Australian Chapter Research

2023

UNSTEREOTYPE
ALLIANCE

RESEARCH OBJECTIVE

To understand how different Australians felt about their own social equity and their representation in media. The research was designed to be a tool for change.

The collaborators

IPG

Ipsos

WPP

METHODOLOGY

We surveyed 2001 Australians. We strived to ensure that every Australian was represented, we heard the thoughts and experiences of the following Aussies:

1029 Women

967 Men

38 First Nations Australians

499 Who were born outside Australia

416 Who Speak another language

340 LGBTQIA+ individuals

732 Who have physical or mental disability

A note about intersectionality: We know the importance of intersectionality, where sample sizes would allow, we explored the experiences of lots of different groups

"This research shows just how prevalent stereotyping still is in our society and how, even in its most casual forms, damaging it can be to our communities. I believe it's our role as marketers to not only reflect the wonderful and diverse Australian community but also actively challenge stereotypes in our marketing content." - Kirsten Hasler, Head of Marketing AU & NZ, IKEA

41%

Fell **very closely connected** to Australian culture

24%

Do not feel closely connected

59%

Believe that discrimination is **widespread** in Australia

41%

Believe discrimination is Australia is **getting worse**

'How widespread do you think the following kinds of discrimination are in society today?'

Very + Quite widespread

Category	%
Racism	57%
Sizeism	48%
Ageism	48%
Transphobia	47%
Sexism	46%
Homophobia	45%
Religious discrimination	45%
Ableism	43%
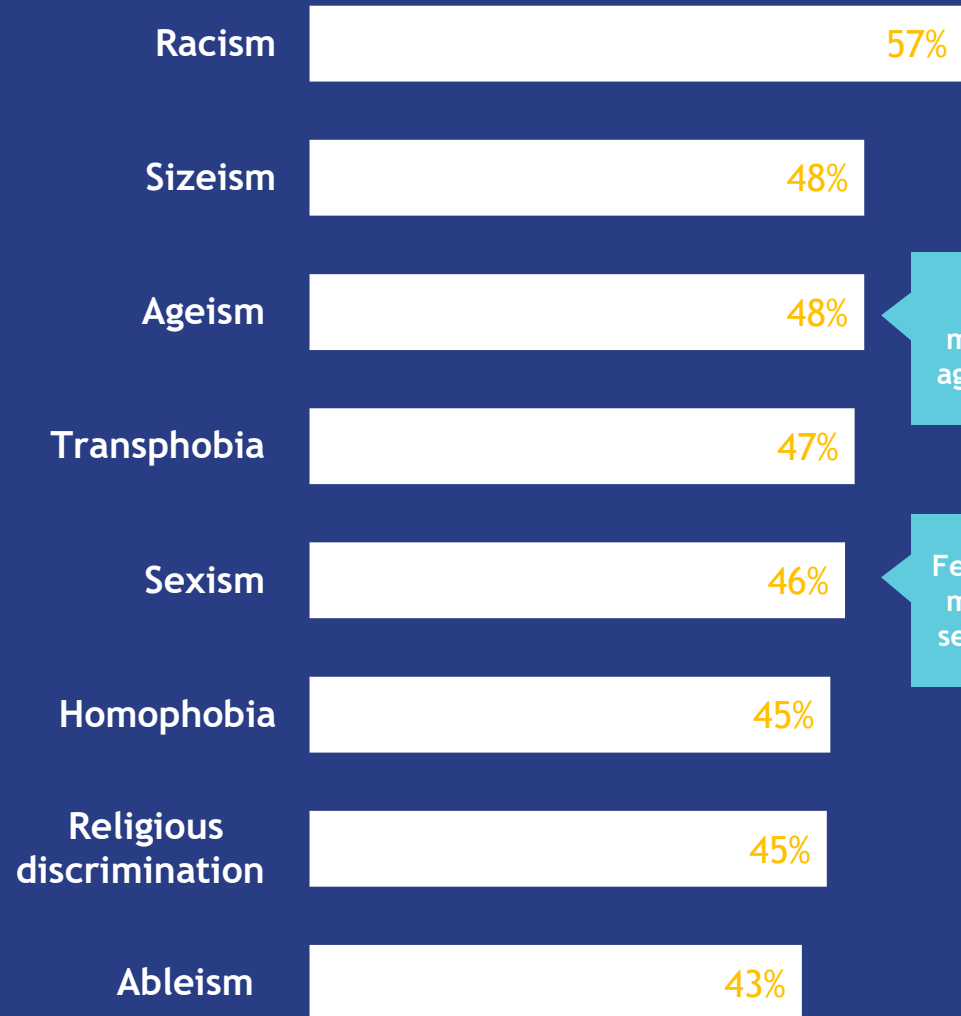
Females 65+ are more likely to think ageism is widespread

