

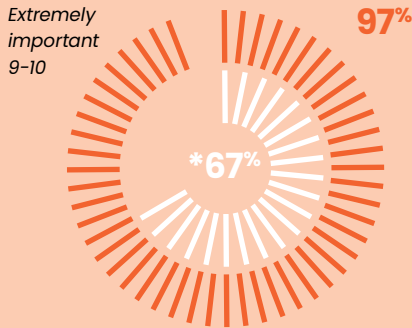
Trailblazer

19% of Australians

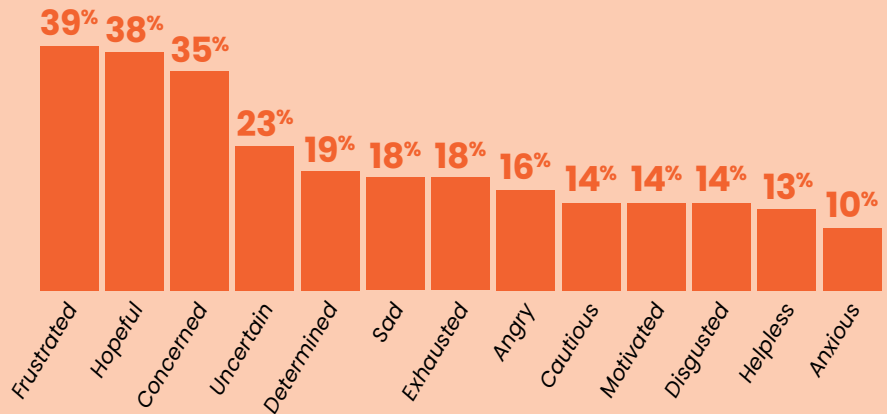
For the Trailblazer segment, the issue of gender equality is salient and vital. They are hopeful about the issue and strongly support measures to address inequality yet are also frustrated, concerned, and think equality remains a fair way off. According to the Trailblazer segment, gender equality is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



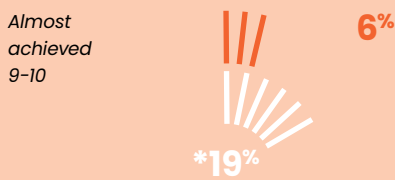
Personal Importance



Feelings About Equality



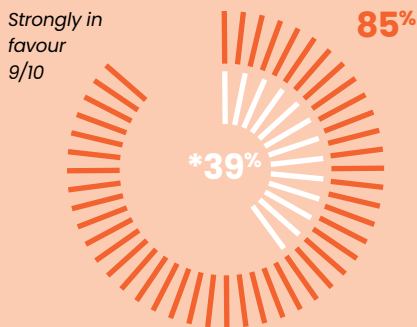
Distance to Equality



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



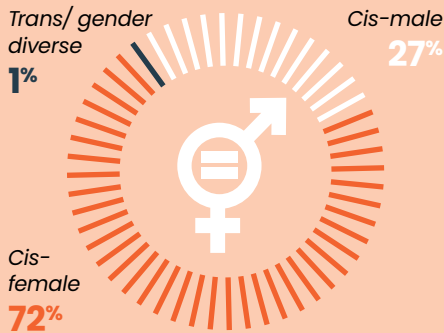
Trailblazer

19% of Australians

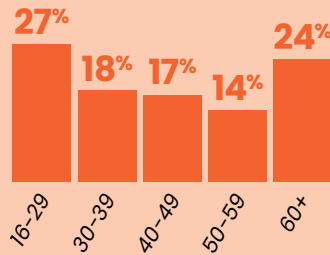
Their strong views are informed by their lived experience of gender inequality, with nearly three quarters reporting personally experiencing harmful impacts. People belonging to the Trailblazer segment are mainly cis-females, somewhat younger, and are much more likely to identify as LGBTQIA+ and live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



