

Aotearoa New Zealand Gender Attitudes Survey 2025



**National Council of
Women of New Zealand**
Te Kaunihera Wahine o Aotearoa



**Rangahau
Aotearoa**
**Research
New Zealand**

About this report

The Gender Attitudes Survey 2025 is the **fifth** biannual survey of New Zealanders' attitudes to the genders (the first or baseline survey was completed in 2017).

The survey answers and monitors over time **three key questions** from the perspective of the general public of Aotearoa New Zealand:

- What importance do New Zealanders place on gender equality?
- How is this reflected in their opinions about the genders?
- How well are we doing in terms of achieving gender equality?

This year's survey was completed with financial support from Manatū Wāhine (the Ministry for Women).

What were the research objectives?

The specific research objectives of the Gender Attitudes Survey 2025 were to:

- **Update and compare** the current results with those of the earlier surveys (completed in 2017, 2019, 2021 and 2023).
- Identify any **new emerging trends**.
- Identify any **key differences** based on the genders.

How was the survey completed?

- As for the previous surveys, the Gender Attitudes Survey 2025 was completed **online**, with the sample provided by a panel provider.
- The survey was completed with an achieved **sample of n=1,250 respondents**, representing New Zealanders, 18 years of age and over.
- This sample was selected to be **representative** of all New Zealanders, 18 years of age and over in terms of their gender, age, ethnicity and geographic location.
- **Māori and Pacific peoples** were over-sampled so that their results could be examined with greater confidence.
- The survey results have been **weighted** to correct for this over-sampling, as well as by gender, using weighting parameters from the 2023 Census of Population and Dwellings.
- A copy of the survey questionnaire may be found in Appendix A of this report.

Fieldwork
dates: 12th
May to
23rd May
2025



Survey
completes:
n=1,250

How to read the results in this report

This report:

- Presents the results of the Gender Attitudes Survey 2025.
- Compares these results with those of the previous years' surveys (i.e., a time series).

In addition to comparing the 2025 results with the results for previous years, the current results are presented by the **genders** and in some instances, by age within gender and ethnicity within gender. Respondents who identified as male are referred to as 'male respondents', those who identified as female as 'female respondents' and all others as 'other respondents'.

Readers of this report can have a relatively high level of confidence in the results. In statistical terms, we use the '**maximum margin of error**' as the measure of accuracy for all surveys. In this particular case, any result based on the total weighted sample of n=1,250 is subject to a maximum margin of error of +/- 2.9% (at the 95% confidence level).

With this in mind, only **statistically significant** results are referred to in this report. That is, any result which falls outside the margin of error is a 'real result' rather than one that has happened by chance. For example, had we found that 50% of respondents believed that gender equality had for the most part been achieved in Aotearoa New Zealand, we could be confident of getting the same result in at least 95 of 100 'repeat' surveys +/- 2.9% (i.e., falling between 47.1% and 52.9%).

The organisation of this report

The results of the Gender Attitudes Survey 2025 are presented in this report in **four** sections:

1. Gender Equality in Aotearoa New Zealand – The status quo.
2. Current Opinion about Gender, Sexual Diversity and the Teaching of these Subjects in Schools.
3. Progress in Achieving Gender Equality in Aotearoa New Zealand.
4. Specific Issues Relating to Gender Equality and Inequality.

In addition to this report, the results are available through a **reporting ‘e-tool’** and can be analysed in that by other variables, including ethnicity, age, region and household status. The e-tool, including instructions on how to use it, can be found on the National Council of Women of New Zealand’s website (www.ncwnz.org.nz).

Key findings of the 2025 Survey



Key findings

What importance do New Zealanders place on gender equality?

- **79% of respondents believe that gender equality in Aotearoa New Zealand is a fundamental right.** This has remained unchanged for the last eight years since the first Gender Attitudes Survey was completed in 2017.
- **60% said that sexism is still a significant issue in Aotearoa New Zealand, while 21% said they thought gender equality had gone too far.** Both of these results are similar to the results which were recorded the first time this question was asked in 2023.
- **46% stated that gender equality has for the most part been achieved.** This has risen from 30% in 2017.
- In general, **male respondents compared with female respondents were the most optimistic about gender equality having been achieved.** There were significant differences by age, with younger males most likely to agree with negative statements and the least likely to agree with positive statements about gender equality.
 - For example , 33% of male respondents aged 18-34 believe that *gender equality has gone too far in Aotearoa New Zealand*, compared to 15% for female respondents aged 18-34, and 14% for male respondents aged 65+.

Key findings

How is this reflected in their opinions about genders?

- **Between 40% and 78% of respondents considered personal characteristics to be important to all genders.** For example, 78% of respondents thought it was important for all genders to *be able to stand up for themselves*. At the other extreme, 40% of respondents thought it was important for all genders to *be physically attractive*. This finding has not changed significantly over the years.
- **Similarly in households, most respondents considered all chores appropriate for all genders.** For example, both male and female respondents considered looking after the children as appropriate for both genders (84%). However, significant minority views considered that girls and women are more suited to shopping for food, cooking meals and cleaning the bathrooms, while boys and men are more suited to mowing the lawn, putting the rubbish out, and fixing the internet problems. Similar stereotypes can be seen to persist in opinions about gender-appropriate jobs and school subjects.

Key findings

How is this reflected in their opinions about genders? (cont.)

- **There continues to be high agreement that boys and girls should be able to do most things equally.** The lowest agreement, and the most significant difference in agreement between male and female respondents, was for the statement *it's ok for boys to play with dolls*; 46% for male respondents and 66% for female respondents (56% overall).
- **In most cases, 66% or more of respondents stated that they would be comfortable with gay men and lesbians in all situations, with this being particularly the case for female respondents.** The level of comfort with bisexual and non-binary people was even higher, at 79% or more, but slightly lower levels of comfort for trans people at 61%-70%.
- **Most respondents felt that teaching about healthy relationships should be introduced for children aged 11-15 years (56%), although 6% thought it should not be taught at all.** There was a similar age range for teaching about gender diversity, although fewer people were in agreement (43%) and a larger proportion thought it should not be taught at all (21%).

Key findings

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

- **Women generally were most frequently identified as the population group that is disadvantaged by gender equality.**

- 39% of respondents believed women generally are more frequently disadvantaged
- 21% identified specific groups of women such as women of colour, LGBTQ+ women and women with disabilities.

In comparison:

- 18% said men generally are disadvantaged
- 17% said no one is disadvantaged.

- **Opinion about the extent to which gender equality has been achieved or not in various domains and situations varied significantly, and there were significant differences in these results by gender and age. For example:**

- Male respondents were more likely than female respondents to agree that gender equality has been achieved in the *health system* (60% and 35% respectively) and were less likely to agree that *women would have improved access to healthcare services* if gender equality was achieved (66% and 78% respectively).
- 33% of young male respondents (aged 18-34) agreed that *gender equality has gone too far in Aotearoa New Zealand* (compared with 15% for young female respondents).

Key findings

How well are we doing in terms of achieving gender equality? (cont.)

- Online harassment continues to be recognised as a 'serious problem' (74%) and as something that effects women in 'real life' (71%). This is the same as the 2023 survey when this question was asked for the first time.
- The percentage who agree with rape myths continues to be relatively low and have shown little change over time. The exception is the statement 'rape happens when a man's sex drive is out of control' where agreement with this has risen from 25% in 2017 to 36% in 2025.

Section 1: Gender Equality in Aotearoa New Zealand – The status quo



About this section

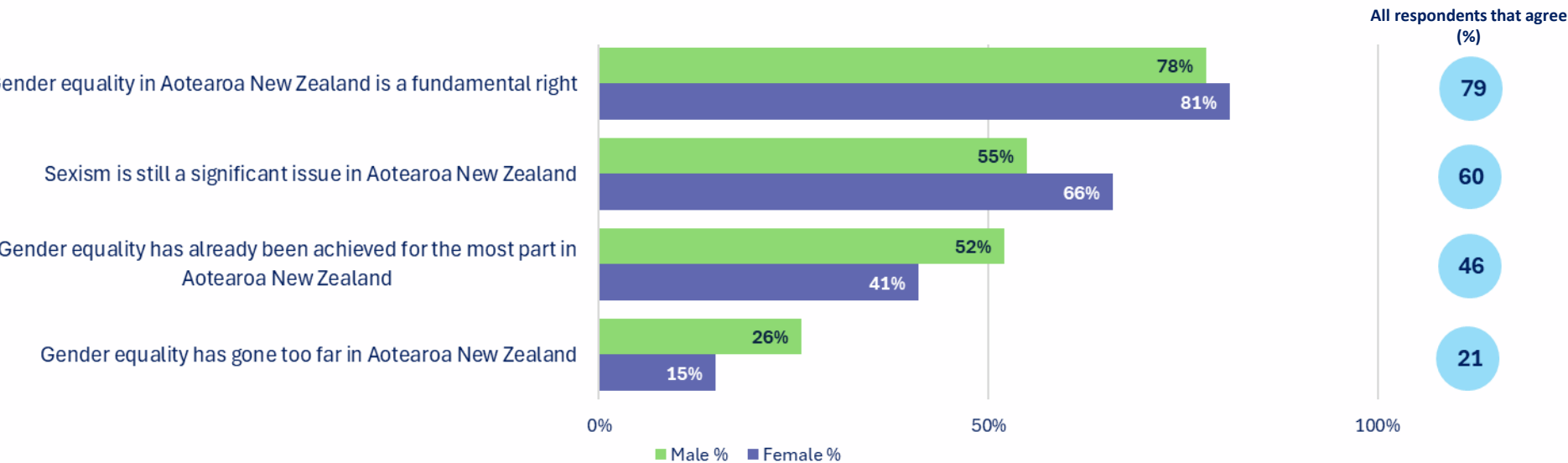
In this section we present the 2025 results of the key survey questions, including for sub-groups based on age within gender and ethnicity within gender, as well as over time. These questions measure the extent to which respondents believed:

- Gender equality is an important right.
- Whether it has, for the most part, been achieved in Aotearoa New Zealand.
- Whether it has *gone too far*.
- Whether *sexism is a significant issue in Aotearoa New Zealand*.

How important is gender equality, and how well are we doing in achieving gender equality?

This graph shows this year’s results for the key survey questions, based on the proportion agreeing. The level of agreement for the total sample is shown in the bubble to the right, with the graph showing the result for each of male and female respondents. 79% of the total sample agreed that *gender equality in Aotearoa New Zealand is a fundamental right*. The difference in agreement between male and female respondents is **not** statistically significant. There are, however, statistically significant differences by gender for the other three statements. For example, female respondents were more likely than male respondents to agree that *sexism is still a significant issue in Aotearoa New Zealand* (66% and 55% respectively). The overall level of agreement for the total sample was 60%.

Figure 1: Agreement about gender equality in Aotearoa New Zealand



Changes over time in terms of the importance of gender equality

This table shows that agreement with each of the statements did **not** change markedly over time. The exception to this is for the statement, *gender equality has already been achieved for the most part in Aotearoa New Zealand*. Agreement with this statement has increased in two tranches; the first being between 2017 and 2019, when agreement increased from 30% to 42% and again between 2021 and 2023, when agreement increased from 40% to 48%. Since 2023, agreement with this statement has remained relatively stable. Notwithstanding this, the table shows **statistically significant** differences by gender based on the 2025 survey results. For example, 52% of male respondents agreed with the statement, *gender equality has already been achieved for the most part in Aotearoa New Zealand* compared with 41% of female respondents.

Table 1: Agreement about gender equality in Aotearoa New Zealand over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
Gender equality in Aotearoa New Zealand is a fundamental right	79	79	79	81	79	78	81
Sexism is still a significant issue in Aotearoa New Zealand	NM	NM	NM	60	60	55	66
Gender equality has already been achieved for the most part in Aotearoa New Zealand	30	42	40	48	46	52	41
Gender equality has gone too far in Aotearoa New Zealand	NM	NM	NM	22	21	26	15

Note: NM= Not measured (question not asked that year).

