

# Aotearoa New Zealand Gender Attitudes Survey 2023



Rangahau  
Aotearoa  
Research  
New Zealand

# Why was this survey completed?

The Gender Attitudes Survey 2023 updates the bi-annual Gender Attitudes Survey, first completed in 2017 (i.e., the baseline survey). The survey seeks to answer and track three key questions from the perspective of the general public of Aotearoa New Zealand:

- *How well are we doing in terms of achieving gender equality in Aotearoa New Zealand?*
- *Do New Zealanders have particular opinions about the genders?*
- *What are New Zealanders' opinions about gender and sexual diversity?*

As such, the Gender Attitudes Survey 2023 had the following objectives:

- *Update and compare the current results with those of the earlier surveys (completed in 2017, 2019 and 2021).*
- *Identify any new emerging trends.*
- *Identify any key differences by gender, age and ethnicity.*



# What did the survey find?

**1**

Most people (81%) think that gender equality is a fundamental right.

**2**

Many more people think we're 'doing well' in achieving gender equality than was the case 5 years ago.

**3**

One-in-every-two people (48%) think that 'gender equality' has, for the most part, been achieved; which is an increase compared with the situation five years ago (42%, 2019).

**4**

However, one-in-every-five people (22%) think that gender equality has gone 'too far' in Aotearoa New Zealand.

**5**

Furthermore, almost one-in-every-two people think that either no group in Aotearoa New Zealand is disadvantaged by gender inequality (17%), or they 'don't know' which groups are (27%).

**6**

*While many people have similar opinions when asked what Aotearoa New Zealand would look like when gender equality has been achieved, there are differences of opinion especially between the genders.*

**7**

*Many people also think that there will be a reduction in some of our social problems when gender equality has been achieved, especially men.*

**8**

*However, rape myths persist.*

**9**

*Most people would be comfortable with gay and bisexual men and lesbian and bisexual women in a range of situations (e.g., being parents), although this was generally more likely with women compared with men.*

**10**

*Most people were also comfortable with trans men and trans women in these situations, although once again, this was generally more likely with women compared with men.*

1

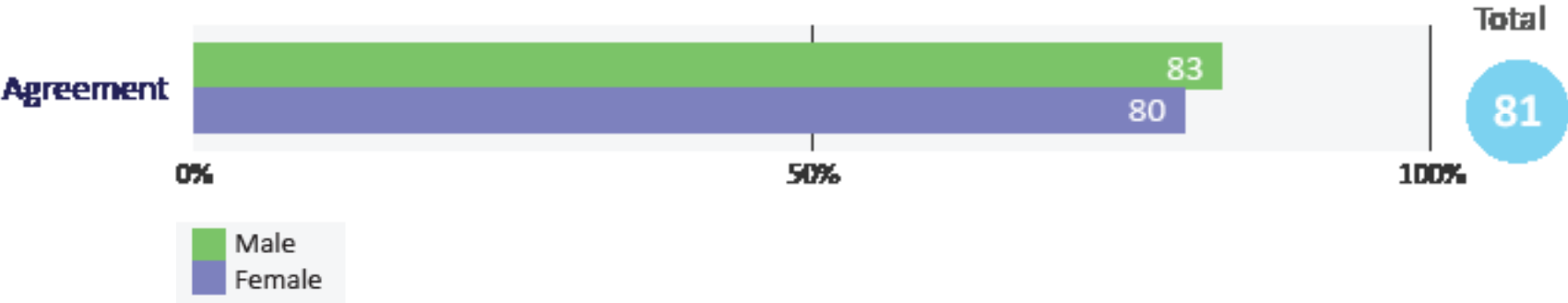
**How well are we doing in terms of achieving gender equality?**



# Most people think that gender equality is a fundamental right.

81% of respondents agreed that gender equality is a fundamental right. However, in statistical terms, this percentage has **not** changed in the three most recent Gender Attitudes Surveys (i.e., 2019, 2021 and 2023, remaining at between 79-80%).