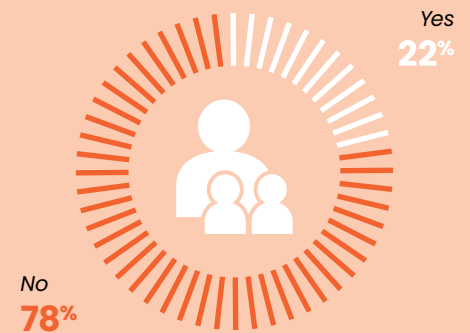
Gender



Age



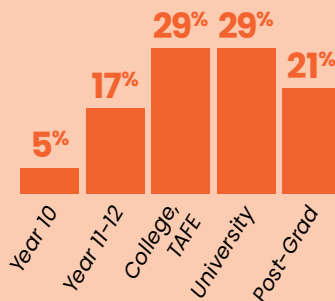
Dependent Children



Location



Education



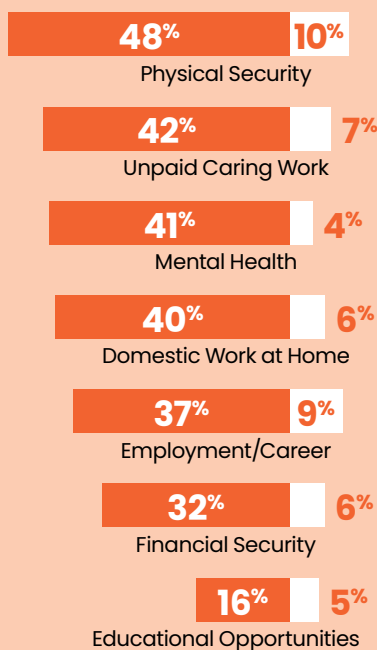
Paid Employment



Impacts of Gender

Gender Impact Score **-49**

Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



Values



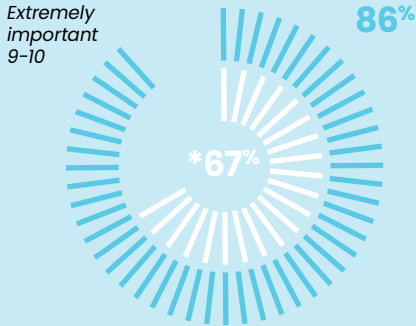
Hopeful

24% of Australians

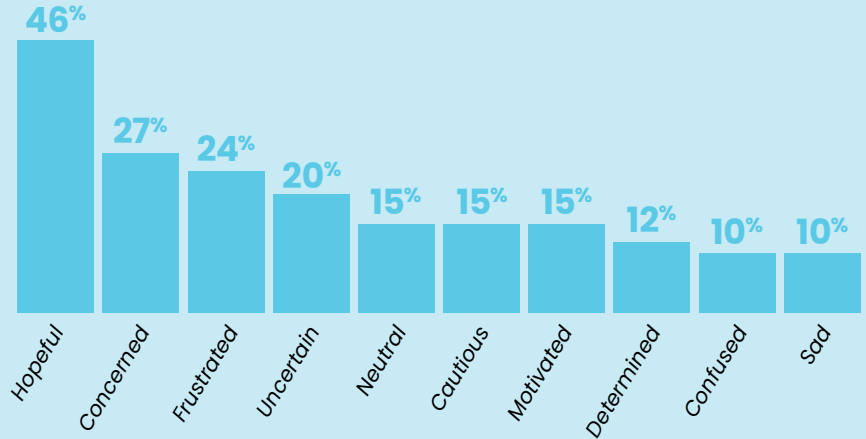
Equality is important to the Hopeful segment, they are well aware of the issues and largely support measures to address inequality, but their views and voices are less insistent and less urgent than the Trailblazers. Most have experienced negative impacts because of their gender, mainly relating to inequalities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



