

# Gender Inequality

## Influence and Decision Making

The 2017 Gender Attitudes Survey tested attitudes around gender roles – at home, at school, at work and in the community. New Zealanders were most likely to say that women and gender diverse people are losing out. Let's take a look at what they said, in their own words:

“There is still a bias towards having men in key positions.”

**9%** agree boys are better leaders than girls

“Women are punished for being too ‘soft’ and demonised for being too ‘strict’ or ‘bossy’ even if they act exactly the same as male compatriots.”

**19%** feel it's seen as more important for men to be in a position of power

Brash!

Ballbreaker!

Feisty!

“Unfortunately, women are still judged partly on their appearance, so if you don't meet society's so-called expectations it can have implications for opportunities in life.”

Too much?

Too little?

**20%** believe being physically attractive is seen as more important for women

Mōrena folks

**37%** think we are doing poorly in terms of gender equality in senior management

She looks like me!

Role model!

Inspiring!

“Women are under-represented in boardrooms, in politics, in most spheres of life that are based around ‘power’.”

**Gender Equal NZ wants all New Zealanders to have the freedom to determine their own future – free of gender stereotypes and constraints.**

This infographic shows what New Zealanders said and thought about gender roles in *Influence and Decision Making* in New Zealand.

You can view all the infographics about the Four Key Areas of Inequality and find out more about the Gender Attitudes Survey at [www.genderequal.nz](http://www.genderequal.nz)

Research NZ completed the survey of a nationally representative group of 1251 New Zealanders in terms of age, ethnicity, gender and region.

Gender Equal NZ is led by the National Council of Women of New Zealand.



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