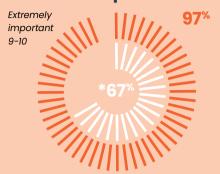
Trailblazer 19% of Australians

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



Distance to Equality

Almost achieved 9-10



Feelings About Equality



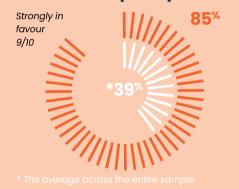
Awareness Score +79

Likely to take any public sphere actions in support

92%

Average support score 0-10

Action on Equality



Change Priorities

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

Attitudes to Equality

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

0.3	Equality won't be achieved unless all act
3.8	Fewer women leaders due to gender discrimination
8.7	I support transgender & non-binary rights
8.3	Men have more opportunity to earn main income
6.6	No gender-based difference in skills/talents
4.6	Can't speak openly about my gender views
2.7	Men are discriminated against because of gender
1.8	Families function best if mothers care & fathers earn
1.7	Equality doesn't make sense given biology
0.5	No harm in men making jokes about wome

30%	Want to avoid conflict/confrontation
25 [%]	Don't know what could make a difference
16%	No skills or experience
16%	Rarely come across the issue
15%	Prioritise other issues
15%	Worried about consequences
15%	Don't have time or energy
15%	Worried I might offend someone
14%	Lack of people/policies to vote for
14%	Not aware of groups/orgs to support
25 %	No barriers





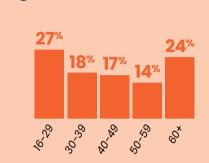
Trailblazer

19% of Australians

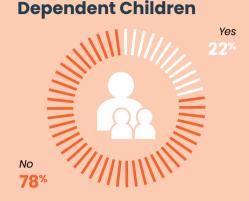
Their strong views are informed by their lived experience of gender inequality, with nearly three quarters reporting personally experiencing harmful impacts. People belonging to the Trailblazer segment are mainly cisfemales, somewhat younger, and are much more likely to identify as LGBTQIA+ and live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

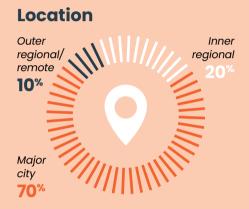


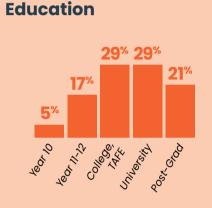
Trans/gender Cis-male diverse 27% Cis-female 72%



Age





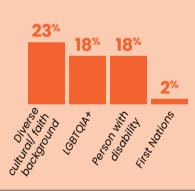




Impacts of Gender Gender -49 **Impact Score** Negatively Impacted | Positively Impacted 48% 10% **Physical Security** 42% **Unpaid Caring Work** 41% Mental Health 40% Domestic Work at Home 37% 9% Employment/Career

6%





Personal Identities





32% Financial Security

16%

Educational Opportunities

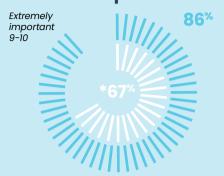


Hopeful 24% of Australians

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



Distance to Equality

Almost achieved 9-10



Feelings About Equality



Awareness Score +60

Likely to take any public sphere actions in support

87%

Average support score 0-10

Action on Equality





* The average across the entire sample

Change Priorities

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)

8.0	I support transgender & non-binary rights
7.8	Equality won't be achieved unless all act
7.6	Men have more opportunity to earn main income
7.0	Fewer women leaders due to gender discrimination
5.7	No gender-based difference in skills/talents
4.6	Can't speak openly about my gender views
3.8	Men are discriminated against because of gender
3.8	Equality doesn't make sense given biology
3.5	Families function best if mothers care & fathers earn
2.0	No harm in men makina jokes about women



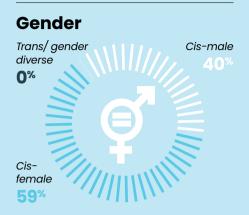


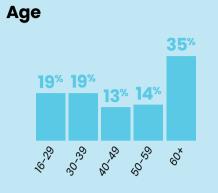


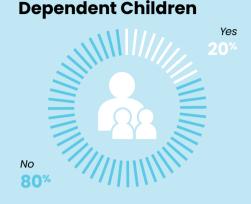
Hopeful 24% of Australians

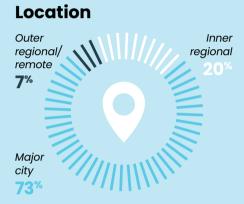
In relation to gender equality, hopefulness is the dominant feeling for this segment, though they also feel concern and a sense of uncertainty. The Hopeful segment are on balance cis-female and tend to be older than the other segments.

