



A MAJORITY OF THE AUSTRALIAN POPULATION THINK WE'VE ACHIEVED GENDER EQUALITY – BUT THERE ARE DANGEROUS GAPS IN KNOWLEDGE IN POCKETS OF THE AUSTRALIAN COMMUNITY ABOUT THE INEQUALITIES THAT WOMEN AND GIRLS FACE EVERYDAY.

This document provides an overview of what Australians know about how gender inequality manifests in Australia, drawing on Plan International Australia's Gender Compass research. Gender Compass is a first-of-its-kind project which segments the Australian public into six groups according to their beliefs, values, motivators, policy preferences and behaviours around gender equality.

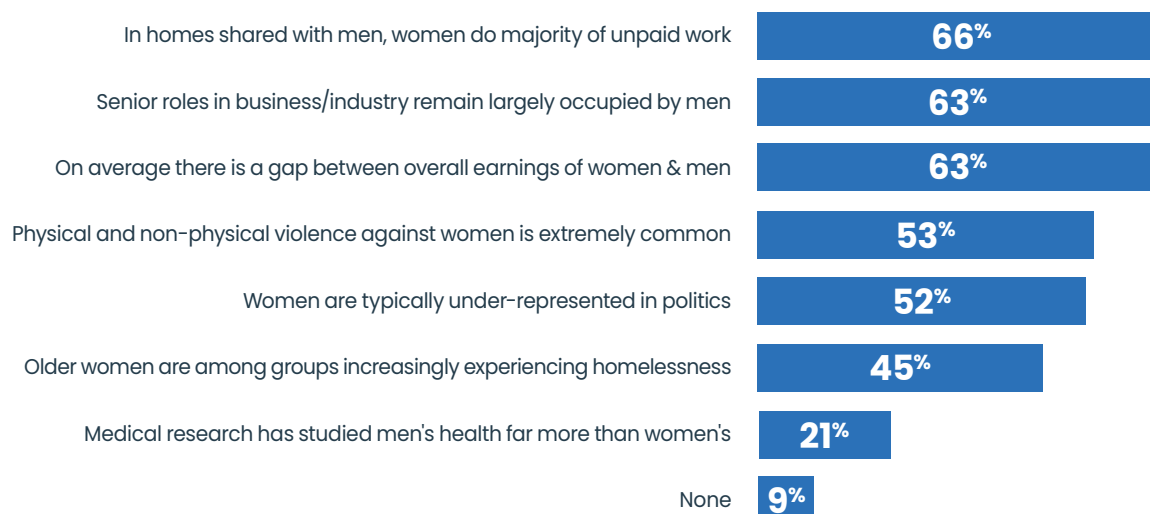
Gender Compass was developed by Plan International Australia in collaboration with research partners Dr Rebecca Huntley and Heartward Strategic from an online survey of 2,522 Australians aged 16 years and over, conducted in mid-2023.

As part of the survey, research participants were presented with seven statements about gender inequality in Australia and were asked to select which of them they believed to be true.

As shown in Figure 1, almost one in 10 (9%) did not believe any of the seven statements to be true.

Figure 1. Awareness of outcomes of gender inequality

Question: Which of these do you believe to be true in Australia? Base: Total Sample (N=2,522)



Gender Compass splits the Australian public into six segments: Trailblazer, Hopeful, Conflicted, Moderate, Indifferent and Rejector. Awareness of outcomes of gender inequality in Australia differed markedly by segment.

The Trailblazer segment and, to a slightly lesser extent, the Hopeful segment, tended to have much higher levels of awareness of the outcomes of gender inequality compared to other segments, while the Indifferent and Rejector segments tended to have very low levels of awareness.

One of the areas where this difference was most pronounced was when survey respondents were asked if they were aware that there is a gap overall between the earnings of men and women, with 90% of Trailblazers and 35% of Rejectors believing this statement to be true.

Overall, 39% of research participants understood five or more of the statements to be true. The corresponding proportion was more than double this (80%) among members of the Trailblazer

Figure 2. Awareness of outcomes of gender inequality - by segment

Question: Which of these do you believe to be true in Australia?

