

PUBLIC PERSPECTIVES



Equality for Women

What Do Canadians Think?

March 2017



GENERAL THEMES FROM THE DATA ARE...

CANADIANS AMONG HIGHEST WORLDWIDE TO BELIEVE THAT WOMEN HAVE EQUAL OPPORTUNITIES TO MEN IN THE COUNTRY

Three-times as many Canadians believe that women have equal opportunities to men in the country than don't (66% to 19%). This ranks Canada alongside the US and Sweden, much higher than in most other countries, especially Japan, South Korea, France and Italy.

Not surprisingly, there is a clear gender gap in this assessment. While just a majority of Canadian women (57%) believe that they have equal opportunities to men, it is Canadian men who are especially convinced of this (76%).

HOWEVER, BARELY HALF IN CANADA BELIEVE GOVERNMENT IS DOING ENOUGH RE EQUALITY FOR WOMEN

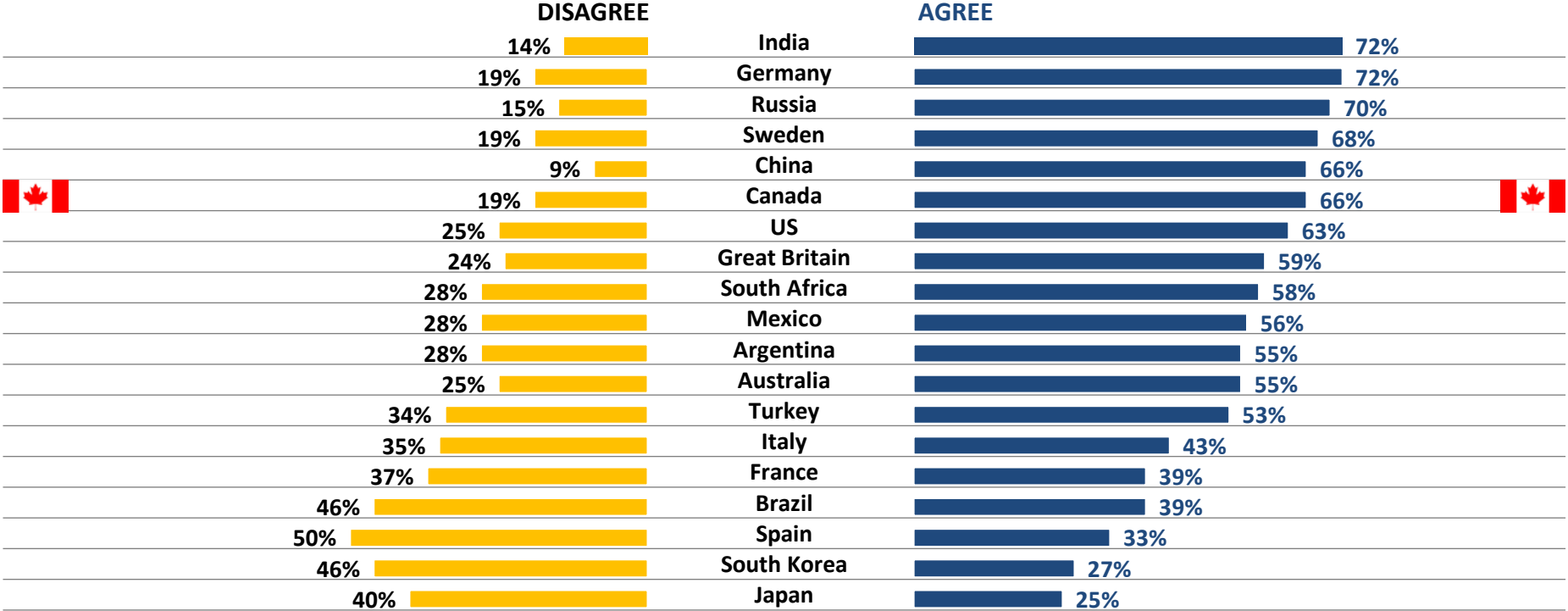
While Canadians rank alongside Germans and Swedes in having the highest belief that government is doing enough to promote equal opportunities for women, this stands at only half (51%).

Once again Canadian men and women differ, with 60% of men believing the government is doing enough against 42% of women.

NB: 16 of the countries surveyed online provide nationally representative samples: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban/educated/income than their fellow citizens and are referred to as "Upper Deck Consumer Citizens."

