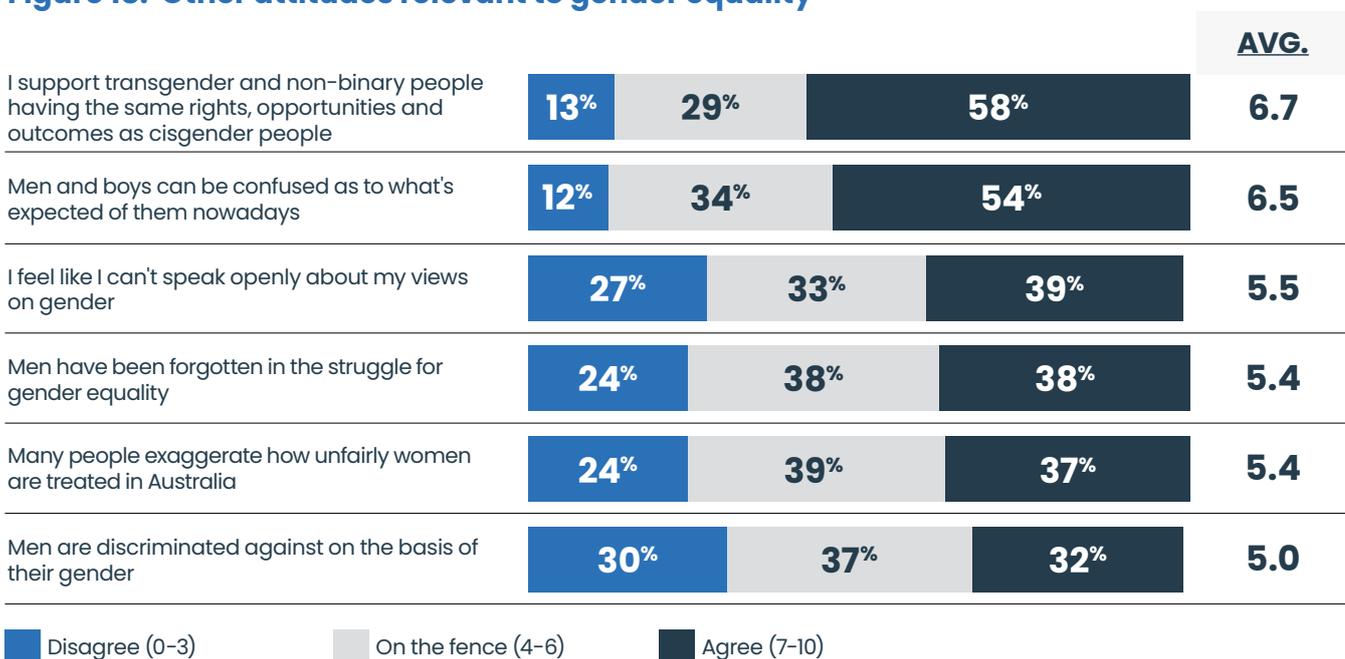
4.2.4 Other attitudes

A range of other attitude statements were included in the survey, with findings presented in Figure 18.

Clear support was revealed for transgender and non-binary people having the same rights, opportunities and outcomes as cisgender people – 58% of research participants expressed general agreement with this, compared to just 13% expressing disagreement (and with 29% sitting more ‘on the fence’).

More than half of research participants also agreed that men and boys can be confused as to what’s expected of them nowadays (54% agree).

Figure 18. Other attitudes relevant to gender equality

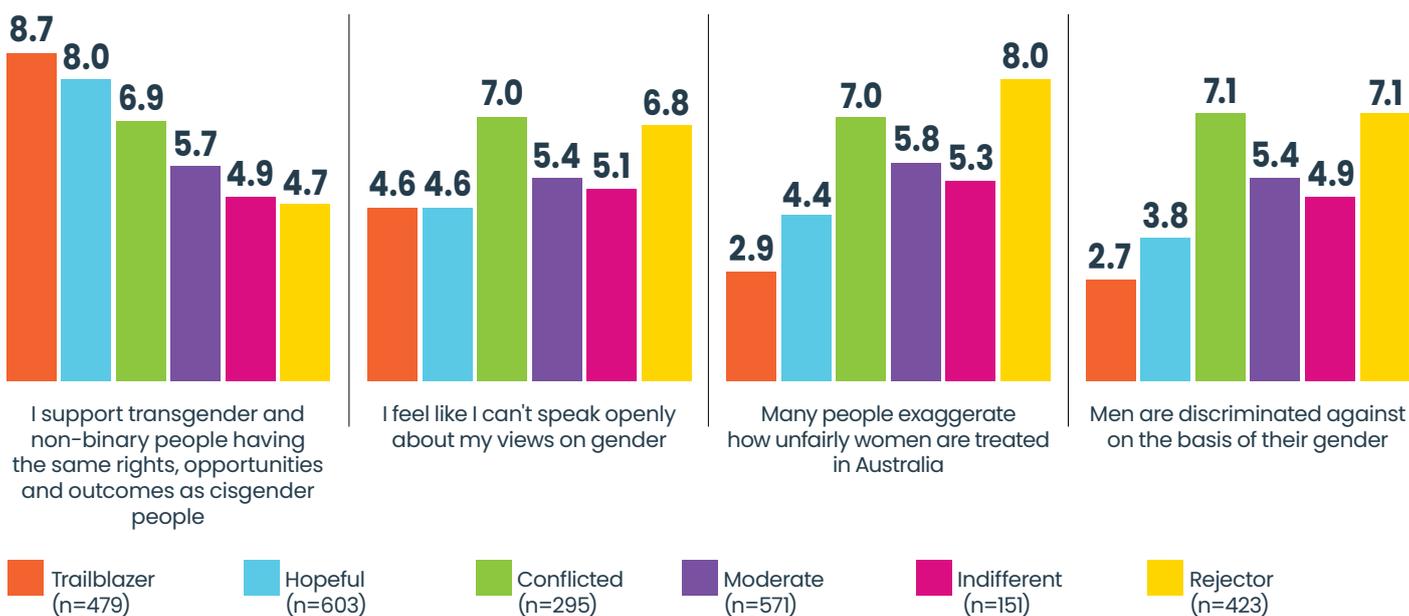


Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements?
 Base: total sample (n=2,522)

As shown in Figure 19, support for transgender and non-binary people having the same rights, opportunities and outcomes as cisgender people was driven by people in the Trailblazer and Hopeful segments, which displayed high levels of agreement with this statement (average agreement ratings of 8.7 and 8.0, respectively).

The Conflicted and Rejector segments were more likely than other segments to agree with all remaining statements presented in Figure 19.

Figure 19. Other attitudes relevant to gender equality – by segment



Q2.4 & Q3.1 To what extent do you agree or disagree with each of these statements? (Average rating 0-10)

4.3 ADVOCACY AND ACTION

Research participants were presented with 19 actions that can be taken in support of gender equality either in the public sphere (12 actions, shown in Figure 20) or in the private/domestic sphere (seven actions, shown in Figure 21). Participants were asked to select all of the actions they had ever taken personally. For any not selected, research participants were asked if they would be open to doing this in the future.

Overall, it was more common for any of the private sphere actions to have been taken by participants than public sphere actions. Almost 9 in 10 (86%) reported already having taken at least one private-sphere action in support of gender equality, with the equivalent proportion being 64% with respect to public-sphere actions.

