



Gender Attitudes Survey

Full Results 2017

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Foreword

Over 121 years ago Kate Sheppard, the founding president of the National Council of Women of New Zealand, Te Kaunihera Wahine o Aotearoa, set us a bold vision “All that separates, whether of race, class, creed, or sex, is inhuman and must be overcome.”

Today’s National Council of Women of New Zealand (NCWNZ) wants all New Zealanders to have the freedom and opportunity to determine their own future. So, in 2014, we asked our member organisations, branches, and other stakeholders to tell us what they believed a gender equal New Zealand would look like, and what we would need to do achieve it. After further consultation and research we published a White Paper in November 2015, *“Enabling women’s potential: the social, economic and ethical imperative.”*

This work has led us to believe that gender inequality today has an unacceptable impact on the wellbeing of individual New Zealanders, their families and our country – no matter their gender. As a result, too many people, right across the gender spectrum, cannot realise their full potential. And this impacts on intergenerational wellbeing.

We are committed to increasing our own understanding of what gender equality involves, and of how stereotypes, norms and attitudes are limiting for us all. We also decided to encourage others to share our journey, so that together we can bring about change.

In 2017 we carried out New Zealand’s first gender attitudes survey and launched the Gender Equal NZ campaign. Thousands of New Zealanders now share conversations about our posts on social media, demonstrating daily why this issue is relevant, necessary and challenging.

We believe this survey, like the campaign, and the stories we share, will tell us all a great deal about the attitudes, norms, stereotypes and expectations that shape our behaviour, and underpin so many kinds of gender inequality. It shows us where we have made progress, and how much more we have to do to finish the job Kate and her colleagues started.

We hope this will lead many more kiwis to question the status quo, and ask “What would a truly gender equal New Zealand look like?” And even more importantly, “What can I do to make gender equality, reality, at work, at home, or wherever I am?”

We would like to thank all those who participated in this survey; Research NZ for their invaluable partnership and expertise; J R McKenzie Trust for their support; Mohawk Media for the infographics we will be sharing with you; those who volunteer to tell their stories, and our NCWNZ team, for their hard work and strategic vision. We welcome you to join other members and partners to help achieve a gender equal New Zealand together.

*Kua tawhiti kē to haerenga mai, kia kore e haere tonu.
“You have come too far not to go further.”*

– Ta Himi Henare (Sir James Henare) Ngati Hine elder and leader

Vanisa Dhiru, President

Gill Greer, Chief Executive

Introduction

The Gender Equal NZ campaign, launched in 2017, marks the move of the National Council of Women of New Zealand into a more modern and intersectional way of talking about gender. More than 121 years since NCWNZ was founded by Kate Sheppard, Gender Equal NZ seeks to draw attention to the gap between equality and reality in Aotearoa New Zealand. NCWNZ has been part of fighting for every significant improvement in rights for women since 1896, and Gender Equal NZ extends that proud history by moving to focus on all genders and the attitudes and social norms that underpin gender inequality today.

These attitudes and social norms tend to cluster in two major groups. The first set of attitudes treats men and women, or males and females, as always and essentially different from one another; the second set values masculinity and men more highly than femininity and women.

We see the power of the first set of attitudes in a great deal of contemporary thinking and popular culture. “Opposite” sexes *must* have rigid differences between them. Women are from venus, men from mars, ok? Often this is particularly focused on physical prowess and strength, but it also operates in ideas that men are more objective and women more caring.

In reality there is more overlap than difference between genders – and not only in our brains. There are very few men who can hit a tennis ball as hard as Serena Williams; Portia Woodman would keep up on most rugby fields. In every academic and employment field women now excel as opportunities have extended over the last 121 years. Increasingly men take up and enjoy being dads in ways unimaginable only a generation ago. Boys can, and thankfully do, cry.

The very idea that there are only two sexes continues to be challenged by science and the everyday lived experience of New Zealanders. When the United Nations tell us that people with intersex conditions make up to 1.7% of our population – or people who do not have typically male or female bodies are as common as red-heads – the very notion of “opposite” sex becomes a problem. When 3.7% of students in New Zealand high schools – one in every class – say they are transgender or not sure of their gender yet, it becomes very clear that rigid gender binaries are also out-of-date.

Gender Equal NZ is focused on the attitudes and social norms that underpin gender inequalities, for all genders. The enduring negative outcomes across gender in New Zealand in economic independence, safety and health, education and influence and decision making do not just rely on ideas of “opposite” sexes. They rely on the idea that masculinity is somehow better than femininity.

This is old-fashioned sexism, and it’s been around for a while. Even though discrimination can be more subtle than it once was, the idea of male superiority is vividly illustrated by our survey results.

The Gender Attitudes Survey is a snapshot of how New Zealanders think about gender at home, work and in the community. We also asked people’s views about who lost out through gender inequality, and how New Zealanders feel about education about consent and healthy relationships and sexuality and gender diversity. The results make fascinating reading, and this report will be supplemented by a number of short films and infographics to explore particular themes.

While most New Zealanders recognise gender equality is a fundamental right for all of us, our results show a pocket of New Zealanders hold outdated and old-fashioned views about gender stereotypes and roles. These views hold us all back from achieving true gender equality.

This comprehensive, ongoing survey will be repeated regularly to allow us to measure shifts in attitudes over time. Welcome to the very first Gender Attitudes Survey for Aotearoa New Zealand. We hope it’s useful to all those seeking to imagine and create a more Gender Equal NZ.

Sandra Dickson, Programme Advisor

Methodology

The 2017 Gender Equality Survey was conducted in July and August 2017. Research New Zealand, an independent research company, was commissioned to design and conduct the survey and provide the results to the National Council of Women of New Zealand.

As the purpose of the project was to examine views and attitudes towards gender among the New Zealand general public aged 18 years and over, it was agreed that administering the survey online using Research New Zealand's panel provider partner would be the most efficient method of targeting a nationally-representative sample. Survey Sampling International (SSI) is the leading online panel provider in New Zealand with an active panel of 60,000 users. The survey itself was scripted and hosted in-house by Research New Zealand.

Given that this survey was a survey about New Zealanders' attitudes to gender equality, a review of academic research was carried out in order to identify the most appropriate way to ask survey respondents to identify their gender. In this regard, respondents were first asked to self-report their gender, "What is your gender identity?" (i.e. respondents were provided with an open text box to write in their answer). Then, they were asked what their gender was as documented on their birth certificate, as well as given an option for reporting whether it was 'indeterminate', 'no sex listed' and 'don't know'.

The survey set out to achieve a nationally representative sample of New Zealanders aged 18 years and older, with a minimum booster sample of 250 respondents of Maori or Pacific ethnicity. To ensure the sample was nationally representative, and the results could be generalised to the population as a whole, quotas were placed on gender, age and region.

The quotas were regularly checked during the course of the survey and adjustments made as necessary. By the survey closing date, a total of 1,251 valid responses were achieved, including 268 respondents of Maori or Pacific background. The average interview length was 18.04 minutes.

When the interviewing was completed, the profile of the final sample was checked and a decision made about the need to weight the sample to correct for any balances. As a matter of course, given the over-sampling of Māori or Pacific peoples, it was necessary to correct for ethnicity, with the weighting parameters sourced from the 2013 Census of Population & Dwellings.

The survey sample was also weighted by gender, but this was undertaken on the basis that the Census records gender as male or female only, using profiling information from our panel provider, SSI, who also records gender as male or female only.

It was not necessary to weight the survey data by age or region, as the achieved quotas adequately matched the population statistics.

Results based on the (weighted) total annual sample are subject to a maximum margin of error of plus or minus 2.8 percent (at the 95 percent confidence level). This means that had we found 50 percent of respondents stating they believed that gender equality has already been achieved for the most part in New Zealand, for example, we could be 95 percent sure of getting the same result (plus or minus 2.8 percent) had we interviewed everyone in the population. Higher margins of error apply in the case of sub-samples.

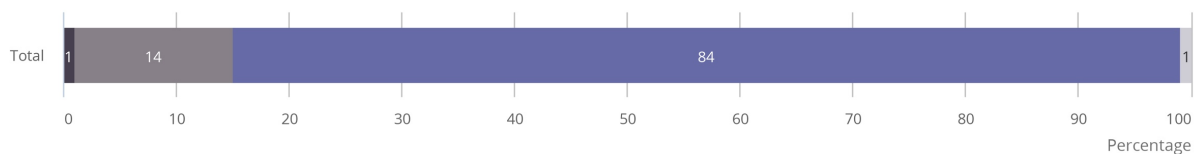
Section 1: Gender roles in the home

In your opinion, who do you think should be mainly responsible for the following in families with children?

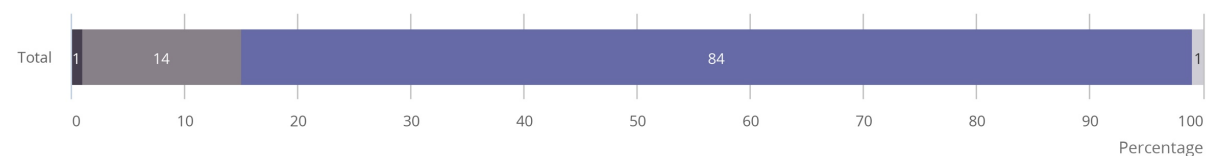
☐ The boys & men in a home ☐ The girls & women in a home ☐ All genders in a home ☐ Don't know

All figures in percentages.

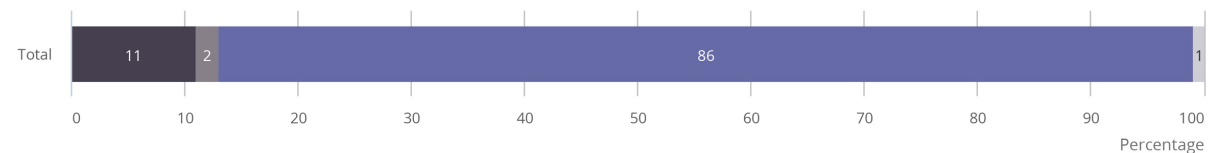
Cooking Meals



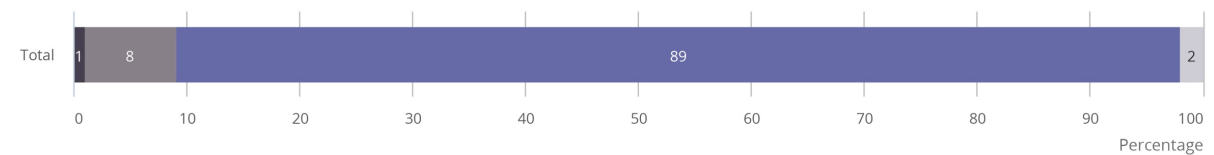
Shopping for food and household groceries



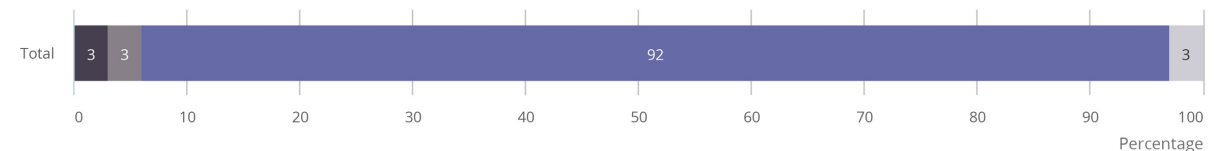
Bringing in the household income



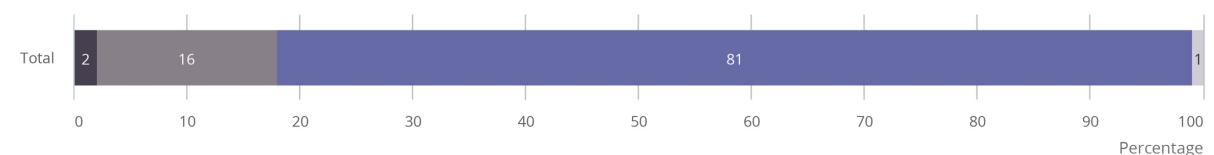
Looking after the children



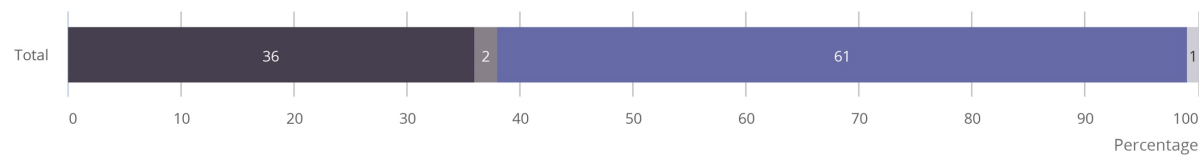
Disciplining the children



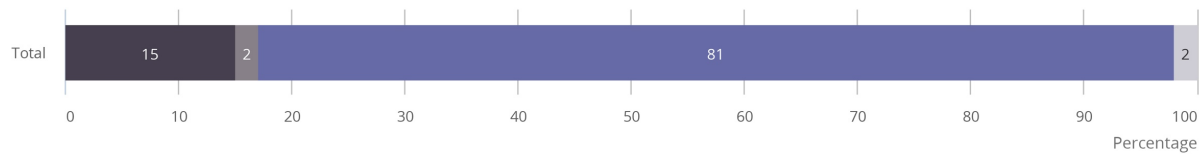
Cleaning the bathroom



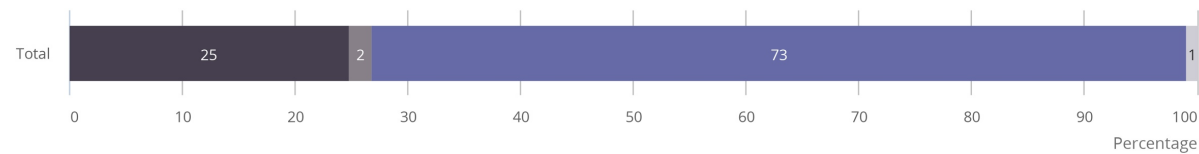
Mowing the lawn



Driving for family outings

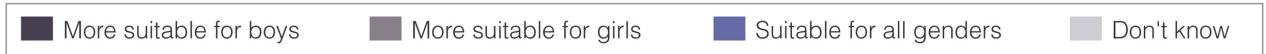


Putting the rubbish out



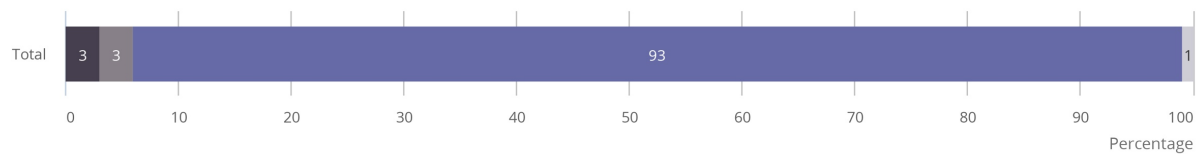
Section 2: Gender roles in education

Are the following academic subjects more suitable for boys or girls?

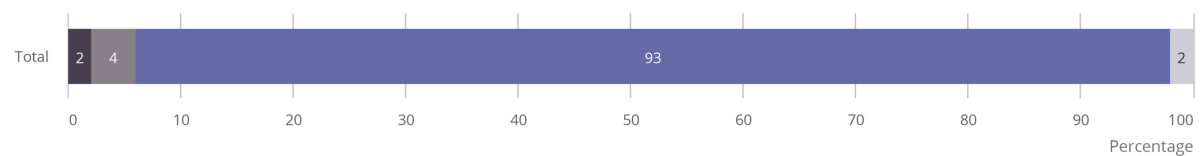


All figures are in percentages.