Personal Importance



Feelings About Equality



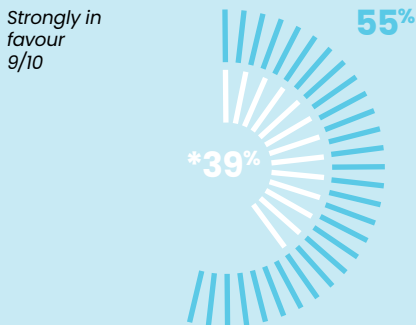
Distance to Equality



Awareness Score **+60**

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

Action on Equality



Change Priorities

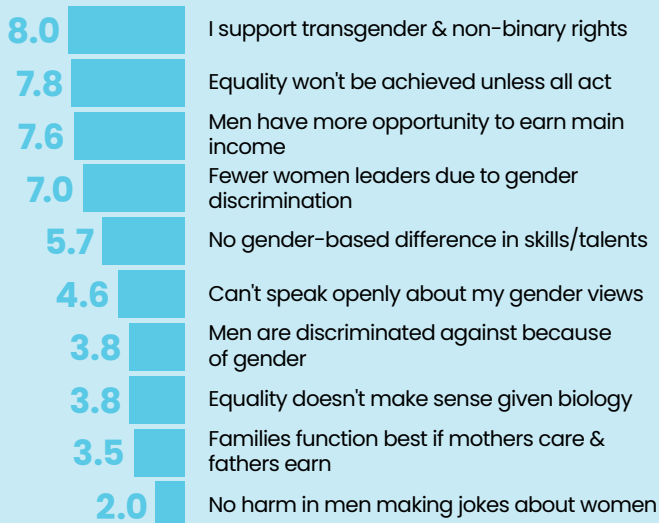
Average support score 0-10

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

* The average across the entire sample

Attitudes to Equality

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



Barriers to Action



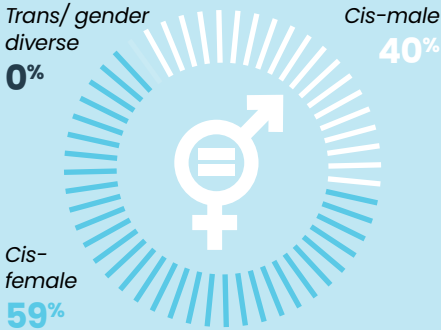
Hopeful

24% of Australians

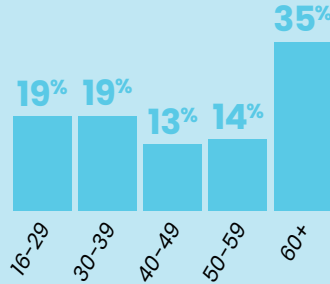
In relation to gender equality, hopefulness is the dominant feeling for this segment, though they also feel concern and a sense of uncertainty. The Hopeful segment are on balance cis-female and tend to be older than the other segments.



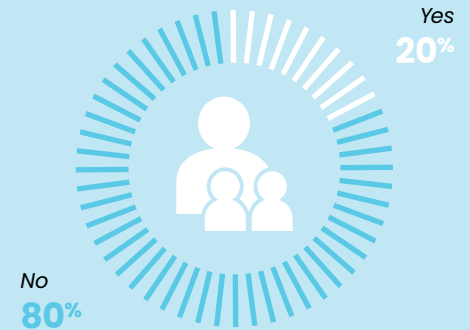
Gender



Age



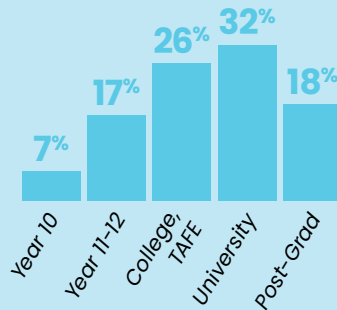
Dependent Children



Location



Education



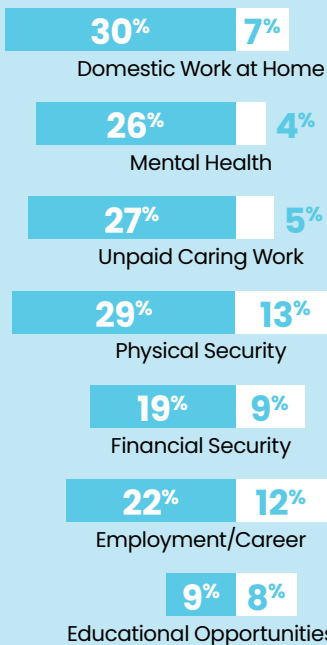
Paid Employment



Impacts of Gender

Gender Impact Score **-30**

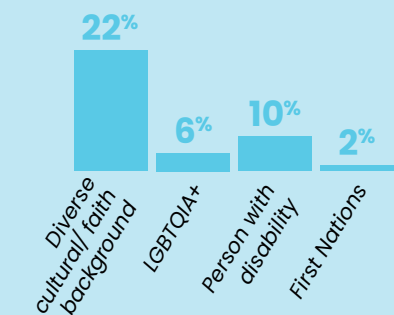
Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