4.3.1 Public and private-sphere actions

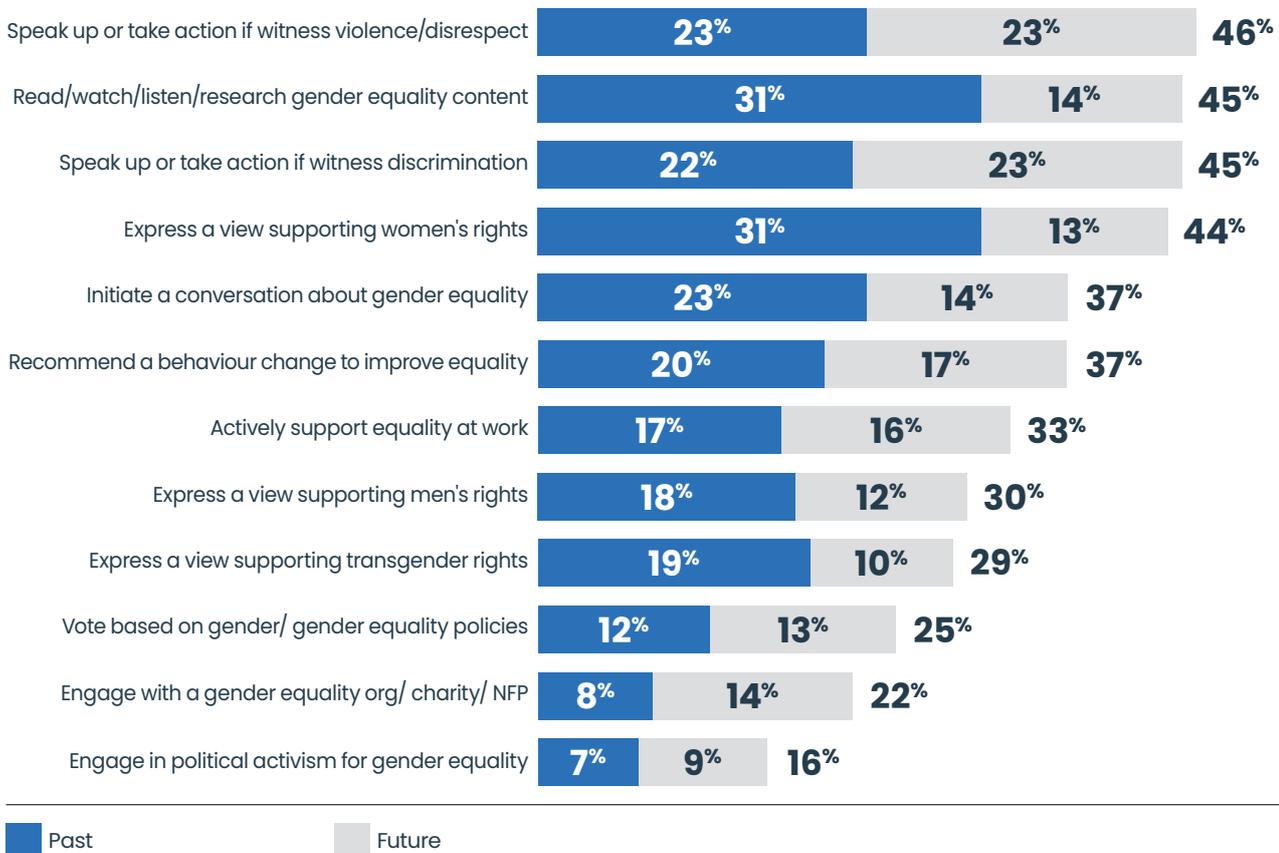
As shown in Figure 20, the most common public sphere actions ever personally undertaken included:

- actions relating to speaking out about gender inequality – 52% (net, not shown on graph) had either consumed content about gender inequality or expressed a view supporting women’s rights, transgender rights or men’s rights
- actions relating to speaking up when seeing gender inequality – 44% (net, not shown on graph) reported having spoken up or taken action after witnessing violence/disrespect or discrimination, initiated a relevant conversation, or recommended a behaviour change to improve equality.

Political activity was less commonly reported. Just one in five (net 20%) reported having voted based on gender, engaged with a relevant gender equality charity or organisation, or engaged in direct political activism for gender equality.

Finally, one in three (33%) research participants had actively supported equality in their workplace or in groups that they are involved in.

Figure 20. Public-sphere actions in support of gender equality



Q5.3A Which of these have you ever done?

Q5.3B Which of these are you open to doing in the future (only shown items never done)?

Base: total sample (n=2,522)

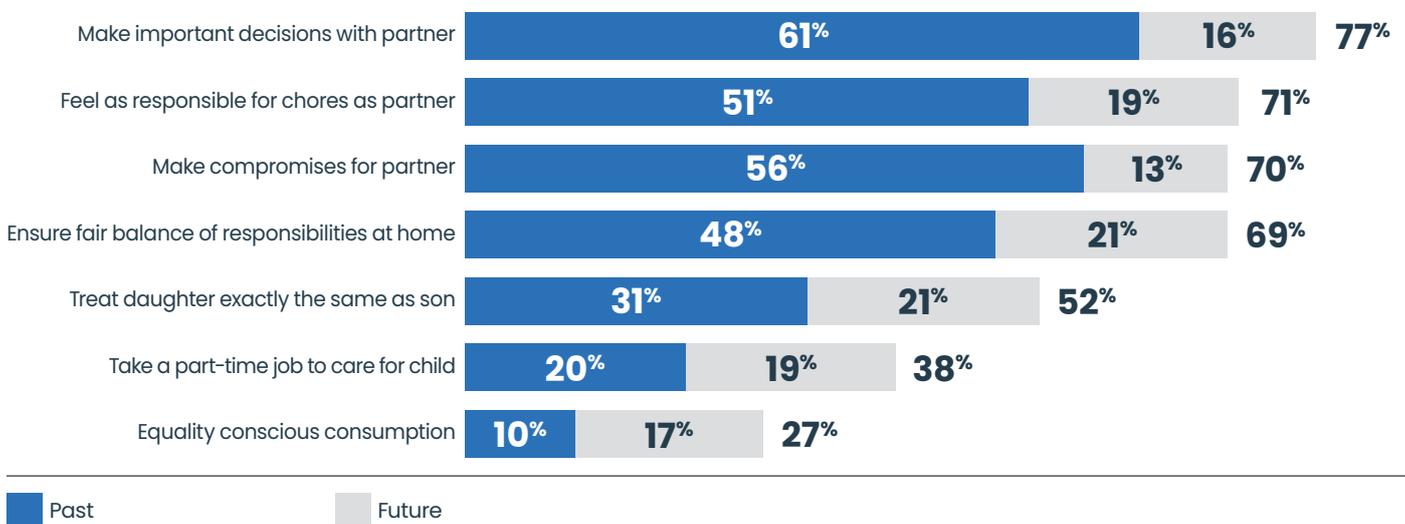
As shown in Figure 21, the most common private/domestic sphere actions ever undertaken included:

- those relating to respect for a partner – 74% (net, not shown on graph) had either made important decisions with a partner or made compromises for a partner
- those relating to equal division of chores – 64% (net, not shown on graph) reported having felt as responsible for chores as a partner or having ensured fair balance of responsibilities at home.

Less common private/domestic actions included:

- actions relating to involvement in parenting – 40% (net, not shown on graph) had either taken a part-time job to care for their child or treated a daughter in the same way as a son, clearly less common than other actions because not all research participants were themselves parents
- made a gender-conscious spending choice, by consciously purchasing from women-owned businesses or investing in superannuation funds and/or companies that support gender equality – undertaken by just 10%.

Figure 21. Private/domestic actions in support of gender equality



Q5.3A Which of these have you ever done?

Q5.3B Which of these are you open to doing in the future (only shown items not previously done)?

Base: total sample (n=2,522)

Actions research participants had ever done or were open to doing in support of gender equality differed by segment.

Across public sphere actions, the **Trailblazer** segment was consistently more likely than other segments to have already taken action or be open to doing so in the future.

This difference was starkest with respect to equality-conscious spending. Just over half of Trailblazers (53%) had taken this action or were open to doing so, a proportion 50% higher than the next most likely segment (Hopeful – 34%) and five times higher than the least likely segment (Rejector – 10%).

The three actions in the public sphere that the Trailblazer segment were most likely to have taken or be open to taking were: express a view to other people supporting women's rights (71%); read, watch or listen to gender equality content or research a topic (71%); and speak up or take action if witnessing gender-based discrimination (71%).

The three actions in the public sphere that the Hopeful segment were most likely to have taken or be open to taking were: speak up or take action if witnessing gender-based discrimination (60%); express a view to other people supporting women's rights (59%); and speak up or take action if witnessing gender-based violence or disrespect (58%).

The Conflicted segment tended to mirror research participants overall in their likelihood of having taken a specific public sphere action or be open to doing so in the future. This was the case for 'express a view to other people supporting men's rights (33%)', 'engage in political activism for gender equality (18%)', 'vote for a person/party based on their gender or gender equality policies (26%)' and 'engage with an organisation advocating for or supporting gender equality (21%)'.