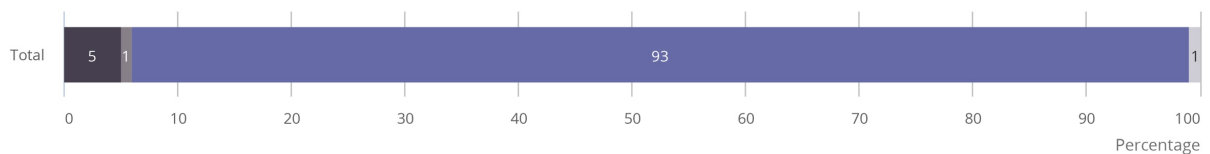
Accounting



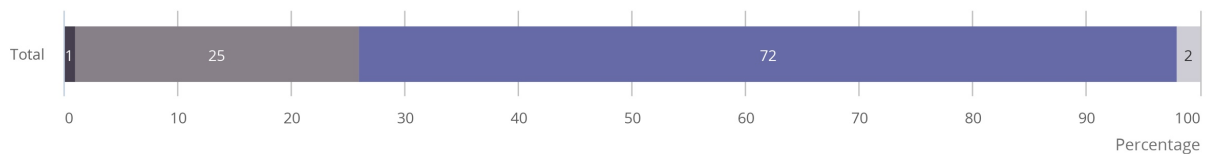
Biology



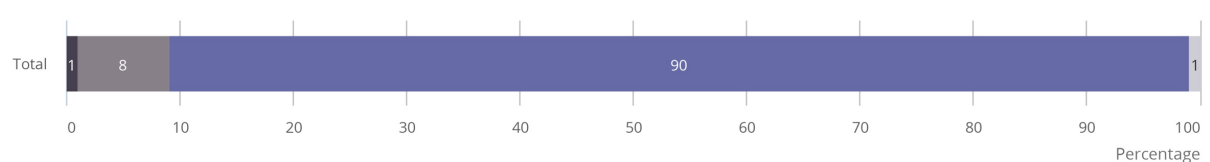
Digital Technology



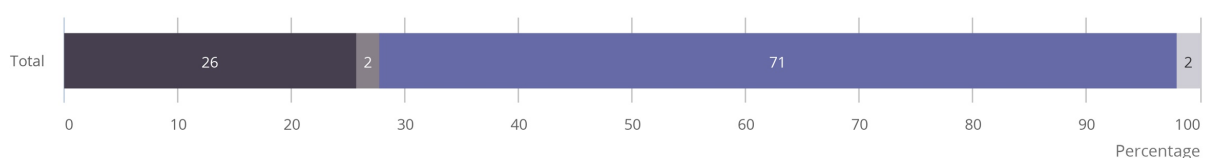
Fashion and textiles technology



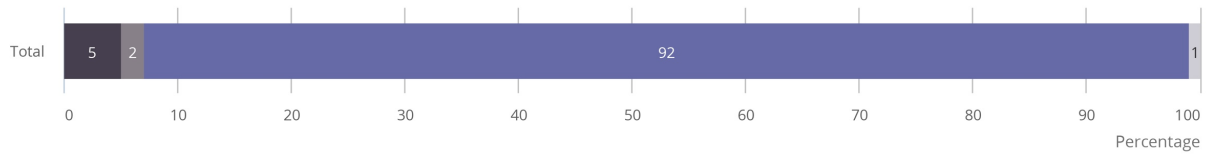
Food technology



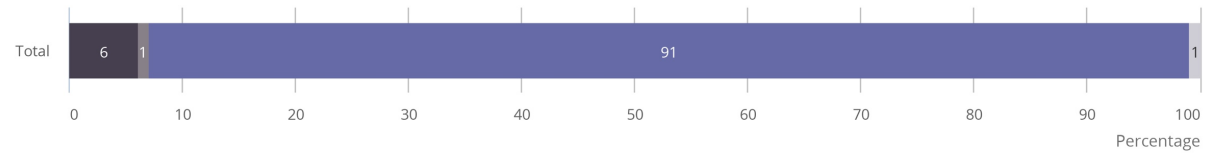
Materials technology (metal work/wood work)



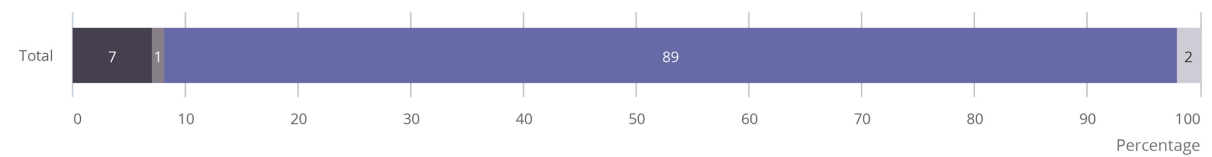
Maths



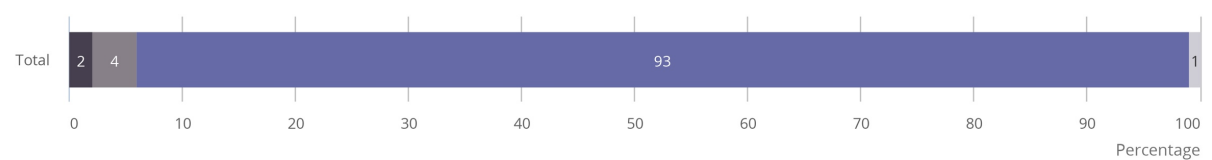
Physical education



Physics



Visual Art / Photography



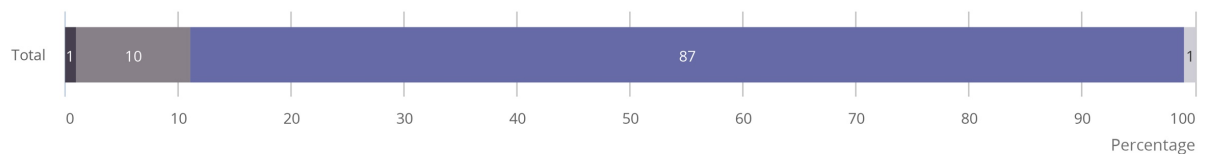
Section 3: Gender roles in the workplace

Are the following jobs and roles more suited to men or women?

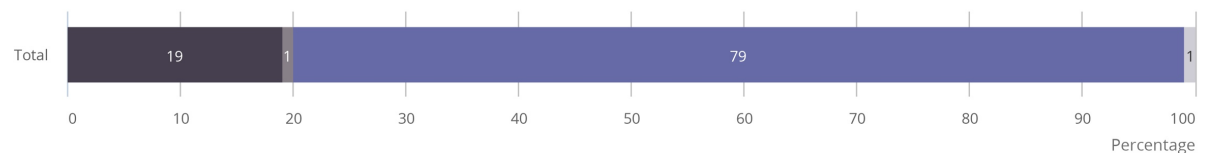
More suited to men More suited to women Suited to all genders Don't know

All figures are in percentages.

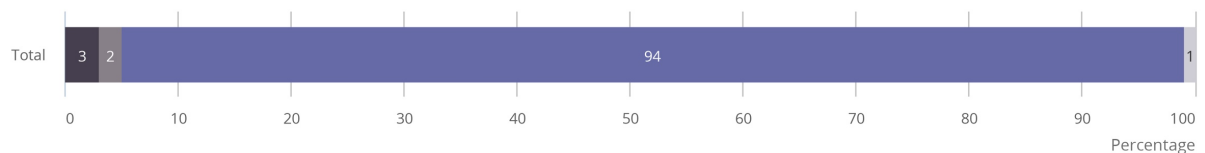
Cleaner



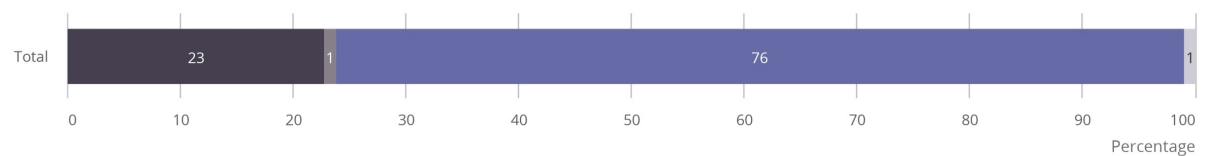
Engineer



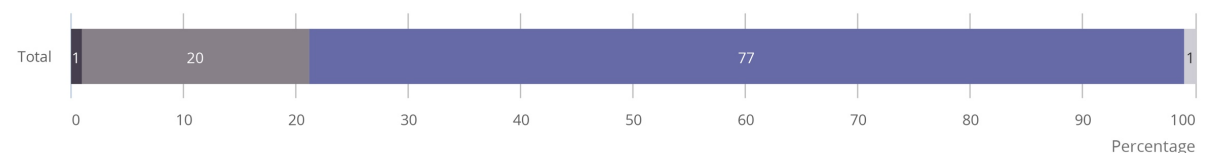
Family Doctor (i.e. GP)



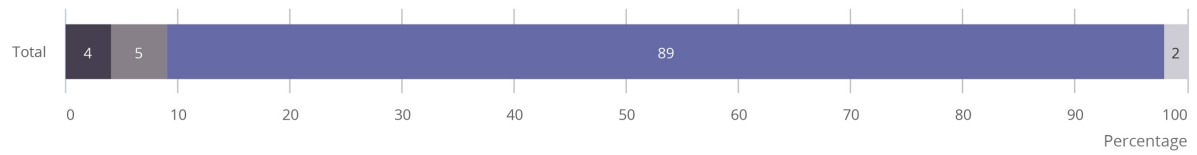
Farmer



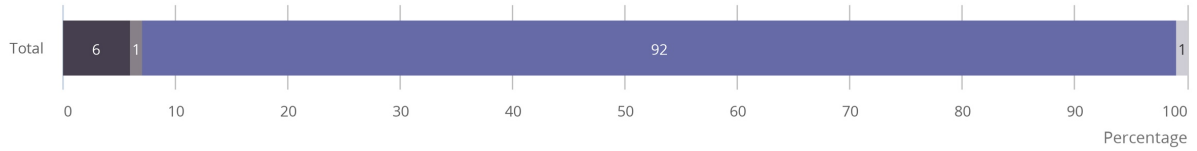
Hairdresser



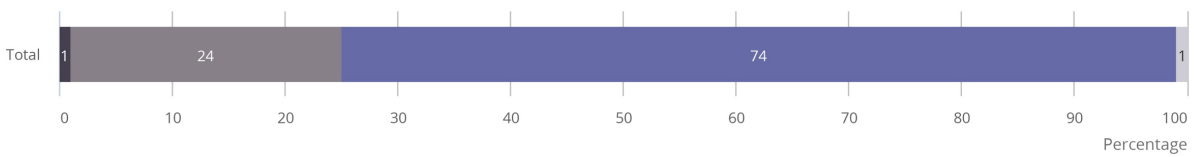
Waiter



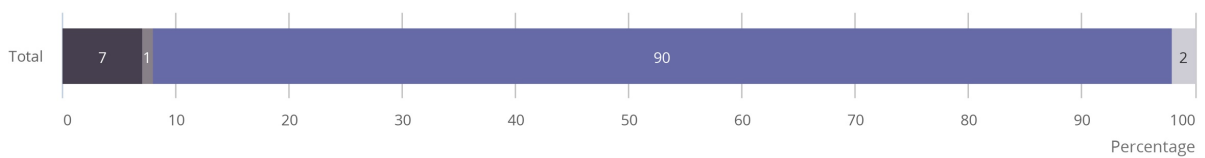
Leadership roles / bosses



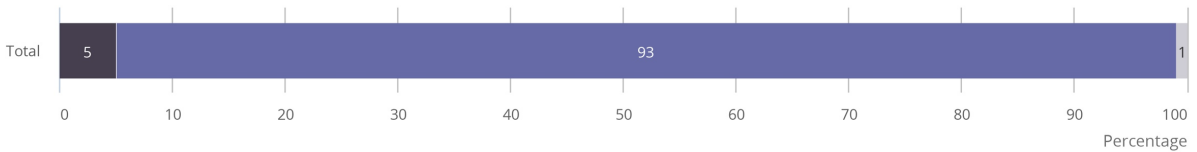
Nurse



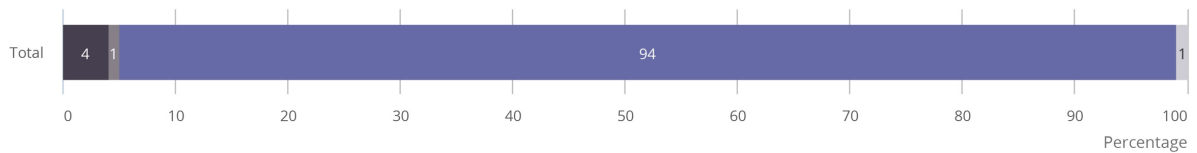
Politician



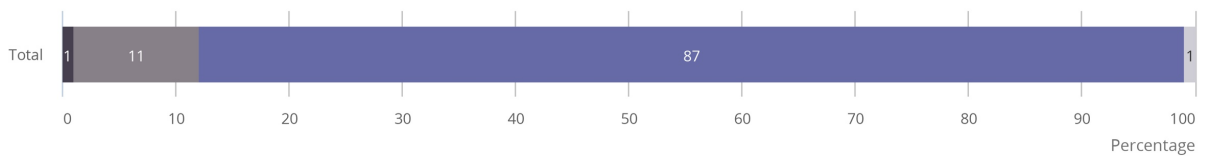
Professional Athlete



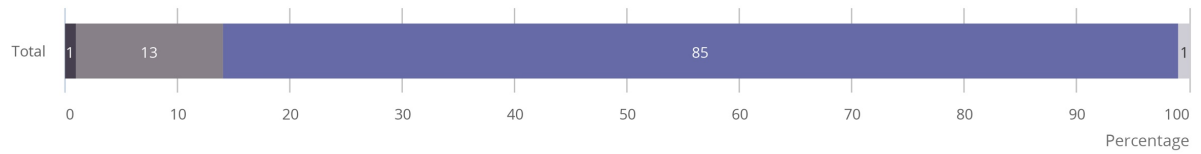
Scientist



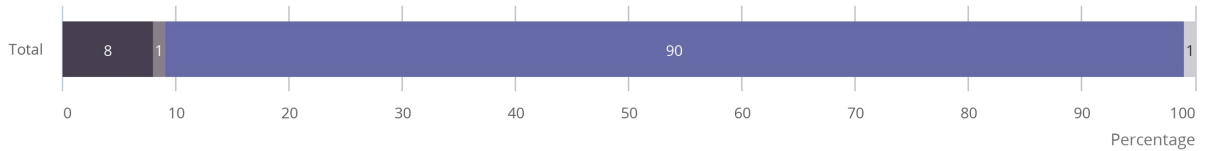
Retail Assistant



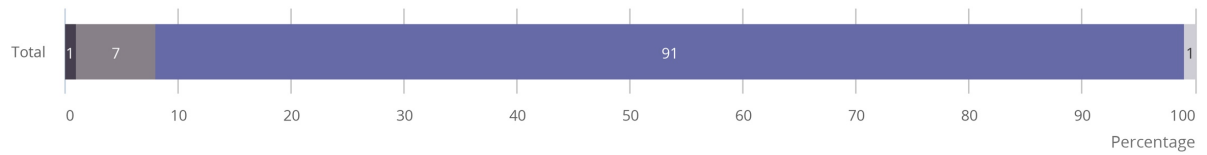
Social Worker



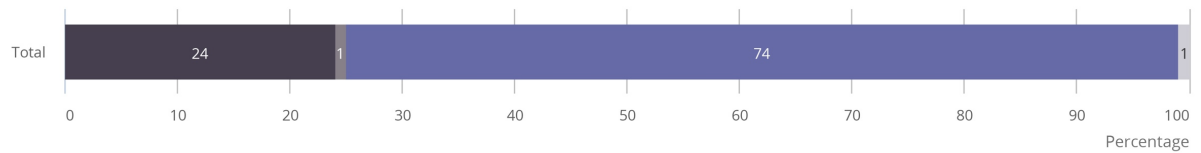
Surgeon



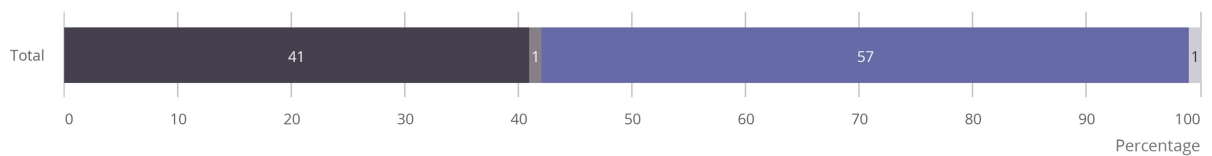
Teacher



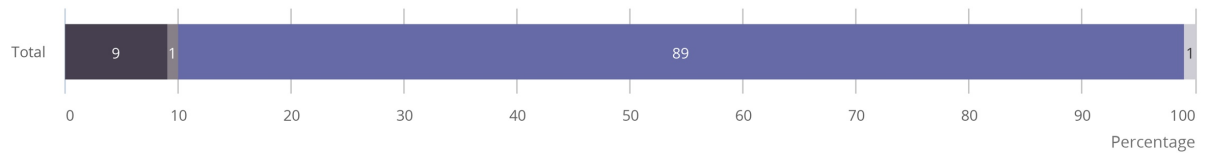
The Armed Forces (i.e. Airforce, Army, Navy)



Builder



Software Developer



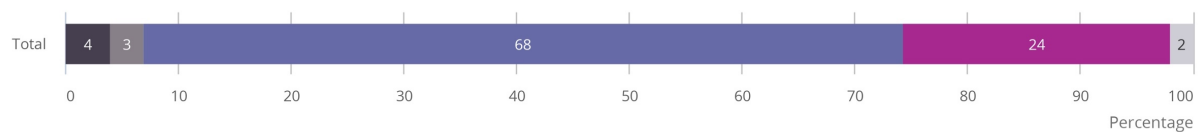
Section 4: New Zealand society and gender

Are the following characteristics seen as being more important for men or women in New Zealand society?

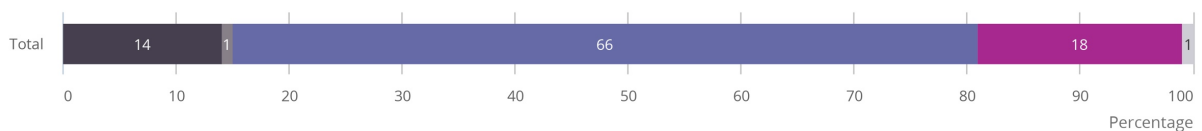
■ More important for men ■ More important for women ■ Important for all genders ■ Not necessarily important for any gender ■ Don't know

All figures in percentages.

