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 9-10Feelings About Equality


> Awareness
> Score

Likely to take any public sphere actions in support

## Action on Equality



## Change Priorities

## Average support score 0-10

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

Attitudes to Equality

## Barriers to Action

| $30^{3} \%$ | 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 |

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.

Gender


Location


Impacts of Gender

| Gender |  |
| :--- | :--- |
| Impact Score | $\mathbf{- 4 9}$ |

Negatively Impacted | Positively Impacted

| $48 \%$ |  |
| :--- | :--- |
| Physical Security |  |
| $42 \%$ | $7 \%$ |
| $42 \%$ |  |
| Unpaid Caring Work |  |


| $41^{\%}$ | $4 \%$ |
| :---: | :---: |
| Mental Health |  |
| $40 \%$ | $6 \%$ |
| Domestic Work at Home |  |
| $37^{\%} \quad 9 \%$ |  |
| Employment/Career |  |


| $32 \%$ <br> Financial Security |
| :---: |
| $16 \%$ |

Educational Opportunities


## Education



## Dependent Children



Paid Employment


Speak Another Language


Personal Identities


Values


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



## Action on Equality



Feelings About Equality


$$
\begin{aligned}
& \text { Awareness } \\
& \text { Score }
\end{aligned}
$$

Likely to take any public sphere actions in support

## 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)

## Barriers to Action

| $29 \%$ | Want to avoid conflict/confrontation |
| ---: | :--- |
| $27^{\%}$ | Rarely come across the issue |
| $25 \%$ | Don't know what could make a difference |
| $23 \%$ | Prioritise other issues |
| $21^{\%}$ | Activism is not for me |
| $19 \%$ | No skills or experience |
| $16 \%$ | Don't have time or energy |
| $15^{\%} \%$ | Worried I might offend someone |
| $14 \%$ | Not aware of groups/orgs to support |
| $17^{\%}$ | No barriers |

INTERNATIONAL

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.


## Location



Impacts of Gender

| Gender |  |
| :--- | :--- |
| Impact Score | -30 |

Negatively Impacted | Positively Impacted

$$
30 \%
$$7\%

Domestic Work at Home
$\underset{\text { Mental Health }}{26 \%}$

Mental Health
$27^{\%} 5^{\circ}$
29\% 13\%

Physical Security

| $19 \%$ |
| :---: |
| Financial Security |
| $22 \%$ |
| Employment/Career |

9\% 8\%
Educational Opportunities

Age



Speak Another Language
Yes


19
Dependent Children


Paid Employment
No
40

ersonal Identities

Values
 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


## Distance to Equality



## Action on Equality

## Change Priorities

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

## Attitudes to Equality

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

| 7.4 |  |
| ---: | ---: |
| 7.3 |  |
| 7.1 |  |
| 7.1 |  |
| 7.1 |  |
| 7.0 |  |
| 7.0 |  |
| 6.9 |  |
| 6.6 |  |
| 6.6 |  |

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

No harm in men making jokes about women

## Barriers to Action

INTERNATIONAL

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.



Location


## Impacts of Gender

| Gender |  |
| :--- | :--- |
| Impact Score | +8 |

Negatively Impacted | Positively Impacted
$17 \% \quad 19 \%$
Mental Health
$15 \% \quad 21 \%$
Domestic Work at Home
$16 \% \quad 21 \%$

Unpaid Caring Work
13\% 24\%
Employment/Career
12\% 23\%
Financial Security

```
9% 22%
```

Educational Opportunities
14\% 27\%

Physical Security

## Age



## Education



Speak Another Language
Yes


## Dependent Children

No
69\%

Paid Employment
No
No


Personal Identities


## Values



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.

## Feelings About Equality



## Distance to Equality



## Action on Equality

Strongly in
favour
$9 / 10$

* 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 <br> 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 <br> Fewer women leaders due to gender <br> discrimination |
| 5.5 | Men are discriminated against because <br> of gender |
| 5.4 | Can't speak openly about my gender views |
| 5.4 |  <br> fathers earn |
| 5.3 | No gender-based difference in skills/talents |
| 5.2 | No harm in men making jokes about women |

## Barriers to Action

| $25^{2} \%$ | Rarely come across the issue |
| ---: | :--- |
| $22^{2} \%$ | Prioritise other issues |
| $17 \%$ | Want to avoid conflict/confrontation |
| $17 \%$ | Activism is not for me |
| $17^{13 \%}$ | Don't know what could make a difference |
| $12 \%$ | Worried I might offend someone |
| $12 \%$ | No skills or experience |
| $11^{2} \%$ | Don't believe it will make a difference |

## 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.


Location


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

Age


## Education



Speak Another Language


## Dependent Children



Paid Employment


## Personal Identities



Values
 from expressing a view either for or against.

Feelings About Equality


## Distance to Equality

Almost
9-10


## Action on Equality



## Change Priorities

| 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

|  | 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 |
| 36\% |  | No barriers |

# 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


Location


Impacts of Gender


Negatively Impacted | Positively Impacted
$14 \% \quad 5 \%$
13\% 5\%

Physical Security
$11^{\%} \quad 4 \%$
Mental Health
11\% $3^{\%} \%$
Unpaid Caring Work

| 11\% | 5\% |
| :---: | :---: |
| Domestic | at Home |
| 9\% | 3\% |
| Financia | ecurity |
| 7\% | 4\% |

Educational Opportunities

## Age <br> 

## Education



## Dependent Children



Paid Employment


Speak Another Language
Personal Identities


Values
 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



Distance to Equality


* The average across the entire sample


## Attitudes to Equality

Feelings About Equality


## 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 |


| 7.1 |  |
| :--- | :--- |
| Men are discriminated against because |  |
| of gender |  |
| Can't speak openly about my gender views |  |

## Barriers to Action

| 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 |



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


Location


Impacts of Gender


Negatively Impacted | Positively Impacted

16\%
Physical Security $10 \%$

```
        9% 5%
```

Educational Opportunities
$\square$
Domestic Work at Home

| $10 \%$ | $8 \%$ |
| :---: | :---: |
| Financial Security |  |
| $\mathbf{1 1 \%}$ | $10 \%$ |
| Unpaid Caring Work |  |

## Age



## Education



## Dependent Children



Paid Employment


Personal Identities


Values