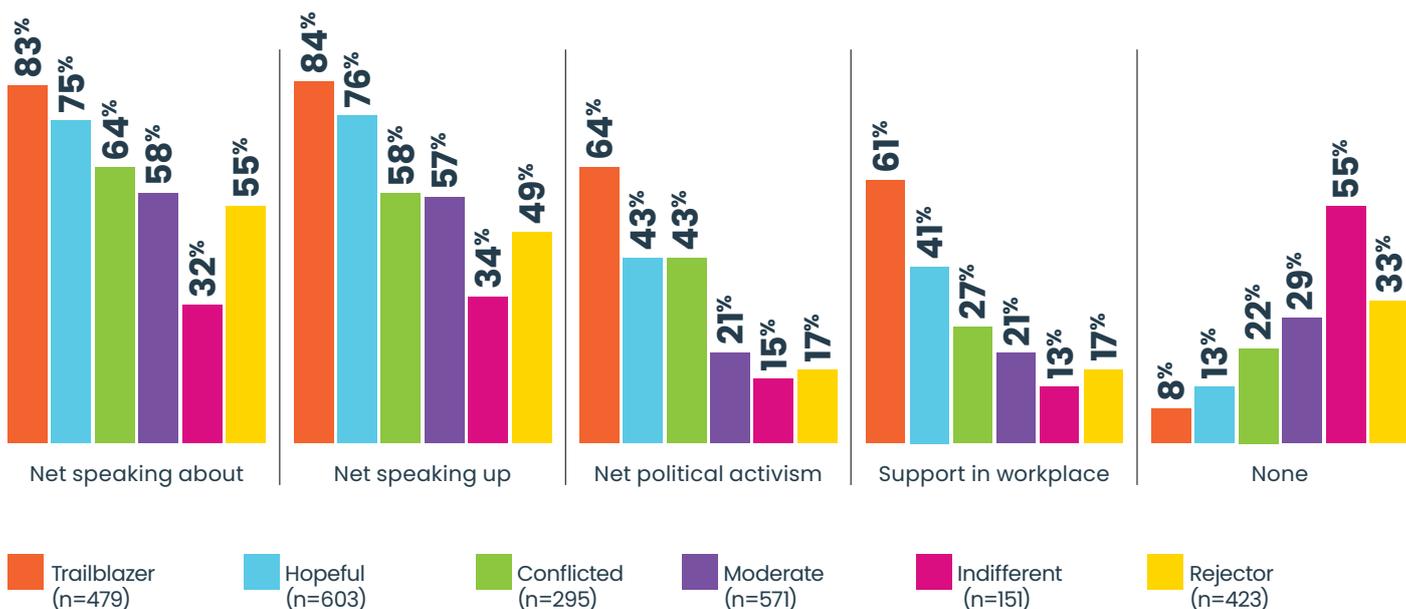
The three actions in the public sphere that the Conflicted segment were most likely to have taken or be open to taking were: read, watch or listen to gender equality content or research a topic (35%); speak up or take action if witnessing gender-based violence or disrespect (34%); and express a view to other people supporting women's rights (31%).

The Indifferent segment was the segment most likely not to have taken (or be open to taking) action in either the public sphere (55%) or private sphere (20%). The only action in the public sphere that at least one quarter of the Indifferent segment had taken or were open to taking was read, watch or listen to gender equality content or research the topic (25%).

The three actions in the public sphere that the Moderate segment were most likely to have taken or be open to taking were: express a view to other people supporting women's rights (36%); speak up or take action if witnessing gender-based violence or disrespect (36%); and read, watch or listen to gender equality content or research a topic (34%).

The three actions in the public sphere that the Rejector segment were most likely to have taken or be open to taking were: express a view to other people supporting men's rights (39%); speak up or take action if witnessing gender-based violence or disrespect (32%); and speak up or take action if witnessing gender-based discrimination (32%).

Figure 22. Types of public sphere actions ever done or open to doing – by segment



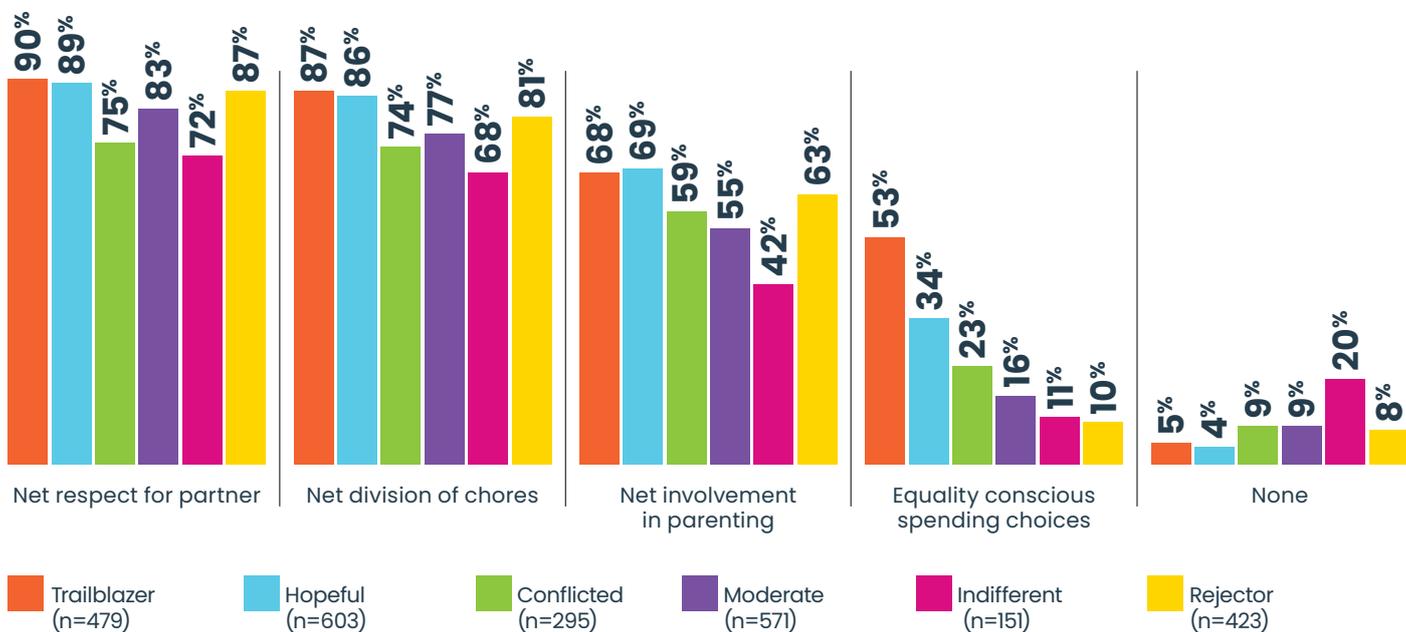
Q5.3A Which of these have you ever done?

Q5.3B Which of these are you open to doing in the future (only shown items not previously done)?

Base: total sample (n=2,522)

*Net describes a combined result for all actions that fall into this category, the full uncategorised list can be reviewed in Figure 20.

Figure 23. Types of private sphere actions ever done or open to doing – by segment



Q5.3A Which of these have you ever done?

Q5.3B Which of these are you open to doing in the future (only shown items not previously done)?

Base: total sample (n=2,522)

*Net describes a combined result for all actions that fall into this category, the full uncategorised list can be reviewed in Figure 21.

4.3.2 Barriers to action

Behaviour change models can help clarify the barriers that prevent people from acting in a particular way. Application of the COM-B model of behaviour change⁶ suggests that, for the community to act in support of gender equality, they must have the capability, opportunity and motivation to do so.

All participants in this research were asked about what makes it difficult or entirely prevents them from taking action to support gender equality, and were presented with 22 different options to choose from that covered the six domains of capability (physical versus psychological), opportunity (physical versus social) and motivation (automatic versus reflective) that form the COM-B model of behaviour change.

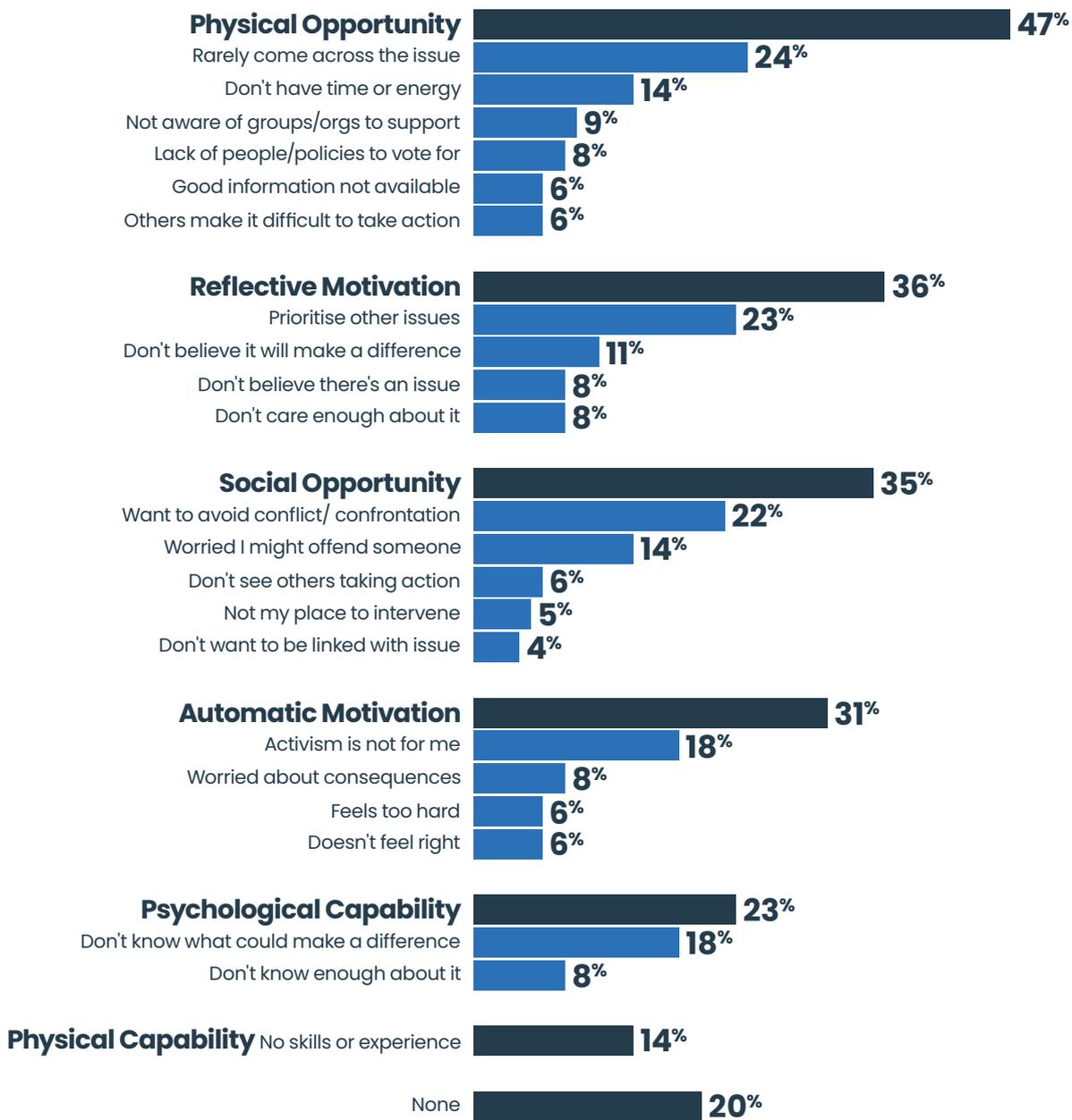
As shown in Figure 24, this research has identified issues in all of these six domains of the COM-B model, suggesting widespread barriers towards action to address gender inequality exist.