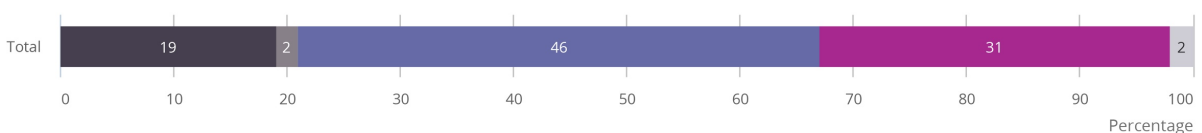
A tertiary education



A well-paying job



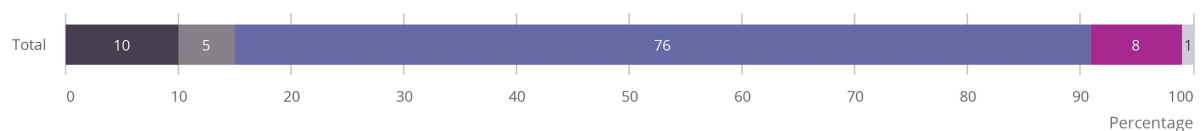
A position of power



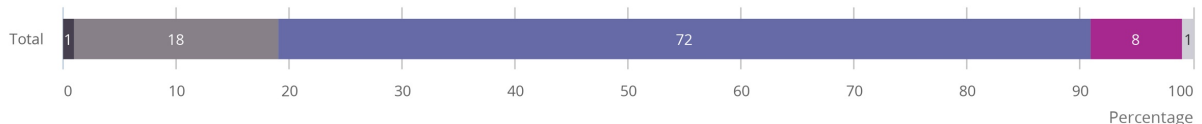
Having the respect of others



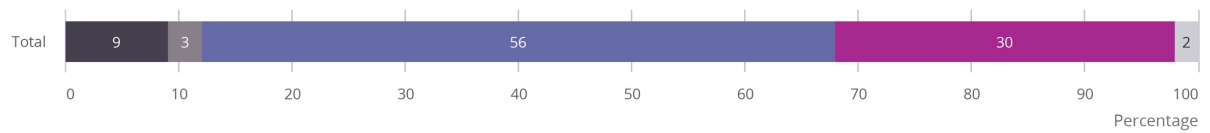
Being able to stand up for themselves



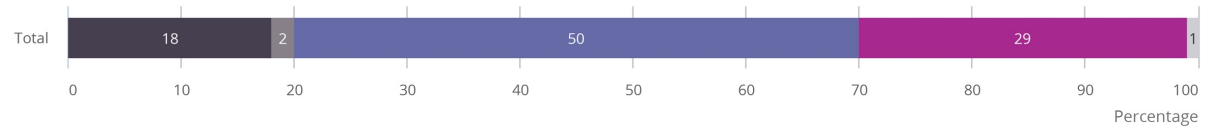
Being caring



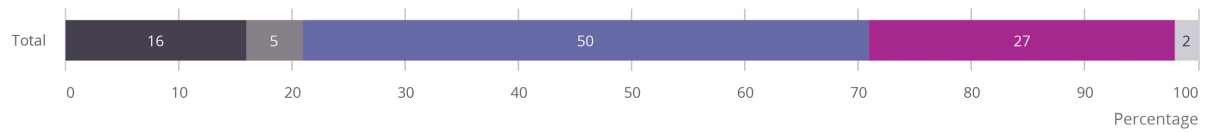
Being funny



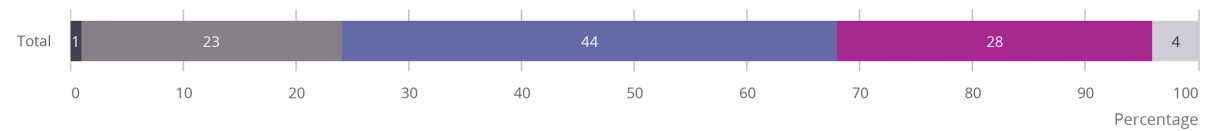
Being in charge



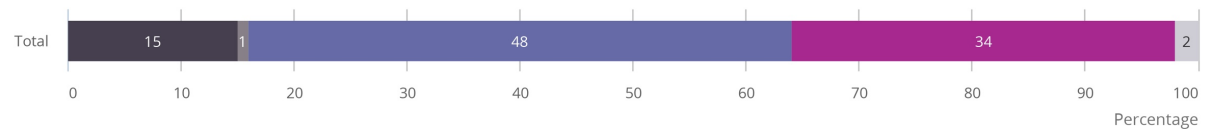
Being able to put on a brave face in public



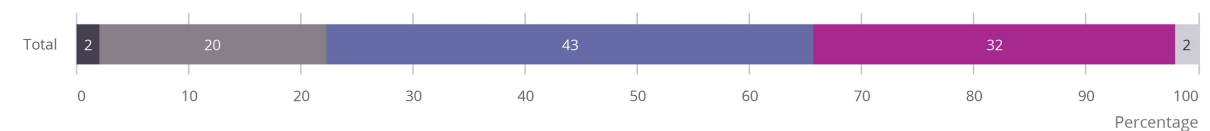
Being able to cry in front of friends



Being sporty



Being physically attractive

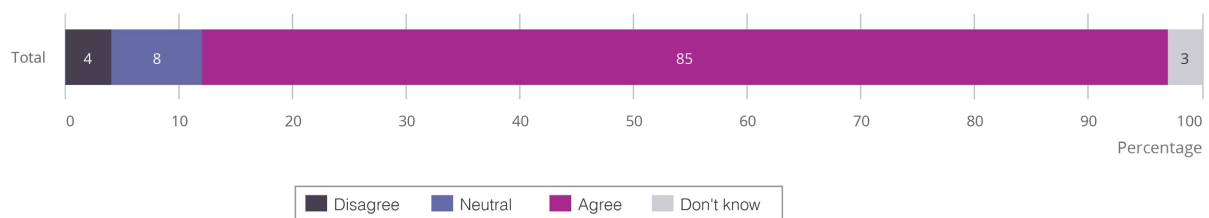
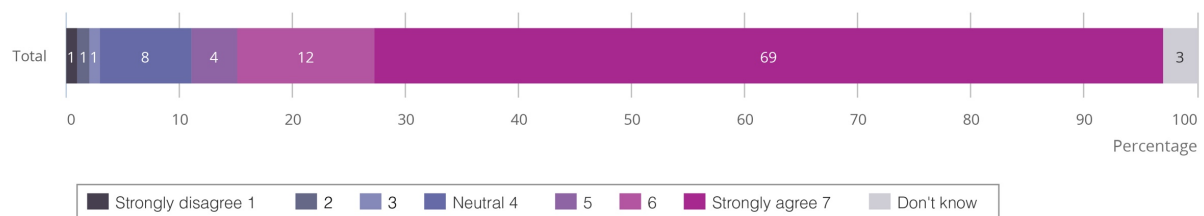


Section 5: Attitudes towards gender

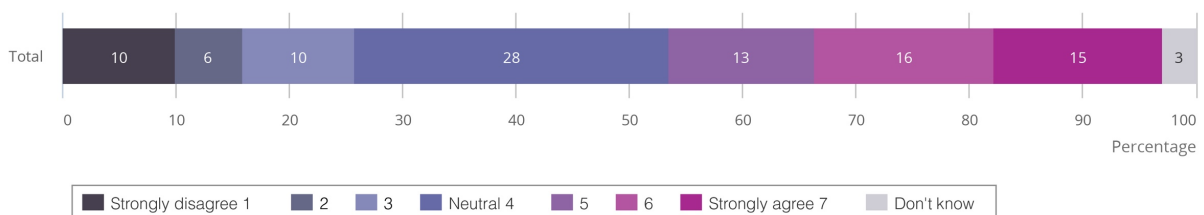
For this section, we have shown firstly the full range of responses (the seven responses from “strongly disagree” graded via “neutral” through to “strongly agree” and the eighth option to say “don’t know”) and then secondly the collapsed range of responses where the “agree” responses are collated and the “disagree” responses are collated. This means each question has two representations for this section. All figures are in percentages.

How much do you agree or disagree with each of the following statements?

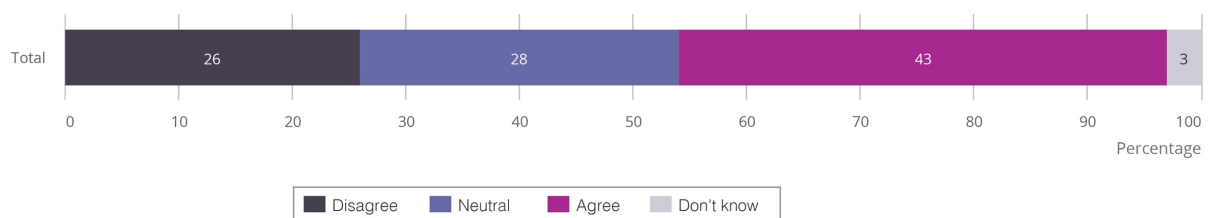
Mothers and fathers should equally share the responsibility for raising their children



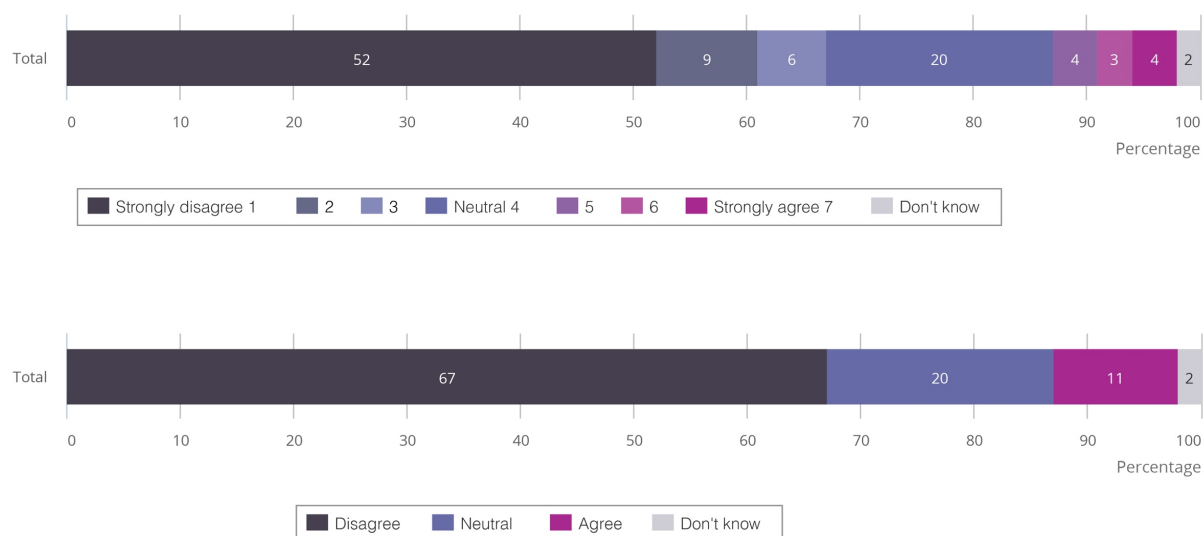
People must work full time if they want to progress in their career



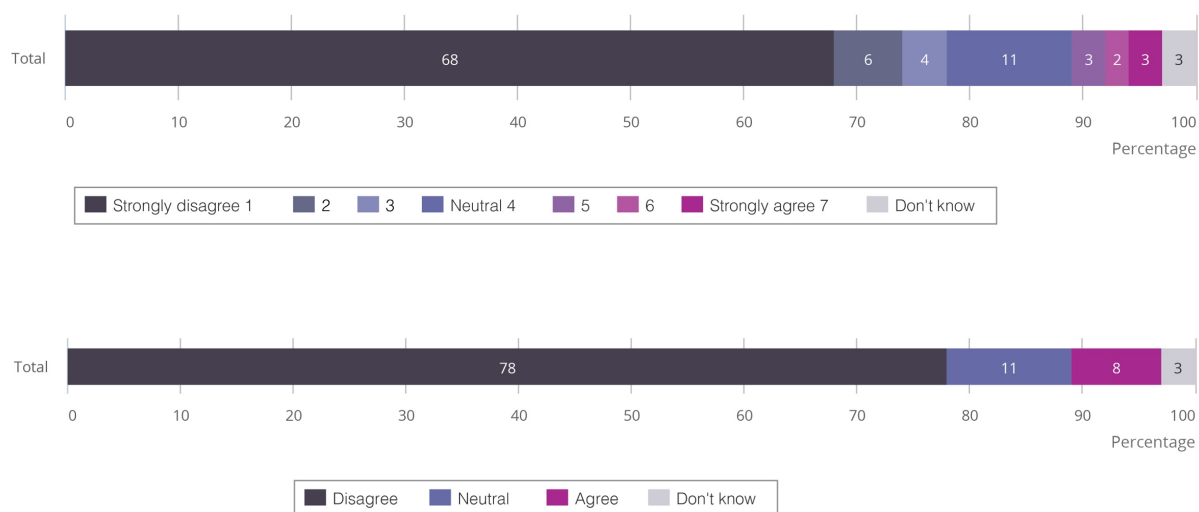
People must work full time if they want to progress in their career (collapsed)



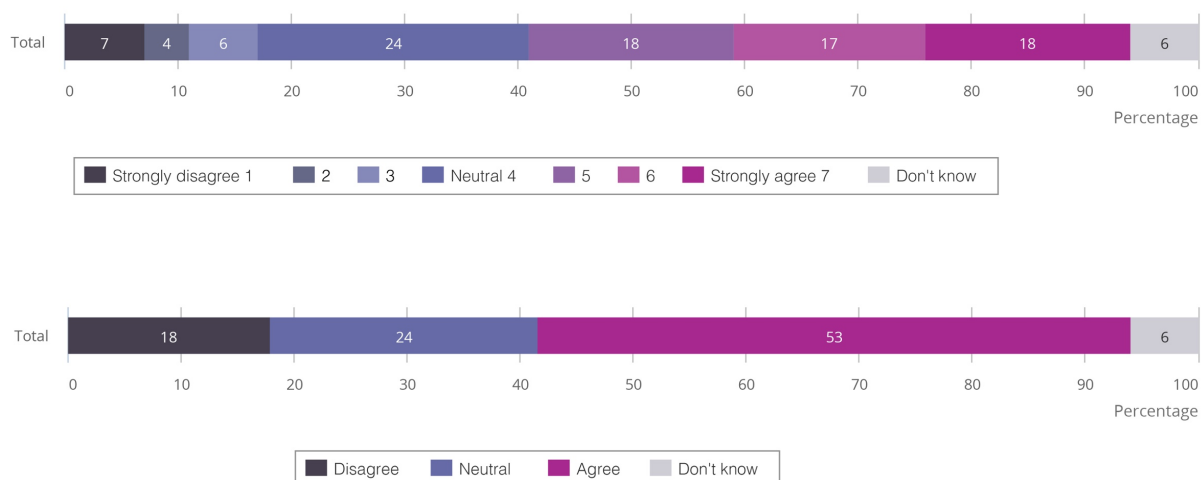
Fathers should have more say than mothers in making family decisions



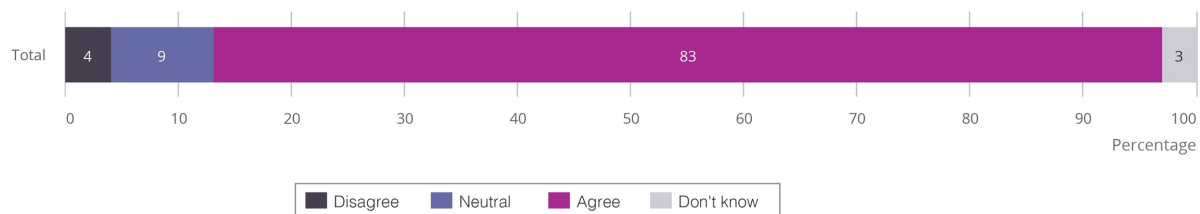
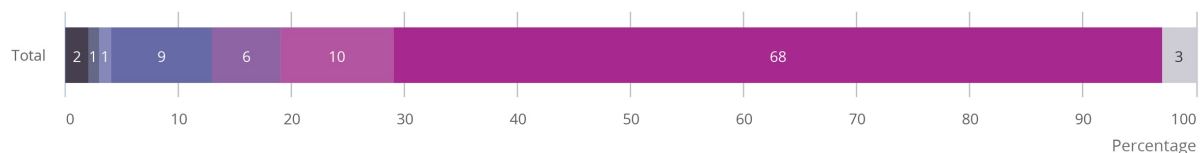
Hitting out is an understandable response for a man when his wife or girlfriend tries to end a relationship



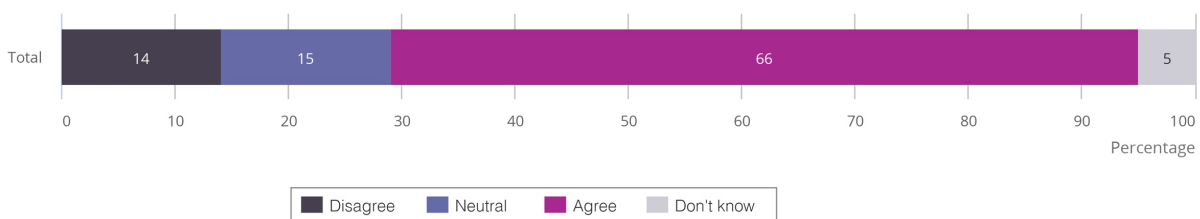
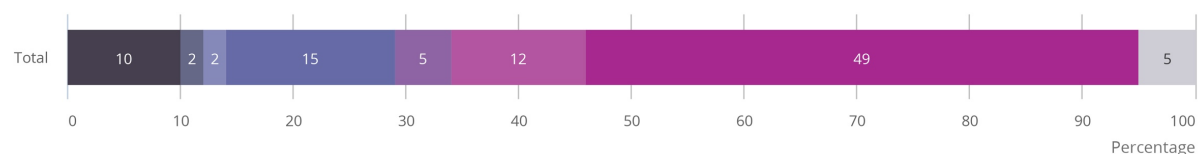
In NZ, women feel pressured to choose between being a good wife/mother or having a professional or business career



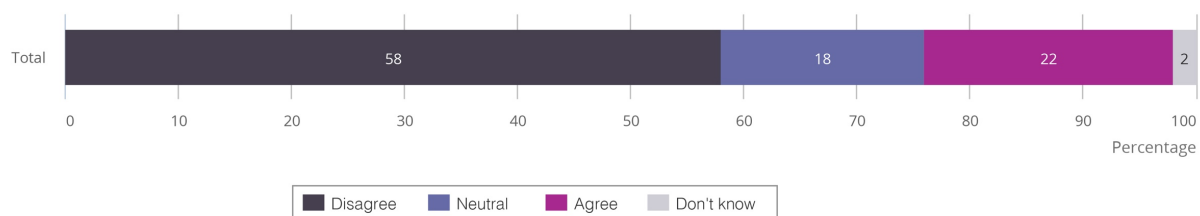
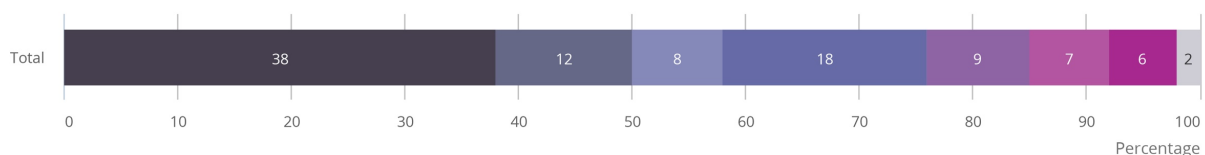
Contraception is the responsibility of both men and women