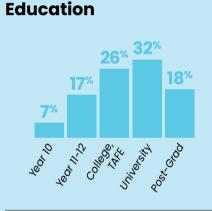




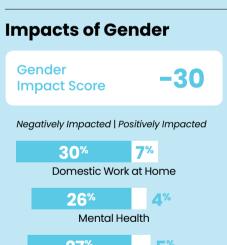




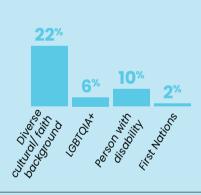












Personal Identities







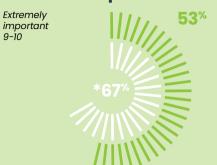


Conflicted 12% of Australians

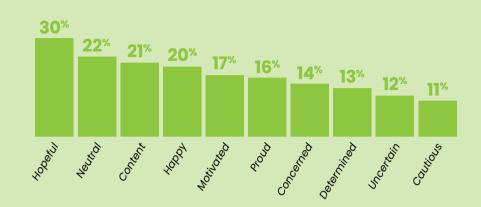
Gender equality is important to the Conflicted segment, but action to address it is less so, since they are unaware of many of its impacts and believe we are very close to achieving it. Overall, they feel positive or neutral about gender equality and hold mixed views - both traditional and progressive.



Personal Importance



Feelings About Equality



Awareness Score

Likely to take any public sphere actions in support **78**%

Distance to Equality

achieved 9-10



Change Priorities

Average support score 0-10

Action on Equality

Strongly in favour 9/10



lmprove 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)

7.4	Men have more opportunity to earn main income
7.3	Equality won't be achieved unless all act
7.1	Men are discriminated against because of gender
7.1	Families function best if mothers care & fathers earn
7.1	No gender-based difference in skills/talents
7.0	Can't speak openly about my gender views
7.0	Equality doesn't make sense given biology
6.9	I support transgender & non-binary rights
6.6	Fewer women leaders due to gender discrimination
6.6	No harm in men making jokes about women

20%	Want to avoid conflict/confrontation
19%	Activism is not for me
18%	Prioritise other issues
17%	Rarely come across the issue
16%	Worried I might offend someone
15%	No skills or experience
15%	Don't have time or energy
15%	Don't believe it will make a difference
13%	Don't know what could make a difference
18%	No barriers

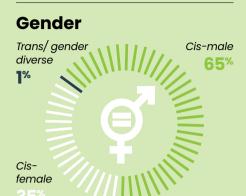




Conflicted 12% of Australians

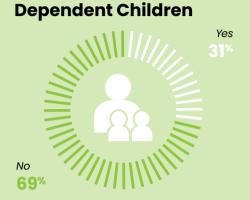
This segment see gender equality as an issue for men too. Equality and fairness are not core values, and the Conflicted are the only segment aware that their gender has, on balance, advantaged them, rather than had negative impacts. The Conflicted segment are mostly younger, cis-males. They tend to be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

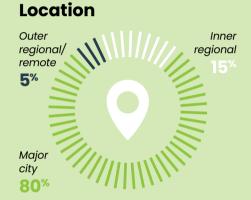


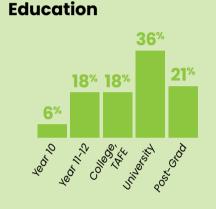




Age









Impacts of Gender

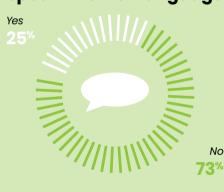


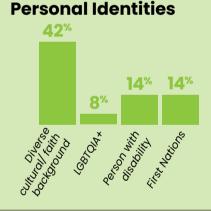




27%

Speak Another Language





Values





14%

Physical Security



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



Distance to Equality

Almost achieved 9-10



Feelings About Equality



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. Im	prove wages/conditions in the care & community sector	6.8
2. Mc	ore family friendly workplace systems and culture	6.7
3. En:	sure unpaid carers not disadvantaged financially	6.7
4. Pro	otection of women's reproductive rights	6.6
5. Be	tter 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)