Differences between groups based on age within gender

These graphs show agreement with each statement in 2025, by sub-groups based on **age within gender**. The graphs show that, in general, female respondents were **more likely** to agree with each statement than male respondents. They also show that younger male respondents (18-34) were **less likely** to agree that *gender equality in Aotearoa New Zealand is a fundamental right* (67% compared with 78% for younger female respondents), and **less likely** to agree that *sexism is still a significant issue in Aotearoa New Zealand* (55% compared with 64% for younger female respondents).

Figure 2: Agreement that gender equality is a fundamental right in Aotearoa New Zealand, by age within gender

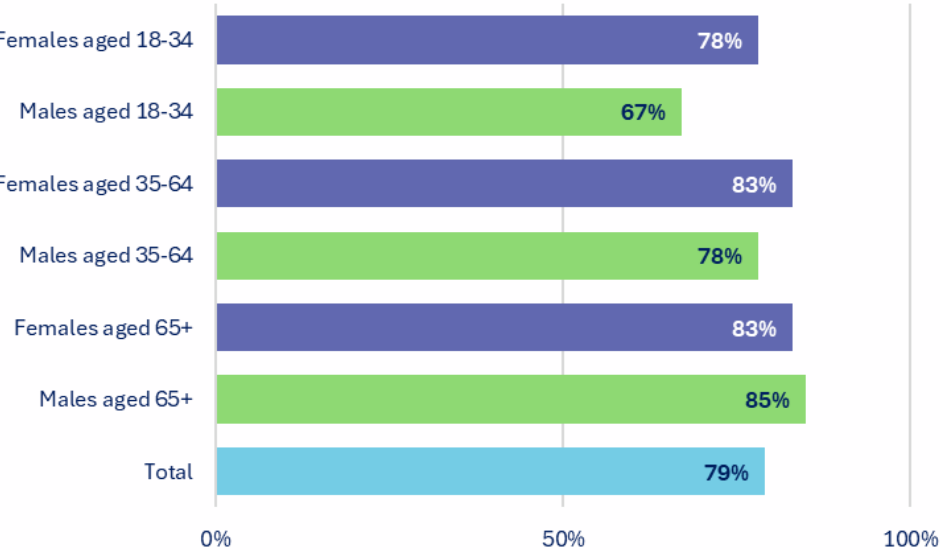
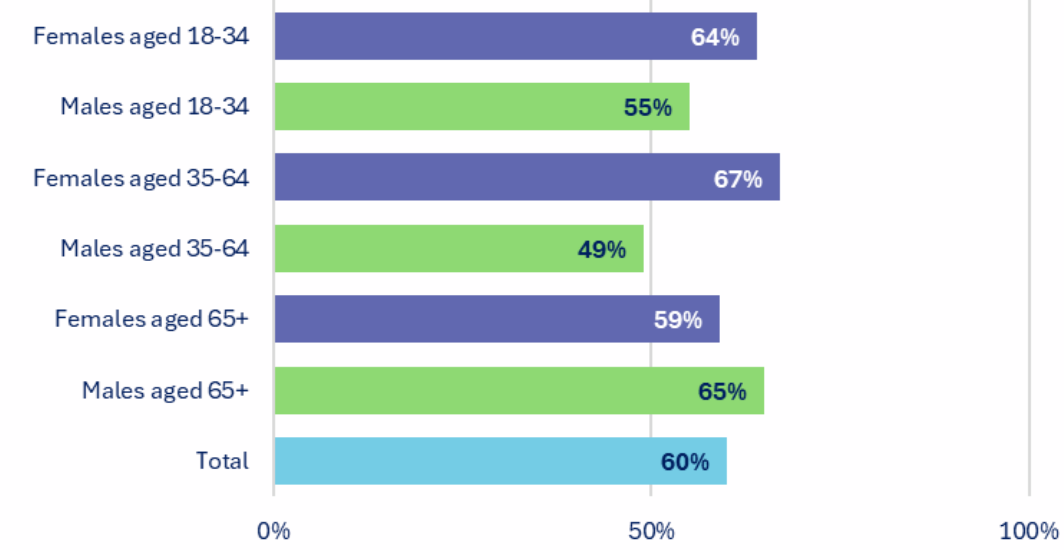


Figure 3: Agreement that sexism is still a significant issue in Aotearoa New Zealand, by age within gender



Differences between groups based on age within gender

These graphs show the same pattern of response as on the previous slide, particularly in terms of differences between young male and young female respondents. For example, younger male respondents (18-34) were **more likely** to agree that *gender equality has already been achieved for the most part in Aotearoa New Zealand* (56% compared with 41% for younger female respondents), and more **likely** to agree that *gender equality has gone too far in Aotearoa New Zealand* (33% compared with 15% for younger female respondents).

Figure 4: Agreement that gender equality has already been achieved for the most part in Aotearoa New Zealand, by age within gender

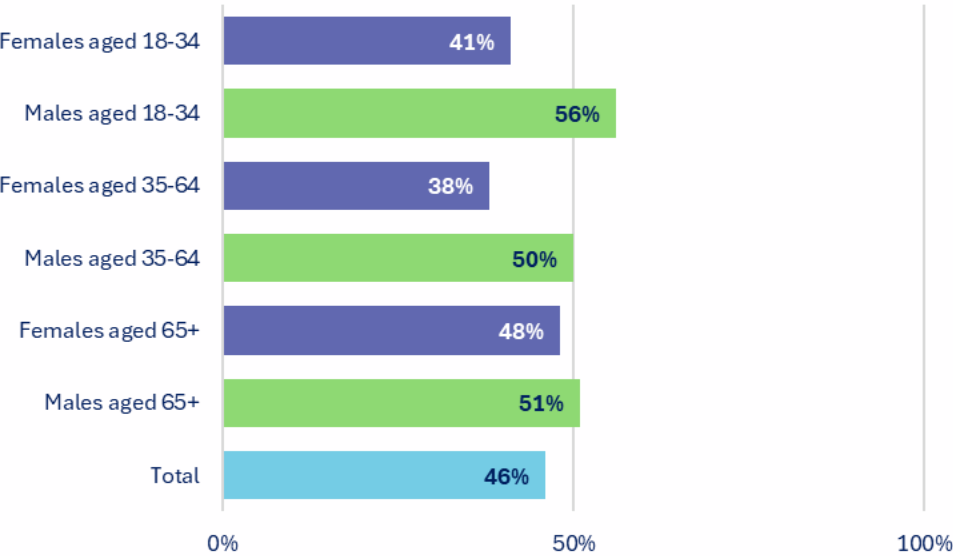
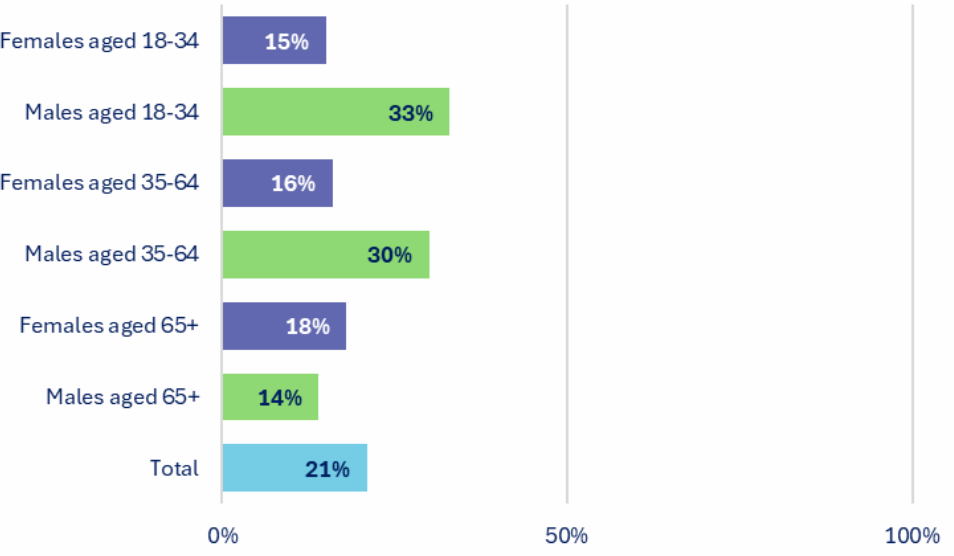


Figure 5: Agreement that gender equality has gone too far in Aotearoa New Zealand, by age within gender



Differences between groups based on ethnicity within gender

These graphs show agreement with each statement, by sub-groups based on **ethnicity within gender**. The graphs show **statistically significant** differences by ethnicity, regardless of gender. Some of the most significant differences are in terms of Pacific respondents. For example, Pacific male respondents were **less likely** to agree that *gender equality in Aotearoa New Zealand is a fundamental right* (52% compared with 69% for Pacific female respondents), and **less likely** to agree that *sexism is still a significant issue in Aotearoa New Zealand* (51% compared with 60% for Pacific female respondents).

Figure 6: Agreement that *gender equality is a fundamental right in Aotearoa New Zealand*, by ethnicity within gender

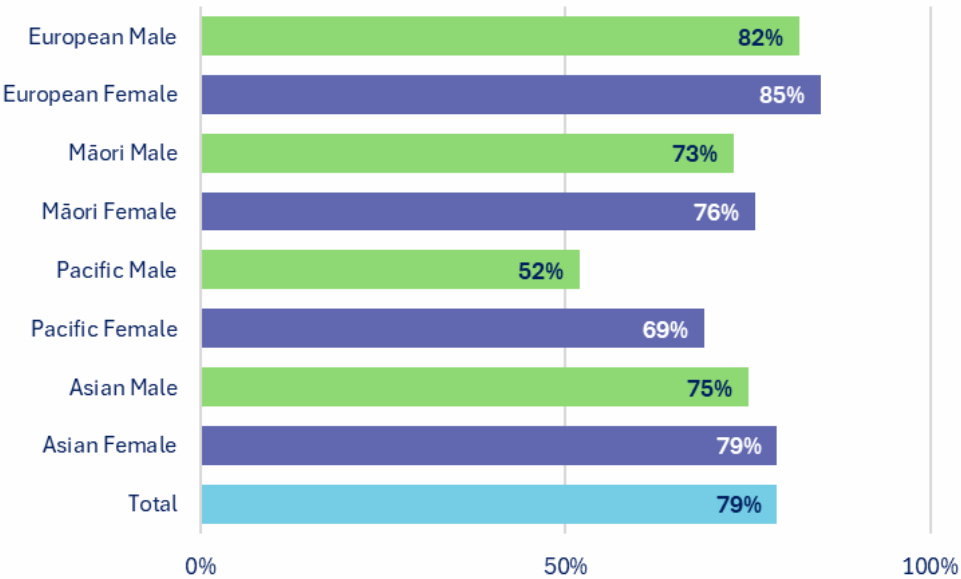
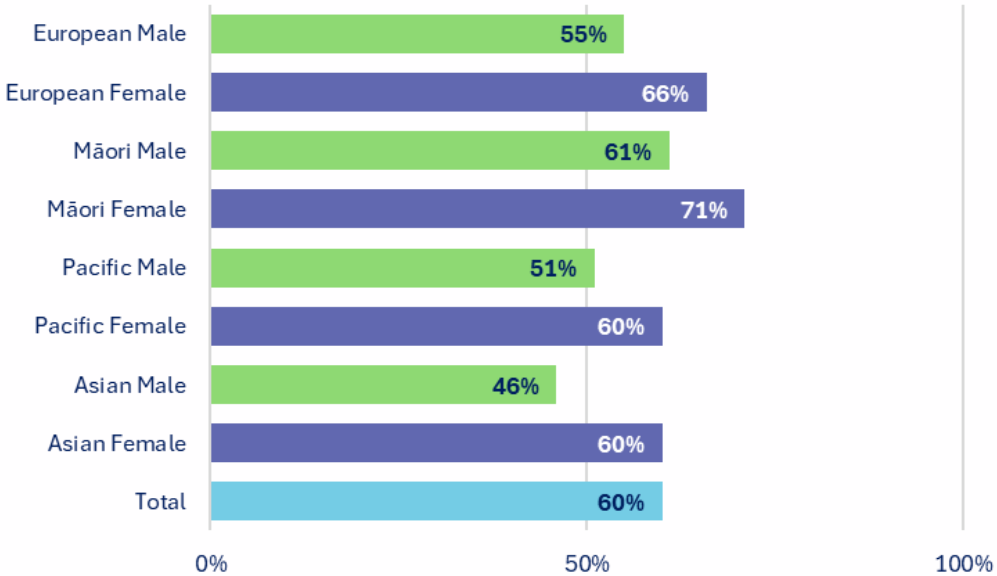


Figure 7: Agreement that *sexism is still a significant issue in Aotearoa New Zealand*, by ethnicity within gender



Differences between groups based on ethnicity within gender

These graphs show the same pattern of response as on the previous slide regarding the statement *gender equality has already been achieved for the most part in Aotearoa New Zealand* (note especially the level of agreement by Asian respondents). However, this is not the case regarding the statement *gender equality has gone too far in Aotearoa New Zealand*. There are **statistically significant** differences by both ethnicity and gender. For example, Māori male respondents were **more likely** to agree that *gender equality has gone too far in Aotearoa New Zealand* (34% compared with 15% for Māori female respondents).

