



Campaign Evaluation

What Kind of Man Do You Want to Be?

FULL REPORT

JULY 2026

data. strategy. delivery.



Acknowledgement of Country

89 Degrees East acknowledges Aboriginal and Torres Strait Islander peoples as the traditional custodians of the lands where we live, learn and work. We acknowledge and pay respect to Elders past and present and recognise that sovereignty was never ceded.

This report was prepared on Wurundjeri and Awabakal Country.

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Project Background

Respect Victoria's *What Kind of Man Do You Want to Be?* campaign is a primary prevention campaign designed to prompt reflection and conversation about masculinity and rigid gender stereotypes. Rather than instructing men how to behave, the campaign invites them to consider the kind of man they want to be, using the real stories of everyday Victorian men. Its success is defined not only by reach, but by whether the target audience pauses, sees themselves in the content, and feels something, even where that feeling is discomfort or a challenge to their worldview.

The campaign's primary audience is Victorian men aged 18-44, with women in the same age group a secondary audience. Respect Victoria also has a particular interest in regional Victoria, reflecting its ongoing community saturation work in Ballarat.

The campaign ran across a suite of channels, including several 30-second video executions built around real men's stories, English-language regional radio in Ballarat, and in-language radio across five language groups (Mandarin, Cantonese, Vietnamese, Arabic and Punjabi), alongside digital, social, outdoor and cinema placements.

The Evaluation

89 Degrees East was commissioned to evaluate this initial phase of the campaign. Where existing data already measured reach, this evaluation was designed to go deeper: to understand whether the campaign prompted reflection on masculinity, whether it sparked conversations, whether its message was understood, how it made people feel and think, and whether it was seen as relevant to them. The evaluation also compares responses within and between key cohorts.

Its findings are intended both to assess this phase and to help inform the design of future phases.

This report focuses on the headline findings and draws out notable differences between cohorts where they are instructive. More detailed subgroup data is available in an accompanying dashboard, which will be available in August 2026.

Methodology

This evaluation is based on an online survey of n=3,227 Victorians aged 18-44, conducted by 89 Degrees East in May - June 2026.

The sample was structured to prioritise the campaign's primary audience while retaining the ability to analyse key subgroups. It included a boost of men (n=1,989) and of regional Victorians (n=1,103), and achieved robust representation of several priority cohorts, including LGBTIQ+ Victorians (n=366), Victorians who speak a language other than English at home (n=770), people with disability (n=271) and Aboriginal and Torres Strait Islander respondents (n=198). To make the overall sample representative of the Victorian 18-44 population, data was weighted using a raking weight on gender, age and location (metropolitan and regional), benchmarked to the ABS 2021 Census. Unless otherwise stated, all figures in this report are weighted.

The survey was designed to establish a baseline of attitudes before measuring campaign response. Respondents first answered a set of attitudinal questions, including established measures adapted from the National Community Attitudes towards Violence against Women Survey, the Gender Compass framework and the Man Box scale, before any campaign material was shown. This ensured attitudes were captured in a neutral context. Respondents were then shown campaign collateral, including two of the nine video executions each, and asked about recall, emotive response, resonance, message take-out and behavioural response. The Man Box scale was repeated after exposure to allow an in-survey measure of attitudinal shift.

Key Terms

Victorians: For the purposes of this report "Victorians" refers to people living in Victoria aged between 18 and 44. This report also uses the term "respondents" to refer to this group.

Kind Man Campaign or Kind Man: For the purposes of this report, the phrase "Kind Man Campaign" refers to all campaign materials related to Respect Victoria's What Kind of Man Do You Want to Be? Campaign.

Campaign Recallers and Non-Recallers: Campaign Recallers are respondents who recognised at least one piece of the *Kind Man* (prompted) material shown to them. This included the campaign composite image, the radio ad and any of the 15-second or 30-second videos. Non-Recallers did not recall any of the campaign assets.

Key Findings

Overview

What Kind of Man Do You Want to Be? (Kind Man) is a Respect Victoria campaign asking Victorian men aged 18-44 to reflect on rigid ideas about masculinity. This evaluation therefore measured not only whether Victorians recalled the campaign, but how they responded to it: what they felt, whether they found it credible and relevant, and whether it shifted their thinking. It draws on an online survey of 3,227 Victorians aged 18-44, weighted to the population and boosted for men and regional Victorians, fielded in May - June 2026.

Campaign Recall

***Kind Man* achieved substantial reach, with more than one in four Victorians (27%) recalling seeing or hearing the campaign when prompted.**

Recall was strongest among the campaign's priority audiences. It ran higher among men than women (33% v. 21%), and higher again among young men aged 18-29 (36%), fathers (38%), Victorians who speak a language other than English at home (33%) and Aboriginal and Torres Strait Islander Victorians (64%).

Most notably, recall rose steadily with Man Box endorsement: the men holding the most rigid views about masculinity were the most likely to recall the campaign, at 46% of the highest endorsers against 25% of the lowest.

Recall of each individual asset was more modest: 17% recalled the campaign stills, 12% the radio ad, 11% the 15-second video, and 9% to 13% each of the nine 30-second story videos.

Separately, 15% recalled advertising about masculinity unprompted, most describing the campaign accurately.

Key Figures

- *More than one in four Victorians (27%) recalled the campaign, rising to 33% of men.*
- *Recall climbed with Man Box endorsement, from 25% of the lowest-endorsing men to 46% of the highest.*
- *15% recalled advertising about masculinity unprompted, most describing the campaign accurately.*

Campaign Response

Victorians found *Kind Man* credible and well made.

Around seven in 10 rated it believable (70%), realistic (70%) and authentic (69%), and more than two-thirds found it convincing (68%). The portrayal of men was well received: 67% saw the men in the videos as good role models and 64% thought highly of how they were presented. Women tended to rate the campaign's credibility a little higher than men.

Fewer felt it was aimed at (42%) or relevant to (49%) them personally, but this partly reflects the campaign doing its job. Given that it was targeted to men aged 18-44, men were unsurprisingly more likely than women to say it was aimed at people like them (54% v. 32%) and relevant to them (55% v. 43%). Men with the highest Man Box endorsement were least likely to see the men as good role models (47%, against 78% of men with the lowest endorsement), though they were only a little less likely to find the campaign relevant (53% v. 58%).

Most Victorians also understood what the campaign was asking. Three in four (77%) described its purpose in terms consistent with its aims, most often as a prompt to rethink masculinity and the idea that there is only one way to be a man.

Final comments in response to the campaign were overwhelmingly positive: 70% were positive in tone and just 1% negative, with the rest questioning the campaign's real-world impact rather than criticising it. Where people expanded, the wish was for the campaign to go further, through more support and practical solutions for men, and a broader reach to teenage boys and schools.

Key Figures

- *The campaign was seen as highly credible: believable (70%), realistic (70%), authentic (69%) and convincing (68%).*
- *67% saw the men as good role models, falling to 47% among the highest Man Box endorsers.*
- *Fewer felt the campaign was relevant to them (49%), but among men this rose to 55% (v. 43% of women), consistent with this being the target audience.*
- *77% read the campaign's intent correctly; final-comment sentiment ran 70% positive to 1% negative.*

Campaign Engagement

The campaign prompted many people to reflect, and often to act.

Engagement was measured two ways in this evaluation, across the campaign's three pathways and through more general actions like discussing it or visiting the website. Recallers reported what they did, Non-Recallers what they might do.

Across the three pathways, almost nine in 10 Victorians (89%) had taken or were open to taking at least one action, rising to 96% among those who recalled the campaign. Willingness was fairly even across the pathways but varied by action: the private, reflective steps drew the most support, the more public and self-implicating ones the least. Almost half of men (49%) said the campaign had prompted, or would prompt, them to reflect on their own behaviour as a man, though fewer (37%) were open to the harder, more self-implicating step of considering whether their own words or actions may have caused harm to women.

General engagement with the campaign was lower but still substantial, with two in three Victorians (67%) taking or open to taking at least one action, most commonly discussing it with family or friends (36%) or researching the issues it raised (26%). Recallers engaged more than Non-Recallers (73% v. 65%), and among Recallers, men more than women (77% v. 67%). Men with the highest Man Box endorsement were the most engaged of all (81%, against 64% of men with the lowest endorsement), and far more likely to take the most public actions: they were nearly three times as likely to comment on a video (22% v. 8%) and around twice as likely to share one (29% v. 15%).

Key Figures

- *Almost nine in 10 (89%) took or were open to at least one pathway action, rising to 96% among Recallers.*
- *Two in three (67%) engaged with the campaign directly, most often by discussing it (36%).*
- *Men with the highest Man Box endorsement were the most engaged (81% v. 64% of the lowest), and the most likely to comment on or share a video.*

Response to "Story" Videos

Victorians responded positively to the 30-second story videos, which felt authentic and moved men's attitudes.

The nine 30-second story videos were a clear focus of this evaluation. Rather than assessing recall alone, this evaluation measured the emotive response and resonance these videos generated: did Victorians, and men in particular, feel something in response, and did they see themselves in the videos?

Overall, responses to the videos were positive. Hopeful and sympathetic were the most common reactions across the campaign, and no negative emotion appeared in any video's top three. The videos were seen as authentic: on every video, a majority agreed the men felt like real people rather than actors, from 60% for Ben to 72% for Fui.

Agreement was lower on the more personal measures, whether men saw themselves in the stories or felt they reflected their own experiences, but fathers were consistently more likely to say the stories mirrored their own lives.

While the overall response was shared, individual videos performed differently. Adam-and-Fui, and Adam alone, were the warmest, running well above average on hope, inspiration and pride. Mawout & Pharrell was the most challenging, though only mildly so (11%, rising to 15% among men). Ben was the most uncomfortable yet made people feel understood more than any other video, while Jefferson resonated least.

On attitudes, Adam & Fui was the strongest mover of Man Box endorsement (net +27 among men, against a +21 average), where the least resonant videos moved men least. The full video profiles, including each video's emotive, resonance and Man Box results, are set out later in this report.

Key Figures

- *Hopeful and sympathetic led across the campaign, with no negative emotion in any video's top three.*
- *The videos felt authentic: for each, a majority agreed the men felt like real people (60% to 72%).*
- *Impact varied by video, with Adam & Fui the strongest Man Box mover (net +27 among men) and Jack the weakest (+11).*

Impact on Man Box Endorsement

The strongest evidence of impact came from the Man Box measure.

The 19 Man Box statements were put to men twice, once at the start of the survey and again after they had seen all the campaign material, so any movement can be read as an immediate response to that exposure. In this sample, 42% of men began as low endorsers, 22% moderate and 36% high, with 15% in the very highest band.

Exposure shifted men toward lower endorsement. After seeing the campaign, 53% of men softened their views and 32% hardened, a net movement of +21 toward lower endorsement, and the average score fell from 1.84 to 1.79. Agreement dropped on 14 of the 19 statements. The movement clustered on the campaign's "performance" pillars, acting tough and physical attractiveness, which fell furthest, though two of the single largest falls were the statements "guys should act strong even if they feel scared inside" and "a trans man is not a real man" (both down 6 points), the latter outside those pillars.

Some of the movement may owe to the conditions of the survey, fatigue on a second ask, ordinary response variation, or priming from the earlier gender-equality and violence-against-women questions, rather than to a lasting impact on attitudes. However, the direction and consistency of the shift point to a real campaign effect.

Key Figures

- *Exposure shifted men toward lower Man Box endorsement: 53% softened, 32% hardened, a net +21.*
- *Men's average score fell from 1.84 to 1.79.*
- *Agreement fell on 14 of the 19 statements, most on the "performance" pillars.*

Gender Compass Segments

Most segments recalled the campaign at a similar rate (25% to 26%, against a 27% average), rising to 40% of Conflicted. *Kind Man* prompted some attitude movement in all of them.

However, reach and resonance did not always convert into attitude change: the segment the campaign reached and engaged most moved the least.

Trailblazers are the campaign's natural allies. They recognise violence against women more than any segment (96%) and already reject rigid ideas about masculinity. This leaves little room to shift on Man Box endorsement, though they still moved (net +32, the joint largest). Their value is amplification: they are the most likely to discuss the campaign (43%). The barrier is that they do not see it as being for them.

Conflicted are the standout. They recalled the campaign more than any other segment (40% v. 27% average), were the most likely to feel it was aimed at them (65%) and relevant (71%), and engaged with it most actively (81% v. 67% average), yet moved least on the Man Box (net +9). Holding traditional and progressive ideas at once, they connect with the campaign without letting it change their views.

Rejectors landed better with the campaign than their label suggests. They are the least likely to see violence against women as a problem (70% v. 86% average) and the most dismissive of the campaign's message, yet its focus on men and the pressures they face gave them a point of connection: recall was in line with average (25%), and the campaign shifted them further than the Moderate segment (net +23 v. +18).

Moderate are the least engaged with the issue. The campaign reached them at an average rate but convinced them least, rating below average on every credibility measure. There is no hostility here; they simply see gender equality as largely settled and the issue as less pressing. Even so, exposure nudged them in a positive direction (net +18).

Detailed Findings

Baseline Attitudes of Victorians

This section outlines the **baseline perspectives of Victorians on gender equality**. Several measures were drawn from existing frameworks with known benchmarks: national and local problem recognition from the National Community Attitudes towards Violence against Women Survey, and gender equality attitudes from Gender Compass. These questions were asked prior to exposure to campaign material.

Awareness and Recognition of Violence Against Women

Summary Insights

While most Victorians recognised violence against women as a problem in Australia more broadly (86%), far fewer believed it was a problem in their local area (49%). Despite this, close to nine in 10 Victorians (87%) acknowledged that violence against women could be occurring in their community, even if they weren't aware of it.

Victorian men are less likely to recognise the problem than women, both at the national (79% men, 92% women) and local level (42% men, 55% women). Men are also more likely to assume that they would know if violence against women was happening in their community (18% men, 8% women).

Headline Figures

- 86% of Victorians agreed that violence against women is a problem in Australia.
- 49% of Victorians agreed that violence against women is a problem in the suburb or town where they live.
- 87% said that it is possible that violence against women could be happening in their community, even if they haven't seen it or heard about it.

Awareness that violence against women is a problem

Consistent with the NCAS (2021), most Victorians in this survey agreed that violence against women is a problem in Australia (86%), but far fewer (49%) thought it was a problem in their local town or suburb.

<i>Violence against women is a problem...</i>	NCAS 2021¹	<i>Kind Man</i> Total	<i>Kind Man</i> Men	<i>Kind Man</i> Women
...in Australia	91%	86%	79%	92%
... in my own suburb or town	47%	49%	42%	55%

Recognition of the national problem sat a little below the NCAS measure (-5%), while local recognition sat slightly above it (+2%). Men were less likely than women to see violence against women as a problem in either context.

Awareness that violence can go unseen

Nearly nine in 10 Victorians (87%) acknowledged that violence against women could be happening in their community, even if they have not seen or heard about it. Only 13% felt they would probably know if this was occurring. Men were more than twice as likely as women to believe that they would know if violence against women was happening locally (18% compared to 8%).

<i>Which statement feels more true?</i>	TOTAL	Men	Women
It is possible that violence against women could be happening in my community, even if I haven't seen it or heard about it.	87%	82%	92%
I would probably know if violence against women was happening in my community.	13%	18%	8%

¹ ANROWS (2023), 2021 National Community Attitudes towards Violence against Women Survey (NCAS): Findings for Australia.

Problem-Recogniser Typology

To assist with analysis, this report references cohorts who have been grouped based on their responses to the above.

	TOTAL	Men	Women
RECOGNISER: Recognise VAW as a problem nationally and locally	47%	40%	54%
DISTANCER: Recognise VAW as a problem nationally, <u>not</u> locally	25%	26%	24%
DENIER: Does not recognise VAW as a problem nationally or locally	5%	7%	2%
OTHER*	23%	26%	20%

*Other captures Victorians whose answers did not place them in a single cohort, mainly those who recognise violence against women as a national problem in Australia but neither agreed nor disagreed that it is a problem locally. This cohort has not been analysed.