Across the board, the most commonly reported barriers to action in support of gender equality were:

- rarely coming across the issue (deficit in physical opportunity) – mentioned by 24% of all research participants
- prioritising other issues (deficit in reflective motivation) – 23%
- wanting to avoid conflict or confrontation (deficit in social opportunity) – 22%
- activism not being for them (deficit in automatic motivation) – 18%
- not knowing what could make a difference (deficit in psychological capability) – 18%.

⁶ Michie, S., Van Stralen, M., And West, R. (2011) The Behaviour Change Wheel: A New Method For Characterising And Designing Behaviour Change Interventions. *Implementation Science*, 6 (42).

Figure 24. Barriers to action



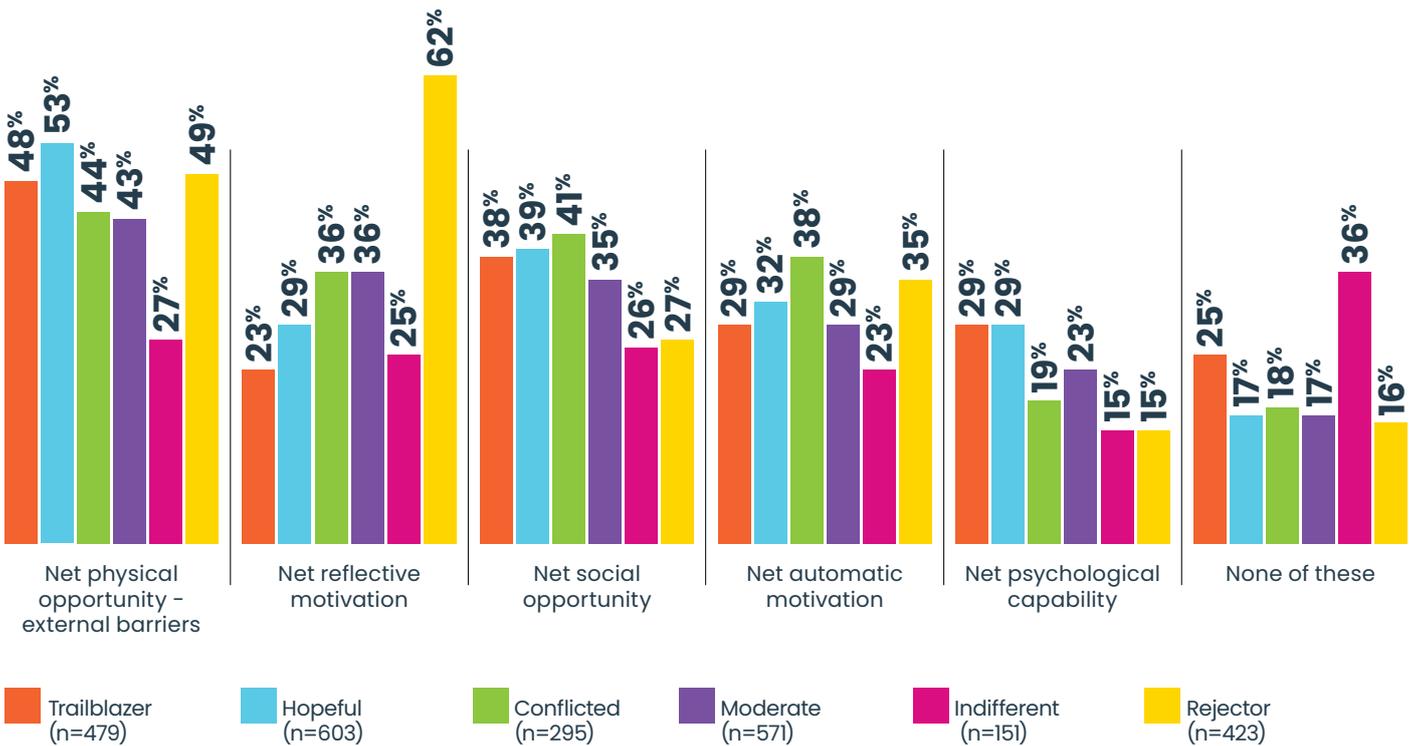
Q5.5 What prevents you from, or makes it difficult for you to, take action to support gender equality, either for yourself and those close to you, or for the broader community?
 Base: total sample (n=2,522)

Barriers to taking action in support of gender equality differed by segment, although not in a particularly clear or systematic way at the domain-level.

The clearest difference was with respect to reflective motivation. As shown in Figure 25, the Rejector segment was far more likely to indicate reflective motivation barriers to action in support of gender equality, meaning they lack conscious motivation to act. In particular:

- More than 3 in 5 (62%) of the Rejector segment selected at least one barrier to action relating to reflective motivation. This compared to just 36% of research participants overall.
- The Rejector segment was far more likely than other segments to select all reflective motivation barriers except for 'I don't believe it will make a difference'. The greatest reflective motivation barriers for the Rejector segment were other issues being more of a priority (39%) and not believing there to be an issue with gender inequality (29%).

Figure 25. Barriers to action (nets) – by segment



Q5.5 What prevents you from, or makes it difficult for you to, take action to support gender equality, either for yourself and those close to you, or for the broader community?

*Net describes a combined result for all actions that fall into this category, the full uncategorised list can be reviewed in Figure 24.

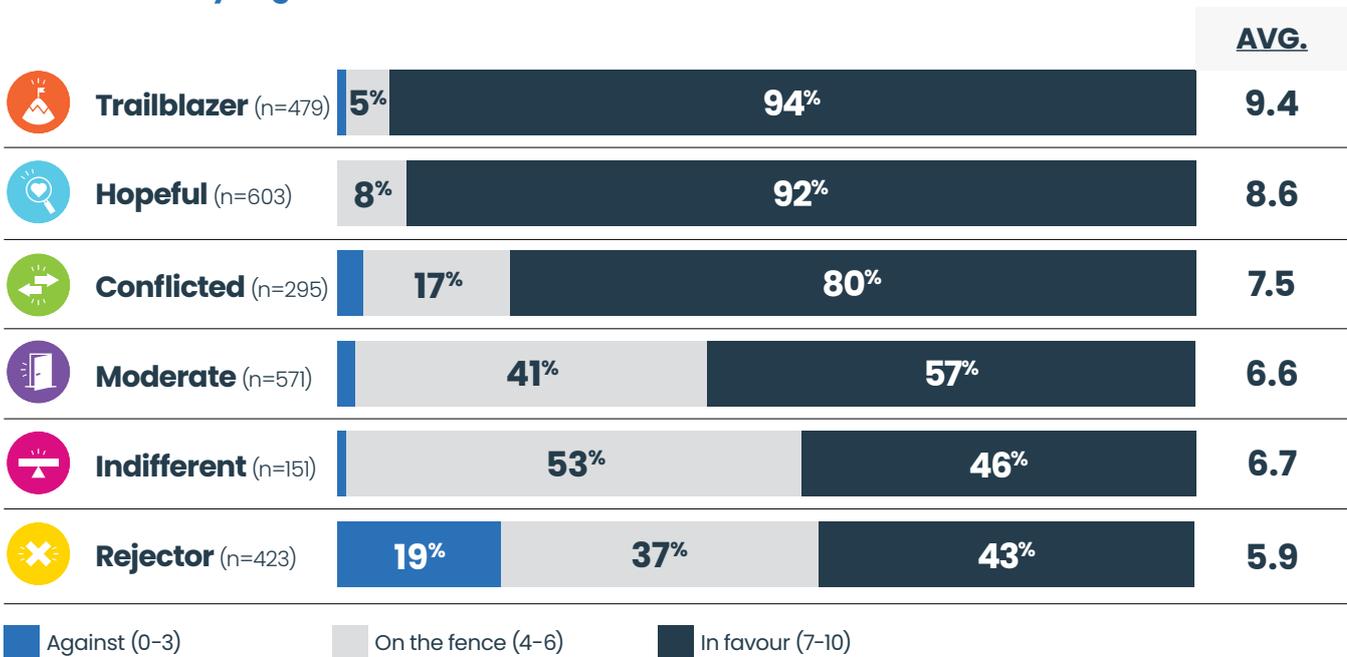
4.4 CHANGE PRIORITIES

Research participants were asked whether they were generally in favour of, or generally against, actions being taken to improve gender equality in Australia. This could include actions by individuals, businesses or governments.

