



FRAMING GENDER EQUALITY

MESSAGE GUIDE

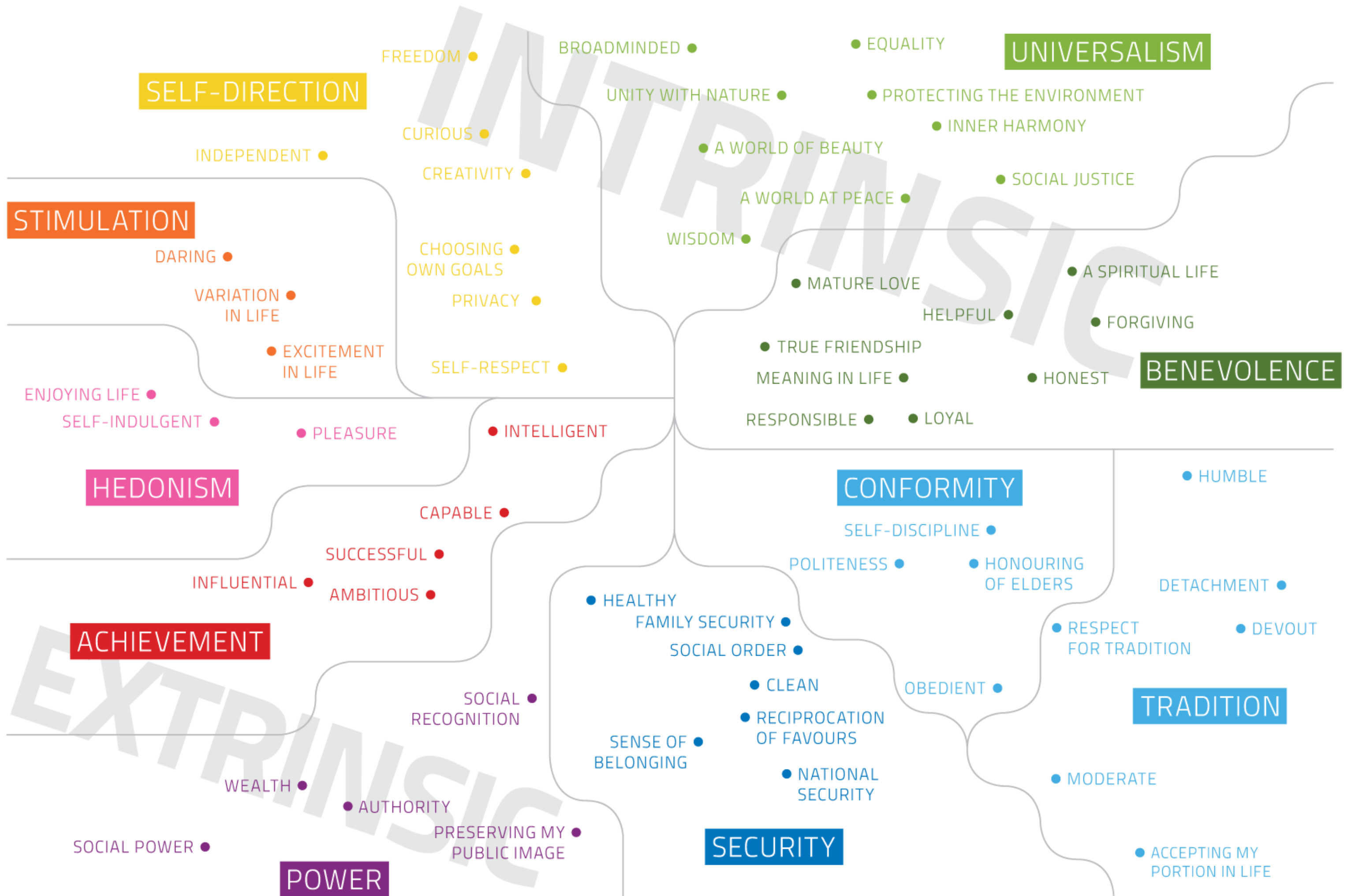
Dr Eleanor Glenn

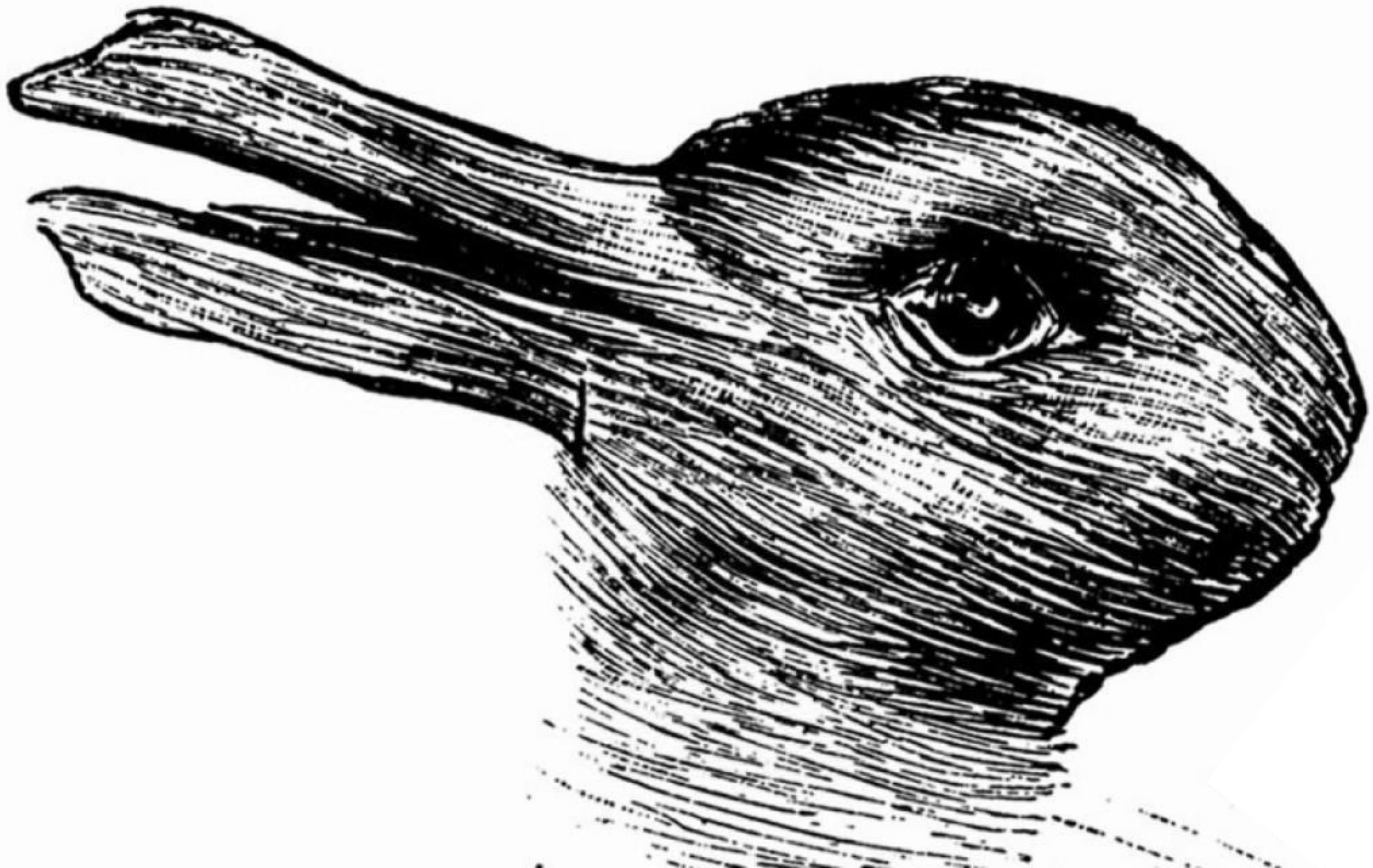
March 2022



THE

APPROACH







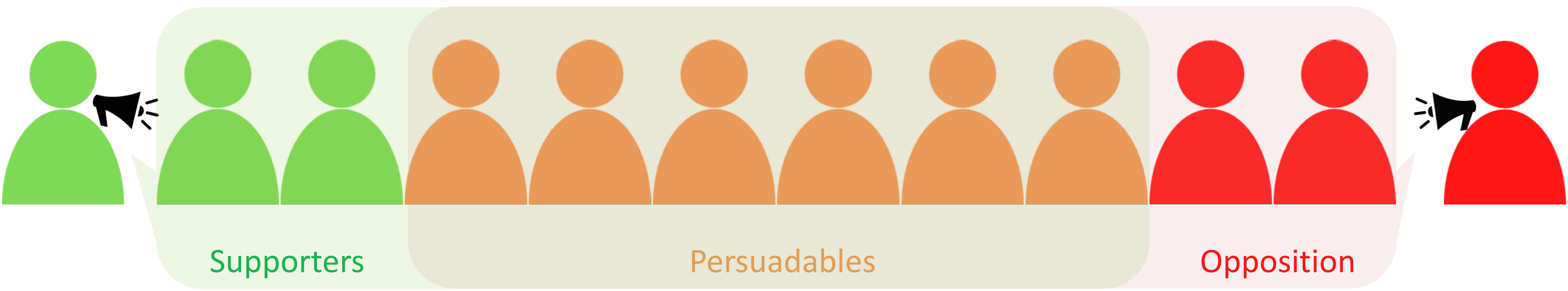
Supporters

Persuadables

Opposition

ADVOCATES (that's us)

OPPONENTS



THE

RESEARCH

Develop and test messages that increase support for gender equality in Australia

1. Interviews
2. Discourse analysis
3. Message testing
4. Workshops

Message testing

1817

Respondents geographically weighted to be representative of the adult Australian population.



Supporters

25%

Persuadables

60%

Opposition

15%

Message testing

Gender

	Opponent	Persuadable	Supporter
Women	8%	59%	33%
Men	22%	62%	16%
Total	15%	60%	25%

THE

INSIGHTS

1 Justify equality
based on *equality*

S	P	O		Total
---	---	---	--	-------

= % net agreement

Boys should be taught to treat women and girls as equals.	100	89	41		84
Women and men deserve the same opportunities and outcomes in life.	99	92	48		87
A person's gender should not get in the way of them leading the life they choose.	99	89	47		85
Treating women and girls differently because of their gender is wrong.	97	74	-7		68
It is wrong for businesses to pay women less than men for doing the same work.	99	89	38		84
It is wrong for women to be overlooked for promotions and pay rises they deserve.	96	88	29		81

Split test

How strongly do you agree / disagree with the following statement:

		S	P	O
A	Government should do more to address gender inequality because it will benefit everyone.	98	61	-22
B	Government should do more to address gender inequality because women and girls deserve to be treated as equals.	99	69	-26
		+1	+8	-4

#2 Talk about unequal *treatment*
(not only unequal *outcomes*)