While Recognisers make up the largest single cohort (47%), the majority of Victorians do not recognise violence against women at both a national and local level (53%, which includes distancers, deniers and other).

Victorians who recall the campaign are more likely to recognise VAW as a problem

Respondents who recalled seeing the campaign (in any form) were:

- More likely to be **Recognisers** (52% Recallers, 45% Non-Recallers)
- Less likely to be **Distancers** (21% Recallers, 26% Non-Recallers)

Gender Equality Attitudes

Summary Insights

Despite broad support for gender equality in principle, close to two-thirds of respondents (63%) believe Australia is close to achieving, or has already achieved, gender equality. Men are much more likely than women to hold this view (75% compared with 51%).

Across all attitudinal measures, men are more likely than women to agree with statements that demonstrate lower alignment with supportive statements and a higher propensity for oppositional views.

Headline Figures

- 68% of all respondents agree gender equality won't be achieved in Australia unless people of all genders take action.
- 63% believe that we are close to achieving, or have already achieved, gender equality in Australia.
- 25% agree families function well and children are best supported when mothers do the caring and fathers earn the income.
- 24% agree equality doesn't make sense when there are basic biological differences between males and females.
- 35% agree that they feel like they can't speak openly about their views on gender.

Responses to these questions are used to allocate respondents into one of six Gender Compass segments (for more analysis of these segments, see page 56 onwards).

Attitudes to gender equality

Across all measures, men demonstrate lower alignment with supportive statements and a higher propensity for oppositional attitudes compared to women.

<i>Total Agree (selected 7-10 on the scale)</i>	TOTAL	Men	Women
Supportive statements			
There are no gender-based differences in skills and talents.	43%	42%	44%
I support transgender and non-binary people having the same rights, opportunities and outcomes as cisgender people.	60%	53%	66%
There are fewer women than men in leadership positions because of gender discrimination.	54%	40%	67%
Men have more opportunities than women to earn the main household income.	61%	48%	74%
Gender equality won't be achieved in Australia unless people of all genders take action to support this issue.	68%	59%	77%
Oppositional statements			
Families function well and children are best supported when mothers do the caring and fathers earn the income.	25%	31%	19%
Men are discriminated against on the basis of their gender.	24%	34%	14%
Equality doesn't make sense when there are basic biological differences between males and females.	24%	29%	20%
There's no harm in men making jokes about women when they are among other men.	12%	19%	6%
Personal			
I feel like I can't speak openly about my views on gender.	35%	38%	31%

Sense of how close or far Australia is from achieving gender equality

Close to two-thirds of Victorians believed Australia was close to achieving or had already achieved women having the same rights, opportunities and outcomes as men (63%). Men were significantly more likely than women to hold this view (75% compared to 51%).

<i>How close or far is Australia from achieving women having the same rights, opportunities and outcomes as men?</i>	TOTAL	Men	Women
Close/Already There (7-10 on scale)	63%	75%	51%

Campaign Recall

Summary Insights

The *Kind Man* campaign achieved significant reach, with one in four Victorians (27%) recalling seeing or hearing the campaign when prompted with campaign stills, the radio ad or one of the videos.

One in six respondents (15%) recalled seeing or hearing advertising asking Victorian men about masculinity or what kind of man they want to be, without being shown any campaign material.

Each asset was recognised by 9% to 17% of respondents.

Importantly, recall was highest among priority audiences, including men (33%), young men (36%), fathers (38%), and residents of Ballarat (35%, from a sample of n=94).

Campaign recall also rose steadily with Man Box endorsement². This means the campaign reached men with some of the most rigid views at higher rates. The campaign also achieved fairly consistent recall among Problem Recognisers, Distancers and Deniers.

This section provides a baseline of campaign recall, while campaign response is explored from page 24 onwards.

Headline Figures

- 27% of Victorians recalled the campaign in some form after being prompted with campaign material.
- 33% of all men recalled the campaign in some form, compared to 21% of women.
- Each individual asset was recalled by only 9% to 17%.

² The Man Box refers to a set of rigid beliefs about how a "real man" should think and behave, such as being tough, self-sufficient and in control. Higher endorsement indicates stronger agreement with these rules of manhood. See Jesuit Social Services, The Man Box.

Overall Recall

One in four Victorians (27%) recalled seeing at least one of the *Kind Man* campaign assets. This rose to one in three men (33% compared to 21% of women). Recall was higher still among some priority groups of men:

- Young men aged 18–29 years (36%)
- Men with children under 18 (38%)
- Men who identified as Aboriginal and/or Torres Strait Islander (66%, n=154).

Although working from a small base (n=42), roughly four in 10 men in Ballarat recalled seeing or hearing at least one piece of campaign material³.

Campaign recall was also high in other general priority cohorts, including:

- All Victorians aged 18-24 (30% compared to 23% of 35-44s)
- Ballarat residents (35% from a base of n=94)
- Victorians who speak a language other than English at home (33%).
- Aboriginal and Torres Strait Islander respondents (64%, n=198)

Campaign recall was similar in metropolitan and regional areas overall (27% metro compared with 25% in regional Victoria). However, among men specifically, recall was higher in metro areas than in regional areas (34% v. 28%).

Reaching the Man Box Cohorts

Men with the highest Man Box endorsement were the most likely to recall the campaign (46% v. 25% of the lowest endorsers).

Recognition	TOTAL Men	Man Box Endorsement				
		Lowest	Band 2	Band 3	Band 4	Highest
Campaign Recaller	33%	25%	29%	29%	40%	46%
	Base n=1989	n=517	n=337	n=434	n=414	n=287

Researcher's comment: Men with higher Man Box endorsement report higher rates of social media and video consumption in this survey. This may influence results, as these respondents are spending more time engaging with channels through which the campaign is distributed.

³ Due to a small sample size this finding should be interpreted with caution; as a result, no exact percentage has been provided.

Unprompted Recall

One in six respondents (15%) recalled seeing or hearing advertising asking Victorian men about masculinity or what kind of man they want to be, without being shown any campaign material. Unprompted recall was higher for priority audiences:

- Men (19%, compared to 11% of women)
- Ballarat residents (23%, from a sample of n=94)
- Aboriginal and Torres Strait Islander people (32%, from a sample of n=198).

Rates of unprompted recall were also higher among frequent⁴ cinema goers (30%) and Victorians who frequently consume regional newspapers (25%). Outside Ballarat, unprompted recall is consistent across locations: 15% metro, 13% regional centres, 12% regional and rural.

Message and Attribution

Among those who recalled advertising unprompted, most appeared to be legitimately recalling the *Kind Man* campaign. While only 3% (n=12) named the *Kind Man* campaign specifically in their open comment response, 61% of respondents mentioned something that could potentially be attributed to the campaign, including⁵:

- 35% who referenced masculinity or “being a man”.
- 14% who referenced respect, misogyny or how women are treated.
- 10% who referenced men expressing their feelings or asking for help.
- Fewer mentioned rethinking or challenging male stereotypes (8%), fathers and role models (4%) or speaking up among friends (2%).

Others referenced violence against women in general (13%) or the “manosphere” (6%), which were not explicitly covered in the campaign. A further 2% mentioned advertising regarding “male superiority”, while 10% mentioned commercial services or products (i.e. gyms, brands). 25% were unsure.

Party Responsible

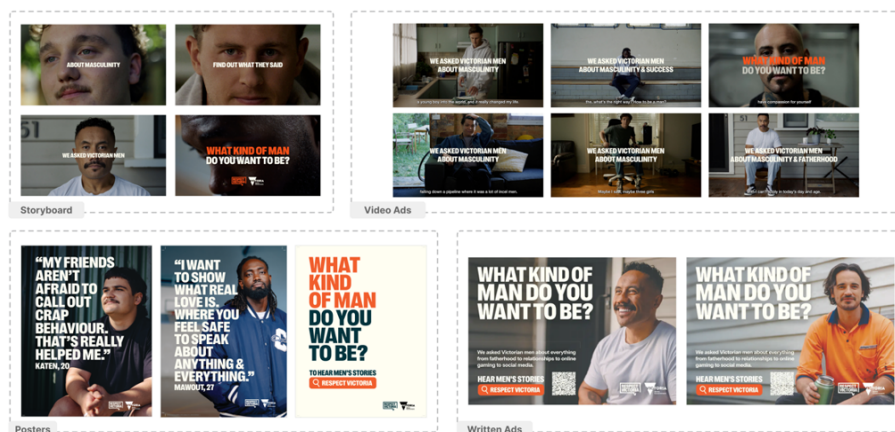
Only 5% who recalled the campaign unprompted named Respect Victoria as the party responsible. However, a further 27% offered variations on “state government” or “government”. Most (63%) could not name any party responsible.

⁴ Frequent use is defined as daily or weekly.

⁵ Note: Responses could fall into more than one code, and so figures do not add to 100%.

Prompted Campaign Recall: Composite Image

To test prompted recall, respondents were shown a composite image of campaign imagery and asked whether they had seen this advertisement prior to the survey.



More than one in six respondents (17%, or n=559) recalled the *Kind Man* campaign based on the composite image prompt. Prompted recall based on the composite image was highest among:

- Men (21%, compared to 12% of women)
- Respondents who identify as Aboriginal and/or Torres Strait Islander (44%)
- Victorians who speak a language other than English at home (20%)

Recall was also slightly, though not significantly, higher among those aged 18-29 (19%) than those aged 30-44 (15%), and Ballarat residents (22%; n=94).

Recall was highest among frequent cinema-goers and regional newspaper readers (31% each). Frequent TikTok users were also above average (21%). Frequent Facebook, YouTube and Instagram users sat at or near the 17% average.

Message of the Campaign

When asked what they believed the campaign message was, two in three (66%) of those who recalled seeing *Kind Man* described it in a way consistent with the campaign's intent: 16% said it encouraged men to express their feelings, 14% that it was about rethinking masculinity, 13% quoted or paraphrased the campaign question itself and 10% named respecting women or gender equality. Smaller groups named healthy or positive masculinity (7%), being yourself (3%) and calling out other men (3%). A small number of respondents (1%) inverted the message, reading it as a call to "man up", be tough or assert dominance. The remaining responses were too vague, gave no answer or couldn't recall the message.

Where Victorians Recall Seeing the Campaign

Respondents who recalled the campaign from the composite image were asked where they had seen it. More than half (53%) named more than one channel, while 14% could not recall a channel at all. YouTube (40%), Facebook (35%) and Instagram (33%) were the most common. The table below outlines data for key demographic cohorts, with the key insights being:

- Men were more likely than women to name every channel except digital retail screens (13% v. 17%) and cinema metro Melbourne (9% v. 11%). The widest gap is YouTube (48% v. 26% of women) followed by TikTok (27% v. 14%).
- Facebook was the only channel to skew by age, named by 26% of 18-29s and 43% of 30-44s.
- Metro Recallers named every channel more often than regional, except regional cinema which was level (both at 5%).
- Regional newspapers and cinema were among the least recalled in regional Victoria (both 5%). Among Victorians who read a regional paper frequently, this rose to 29% (the base for frequent cinema-visitors is too small to report).

Channel ⁶	TOTAL	Men	Women	18-29	30-44	Metro	Regional
YouTube	40%	48%	26%	36%	43%	41%	35%
Facebook	35%	38%	29%	26%	43%	37%	25%
Instagram	33%	35%	30%	33%	33%	36%	20%
Street Posters	23%	24%	20%	23%	23%	25%	14%
TikTok	22%	27%	14%	24%	20%	22%	21%
Digital Retail Screens	15%	13%	17%	15%	14%	16%	9%
Regional Newspaper	12%	14%	8%	11%	13%	13%	5%
Cinema, Metro Melbourne	10%	9%	11%	12%	8%	11%	4%
Outdoor, Cafe Posters	10%	11%	10%	12%	9%	11%	6%
Cinema, Regional Victoria	5%	6%	5%	7%	4%	5%	5%
Can't recall	14%	9%	22%	16%	12%	12%	22%
Base	n=559	n=400	n=158	n=222	n=337	n=395	n=164

⁶ Note: Respondents could select as many channels as applied, meaning figures sum to more than 100%.

Prompted Campaign Recall: Radio Ad

The **Kind Man radio ad** buy had two parts: an English ad on Ballarat regional radio (3BA and Power FM), and five in-language ads on SBS Radio (Mandarin, Cantonese, Vietnamese, Arabic and Punjabi).

Recall of the radio ad among all respondents was comparatively low (12%, n=399).

Men (16%) were more likely than women (7%) to report that they had heard the ad. This could relate to their increased awareness of the campaign overall, rather than the ad specifically (i.e. they may recall the message rather than the source).

Recall was also higher among:

- Respondents who speak a language other than English at home (17%).
- Respondents in metropolitan areas (13%) (compared to 9% in regional Victoria).

Recognition was broadly consistent across the other demographic groups, including the small (n=94) Ballarat sample, where 13% recalled hearing the radio ad.

Half of those who recalled the ad couldn't say where they heard it (51%). The rest named Power FM (26%), 3BA (13%) or SBS radio (10% across the five in-language stations).

Researcher's comment: Low recall of the radio ad is consistent with the smaller-scale, targeted distribution. The higher recall in metropolitan areas is likely linked to higher representation of target audiences for the in-language SBS ads.

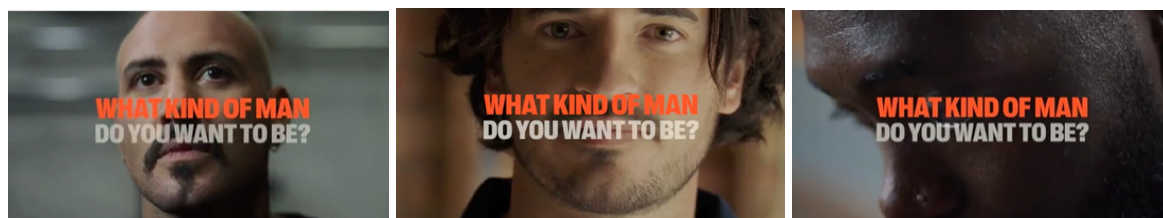
Language Spoken at Home

Radio ad recall was above average among speakers of all five target languages (13% to 19%), though the bases are small (n=31 to n=97).

	Punjabi	Cantonese	Mandarin	Vietnamese	Arabic
Recall of Radio Ad	19%	18%	17%	16%	13%
Base	n=31	n=64	n=97	n=60	n=39

Prompted Campaign Recall: 15-Second Video

Respondents were shown one of three **15-second *Kind Man* campaign introduction videos**, allocated at random.



On average, 11% recalled the 15-second video shown to them (n=400). Recall was similar across the three versions shown (10% to 12%).

Men were twice as likely as women to recall seeing the 15-second video (16% v. 7%). People who speak a language other than English at home were also slightly more likely to recall it (16%). Recall was otherwise close to the 11% average across age and location (although at 9% it was a little lower in regional Victoria).

	TOTAL	Men	Women	18-29	30-44	Metro	Regional
Recall 15-second video	11%	16%	7%	12%	11%	12%	9%
Base	n=3,227	n=1,989	n=1,218	n=1,135	n=2,092	n=2,124	n=1,103

Among those who recalled the 15-second video, YouTube was by far the most common place they had seen it (59%), followed by Facebook and Instagram (both 33%), TikTok (24%) and cinema (11% metro, 8% regional). Only 8% couldn't say where.

Visiting the website after the 15-second video

Almost half (46%) of those who recalled a 15-second video (5% of the total sample) said they visited the Respect Victoria website as a result, with men far more likely than women to have done so (55% v. 27%).

Most who explained why wanted to learn more about masculinity and what it means to be a man (44%), with smaller numbers looking for more about the men in the videos (14%), content on respect and consent (14%), or material on men's mental health and expressing feelings (11%). A few were seeking counselling or support services (13%).

Prompted Campaign Recall: 30-Second Video

Respondents were each shown two of nine **30-second *Kind Man* campaign videos**. Display was randomised, with each video shown to approximately n=715 respondents.