Figure 8: Agreement that *gender equality has already been achieved for the most part in Aotearoa New Zealand*, by ethnicity within gender

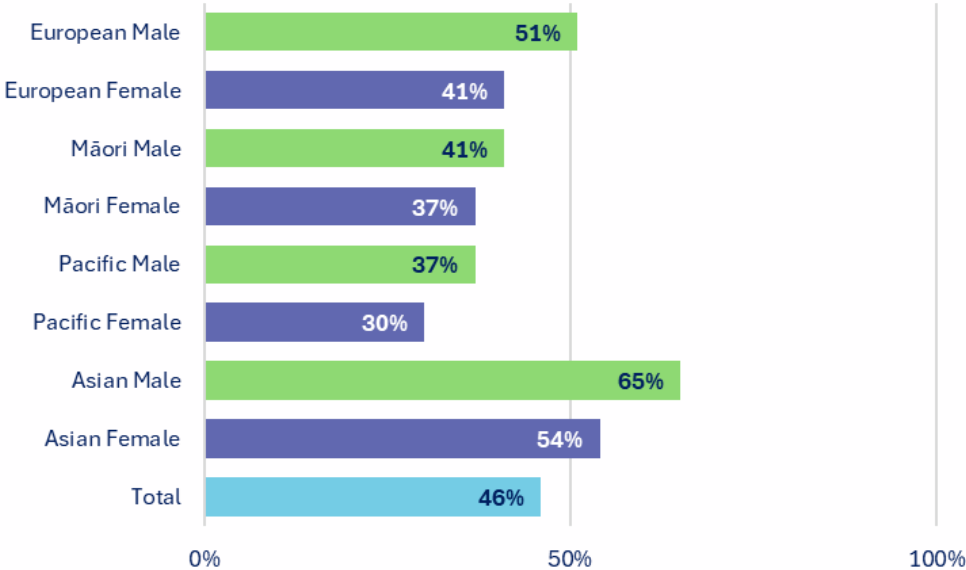
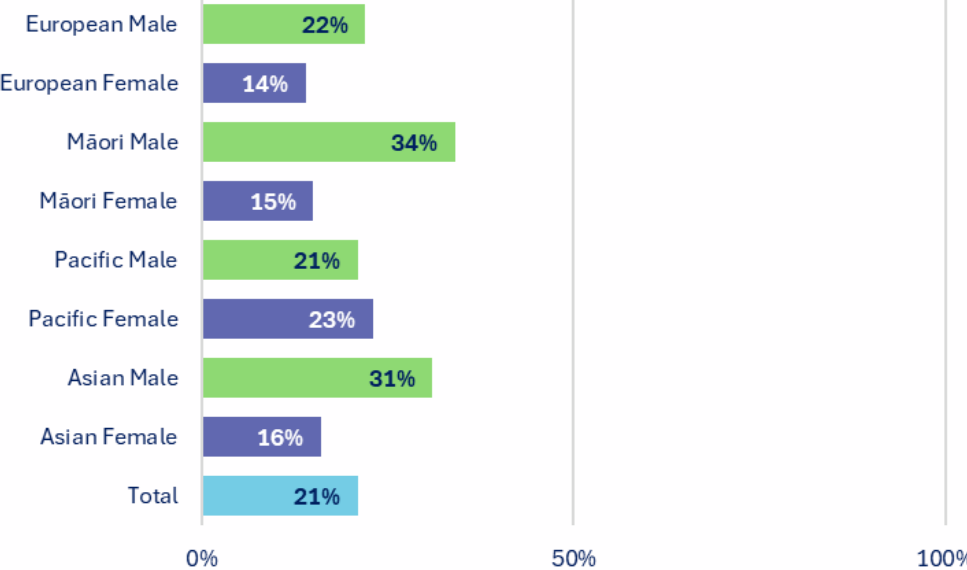


Figure 9: Agreement that *gender equality has gone too far in Aotearoa New Zealand*, by ethnicity within gender



Section 2: Current Opinion About Gender, Sexual Diversity and the Teaching of these Subjects in Schools



About this section

In this section we provide the results to questions which measured New Zealander' opinions on the connection between gender and personal characteristics, roles and chores, schooling, jobs, as well as the level of comfort with sexual and gender diverse individuals. These questions covered opinions in terms of:

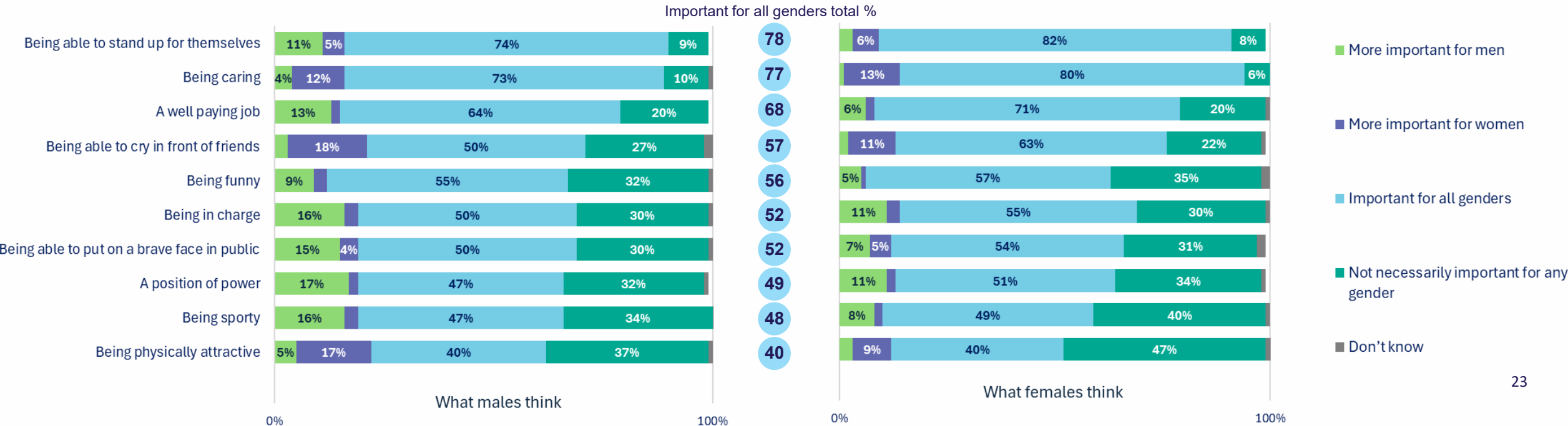
- Whether certain personal characteristics were considered to be more important for men and women.
- Whether certain household chores were more appropriate for boys and men or girls and women.
- Whether certain jobs were more suited to men or women.
- Whether certain school subjects were more appropriate for boys or girls.
- Whether certain statements were more applicable to boys or girls.
- Whether respondents were comfortable with gay and bisexual men, lesbian and bisexual women, bisexual individuals, non-binary individuals, trans men and trans women in various situations.
- Whether it was appropriate to teach certain subjects to particular school year groups.

Results are broken down by gender. Please access the reporting 'e-tool' to examine the results in greater detail.

Differences of opinions: Are some personal characteristics more important for men or women?

These graphs show which characteristics male and female respondents thought were important for **all genders**, in comparison to them being **important for men only** or **important for women only**. While male and female respondents agreed that it was important for **both** men and women *to stand up for themselves* (78%), at the other extreme, there was less agreement that this applied to *being physically attractive* (40%). Furthermore, male and female respondents had different opinions with regard to this characteristic. Male respondents thought this was more important for women (17%), compared with how important female respondents thought this was for women (9%).

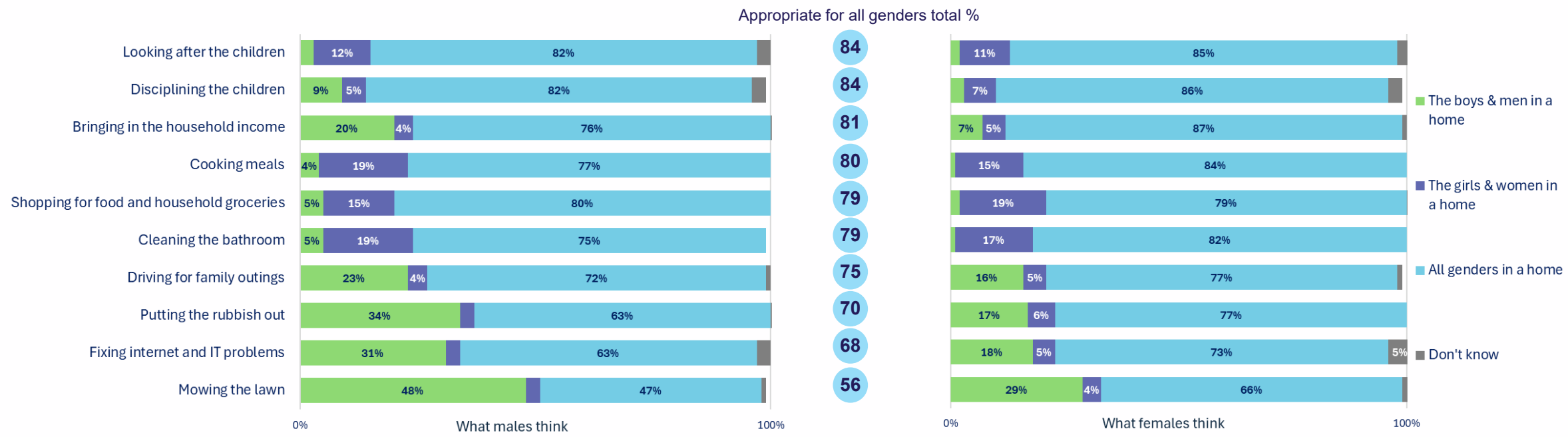
Figure 10: Opinions about which personal characteristics are more important for men, and which are more important for women



Differences of opinion: Are some household chores more appropriate for girls and women or boys and men?

These graphs show which household chores male and female respondents thought were appropriate for **all genders**, in comparison to them being **appropriate for boys and men only** or **appropriate for girls and women only**. The results in the bubbles show that between 56% and 84% of all respondents considered each household chore to be appropriate for **all** genders (e.g., 84% of both male and female respondents considered *looking after the children* as appropriate for both genders). In comparison, one of the most significant differences of opinion related to *mowing the lawn*, with more male than female respondents thinking it was more appropriate for men and boys (48% and 29% respectively).