S	P	O		Total
---	---	---	--	-------

= % net agreement

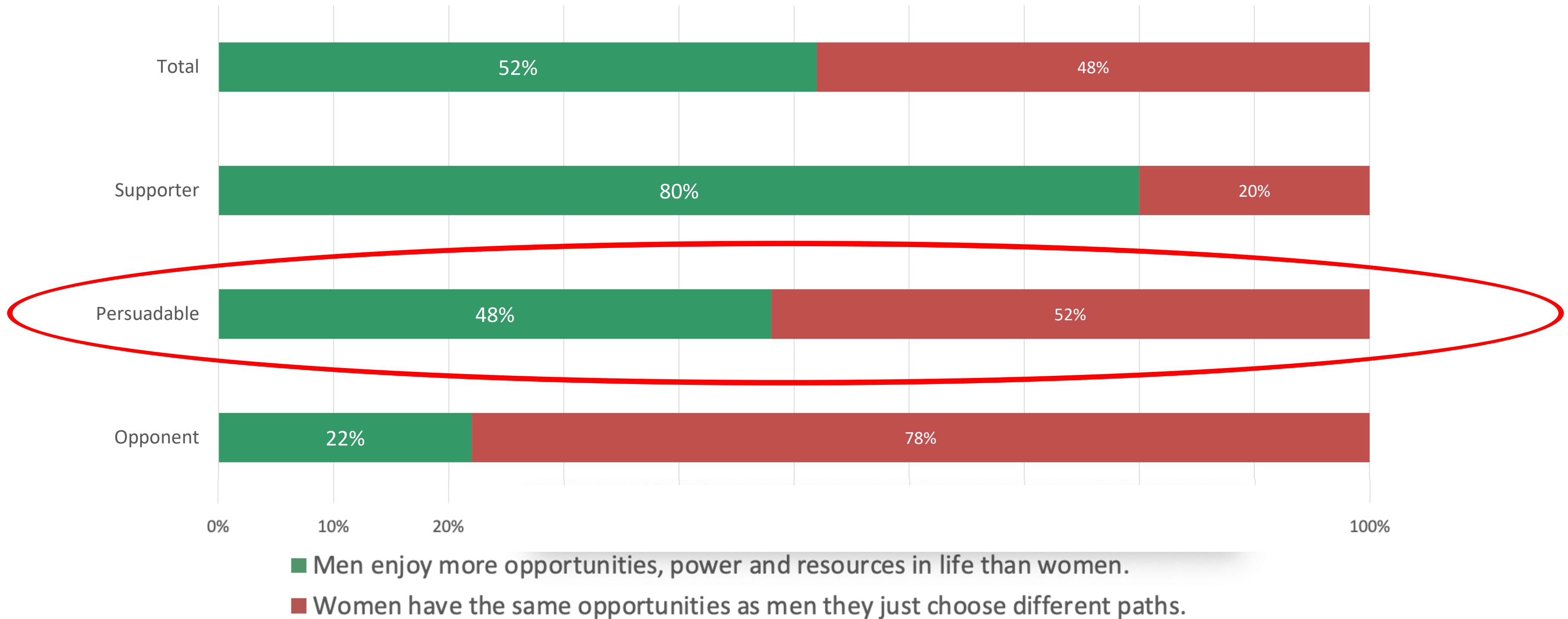
40	75	58		63	It's natural for men and women to want different things out of life.
----	----	----	--	----	--

*Women and men
are different*

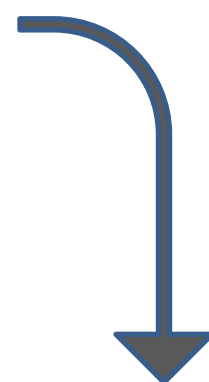


Forced Choice

18. Which statement sounds most right?



*Discrimination
is wrong*

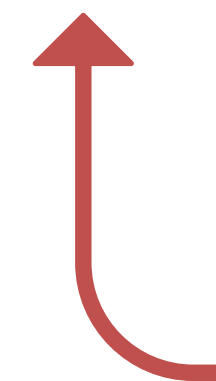


S	P	O		Total
---	---	---	--	-------

= % net agreement

40	75	58		63	It's natural for men and women to want different things out of life.
----	----	----	--	----	--