Females under 35 are more likely to think sexism is widespread

'Agree they feel like an equal citizen'

	Agree	Gap to close
All Australians	66%	34%
Born Overseas	71%	29%
Female	68%	32%
Male	65%	35%
First nations Australians	62%	38%
Have a disability	62%	38%
LGBTQIA+	59%	41%
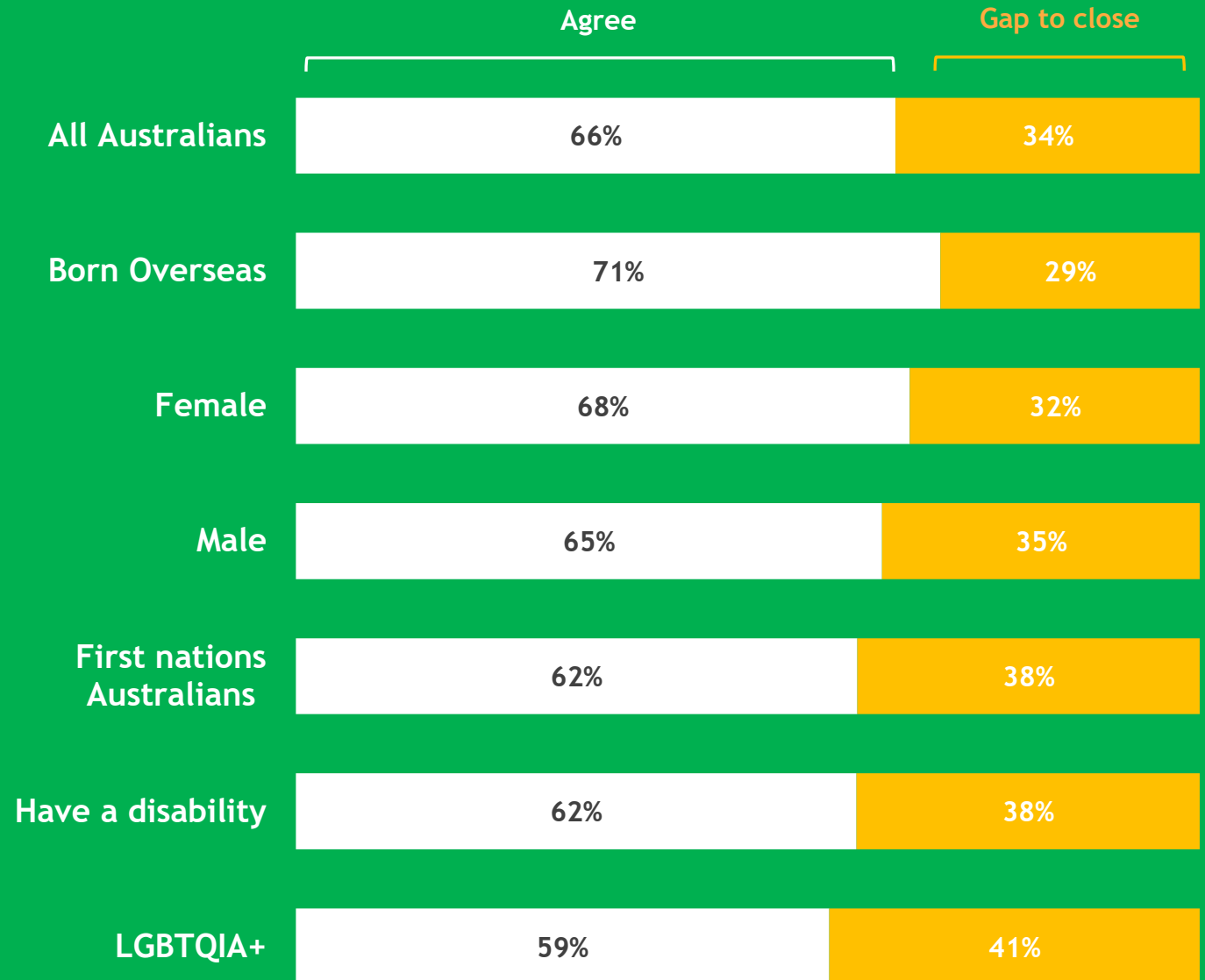
Only 48% of LGBTQI+ men agree that they feel like an equal citizen

59%

Of women see themselves represented in advertising

41%

Of men see themselves represented in advertising

'Do you feel positively portrayed in advertising?'

