

## Holding Hands Study

January 2017

The simple act of holding hands in public was explored in research commissioned by ANZ.

The research shows New Zealand's LGBTI (lesbian, gay, bisexual, transgender and intersex) community is more than twice as likely (39%) than non-LGBTI (18%) to feel less comfortable holding hands in public, with young Kiwis leading the statistics.

The study was conducted by Galaxy Research, with 504 New Zealanders aged 18 years and older taking part.

### Key findings:

- The vast majority (95%) of New Zealanders agree that everyone, regardless of their sexual orientation or gender identity, should feel comfortable showing affection in public by holding hands with their partner or date
- While many New Zealanders take for granted the simple act of hold hands, in reality, not everyone feels the same level of freedom. While less than one in five (18%) New Zealanders say they have ever felt uncomfortable holding hands with their partner public, this figure is twice as high (39%) for the LGBTI community
- The main reasons New Zealanders say they have felt uncomfortable holding hands in public with their partner are:
  - they felt concerned about what other people might think of them (45%)
  - their partner/date felt uncomfortable (34%)
  - they were worried they might experience a negative response from other members of the public (26%)
- The LGBTI community is more likely to say they have felt uncomfortable holding their partner's hand in public because:
  - they were worried they might experience a negative response from other members of the public (48% compared to 19%)
  - they had experienced a negative response from other members of the public in the past (31% compared to 9%)
- Gen Y (23%), Gen X (21%) and Baby Boomers (15%) are the most likely generations to say they have ever felt uncomfortable holding hands with their partner or date in public
- For the LGBTI community, the pressure to 'let go' of their partner's hand is much greater, with four times as many LGBTI (40%) saying they have done this compared to non-LGBTI (12%)
- The LGBTI community is more likely than non-LGBTI to feel uncomfortable holding hands with their partner in front of:
  - extended family (aunts/uncles/cousins) (27% compared to 8%)
  - elderly stranger (14% compared to 3%)
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- The LGBTI community is more likely than non-LGBTI to feel uncomfortable holding hands with their partner in the following situations:
  - while walking down a main street (24% compared to 7%)
  - while shopping (21% compared to 9%)
  - on public transport (14% compared to 7%)

### **Research methodology:**

This study was conducted by Galaxy Research online among a nationally representative sample of New Zealanders aged 18 years and older. The sample was 504 respondents, distributed throughout New Zealand including both capital city and non-capital city areas. Following the completion of interviewing, the data was weighted by age, gender, sexual orientation and region to reflect the population estimates for New Zealand.