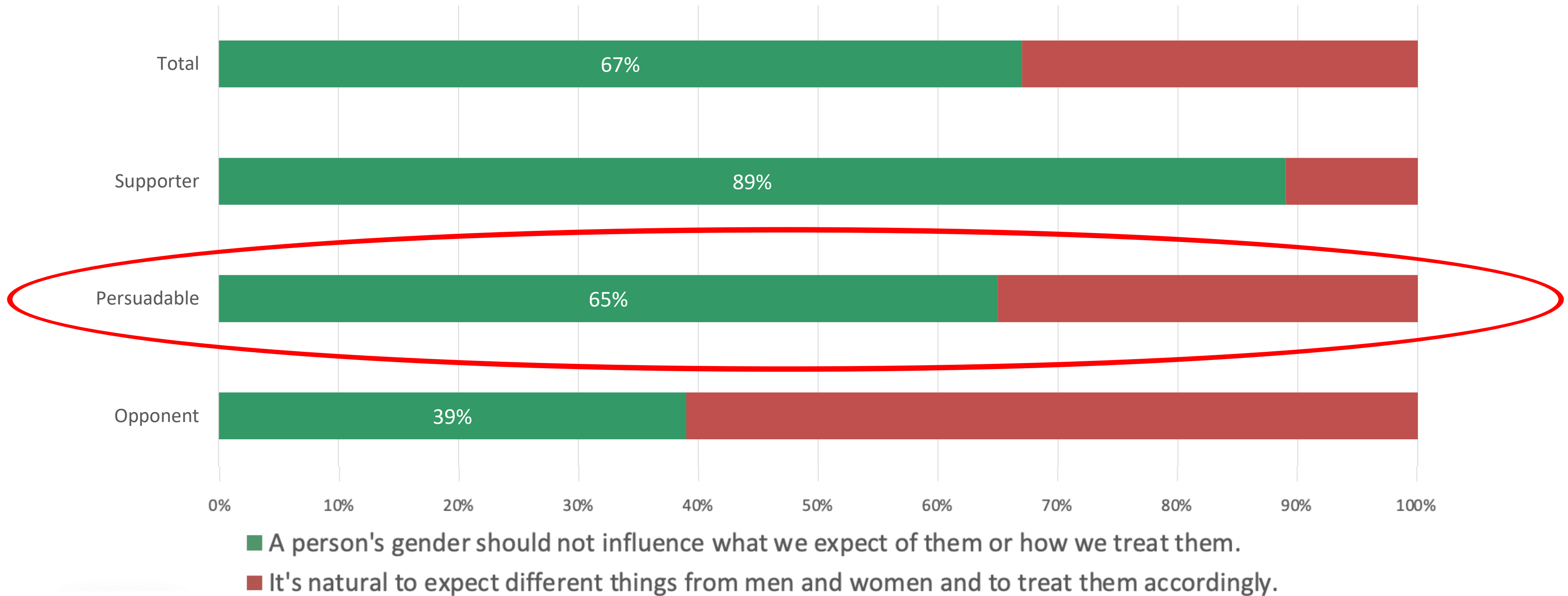
We shouldn't make assumptions about people based on their gender.	97	84	34		80
Treating women and girls differently because of their gender is wrong.	97	74	-7		68
It is wrong for businesses to pay women less than men for doing the same work.	99	89	38		84
It is wrong for women to be overlooked for promotions and pay rises they deserve.	96	88	29		81
A person's gender should not get in the way of them leading the life they choose.	99	89	47		85



*Women and men
are different*

Forced Choice

16. Which statement sounds most right?



#2

Talk about unequal *treatment*
(not only unequal *outcomes*)

= explain the *cause* of unequal
outcomes, the *injustice*

#3 Focus on *solutions*
(not only problems)

Problem

S	P	O
---	---	---

= % net agreement

These days women and girls are still discriminated against because of their gender.	97	46	-25
---	----	----	-----

There is still pressure on men and women to conform to traditional gender roles.	91	60	-3
--	----	----	----

Discrimination against women starts with setting different expectations for boys and girls.	92	47	-28
---	----	----	-----

Solution

S	P	O
---	---	---

= % net agreement

Government should do more to address gender inequality because women and girls deserve to be treated as equals.	99	69	-26
---	----	----	-----

Ending gender stereotypes will benefit women who want to focus on their careers and men who want to spend more time with their children.	98	72	-17
--	----	----	-----

Boys should be taught to treat women and girls as equals.	100	89	41
---	-----	----	----

Vision

Describe an attractive and relatable vision that you and your audience would value. The 'why'.



Barrier

Point to what stands in the way of that vision and explain who is responsible for it.