Recall of the individual 30-second videos was fairly even (9% to 13%), with no single video recalled at a significantly higher rate overall than others. Across the two videos each respondent saw, 15% recalled seeing at least one.

Recall was highest among men (21%) and Victorians living in metropolitan areas (16%), consistent with other campaign assets. Age made little difference (16% of 18-29's v. 14% of 30-44's).

Video	TOTAL	Men	Women	18-29	30-44	Metro	Regional
Adam-and-Fui	13%	17%	9%	14%	13%	14%	11%
Fui	12%	19%	5%	14%	11%	12%	12%
Mawout-and-Pharrell	12%	17%	7%	15%	10%	13%	7%
Adam	11%	13%	8%	13%	9%	12%	6%
Jack	10%	15%	5%	9%	12%	12%	4%
Jefferson	10%	14%	5%	10%	9%	11%	4%
Mawout	10%	14%	6%	9%	11%	11%	8%
Zack-and-Jack	10%	15%	6%	11%	9%	11%	7%
Ben	9%	14%	4%	11%	8%	10%	6%
ANY Video	15%	21%	9%	16%	14%	16%	11%
<i>Base Per-video (approx.)</i>	<i>~717</i>	<i>~440</i>	<i>~270</i>	<i>~250</i>	<i>~465</i>	<i>~470</i>	<i>~245</i>

This section covers recall only. The response to each video, including emotive impact and resonance, is discussed in "Video Profiles" from page 34 onwards.

Campaign Response

This evaluation measured response in two ways: **perceptions** (whether they found the campaign credible and relevant, and how they saw the men portrayed) and **behavioural response** (what they did across the campaign's three pathways and broader engagement).

Perceptions of the Campaign

Summary Insights

Respondents widely viewed the campaign as credible, with about seven in 10 rating it believable, realistic and authentic. Agreement with statements about personal relevance scored lower, with fewer than half feeling it was aimed at or relevant to them, though this was higher among men. Respondents did however feel that the men shown were good role models, and thought highly of the way the men were portrayed.

The campaign was seen as credible even with the audiences least aligned with the message: Distancers found it just as credible as everyone else, and while Deniers and the highest Man Box endorsers were more sceptical, more than half of each still found it believable.

Agreement with statements about the campaign was consistent across age and location, with no meaningful differences by generation or location.

Headline Figures

- The campaign was seen as believable (70%), realistic (70%), authentic (69%) and convincing (68%).
- Two-thirds saw the men shown as good role models (67%) and rated the portrayal of men highly (64%).
- Fewer felt it was relevant to them (49%) or aimed at people like them (42%).
- Men were more likely than women to feel it was aimed at people like them (54% against 32%) and relevant to them (55% against 43%).
- Men with the highest Man Box endorsement were the most sceptical of how men were portrayed (good role models 47%, against 78% of the lowest endorsers), but no less likely to find it relevant to them (53%).

Credibility

Seven in 10 respondents rated the campaign as believable (70%), realistic (70%) and authentic (69%). Though a majority of both men and women found the campaign believable, realistic and authentic, men rated the campaign slightly lower on each of these credibility measures.

Depiction of men

Two in three respondents saw the men as good role models (67%) and thought highly of the way men were portrayed in the campaign (64%). Women rated the portrayal of men slightly more positively than men (69% compared to 60% of men), and were more likely to think the men were portrayed as good role models (71% compared to 63% of men).

Relevance

The two lowest-scoring items related to the perceived relevance of the campaign; 49% agreed it was relevant to them and 42% felt it was aimed at them. However, these measures were higher among men (55% thought it was relevant, 54% that it was aimed at people like them. Despite the campaign's clear focus on men and masculinity, 43% of women found it relevant to them, and 32% felt it was aimed at people like them.

Across all themes, there were no meaningful differences by location or age.

Statements ⁷	TOTAL	Men	Women	18-29	30-44	Metro	Regional
Believable	70%	68%	72%	70%	70%	70%	68%
Realistic	70%	67%	74%	70%	71%	71%	69%
Authentic	69%	66%	73%	67%	70%	70%	66%
Convincing	68%	64%	72%	67%	69%	69%	64%
Men are ... good role models	67%	63%	71%	66%	68%	67%	67%
I think highly of the way men are presented	64%	60%	69%	62%	66%	65%	62%
Relevant to me	49%	55%	43%	48%	50%	49%	47%
Aimed at people like me	42%	54%	32%	41%	44%	43%	42%
Base	n=3,227	n=1,989	n=1,218	n=1,135	n=2,092	n=2,124	n=1,103

⁷ Note: The figures in this section reflect the total positive response, calculated as the proportion of respondents who selected 7 to 10 (inclusive) for each statement.

Additional Insights

- **Distancers** rated the campaign's credibility and portrayal of men around the overall average, but were less likely to find it relevant to them (42% v. 49%), fitting their view of violence against women as a problem elsewhere rather than close to home.
- **Deniers** were less likely to agree with every statement around credibility, but the majority still found the campaign credible (57% to 61% on those markers). Notably, they were more likely than average to find it relevant (52%) and aimed at people like them (47%), likely a reflection of this group containing an overrepresentation of men.
- **Men with the highest Man Box endorsement** were the most sceptical of the campaign, rating it well below other men on credibility and, most sharply, on whether the men were shown as good role models (47%, against 78% of the lowest endorsers). Even so, more than half still found it believable and realistic.
- **Parents (of children under 18) and Aboriginal and Torres Strait Islander respondents (n=198)** rated the campaign higher on every statement, and highest of all on relevance.

LGBTIQA+ Victorians found the campaign credible (72%) and rated the portrayal of men positively (good role models 70%), but were the least likely of any group to think it was aimed at people like them (29% v. the 42% average).

In Ballarat (n=94), credibility was broadly in line with the average, though lower on personal relevance (relevant to them 39%, aimed at people like them 32%).

What is the campaign trying to achieve?

When asked what the campaign was trying to make people think, feel or do, three in four (77%) named at least one theme in line with its purpose; most often that *Kind Man* wanted people to rethink masculinity and the idea that there is only one way to be a man. This held regardless of which videos respondents saw.

- 29% said it was about rethinking masculinity or challenging stereotypes of what it means to be a man.
- 18% said it was about men expressing their emotions, opening up or seeking help.
- 17% said it was about the pressures and expectations men face, and that men need understanding or support.
- 14% said it was encouraging men to reflect on their own behaviour and what kind of man they want to be.
- 12% said it was about respecting women or gender equality.

Fewer than one in 10 said it was about being a better, kinder man (9%), being a good role model for boys (9%), being yourself (4%), starting conversations (4%) or preventing violence against women (4%). Only 1% were critical or dismissive⁸.

A sample of comments from respondents are outlined below:

"It encourages men to reflect on what kind of person they want to be, [to] treat others with respect and open up about their feelings." Man, 18-44

"I think it's trying to get blokes to open up and talk. Instead of bottling things up. It made me want to be more present for my son and break the cycle I grew up with." Man, 18-44

"To make people question what masculinity is, and question toxic male behaviours" - Woman, 18-44

"That the stereotypes of being a man are not always right. There's more to being a man and it's important to be vulnerable and honest." Man, 18-44

"I think it was encouraging people to have a more open view of what it means to be a man and empowering young men to believe that they are in control and they can choose who they want to be." Woman, 18-44

⁸ Note: Responses were coded to one or more themes. Figures do not sum to 100%.

Behavioural Response

Respondents' **behavioural response and engagement** with the campaign was measured across two questions: actions linked to the **three pathways** the campaign is built around (see table below) and more **general actions**, which have been tracked in earlier surveys. These are reported separately below.

Summary Insights

Kind Man prompted real behavioural responses; almost nine in 10 (89%) had taken, or were open to taking, at least one of the pathway actions, and almost every cohort sat somewhere between 82% and 94%. While respondents were clearly willing to take some action, willingness fell as the ask moved from thinking about men in general to naming a specific harm, and fell furthest when it asked people to go and do something.

Engagement with the campaign itself was significant, but lower. Two-thirds (67%) took or would take some form of action. This was higher among people who recognised the campaign (73% v 65%).

Headline Figures

- 89% took or were open to at least one action across the three pathways, rising to 96% among Campaign Recallers.
- The most common actions were reflective: thinking about the men in their lives and the pressures they carry (52%), and what boys learn from the men around them (51%).
- 49% of men would reflect on their own behaviour as a man, but only 37% on whether their own words or actions may have caused harm to women.
- The least common actions asked people to do something rather than think something: starting a conversation about the pressures men face (36%) and seeking out information about healthier ways of being a man (31%).
- Two-thirds (67%) took or would take some form of engagement action with the campaign itself. The most common was discussing it with family or friends (36%), followed by researching the issues it raised (26%).
- Men with the highest Man Box endorsement were the most engaged (81% v. 64% of the lowest endorsers), but the gap sits in the online actions: they were nearly three times as likely to comment on a video (22% v. 8%) and twice as likely to share one (29% v. 15%).

Pathways Actions

All respondents were asked what they had done (Campaign Recallers), or might do (Non-Recallers), as a result of seeing the *Kind Man* campaign. The actions sat across the three pathways outlined below. Figures combining the two cover both actions taken and actions people are open to taking.

Pathway 1: Self-reflection	Noticing and thinking — inviting men to pause and consider masculinity.
Pathway 2: Accountability	Turning the lens inward — considering whether their views, words or actions may have caused harm.
Pathway 3: Longer-term change	Outward, ongoing action — moving from reflection to doing, through conversation, support-seeking and speaking up.

Almost nine in 10 Victorians (89%) had taken — or were open to taking — at least one of these actions in response.

Willingness to take action was fairly even across the three pathways, but it varied widely between individual actions. Victorians were most amenable to the private, reflective actions in Pathway 1 (self-reflection), where 85% had taken or were open to taking at least one action. Pathway 3 (longer-term change) carries the more public asks, such as speaking up or starting a conversation, yet Victorians were slightly more open to those (80%) than to the accountability actions in Pathway 2 (78%).

By way of example, almost half of the men surveyed were open to the campaign's central ask, with 49% saying they had reflected, or would consider reflecting, on their own behaviour as a man (Pathway 1). However, far fewer men were open to the action that directly implicated them; 37% said they had reflected, or would consider reflecting on, whether their own words or actions may have caused harm to women (Pathway 2).

Campaign Recallers sat higher than Non-Recallers on all three pathways (96% v. 86%).

Specific Behaviours

The most common actions were reflective and general: thinking about the men in their life and how the pressures of being a man may have affected them (52%), and what boys learn from the men around them (51%).

The least common were those that required them to reflect on their own actions, or to do rather than think: starting a conversation with others about the pressures men face

(36%), thinking about whether behaviours they see as normal may actually be harmful (35%), and seeking out information about healthier ways of being a man (31%).

Gender and Age Variation

The most common actions selected by men and women were broadly consistent.

However, men were more likely than women to indicate that they would take the self-examining actions such as seeking out information about healthier ways of being a man (34% v. 28%), questioning whether behaviours they saw as normal might be harmful (37% v. 33%), reflecting on whether their own views about how men should behave could be harmful (40% v. 36%) and on times they may have overlooked or excused disrespectful behaviour (43% v. 40%).

Pathway action was consistent across age, from 90% among those aged 18-29 to 88% among those aged 30-44 (easing to 83% among those aged 40-44).

<i>Behaviour (asked across three questions)</i>	TOTAL	Men	Women
Pathway 1: Self-reflection			
Think about the men in my life and how the pressures and expectations of being a man may have affected them	52%	45%	58%
Think more about what boys and younger men learn from the men around them	51%	46%	55%
Think more about whether some behaviours I see as normal may actually be harmful	35%	37%	33%
Reflect on my own behaviour as a man	49%	49%	–
Reflect on the behaviour and attitudes of men around me	48%	–	48%
None of the above	10%	12%	9%
Pathway 2: Accountability			
Reflect on times when I may have overlooked or excused disrespectful behaviour	41%	43%	40%
Reflect on whether I have expected men to stay tough or in control, even when they are struggling	39%	38%	40%
Reflect on whether my own views about how men should behave could be unhelpful or harmful	38%	40%	36%

Reflect on whether my own words or actions may have caused harm to women	37%	37%	–
Reflect on whether the words or actions of the men around me may have caused harm to women	39%	–	39%
None of the above	15%	15%	15%
Pathway 3: Longer-term change			
Speak up against pressure on a man or boy to act like a man	44%	41%	47%
Start a conversation with others about the pressures men face to act a certain way	36%	36%	37%
Seek out information about how to support healthier and more respectful ways of being a man	31%	34%	28%
Listen without becoming defensive when women talk about disrespect, fear or harm	37%	37%	–
Feel more confident raising concerns about disrespectful or controlling behaviour	44%	–	44%
None of the above	15%	16%	13%
	Base (n=)	n=3227	n=1989
			n=1218

Additional Insights

- **Deniers** were below average on almost every action, most prominently on thinking about what boys learn from the men around them (36% v 51% overall) and the men in their own life (41% v 52%).
- **Aboriginal and Torres Strait Islander respondents** were by far the most willing, particularly on the hardest asks: seeking out information (48% v. 31%), reflecting on times they may have overlooked or excused disrespectful behaviour (56% v. 41%) and on whether their own views could be harmful (53% v. 38%).
- **Men with the highest Man Box endorsement** were willing to act, but were less likely to take the public actions. 85% took or would take at least one action, however they were the least likely of any group to speak up against pressure on a man or boy (32% v. 44%), and the only action they chose more often than average was seeking out information (35% v. 31%).

Other cohorts, including age groups, reflected the overall total.

Engagement

Respondents were also asked what they did (Recallers) or might do (Non-Recallers) to **engage with the campaign itself**. These actions have been tracked in earlier surveys.

Two-thirds (67%) took or would take some form of action in response to the *Kind Man* campaign. The most common was discussing it with family or friends (36%), followed by researching the issues it raised (26%). Roughly one in five visited or would visit the Respect Victoria website (21%) or share a video (19%). Far fewer commented or would comment on a video (8%).

Engagement rose with how much of the campaign people recalled. Campaign Recallers were ahead of Non-Recallers (73% v. 65%), and those who recalled all five assets were almost universally engaged (99%).

Gender and Age Variation

Men and women engaged at similar rates overall (69% v. 66%). This gap, however, widened among Campaign Recallers: 77% of men who recalled the campaign took some action compared to 67% of women. Notably, men were more than twice as likely to have commented on a video (17% v. 7%).

Engagement fell with age, from 70% among those aged 18-29 to 65% among those aged 30-44. The difference was most prominent between those in the narrower bands of 25-29 (72%) and those aged 40-44 (60%).

Engagement	TOTAL	Men	Women
Discussed the campaign with friends or family	36%	33%	40%
Did some research to understand more about the issues raised	26%	30%	23%
Visited the Respect Victoria website to learn more ⁹	21%	23%	20%
Shared one of the videos with a friend or family	19%	20%	17%
Commented on a video	8%	11%	5%
None of these	33%	31%	34%
ANY action	67%	69%	66%
	Base n=3227	n=1989	n=1218

⁹ Note: Those who said they had visited the website were asked what they were hoping to learn more about. These responses reflect those answers in Prompted Campaign Recall: 15-Second Video (page 22) and so have not been reported here.

Additional Insights

- **Men with the highest Man Box endorsement** were more likely to take an action (81%, against 64% of the lowest-endorsing men), but the gap sits entirely in the online actions. They were nearly three times as likely to comment on a video (22% v. 8%) and twice as likely to share one (29% v. 15%). They were no more likely to discuss the campaign with family or friends (33% v. 37%).
- **Distancers** were the least engaged (60%). Deniers were more likely to take an action (64%) and were above average on sharing (22% v. 19%) and commenting (11% v. 8%).
- **Aboriginal and Torres Strait Islander respondents** were the most engaged of any group (85%) and highest on every action, including discussing the campaign (50% v. 36%) and sharing a video (37% v. 19%).
- **Parents** (73% v. 64% of non-parents) and **Victorians who speak a language other than English at home** (75%) were both well above average.