Figure 1: Gender equality is a fundamental right



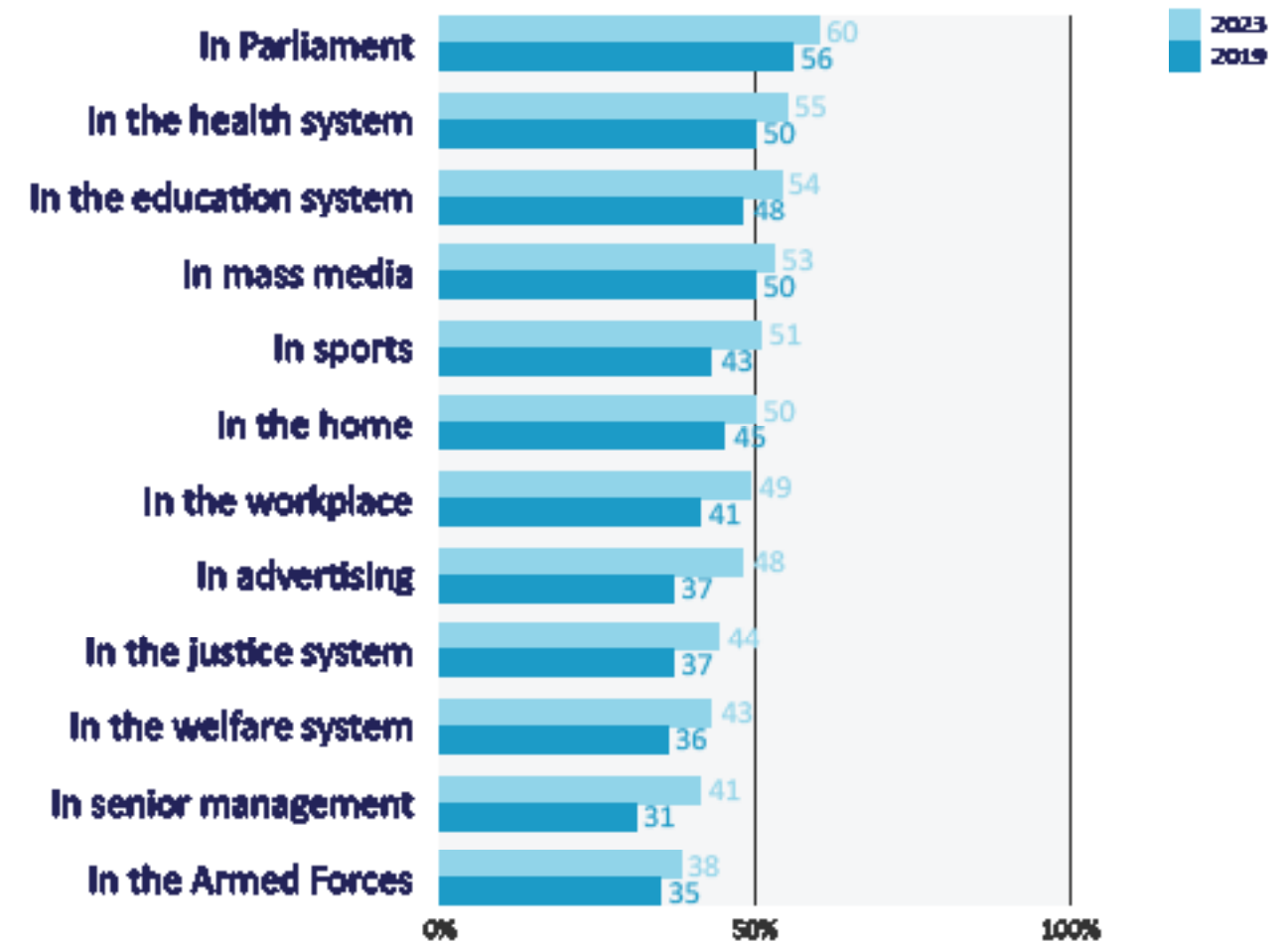
*“Gender equality means that everyone has equal rights, including but not limited to education, employment, political participation, economic opportunity and decision-making rights. Whether male or female, everyone should have an equal opportunity to pursue their dreams and goals.”*

*“Equal opportunities for males & females. Ability, regardless of sex, should be rewarded.”*

# Many more people think we're 'doing well' in achieving gender equality than was the case 4 years ago.

Overall, across a number of areas, more respondents felt that we're 'doing well' this year than in 2019. For example, 31% of respondents in 2019 thought we were 'doing well' in senior management and this has now increased to 41%.

Figure 2: How well we are doing in achieving gender equality (2019 compared with 2023).