Action

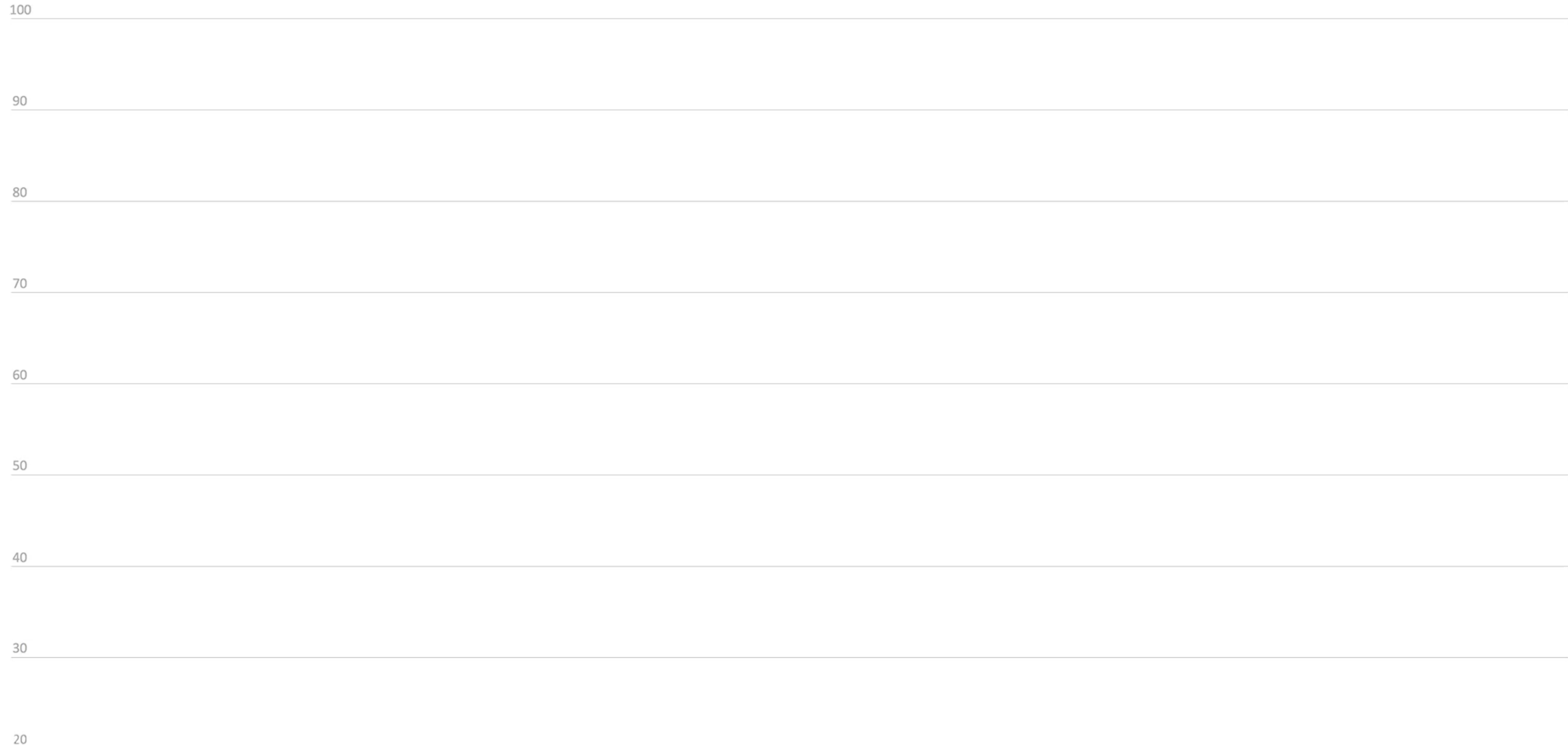
Tell your audiences *what* can be done to overcome the barrier. Positive solutions.

THE

MESSAGES

Supporters
Persuadables
Opponents

Workplaces & GE Action Plans



We all want to be respected as unique individuals with our own interests, skills and aspirations.