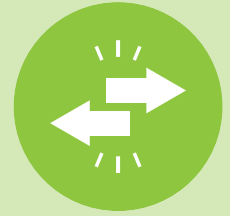
Values



Conflicted

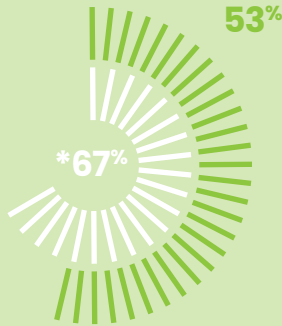
12% of Australians

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.

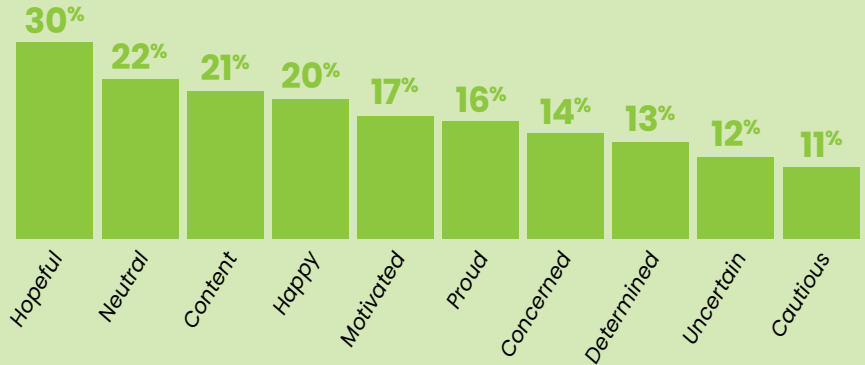


Personal Importance

Extremely important
9-10

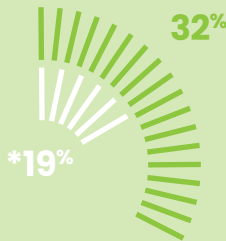


Feelings About Equality



Distance to Equality

Almost achieved
9-10



Action on Equality

Strongly in favour
9/10



* The average across the entire sample

Awareness Score

+4

Likely to take any public sphere actions in support

78%

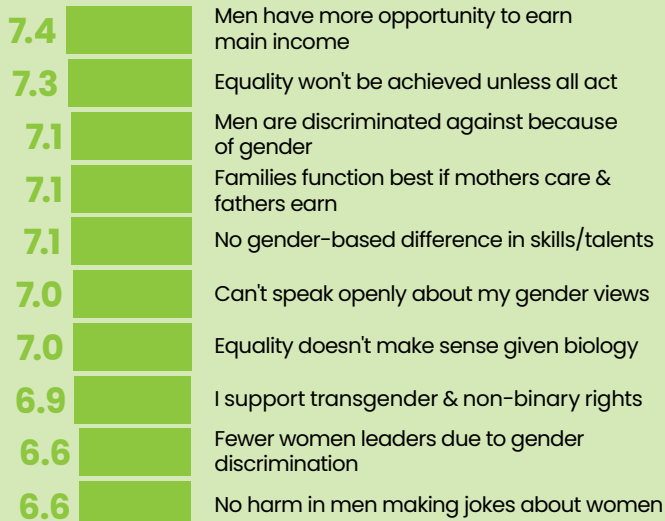
Change Priorities

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

Attitudes to Equality

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



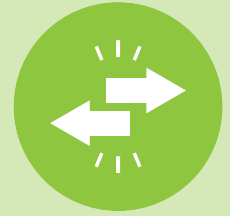
Barriers to Action



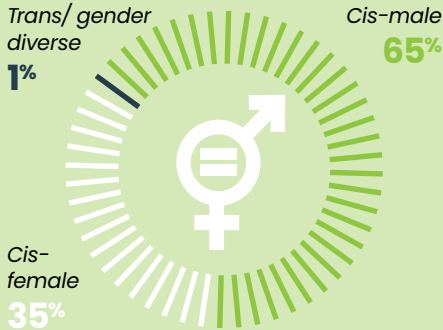
Conflicted