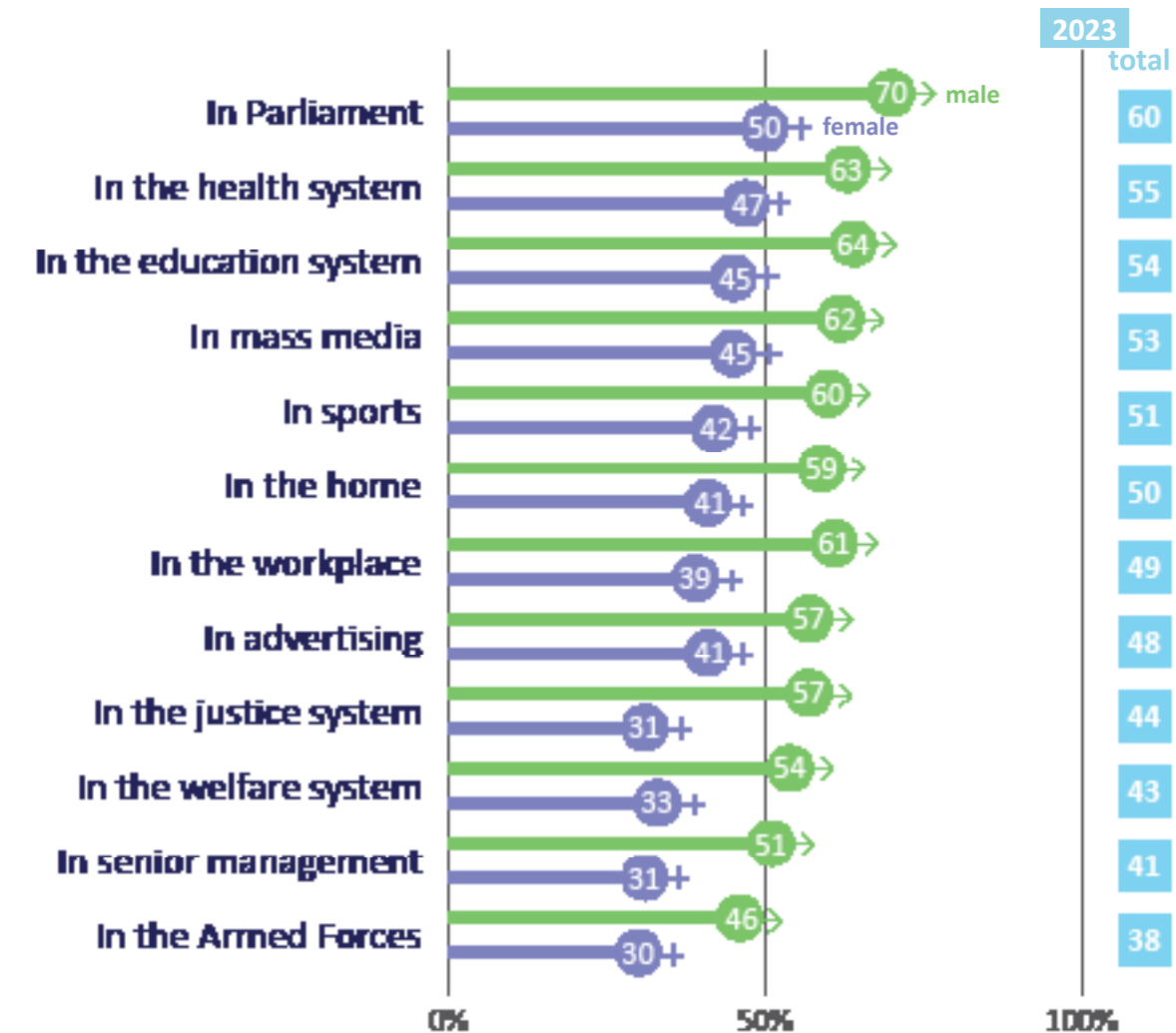


# Male respondents were more likely than female respondents to think we're 'doing well' in achieving gender equality.

Across a range of different areas, Parliament (60%) and our health system (55%) were most frequently identified this year by respondents as the areas we're 'doing well' in, whereas senior management (41%) and the Armed Forces (38%) were the two less frequently identified.

Compared with female respondents, male respondents were more likely in general to state we are 'doing well'; for example, 51% said we were doing well in achieving gender equality in senior management (compared with 31% of female respondents).

Figure 3: Gender equality is being achieved...

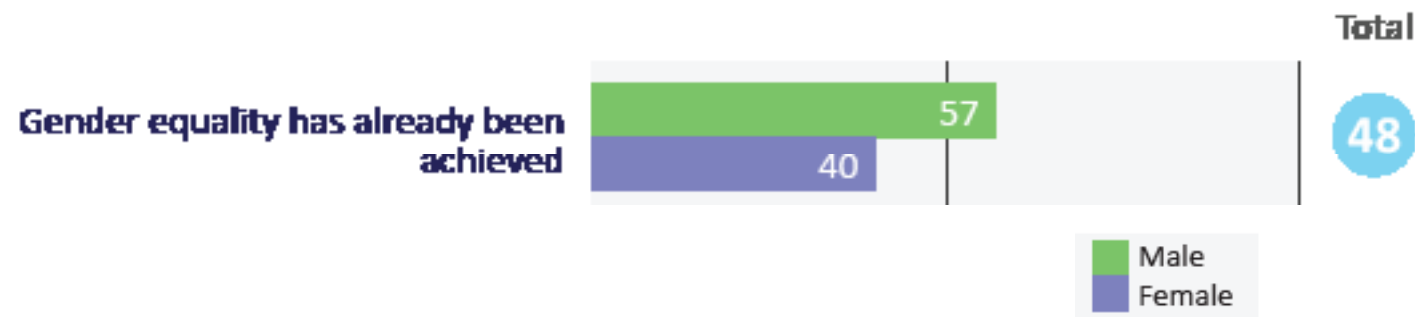




**One-in-every-two people (48%) think that gender equality has, for the most part, been achieved; which is an increase compared with the situation four years ago (42%, 2019).**

This percentage has increased; from 42% in 2019 to 48% in 2023, with male respondents more likely to agree that this is the case (57% compared with 40% of female respondents).

Figure 4: Gender equality

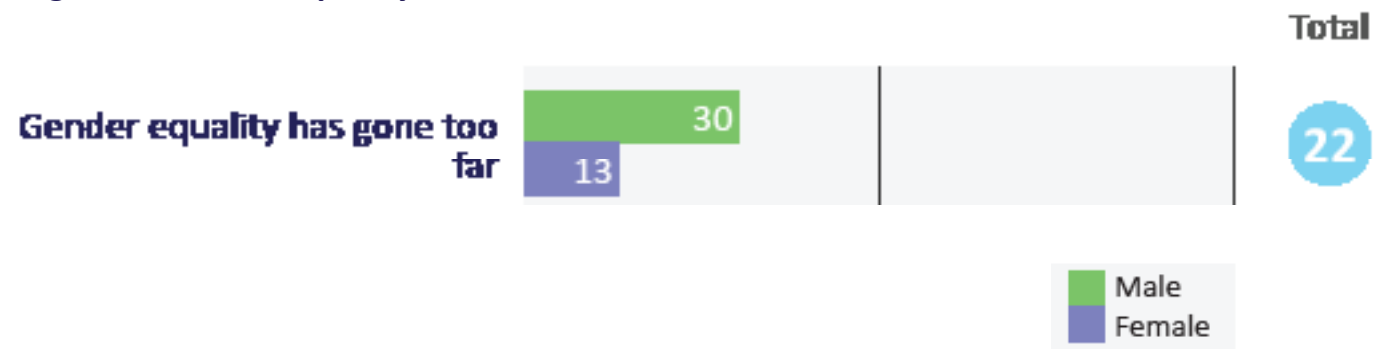


# However, one-in-every-five people think that gender equality has gone 'too far' in Aotearoa New Zealand.

Overall, 22% of respondents stated that gender equality has gone 'too far' in Aotearoa New Zealand.

More than twice the percentage of male respondents agreed with this proposition

Figure 5: Gender equality



# Furthermore, almost one-in-every-two people think that either no group in Aotearoa New Zealand is disadvantaged by gender inequality, or they ‘don’t know’ which groups are.