A clear majority of research participants indicated that they were generally in favour of actions being taken, with 72% selecting a score of seven or more on a scale from 0 (strongly against actions being taken) to 10 (strongly in favour of actions being taken). Almost one in three (30%) gave a score of 10, indicating that they were 'strongly in favour' of actions being taken.

Just 4% were generally against actions being taken to improve gender equality, selecting a score of 0 to 3 on the response scale.

Figure 26. Support for actions being taken to improve gender equality in Australia – by segment



Q5.1 Are you generally in favour of, or generally against, actions being taken to improve gender equality in Australia? (Average rating 0-10)

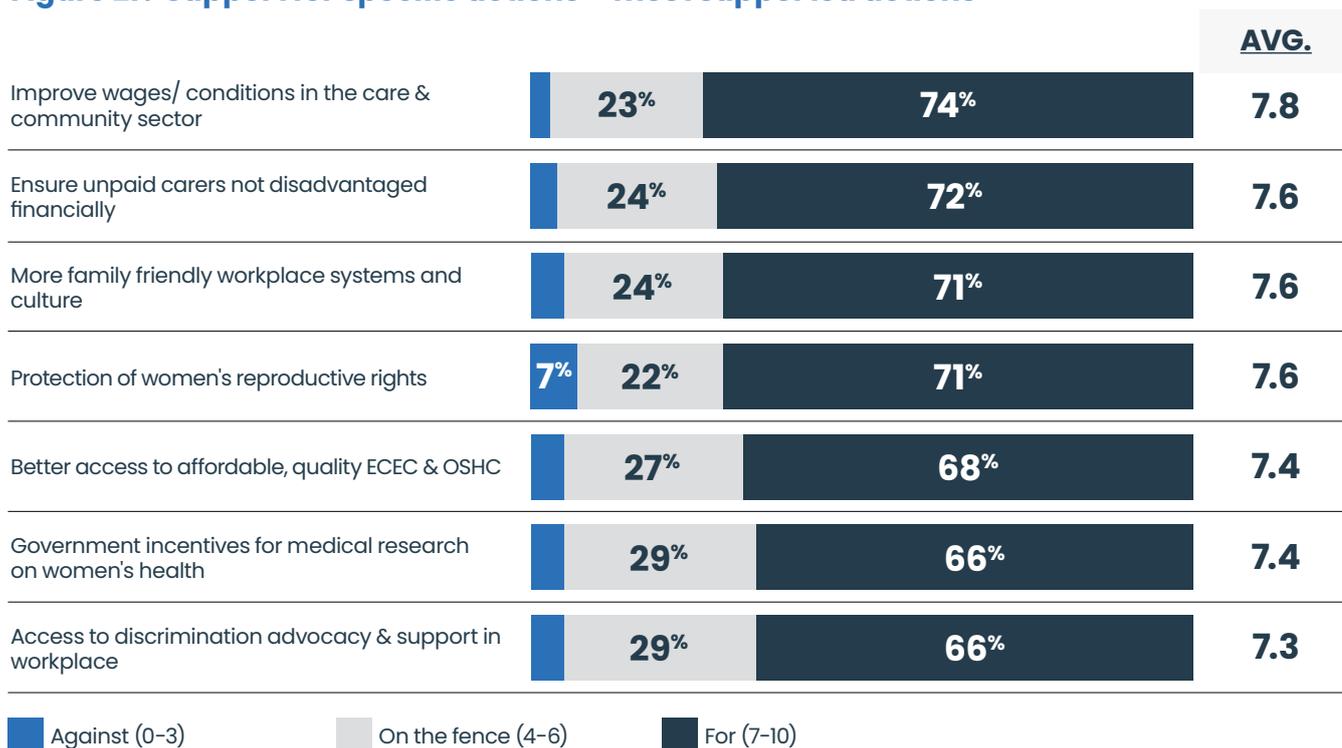
Research participants were presented with 14 specific actions, shown in Figure 27 and 28, that could be taken to improve gender equality. Participants were asked to indicate the extent to which they were in favour or against each specific action being taken.

Thirteen of the 14 specific actions were generally supported by a majority of research participants, with at least half selecting a response of between seven and 10 on a scale from 0 (strongly against) to 10 (strongly in favour). The only action not widely supported was increased government spending to support gender equality globally, with 43% generally supporting this (7-10), 19% generally opposing this (0-3), and 38% sitting more 'on the fence' (4-6).

The seven most supported actions are presented in Figure 27. Each was supported by at least two thirds of the research sample. The most widely supported action, by a slim margin, was improving wages and conditions in the care and community sector (74% support, mean support rating of 7.8).

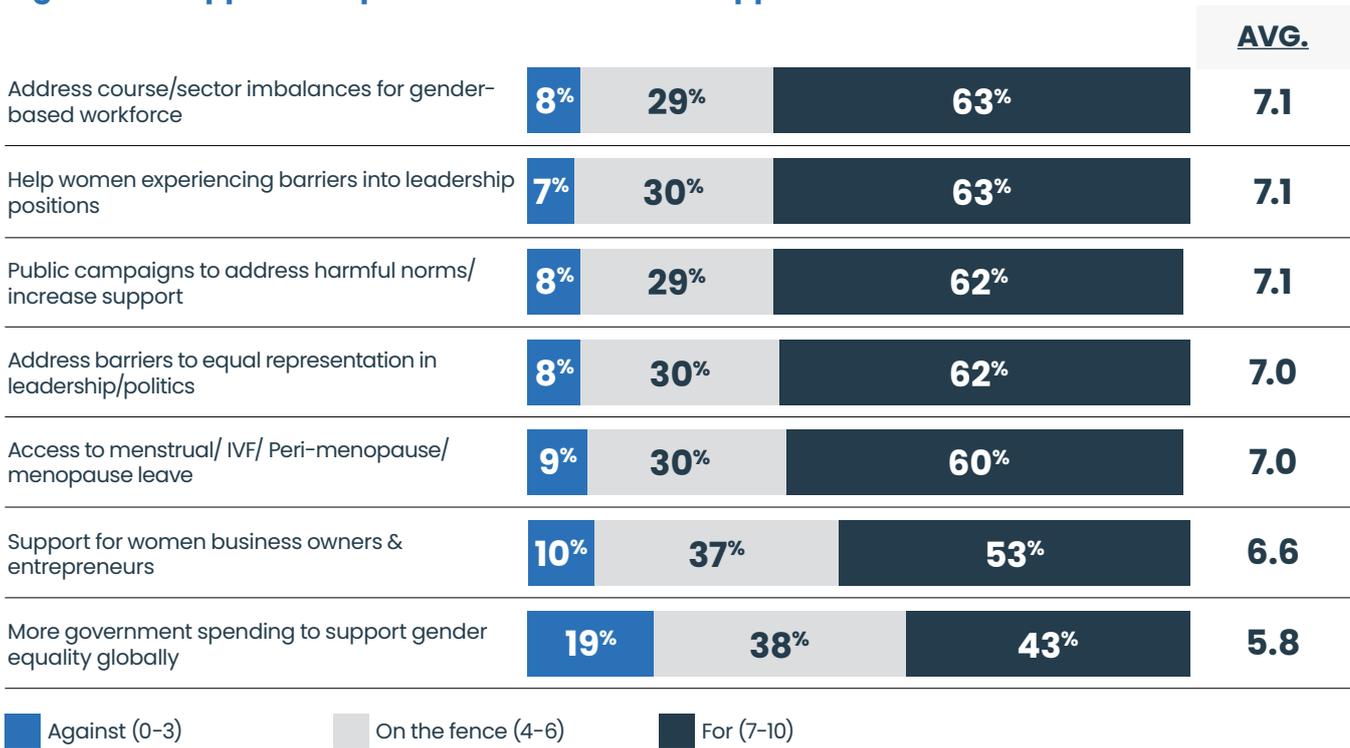
Less commonly supported actions are presented in Figure 28.