Researcher's comment: This survey did not capture the sentiment behind this engagement. Some may have shared or commented because they rejected the message, rather than in support of it.

Video Profiles

Respondents were each shown **two of the nine 30-second videos**. Display was randomised, with about n=715 seeing each. After each video respondents answered questions on recall, emotive impact and resonance.

Each video was recalled by 9% to 13% of Victorians, and was substantially higher among men than women (15% v. 6% across the nine). The combined Adam-and-Fui video was the highest overall (13%) and Ben the lowest (9%). Fui had the highest recall among men (19%).

On every video, recall was more common among men with the highest Man Box endorsement than the lowest, and for some the gap was wide: Mawout 32% against 3%, Jack 30% against 8% and Mawout-and-Pharrell 28% against 9%.

Every video scored highly on "the men felt like real people, not actors" (from 60% for Ben to 72% for Fui). Mawout drew the highest agreement that the stories reflected men's own experiences (45%).

The response to the videos was consistently warm. *Hopeful* or *sympathetic* were the most common responses to every video, and no negative emotion appeared in any video's top three. Some videos prompted negative responses more than others, but differences were small.

The combined Adam-and-Fui and Adam alone videos were the most uplifting, scoring well above average on *inspired*, *hopeful* and *proud*. Fui alone scored highest on *sympathetic*. Ben drew the opposite, leaving viewers more likely to feel *uncomfortable*, *worried* and *annoyed*, and Jefferson left more feeling *worried* and *confused*.

Fui and Mawout highlight a tension in the campaign: the video with the broadest warm appeal is not the one that reaches the men whose attitudes most need to shift.

Fui has the broadest appeal, with the highest recall among men (19%), the strongest sympathetic response (52%) and the highest agreement that the men felt like real people (72%), spread across the whole audience rather than any one group.

However, Mawout reaches the men the campaign most needs to. Its overall recall is around average (10%), but it reached men with the highest Man Box endorsement more than any video, recalled by 32% of the highest endorsers (compared to just 3% of the lowest), and it reflected their experiences more than any other video did (57%). Together they show the value of a varied set of videos rather than a single hero video.

Summary Table

Video	Recall	Man Box Shift Among Men ¹⁰	Summary of Differences
Adam-and- Fui	13%	+27	The most positive of the nine and the most effective softener of Man Box endorsement. It was also highest on inspired (41%) and proud (34%), and the least likely to bore or confuse.
Fui	12%	+20	The most authentic and the most resonant overall; the strongest sympathy of any video (52%) and the strongest sense that the men were real (72%).
Mawout-and-Pharrell	12%	+19	Positive but also the most challenging of the nine (11%, rising to 15% among men). Strong recall, but among the smaller shifts of Man Box endorsement.
Adam	11%	+21	The most familiar and the least confronting; men saw themselves in it more than any video (50%) and it connected most with fathers (58%). Also the least sympathetic (26%) video.
Jack	10%	+11	Below average on almost every positive emotion and by far the smallest Man Box shift. It landed with women more than men (particularly on hopeful, 41% v. 26%).
Jefferson	10%	+20	Lowest on hopeful (28%) and on feeling understood (16%), highest on worry (17%), confusion (8%) and powerlessness (6%). Men saw themselves in it least (34%).
Mawout	10%	+18	The most personal for men, who said the stories reflected their own experiences more than any video (45%). Some unease (worried 14%), and the second-smallest shift.
Zack-and-Jack	10%	+25	Positive but not distinctive; above average on hope, inspiration and pride without leading on anything. Notable instead for Man Box movement (joint second at +25).
Ben	9%	+25	The most uncomfortable (10%) and least inspiring (17%) of the nine, yet it made people feel understood more than any video (26%). Lowest recall, among the strongest movers.

¹⁰ Net Man Box shift among men: the percentage of men who softened their views after seeing the video minus the percentage who hardened. A higher figure means more softening (across all men, net +21: 53% softened, 32% hardened). It counts how many men moved, not how far.

Video 1

Adam



HOPEFUL (50%) | INSPIRED (36%) | PROUD (32%)

Adam drew one of the most positive responses of the nine videos. It left people feeling *hopeful*, *proud* and *inspired* at levels well above the campaign average with very little discomfort or worry. It connected most personally with fathers, who were far more likely to see their own experiences reflected in it. Regional men were also more likely than metro men to see their own experiences in Adam yet less likely to have seen it.

HEADLINE FIGURES

- Recalled by 11% of respondents, on par with the average of all videos. Fathers were about twice as likely as non-fathers to recall Adam (19% vs 10%)
- *Hopeful* was the top emotive response (50%, +10% above average). Several of the other positive emotions were over-indexed compared to the average, including *proud* (+9%) and *inspired* (+8%).
- 59% said it made them think about the men and boys in their life (+4% above average). 58% of fathers said it reflected their own experiences (+18% on men overall).
- Man Box shift among men matched the campaign exactly (net +21) - it was no more or less effective than the campaign as a whole.

Recall 11% of respondents recalled seeing the **Adam** video. YouTube (50%), then Instagram (33%) and Facebook (28%) were the most commonly recalled locations.

Man Box Net movement was 21 points toward lower Man Box endorsement: 54% of men shifted toward lower endorsement and 33% toward higher (13% unchanged).

Emotive Impact

- **Adam** elicited a positive response. It was above average on *hopeful* (+10%), *proud* (+9%) and *inspired* (+8%), though it drew the least *sympathy* of the nine (26%, against 35% on average).
- *Hopeful* was the most common response to **Adam**, 50%. It was most common for both men (41%) and women (59%).
- Negative responses were rare. The most selected negative emotions were *bored* (7%) and *uninterested* (6%).
- Men were more likely than women to feel *understood* (28% v. 17%), and almost one in 10 men (9%) felt *challenged* (among the lowest of any video).
- Fewer than one in 10 (8%) had no emotive response to the **Adam** video.

Resonance

- Respondents were more likely to agree with the resonance statements for **Adam** than for the average video, on every measure.
- The gaps were largest on the men reminded me of men I know (+7%) and, among men, I could see myself in one or more of the men shown (also +7%).
- The statement that the men felt like real people, not actors, drew the highest agreement (68%, just above the average 65%).

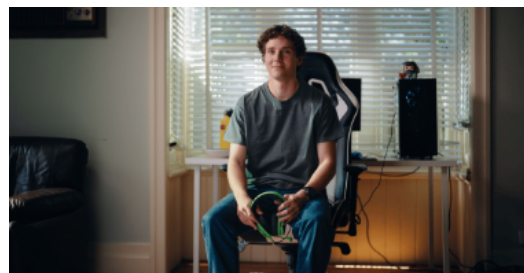
Additional Insights

Adam is a new father, and fathers were far more likely than other men to say the video reflected their own experiences (58% v. 28%). Fathers were also about twice as likely as other men to recall having seen it (19% v. 10% of non-fathers).

Regional men were more likely than metro men to say **Adam** reflected their own experiences (50% v. 38%), but far less likely to have seen it (8% v. 15%).

Video 2

Ben



SYMPATHETIC (33%) | HOPEFUL (30%) | UNDERSTOOD (26%)

Ben drew a more muted and uneasy response than other videos. Its positive emotions were lower than average while discomfort was higher, with more people feeling *worried* and *uncomfortable* than for most videos. Ben resonated below average on every measure, though people still found it believable. Ben, however, moved men's attitudes almost as much as any video (net +25) and made more people feel understood than any other (26%).

HEADLINE FIGURES

- Recalled by 9% of respondents, below the average of all videos (11%).
- Recall rose to 27% among men with the highest Man Box endorsement, but fell to 6% in regional Victoria.
- *Sympathetic* was the most commonly selected emotion (33%).
- Positive emotions were lower than the average (*hopeful* 30% v. 40%, *inspired* 17% v. 28%, *proud* 15% v. 23%) and discomfort higher (*uncomfortable* 10% v. 4%, *worried* 16% v. 10%).
- Fewer were reminded of men they know (42% v. 47%), though most still found the campaign believable (66%).
- Man Box shift among men was higher than the campaign as a whole (net +25, against +21 for all men).

Recall 9% of respondents recalled seeing the **Ben** video (the lowest of all videos). YouTube (56%), followed by Facebook and Instagram (both 34%) were the most commonly recalled locations.

Man Box Net movement was 25 points toward lower Man Box endorsement: 55% of men shifted toward lower endorsement and 30% toward higher (14% unchanged).

Emotive Impact

- *Sympathetic* was the most commonly selected response (33%) for **Ben**, followed by *hopeful* (30%) and *understood* (26%).
- *Hopeful* was well below the average across the videos (40%), as were *inspired* (17% v. 28%) and *proud* (15% v. 23%). Discomfort ran higher, with more people feeling *worried* (16% v. 10%) and *uncomfortable* (10% v. 4%) than for most videos.
- Men and women responded to **Ben** quite differently. Men were more muted, with fewer than average selecting most emotions. Men were however more likely than women to feel *challenged* (9% v. 4%). Women responded more strongly at both ends: more *hopeful*, *understood* and *proud*, but also more *worried* (18% v. 14%), *uncomfortable* (11% v. 8%) and *powerless* (8% v. 3%).
- **Ben** scored highest of the nine on feeling *understood*, above the campaign average (26% v. 21%).

Resonance

- **Ben** resonated less than the other videos, sitting below average on every measure.
- Respondents were less likely to be reminded of men they know (42% v. 47%) or to say it reflected the experiences of people they know (44% v. 48%), and men were less likely to see themselves in it (36% v. 43%).
- Even on its strongest measure, that the men felt like real people not actors, **Ben** sat below average (60% v. 65%) and was the lowest of the nine. Agreement that it felt relevant to the community was in line with average (52% v. 53%).
- Women agreed more than men that the men felt like real people (66% v. 53%) and that the advertising felt relevant to things happening in their community (57% v. 45%).

Additional Insights

Ben resonated more with younger respondents. Those aged 18-29 were more likely than older respondents to feel proud (19% v. 12%), understood (30% v. 23%) and sympathetic (37% v. 31%), and much less likely to feel nothing at all (4% v. 11%). They were also more likely to say **Ben** reflected the experiences of people they know (49% v. 41%).

Video 3

Fui



SYMPATHETIC (52%) | HOPEFUL (41%) | INSPIRED (34%)

Fui drew the most sympathetic response and was seen as the most authentic of the nine. It generated more sympathy than any other video and the warmest response from men in particular. It was the video people were most likely to feel showed real men rather than actors.

HEADLINE FIGURES

- Recalled by 12% of respondents, slightly above the average of all videos (11%). Recall was higher among men with the highest Man Box endorsement (24% v. 10% for the lowest), and even across metro and regional Victoria (12% each).
- *Sympathetic* was the most commonly selected emotion (52%), well above the average (35%) and the highest of any video.
- Fui was above average on every resonance measure, led by the men felt like real people, not actors (72%), the highest of any video.
- Fathers connected most personally, far more likely to see themselves in it (63% v. 39% of men without children).
- Man Box shift among men was in line with the campaign overall (net +20, against +21 for all men).

Recall 12% of respondents recalled seeing the **Fui** video (slightly above the average of 11%). YouTube (52%), followed by Instagram (34%) and Facebook (27%) were the most commonly recalled locations.

Man Box Net movement was 20 points toward lower Man Box endorsement: 52% of men shifted toward lower endorsement and 32% toward higher (16% unchanged).

Emotive Impact

- *Sympathetic* was the most commonly selected response (52%) for **Fui**, well above the average across the videos (35%) and the highest of any video. *Hopeful* was second at 41%, in line with the average, and *inspired* third at 34%, slightly above average (28%).
- Just 5% had no emotive response, fewer than the average (8%).
- *Sympathetic* among men (43%) was the highest men's score of the nine, and *inspired* (43%) was equal highest. Men were more likely than women to feel *inspired* (43% v. 26%) and *understood* (32% v. 13%), while women were more likely to feel *sympathetic* (61% v. 43%).
- Negative responses were uncommon. **Fui** sat at or below average on every negative emotion, the most commonly selected being *worried* (8%) and *confused* (4%).

Resonance

- **Fui** was above average on every resonance measure. Agreement was highest on the men felt like real people, not actors (72%), the highest score of any of the nine. The largest gaps above average were on that statement and on the stories reflected the experiences of people I know (both +7%).
- **Fui** resonated both relationally and personally. Viewers of **Fui** were more likely than average to be reminded of men they know (51%), to say the stories reflected people they know (55%) and that the ad felt relevant to their community (57%). About half of men could see themselves in one or more of the men shown (48%).
- Differences between men and women were modest, with women slightly more likely to agree on most statements. Men were less likely than women to feel the men were real people (67% v. 76%). Men were also less likely to feel that **Fui** was relevant to their community (54% v. 60%) or that it made them think about the men and boys in their life (58% v. 64%).

Additional Insights

Fathers connected most personally with **Fui**. Men with children under 18 were far more likely than men without to see themselves in one or more of the men shown (63% v. 39%) and to say it reflected their own experiences (52% v. 34%).

Recall was also higher among men in manual or trades work (23% v. 19% of men overall).

Video 4

Jack



HOPEFUL (34%) | SYMPATHETIC (31%) | PROUD (20%)

Jack drew a muted and mixed response. It sat below average on every positive emotion, and while it landed reasonably well with women, it resonated far less with men, who were among the least likely of any video to see themselves in it.

HEADLINE FIGURES

- Recalled by 10% of respondents, close to the average of all videos (11%).
- Recall reached 30% among men with the highest Man Box endorsement, against 8% among the lowest, one of the widest recall gaps of any cohort.
- The most common emotive responses were *hopeful* (34%) and *sympathetic* (31%), both below average.
- Jack sat near the average on the resonance statements, but with a wide gender gap: women agreed more commonly than men that the men felt real (71% v. 56%), that it was relevant to their community (59% v. 45%) and that it made them think about the men and boys in their lives (60% v. 46%).
- Man Box shift among men was net +11, the smallest of the nine and below the campaign average (+21 for all men).

Recall 10% of respondents recalled seeing the **Jack** video (close to the average of 11%). YouTube (47%), followed by Facebook (32%) and Instagram (31%) were the most commonly recalled locations.

Man Box Net movement was 11 points toward lower Man Box endorsement: 49% of men shifted toward lower endorsement and 38% toward higher (13% unchanged).

Emotive Impact

- **Jack** drew a more muted response than the videos overall, sitting below average on every positive emotion including *hopeful* (34% v. 40%), *sympathetic* (31% v. 35%), *proud* (20% v. 23%), *inspired* (19% v. 28%) and *understood* (19% v. 21%).
- Negative emotions were close to average, so the pattern was less emotion overall rather than a negative one, with slightly more people feeling nothing at all (10% v. 8%).
- Women responded more warmly than men, and were more likely to feel *hopeful* (41% v. 26%), *proud* (26% v. 14%) and *sympathetic* (33% v. 29%). Despite being lower overall, men were more likely to feel understood (24% v. 14%).

Resonance

- On the resonance statements, **Jack** sat close to the average, with agreement highest on the men felt like real people, not actors (64%, in line with the 65% average).
- These overall figures mask a wide gender divide. Women were far more likely than men to agree that the men felt like real people (71% v. 56%), that it felt relevant to their community (59% v. 45%) and that it made them think about the men and boys in their life (60% v. 46%).
- Men were also below average on the personal measures asked only of them. They were less likely to see themselves in **Jack** (37% v. 43%) or to say it reflected their own experiences (33% v. 39%).

Additional Insights

Recall of **Jack** reached 30% among men with the highest Man Box endorsement, against 8% among the lowest, one of the widest recall gaps of any cohort.

Men with children under 18 (42%) and men in manual or trades work (45%) were more likely than men overall (37%) to see themselves in **Jack**.