12% of Australians

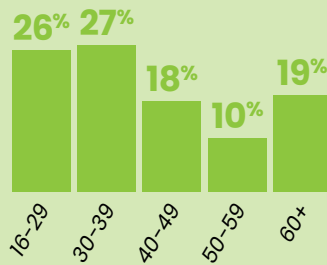
This segment see gender equality as an issue for men too. Equality and fairness are not core values, and the Conflicted are the only segment aware that their gender has, on balance, advantaged them, rather than had negative impacts. The Conflicted segment are mostly younger, cis-males. They tend to be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



Gender



Age



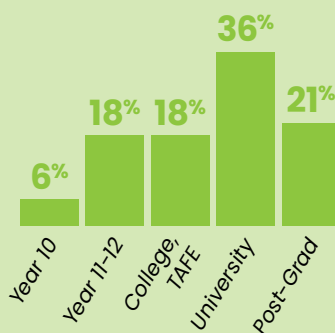
Dependent Children



Location



Education



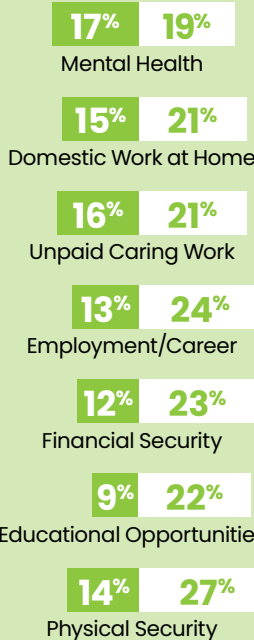
Paid Employment



Impacts of Gender

Gender Impact Score **+8**

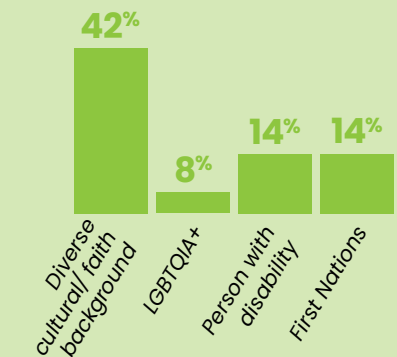
Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



Values



Moderate

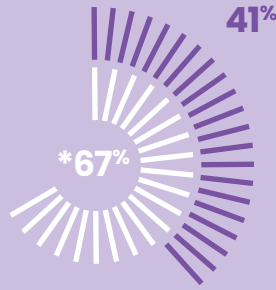
23% of Australians

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.