Relationships and Housework

100

90

80

70

60

50

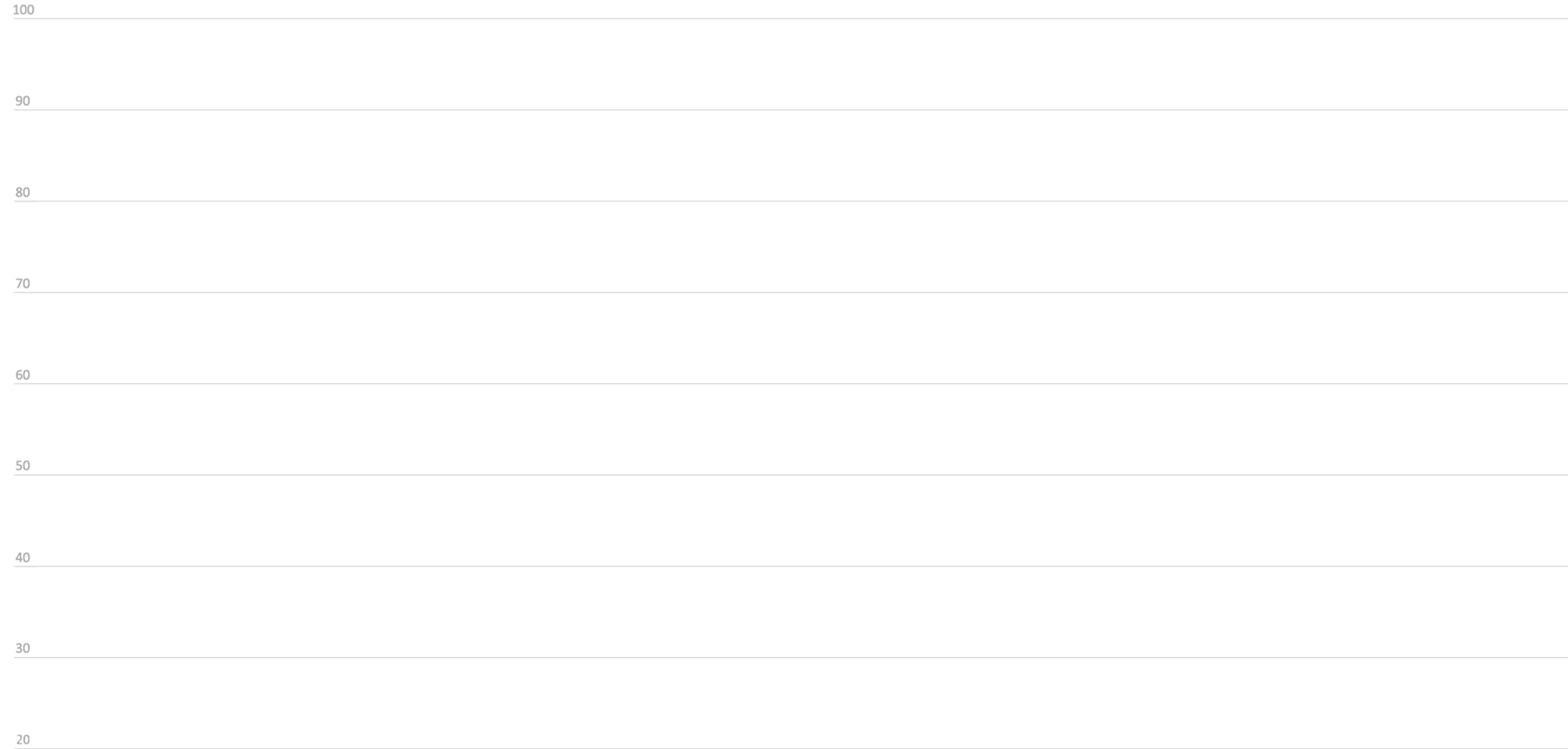
40

30

20

Healthy relationships are about respecting each other as equals –

Violence and Parenting



We expect people to treat each other as equals no matter their gender.

Framing gender equality

Message guide



THANK YOU

- www.commoncause.com.au
- eleanor@commoncause.com.au
- mark@commoncause.com.au