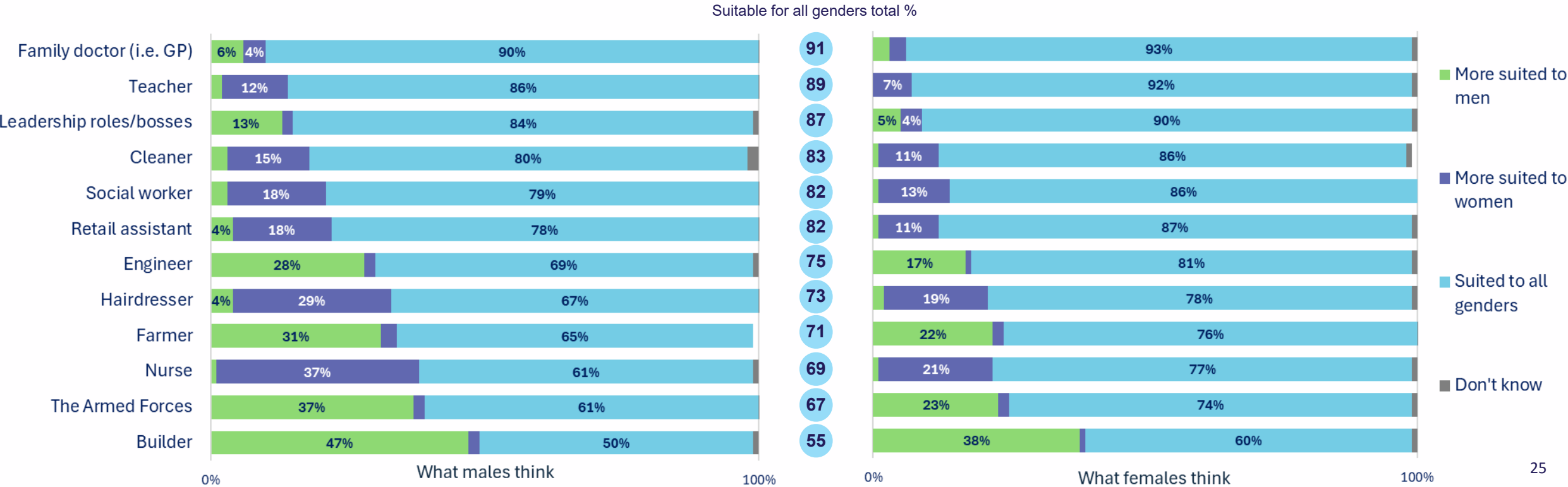
Figure 11: Opinions about which household chores are more appropriate for boys and men, and which are more appropriate for girls and women



Differences of opinion: Were some jobs more suited for men or women?

These graphs show which jobs male and female respondents thought were **more suitable for all genders**, in comparison to them being **suitable for men only** or **suitable for women only**. The results in the bubbles show that between 55% and 91% of respondents considered each job to be suitable for **all** genders (e.g., 91% of both male and female respondents considered being a *family doctor* as suitable for both genders). In comparison, one of the most significant differences of opinion related to being a *builder*, with 47% of male respondents thinking it was a more suitable job for men compared with 38% of female respondents.

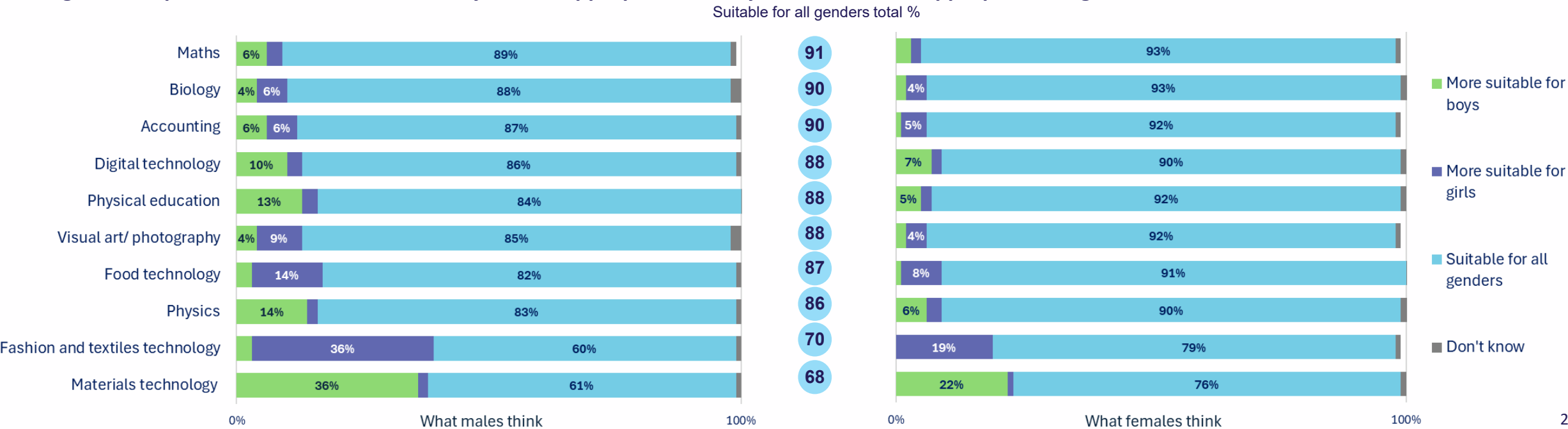
Figure 12: Opinions about which jobs are more suitable for men, and which are more suitable for women



Differences of opinion: Were some school subjects more suited for boys or girls?

These graphs show which school subjects male and female respondents thought were **more suitable for all genders**, in comparison to them being **suitable for boys only** or **suitable for girls only**. The results in the bubbles show that between 68% and 91% of respondents considered each school subject to be suitable for **all** genders (e.g., 91% of both male and female respondents considered *maths* as suitable for both genders). In comparison, one of the most significant differences of opinion related to *materials technology*, with male respondents thinking it is more appropriate for boys to study *materials technology* than did female respondents (36% and 22% respectively).

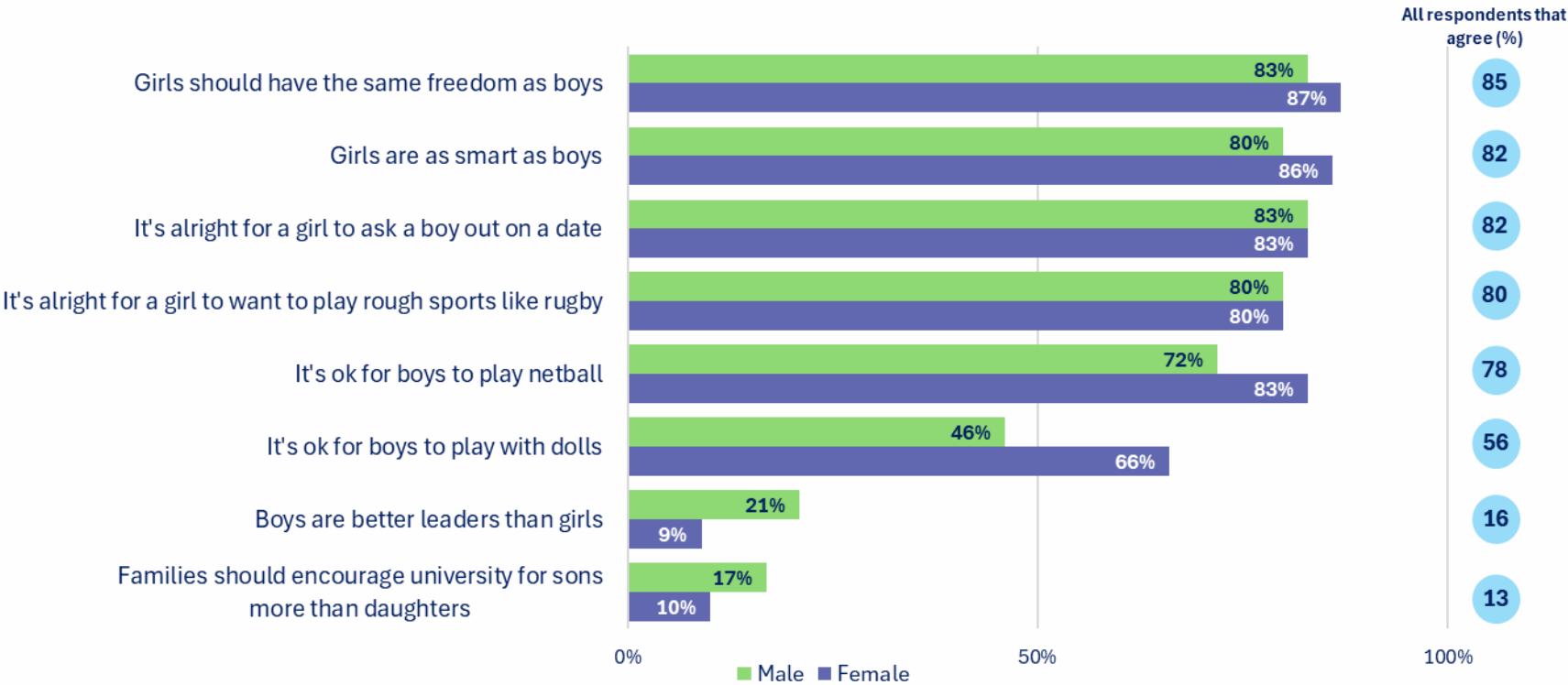
Figure 13: Opinions about which school subjects are appropriate for boys, and which are appropriate for girls



Differences of opinion: Should boys and girls be treated differently?

This graph shows the extent to which respondents agreed with various statements about how boys and girls might be treated differently. The results in the bubbles show the overall level of agreement with each statement. The highest agreement was for more gender equitable statements (e.g., 85% for *girls should have the same freedom as boys*), while statements reflecting gender bias received much lower agreement (e.g., 13% for *families should encourage university for sons more than daughters*). The graph also shows that female respondents were **more likely** to agree with gender equitable statements. For example, 87% of female respondents agreed that *girls should have the same freedom as boys* (compared with 83% for male respondents). The most significant difference between male and female respondents was the extent to which each agreed that *it's ok for boys to play with dolls* (46% and 66% respectively).

Figure 14: Agreement with statements about what boys and girls can and should do



Differences of opinion: Acceptance of gay men and lesbians

Respondents were asked to identify whether they were comfortable with specific sexually diverse identities in certain situations. This included people who identified as gay and bisexual men, lesbian and bisexual women, bisexuals, non-binary people, trans men and trans women.

In each of the graphs below, the results in the bubbles show the extent to which respondents were **comfortable with gay men and lesbians in these situations**. Two-thirds or more of respondents stated that they would be comfortable with gay men and lesbians in all situations, with this being particularly the case for female respondents. For example, 78% of female respondents stated they would be comfortable with gay men being a work colleague, compared with 72% of male respondents.