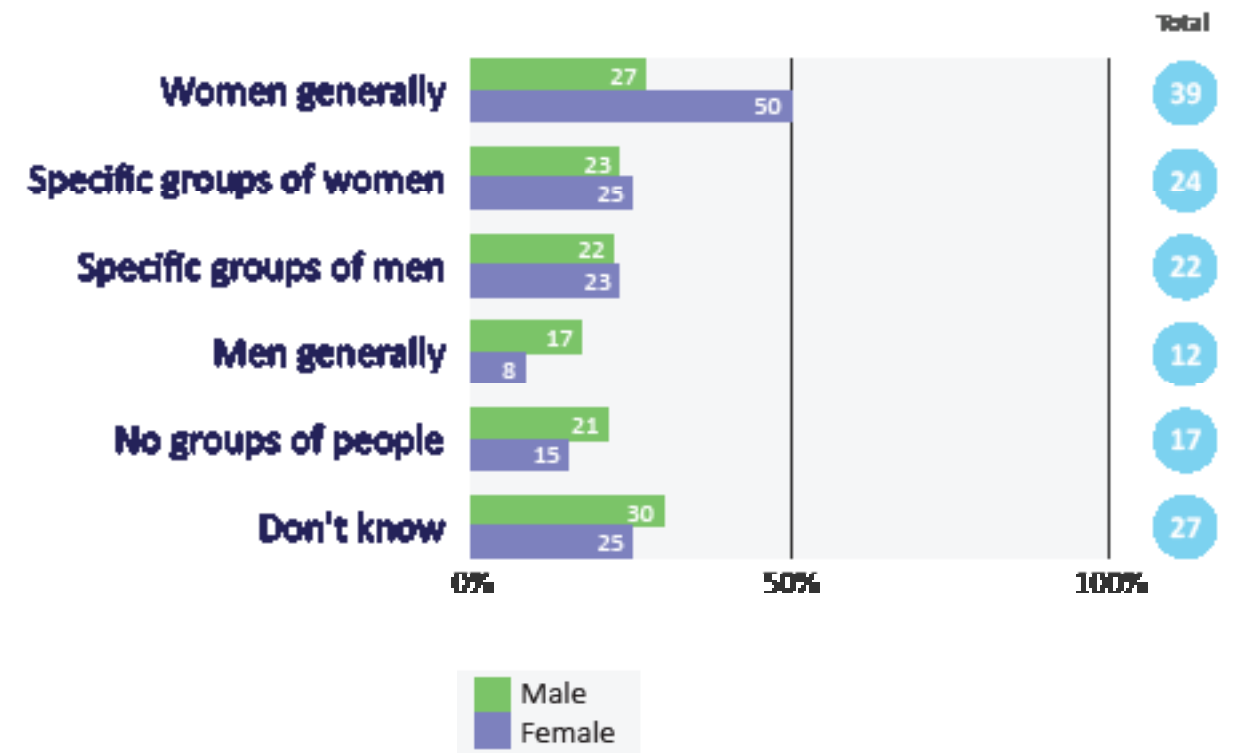
When respondents were asked which specific groups of the population were disadvantaged by gender inequality in Aotearoa New Zealand, 17% stated no groups were disadvantaged and another 27% said they ‘didn’t know’. This is a total of 44%.

Of the remainder, 39% identified ‘women generally’ as being disadvantaged; three times as many as ‘men generally’ (12%). This was also the case in 2019 and 2021.

Specific groups of women were also mentioned; most frequently, lesbian women, trans gender women and women of colour.

There were significant differences by male and female respondents. For example, 27% of male respondents identified ‘women generally’ as being disadvantaged by gender inequality, but this was about one-half less than female respondents (50%).

Figure 6: Opinions about groups in Aotearoa New Zealand society that are disadvantaged by gender inequality (results shown indicate the percentage of respondents indicating they would be comfortable in each situation)



2

# What would a gender equal Aotearoa New Zealand look like?



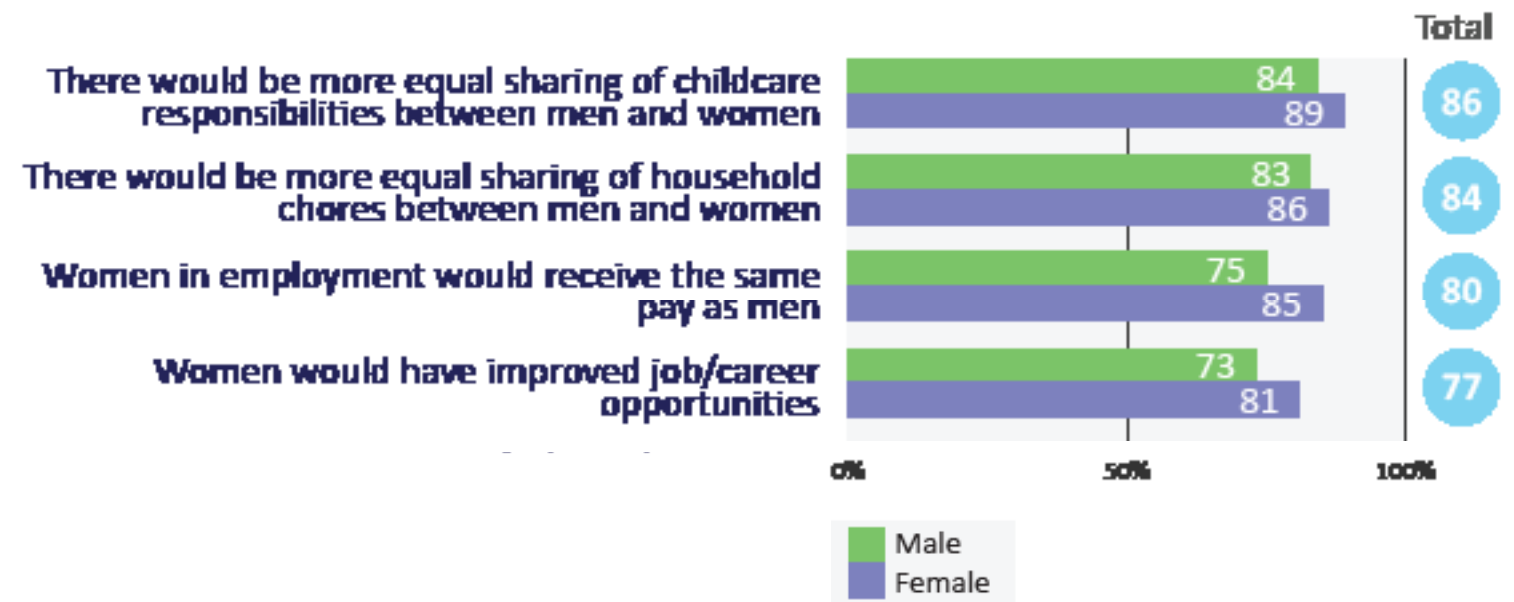
# While many people have similar opinions when asked what Aotearoa New Zealand would look like when gender equality has been achieved, there are differences of opinion especially between the genders.