Figure 27. Support for specific actions – most supported actions



Q5.2 Are you in favour of, or against, these specific actions being taken to improve gender equality in Australia?
 Base: total sample (n=2,522)

Figure 28. Support for specific actions – least supported actions



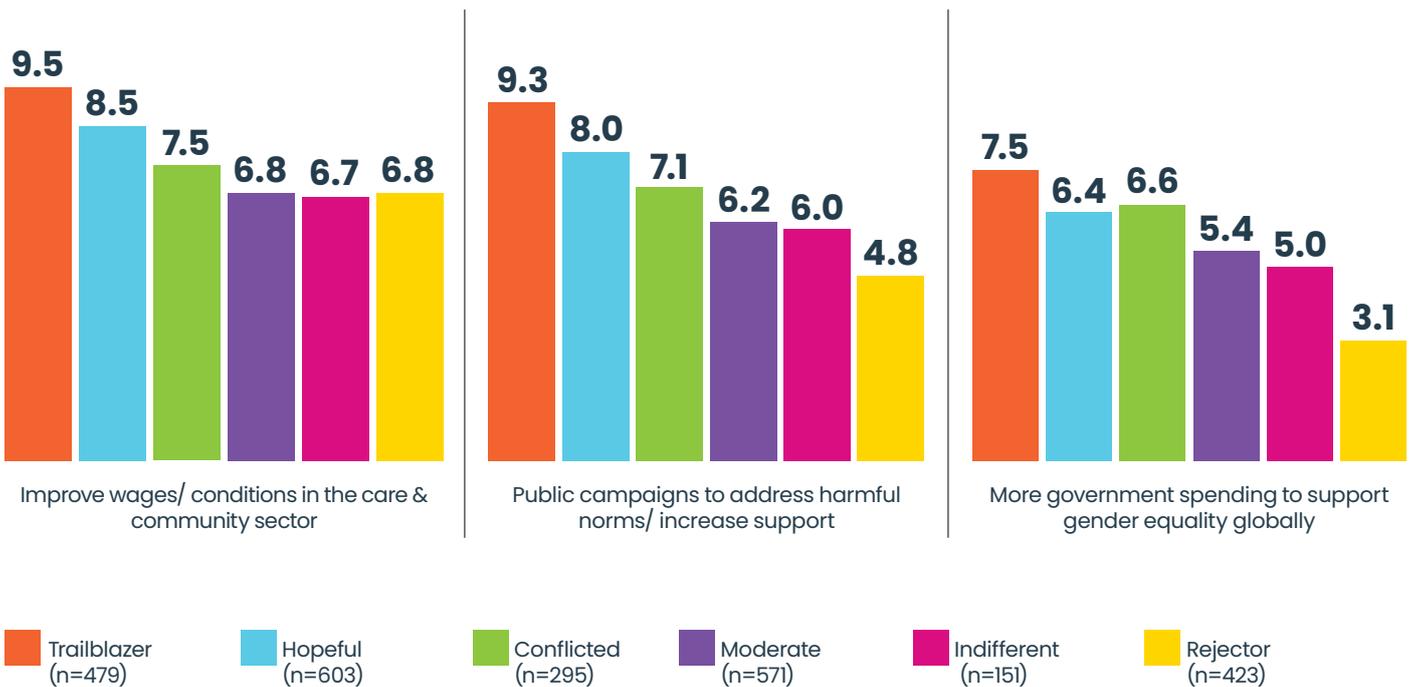
Q5.2 Are you in favour of, or against, these specific actions being taken to improve gender equality in Australia?
 Base: total sample (n=2,522)

As shown in Figure 29 support for the specific actions differed by segment membership.

With the exception of the least supported specific action (increased government spending to support gender equality globally, where support was slightly higher among the Conflicted segment than the Hopeful segment), the ordering of the segments from most through least supportive was consistently for each action:

1. Trailblazer (most supportive)
2. Hopeful
3. Conflicted
4. Moderate
5. Indifferent
6. Rejector (least supportive)

Figure 29. Support for specific actions



Q5.2 Are you in favour of, or against, these specific actions being taken to improve gender equality in Australia? (Average rating 0-10)

4.5 EXPERIENCES OF GENDER INEQUALITY

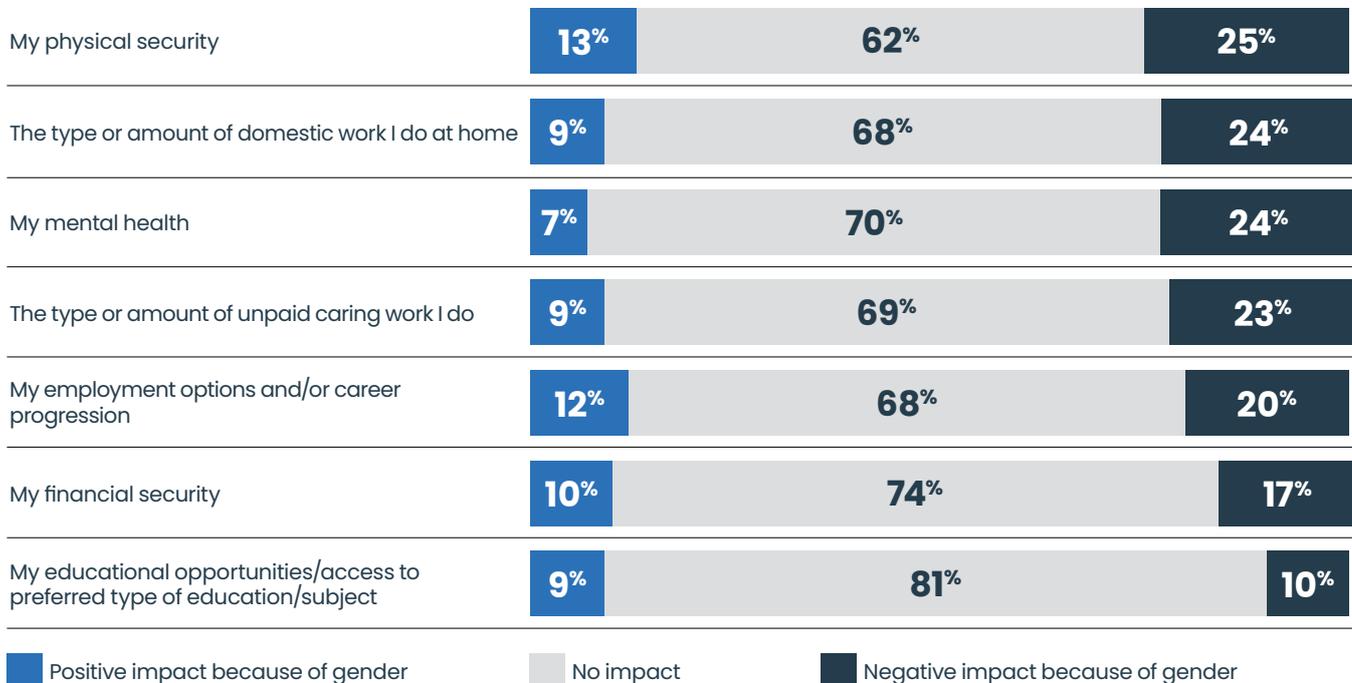
Research participants were asked whether they had been impacted in any of seven ways, either positively or negatively, because of their gender. Findings are presented in Figure 30 which ranks the impacts from most likely to be experienced as positive to least likely to be experienced as positive.

As shown in Figure 30, for all seven domains, a clear majority (at least three in five) perceived that their gender had not impacted their experiences at all. Research participants were:

- least likely to think their educational opportunities had been impacted because of gender
- most likely to think their physical security had been impacted because of gender.

In all cases, where an impact was perceived, it was more likely to be negative rather than positive. This distinction was most stark in the domains of domestic work, mental health, and unpaid caring work. For these three domains, the proportion perceiving that they had experienced a negative impact because of their gender was at least double the proportion perceiving that they had experienced a positive impact.

Figure 30. Ways that participants' lives have been impacted, because of their gender

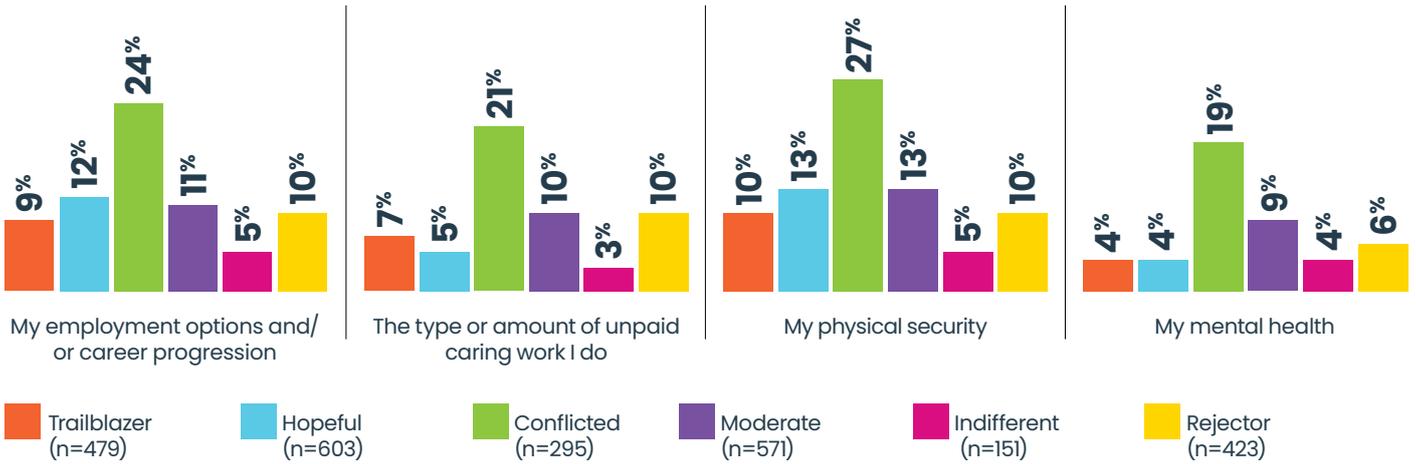


Q4.2 Have you been impacted in any of these ways because of your gender?
Base: total sample (n=2,522)

As shown in Figure 31, the **Conflicted** segment was consistently at least twice as likely as any other segment, to believe that they had been positively impacted because of their gender, in each of the areas included in the survey.

