

# Gender Attitudes Survey

## Masculinity

Most New Zealanders think all genders can do anything, but there are still some strong ideas about what boys and men “should” be like.

These ideas hurt all of us. They lead to heavy drinking, poor health and dangerous driving. They create barriers for male survivors of sexual violence to get help. They contribute to men using violence towards women and other genders – from sexual harassment to catcalling to partner violence to rape.

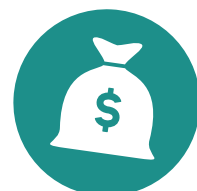
Eight men kill themselves every week in New Zealand. It’s time to change these old-fashioned attitudes, for all of us.

The 3Ps describe these strong ideas for how boys and men should behave.



### Procreate.

Which looks and sounds like: have as much sex as possible, men are always up for it, what goes on tour stays on tour, be in control of sexual encounters, men have uncontrollable sexual urges.



### Provide.

Which looks and sounds like: men must be wealthy to be considered successful, men should be the breadwinner, men must be at the head of the family, be powerful, make decisions, have status.



### Protect.

Which looks and sounds like: be strong and big, “man up” and don’t be a sissy, be tough and courageous, don’t show pain or emotion, don’t cry, protect the weak (especially women), don’t ask for help.

# GOOD GUYS

### The Players:



**Gavin, 19**  
Hairdresser,  
Artist



**Tai, 29**  
Builder, Poet



**Dave, 38**  
Barista, Rugby  
fanatic



**Rey, 25**  
Web  
Developer,  
Fisherman



**Gary, 48**  
Manager,  
Mountain Biker



**Gender Equal  
New Zealand**

**Start  
Here!**



**Did you know...**

**85%**

of NZers think fathers and mothers should equally share responsibility for raising their children!

18% of NZers (and 26% of men) don't think it's ok for boys to play with dolls.

NZ

“But I want my son to be a great father one day.”

75% of NZers think it's ok for boys to play netball.

### Question Time!

In your opinion, who do you think should be

Mowing

Bringing in

Driving for

Putting the

STOP

...ed think should be  
mainly responsible for  
the following in families  
with children?

the lawn

the household  
income

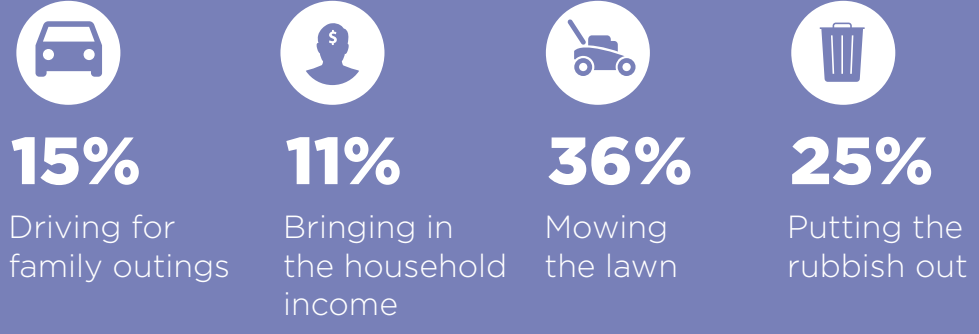
family outings

rubbish out

"There are still expectations for men to take certain roles in society whether they suit the man or not."



According to survey results, the following percentage of New Zealanders feel that **men and boys** in the household should be mainly responsible for:



NZ

"Not in our house, we share decisions and responsibilities equally."

11% of NZers think fathers should have more say than mothers in making family decisions

### Question Time!

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

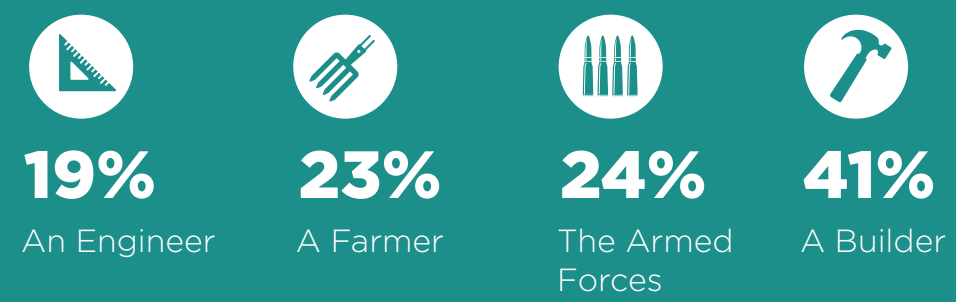
STOP

- Builder
- Farmer
- The Armed Forces
- Engineer



"Some groups of men can be ridiculed for wanting to do stereotypical women's roles/jobs."

According to survey results, the following percentage of New Zealanders feel that **men** are more suited to a job as:



NZ

"Sex is something you do with someone else. Sharing what you both want is important."

83% of NZers agree that contraception is the responsibility of men and women

NZ

"Working out contraception together is part of consent."

13% of NZers and 1/5 men think that showing physical or emotional weakness makes a man less of a man



"The culture of man up, don't show emotion, its killing young people."

More than 4/5 NZers think cooking, grocery shopping, looking after children and cleaning the bathroom are chores for all genders.



"A society is stronger when each and every one of its members are able to live up to their potential. Gender inequality prevents this."

24% of NZers think rape happens when a man's sex drive is out of control

### Did you know...

78% of NZers don't think hitting out is an understandable response for a man when his wife or girlfriend tries to leave a relationship.



STOP

### Question Time!

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

- Being in a position of power
- Being in charge
- Being able to put on a brave face in public
- Having a well-paying job

22% of NZers and 1/3 men think that a man



"80 years ago folk married for life, men were the breadwinners, and women held the family together - many folk treat women as if they were 80 years ago!"

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



"This is a contributing factor to the high rates of domestic violence in the country. Some men feel they have to fit the tough guy persona in order to fit in."

as if they were 80 years ago!

According to survey results, the following percentage of New Zealanders feel that it is seen as more important for **men** in New Zealand society to:



**14%**

Have a well-paying job



**19%**

Be in a position of power



**18%**

Be in charge



**16%**

Be able to put on a brave face in public



"Men who aren't involved in typical blokish kiwi activities such as beer and sports are viewed as inferior by other men."

These ideas hurt all of us, but New Zealanders thought they particularly disadvantaged some groups of men:



Men who don't fit the kiwi bloke stereotype



Men outside the social norm



Gay, bisexual, trans men



Men in traditionally "female" roles – including being dads



Men with physical and mental disabilities

**GENDER EQUAL NZ**

**GOOD GUYS**

The Gender Attitudes Survey 2017 tested where we're at now in New Zealand on gender. Research NZ completed the survey of a nationally representative group of 1251 New Zealanders in terms of age, ethnicity, gender and region. The survey was answered by 640 men. This infographic gives a snapshot of what New Zealanders think about masculinity, including quotes from men who answered the survey. Gender Equal NZ is led by the National Council of Women of New Zealand. Read more about the Gender Attitudes Survey at <https://genderequal.nz/ga-survey/>



This infographic is licenced under Creative Commons [creativecommons.org/licenses/by-nd/3.0/nz/](https://creativecommons.org/licenses/by-nd/3.0/nz/)

**GENDER  
EQUAL** **NZ**  
MAKING EQUALITY REALITY