

## Summary of the six segments

\*Segmentation data was generated from an online survey of 2522 members of the Australian public aged 16 years and older.

### 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/college, slightly older and based outside cities. This is the segment most likely to value respecting tradition, rules and norms, freedom and economic security.