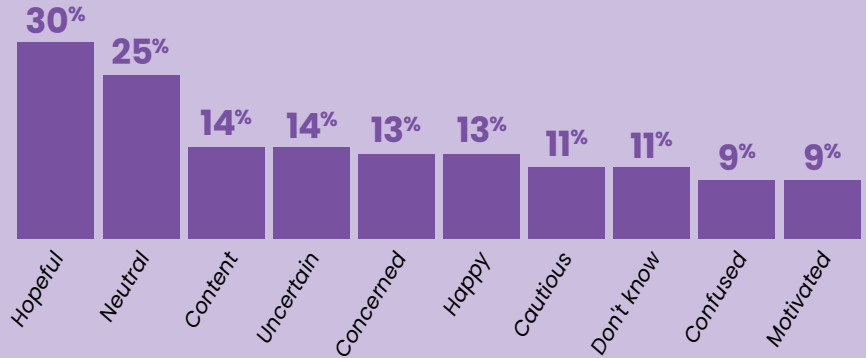


Personal Importance

Extremely important
9-10

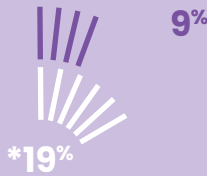


Feelings About Equality



Distance to Equality

Almost achieved
9-10

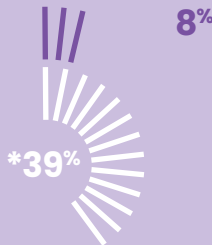


Awareness Score **+9**

Likely to take any public sphere actions in support **71%**

Action on Equality

Strongly in favour
9/10



Change Priorities

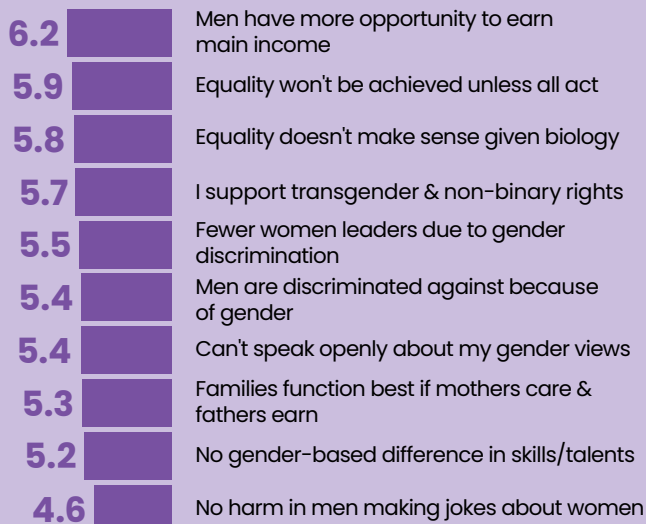
Average support score 0-10

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



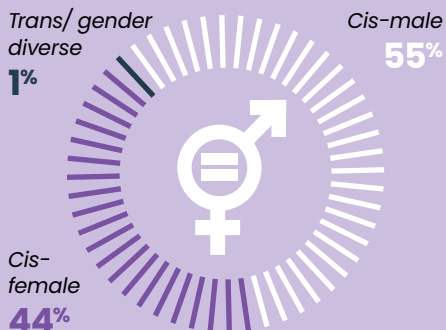
Moderate

23% of Australians

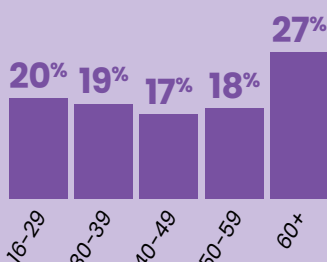
Overall, this segment have personally experienced negative impacts of inequality, especially in caring for home and family. Fairness, equality and tolerance however are not values they hold dear - though they do value benevolence. The Moderate segment reflects most population demographics, though is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



Gender



Age



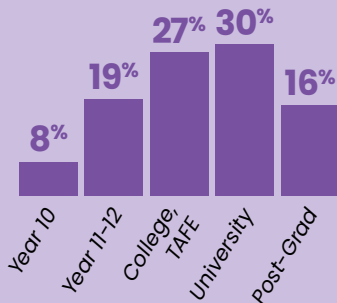
Dependent Children



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

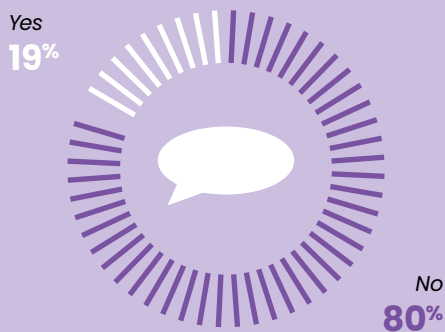
16% 9%
Mental Health

12% 10%
Financial Security

13% 11%
Employment/Career

7% 10%
Educational Opportunities

Speak Another Language



Personal Identities



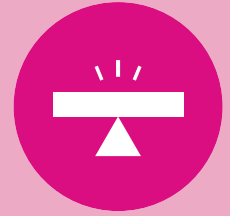
Values



Indifferent

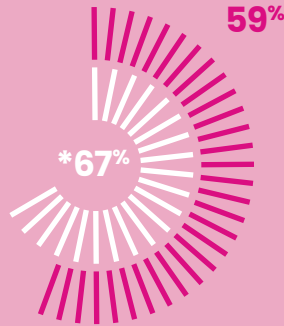
6% of Australians

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.