Video 5

Jefferson



SYMPATHETIC (39%) | HOPEFUL (28%) | INSPIRED (19%)

Jefferson drew the least positive and most unsettled response of the nine videos. It was the lowest of any video on hope and pride, and the highest on worry, confusion and a sense of powerlessness. People found it believable, but rarely connected the video to their own lives.

HEADLINE FIGURES

- Recalled by 10% of respondents, close to the average (11%).
- Recall reached 24% among men with the highest Man Box endorsement.
- Drew the least positive and most unsettled response of the nine: lowest on *hopeful* (28%), *proud* (14%, tied with Mawout) and *understood* (16%), and highest on *worried* (17%), *confused* (8%) and *powerless* (6%).
- *Sympathetic* was the most common response overall (39%).
- Men were less likely to see themselves in it than in any other video (34% v. the 43% average).
- Man Box shift among men was in line with the campaign (net +20 v. +21 for all men).

Recall 10% of respondents recalled seeing the **Jefferson** video (close to the average of 11%). YouTube (61%), followed by Facebook (45%) and Instagram (34%) were the most commonly recalled locations.

Man Box Net movement was 20 points toward lower Man Box endorsement: 52% of men shifted toward lower endorsement and 32% toward higher (16% unchanged).

Emotive Impact

- **Jefferson** recorded the lowest rates of *hopeful* (28%) and *understood* (16%), and the highest on *worried* (17%), *confused* (8%) and *powerless* (6%).
- However, *sympathetic* was the most common overall response (39%, above the 35% average) to **Jefferson**.
- Women had a particularly unsettled response to **Jefferson**, and were more likely than men to feel both *sympathetic* (46% v. 32%) and *worried* (21% v. 13%). They were less likely than men to feel *inspired* (17% v. 21%) but more likely to feel *hopeful* (32% v. 24%), though both stayed below average.
- Men were more likely than women to feel *understood* (21% v. 10%). They sat below average on all the positive emotions, while *uncomfortable* (8%), *confused* (8%) and *powerless* (5%) were among the highest of any video.

Resonance

- **Jefferson** resonated less than any other video on every measure except believability.
- Agreement that the men felt like real people, not actors was in line with the average (66%), but on every other statement **Jefferson** was the lowest or equal lowest of the nine.
- Men saw themselves in **Jefferson** less than in any other video (34% v. the 43% average), and were among the least likely to say it reflected their own experiences (33% v. 39%).
- Women were more likely than men to agree that the men felt like real people (70% v. 61%) and that it felt relevant to their community (53% v. 42%). On being reminded of men they know and seeing the experiences of people they know, men and women were similar in their responses.

Additional Insights

Jefferson landed better with some groups than its low overall results suggest.

Migrant men were more likely than other men to see themselves in it (42% v. 32%) and to think that the men felt like real people, not actors (65%).

However, men in manual or trades work connected with **Jefferson** least, with just 27% seeing themselves in it, below the 34% men's average.

Video 6

Mawout and Pharrell



HOPEFUL (44%) | SYMPATHETIC (32%) | INSPIRED (30%)

Mawout-and-Pharrell drew a response that was both positive and thought-provoking. It left people feeling *hopeful* and *inspired* at above-average levels, and it *challenged* people (particularly men).

HEADLINE FIGURES

- Recalled by 12% of respondents, in line with the average (11%).
- Recall was higher among men with the highest Man Box endorsement (28%) and among men who speak a language other than English at home (23%).
- Drew a largely positive response, led by *hopeful* (44%) and *inspired* (30%), both above average.
- The number of respondents who selected *challenged* was the highest of any video (11%), concentrated among men (15% v. 6% of women).
- Resonance was close to the campaign average on every measure.
- Man Box shift among men was in line with the campaign overall (net +19 v. +21 for all men).

Recall 12% of respondents recalled seeing the **Mawout-and-Pharrell** video (slightly above the average of 11%). YouTube (61%), followed by Facebook (35%) and Instagram (26%) were the most commonly recalled locations.

Man Box Net movement was 19 points toward lower Man Box endorsement: 52% of men shifted toward lower endorsement and 33% toward higher (15% unchanged).

Emotive Impact

- **Mawout-and-Pharrell** drew a positive response, led by *hopeful* (44%) and *inspired* (30%), which were both above average.
- It was also the most thought-provoking of the videos. The number of respondents who selected *challenged* was the highest of any video (11% v. the 8% average).
- Men were also more likely to feel *inspired* (34% v. 27%), *understood* (30% v. 11%) and *challenged* (15% v. 6%). Women were more likely to feel *hopeful* (53% v. 36%) and *sympathetic* (40% v. 25%).
- Negative emotions were at or below average on every measure.

Resonance

- **Mawout-and-Pharrell's** resonance sat close to the average on every measure. Agreement was highest that the men felt like real people, not actors (64%, in line with the 65% average) and that it made people think about the men and boys in their life (55%, exactly the average).
- Women agreed more commonly than men that the men felt like real people (70% v. 58%), that it made them think about the men and boys in their life (62% v. 49%) and that it felt relevant to their community (59% v. 50%). Men and women were reminded of men they know at a similar rate (47% v. 48%).

Additional Insights

Fathers felt the most personally connected with **Mawout-and-Pharrell**. Men with children under 18 were far more likely than men without children to see themselves in one or more of the men shown (54% v. 36%).

Recall was also higher among men who speak a language other than English at home (23%).

Video 7

Mawout



SYMPATHETIC (36%) | HOPEFUL (32%) | INSPIRED (24%)

Mawout prompted reflection without tipping into discomfort. It made men in particular feel understood and challenged while negative reactions stayed low. It reflected men's own experiences more than any other video.

HEADLINE FIGURES

- Recalled by 10% of respondents (average 11%), rising to 32% recall among men with the highest Man Box endorsement.
- Prompted reflection without discomfort: men felt *understood* (31%) and *challenged* (13%), with negative emotions reported at or below average.
- The number of respondents who selected *understood* was the second highest of any video among men (31%), behind only Fui.
- Resonance sat around average, bar one measure: men said it reflected their own experiences more than any other video (45% v. 39%).
- Man Box shift among men was in line with the campaign (net +18 v. +21 for all men).

Recall 10% of respondents recalled seeing the **Mawout** video (in line with the average of 11%). YouTube (67%), followed by Instagram (32%) and Facebook (31%) were the most commonly recalled locations.

Man Box Net movement was 18 points toward lower Man Box endorsement: 50% of men shifted toward lower endorsement and 32% toward higher (18% unchanged).

Emotive Impact

- *Sympathetic* (36%) and *hopeful* (32%) were the most common responses, though *hopeful* sat well below the average of all videos (40%). *Worried* was higher than average (14% v. 10%), though this was driven by a higher rate among women (18% v. 10% of men).
- Men were more likely than women to feel *inspired* (29% v. 18%) and far more likely to feel *understood* (31% v. 11%). **Mawout's** 31% *understood* among men was the second highest of any video, behind only Fui (32%). Men were also more likely to feel *challenged* (13% v. 5% of women).

Resonance

- **Mawout's** resonance sat close to the average on almost every measure. The exception was personal experience: men were more likely to say the video reflected their own experiences (45% v. the 39% average), the highest of any of the nine videos. This was despite men seeing themselves in the men shown at only the average level (42%).
- Women agreed that the men felt like real people, not actors at a higher rate (70% v. 58% of men) and that it made them think about the men and boys in their life (54% v. 49% of men). Men and women did not differ significantly on other statements.

Additional Insights

Mawout connected most with men who have the highest Man Box endorsement. Recall among this group was 32%, compared to only 3% among those with the lowest. These men were the most likely to say it reflected their own experiences (57% v. 36% of the lowest endorsers).

Mawout resonated more with culturally diverse respondents than any other video. More than one in two culturally diverse respondents said it reflected the experiences of people they know (53% compared to 42% of non-CALD respondents), the largest gap across the nine videos.

Video 8

Zack and Jack



HOPEFUL (49%) | INSPIRED (34%) | SYMPATHETIC (32%)

Zack-and-Jack drew one of the warmest responses of the nine videos. It left people feeling hopeful and generated little discomfort, however it also provoked less reflection.

HEADLINE FIGURES

- Recalled by 10% of respondents (average 11%).
- One of the warmest, least confronting videos: described as *hopeful* (49%), and much less likely than other videos to make people feel *uncomfortable* (2%), *powerless* (1%) and *criticised* (1%).
- It was among the least *challenging* videos (6%), with more men saying they were *unconcerned* (7%, the highest of any video) or *bored* (9%).
- Resonance sat around average, though it was seen as slightly less relevant (49% v. 53%). Women rated it believable at a higher rate than men (72% v. 57%).
- Man Box shift among men was among the greatest of the nine (net +25).

Recall 10% of respondents recalled seeing the **Zack-and-Jack** video (in line with the average of 11%). YouTube (56%), followed by Facebook (35%) and Instagram (27%) were the most commonly recalled locations.

Man Box Net movement was 25 points toward lower Man Box endorsement: 55% of men shifted toward lower endorsement and 30% toward higher (15% unchanged).

Emotive Impact

- **Zack-and-Jack** drew one of the warmest responses of the nine and was seen as the least confronting. *Hopeful* was the most common emotion (49%, above the 40% average). *Inspired* (34%) and *proud* (28%) were also above average. The one warm emotion below average was *sympathetic* (32% v. 35%). It scored among the lowest of any video on *uncomfortable* (2%), *powerless* (1%) and *criticised* (1%), with *worried* also low (5%).
- In response to **Zack-and-Jack**, both men and women were more likely to feel *hopeful*, but women much more so (55% v. 42% of men). Women were also more likely to feel *sympathetic* (40% v. 24%), while men were more likely to feel *inspired* (37% v. 31%) and *understood* (28% v. 16%).
- However, this warmth also meant less provocation. **Zack-and-Jack** was among the least *challenging* of the videos (6% v. the 8% average), and had a slightly higher share of men who felt *unconcerned* (7%, the highest of any video) or *bored* (9%).

Resonance

- **Zack-and-Jack's** resonance sat close to the average on most measures, consistent with its warm but passive emotive response. The one measure below average was whether it felt relevant to things happening in their community (49%, against the 53% average).
- Women were far more likely than men to feel the men were real people, not actors (72% v. 57%). They were also more likely to say it made them think about the men and boys in their life (59% v. 50%) and that it felt relevant to their community (53% v. 45%).

Additional Insights

Men with children under 18 were more likely than men without children to see themselves in one or more of the men shown (54% v. 41%) and to say it reflected their own experiences (47% v. 36%).

Men with the lowest Man Box scores were more likely to see themselves reflected in Zack-and-Jack (54%).

Video 9

Adam and Fui



HOPEFUL (50%) | INSPIRED (41%) | PROUD (34%)

Adam-and-Fui drew the most positive response of all nine videos. It scored higher than any other on feeling *inspired* and *proud* while generating the least discomfort, and it landed unusually evenly across men and women, closing the gap seen on most videos where women responded more strongly.

Headline Figures

- Recalled by 13% of respondents, the highest of the nine videos, and higher in metro than regional Victoria (14% v. 11%).
- Highest of any video on eliciting feelings of: *inspired* (41%) and *proud* (34%), and joint-highest on *hopeful* (50%).
- Lowest of any video on *uncomfortable* (2%), *confused* (2%) and *bored* (3%).
- Above average on every resonance measure, and highest of any on making people think about the men and boys in their life (61%) and relevance to the community (57%).
- Man Box shift among men was the highest of the nine (net +27).

Recall 13% of respondents recalled seeing the **Adam-and-Fui** video (the highest of all videos). YouTube (61%), followed by Instagram (26%) and Facebook (21%) were the most commonly recalled locations.

Man Box Net movement was 27 points toward lower Man Box endorsement: 55% of men shifted toward lower endorsement and 28% toward higher (17% unchanged). This was the highest shift of the nine videos and above the men-overall benchmark (net movement was 21 points).

Emotive Impact

- **Adam-and-Fui** drew the most positive response of the nine. It was the equal highest of any video on *inspired* (41% v. the 28% average), *proud* (34% v. 23%) and *hopeful* (50%, level with Adam). These were also the three most commonly reported emotions. Negative emotions were the lowest of any video on *uncomfortable* (2%, equal with Adam and Jack-and-Zack), *confused* (2%) and *bored* (3%), with *worried* also low (5%).
- Both men and women responded positively. Women were more likely to feel *hopeful* (56% v. 45%) and *proud* (36% v. 33%), while men were more likely to feel *inspired* (43% v. 37%) and *understood* (29% v. 20%). *Sympathetic* was about even (men 33%, women 30%).

Resonance

- **Adam-and-Fui** was above average on every resonance measure, with the largest gaps on the personal and relational statements: it made people think about the men and boys in their life (61% v. 55%), men saw themselves in the men shown (49% v. 43%) and it reflected the experiences of people they know (53% v. 48%).
- It was the equal highest of any video on making people think about the men and boys in their life (61%) and on feeling relevant to their community (57%).
- In a departure from the other videos, **Adam-and-Fui** prompted very similar reactions from men and women. They were level on perceived relevance (57% v. 58%) and on it making them think about the men and boys in their life (60% v. 61%). Men were only slightly more likely than women to be reminded of men they know (52% v. 49%). Men's scores were among the highest of any video.

Additional Insights

Men with children under 18 were far more likely than men without to see themselves in the men shown (59% v. 42%) and to say it reflected their own experiences (56% v. 36%). They also recalled it almost twice as commonly as men without children (24% v. 13%).

Those with the lowest Man Box endorsement were more likely to see themselves in the men shown than the highest endorsers (53% v. 44%).

Additional Profiles & Analysis

Man Box

In this survey, the rules (statements) were put to respondents twice: once before they saw any campaign material, and again at the end after exposure. **Movement between the two points provides a read on whether the campaign shifted endorsement.**¹¹

Summary

In this sample of Victorian men aged 18-44, 42% are low endorsers, 22% moderate and 36% high, including 15% in the top, highest-endorsing band. On the Man Box score, exposure to the survey and campaign collateral moved the men on average from 1.84 to 1.79 on the one to four scale. The high endorsers (the top third) moved from 2.44 to 2.34, while the highest (the very top of the five bands) moved from 2.78 to 2.61. In summary:

- Agreement with every statement either held steady or fell after exposure; agreement fell on 14 of the 19 statements and held on 5, four of which already had low agreement (10% to 12%).
- Agreement with every pillar decreased, the largest being acting tough (- 5 points).
- The largest individual falls were on "guys should act strong even if they feel scared or nervous inside" and "a transgender man is not a real man" (-6)

The statements that did not move were mostly those with little agreement to start with, such as men using violence to get respect and a real man having as many sexual partners as he can, both unchanged at 10%.

Low endorsers softened most (net +26) and high endorsers were close behind (net +22), while moderate endorsers moved least (net +10). Moderate endorsers were the most likely to harden, driving their net down. Younger men moved more than older men, net +26 among those aged 18-29 against net +18 among those aged 30-44. Metro men moved more than regional men (net +22 v +15).

A note on "Churn"

Between the two sets of questions, 53% of men softened their views and 32% hardened, a net +21 toward lower Man Box endorsement. Some churn may be driven by survey fatigue or ordinary response variation rather than real change, but much is likely the campaign softening some men while hardening others.

¹¹ Results should not be compared directly with the 2023 national Man Box study because the sample and survey context differed. Responses may also be influenced by the questions asked beforehand, including the Gender Compass and violence against women items.