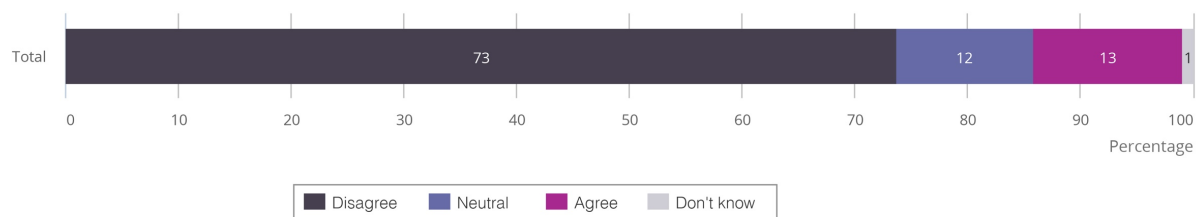
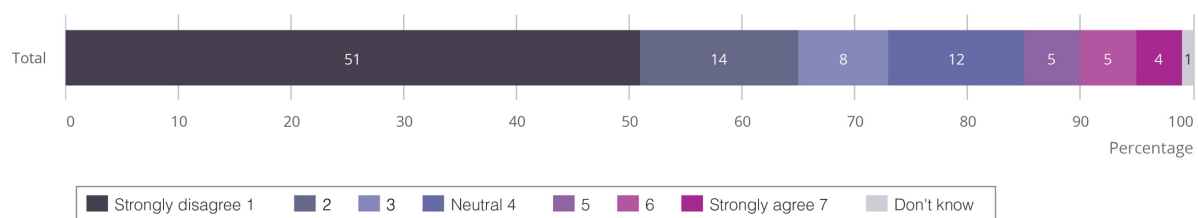
A woman should have the right to choose whether or not she has an abortion



A man who doesn't fight back when he's pushed around will lose respect as a man



Showing physical or emotional weakness makes a man less of a man

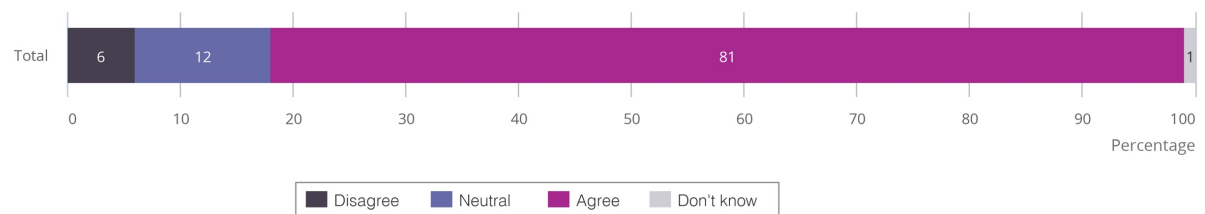
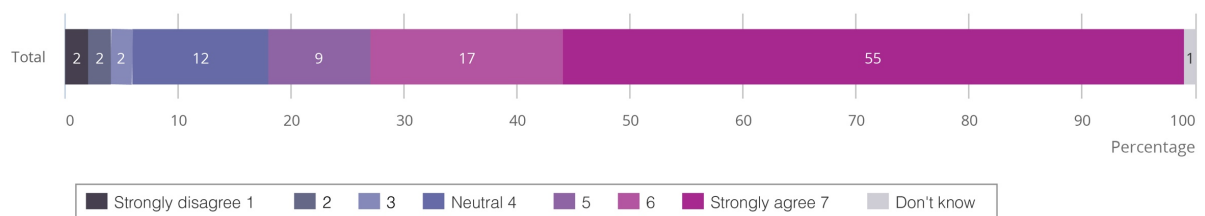


Section 6: Attitudes towards gender for girls and boys

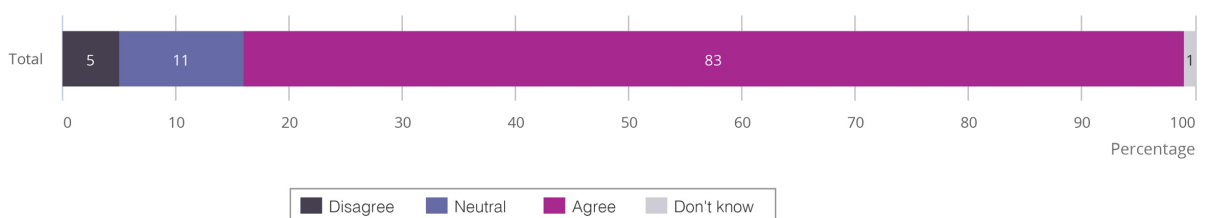
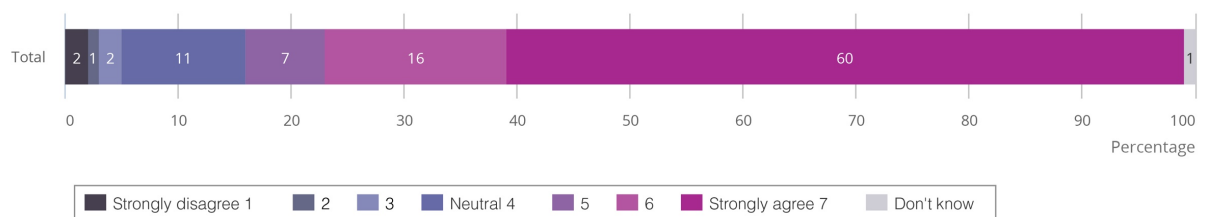
For this section, we have shown firstly the full range of responses (the seven responses from “strongly disagree” graded via “neutral” through to “strongly agree” and the eighth option to say “don’t know”) and then secondly the collapsed range of responses where the “agree” responses are collated and the “disagree” responses are collated. This means each question has two representations for this section. All figures are in percentages.

How much do you agree or disagree with each of the following statements?

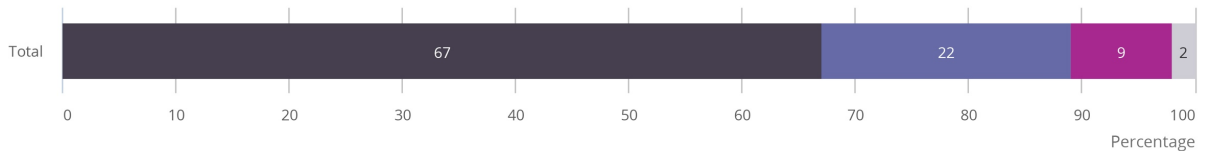
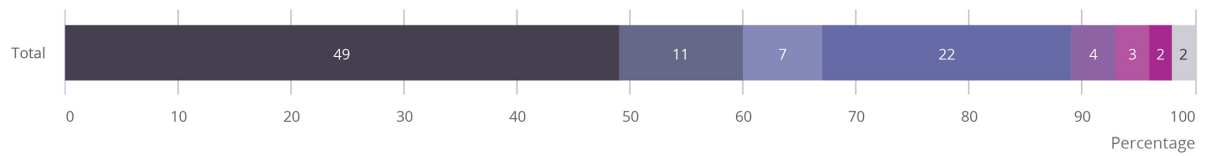
It’s alright for a girl to want to play rough sports like rugby



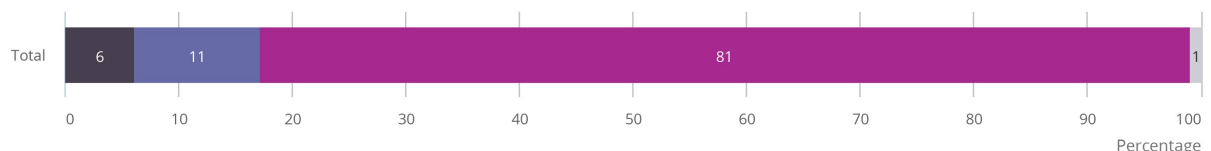
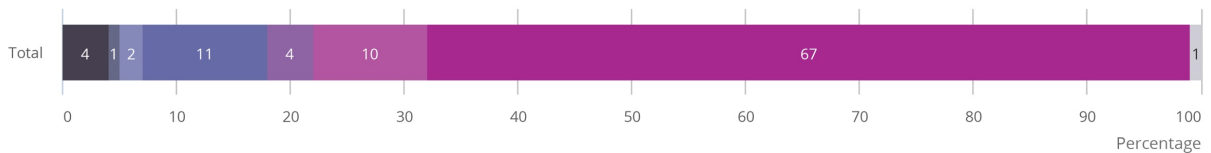
It’s alright for a girl to ask a boy out on a date



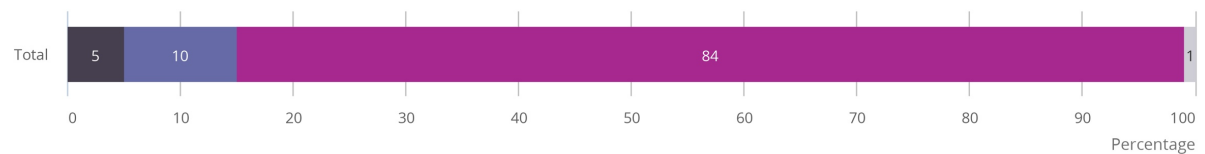
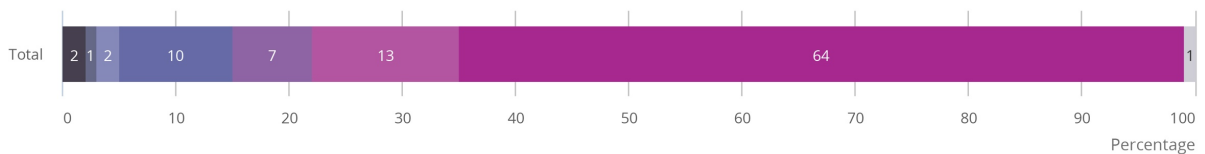
Boys are better leaders than girls



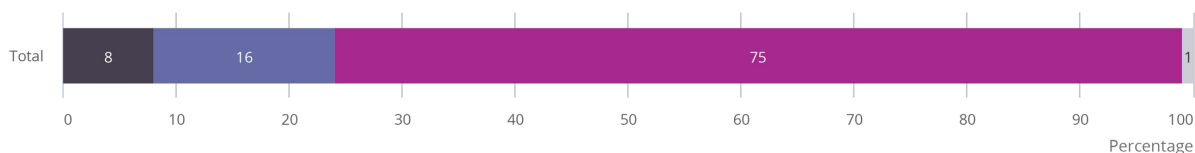
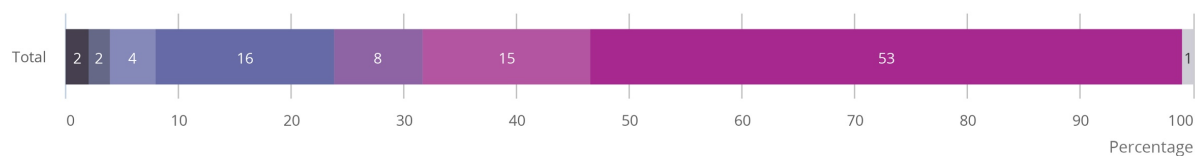
Girls are as smart as boys



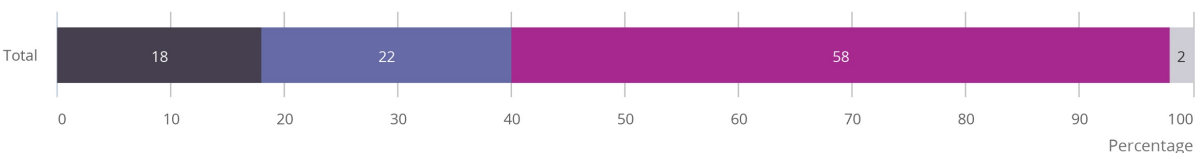
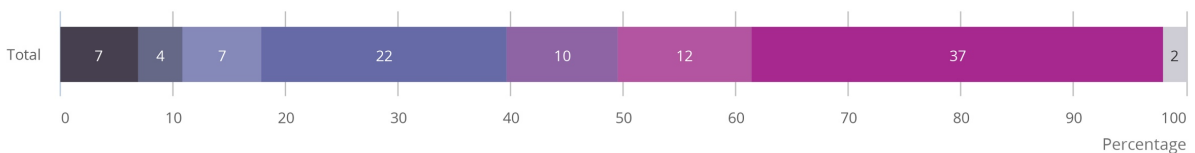
Girls should have the same freedom as boys



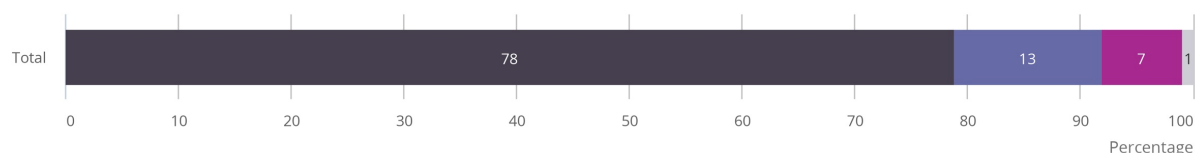
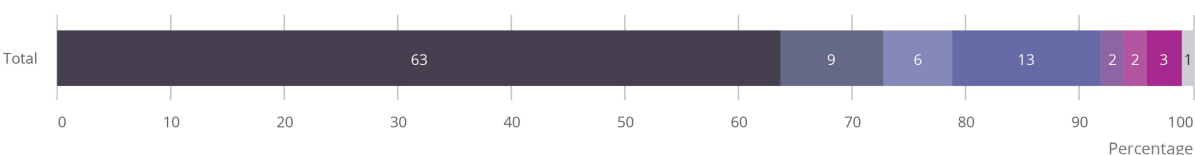
It's ok for boys to play netball



It's ok for boys to play with dolls



More encouragement in a family should be given to sons to go to university than daughters

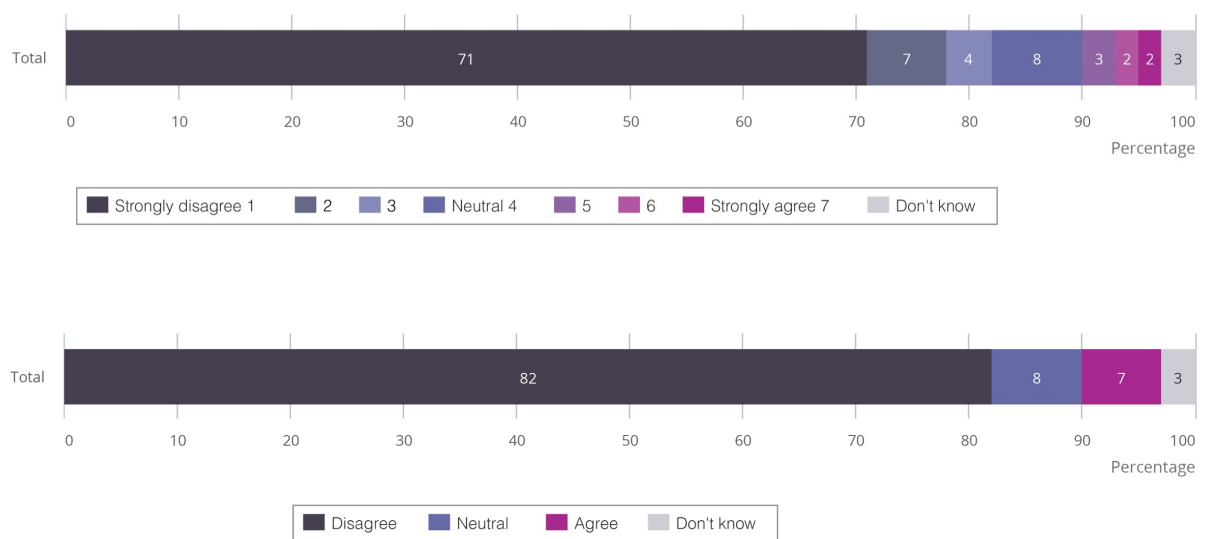


Section 7: Attitudes towards rape

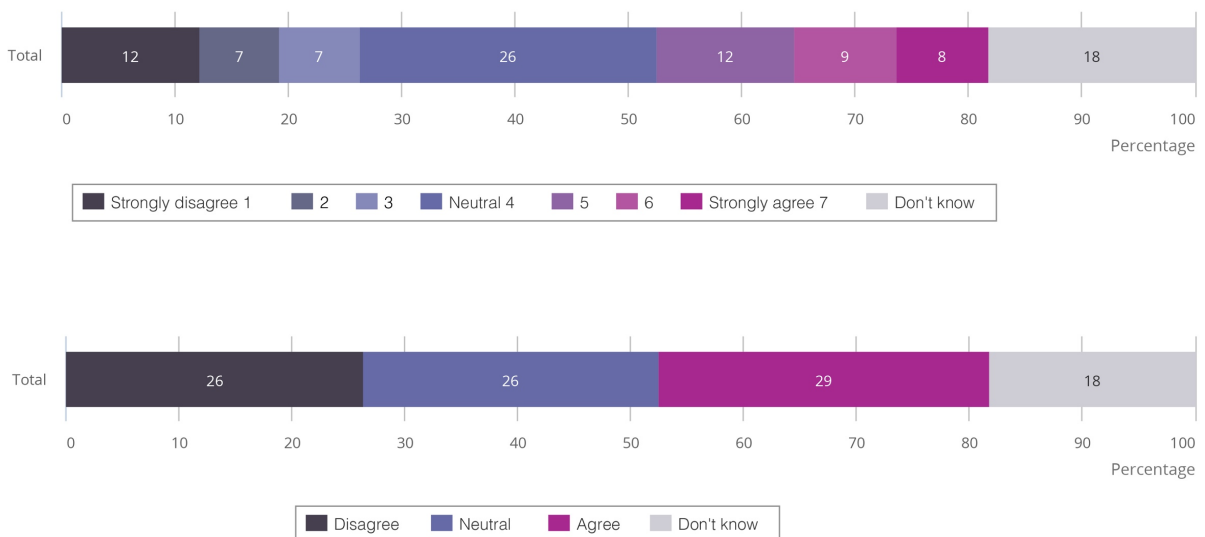
For this section, we have shown firstly the full range of responses (the seven responses from “strongly disagree” graded via “neutral” through to “strongly agree” and the eighth option to say “don’t know”) and then secondly the collapsed range of responses where the “agree” responses are collated and the “disagree” responses are collated. This means each question has two representations for this section. All figures are in percentages.