	Yes	Gap to close
First nations Australians	67%	33%
Female	66%	34%
Male	64%	36%
Born Overseas	57%	43%
LGBTQIA+	52%	41%
Have a disability	48%	52%
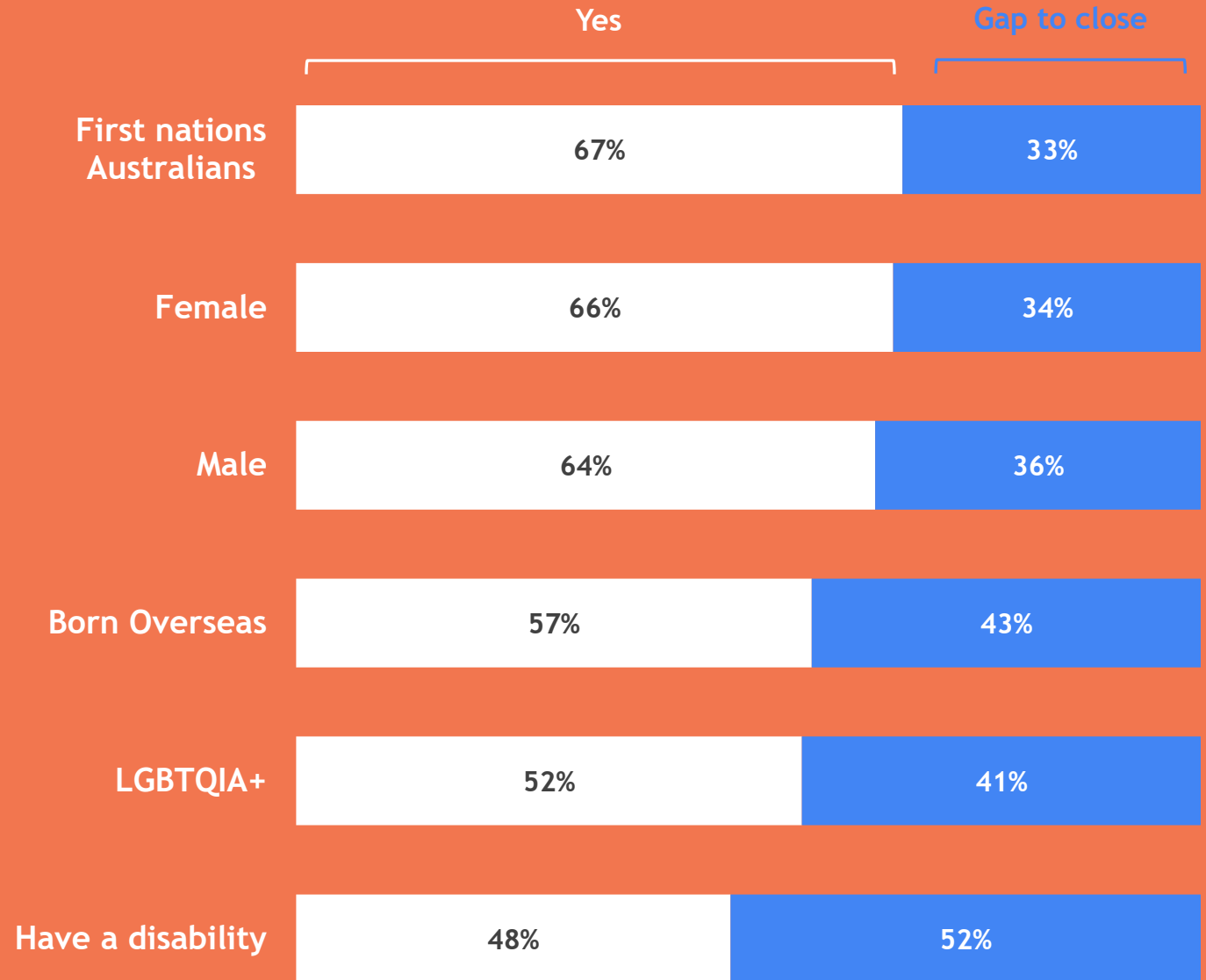
'Agree they are stereotypically portrayed in advertising'

21% People with disabilities

23% LGBTQIA+

18% Born overseas

18% Women

16% Men

Different categories stereotype in ads more than others

'Stereotypical representation in Categories'

Category	Percentage
Beauty	32%
Clothing	30%
Dating apps	30%
Alcohol	29%
Travel	26%
Entertainment	23%
Finance	23%
Cars	23%
Food & drink	22%
Mobile networks	21%
Sports	20%
Household goods	20%