Figure 17: Comfort with gay and bisexual men in everyday roles

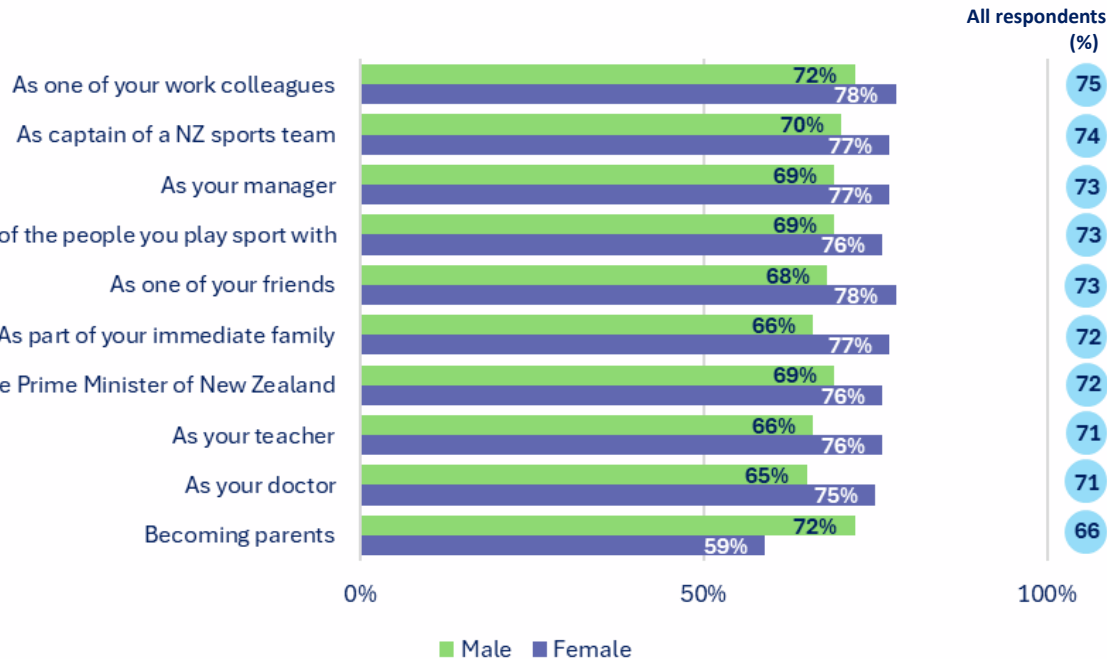
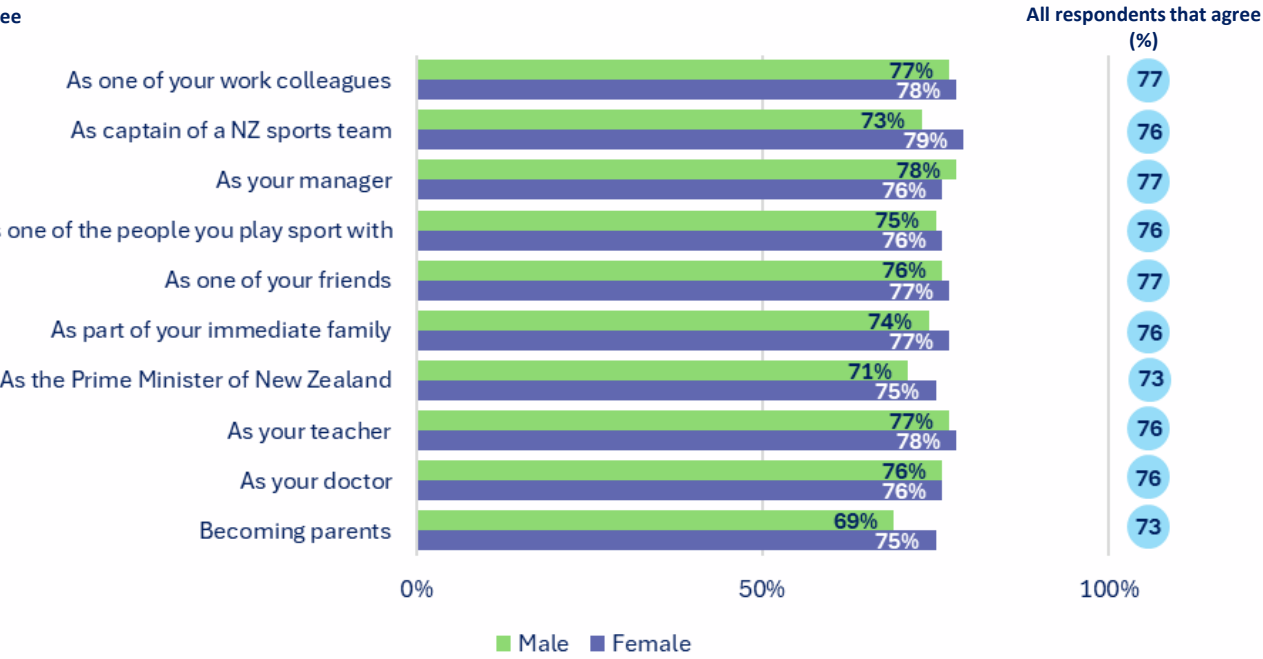


Figure 18: Comfort with lesbian and bisexual women in everyday roles



Differences of opinion: Acceptance of bisexual and non-binary people

In each of the graphs below, the results in the bubbles show the extent to which respondents were comfortable with **bisexual and non-binary people in these situations**. As on the previous page, well over three-quarters of respondents stated that they would be **comfortable with bisexual and non-binary people** in all situations, with this being particularly the case for female respondents. For example, 88% of female respondents stated they would be comfortable with bisexual people becoming parents (compared with 79% for male respondents) and 86% of female respondents stated they would be comfortable with non-binary people becoming parents (compared with 79% for male respondents).

Figure 15: Comfort with bisexual individuals in everyday roles

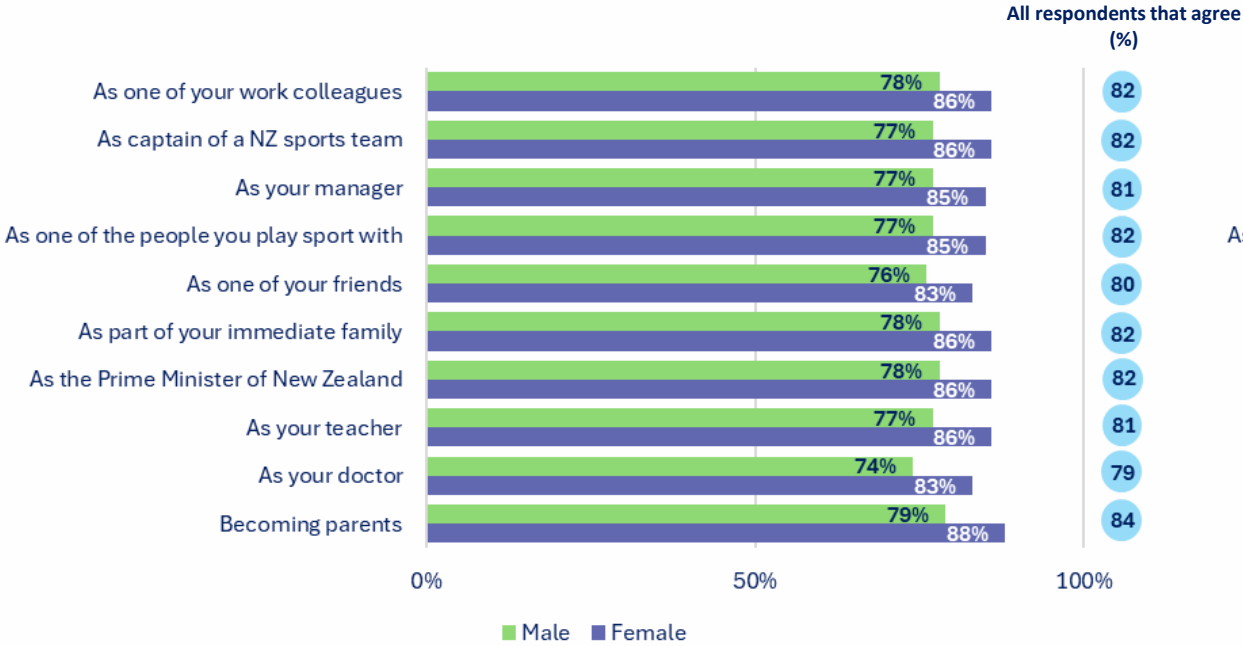
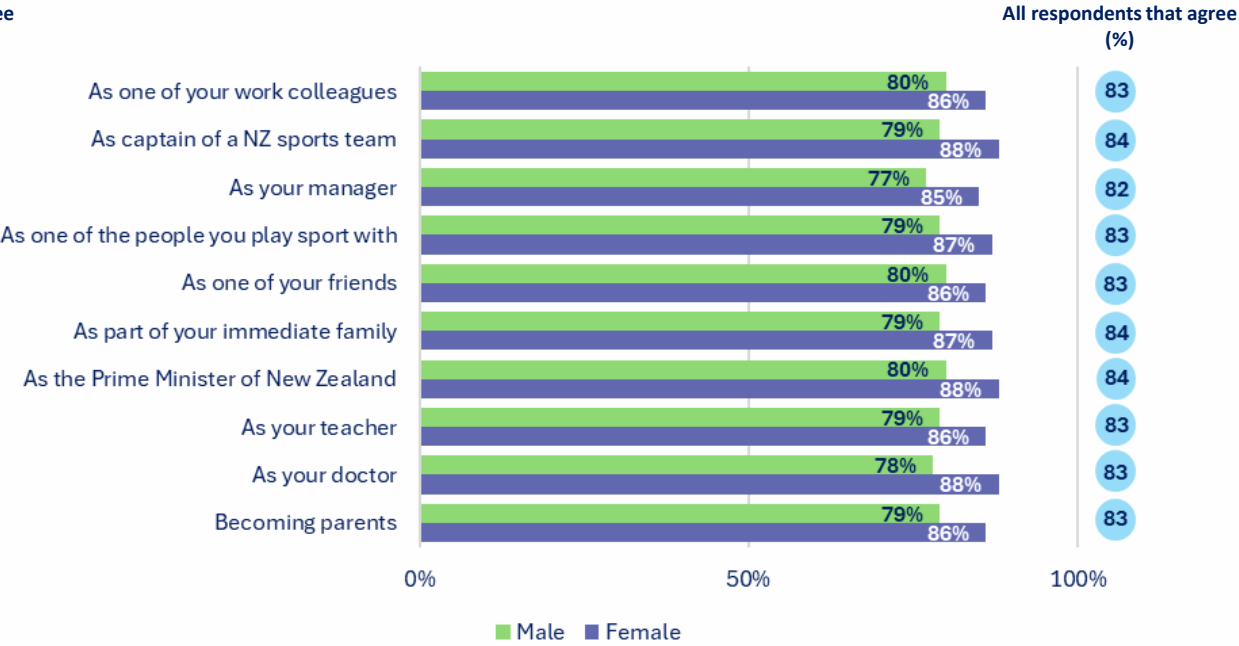


Figure 16: Comfort with non-binary individuals in everyday roles



Differences of opinion: Acceptance of trans men and trans women

In each of the graphs below, the results in the bubbles show the extent to which respondents were **comfortable with trans men and trans women in these situations**. As on the previous two pages, most respondents stated that they would be comfortable with trans men and trans women in all situations, although not to the same extent as gay and bisexual men, lesbian and bisexual women, and bisexuals and non-binary people.

However, in all situations female respondents were more likely than male respondents to state they would be comfortable with trans men and trans women in these situations.