Canada is among the countries with the highest levels of belief that women in the country have equal opportunities to men

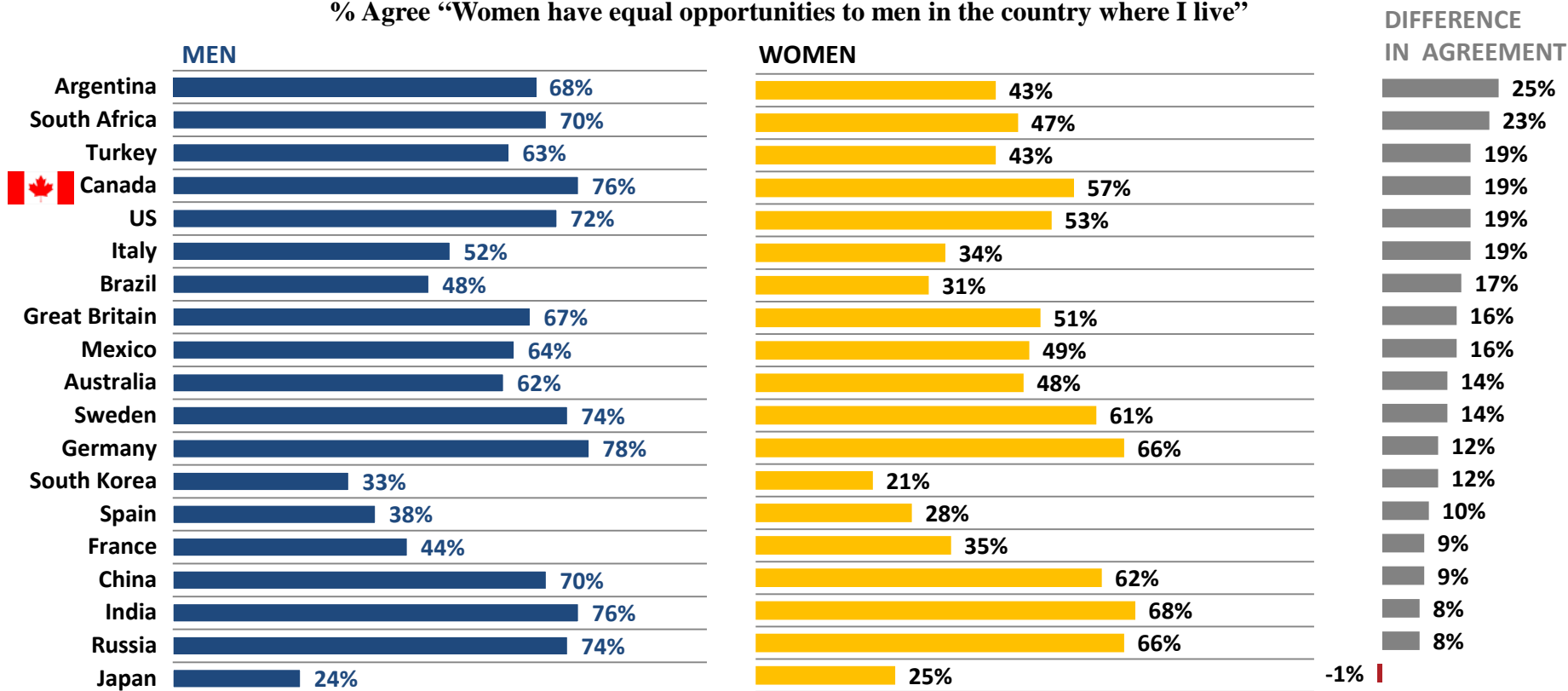
“Women have equal opportunities to men in the country where I live”