And how much do you agree or disagree with each of the following statements?

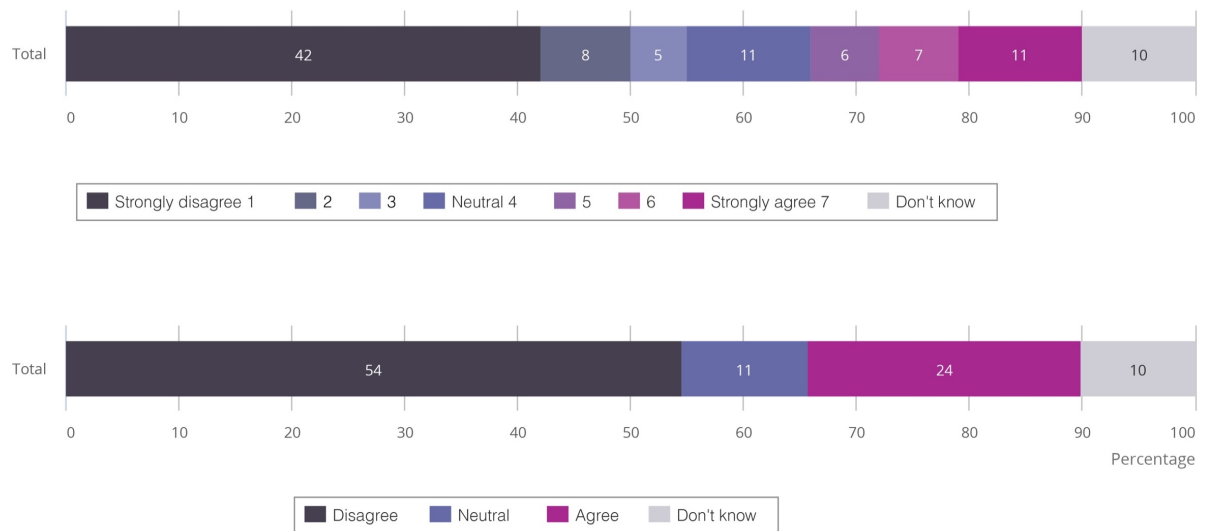
You can’t really call it rape if someone doesn’t physically fight back



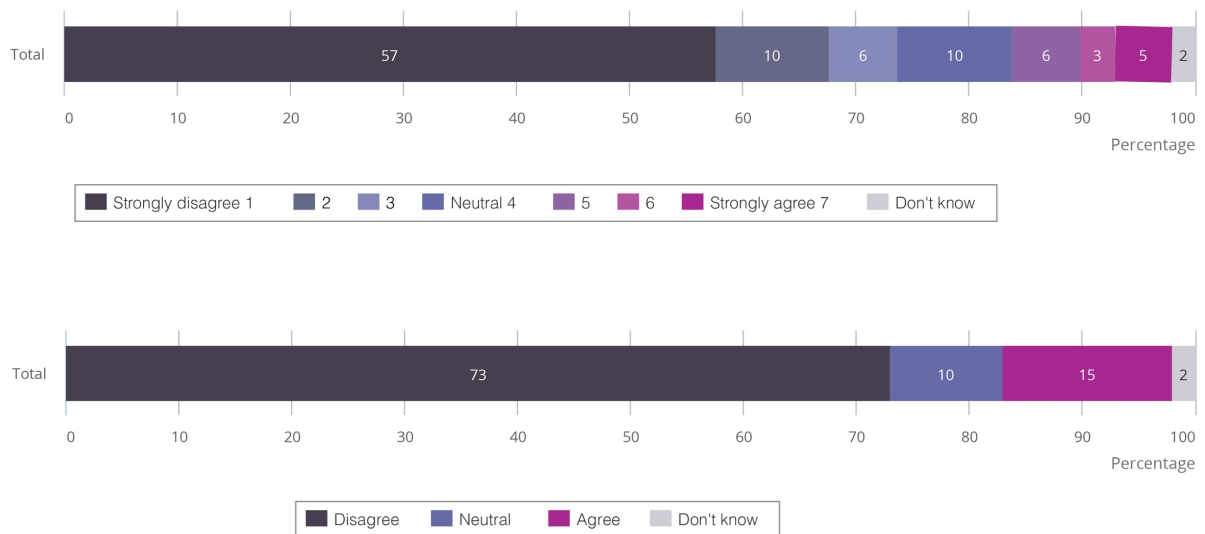
False rape accusations are common



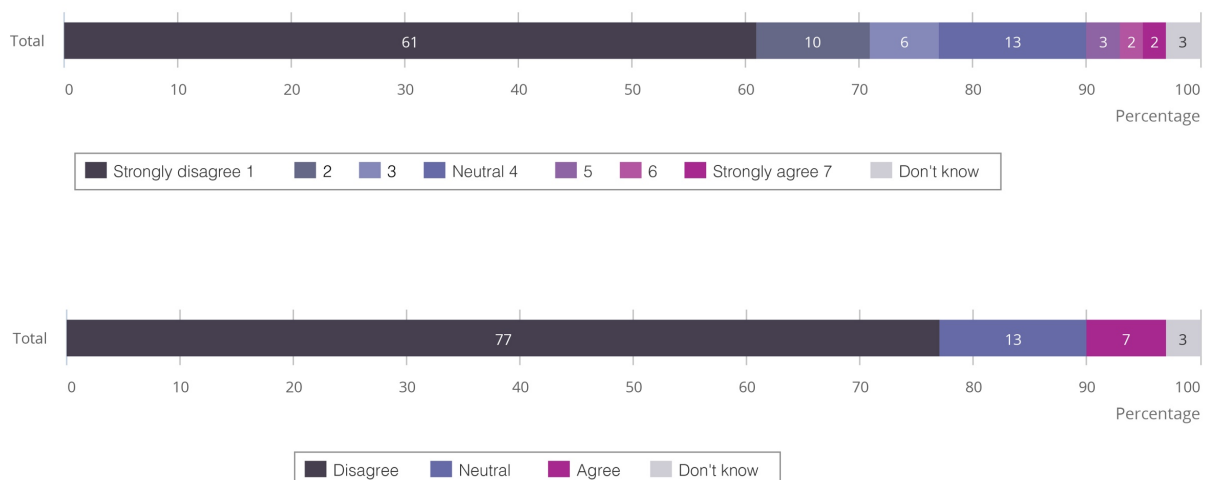
Rape happens when a man's sex drive is out of control



If someone is raped when they're drunk, they're at least partly responsible for what happens



If someone is willing to 'make out', then it's no big deal if the other person pushes them a little further and has sex

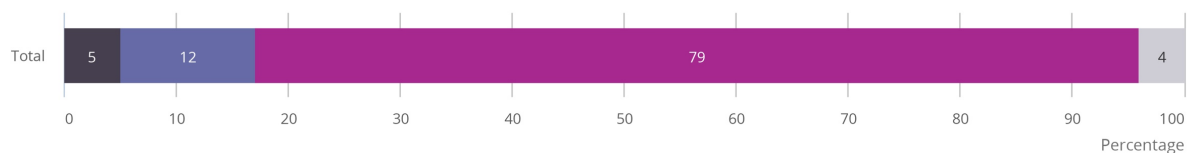
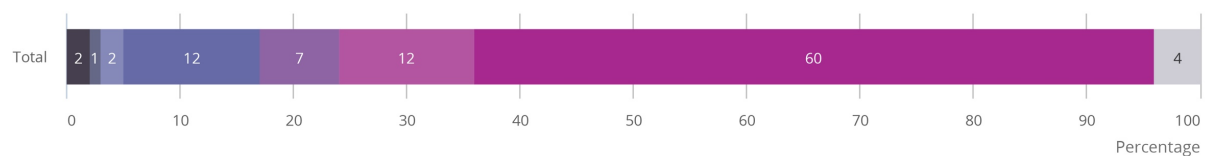


Section 9: Gender Equality and Inequality in New Zealand

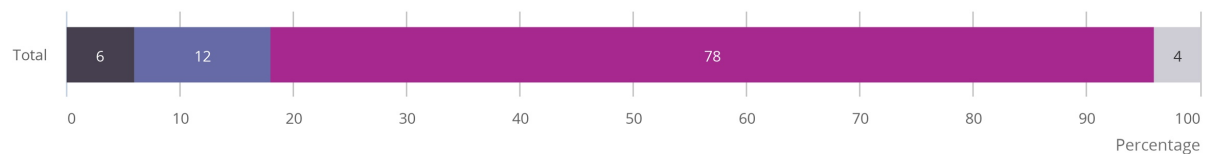
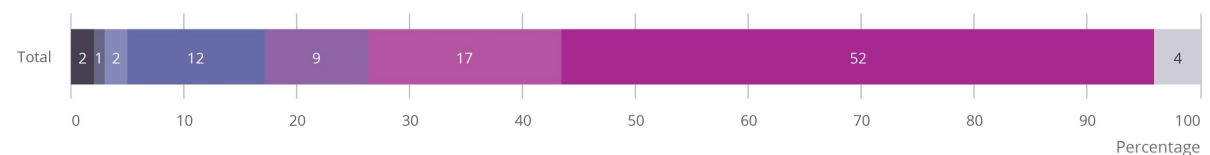
For this section, we have shown firstly the full range of responses (the seven responses from “strongly disagree” graded via “neutral” through to “strongly agree” and the eighth option to say “don’t know”) and then secondly the collapsed range of responses where the “agree” responses are collated and the “disagree” responses are collated. This means each question has two representations for this section. All figures are in percentages.

First of all, how important is gender equality in New Zealand?
Please tell us by agreeing or disagreeing with these statements.

Gender equality in New Zealand is a fundamental right

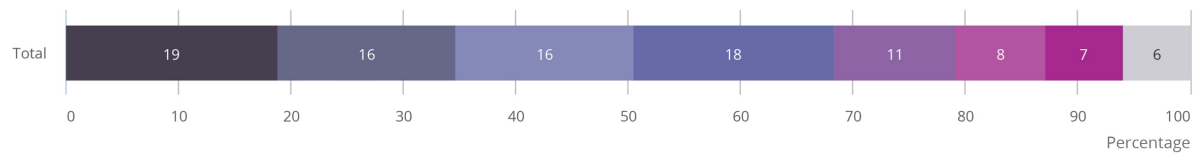


Tackling gender inequality in New Zealand is necessary to establish a fairer society

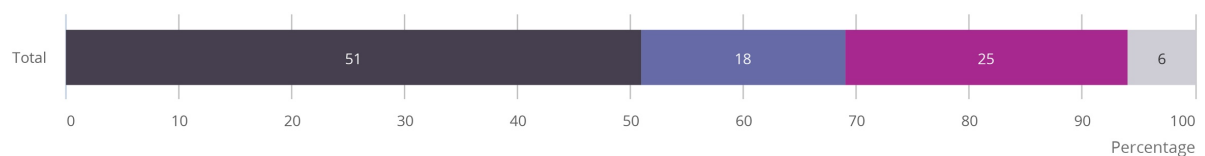


And how much do you agree or disagree with each of the following statements?

Gender equality (meaning that all genders are equal) has come far enough already in New Zealand

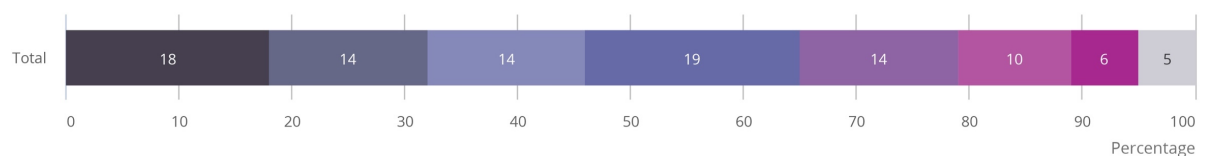


Strongly disagree 1 2 3 Neutral 4 5 6 Strongly agree 7 Don't know

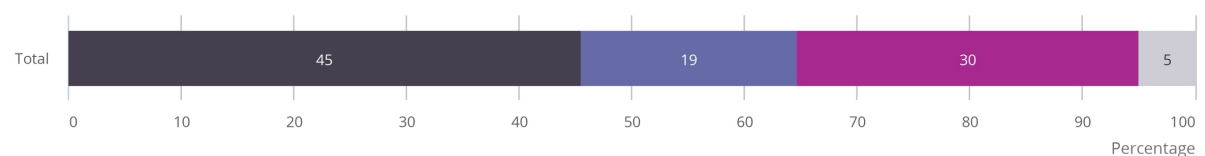


Disagree Neutral Agree Don't know

Gender equality has already been achieved for the most part in New Zealand



Strongly disagree 1 2 3 Neutral 4 5 6 Strongly agree 7 Don't know



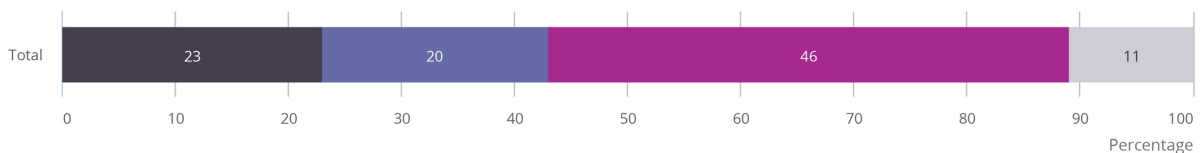
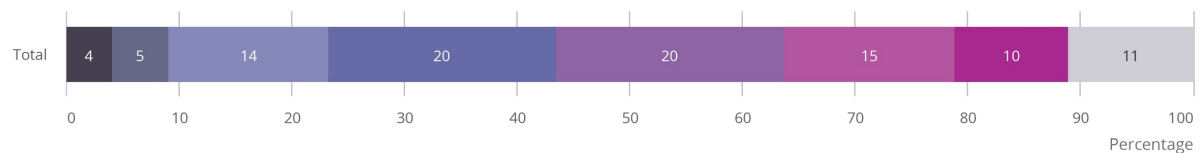
Disagree Neutral Agree Don't know

Section 10: State of Gender Equality in New Zealand

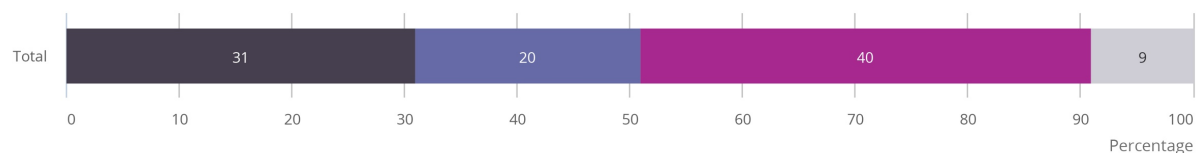
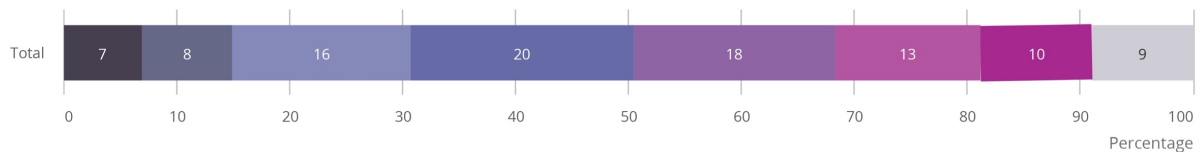
For this section, we have shown firstly the full range of responses (the seven responses from “very poorly” graded via “neutral” through to “very well” and the eighth option to say “don’t know”) and then secondly the collapsed range of responses where the “agree” responses are collated and the “disagree” responses are collated. This means each question has two representations for this section. All figures are in percentages.

How is New Zealand doing in terms of gender equality in each of the following?