For example, the large majority of respondents agreed that there would be 'more equal sharing of childcare responsibilities between men and women' (86%) and there would be 'more equal sharing of household chores' (84%).

However, on other matters, there were significant differences of opinion:

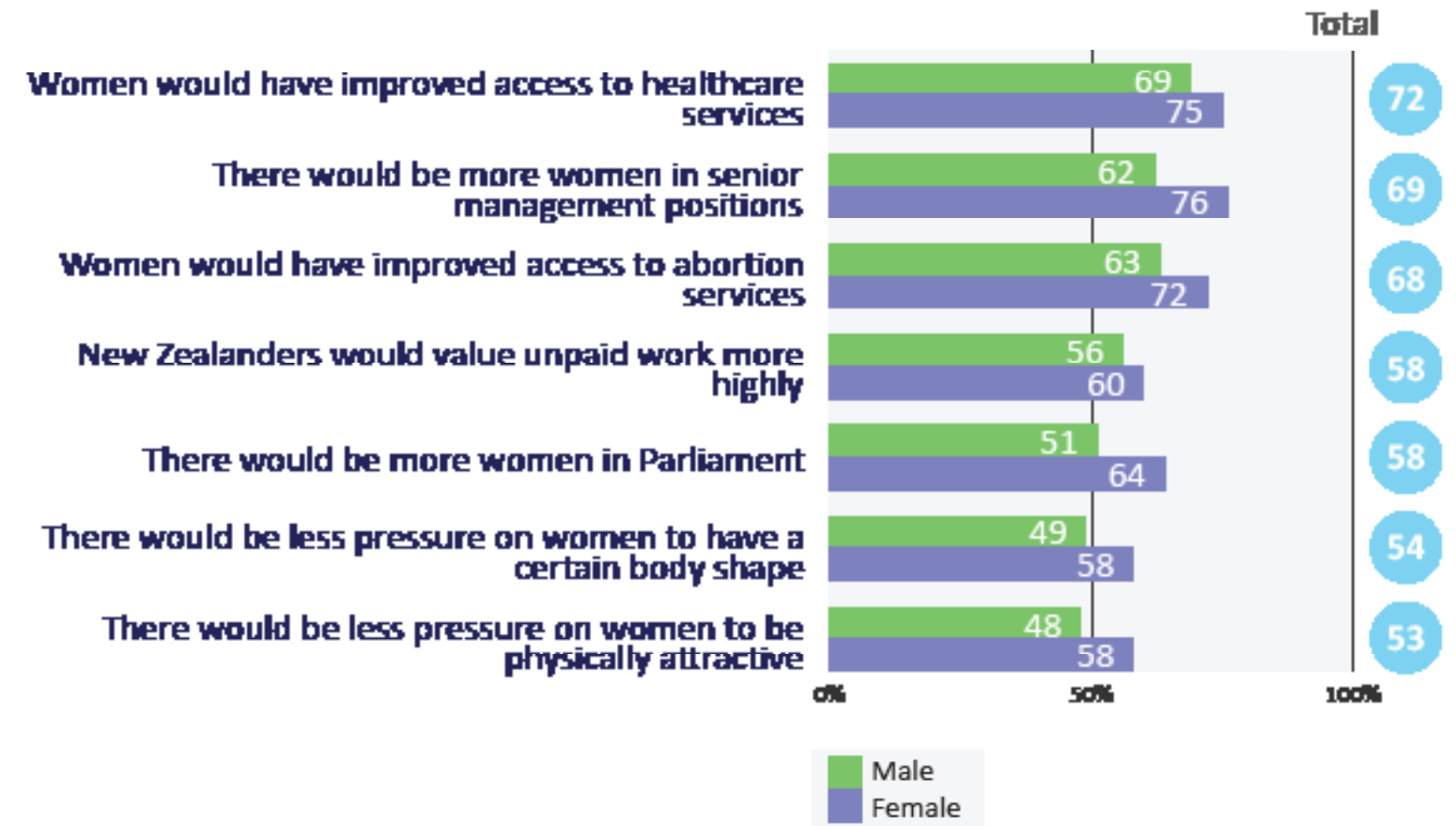
- Women would have improved job/career opportunities (73% of male respondents agreed with this compared with 81% of female respondents).
- Women in employment would receive the same pay as men (75% cf. 85%).

Figure 7a: Opinions about the positive impacts of achieving gender equality (results shown indicate the percentage of respondents agreeing)



- Women would have improved access to healthcare services (69% cf. 75%).
- Women would have improved access to abortion services (63% cf. 72%).
- There would be more women in senior management positions (62% cf. 76%).