Summary Table

Man Box Pillar	Man Box Rule	Total	Shift
Self-sufficiency	A man who talks a lot about his worries, fears, and problems shouldn't really get respect.	16%	-2
	Men should figure out their personal problems on their own without asking others for help.	20%	-3
Acting tough	A guy who doesn't fight back when others push him around is weak.	29%	-4
	Guys should act strong even if they feel scared or nervous inside.	41%	-6
Physical attractiveness	It is very hard for a man to be successful if he doesn't look good.	35%	-5
	A guy who spends a lot of time on his looks isn't very manly.	18%	-2
	Women don't go for guys who fuss too much about their clothes, hair and skin.	24%	-4
Rigid gender roles	It is not good for a boy to be taught how to cook, sew, clean the house or take care of younger children.	12%	0
	A man shouldn't have to do household chores.	10%	0
	In heterosexual relationships, men should really be the ones to bring money home to provide for their families, not women.	27%	-3
Homophobia and transphobia	A gay guy is not a "real man".	22%	-5
	A transgender man is not a "real man".	47%	-6
	It's not OK for straight guys to be friends with gay guys.	19%	-1
	It's not OK for straight guys to be friends with trans or gender diverse people.	21%	-2
Hyper sexuality	A "real man" should have as many sexual partners as he can.	10%	0
	A "real man" would never say no to sex.	13%	-1
Aggression and control	Men should use violence to get respect if necessary.	10%	0
	In heterosexual relationships, a man should always have the final say about decisions in his relationship or marriage.	18%	0
	If a guy has a girlfriend or wife, he deserves to know where she is all the time.	29%	-2

Gender Compass | Results by Segment

This section describes the responses of each **Gender Compass segment**, and grounds this in existing knowledge about who the segments are, what they care about, and how they think about gender equality and related issues. To enable segment-by-segment analysis, the Gender Compass 'algorithm' was applied during analysis based on responses to early attitudinal statements.

Note: The Gender Compass segmentation is based on a nationally representative sample of community members aged 16 years and over. As this sample only includes Victorians aged 18-44, the relative size of each segment varies slightly from the Gender Compass research.

Summary

The Gender Compass segmentation provides a useful lens for understanding not only who the *Kind Man* campaign reached, but how different audiences responded to it. As expected, attitudes towards violence against women and endorsement of rigid beliefs about how "real men" should think and act are broadly reflective of each segment's worldview and align with the existing Gender Compass framework.

Importantly, the campaign reached audiences across the attitudinal spectrum rather than only those already supportive of its message. While the most supportive segments - the Trailblazers and the Hopeful - were highly receptive and demonstrated meaningful attitudinal shifts despite starting from an already progressive position, the campaign also connected with less informed and more resistant audiences. In particular, the findings suggest that framing the campaign around men's experiences and the pressures of masculinity created opportunities for engagement even among audiences who hold diverse views about the value and urgency of gender equality and the prevention of violence against women.

The findings also highlight that campaign engagement and attitude change do not always move together. The Conflicted - in which men under 40 are overrepresented - segment stood out as highly engaged and strongly connected to the campaign, yet showed comparatively limited movement in attitudes, suggesting competing beliefs may constrain change. By contrast, some more resistant audiences demonstrated greater shifts than expected, indicating openness to stories that showcase the pressure that rigid ideas about masculinity put on men and boys, and how this impacts the people around them.

Overall, the results suggest *Kind Man* successfully reached, resonated with and prompted reflection and engagement across diverse audience segments.

What is Gender Compass?

[Gender Compass](#) is a first-of-its-kind study revealing what Australians really think about gender equality. Gender Compass was developed by Dr Rebecca Huntley and Heartward Strategic, funded by philanthropy and led by Plan International Australia.



The Gender Compass tool is a unique audience segmentation that splits the Australian community into distinct groups based on their attitudes to gender equality. Gender Compass identified six segments: an active and supportive Trailblazer segment, a vocal and dismissive Rejector segment, and the Hopeful, Conflicted, Moderate, Indifferent segments who make up the “moveable middle”.



Trailblazer 19% of the community

For the Trailblazer segment, gender equality is both vital and urgent. They are taking action to address gender inequality and believe we still have a long way to go. Trailblazers believe the root cause of inequality lies in patriarchal systems and structures, which they are determined to dismantle. They value equity (same outcomes) over equality (same treatment) and believe everyone benefits when cisgender women and gender-diverse people have the same rights, opportunities and outcomes as cisgender men. Trailblazers are very informed and are concentrated on addressing systemic challenges impacting women, girls and gender-diverse people. However, there is also recognition — especially amongst Trailblazer men — of the negative effects of patriarchy on men and boys.

Hopeful 24% of the community

The Hopeful segment, characterised by their optimism, believe gender equality is both necessary and achievable. They recognise that significant progress has been made but understand that reaching equality requires individual effort and broader cultural shifts. This segment feel positive about the direction we are heading in but recognise the need to include men and boys in the conversation. Overall, the Hopeful are supportive of measures to address inequality but do not reflect the insistence and urgency of the Trailblazers.

Conflicted 12% of the community

The Conflicted segment holds strong but often contradictory views. They support gender equality in principle but feel women are mostly treated fairly these days. Women in this segment are more likely to recognise persisting inequality while men are less aware of the challenges women face. Conflicted men are more likely to believe differences in outcomes come from the different choices men and women make based on their ‘natural abilities’. The blending of traditional values with progressive ideas is a defining characteristic of the Conflicted. This tension often surfaces when the Conflicted try to reconcile their evolving views on gender equality with the gender dynamics they observed in their households and communities growing up. This segment is particularly concerned that traditional gender roles are being undermined and that this is negatively impacting men and boys.

Moderate 23% of the community

The Moderate segment are lukewarm in their attitudes. Their stance is not fixed or impassioned and most think gender equality has largely been achieved in Australia. This translates into a lack of urgency and low engagement with this issue. In fact, the Moderate are surprised that issues such as the gender pay gap are still being discussed with some seeing gender equality solutions as overblown, and potentially discriminating against men. Their views are influenced by a growing sense of discomfort and defensiveness, especially among men, who feel increasing pressure and scrutiny in response to shifting societal expectations. This segment tends to attribute gender differences in outcomes to individual choices, rather than seeing them as a reflection of structural inequality.

Indifferent 6% of the community

The Indifferent segment do not feel strongly about gender inequality, nor do they express clear opinions for or against specific solutions. They are characterised by their general apathy and disengagement — it is not specific to this issue. Their predominant feelings are neutrality or uncertainty, and they exhibit low awareness of drivers or impacts of inequality. While they are not resistant, for this segment gender equality is simply not a priority. They are therefore less likely to recognise or engage with the challenges others face in relation to it.

Note: Due to small sample size ($n=59$), we have not reported on the responses of the Indifferent segment.

Rejector 17% of the community

The Rejector segment is defined by their resistance to gender equality - both in principle and in their refusal to recognise persisting discrimination against women. Most believe men are being treated unfairly and many dismiss women's experiences as being due to personal choices, biological differences or the actions of a few bad men. Rejector men are particularly resistant to the suggestion of systemic bias and dismiss the notion that men's behaviour and rigid ideas of masculinity perpetuate inequality. They feel strongly that these conversations paint all men as the problem but do not acknowledge that patriarchy contributes to the pressures men face.

Trailblazer

26% of this sample (n=718)

Trailblazers are the most alert to the problem of violence against women and are the campaign's key allies. They saw the campaign as highly credible and thought highly of the men portrayed.

Though there is little room to shift (as Trailblazers already reject rigid ideas about gender roles and masculinity) a significant proportion of this segment still moved. This may be shaped by the campaign's emphasis on real stories that build empathy for men and their experiences, as this segment is often focussed on how patriarchy and gender inequality negatively impact women and gender diverse people.

Active and motivated, Trailblazers were ready to take action in response to the campaign — especially when it came to talking about these topics with people in their lives. Though they recalled the campaign at the average rate, this segment — in which women are overrepresented — was less likely to see themselves as the target audience. Their value is in their potential to amplify the message of *Kind Man*.

Segment insights

- The Trailblazer segment was the most likely to recognise violence against women as a problem in Australia (96% compared to 86% average) and in their local area (61% compared to 49% average). Trailblazers were also most likely to recognise that violence against women could be happening in their community, even if they had not seen or heard about it (95% compared to 87% average).
- Despite strong issue salience among Trailblazers, campaign recall among them sat close to the sample average (25% recalled the campaign in some form, compared to 27% overall). However, they were less likely to believe the campaign was aimed at people like them (33% compared to 42% average).
- More than three in four Trailblazers rated the campaign as realistic (79%), authentic (78%), believable (77%) and convincing (77%) — higher than the approximate 70% average. They were also more likely to think highly of the way men were presented (73% compared to 64% average).
- Nine in 10 Trailblazers said they took action or would take action (90% compared to 89% average). Their most commonly selected action was thinking about what boys and younger men learn from the men around them (65%).
- Two in three Trailblazers engaged with the campaign in some way (66%). This segment was the most likely to say they would talk about the campaign (43% had or would discuss it with friends or family, compared to 36% average).

- The average Man Box endorsement score for the Trailblazer segment started at 1.22 and shifted to 1.17 after campaign exposure.
- The Adam-and-Fui video drove the greatest Man Box shift in this segment (net +37 points), with Fui most likely to prompt Trailblazers to think about the men and boys in their life (73%).
- Across all the videos, a net 32% of Trailblazer respondents moved to a lower Man Box endorsement score, with an average score reduction of 0.05. This shift is one of the greatest across the segments, and notable given how little room they had to move from an already low base.

Hopeful

27% of this sample (n=851)

The Hopeful are a receptive audience who are more likely to recognise violence against women as a problem in Australia. The message of *Kind Man* resonates with them as it reinforces and builds on their existing views. They experience significant net shifts in Man Box endorsement scores, likely because they are open to and highly supportive of the central message of *Kind Man*.

The Hopeful engaged with the campaign at an above-average rate, though it reached them at a rate similar to that of the total sample. Set apart from the active Trailblazers by their more passive support for gender equality initiatives, this segment was more likely to opt for private reflection about the men in their lives than for more active forms of engagement.

Segment insights

- The Hopeful segment was more likely to recognise violence against women as a problem in Australia (92% compared to 86% average) and in their local area (51% compared to 49% average). They were also more likely to accept that violence against women could be happening in their community even if they aren't aware of it (93% compared to 87% average).
- *Kind Man* reached the Hopeful segment at an average rate (25% compared to 27% average). The Hopeful rated the campaign highly, seeing it as believable (77%), realistic (77%), authentic (76%) and convincing (73%) — against an average of approximately 70%.
- The Hopeful thought highly of the way men were represented (72%, compared to 64% average), but were not more or less likely to see the campaign as either aimed at people like them (43%) or relevant to them (49%).
- More than nine in 10 Hopeful respondents said the campaign prompted them to take, or consider taking, action (94%, compared to 89% on average), especially thinking about the men in their lives and how the pressures of being a man may have affected them (61%).
- More than two in three Hopefuls said they did or would engage with the campaign directly (68%, in line with the 67% average). Discussing it with friends or family was the most commonly selected mode of engagement (39%).
- The average Man Box endorsement score for the Hopeful segment started at 1.45 and shifted to 1.39 after campaign exposure.

- The Mawout-and-Pharrell video drove the greatest Man Box shift in this segment (net +44 points), while the Adam video was most likely to make them think about the men and boys in their life (70%).
- Across all the videos, a net 32% of Hopeful respondents moved to a lower Man Box endorsement score, with an average score reduction of 0.06. This is one of the greater shifts, which is notable considering the already supportive attitudes of this segment.

Conflicted

9% of this sample (n=292)

The Conflicted segment represents an interesting and challenging cohort. They recalled *Kind Man* more than any other segment, felt it was aimed at them and engaged with it most actively. This makes sense as younger men (under 40s) are overrepresented in the Conflicted segment.

Despite the fact that the campaign reached and resonated with this segment the most, the Conflicted moved the least on the Man Box endorsement score. The considerable value the Conflicted place on traditional gender roles and family structures likely shapes their responses to Man Box statements. High reach and resonance may not be translating into substantial attitudinal shifts because this segment, by definition, can hold competing ideas about the same subject at once. The Conflicted can connect strongly with Trailblazer ideas but can also empathise with the worldview of the Rejector segment. This distinguishes the Conflicted from the Moderate segment, who don't hold strong views in either direction.

Researcher's comment: Further research with the Conflicted to explore the barriers to attitude change in the context of high engagement and campaign resonance is recommended.

Segment insights

- The Conflicted are less likely to recognise violence against women as a problem in Australia overall (77% compared to 86% average), yet they are more likely to recognise it as a problem in their local area (55% compared to 49% average). This result is particularly interesting in the context of the lower levels of acceptance among Conflicted that violence against women could be happening in their community, even if they aren't aware of it (73% compared to 87% average).
- The Conflicted recalled *Kind Man* at a much higher rate (40% compared to 27% average). This higher rate of recognition was consistent across campaign assets, from still images (26%) and radio (24%) to the 15-second (22%) and 30-second (21%) videos.
- This segment felt the campaign was relevant (71%) and aimed at people like them (65%) — the highest of any segment and well above the 49% and 42% respective averages. The Conflicted found the campaign believable (80%) and convincing (80%) at higher rates than the average (approximately 70%).
- More than nine in 10 Conflicted said that they had or would take action of some kind (94% compared to 89% average).

- The Conflicted reported the highest engagement, with eight in 10 saying they did or would engage with the campaign directly (81%, compared to 67% average). They were the most likely segment to say they had or would visit the Respect Victoria website (29%), share a video (26%), comment on a video (17%) or do their own research (30%).
- The Mawout-and-Pharrell video provoked the greatest Man Box shift (net +20 points) while Adam and Adam-and-Fui were most likely to make this segment think about the men and boys in their lives (both 74%).
- The average Man Box endorsement score for the Conflicted segment started at 2.15 and shifted to 2.12 after campaign exposure.
- Across all the videos, a net 9% of Conflicted respondents moved to a lower Man Box endorsement score, with an average score reduction of 0.03. This was the least of any segment, and less than half the average movement.

Moderate

22% of this sample (n=738)

The Moderate segment is the least engaged. Though the *Kind Man* campaign reaches them at an average rate, the Moderates are among the least convinced by it, rating it below average on every measure of credibility. This is consistent with their muted interest in the gender equality conversation more broadly.

Unlike the Rejectors (see next section), this is not driven by hostility. Rather, since the Moderates believe gender equality has mostly been achieved, they don't see the urgency of action and can see campaigns such as this as unnecessary. This makes the issue of violence against women and broader discussions about masculinity and rigid gender roles less salient for this cohort. However, exposure to *Kind Man* still provokes encouraging attitudinal shifts as demonstrated by changes in the Man Box endorsement score after exposure to the campaign.

Segment insights

- Compared to more supportive segments, Moderates were less likely to recognise violence against women as a problem in Australia (82% compared to 86% average), and in their local community (44% compared to 49% average). Though more dismissive than average, eight in 10 Moderates still accepted that violence against women could be happening in their community, even if they haven't seen or heard about it (81% compared to 87%).
- The campaign reached this segment at about the average rate (26% recalled the campaign in some form, compared to 27% average).
- The Moderate were among the least convinced by the campaign, and were much less likely (than the approximate 70% average) to rate it as believable (54%), authentic (53%) and realistic (54%). Only two in five felt it was relevant to them (40% compared to 49% average). These ratings are likely more a reflection of Moderates being more likely to feel unmoved by the campaign rather than opposed to its message.
- The Moderate segment are not more or less likely to take action in response or engage with the campaign itself. Despite their muted enthusiasm, nine in 10 Moderates said they would take at least one action (89%). They were most likely to say they had or would think about what boys and younger men learn from the men around them (43%). Meanwhile, seven in 10 did or would engage with the campaign (71% compared to 67% average), most commonly by discussing it with friends or family (33%).

- The Ben video drove the greatest Man Box shift (net +26 points) in this segment, while Adam-and-Fui was the most likely to make Moderates think about the men and boys in their life (46%), though at a lower rate than more engaged segments.
- The average Man Box endorsement score for the Moderate segment started at 1.97 and shifted to 1.92 after campaign exposure.
- Across all the videos, a net 18% of Moderate respondents moved to a lower Man Box endorsement score, with an average score reduction of 0.05. This shift is in the mid-range.

Rejector

15% of this sample (n=569)

The Rejector segment was less likely to recognise the problem of violence against women and was more dismissive of the central message of *Kind Man*.