The Indifferent segment tended to be least likely to perceive any positive personal impacts of their gender.

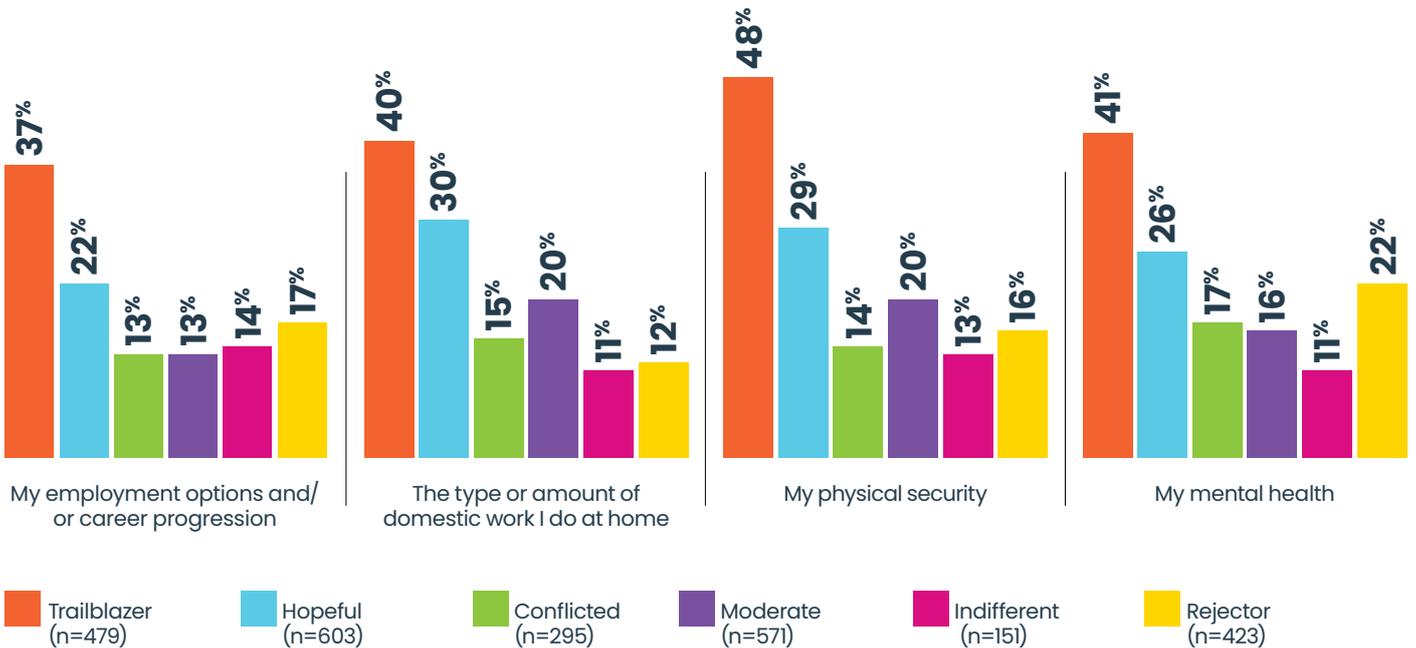
Figure 31. Positive personal impacts of gender – by segment



Q4.2 Have you been impacted in any of these ways because of your gender?

As shown in Figure 32, the Trailblazer segment was consistently more likely than other segments to believe that they had been negatively impacted because of their gender. The Hopeful segment was generally the next most likely to perceive negative personal impacts of their gender.

Figure 32. Negative personal impacts of gender – by segment



Q4.2 Have you been impacted in any of these ways because of your gender?

5. Conclusions

This research has revealed broad support among the Australian community for a gender equal society. Survey findings show that the community overwhelmingly recognises the importance of Australian women having the same rights, opportunities and outcomes as men; and that all benefit from a society that is fair to both genders.

Most are also in favour of some form of action being taken by individuals, businesses or governments to improve equality, however, the community is not unified in its views on how urgent this task is, the magnitude of change that might be required or what, if anything, needs to change. The findings overall point to a need for continued efforts to affect change at all levels of society.

The case for further change still needs to be made

This research has revealed a lack of strong, consistently-held recognition among the community that Australia still has some way to go in order to achieve gender equality – in fact some believe we are very close to achieving it, if not already there.

There is widespread awareness in the community of the relative pressures on women to look a certain way, and, to a lesser extent, that the division of domestic and caring labour continues to land heavily on women. Beyond this, there is only patchy appreciation of how gender inequality continues to impact women across a number of domains, and a clear need for greater education on such impacts.

Impacts of inequality are invisible to some

Some in the community do not believe there is gender discrimination in the workplace, a gender pay gap, or that medical research has in the past focused more on men's health than women's. In their personal experience too, many do not see how their own gender may have positively or negatively impacted them in various areas of life, nor do they notice the present inequality as an issue around them.

Traditional gender roles remain entrenched in pockets of the community

This research shows that around 1 in 4 Australians subscribe to biological determinism in relation to gender, believing that biological differences make women innately more suited than men to taking caring and domestic roles, and make men more suited than women to leadership positions in politics and

business. While there is much variation within the community on the extent to which these beliefs are held, some are entirely unconvinced that gender equality even makes sense, for these reasons.

Some believe gender equality efforts have already gone too far in one direction

Some (predominantly men) hold the view that efforts to make society more equal for women impact men, that past changes to improve gender equality have gone too far, that men have been forgotten in the struggle for equality and that men, too, are discriminated against on the basis of gender.

Broad community support for domestic and financial equality and for reproductive rights

Where the community on the whole is supportive of action to improve gender equality, support is strongest for:

- improved gender dynamics within the home and more opportunities for more equal sharing of domestic work
- preventing women facing financial insecurity later in life due to family-based choices or unpaid caring responsibilities
- protection of women's reproductive rights
- medical research studying female health issues as much as male health issues
- improvement in wages/conditions for female-dominated 'caring' sectors
- more family-friendly workplace systems and culture.

Respect and care for loved ones needs to be transformed into action at home and beyond

At the level of personal actions, a large majority of Australians say they have already taken various actions that support gender equality. Most commonly, individuals report actions in the personal sphere, such as including partners in decision making, aiming for 'fair' balance of responsibilities and chores, and treating any children in a non-gendered way. There is certainly scope, however, to further empower the community to take action in support of gender equality. In the public sphere in particular, low proportions of the community overall have taken any given individual actions, even though many say they are in principle open to taking such actions in the future. 'Low bar' actions particularly palatable to the community include:

- speaking up in support of gender equality or taking action in the face of witnessing violence, disrespect or gender-based discrimination

-
- researching and consuming content about gender equality
 - initiating a conversation about gender equality
 - expressing a view or recommending a behaviour change to improve gender equality.

Gender equality is not currently a salient, priority issue for many

This research identifies a range of capability, opportunity and motivation barriers that currently inhibit individuals from taking action, or taking further action, to support gender equality. Looking at the community as a whole, the greatest barriers needing to be overcome include:

- **A lack of issue salience** – the community is too infrequently ‘coming across’ and considering the topic of gender equality.
- **Competing agendas** – despite Australians believing gender equality to be important, they are simply not prioritising this issue.
- **A lack of social opportunity** – individuals fear conflict and confrontation if they raise the topic or prosecute the argument for change.
- **Not knowing what could make a difference.**

Australians are more focused on gender equality locally than internationally

This research reveals that **Australians are more domestically focused than internationally focused when it comes to this issue.** The community is divided on whether or not it is important for Australians to stand up for gender equality in other countries, and only a minority say they are worried about the impacts on gender equality here, when it worsens in other countries. There is but modest appetite for government spending to support gender equality globally.