Figure 19: Comfort with trans men in everyday roles

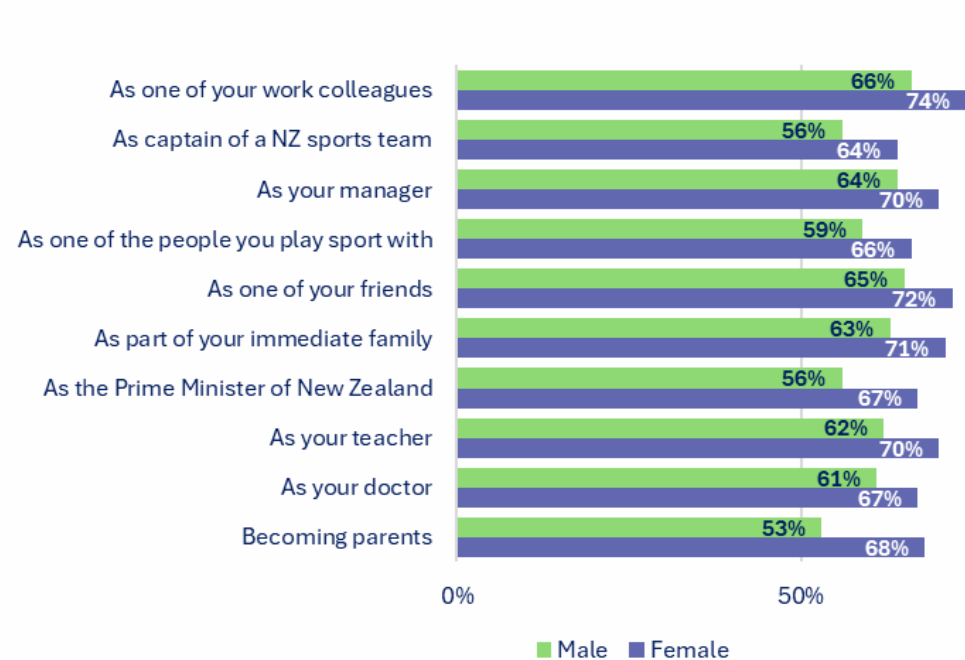
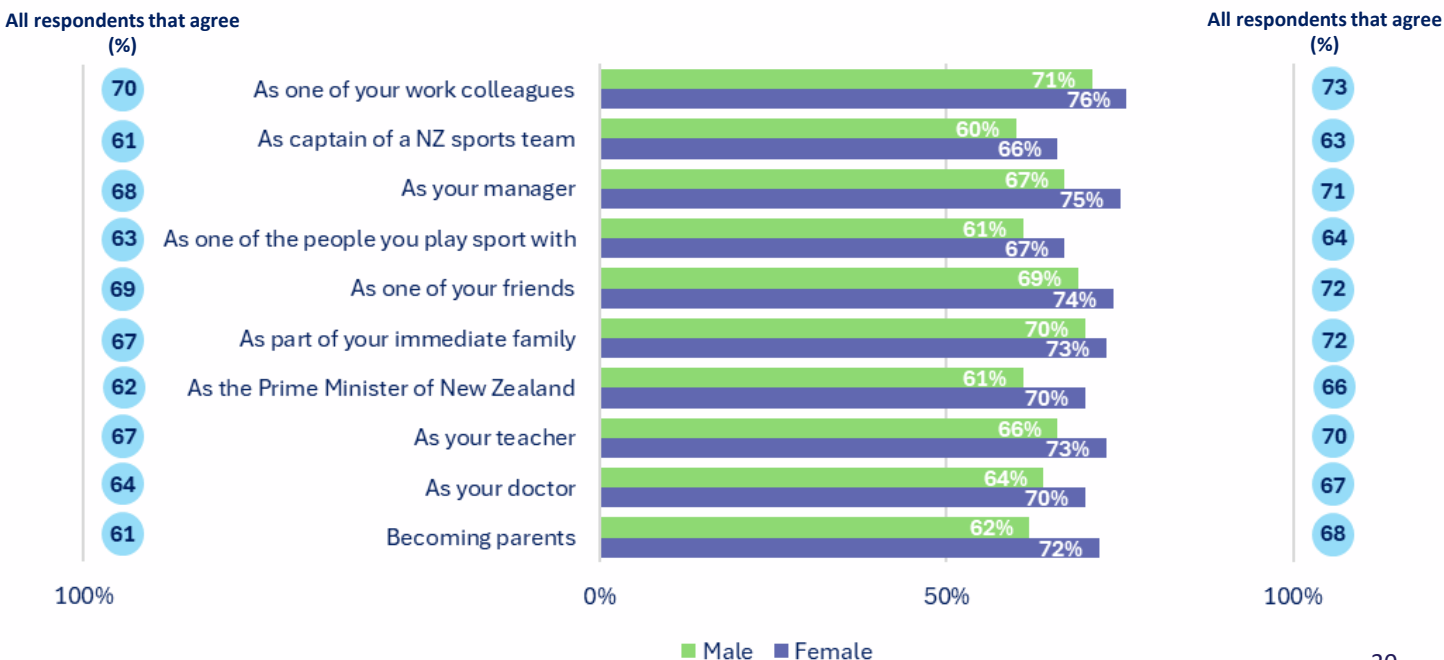


Figure 20: Comfort with trans women in everyday roles



Differences of opinion: School year in which teaching about healthy relationships should be introduced

This table shows which School Year respondents thought that **teaching should commence** about *healthy relationships, including consent*. While 19% of respondents this year thought it should be introduced in Years 0-6, most respondents thought it should be introduced in Years 7-8 and Years 9-11 (both 28%). Note that 6% felt that it should not be taught at all. This year’s results are similar to those of 2017 and 2019, but significantly lower than in 2023.

This year’s results are similar for both male and female respondents, although female respondents were more likely to state that teaching about healthy relationships should commence when children are aged 5-10 (22% compared to 15% for male respondents).

Table 2: Opinion relating to when teaching about *healthy relationships, including consent* should be introduced in schools, over time

	2017	2019	2023	2025	Male	Female
	%	%	%	%	%	%
Healthy relationships, including consent						
Years 0-6 (Aged 5-10)	15	13	23	19	15	22
Years 7-8 (Aged 11-12)	30	26	33	28	28	28
Years 9-11 (Aged 13-15)	29	29	41	28	30	25
Years 12-13 (Aged 16-17)	16	17	30	14	14	13
There should be no such information included in any years	4	5	7	6	6	7
Don't know	8	10	6	6	7	5

Note: Totals may not sum to 100% due to rounding or may exceed 100% due to multiple responses.

Differences of opinion: School year in which teaching about gender diversity should be introduced

This table shows which School Year respondents thought that **teaching should commence** about *gender diversity*. Similar to the results for healthy relationships and sexual diversity, most respondents felt that teaching about gender diversity should be introduced to students in either Years 7-8 and Years 9-11 (22% for both). This year’s results are similar to those of 2017 and 2019, but significantly lower than in 2023.

Table 3: Opinion relating to when teaching about *gender diversity* should be introduced in schools, over time

	2017 %	2019 %	2023 %	2025 %	Male %	Female %
Gender diversity						
Years 0-6 (Aged 5-10)	16	16	17	13	11	14
Years 7-8 (Aged 11-12)	26	23	27	22	20	23
Years 9-11 (Aged 13-15)	27	23	31	22	21	22
Years 12-13 (Aged 16-17)	13	15	24	14	16	13
There should be no such information included in any years	8	11	21	21	23	19
Don’t know	11	13	11	8	9	8

Note: Totals may not sum to 100% due to rounding or may exceed 100% due to multiple responses.

Differences of opinion: School year in which teaching about sexual diversity should be introduced

This table shows which School Year respondents thought that **teaching should commence** about *sexual diversity*. Compared with the results for healthy relationships and gender diversity, significantly fewer respondents felt this subject should be introduced in Years 0-6 (8%), while more felt it should not be taught at all (19%).

Similar to the results for healthy relationships and gender diversity, most respondents felt that, if teaching about sexual diversity was to be introduced, it should be to students in either Years 7-8 and Years 9-11 (19% and 28% respectively). Note that this reflects the results for 2023, but the results this year are significantly lower than in 2023.

Table 4: Opinion relating to when teaching about *sexual diversity* should be taught in schools, over time

	2023 %	2025 %	Male %	Female %
Sexual diversity				
Years 0-6 (Aged 5-10)	9	8	7	8
Years 7-8 (Aged 11-12)	23	19	18	20
Years 9-11 (Aged 13-15)	34	28	28	28
Years 12-13 (Aged 16-17)	29	17	19	16
There should be no such information included in any years	19	19	19	19
Don't know	11	9	8	9

Note: Totals may not sum to 100% due to rounding or may exceed 100% due to multiple responses.

Section 3: Progress in Achieving Gender Equality in Aotearoa New Zealand



About this section

In this section we provide the results to survey questions about the progress being made in achieving gender equality. These questions covered opinions in terms of:

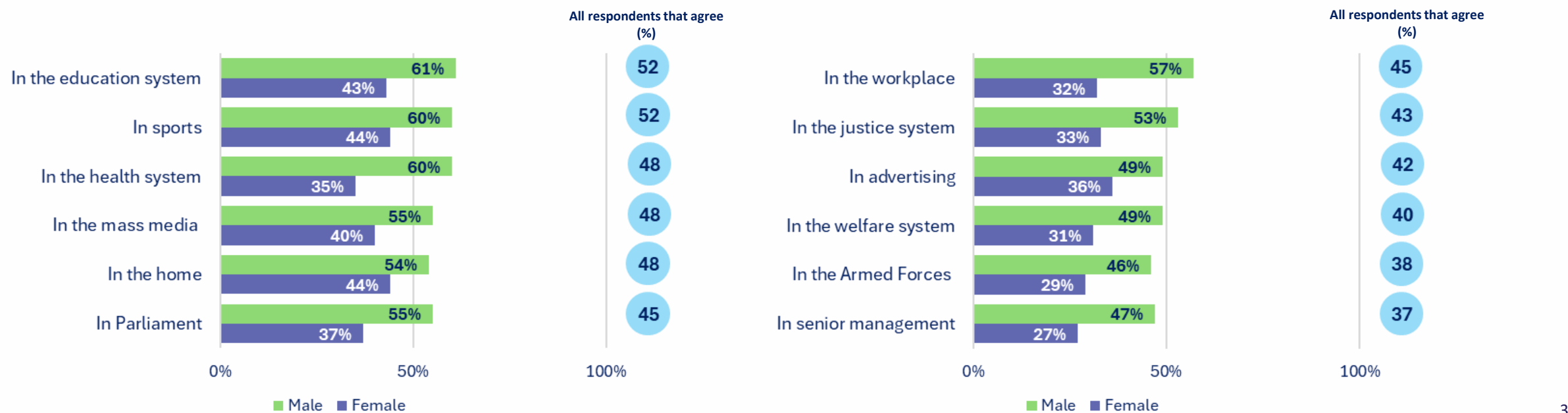
- The extent to which respondents believed gender equality has been achieved in various domains and situations in Aotearoa New Zealand.
- Whether certain groups in Aotearoa New Zealand are disadvantaged by gender inequality.
- How our society would benefit if gender equality was achieved in Aotearoa New Zealand.

Results are broken down by gender. Please access the reporting 'e-tool' to examine the results in greater detail.

The extent to which gender equality has been achieved in specific domains and situations

In Section 1 of this report, we reported that, this year, 46% of respondents agreed that *gender equality has already been achieved for the most part in Aotearoa New Zealand*. With this in mind, the results in the bubbles in the graph below show the extent to which respondents agreed that this has been **achieved in specific domains and situations**. Most frequently, respondents stated that gender equality had been achieved in the *education system* and *sports* (both 52%), while at the other extreme, only 37% stated it had been achieved in *senior management*. The graph also shows that female respondents were generally less likely than male respondents to agree that gender equality had been achieved in every one of these situations. For example, in the case of the *education system*, 43% of female respondents believed this was the case compared with 61% of male respondents.

Figure 21: Agreement that gender equality has been achieved in specific domains and situations



Note: This slide relates to time series data on slides 45 (women in business, sport, and parliament) and 47 (women in media and advertising).

Which groups in Aotearoa New Zealand are disadvantaged because of gender inequality?

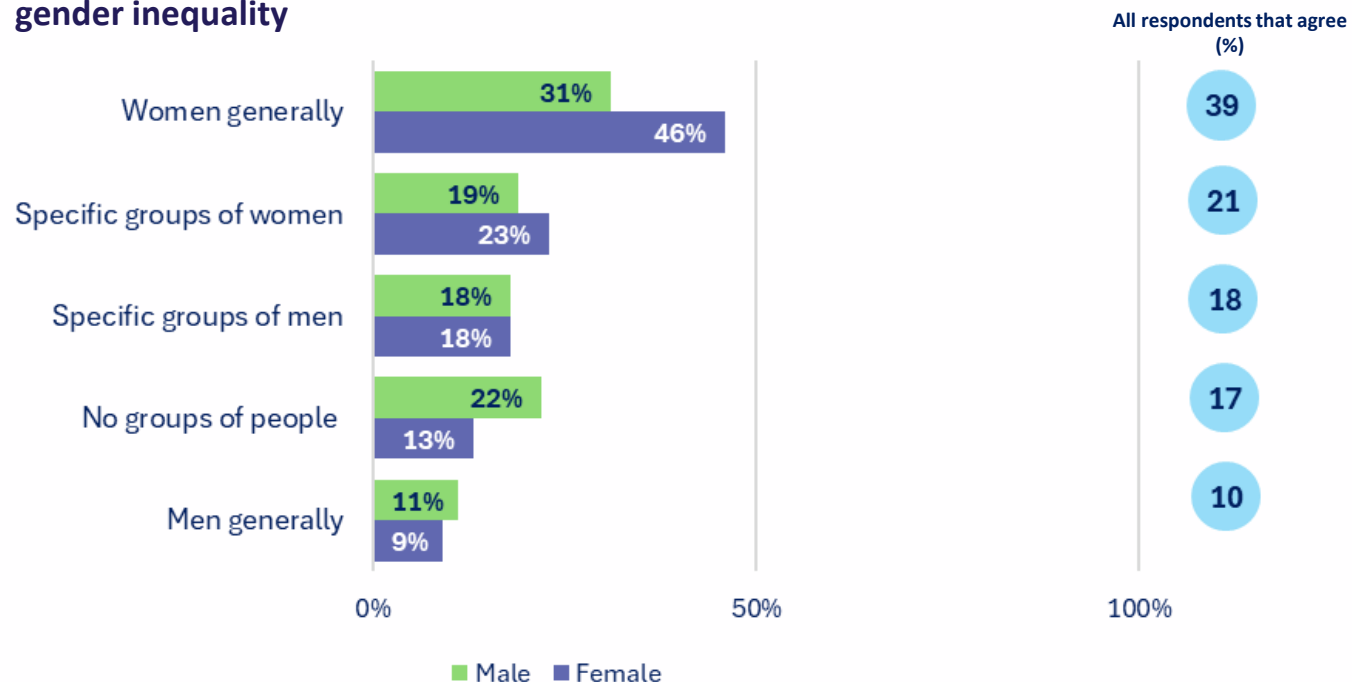
Respondents were asked to identify whether there were any specific population groups that were **disadvantaged because of gender inequality**. This graph shows that 17% of respondents felt that there were **no** groups that were disadvantaged, with male respondents more likely to state this compared with female respondents (22% and 13% respectively).