Base: 17,057 online adults aged 16-64 across 23 countries, October 2016

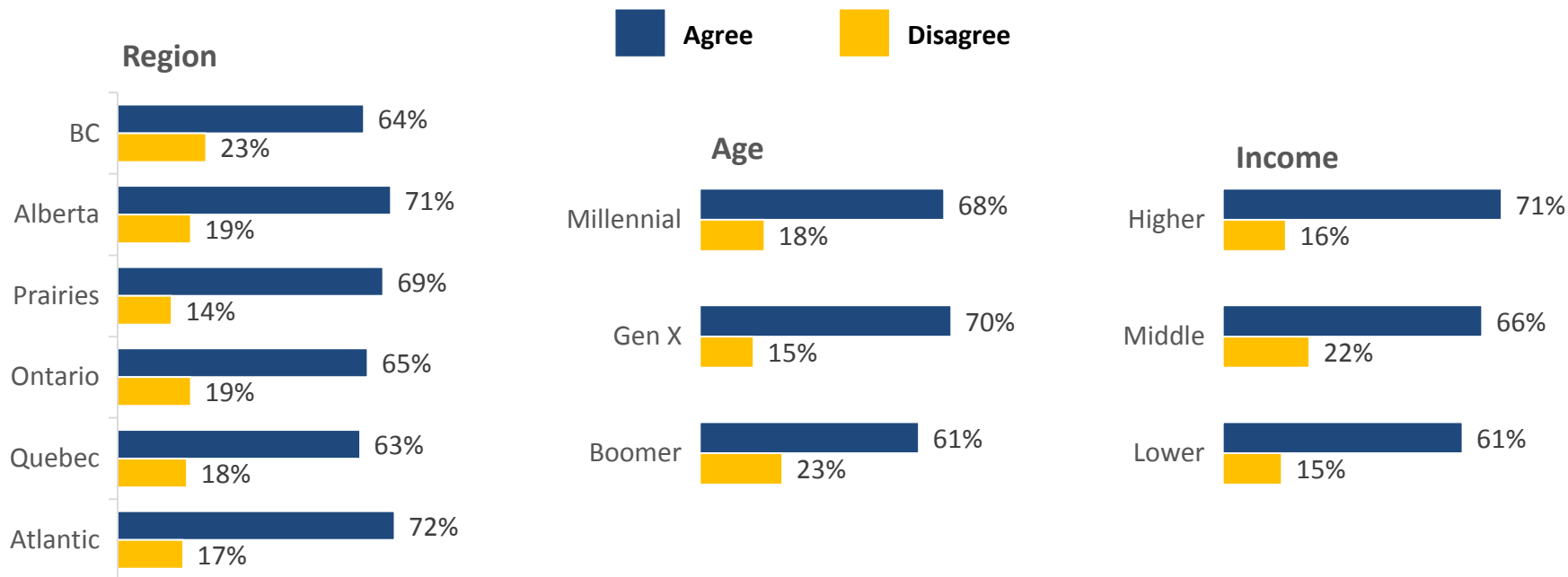
In Canada, as in most countries, men are significantly more likely than women to believe that equal opportunities for women already exist

% Agree “Women have equal opportunities to men in the country where I live”



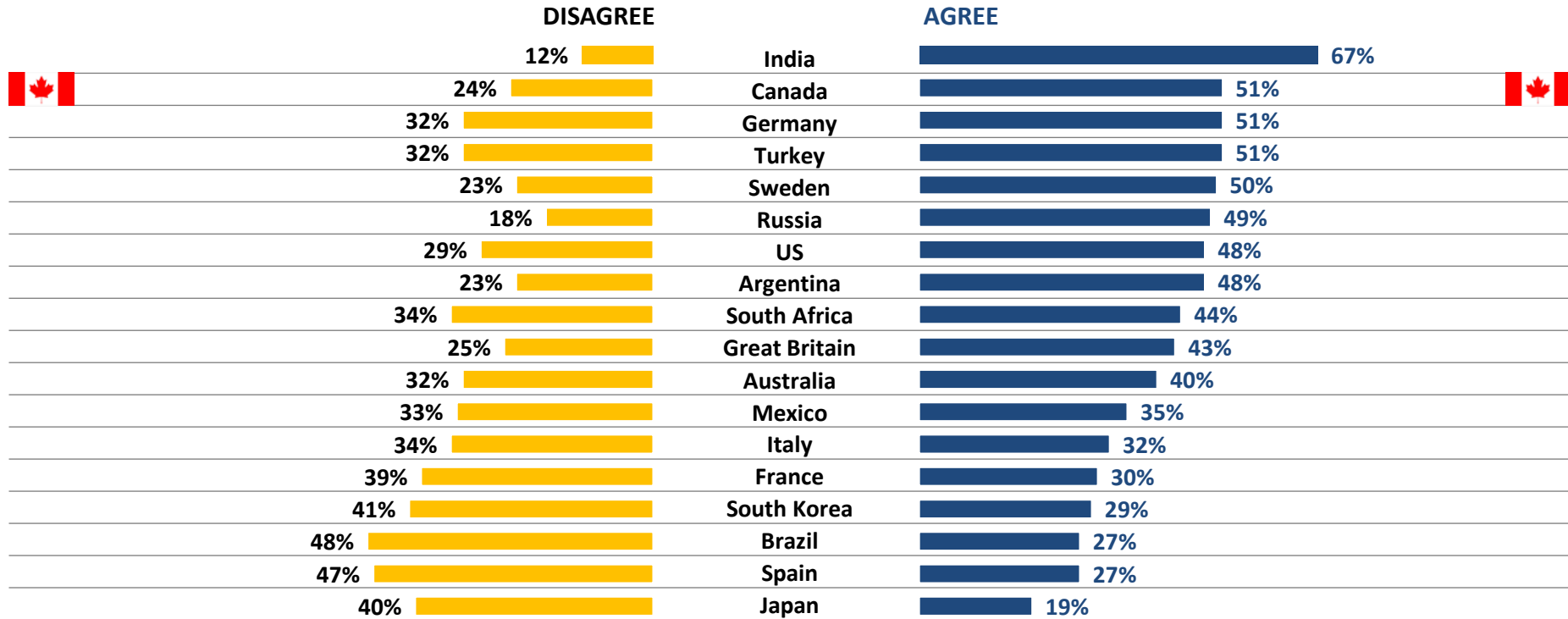
Atlantic and Alberta, Gen Xers & Millennials and higher income are most likely to believe that women have equal opportunities in Canada