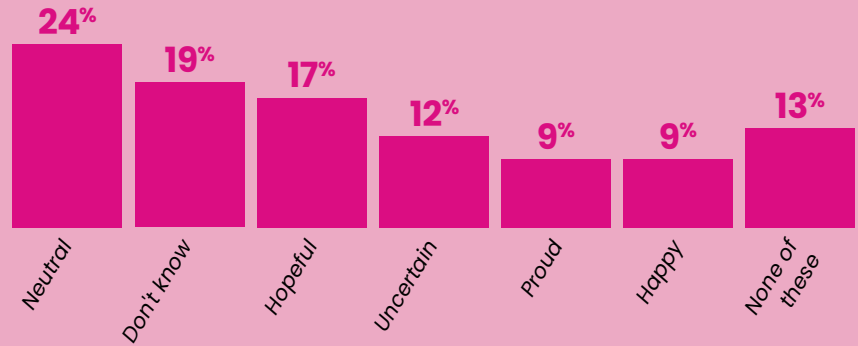


Personal Importance

Extremely important 9-10

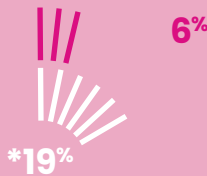


Feelings About Equality



Distance to Equality

Almost achieved 9-10

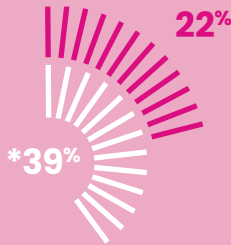


Awareness Score **-4**

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)



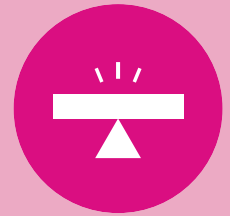
Barriers to Action



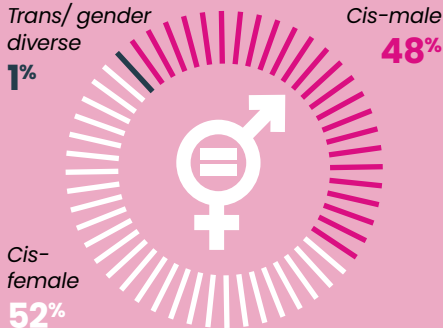
Indifferent

6% of Australians

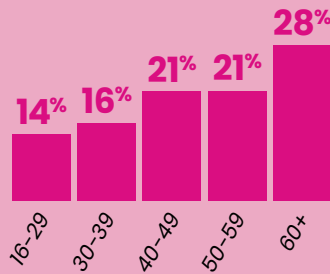
Gender inequalities have had a negative impact on far fewer than in any other segment. This segment is the least likely to value equality and fairness and the most likely to value fun and loyalty. The Indifferent are the smallest segment. They are similar to population demographics, except for their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



Gender



Age



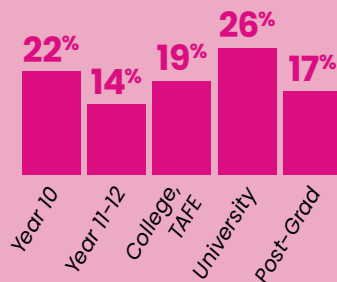
Dependent Children



Location



Education



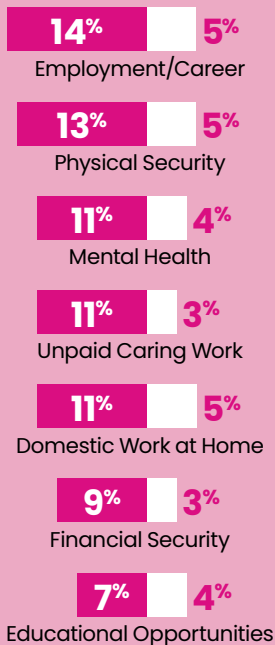
Paid Employment



Impacts of Gender

Gender Impact Score **-12**

Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



Values



Rejector

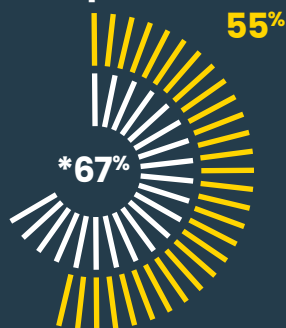
17% of Australians

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.