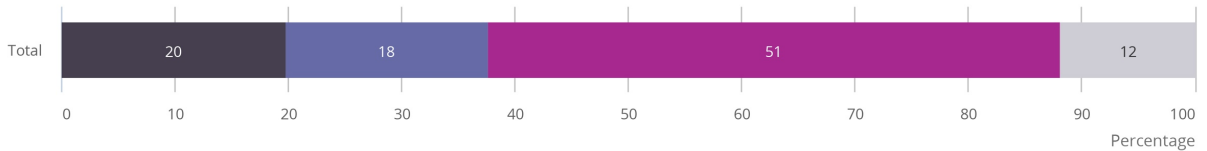
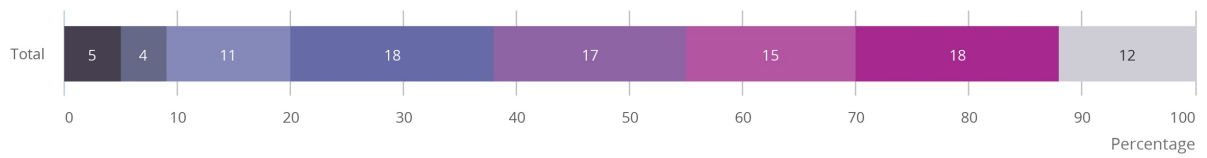
In the home



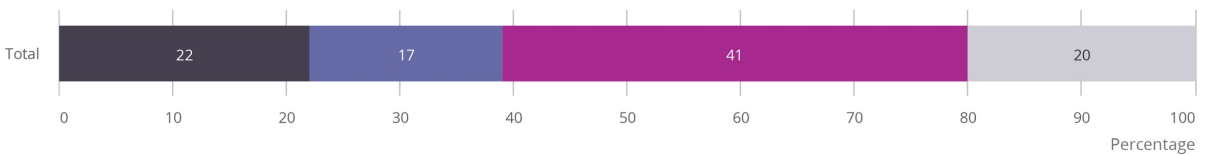
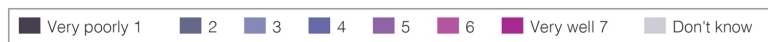
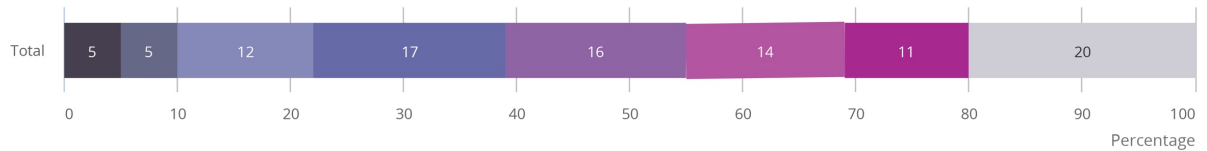
In the workplace



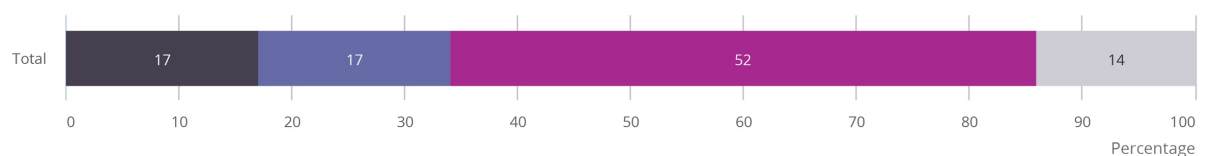
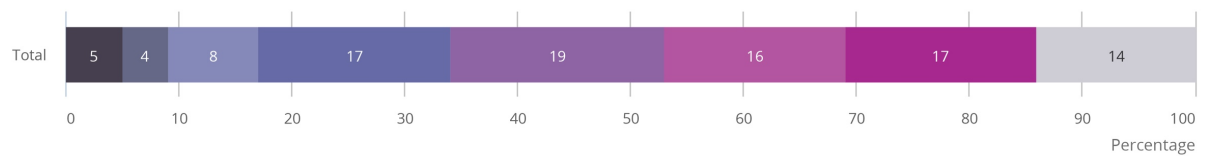
In the education system



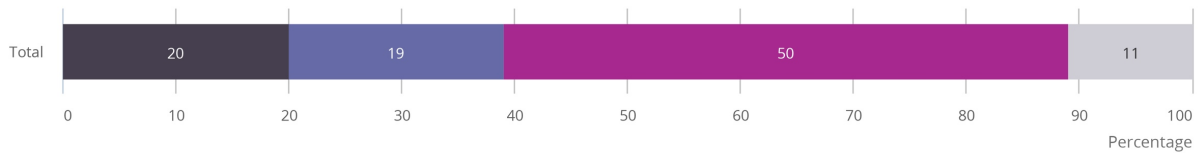
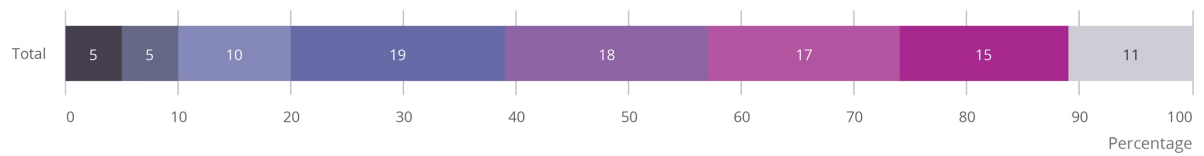
In the justice system



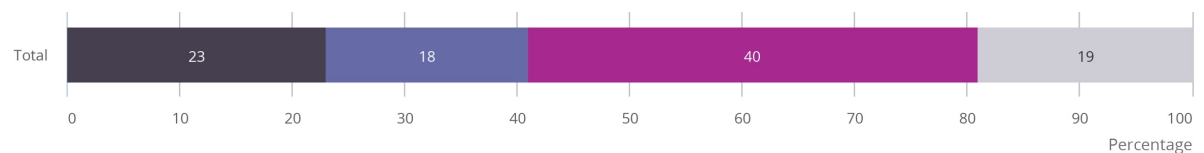
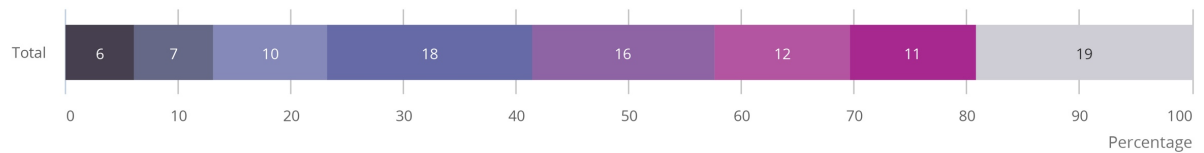
In the health system



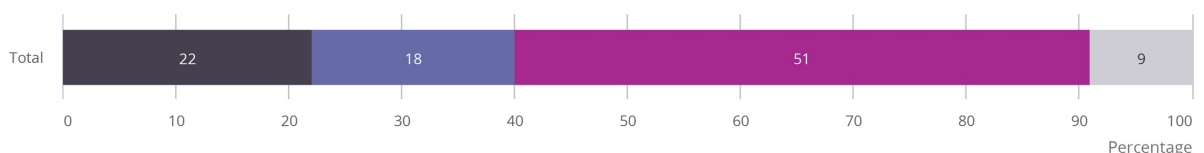
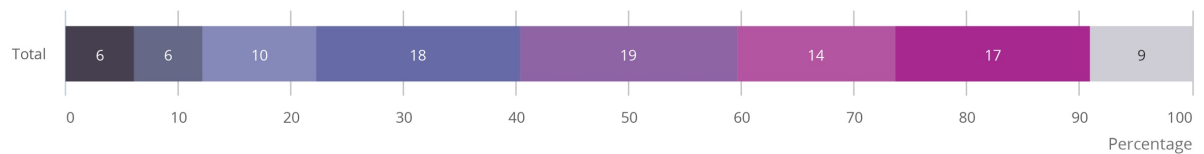
In the mass media (e.g. newspaper, TV, radio)



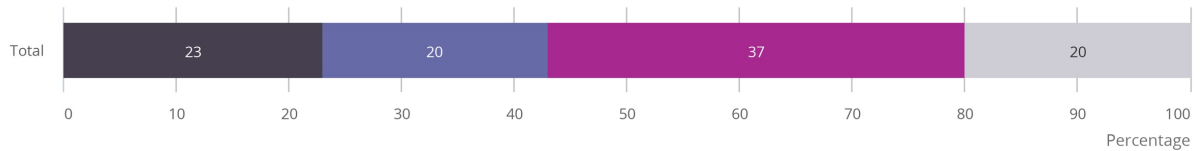
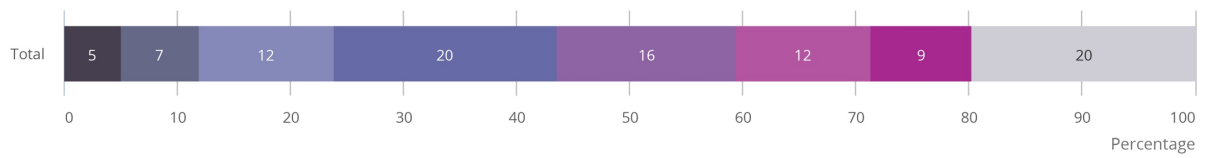
In advertising



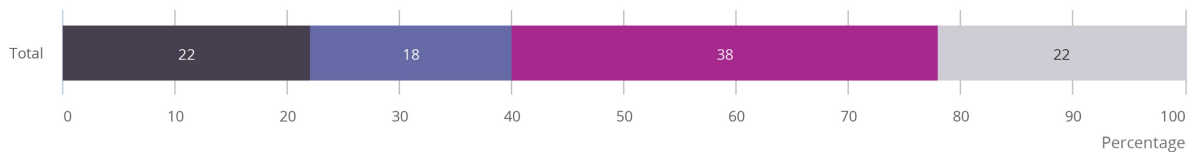
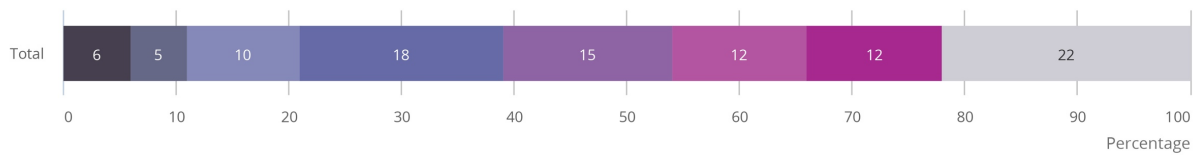
In sports



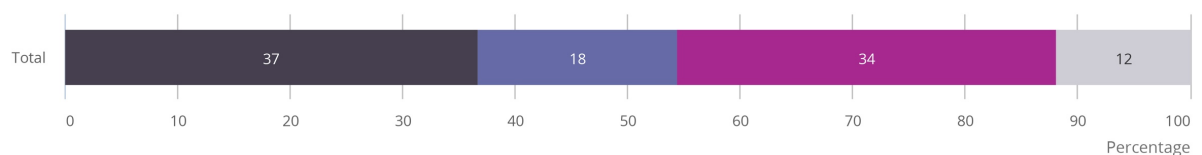
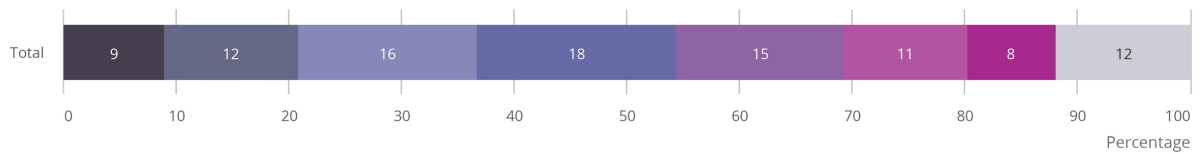
In the Armed Forces (i.e. Airforce, Army, Navy)



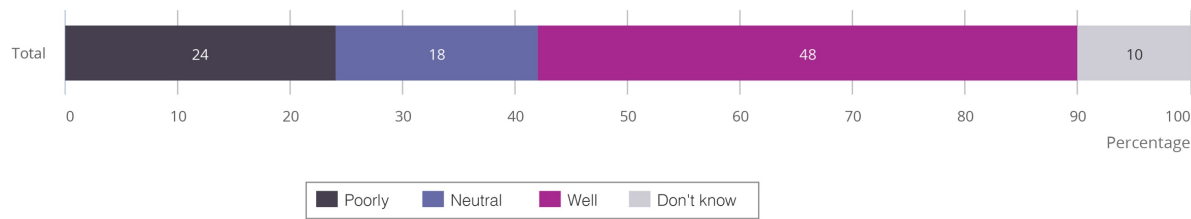
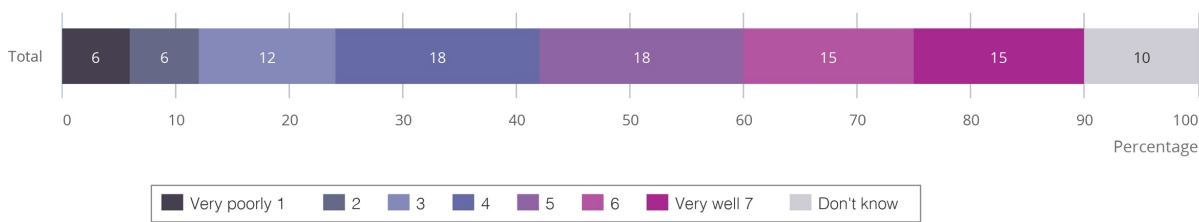
In the welfare system



In senior management

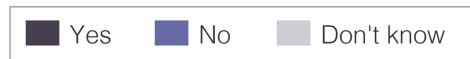


In Parliament



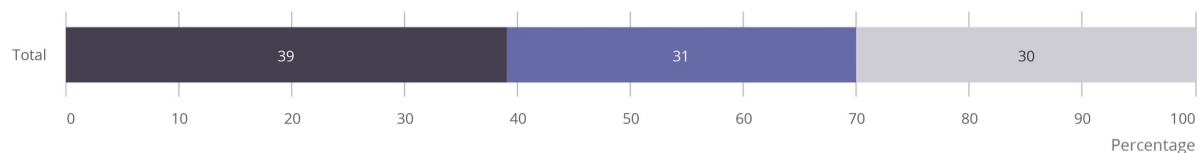
Section 11: What do New Zealanders see as impacts of gender equality?

Does gender equality in New Zealand (i.e. all genders being equal) have a positive impact on each of the following?

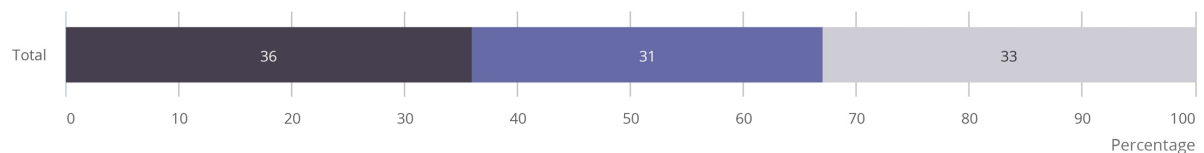


All figures are in percentages.

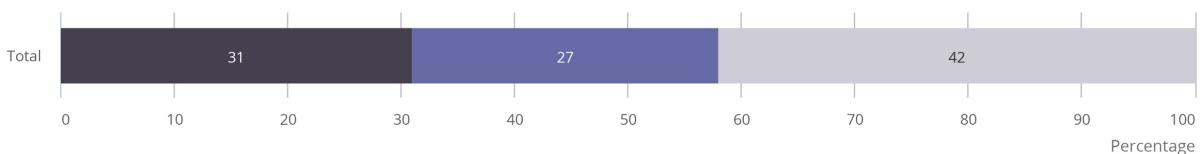
Reduction in the rates of domestic violence:



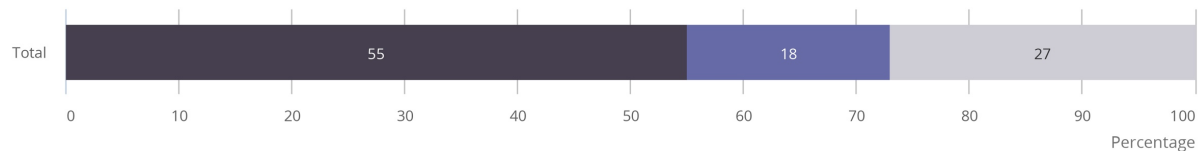
Reduction in the rates of sexual violence:



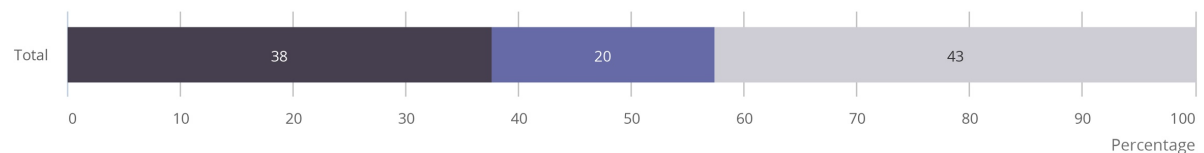
Reduction in the suicide rate:



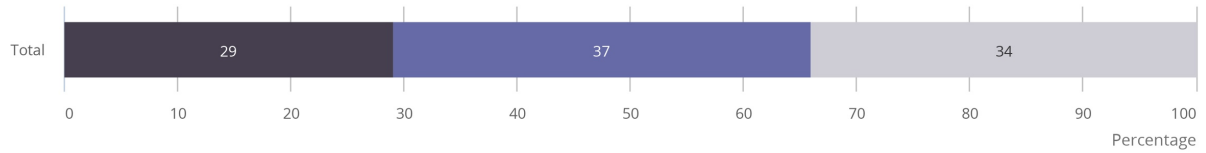
Improved access to healthcare services:



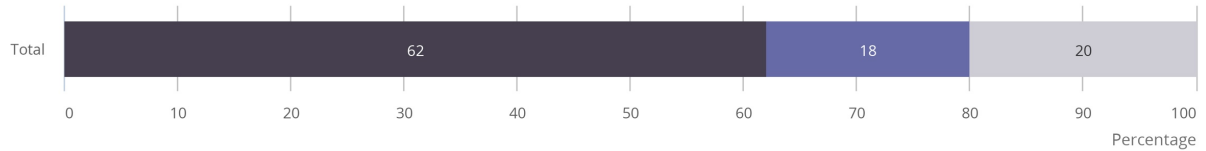
Improved access to abortion services:



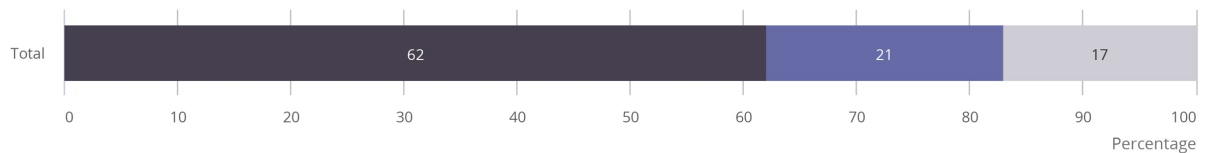
Reduction in alcohol and drug abuse:



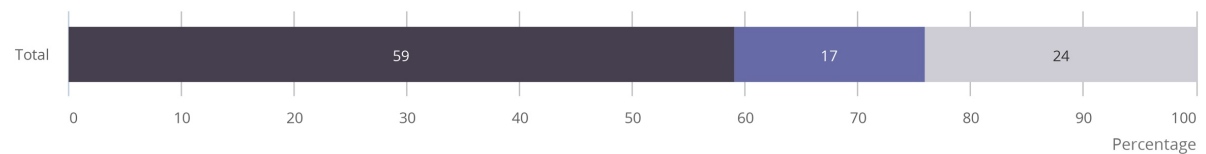
Improved access to jobs:



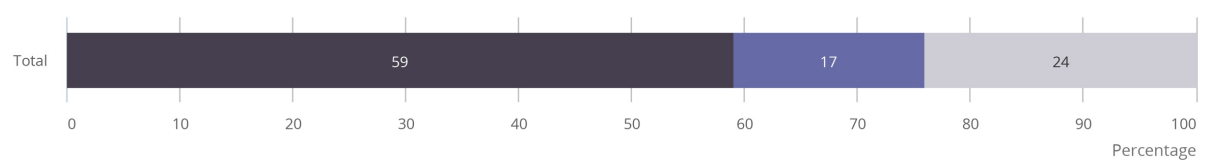
Equal sharing of childcare:



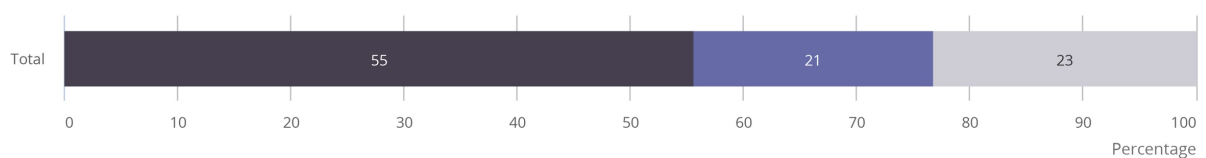
The subjects that young people take at school:



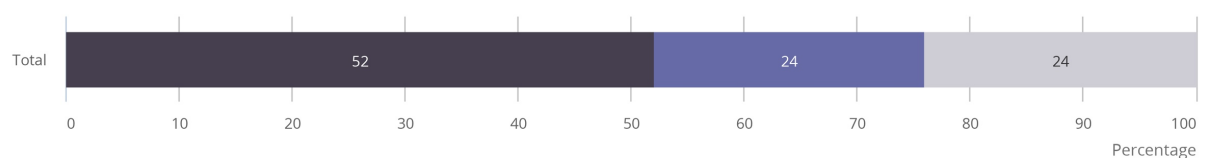
MPs in Parliament:



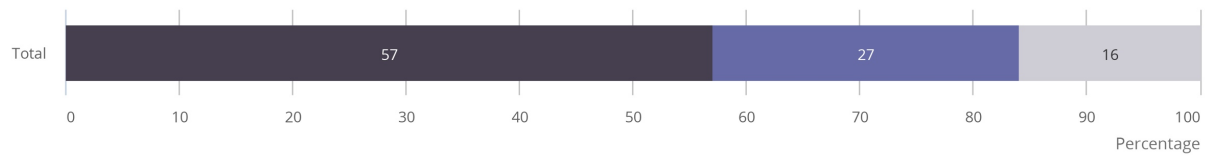
People in senior management:



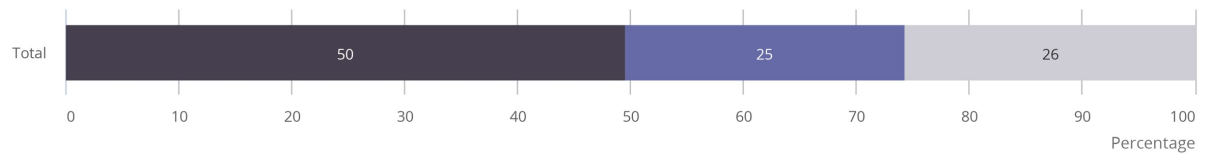
How people are portrayed in the media:



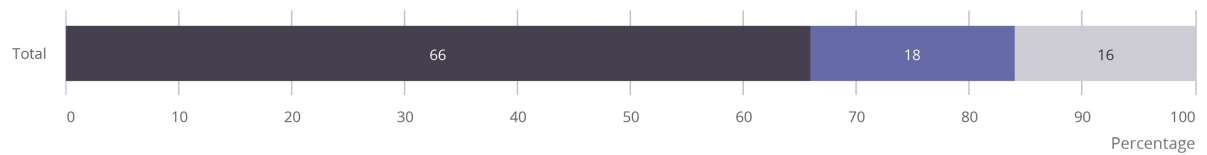
What people get paid:



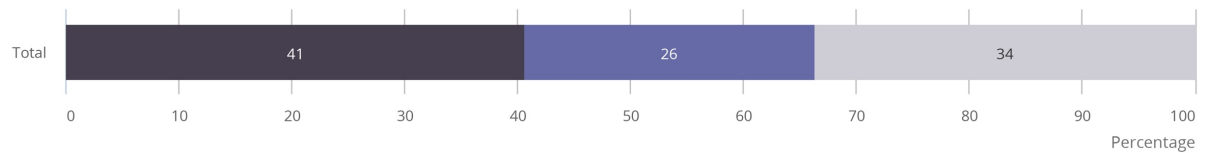
How sports are covered in the media:



Equal sharing of household chores:

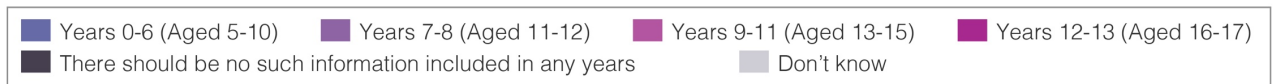


The way New Zealanders value unpaid work:



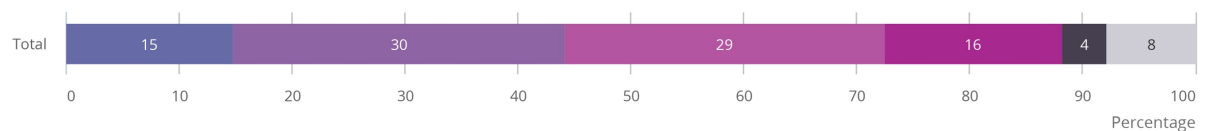
Section 12: Consent and Gender Diversity Education

When do you think school lessons and materials including age-appropriate information on healthy relationships and gender diversity, should be introduced?

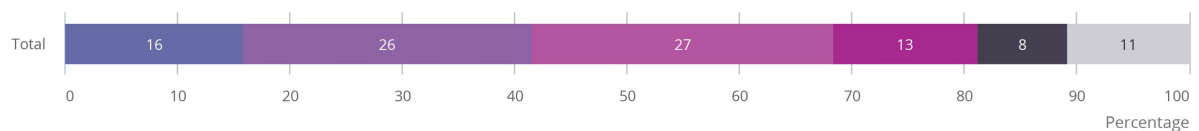


All figures are in percentages.

Healthy relationships, including consent

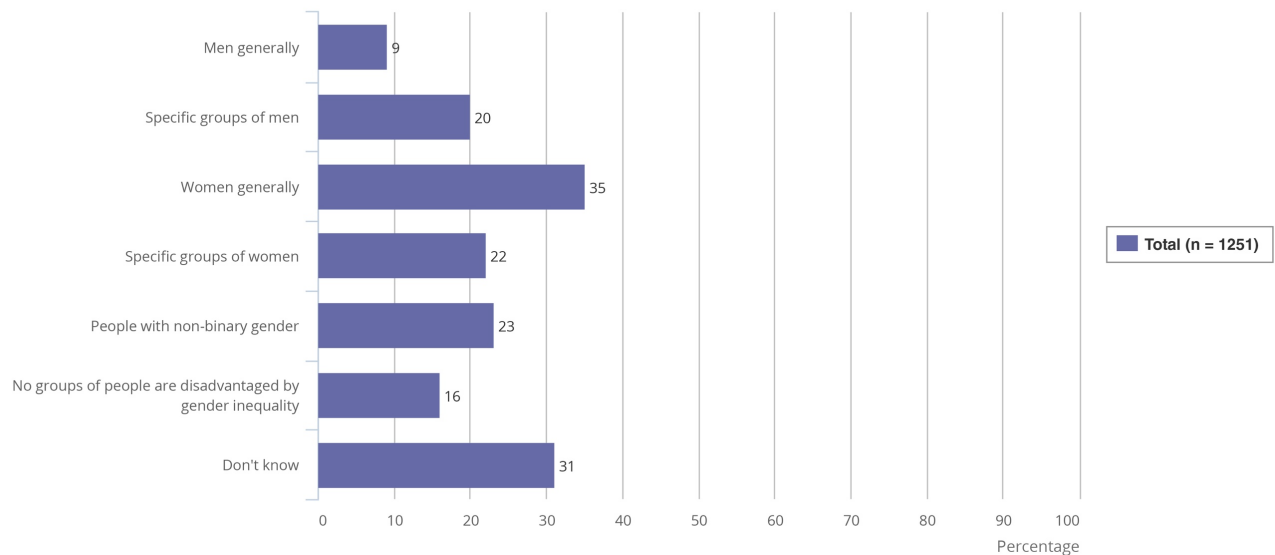


Gender diversity



Section 13: Who is disadvantaged by gender inequality?

Which of the following groups of people do you believe are disadvantaged because of gender inequality in New Zealand society, if any?



For the following questions, only those respondents who indicated specific groups were disadvantaged by gender inequality were invited to give more information.

You said that **women generally** are disadvantaged by gender inequality. Please explain your reasoning below.

Responses (n=433)	Percentage of those responding to this question
Women are disadvantaged in general in society	8
Glass ceiling exists in the workplace e.g. gender pay gap, senior roles	45
Gender stereotypes and expectations for women still exist e.g. childcare, unpaid work, education	21
New Zealand is a very 'macho' society	3
Men are seen as 'better' or 'stronger' than women	10
Women are not given the same opportunities	0
Women are not treated equally in the media e.g. they are sexualised	2
Mentions of Jacinda Ardern being asked about her maternity plans	1
Gender inequality affects all	2
Women of different ethnicities	1
Women in sport	1
Victims of sexual and domestic violence	1
Other	5
Don't know	20



You said that **specific groups of women** are disadvantaged.
Please identify these specific groups and explain your reasoning below.

Responses (n=279)	Percentage of those responding to this question
Young/middle aged women suffer prejudice about having children	4
Transsexual and transgender women	11
Lesbian and bisexual women	21
Older women	0
Women are judged more on their appearance than men	2
Women with mental or physical disabilities	2
Women in low socio-economic communities	4
Women in religious communities	2
Women who are outside of the social 'norm'	4
Women of different ethnicities	13
Less educated women	3
Women in the workplace	13
Women in the home	0
Women in general are disadvantaged	3
Gender inequality affects all	1
Women in sport	1
Other	10
Don't know	28



You said that **people with non-binary gender** are disadvantaged. Please explain your reasoning below.

Responses (n=267)	Percentage of those responding to this question
They suffer discrimination because people don't respect their identity, can't put them 'in a box' e.g. in the workplace, toilets, filling in forms	29
It's outside the social 'norm'	12
Lack of understanding in society	19
Gender inequality affects all	1
Lack of support in society	1
People are reluctant to accept non-binary gender	8
Other	7
Don't know	30



You said that **men generally** are disadvantaged. Please explain your reasoning below.

Responses (n=121)	Percentage of those responding to this question
High expectations exist for men	2
Men feel the need to put on a front, act like a 'man' (linked to high suicide rate)	17
Men feel persecuted for being a man	14
Men are not treated equally in the justice system e.g. access to children, rape cases, sentencing	14
Society has gotten too politically correct	7
Everyone is affected by gender inequality including men	8
Men are not treated equally in the healthcare system	1
Men are not treated equally in the workplace e.g. positive discrimination, in certain traditionally female roles	18
Men are not treated equally in the media e.g. men made to be 'stupid'	3
Other	8
Don't know	23



You said that **specific groups of men** are disadvantaged.
Please identify these specific groups and explain your reasoning below.

Responses (n=255)	Percentage of those responding to this question
Transsexual and transgender men	13
Men in certain, traditionally female roles e.g. teachers, social service, stay at home dads	9
Gay and/or bisexual men	37
Reverse racism of NZ Europeans	0
Men with physical or mental disabilities	5
Men who don't fit the 'kiwi bloke' stereotype	10
Men of different ethnicities	7
Men in the justice system e.g. access to children, rape cases, domestic violence, sentencing	4
Gender inequality affects all	2
Men outside of the social 'norm'	7
Other	6
Don't know'	23



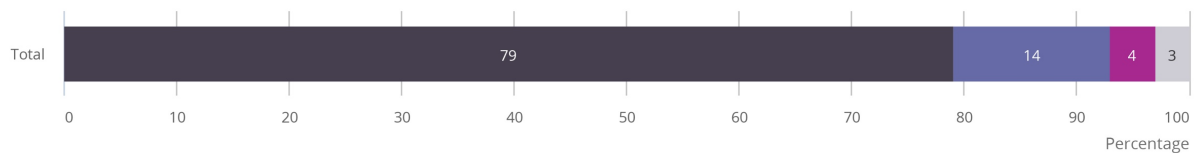
Section 14: Knowledge of Gender and Sexuality Diversity

Do you know the meaning of each of the following terms?

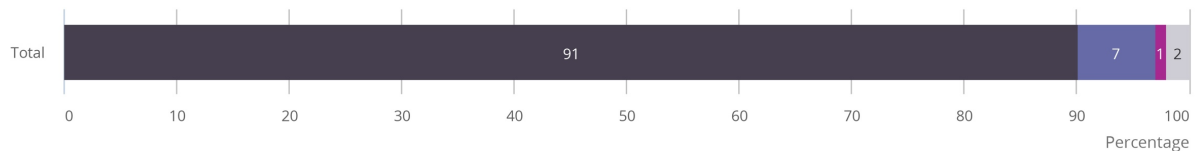


All figures are in percentages.