Notwithstanding this, over one-third of all respondents (39%) identified *women generally* as a group that was disadvantaged because of gender inequality. Almost one-half of female respondents (46%) believed this was the case compared with 31% of male respondents.

21% of respondents also identified *specific groups of women* as being disadvantaged because of gender inequality (e.g., women of colour, LGBTQ+ women and women with disabilities).

In contrast to the percentage of respondents identifying *women generally* as being disadvantaged by gender inequality, 10% of respondents identified *men generally*.

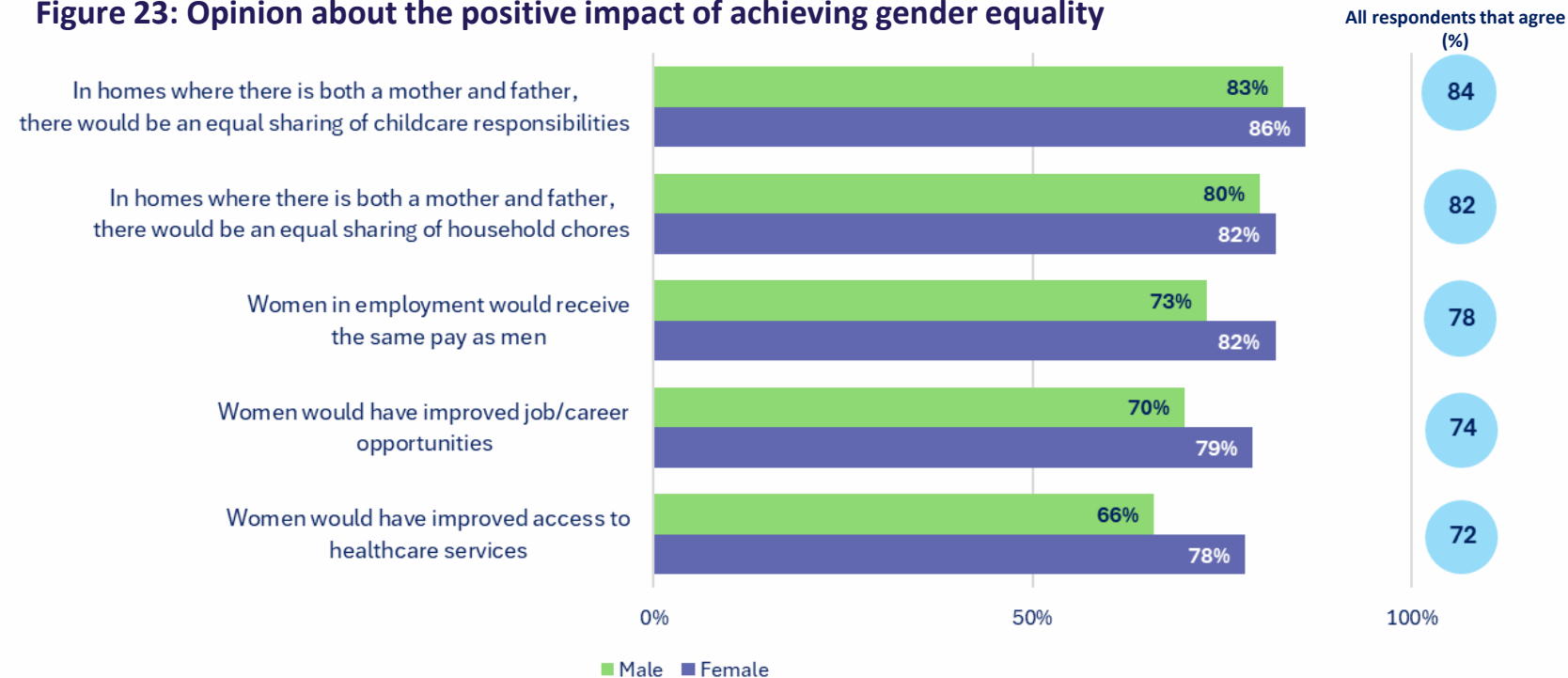
Figure 22: Opinion about which groups in Aotearoa New Zealand that are disadvantaged by gender inequality



What would Aotearoa New Zealand look like if gender equality was achieved?

Respondents were asked to describe **what Aotearoa New Zealand would look like** if gender equality was achieved. This graph (and its continuation on the following page) shows a wide range of agreement with these statements in the bubbles, from 53% to 84%. With only one exception (viz., about *access to abortion services*), female respondents were more likely than male respondents to agree with all statements, although not all differences are statistically significant. Respondents most frequently agreed that *in homes where there is both a mother and father, there would be equal sharing of childcare responsibilities* (84%) with no significant differences between male and female respondents.

Figure 23: Opinion about the positive impact of achieving gender equality

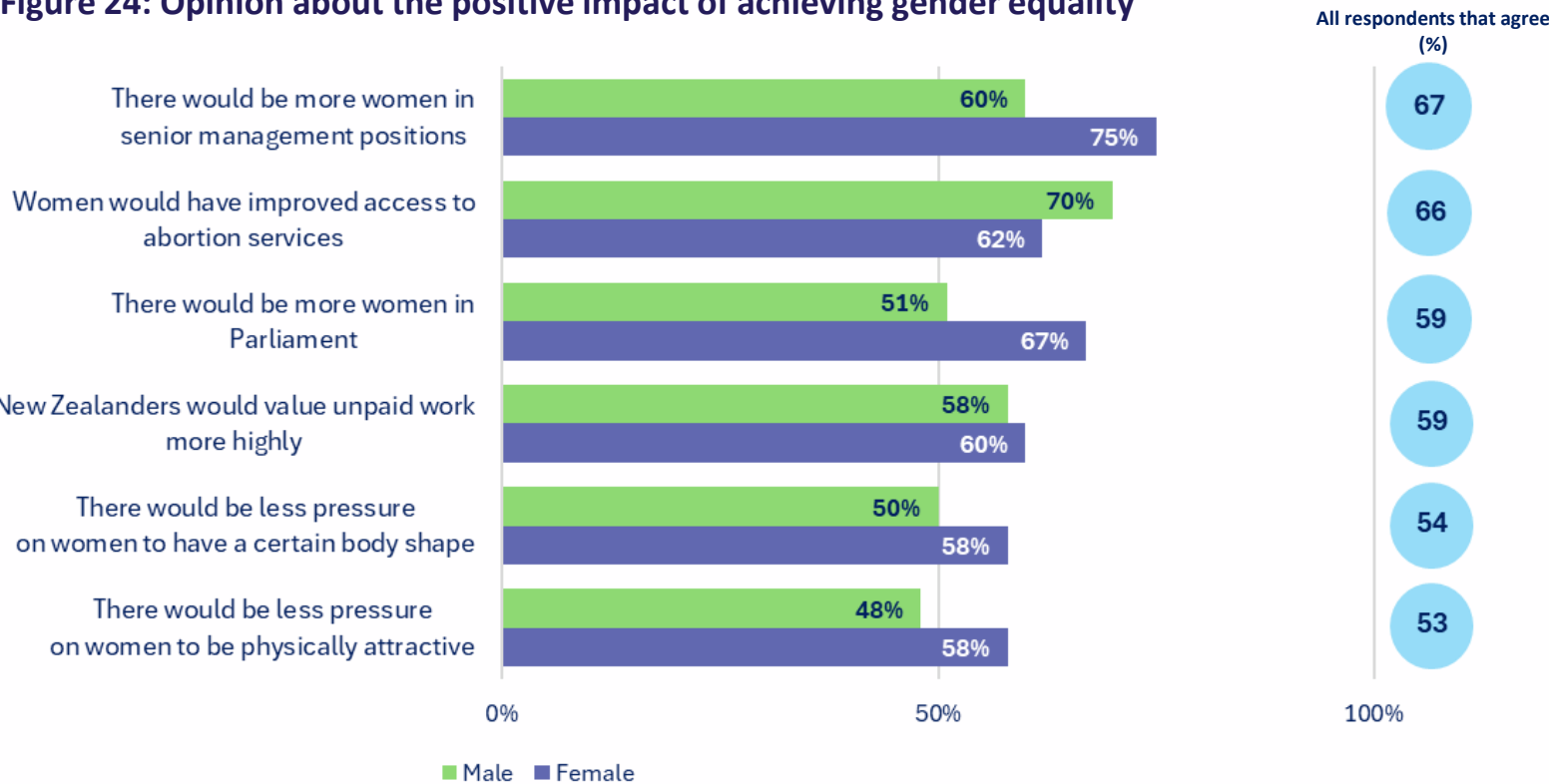


Note: This slide relates to time series data on slides 46 (women in business, sport, and parliament).

What would Aotearoa New Zealand look like if gender equality was achieved? (Continued)

As shown in the previous slide, most respondents agreed on *equal sharing of childcare responsibilities*. In contrast, significantly fewer respondents, for example, agreed there would be *less pressure on women to be physically attractive* (53%). Female respondents were more likely to agree with this statement compared with male respondents (58% and 48% respectively).