Figure 7b: Opinions about the positive impacts of achieving gender equality (results shown indicate the percentage of respondents agreeing)

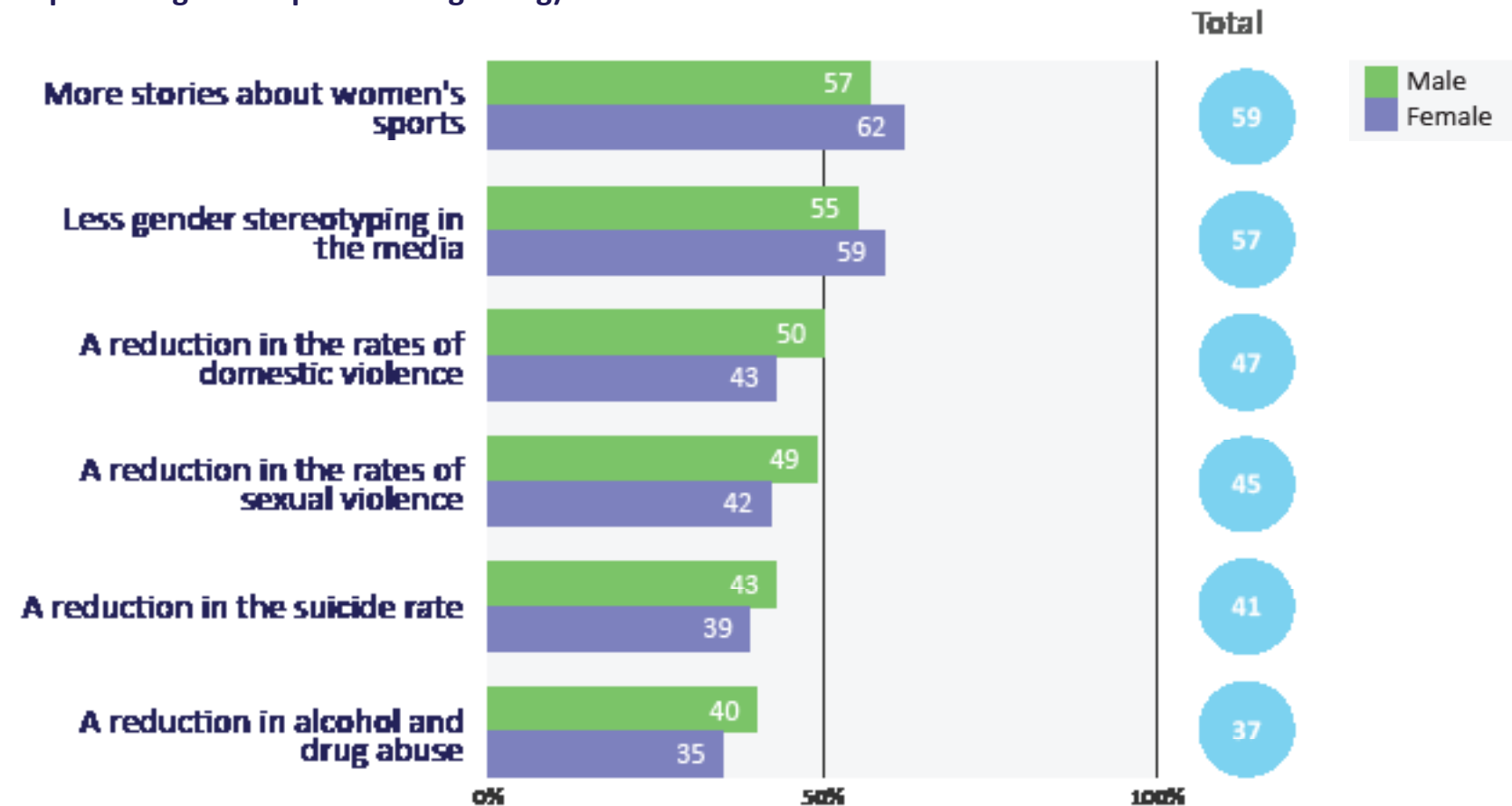


# Many people also think that there will be a reduction in some of our social problems when gender equality has been achieved, especially men.

Male respondents were more likely to agree than female respondents with this. For example:

- A reduction in the rates of domestic violence (50% of male respondents agreed with this compared with 43% of female respondents).
- A reduction in the rates of sexual violence (49% cf. 42%).
- A reduction in alcohol and drug abuse (40% cf. 35%).

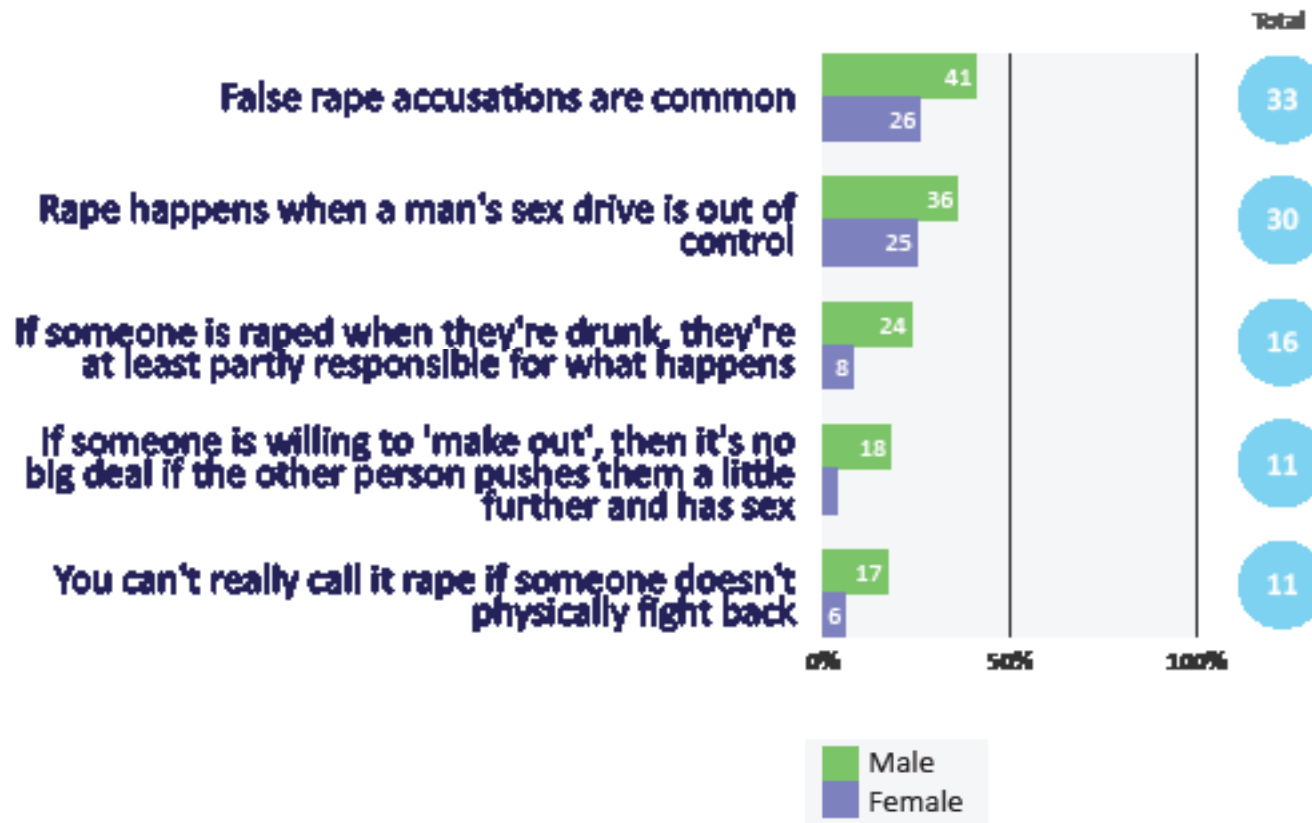
Figure 8: Opinions about the impact of achieving gender equality on social metrics (results shown indicate the percentage of respondents agreeing)