Despite this, the campaign resonated more strongly with Rejectors than their segment label might suggest. Its focus on men and the challenges they face appears to provide a point of connection, even for those who do not see patriarchy and rigid gender expectations as drivers of both men's struggles and violence against women.

Campaign recall and perceived relevance were broadly in line with the average, and while some were dismissive, many found the men featured in the videos credible. The campaign's impact on this segment is demonstrated by the significant shift in Man Box endorsement scores, suggesting *Kind Man* is reaching and challenging even those in the most dismissive and resistant segment.

Segment insights

- The Rejector segment was the most dismissive of the problem of violence against women. Compared to other segments, Rejectors were the least likely to see violence against women as a problem, either nationally (70% compared to 86% average) or — by an even wider margin — in their local community (29%, compared to 49% average).
- Despite low issue salience, the campaign was not more or less likely to reach Rejectors. One in four Victorians in the Rejector segment (25%) recalled the campaign in some form, in line with the average (27%). They were slightly more likely to recall the radio ad (15% compared to 12% average), which reflects their older, more regional profile.
- The Rejector segment did not uniformly oppose the *Kind Man* campaign; instead, they were very divided in their reactions. They were the most likely segment to reject the campaign outright: 11% disagreed that it was believable, compared with 3% overall. However, most still found it believable (64%) and authentic (62%) — only slightly below the approximately 70% average, and higher than the lukewarm response of the Moderate segment.
- Close to one in two Rejectors (46%) felt the campaign was aimed at people like them, and/or found it relevant (49%), consistent with the overall sample.
- Rejectors were the least likely segment to take action in response to the campaign, with nearly a quarter saying they would do nothing at all (23% compared to 11% on average). However, more than three in four Rejectors

reported they had taken or would take at least one action (77% compared to 89% average). The most commonly selected actions by this segment tended to be low-effort activities such as private reflection about the men in their lives (41%).

- The average Man Box endorsement score for the Rejector segment started at 1.88 and shifted to 1.83 after campaign exposure.
- The Adam video drove the greatest Man Box shift within this segment (net +30 points). Adam's video was also seen as one of the most relatable: more than half the Rejectors who saw this video (56%) said it made them think about the men and boys in their lives.
- Across all the videos, a net 23% of Rejector respondents moved to a lower Man Box endorsement score, with an average score reduction of 0.05.

Indifferent

2% of this sample (n=59)

Due to the small sample size (n=59), this evaluation does not report on the responses of the Indifferent segment.

Respondent's Final Comments

At the end of the survey, respondents were asked for **final comments on the campaign**. The n=1,679 substantive comments were coded for sentiment and content.

Sentiment

The tone of the final comments was overwhelmingly positive. Seven in 10 comments (70%) were supportive of the campaign, and outright criticism was rare, at just 1%.

- 40% praised the campaign as good, important, needed or well made.
- 30% were positive but paired their support with a suggestion or reservation. The most common was that the campaign prompts reflection well but could do more to show men what to do next, not just call behaviour out.
- 28% were mixed, neutral or questioning, often wondering whether the campaign would work in the real world.
- 1% were negative, critical or dismissive.

Note: Responses had one sentiment code per comment.

Researcher's comment: So few using this opportunity to criticise *Kind Man* suggests it was well received. More criticism would normally be expected in response to this question, on any topic.

Content

Beyond sentiment, a number of consistent themes emerged among those who expanded on their comments¹². These were often constructive rather than critical, coming from people who supported the campaign and wanted it to go further.

- 7% wanted more support and solutions, less calling-out of men's behaviour and more practical help, mental health resources and clear pathways to support
- 7% wanted the campaign to broaden its focus, most often to teenage boys and schools, but also to older men.
- 6% shared a personal impact, saying the campaign had made them reflect, given them hope, or changed how they see things
- 5% wanted to see the campaign rolled out more widely or continued
- A small number of women (1%) commented from their own perspective, several making the point that the responsibility to change sits with men.

A small number (5%) commented on the craft of the ads or the survey, including a few who found some audio or dialogue hard to follow.

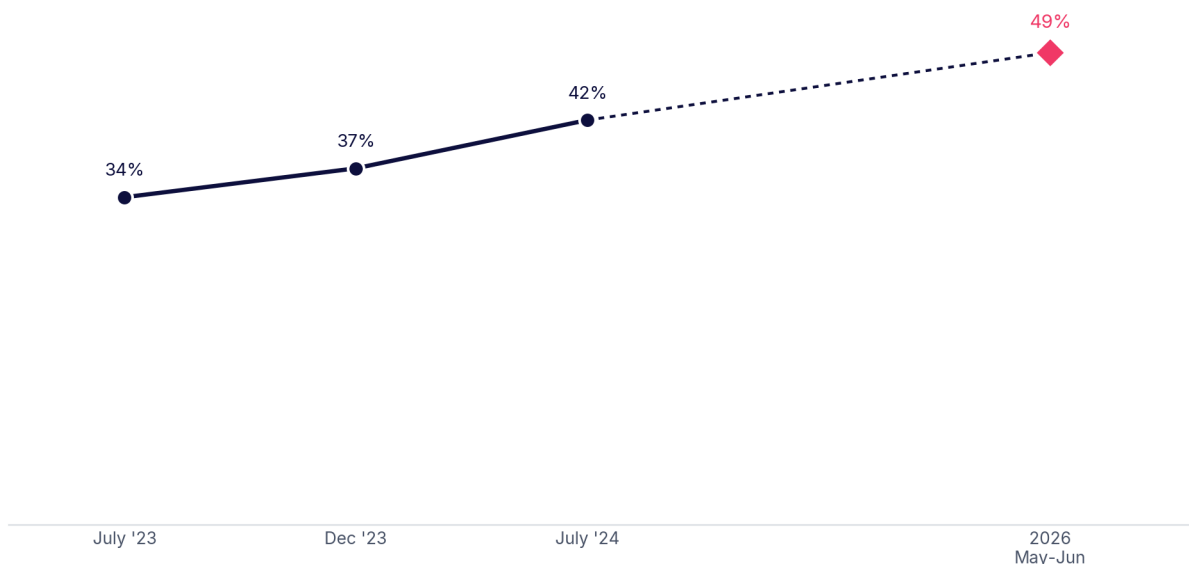
¹² Note: the percentages above are based on all 1,679 substantive comments, not only those coded to a specific content theme.

Awareness of Respect Victoria

Awareness of Respect Victoria has risen steadily and now sits at its highest point since measurement began in 2023; although it should be noted that the 2026 evaluation has a significantly different sample (Victorians aged 18-44).

Just under half of Victorians aged 18-44 had heard of Respect Victoria (49%), up from 42% of all Victorians in July 2024 and 34% in July 2023.

In 2026, women (52%) were only slightly more likely than men (47%) to be aware. In July 2024 women were much more likely than men to have heard of Respect Victoria (45% v. 29%).



Note: Historical data is drawn from Respect Victoria Campaign Evaluation: *Respect Starts with a Conversation*, prepared by WhereTo, July 2024. Base: total sample, weighted (2024 n=1,502, Victorians 18+; 2026 n=3,227, Victorians 18-44).

Key Comparisons to Historical Data

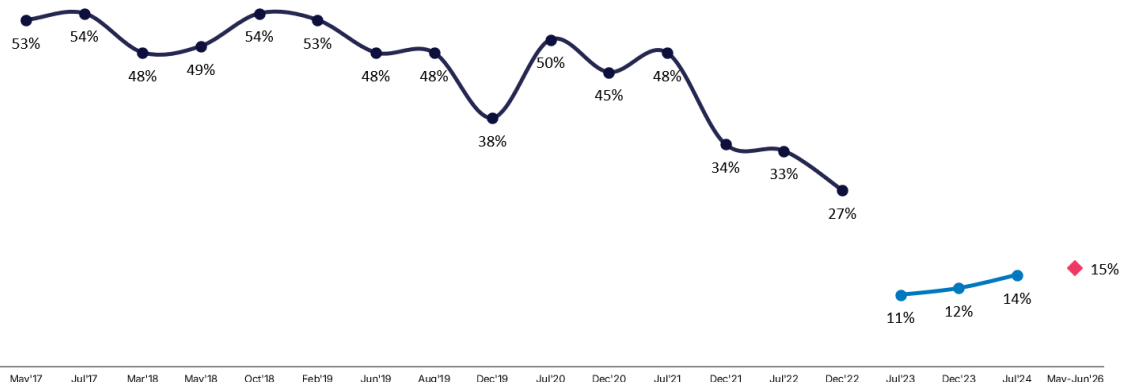
Respect Victoria has conducted several campaign evaluations over the past 10 years, most recently the July 2024 evaluation of *Respect Starts with a Conversation* (conducted by WhereTo). **In this section, we compare results and metrics where possible and appropriate.**

The earlier waves evaluated different campaigns, made for different purposes and measured differently. They surveyed all Victorians 18 and over, whereas this evaluation covers 18-44 and draws on a larger sample (n=3,227). And most of our measures are new, so we compare only where the questions line up closely enough to be meaningful.

Unprompted Awareness

At 15%, unprompted awareness is close to level with the 14% WhereTo recorded in July 2024, and above the 11% measured in 2023 at the beginning of the *Respect Starts with a Conversation* campaign.

The 2024 question was broader and asked of all Victorians 18+, while the version in this *Kind Man* evaluation was narrower, focused on masculinity, and asked only of Victorians 18-44. The narrower question captures more specific awareness, while the more targeted audience is more likely to recall the campaign. A similar result, however, suggests that unprompted awareness has held steady with recent campaigns.



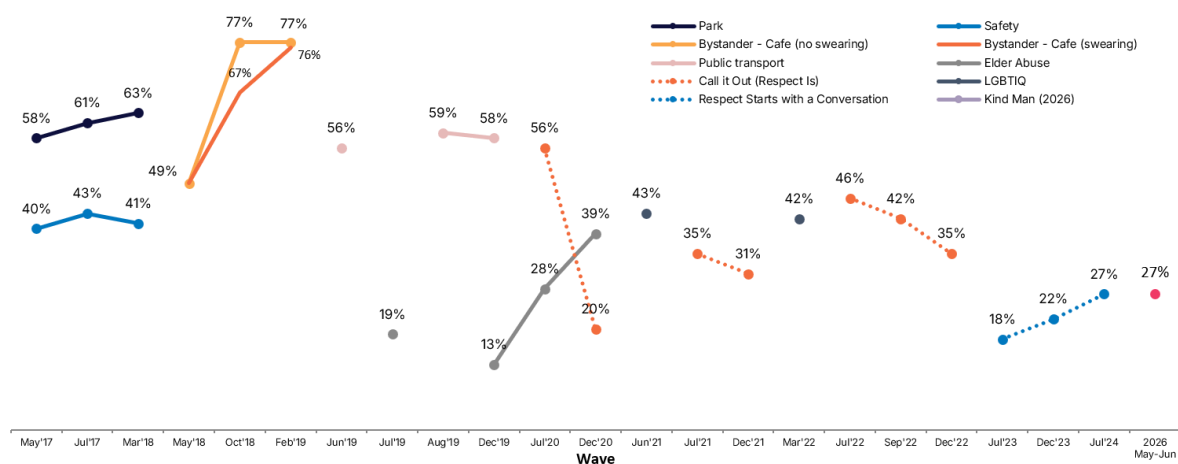
- Awareness of advertising about family violence and violence against women
- Awareness of advertising about challenging gender stereotypes
- ◆ Unprompted awareness of *Kind Man* (Recently, have you seen or heard advertising asking Victorian men about masculinity or what kind of man they want to be?)

Note: Historical data is drawn from Respect Victoria Campaign Evaluation: *Respect Starts with a Conversation*, prepared by WhereTo, July 2024. Base: total sample, weighted (2024 n=1,502, Victorians 18+; 2026 n=3,227, Victorians 18-44).

Prompted Awareness

When shown the campaign materials, 27% of Victorians recognised *Kind Man*.

In comparison, *Respect Starts with a Conversation* reached 27% prompted recognition by July 2024, after three waves in market, having started at 18% in its first wave in July 2023. *Kind Man*'s opening result of 27% sits well above that starting point and close to where the earlier campaign settled once established, a strong position for a first wave. These are different campaigns with different evaluation samples so the comparison should be considered indicative rather than exact.



The 2024 WhereTo report found prompted recall for that campaign was highest among those aged 29 or younger, at 35%. In 2026 this age group sits lower, at 30%, but recognition is substantially higher among the campaign's primary audience of men under 30 (36%).

Note: Historical data is drawn from Respect Victoria Campaign Evaluation: *Respect Starts with a Conversation*, prepared by WhereTo, July 2024. Base: total sample, weighted (2024 n=1,502, Victorians 18+; 2026 n=3,227, Victorians 18-44).

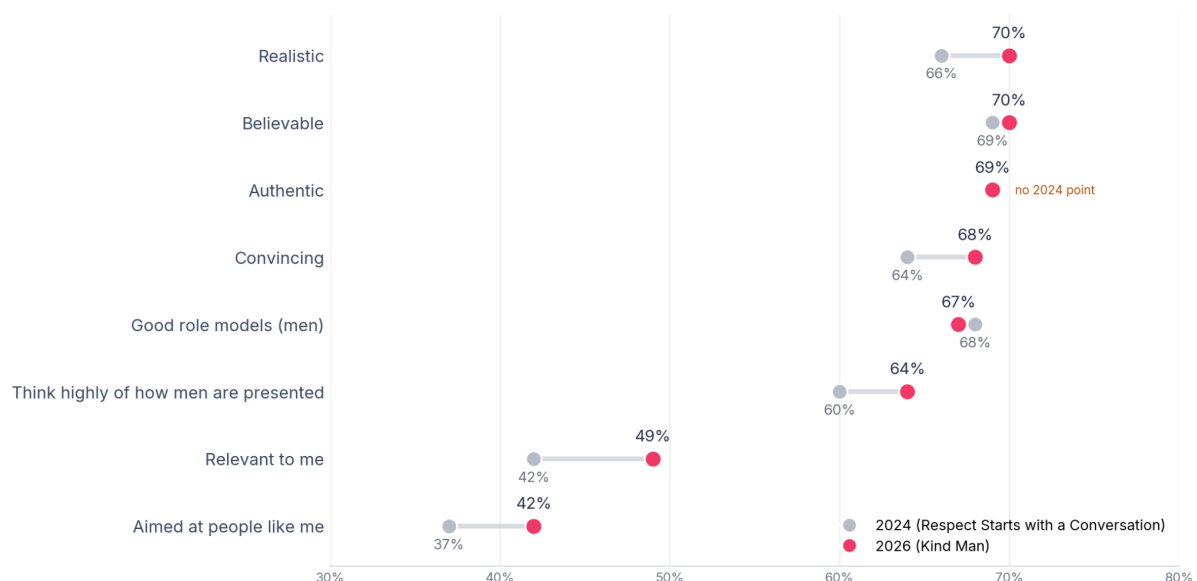
Perceptions of the Campaign

On a like-for-like basis, 2026 is at or above the earlier campaign on every comparable perception measure bar one.

Compared to 2024 and *Respect Starts with a Conversation*, the credibility items are steady or higher. Believable is almost level (70% v. 69%), while realistic and convincing are both up +4% (70% v. 66% and 68% v. 64%). Thinking highly of how men are presented is also up +4% (64% v. 60%). The one exception is good role models, where there has been a small decrease, though at 67% v. 68% the two are effectively level.

The largest shifts, however, are on the self-relevance items. Relevant to me is up 7% (49% v. 42%) and aimed at people like me up 5% (42% v. 37%). This is in line with a more tightly targeted campaign reaching its audience.

Authentic has no 2024 point, as it was not asked in that wave.



Note: The graph above shows the proportion agreeing with each statement (7-10 on a 0-10 scale). Historical data is drawn from Respect Victoria Campaign Evaluation: *Respect Starts with a Conversation*, prepared by WhereTo, July 2024. Base: total sample, weighted (2024 n=1,502, Victorians 18+; 2026 n=3,227, Victorians 18-44).