6.2	Men have more opportunity to earn main income
5.9	Equality won't be achieved unless all act
5.8	Equality doesn't make sense given biology
5.7	I support transgender & non-binary rights
5.5	Fewer women leaders due to gender discrimination
5.4	Men are discriminated against because of gender
5.4	Can't speak openly about my gender views
5.3	Families function best if mothers care & fathers earn
5.2	No gender-based difference in skills/talents
4.6	No harm in men making jokes about women

25%	Rarely come across the issue
22%	Prioritise other issues
17%	Want to avoid conflict/confrontation
17%	Activism is not for me
17%	Don't know what could make a difference
13%	Don't have time or energy
12%	Worried I might offend someone
12%	No skills or experience
11%	Don't believe it will make a difference
17%	No barriers





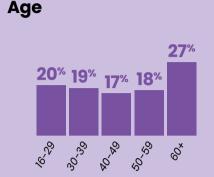
Moderate 23% of Australians

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.

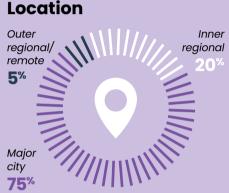


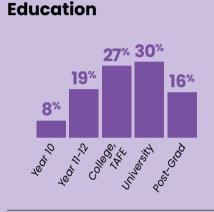
Gender Trans/ gender Cis-male diverse 55% Cis-female

44%



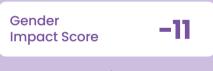








Impacts of Gender



Negatively Impacted | Positively Impacted

20% 9%Domestic Work at Home

17% 10% Unpaid Caring Work

20% 13%
Physical Security

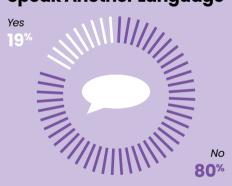
16% 9% Mental Health

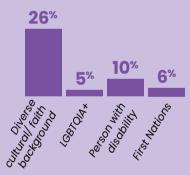
12% 10% Financial Security

13% 11% Employment/Career

7% 10%
Educational Opportunities

Speak Another Language





Personal Identities

Values Feeling safe & secure Having personal freedom Caring for other people Being a loyal person 37% Economic security & wealth Pursuing personal health/ wellbeing



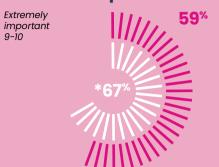


Indifferent6% of Australians

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



Feelings About Equality



Awareness Score -4

Likely to take any public sphere actions in support

45%

6.3

Average support score 0-10

Distance to Equality

Almost achieved 9-10



Action on Equality

Strongly in favour 9/10



Change Priorities

1.	Improve wages/conditions in the care & community sector	6.7
2.	Ensure unpaid carers not disadvantaged financially	6.6

More family friendly workplace systems and culture
 Protection of women's reproductive rights

5. Access to discrimination advocacy & support in workplace

* The average across the entire sample

Attitudes to Equality

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

6.0	Men have more opportunity to earn main income
5.8	Equality won't be achieved unless all act
5.3	Fewer women leaders due to gender discrimination
5.1	Can't speak openly about my gender views
5.1	No gender-based difference in skills/talents
4.9	I support transgender & non-binary rights
4.9	Men are discriminated against because of gender
4.8	Equality doesn't make sense given biology
4.6	Families function best if mothers care & fathers earn
3.5	No harm in men making jokes about womer

Barriers to Action

17%	Rarely come across the issue
17%	Activism is not for me
13%	Prioritise other issues
13%	Want to avoid conflict/confrontation
12%	Worried I might offend someone
10%	Don't know what could make a difference
9%	No skills or experience
8%	Don't have time or energy
8%	Don't care enough about it
%	No barriers





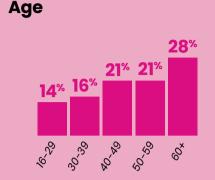
36

Indifferent 6% of Australians

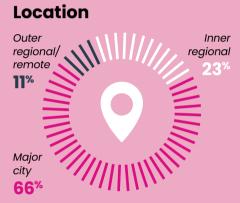
Gender inequalities have had a negative impact on far fewer than in any other segment. This segment is the least likely to value equality and fairness and the most likely to value fun and loyalty. The Indifferent are the smallest segment. They are similar to population demographics, except for their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