Strong support for equality for all genders among community pockets

This research primarily explored perceptions of, and views about, equality between men and women. Equality for non-binary and transgender Australians was also explored, within the constraints of the survey. This research revealed clear support for transgender and non-binary Australians having the same rights, opportunities and outcomes as cisgender Australians, although the level of support expressed for this, was more muted than with respect to equality between cisgender males and cisgender females. Support for sexuality being taught in schools is relatively widespread, suggesting a potential starting point for further work to improve equality for all genders.

Different people need different messages

Throughout the research, the variation shown across the community in the prevalence and strength of attitudes, knowledge, feelings, experiences and support for gender equality, confirms the potential and the need for a targeted approach to communicating with the Australian community about this issue. To address the challenges and leverage the goodwill revealed by this research, the need for the Gender Compass segmentation of the different audiences within the Australian community appears clear.

SEGMENT SPECIFIC OPPORTUNITIES

Trailblazer segment



The Trailblazer segment represents approximately 1 in 5 or 5,068,950, Australians. This segment is a crucial audience for gender equality advocacy in Australia, given their passion for the issue and willingness to personally take action. They stand at the leading edge of progressive values and beliefs in relation to gender and, with the right approaches, can bring other audiences along as they are activated by gender equality advocates to drive change.

Table 1. Opportunities by segment - Trailblazer

Leverage points	Challenges
<ul style="list-style-type: none">• Equality a core value• Gender equality a personally important issue they feel passionate about• High awareness of impacts of inequality• Strong support of actions in support of gender equality• Willingness to personally act in support of equality	<ul style="list-style-type: none">• Feelings of frustration• Concern about avoiding conflict• Unsure what could make a difference

Trailblazers can be activated by messages and initiatives that:

- speak directly to their values of fairness and equality to amplify their sense of purpose in any actions they take
- honour their capacity to learn and grow by arming them with information
- help them communicate without inviting conflict
- empathise with their frustration and channel this into effective public actions that make a difference
- bolster their sense of hope through inspirational stories that showcase effective action
- support them to feel connected to like-minded others.

Campaigns on most domestic and international equality-related topics will resonate with the Trailblazer segment, particularly on issues such as protection of women's reproductive rights, financial equality for paid and unpaid carers and family friendly workplaces.

Hopeful segment



The Hopeful segment represents approximately 1 in 4 or 6,381,163, Australians. As the largest and one of the most engaged segments on this issue, there are a number of opportunities to activate this segment in support of change efforts.

Table 2. Opportunities by segment - Hopeful

Leverage points	Challenges
<ul style="list-style-type: none">• Valuing of caring for others and fairness• Gender equality a personally important issue that they feel hopeful about• High awareness of impacts• Support for action to address inequality• Willing to personally act	<ul style="list-style-type: none">• Concern about avoiding conflict• Rarely come across impacts of gender inequality in their life• Unsure what could make a difference

Messages and initiatives likely to have greatest cut-through with this audience will be those that:

- draw on their core values of fairness and caring for others, both towards those closest to them as well as the wider community
- rather than build their awareness from scratch, remind this audience of the impacts of inequality that they have personally seen in their own lives and across the community and the goals yet to be achieved
- motivate them and strengthen their positive feelings about gender equality by communicating progress towards goals
- appeal to their progressive orientation on this issue while providing clear direction for what they can do, and how, in a range of spheres they see as important, including the workplace (advocacy, opportunities, pay and conditions).

Conflicted segment



The Conflicted segment represents 1 in 10, or approximately 3,121,796, Australians. Their recognition of gender equality as an important issue, their supportive attitudes, and their support for change, means there are many opportunities to engage the Conflicted segment in gender equality efforts. However, this segment is also aware of how their gender has advantaged them, and is supportive of men's rights and open to speaking up about this, meaning that engagement efforts need to be carefully pitched to have the intended outcome.

Table 3. Opportunities by segment - Conflicted

Leverage points	Challenges
<ul style="list-style-type: none"> • Valuing of caring for others and loyalty • View of equality as important • Support for family-oriented equality initiatives • High involvement with their own family/ children • Willingness to speak up in support of equality, vote for or engage with relevant parties/ organisations 	<ul style="list-style-type: none"> • Perception that gender equality has largely already been achieved • See men as experiencing discrimination • May not see harm in gendered jokes • Lack of awareness of, or experience with, negative impacts of gender inequality • Concern about avoiding conflict • May not see themselves as activists

To garner assistance and prompt supportive action towards gender equality, messaging and calls to action aimed at this segment:

- may find their care for, and responsibilities toward, their children and family are a fruitful focal point for communications about gender inequality impacts on loved ones, now and into the future
- could dispel myths held by this segment that gender equality has been achieved, by raising awareness of the real and current impacts of inequality
- will need to clearly articulate the way any changes can benefit them or their families (or at least reassure them that it will be neutral or have no negative impact on their personal freedoms)
- need to fit with their self-perception as not being activists on this issue, and need to avoid bringing them into conflict with others
- must be finely balanced to avoid inadvertently fuelling men's rights activism at the expense of a broader, more equitable gender focus.

Moderate segment



The Moderate segment represents approximately 1 in 4, or 6,042,527, Australians. As the second largest segment and with views moderately aligned with gender equality, this audience holds promise from an engagement perspective if latent support can be harnessed and turned into action. With the right intervention, there is the potential for significant positive shifts in views and actions to be seen among this audience.

Table 4. Opportunities by segment - Moderate

Leverage points	Challenges
<ul style="list-style-type: none">• Valuing of being caring and loyal• Gender equality somewhat important and linked with hopefulness• Willingness by some to speak up in support of equality	<ul style="list-style-type: none">• Feelings of contentment and neutrality• No strong views about inequality• Low awareness of impacts of inequality• Mildly supportive of actions towards gender equality• Rarely perceive inequality in daily life• Prioritise other issues

The Moderate segment may respond positively to gender equality actions or messages that:

- frame support for equality as a way of caring for others
- educate this audience to 'shake them up' about the impacts of inequality, and elevate its priority as an urgent issue deserving of their attention
- invite them to notice how they and others around them may have been impacted by inequality in terms of family-friendly workplaces, pay and conditions in gender-imbalanced sectors, and domestic and caring responsibilities
- make it easy for them to speak up in support of equality.

Indifferent segment



The Indifferent segment represents just 1 in 20, or approximately 1,597,936, Australians. As the smallest and least engaged segment in relation to gender equality, this segment presents limited apparent opportunity for change or investment. While there is a general sense among this audience that the issue of gender equality is important, it rarely features in their lives and they lack awareness of the ways in which it impacts women in Australia, limiting personal engagement.

Table 5. Opportunities by segment - Indifferent

Leverage points	Challenges
<ul style="list-style-type: none">• Sense that gender equality broadly important• Feelings of neutrality and uncertainty about it• Some hold view that gender-based jokes are harmful	<ul style="list-style-type: none">• Valuing and prioritisation of other things including their own health, wealth and freedom• Uncertainty about whether inequality exists• Unaware of the impacts of gender inequality in the community• Lack of observation of inequality around them

Gender equality messages appealing to values of fairness or that aim to stir emotions will be unlikely to cut through to this audience, who generally fail to make a personal connection with the issue or its impacts. Greater engagement from the Indifferent segment may arise through:

- focusing on specific issues of interest to this audience, such as the economic security of older women, the need to value the work of unpaid carers and those working in the care and support sector, and the importance of equality within the healthcare system
- shining a light on the specific ways in which gender inequality impacts the lives of women in Australia, particularly highlighting how impacts accumulate over the lifespan
- appealing to their values of loyalty, safety and economic security.

Rejector segment



The Rejector segment represents approximately 1 in 6, or 4,476,338, Australians. While this segment represents the portion of the Australian community most resistant to the concept of gender equality, it should not be overlooked in efforts to effect change.

More than half see the issue as important and close to half still feel Australia has some way to go to achieve equality. Many in this segment are unaware of the contemporary impacts of gender inequality on women in Australia and have not noticed these impacts manifested in their personal lives. Their attention is strongly focused on how men may be negatively impacted by further societal change.

Table 6. Opportunities by segment – Rejector

Leverage points	Challenges
<ul style="list-style-type: none">• Valuing of loyalty• Respect for partner in their private life	<ul style="list-style-type: none">• Valuing of tradition, rules and norms over equality• Belief that equality for women has been achieved and has now gone too far• Acceptance of traditional gender roles• Lack of awareness of inequality's impacts for women and prioritisation of other issues• Opposition to action addressing gender inequality• Willingness to personally act, but in support of men's rights

Vocal opposition to change initiatives is most likely to come from this segment, though this may be neutralised if changes can be shown to focus on:

- benefiting all genders
- making life safer and more secure for female loved ones
- freeing men from restrictive gender norms.

The Rejector segment may respond to campaigns on specific issues of interest, such as financial equity for paid and unpaid carers and family-friendly workplaces and culture, if personal relevance can be demonstrated and the cause of gender equality is given less prominence over concepts such as safety, security, freedom and loyalty.

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