Gender Differences: Perception of the Campaign

The 2024 evaluation reported these perceptions by gender **using the top two points of the scale** (9 or 10, strong agreement). We have recalculated 2026 (which used 7 - 10) on the same basis. These figures should not be compared with those used elsewhere in the report.

The 2024 evaluation found women responded more strongly than men to *Respect Starts with a Conversation*, and were more likely to strongly agree it was believable, realistic and convincing, and that it was relevant to and aimed at them.

Reflective of the new focus of the *Kind Man* campaign, men's strong agreement has risen on most metrics while women's has fallen. Men are up on four of the five measures, women down on all five. The biggest improvements for men were:

- Aimed at people like me: +6% (15% to 21%)
- Relevant to me: +5% (15% to 20%)
- Realistic: +4% (23% to 27%)
- Convincing: +3% (22% to 25%)

Believable is the one exception, moving down 2 points (28% to 26%).

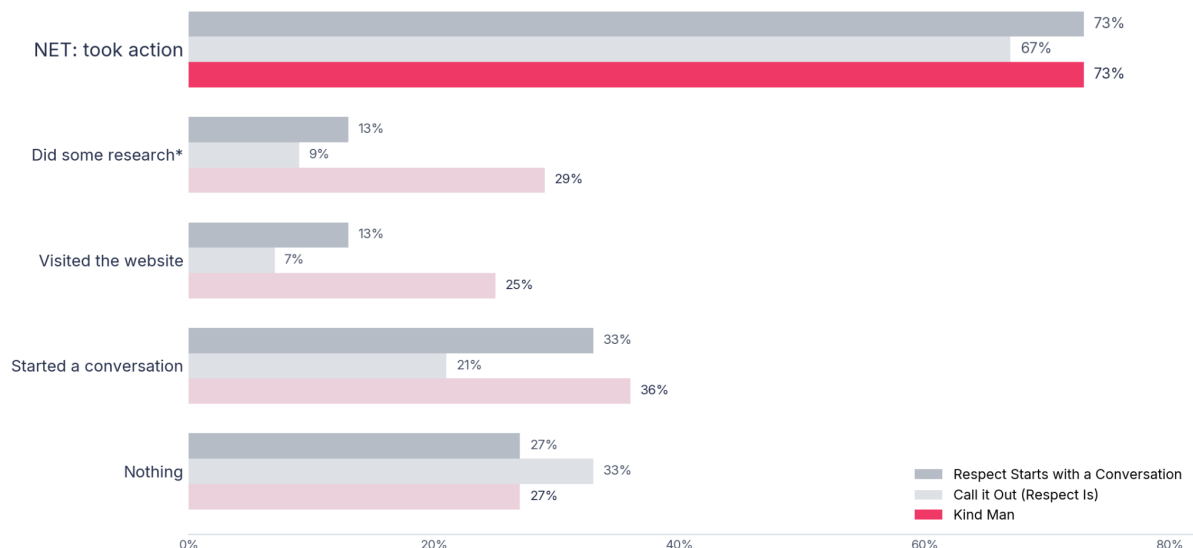


Note: The graph above shows the proportion strongly agreeing with each statement (9-10 on a 0-10 scale), split by gender. Historical data is drawn from Respect Victoria Campaign Evaluation: *Respect Starts with a Conversation*, prepared by WhereTo, July 2024. Base: total sample, weighted (2024 n=1,502, Victorians 18+; 2026 n=3,227, Victorians 18-44).

Engagement

The 2024 evaluation asked people what they did after seeing the campaign. This 2026 evaluation of *Kind Man* asked a similar question, so some (but not all) actions can be compared directly. The figures below are based only on people who saw the campaign and reported what they did. As a result, they should not be compared with the engagement figures elsewhere in this report.

While the percentage of people who took any action is level with 2024, people took more of each comparable action in 2026. The net is identical (73% took some action, matching *Respect Starts with a Conversation*), but the specific actions run higher. Doing research rose from 13% to 29%, visiting the website from 13% to 25%, and starting a conversation from 33% to 36%. On every action, *Kind Man* matches or exceeds both earlier campaigns.



Note: In all three campaigns these are actions people reported taking, asked only of those who had seen the campaign. Historical data is drawn from Respect Victoria Campaign Evaluation: *Respect Starts with a Conversation*, prepared by WhereTo, July 2024. Base: total sample, weighted (2024 n=1,502, Victorians 18+; 2026 n=3,227, Victorians 18-44). *"Did some research" is broadly, not exactly, comparable: earlier campaigns asked about violence against women, 2026 about the issues raised.

TURF Results by Campaign Asset

Methodology

A “Total Unduplicated Reach and Frequency” (TURF) analysis was conducted on each campaign asset to determine how many unique people have been reached as channels are added one at a time, starting from the most commonly used and working down. TURF follows this algorithm:

1. Start with the single channel that reaches the most people
2. At each subsequent step, add the channel that brings in the greatest number of new people not already reached by previously selected channels.
3. Continue until all channels are included.

The output is a ranked sequence showing how cumulative reach builds as the channel mix expands.

The following tables show the results of the TURF analysis for each campaign asset with the following values:

Total Reach - The total percentage of respondents who saw that asset

Cumulative Reach - The cumulative percentage who have seen at least one of the assets

Increased Reach - The percentage who had seen the asset through that channel but not any of the prior ones

Recogniser Reach - The percentage of respondents who expressed familiarity with the campaign who saw that asset

Note: Due to sample size considerations, demographic breakdowns have not been included.

Summary

- In population terms, about 17% of the total sample expressed recognition of the campaign prior to being shown any specific videos, and each video asset reached roughly 9–13%. YouTube is the dominant medium through which respondents were made aware of the campaign, reaching 6–7% of the whole sample, which accounts for around half of the total campaign reach.
- A small set of digital channels delivers almost all of the campaign's net reach. For the overall campaign, YouTube, Instagram and outdoor street posters lift total reach from 6.6% to 11.5%, while adding Facebook takes it to 12.8%. Every channel after that adds well under one percentage point of new population reach.
- Reach plateaus quickly. All ten channels combined reach only 14.3% of the population for the campaign, and the top four channels already deliver 12.8 of those 14.3 points.
- Cinema, TikTok and regional press add little to net population reach (each under half a percentage point). They mainly build frequency among people already reached through the major digital channels.
- Recogniser reach tells the same channel story at a larger scale (looking only at those who expressed familiarity with the campaign). YouTube reaches 40–60% of those who recognised each asset, reinforcing its place as the dominant medium for campaign dissemination.
- Overall campaign recognition (17%) is in line with 2023 (18%), and the TURF results show the same broad pattern at a similar order of magnitude, suggesting consistent levels of reach between this campaign and the previous one.

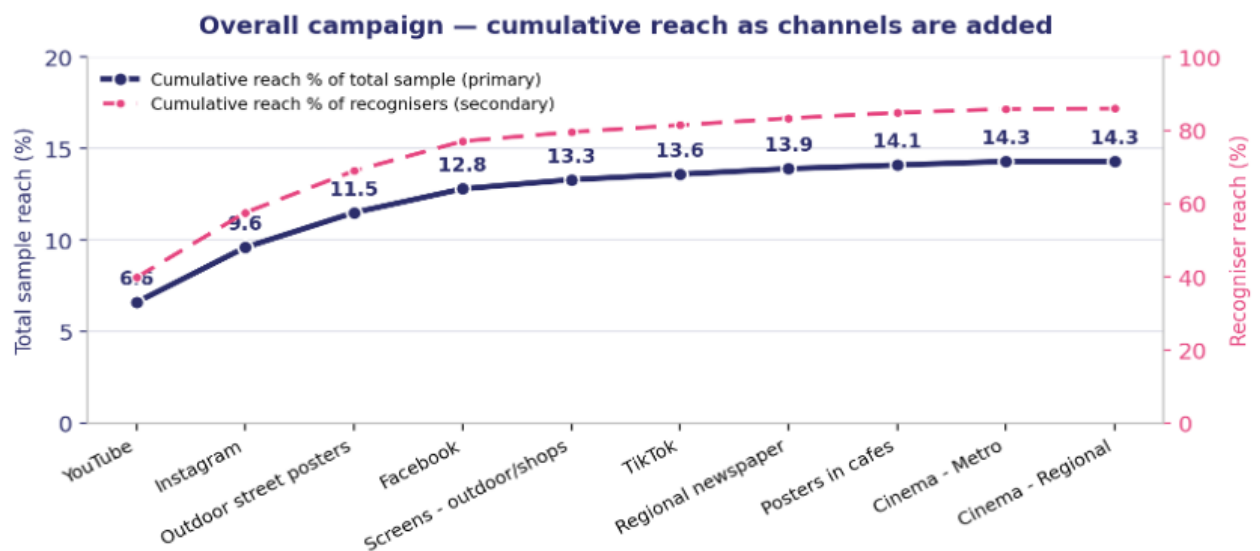
How total reach builds and plateaus, by asset

Campaign asset	YouTube alone (total reach %)	Top 3 channels (total reach %)	All channels (total reach %)	Recognised asset (% of sample)
Overall campaign (prompted)	6.6	11.5	14.3	17
15-second video (combined)	6.7	9.7	10.5	11
30-second video (combined)	6.2	9.0	9.9	11

Overall Prompted Campaign Recall From Composite Image

"Where, if anywhere, do you recall seeing this campaign?"

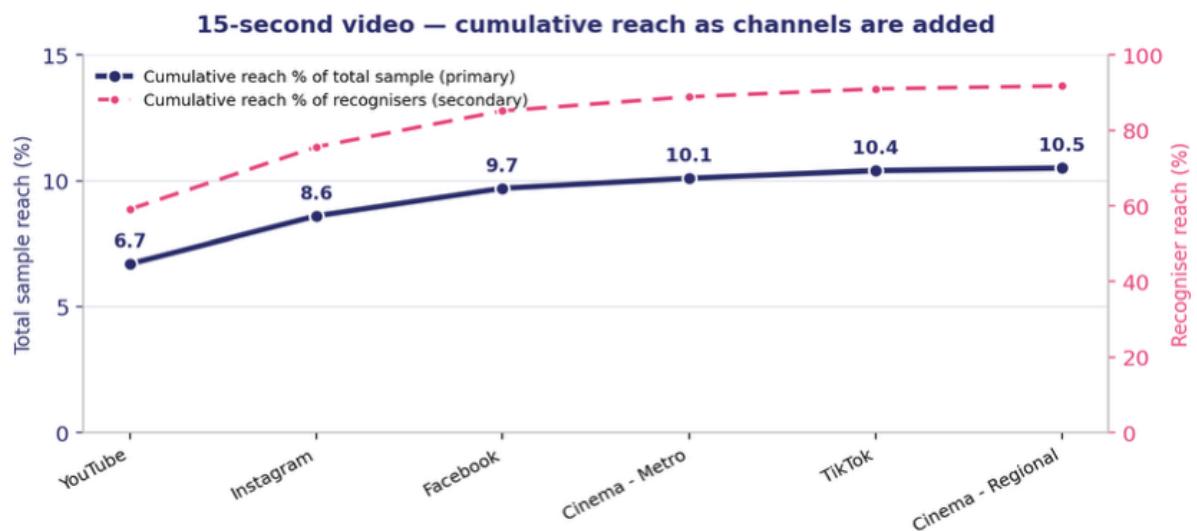
	Total reach %	Cumulative total reach %	Increased total reach %	Recogniser reach %
YouTube	6.6	6.6	+6.6	40
Instagram	5.5	9.6	+2.9	33
Outdoor street posters	3.8	11.5	+1.9	23
Facebook	5.8	12.8	+1.4	35
Screens - outdoor/shops	2.4	13.3	+0.4	15
TikTok	3.7	13.6	+0.3	22
Regional newspaper	2.0	13.9	+0.3	12
Posters in cafes	1.7	14.1	+0.2	10
Cinema - Metro	1.7	14.3	+0.2	10
Cinema - Regional	0.9	14.3	+0.0	5



15-Second Video

"Where, if anywhere, do you recall seeing this video?"

	Total reach %	Cumulative total reach %	Increased total reach %	Recogniser reach %
YouTube	6.7	6.7	+6.7	59
Instagram	3.8	8.6	+1.9	33
Facebook	3.8	9.7	+1.1	33
Cinema - Metro	1.2	10.1	+0.4	11
TikTok	2.7	10.4	+0.2	24
Cinema - Regional	0.9	10.5	+0.1	8

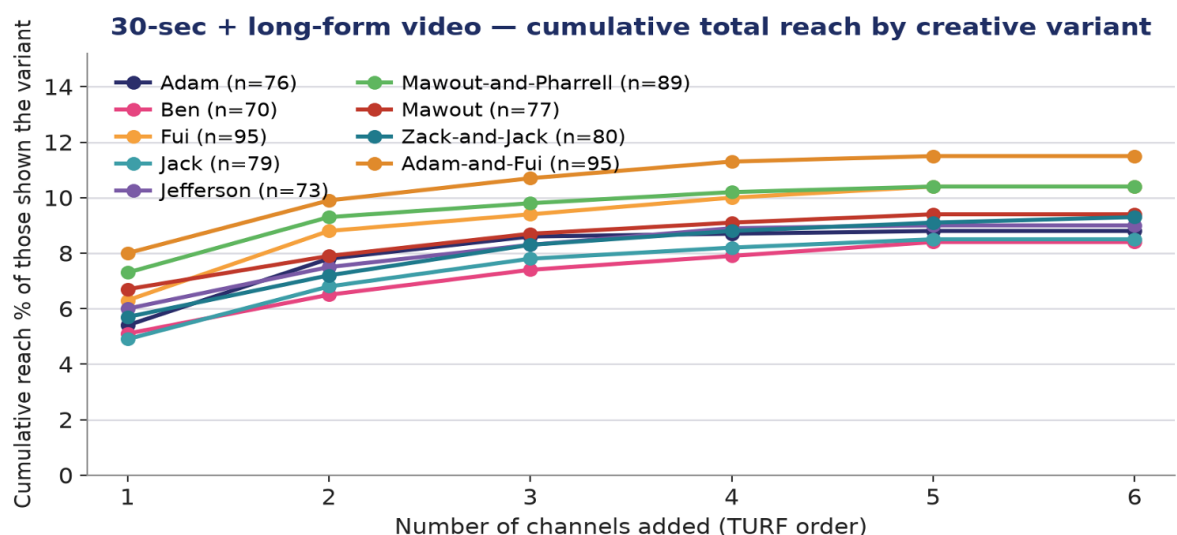


30-Second Videos (creative variants)

"Where, if anywhere, do you recall seeing this video?"

Individual channel reach by variant (% of those shown the variant)

	Shown (n)	YouTube	Facebook	Instagram	TikTok	Cinema - Metro	Cinema - Regional
Adam	713	5.4	3.1	3.5	1.6	0.4	0.7
Ben	718	5.1	3.1	3.1	2.2	1.3	0.3
Fui	716	6.3	3.3	4.1	2.2	1.3	0.2
Jack	719	4.9	3.3	3.3	2.5	0.8	0.2
Jefferson	720	6.0	4.5	3.3	2.4	1.4	1.2
Mawout-and-Pharrell	716	7.3	4.2	3.2	2.2	0.7	0.6
Mawout	714	6.7	3.1	3.2	2.6	2.2	0.5
Zack-and-Jack	720	5.7	3.6	2.8	2.1	0.9	0.8
Adam-and-Fui	718	8.0	2.7	3.5	2.6	0.7	0.7
Average		6.2	3.4	3.3	2.3	1.1	0.6



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This original research was commissioned by Respect Victoria and conducted by Kate Whelan and Holly McCarthy, with Dr Rebecca Huntley in an advisory role.

For more information on how we could help you start a discussion and shape Australia's future, contact: research@89degreeseast.com

The 89 Degrees East Research Team is led by Dr Rebecca Huntley. Rebecca is a Fellow of The Research Society (formerly known as the Australian Market and Social Research Society).



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