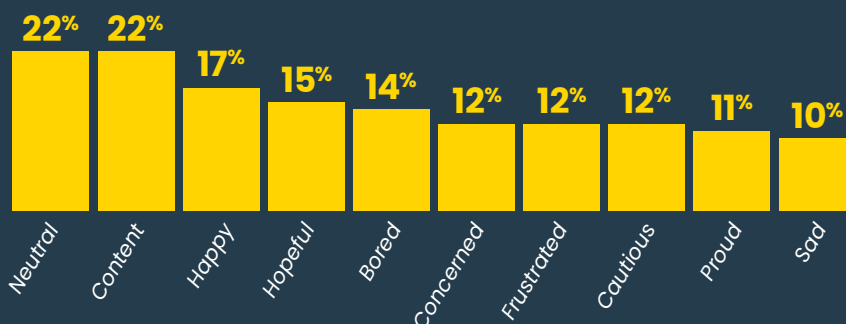


Personal Importance

Extremely important 9-10

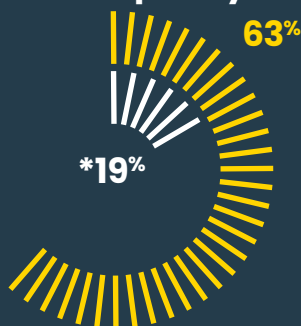


Feelings About Equality



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



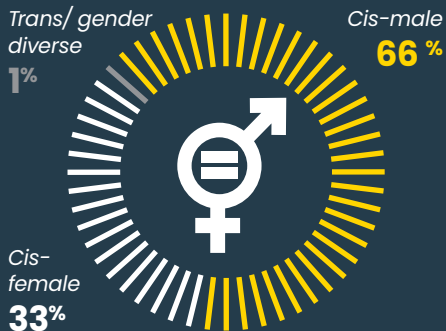
Rejector

17% of Australians

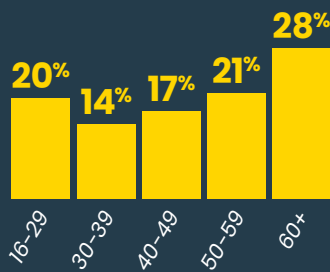
Some report experiencing negative mental health impacts as a result of their gender. The Rejector segment tend to be cis-males, educated at TAFE/college, slightly older and based outside cities. This is the segment most likely to value respecting tradition, rules and norms, freedom and economic security.



Gender



Age



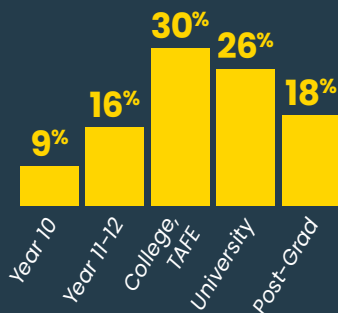
Dependent Children



Location



Education



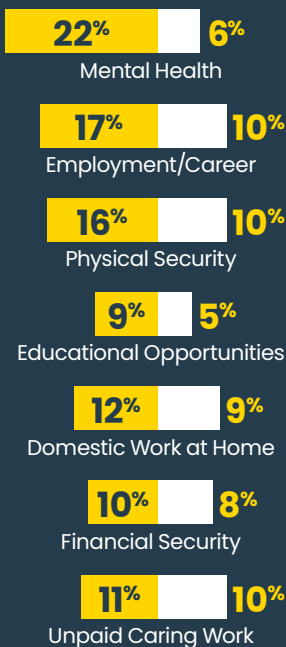
Paid Employment



Impacts of Gender

Gender Impact Score **-21**

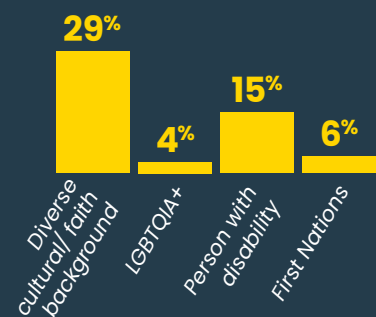
Negatively Impacted | Positively Impacted



Speak Another Language



Personal Identities



Values