“Women have equal opportunities to men in the country where I live”



Canadians among the highest in believing that their government is doing enough to promote equal opportunities for women, but is still only half

“The government is doing enough to promote equal opportunities for women”

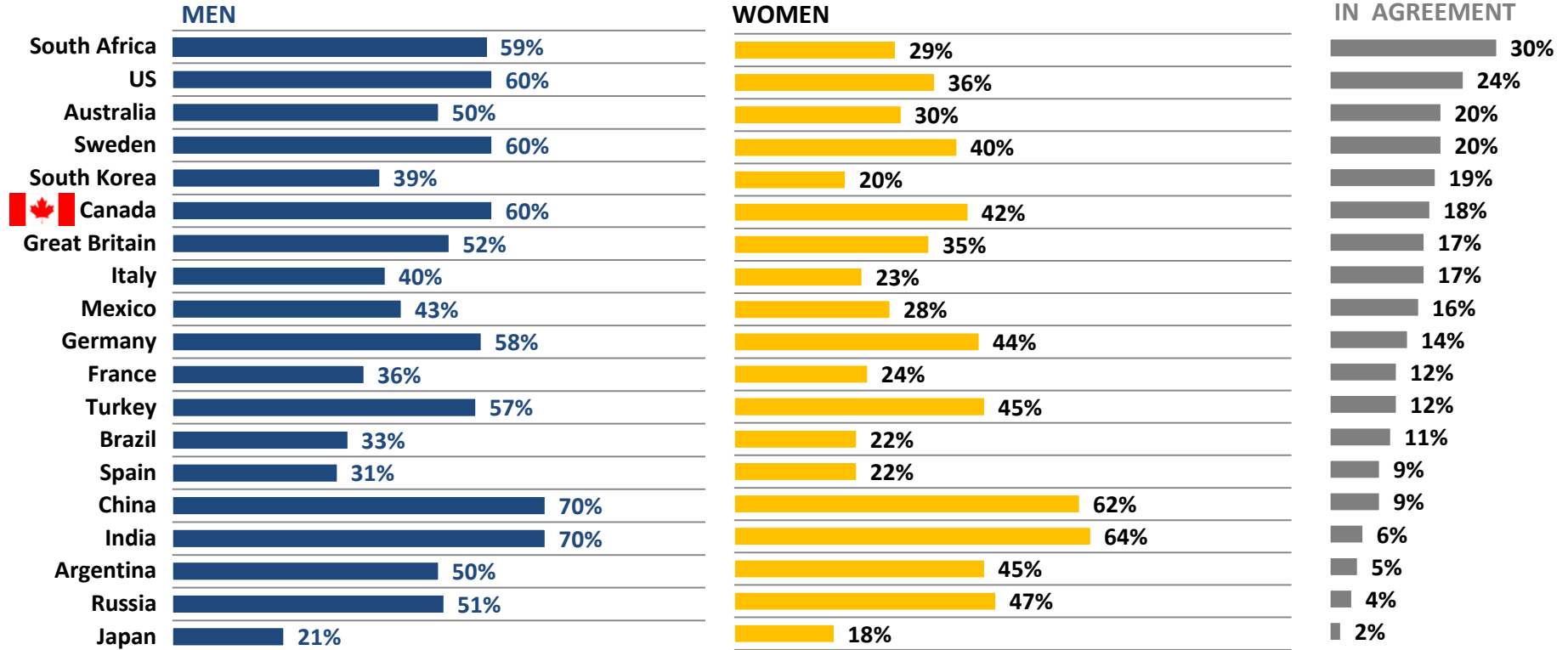