## However, rape myths persist.

Male respondents were more likely to agree than female respondents about rape myths and stories. For example, at 41%, male respondents were almost twice as likely to agree that 'false rape accusations are common' compared with 26% of female respondents.

Figure 9: Opinions about the impact of achieving gender equality on social metrics (results shown indicate the percentage of respondents agreeing)





3

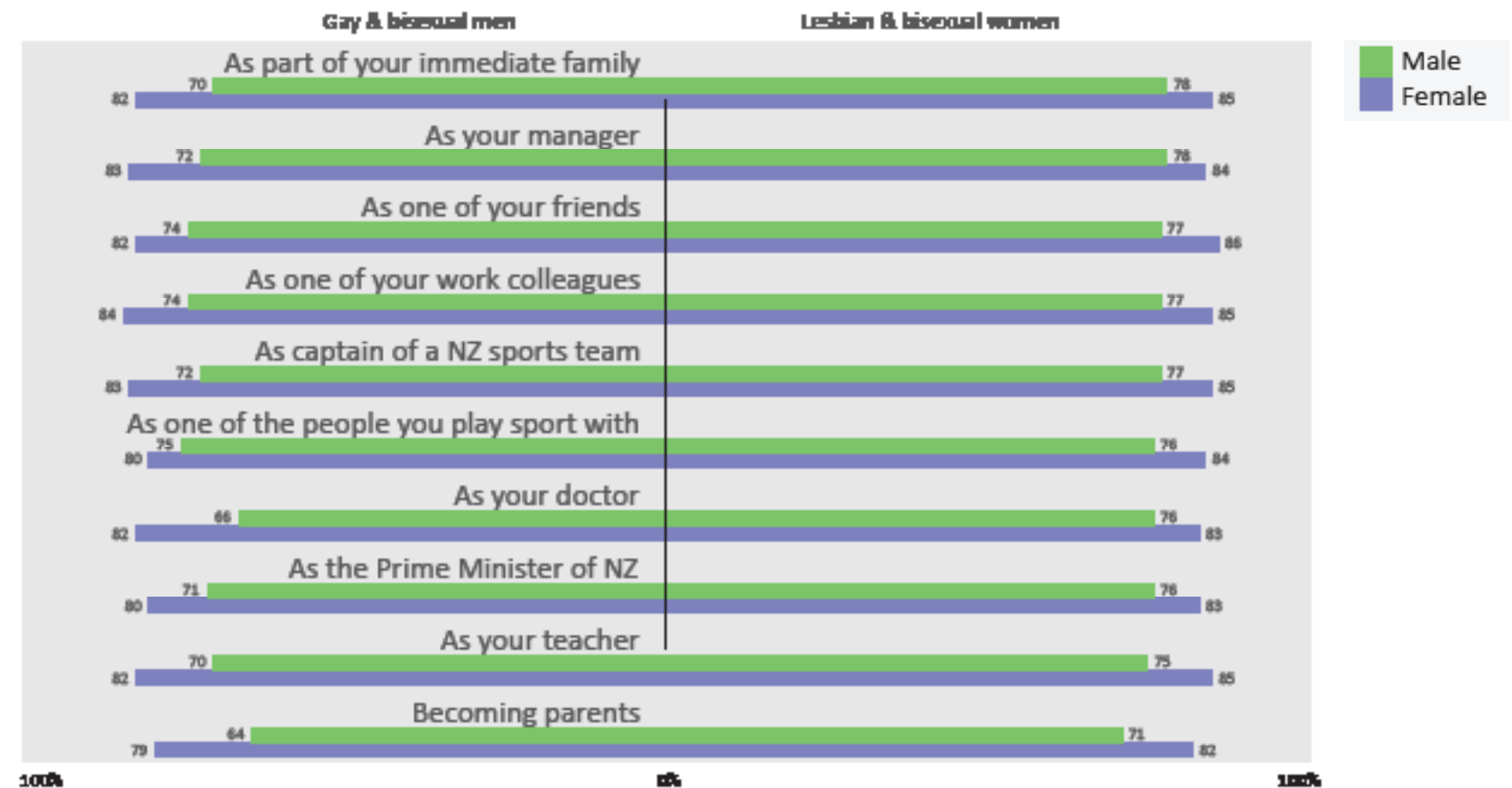
**How accepting are we of gender diversity?**



# Most people would be comfortable with gay and bisexual men and lesbian and bisexual women in a range of situations, although this was generally more likely with women than with men.