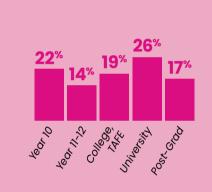


Gender Trans/ gender Cis-male diverse 48% Cisfemale





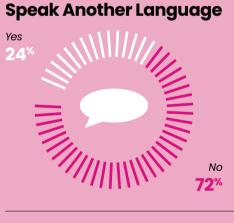


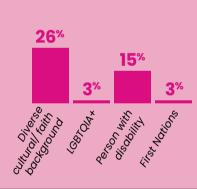


Education

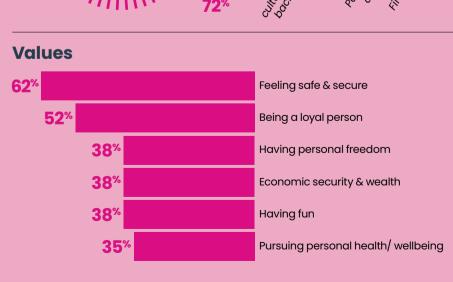








Personal Identities





9%

7%

Financial Security

Educational Opportunities

3%

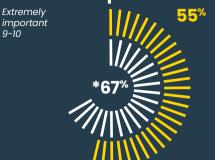


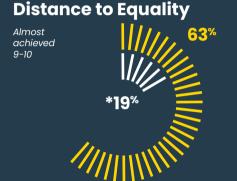
Rejector 17% of Australians

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





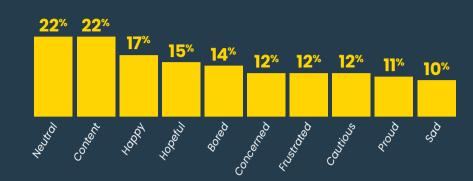
Action on Equality

Strongly in favour 9/10



* The average across the entire sample

Feelings About Equality



Awareness -8 Score

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

Average support score 0-10

Change Priorities

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

Attitudes to Equality

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

7.1	Men are discriminated against because of gender
6.8	Can't speak openly about my gender views
6.7	Equality doesn't make sense given biology
5.7	Families function best if mothers care & fathers earn
5.1	No harm in men making jokes about women
4.8	No gender-based difference in skills/talents
4.7	I support transgender & non-binary rights
4.7	Men have more opportunity to earn main income
4.5	Equality won't be achieved unless all act
2.2	Fewer women leaders due to gender discrimination

39%	Prioritise other issues
34%	Rarely come across the issue
29%	Don't believe there's an issue
19%	Activism is not for me
19%	Don't care enough about it
15%	Doesn't feel right
13%	Want to avoid conflict/confrontation
13%	Don't believe it will make a difference
12%	Don't have time or energy
16%	No barriers

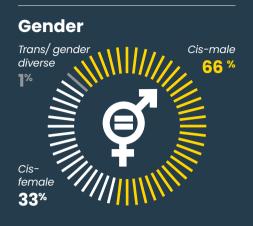


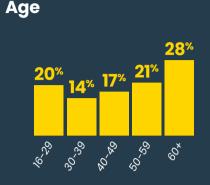


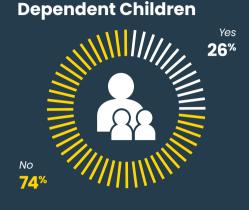
Rejector 17% of Australians

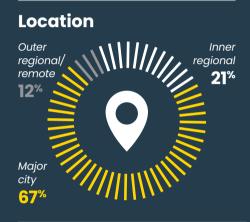
Some report experiencing negative mental health impacts as a result of their gender. The Rejector segment tend to be cis-males, educated at TAFE/college, slightly older and based outside cities. This is the segment most likely to value respecting tradition, rules and norms, freedom and economic security.

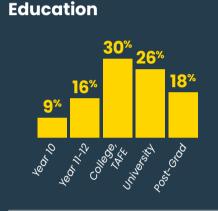




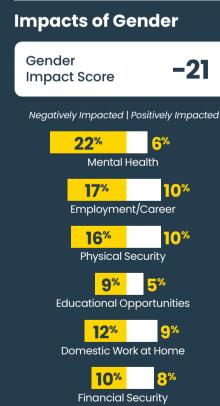




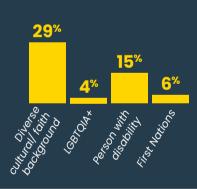












Personal Identities





11%

Unpaid Caring Work

10%