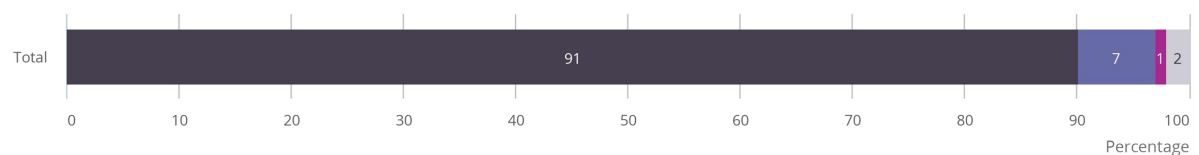
Heterosexual



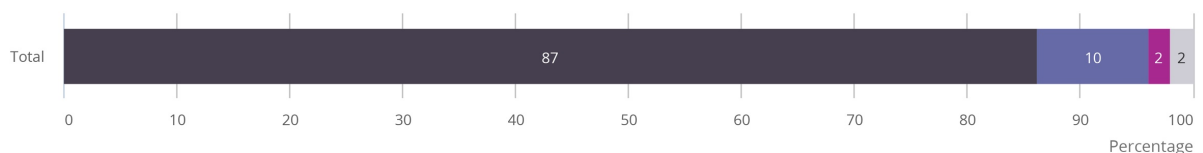
Gay man



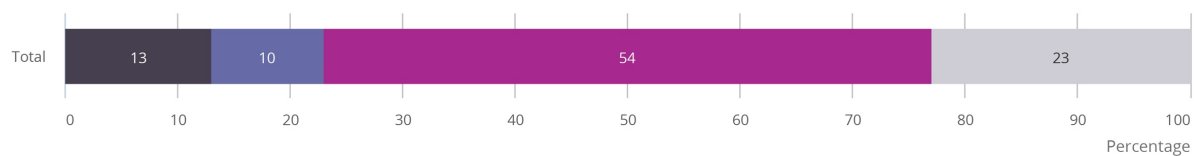
Lesbian women



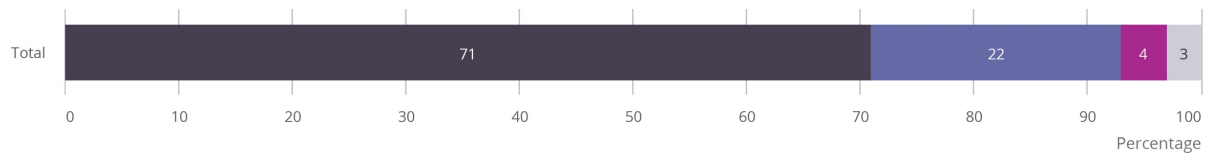
Bisexual



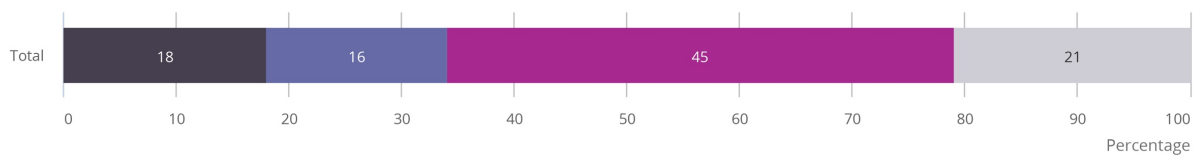
Cisgender



Transgender



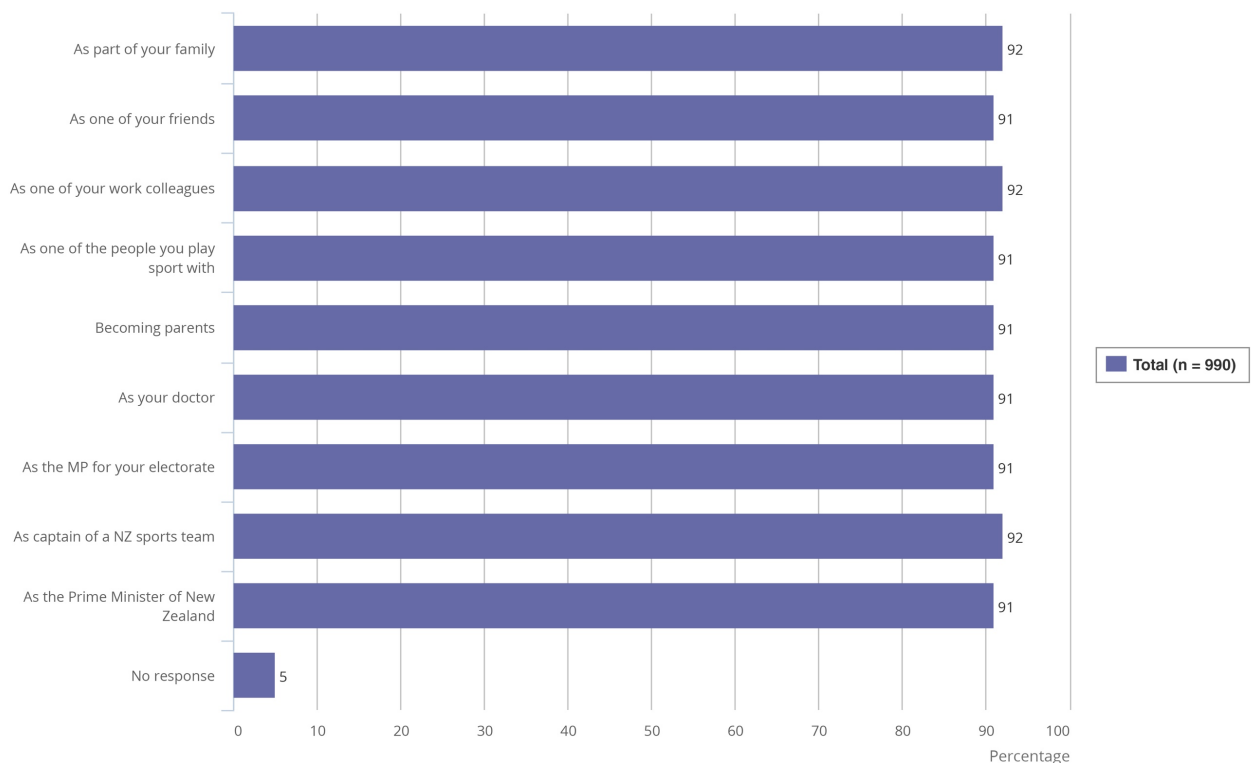
Non-binary gender



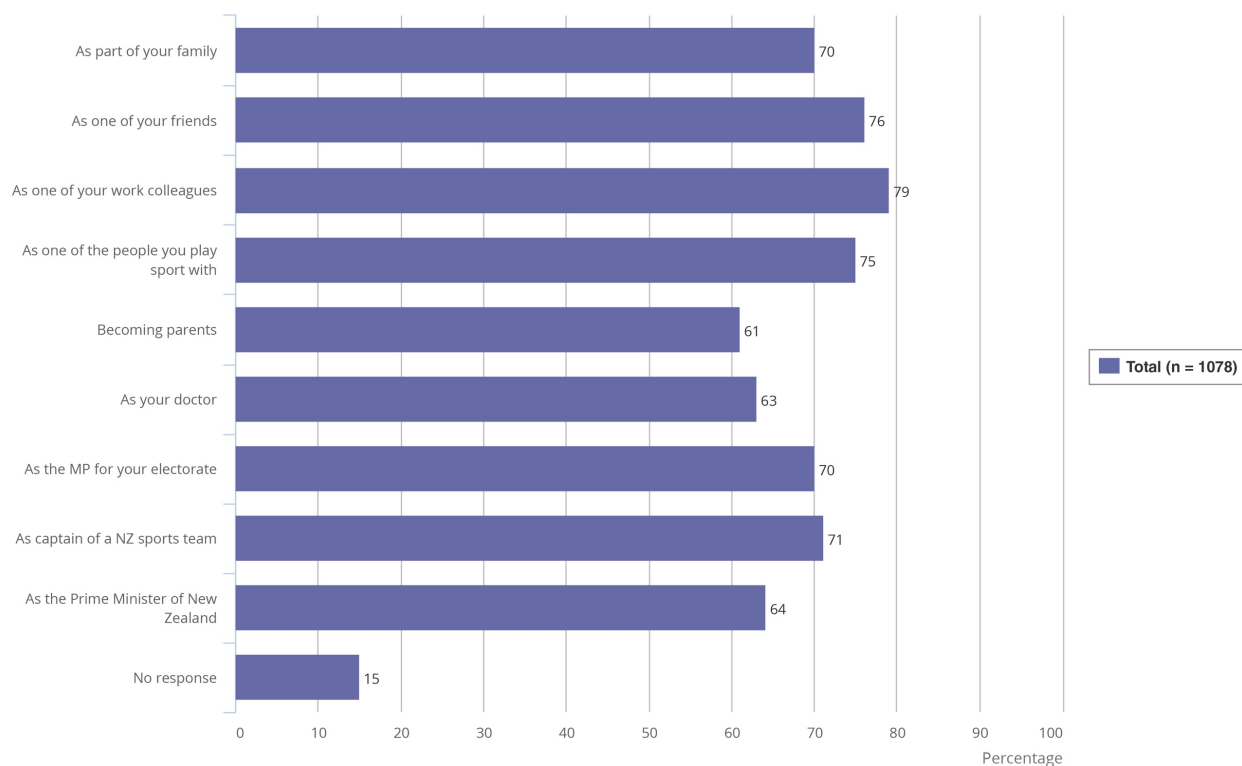
Section 15: Attitudes to people with diverse gender and sexual identities

For the following questions, only respondents who indicated they knew what each of the terms meant in the question above were asked to respond.

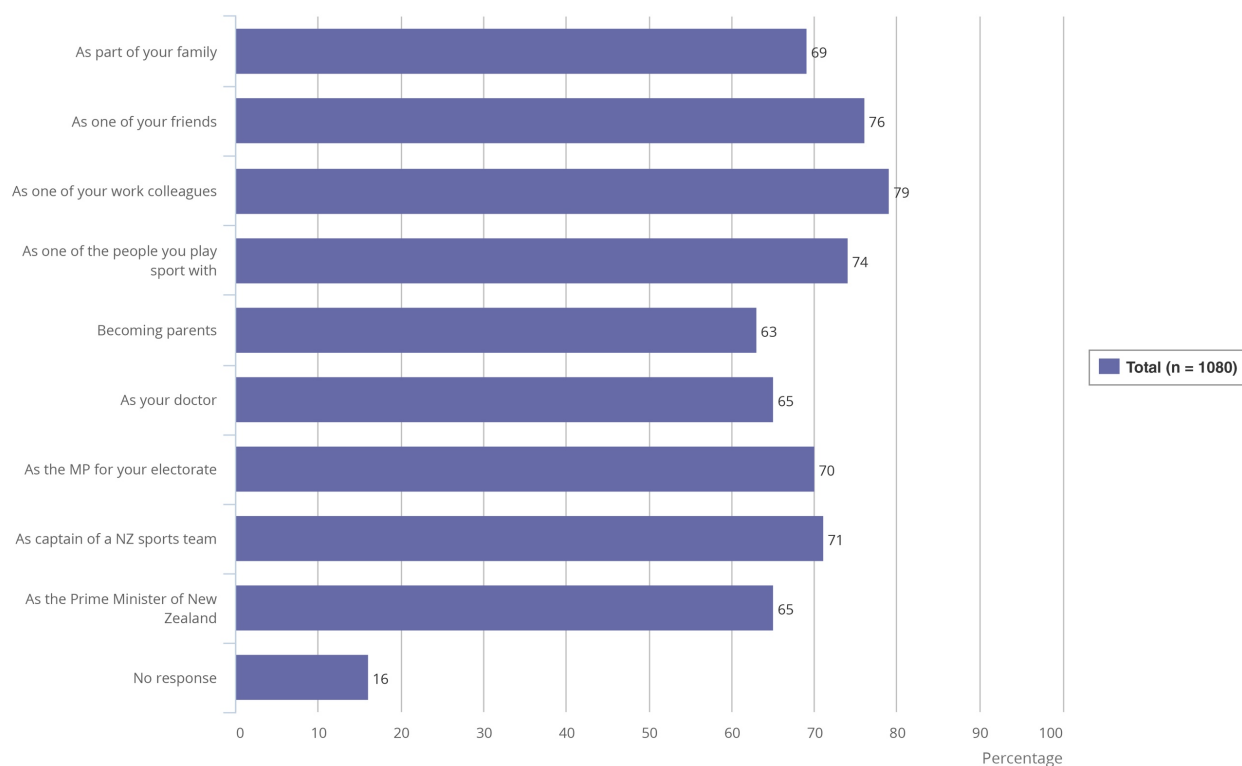
Would you be comfortable with **heterosexual people** in each of the following situations?



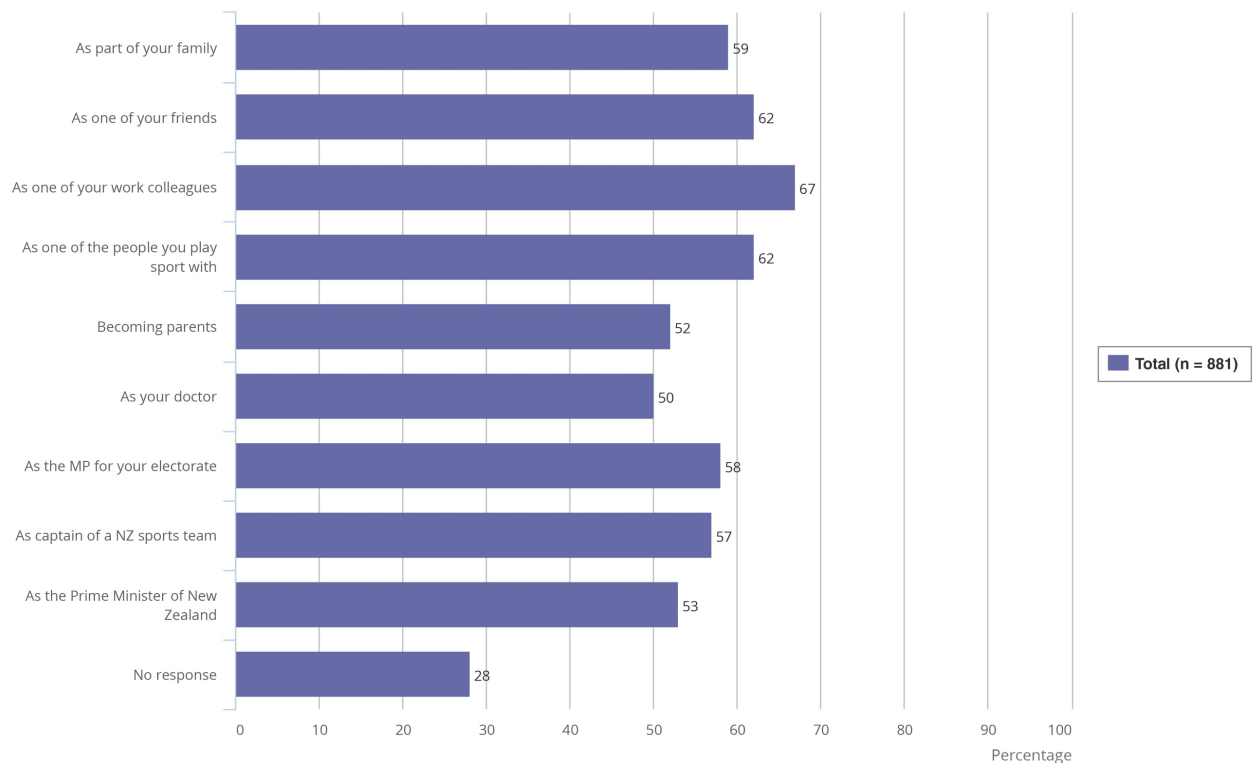
Would you be comfortable with **gay and bisexual men** in each of the following situations?



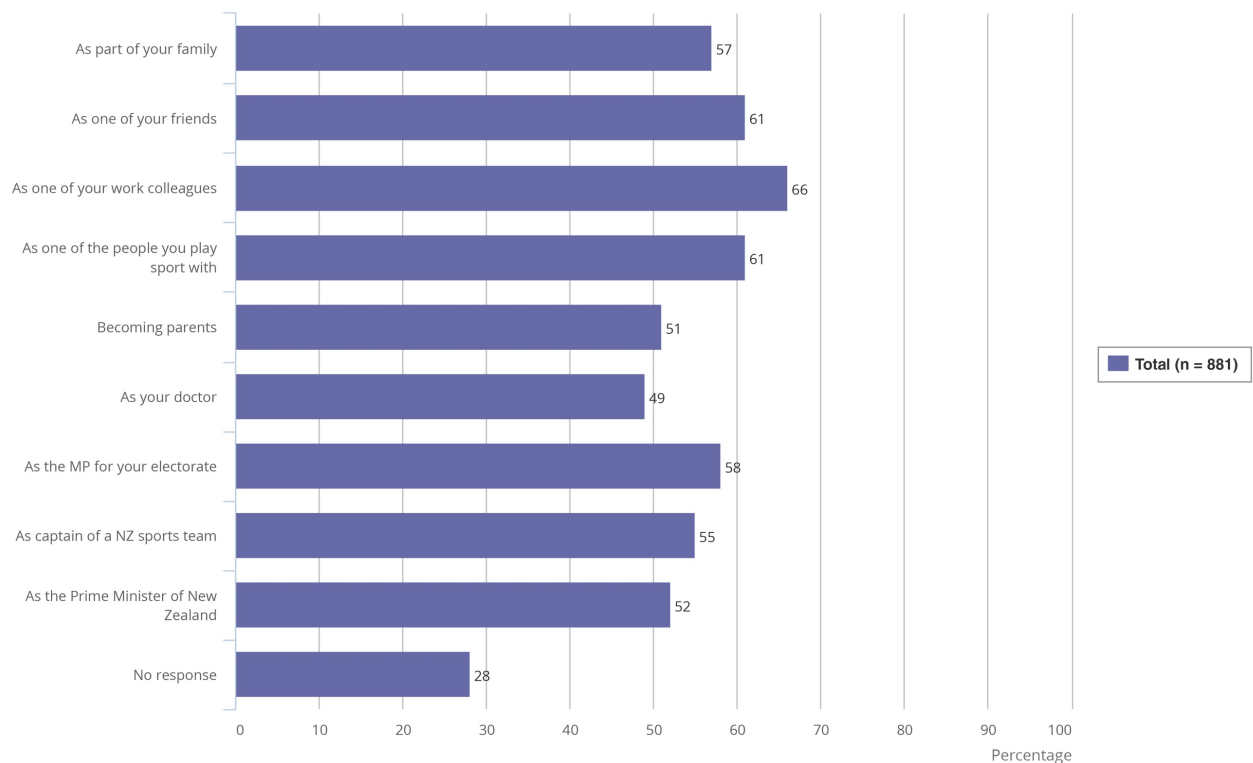
Would you be comfortable with **lesbian and bisexual women** in each of the following situations?



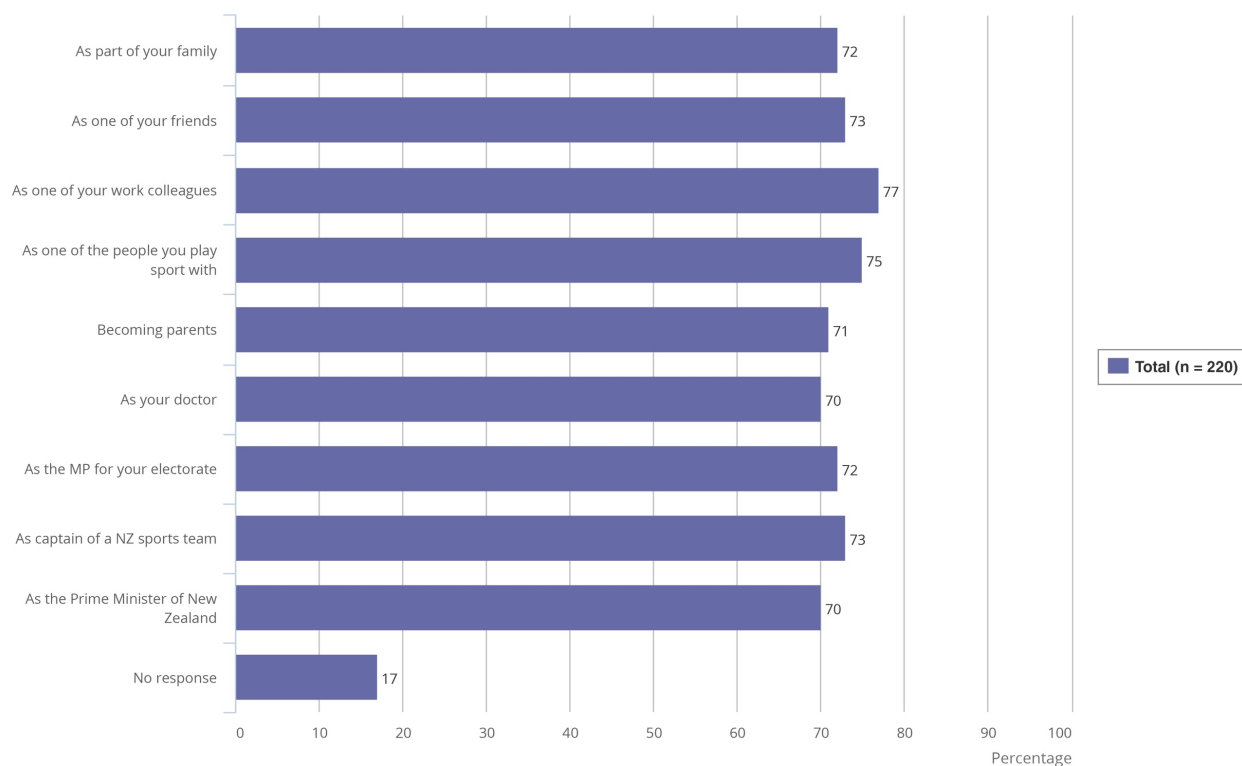
Would you be comfortable with **transgender men** in each of the following situations?



Would you be comfortable with **transgender women** in each of the following situations?



Would you be comfortable with **people with non-binary gender** in each of the following situations?



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