



Press Release

Canadian Youth Concerned About Gender Inequality

Girls Are Particularly Worried About How They Will Be Treated As Adults

Toronto, ON, September 24, 2018 — A majority (56%) of Canadian youth between the ages of 12 and 17 are concerned about gender inequality, according to a new Ipsos poll conducted on behalf of Girl Guides of Canada. Perhaps unsurprisingly, concern of inequality is higher among girls, with nearly two in three (64% vs 49% of boys) agreeing.

The poll sought the opinions of Canadian youth pertaining to gender inequality. Canadian youth were asked to think ahead to when they're 25 years old, and how they will be treated as adults. About four in ten youth say that their gender is cause for concern for their treatment at work (41%), as well as in the interests or activities they pursue (38%). Further, 36% say they're concerned they will be treated unequally or unfairly by the public in general because of their gender, while three in ten (30%) express concern for their treatment in their future romantic relations or marriage.

Across Canada, girls express significantly higher levels of concern than boys:

- 55% of girls (vs. 27% of boys) are concerned they will be treated unequally or unfairly at work;
- 47% of girls (vs. 29% of boys) are concerned that they will be treated unequally or unfairly in the interests or activities they pursue;
- 42% of girls (vs. 29% of boys) are concerned that they will be treated unequally or unfairly by the public in general;
- 36% of girls (vs. 25% of boys) are concerned that they will be treated unequally or unfairly in romantic relationships.

For additional information, please visit:

https://www.girlguides.ca/WEB/GGC/Parents/Thought_Leadership/GGC/Media/Thought_Leadership/Statement_on_Gender_Equality_Week.aspx

Address: 160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
Tel: +1 416 324-2900

Contact: **Rachel Weiss**
Research Analyst, Ipsos Public Affairs, Canada
Email: Rachel.Weiss@ipsos.com
Tel: +1 416 572-4453



Press Release – continued –

About the Study

These are some of the findings of an Ipsos poll conducted between September 5th and 17th, 2018. For this survey, a sample of 1,003 girls and boys in Canada aged 12-17 between were interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Rachel Weiss, Research Analyst
Ipsos Public Affairs, Canada
+1 416 572 4453
Rachel.Weiss@ipsos.com

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of Canadian American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, Ipsos Public Affairs is the polling partner for Global News. Internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Address: 160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
Tel: +1 416 324-2900

Contact: **Rachel Weiss**
Research Analyst, Ipsos Public Affairs, Canada
Email: Rachel.Weiss@ipsos.com
Tel: +1 416 572-4453



Press Release – continued –

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: 160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9
Tel: +1 416 324-2900

Contact: **Rachel Weiss**
Research Analyst, Ipsos Public Affairs, Canada
Email: Rachel.Weiss@ipsos.com
Tel: +1 416 572-4453