For example, in terms of becoming parents; 64% of male respondents stated they would be comfortable with a gay or bisexual man in this situation, compared with 82% of female respondents who stated they would be comfortable with lesbian or bisexual women in the same situation.

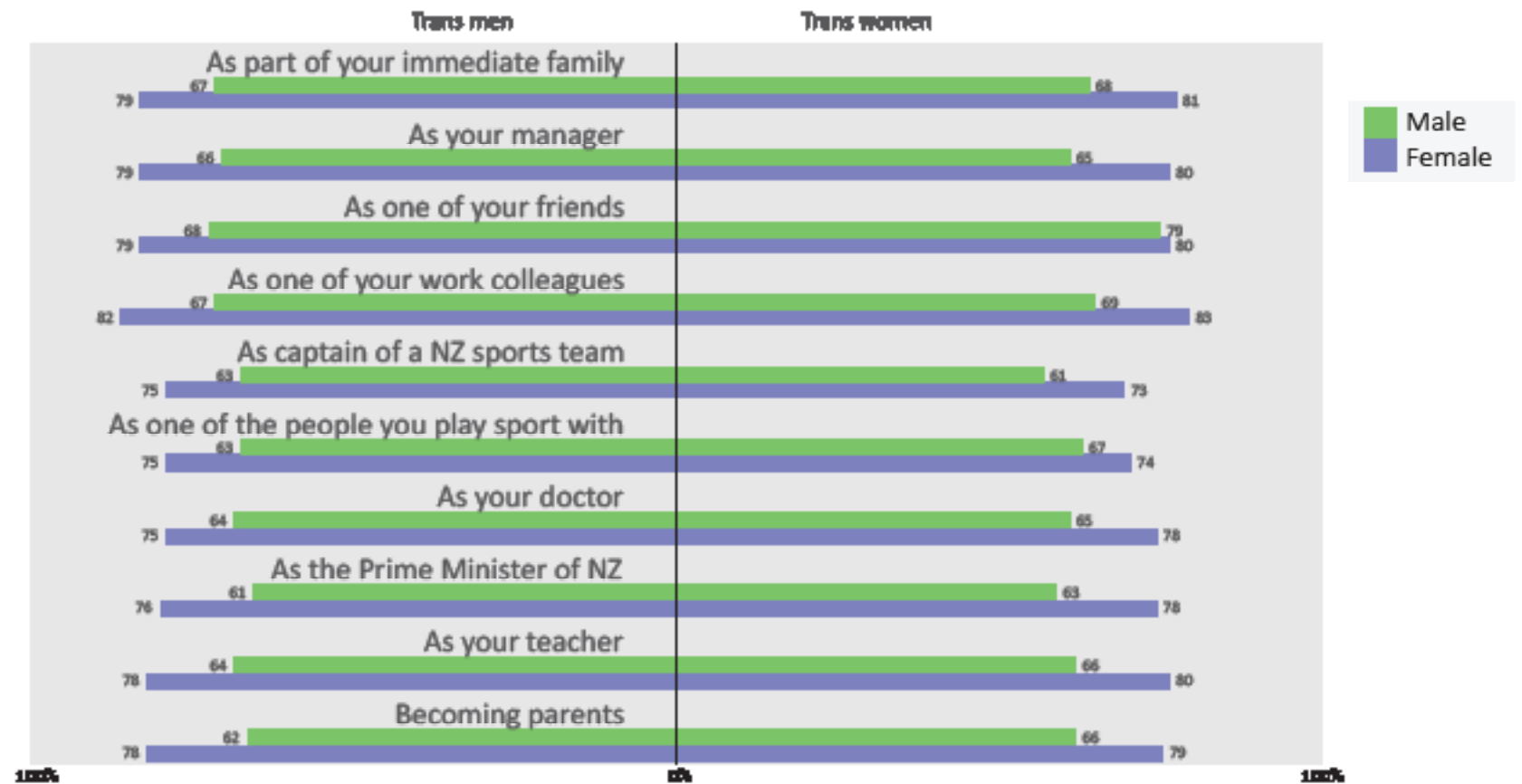
Figure 10: Levels of acceptance of gender and sexually diverse people (results shown indicate the percentage of respondents indicating they would be comfortable in each situation)



# Most people were also comfortable with trans men and trans women in these situations, although once again, this was generally more likely with women than with men.

For example, in terms of becoming parents; 62% of male respondents stated they would be comfortable with a trans man in this situation, compared with 79% of female respondents who stated they would be comfortable with trans women in the same situation.

Figure 11: Levels of acceptance of gender and sexually diverse people (results shown indicate the percentage of respondents indicating they would be comfortable in each situation)



# Conclusion



In the four years since 2019, a significantly higher percentage of respondents believe that gender equality has ‘for the most part been achieved’ (from 42% to 48% in 2023). While this is a notable result, it also means that one-in-every two respondents do not believe it’s been achieved, or it is still in progress.

This is especially the opinion of female respondents; 60% of whom believe gender equality has not ‘for the most part been achieved’ or is still in progress (compared with 43% of male respondents).

In fact, as was the case in 2021 and compared with male respondents, female respondents are less impressed with the current status quo. For example, they are significantly:

- Less likely than male respondents to believe that we’re making ‘good progress’ towards gender equality.

- More likely to state that ‘women generally’ are disadvantaged by gender inequality than any other group in the population.
- More likely to state that women are targeted by online harassment and that rape myths persist.

Taken as a whole, this latest survey confirms that there is still a significant way to go before we can genuinely say that gender equality in Aotearoa New Zealand has been achieved.



# Aotearoa New Zealand Gender Attitudes Survey 2023

Author: Emanuel Kalafatelis, Managing Director

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