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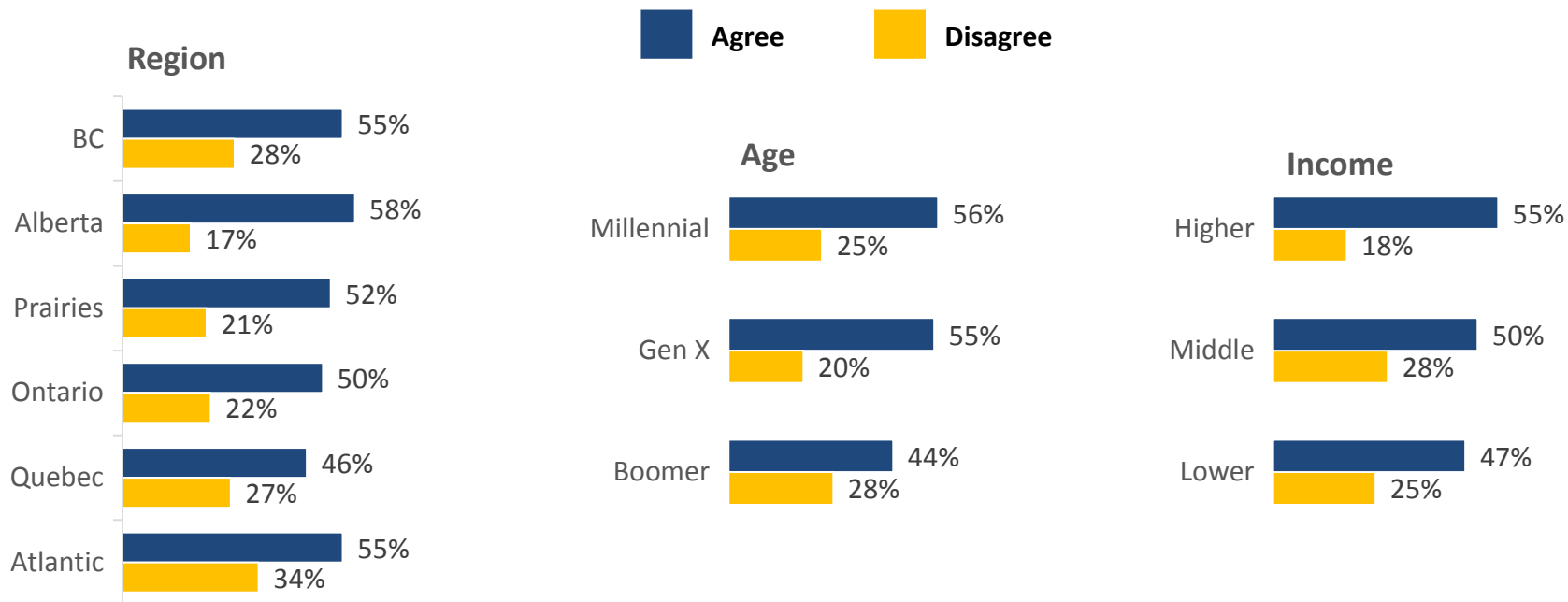
As in most countries, Canadian men are significantly more likely than women to believe that government is doing enough to promote equality

% Agree “The government is doing enough to promote equal opportunities for women”