Brands have an important role to play in tackling inequality and injustice
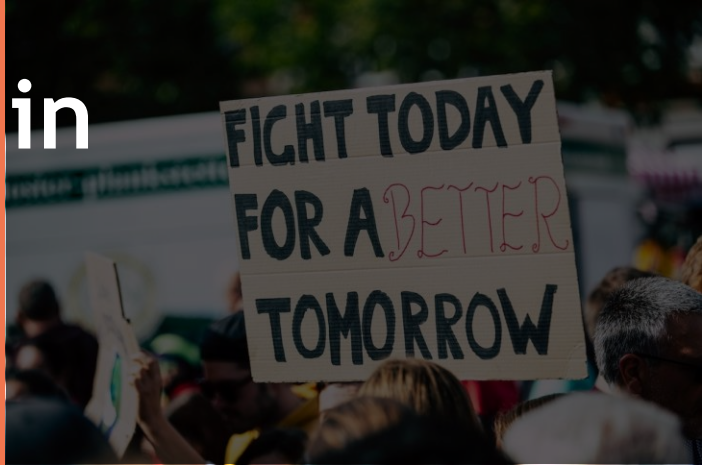
Q-'Who do you feel have the power to tackle inequality and injustice in Australian society'

Educational Institutes	Politicians	TV Channels	Brands	Famous role models	Sports People	Celebrities	Social Media Companies	Police	Newspapers	High Profile Activists	Everyday allies	Pop Artists	Social Media Influencers	Cinema/ Movies
75%	75%	75%	74%	74%	73%	72%	71%	71%	71%	70%	70%	67%	65%	60%
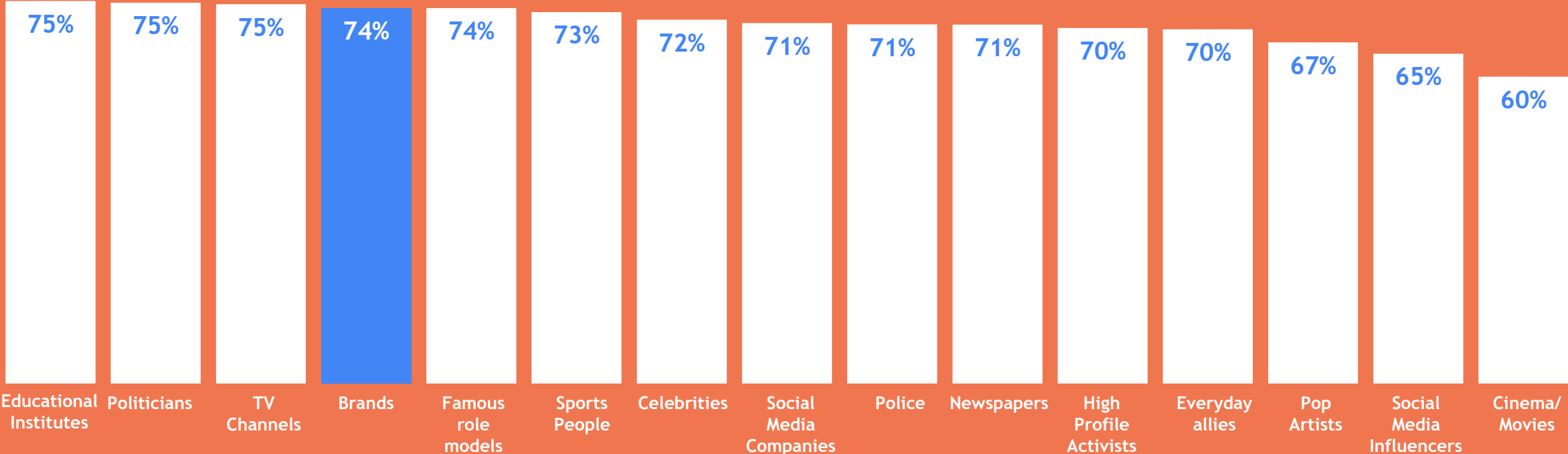
The UA 3Ps framework can help you creative a positive portrayal of your audiences

Presence is all about who is being featured in the communication.

Perspective is about who is framing the story.

Personality is all about the depth of the character.

PRESENCE

PERSPECTIVE

PERSONALITY

The 3Ps framework provides a set of guidelines that can be easily applied to all marketing communications.

The 3Ps should be considered at every step of the communication development process, from brand target audience descriptions, to creative briefing, media briefing, research briefing, casting briefing, selecting the creative team, casting approval, pre- and post-communications testing, director treatment, pre- and post-production, and media selection.

Find out more at www.unstereotypealliance.org

"It's this next generation that will hopefully reap the rewards of un-stereotyping the world and watching people not let bad behaviour pass them by. Be the change you want to see in the world is a famous saying and seeing our young people in particular and all of our people for that matter, take responsibility for change and for un-stereotyping Australia is really inspiring to me." - Rose Herceg, President, WPP

Thank you for being here.

This research was designed to be a tool for change.
Reach out if you would like more information.