Figure 24: Opinion about the positive impact of achieving gender equality

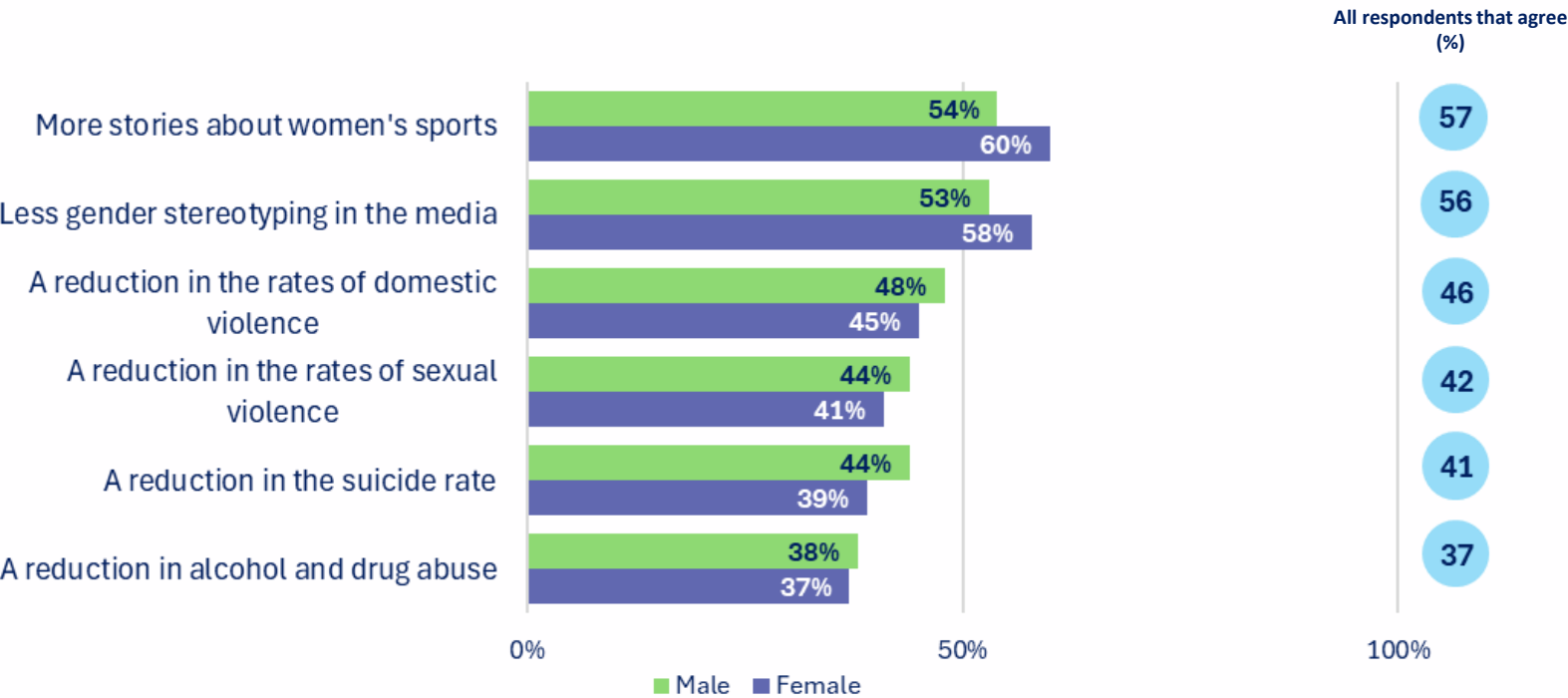


Note: This slide relates to time series data on slides 45 and 46 (women in business, sport, and parliament), slide 47 (women in media and advertising) and slide 50 (birth control).

How would our society benefit if gender equality was achieved?

Respondents were asked to indicate their level of agreement with various statements reflecting **what society might look like were gender equality to be achieved**. This graph shows a relatively modest level of agreement with all statements, ranging from 37% to 57% for all respondents. Furthermore, there are **no** statistically significant differences between males and females.

Figure 25: Opinion about the positive impact of achieving gender equality on social metrics



Note: This slide relates to time series data on slides 46 (women in business, sport, and parliament) and slide 52 (gender-based violence).

Section 4: Specific Issues Relating to Gender Equality and Inequality



About this section

In this section we provide the results to survey questions relating to issues which have recently attracted public attention, including:

- Online harassment.
- Attitudes to rape.
- Women in business, sport and parliament.
- Portraying women appropriately in the mass media and advertising.
- Birth control.
- Gender-based violence.
- Pay parity.

Results are shown over time and by gender for 2025, and in most cases relating to the status quo. However, in four cases (viz., women in business, sport, Parliament and other domains; body shaming; birth control; and gender-based violence), respondents were asked to reflect on what Aotearoa New Zealand would look like if gender equality was achieved.

Please access the reporting 'e-tool' to examine the results in greater detail.

Online harassment

This table shows the extent to which respondents agreed with several statements about **online harassment**. Although the table shows relatively high levels of agreement, there has been **no** statistically significant change over the years these statements have been asked. Online harassment is recognised as a ‘serious problem’ (74%) and particularly with respect to women (e.g., 71% agreed that it *has an effect on how women are treated in real life*).

Female respondents were more likely than male respondents to agree with every statement (e.g., 74% agreed that online harassment *has an effect on how women are treated in real life* compared with 69% of male respondents).

Table 5: Agreement with statements relating to online harassment, over time

	2023 %	2025 %	Male %	Female %
Online harassment is a serious problem in Aotearoa New Zealand	74	74	72	77
Online harassment has an effect on how women are treated in real life	71	71	69	74
Women are exposed to more harassment online than men	60	62	60	64

Attitudes to rape

This table shows the extent to which respondents agreed with various statements **about rape** and how this might have changed over time. Although the table shows relatively low levels of agreement, there has been **no** statistically significant change over time. The exception to this is with regard to the statement, *rape happens when a man’s sex drive is out of control*. Agreement with this statement has progressively increased from 25% in 2017 to 36% this year.

Male respondents were more likely than female respondents to agree with every statement. For example, 40% of male respondents agreed that *false rape accusations are common* compared with 27% of female respondents.

Table 6: Agreement with statements relating to rape, over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
Rape happens when a man's sex drive is out of control	25	25	27	30	36	38	35
False rape accusations are common	35	35	28	33	32	40	27
If someone is raped when they're drunk, they're at least partly responsible for what happens	14	14	16	16	17	19	14
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	7	9	10	11	13	18	7
You can't really call it rape if someone doesn't physically fight back	7	7	11	11	11	15	8

Women in business, sport and parliament - the status quo

Respondents were asked to indicate whether Aotearoa New Zealand was doing well or poorly in terms of gender equality in a range of **different domains and situations**. This table shows the extent to which respondents believed we are doing well. All results are relatively modest; with the highest result this year recorded for women *in sport* and *the education system* (both 52%).

The table also shows that there has been little change over the years, with the exception of *Parliament, the education system* and *the health system* – all recording decreases this year in comparison with 2023.

For example, in 2023, 60% of respondents believed that gender equality had been achieved in *Parliament*, but this year this has declined to 45%. Notwithstanding the decline, male respondents were more likely to state that gender equality has been achieved in Parliament compared with 37% of female respondents.

Table 7: Agreement that we are doing well in various domains relating to women in business, sport and parliament

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
In sports	50	43	52	51	52	60	44
In the education system	50	48	54	54	52	61	43
In the health system	52	50	54	55	48	60	35
In Parliament	48	56	62	60	45	55	37
In the workplace	41	41	48	49	45	57	32
In the justice system	41	37	45	44	43	53	33
In the Armed Forces	37	35	37	38	38	46	29
In senior management	34	32	39	41	37	47	27

Note: This slide builds on the domains shown on slide 36, specifically those related to women in business, sport and parliament.

Women in business, sport and parliament – what a gender equal Aotearoa would look like

This table shows the extent to which respondents agreed with various statements describing what a gender equal Aotearoa New Zealand would look like, in relation to **women in business, sport, Parliament and other domains**. Except for, *women would have improved job/career opportunities* (74%), the levels of agreement are relatively modest and have remained stable over time.

Also of note is the fact that female respondents were more likely to agree with each statement than male respondents. For example, 75% of female respondents agreed that *there would be more women in senior management positions* compared with 60% of male respondents.

Table 8: Agreement with statements on what a gender equal Aotearoa New Zealand would look like in relation to women in business, sport and parliament, over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
Women would have improved job/career opportunities	NM	73	68	77	74	70	79
There would be more women in senior management positions	NM	69	65	69	67	60	75
There would be more women in Parliament	NM	57	50	58	59	51	67
More stories about women's sports	NM	60	51	59	57	54	60

Note: NM= Not measured (question not asked that year).

Women in the mass media and advertising - the status quo

Respondents were asked to indicate whether Aotearoa New Zealand was doing well or poorly in terms of **portraying women** appropriately in the mass media and advertising. This table shows the extent to which respondents believed we are doing well in appropriately portraying women. The results are relatively modest and in contrast to an increase in the results between 2019 and 2021, the more recent results indicate fewer respondents believing we are doing well.

The table also shows that male respondents were more likely than female respondents to agree with both statements. For example, 55% of male respondents believed we are doing well in appropriately portraying women *in the mass media*, compared with 40% of female respondents.

Table 9: Agreement that we are doing well in appropriately portraying women in the mass media and advertising

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
In the mass media	NM	50	55	53	48	55	40
In advertising	NM	38	45	48	42	49	36

Note: NM= Not measured (question not asked that year).

Women in the mass media and advertising - what a gender equal Aotearoa would look like

This table shows the extent to which respondents agreed with various statements describing what a gender equal Aotearoa New Zealand would look like, in relation to **body shaming**. The table shows relatively modest levels of agreement, with **no** statistically significant change over time.

The table also shows that female respondents were more likely than male respondents to agree with every statement. For example, 58% of female respondents agreed that *there would be less gender stereotyping in the media* compared with 53% of male respondents

Table 10: Agreement with statements on what a gender equal Aotearoa New Zealand would look like in relation to women’s portrayal in the mass media and advertising, over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
Less gender stereotyping in the media	NM	56	54	57	56	53	58
There would be less pressure on women to have a certain body shape	NM	NM	NM	54	54	50	58
There would be less pressure on women to be physically attractive	NM	NM	NM	53	53	48	58

Note: NM= Not measured (question not asked that year).

Note: This slide builds on the domains shown on slides 39 and 40, specifically those related to women in mass media and advertising.

Birth control – the status quo

This table shows the extent to which respondents agreed with two statements about **birth control**. The table shows relatively high levels of agreement, although agreement with both statements has significantly decreased between 2023 and 2025.

Notwithstanding this decline, note than female respondents were more likely to agree with the statement that *a woman should have the right to choose whether or not she has an abortion* (78% compared with 70% for male respondents).

Table 11: Agreement with statements relating to birth control, over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
Contraception is the responsibility of both men and women	84	85	84	87	83	82	85
A woman should have the right to choose whether or not she has an abortion	66	72	74	78	73	70	78

Birth control – what a gender equal Aotearoa would look like

The table below shows the extent to which respondents agreed with a statement describing what a gender equal Aotearoa New Zealand would look like, in relation to **birth control**. The table shows that the level of agreement has been increasing over time and is currently 66%.

The table also shows that female respondents were more likely than male respondents to agree that *women would have improved access to abortion services* (70% compared with 62% for male respondents).

Table 12: Agreement with statement on what a gender equal Aotearoa New Zealand would look like in relation to birth control, over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
Women would have improved access to abortion services	NM	55	54	68	66	62	70

Note: NM= Not measured (question not asked that year).

Gender-based violence – the status quo

This table shows the extent to which respondents agreed with two statements about **gender-based violence**. Although the table shows relatively low levels of agreement, over time agreement has been increasing. For example, in 2017, 8% agreed that hitting out *is an understandable response for a man when his wife or partner tries to end a relationship*, and this is now 14%.

The table also shows that male respondents were more likely to agree with both statements compared to female respondents. For example, 37% of male respondents agreed that *a man who doesn't fight back when he's pushed around will lose respect as a man* (compared to 20% for female respondents).

Table 13: Agreement with statements relating to gender-based violence, over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
A man who doesn't fight back when he's pushed around will lose respect as a man	22	22	27	25	27	37	20
Hitting out is an understandable response for a man when his wife or girlfriend tries to end a relationship	8	9	17	13	14	17	12

Gender-based violence – what a gender equal Aotearoa would look like

This table shows the extent to which respondents agreed with two statements describing what a gender equal Aotearoa New Zealand would look like, in relation to **gender-based violence**. The table shows relatively modest levels of agreement, with **no** statistically significant change over time.

The table also shows that there are **no** significant differences between male and female respondents.

Table 14: Agreement with statements on what a gender equal Aotearoa New Zealand would look like in relation to gender-based violence

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
A reduction in the rates of domestic violence	NM	44	42	47	46	48	45
A reduction in the rates of sexual violence	NM	41	39	45	42	44	41

Note: NM= Not measured (question not asked that year).

Pay parity

This table shows that 78% of respondents this year agreed that, if gender equality was achieved, women in employment would receive the **same pay** as men. Female respondents were more likely to agree with this statement compared with male respondents (82% and 73% respectively).

The table also shows the results for this statement over time, with **no** statistically significant change over the years.

Table 15: Agreement with statement relating to pay parity, over time

	2017	2019	2021	2023	2025	Male	Female
	%	%	%	%	%	%	%
Women in employment would receive the same pay as men	NM	79	75	80	78	73	82

Note: NM= Not measured (question not asked that year).

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