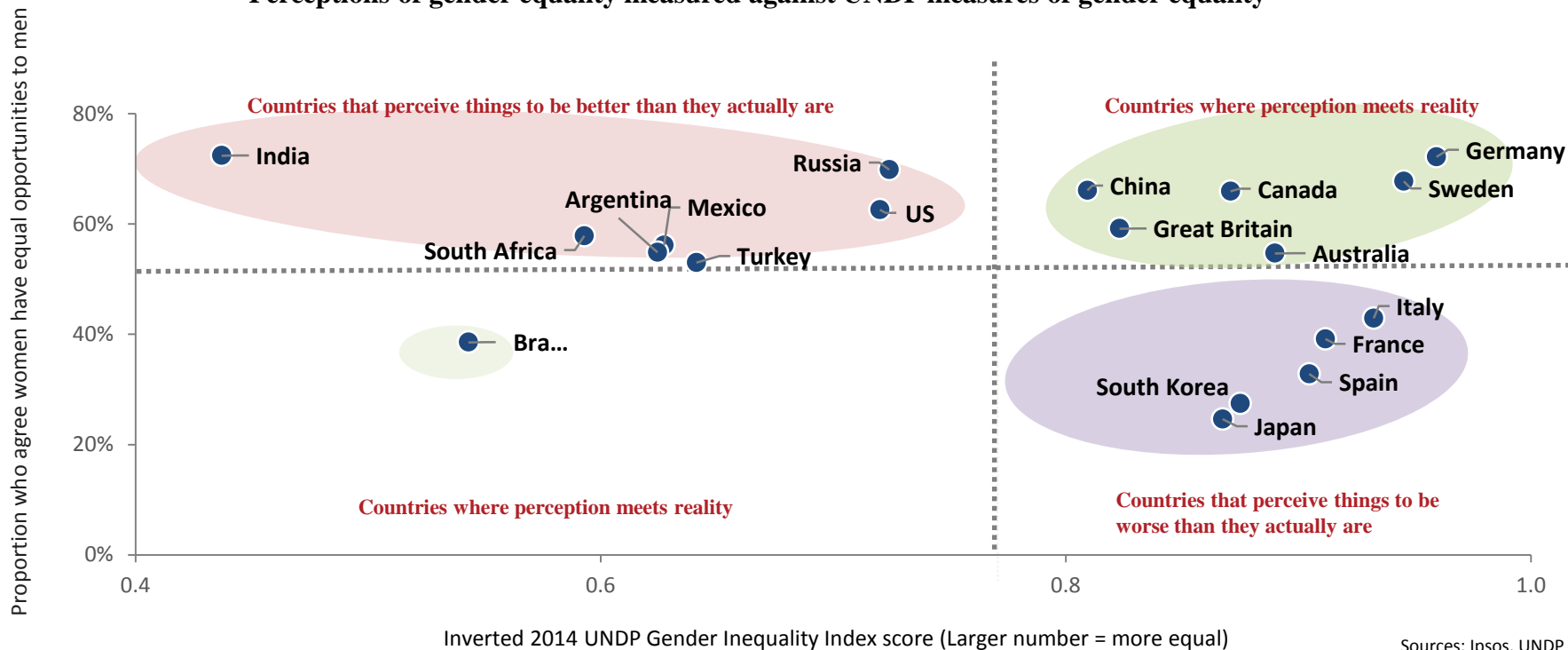
Millennials, Gen Xers and higher income most likely to believe that government is doing enough to promote equality, but still bare majority

“The government is doing enough to promote equal opportunities for women”



Canada is among the few countries where perception meets reality; has higher perception that equality exists and better UNDP equality ratings

Perceptions of gender equality measured against UNDP measures of gender equality



Base: 17,057 online adults aged 16-64 across 23 countries, October 2016

Dotted lines represent the average for all selected countries on the survey question and in the Gender Inequality Index

DATA FOR THIS REPORT WERE GENERATED FROM IPSOS' GLOBAL ADVISOR

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
The surveys were conducted monthly in 25 countries around the world via the Ipsos Online Panel system. Data are normally collected in the 2 nd and 3 rd weeks of each month.	16 of the 25 countries surveyed online provide nationally representative samples: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban/educated/income than their fellow citizens and are referred to as “Upper Deck Consumer Citizens.”	The normal sample each wave consists of an international sample of approximately 19,000 adults age 18-64 in the US and Canada, and age 16-64 in all other countries. Approximately 1000+ individuals participate on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.	Weighting is employed to balance demographics/region to ensure that the sample's composition reflects that of the adult population according to the most recent country Census data. A survey with an unweighted probability sample and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country for a sample of 500 of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

CONTACTS

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<https://www.internationalwomensday.com/>
The theme this year is #BeBoldForChange



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