

CANADIANS CONTINUE TO SUPPORT GENDER EQUALITY, BUT OVER HALF OF MEN UNDER 35 BELIEVE MEN ARE DISCRIMINATED AGAINST AS A RESULT

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CANADIANS ATTITUDES AROUND GENDER EQUALITY STABLE YEAR-OVER-YEAR

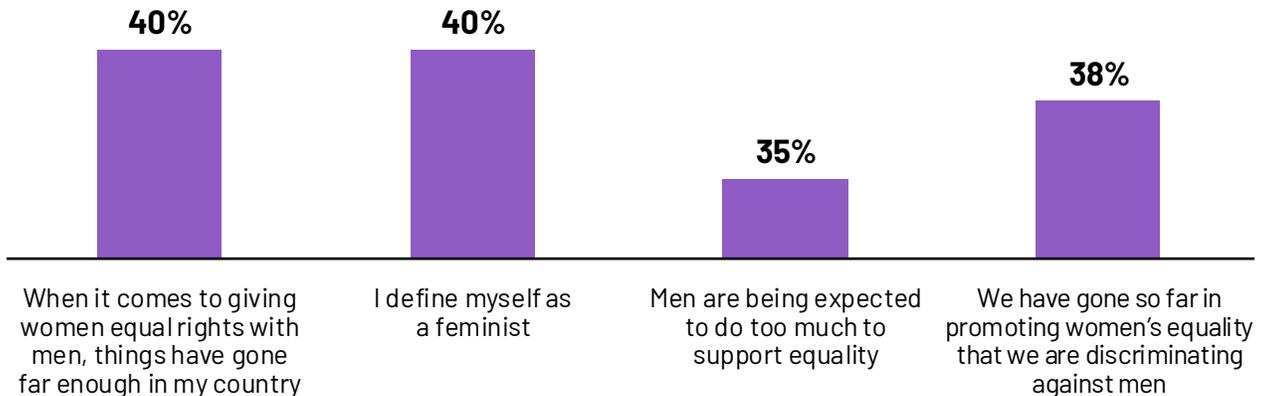
64%

-4 pts vs 28-country average

of Canadians agree achieving equality between men and women is important to them personally (+1 pt vs. 2025)

When it comes to attitudes around gender equality, Canadians' views have remained stable year-over-year: four in ten define themselves as feminists, but the same proportion agrees that we have gone so far in promoting women's equality that we're discriminating against men, and one-third feels men are expected to do too much to support equality. **The proportion of Canadians who think things have gone far enough (40%) has risen significantly since 2025.**

% DIFFERENCE VS. 28-COUNTRY AVG	-12 pts	-2 pts	-10 pts	-5 pts
2026 VS. 2025	+6 pts	-2 pts	+1 pt	-2 pts



Over half of Canadians agree that women should be included in leadership, both that things would work better if more women held positions with responsibilities in government and in companies and that women won't

achieve equality in Canada unless there are more female leaders. Both views are relatively stable compared to 2025.

57%

-3 pts vs 28-country average

Agree things would work better if more women held positions with responsibilities in government and companies (+1 pt vs. 2025)

51%

-3 pts vs 28-country average

Agree women won't achieve equality with men in Canada unless there are more female leaders in business and government (-3 pts vs. 2025)

AGREEMENT WITH TRADITIONAL GENDER NORMS IS LOW

To what extent do you personally agree or disagree with each of the following statements?

 % AGREE CANADA

 % DIFFERENCE VS. 28-COUNTRY AVG

Women are naturally better at childcare than men

 **45%**

 -6 pts

A real woman should never initiate sex

 **5%**

 -8 pts

It causes problems in a marriage if a woman earns more than her husband

 **19%**

 -7 pts

A wife should always obey her husband

 **11%**

 -8 pts

A woman should not appear too independent or self-sufficient

 **9%**

 -6 pts

Young women should try to be physically attractive, even if not naturally beautiful

 **23%**

 -6 pts

Women should not say "I love you" to their friends

 **8%**

 -13 pts

Women who have a successful career are more attractive to men

 **28%**

 -7 pts

Men who take part in caregiving for children are less masculine than men who don't

 **8%**

 -4 pts

A real men should never say no to sex

 **9%**

 -8 pts

It causes problems in a marriage if a man stays at home to raise children while the woman works

 **14%**

 -8 pts

A husband should have the final word on important decisions made in his home

 **12%**

 -8 pts

Men should figure out problems on their own rather than asking for help

 **19%**

 -4 pts

Young men should try to be physically tough, even if he's not big

 **20%**

 -11 pts

Men should not say "I love you" to their friends

 **15%**

 -8 pts

Men who take on caring responsibilities are more attractive to women

 **55%**

 +6 pts

When comparing agreement with different aspects of gender roles and responsibilities, Canadians for the most part do not agree with traditional views. For example, around one in ten agree that a wife should obey her husband, or that a husband should have the final word on household decisions.

That said, nearly half of Canadians agree that women are naturally better at childcare than men – though 55% also agree men who take on caring responsibilities are more

attractive to women, higher than the 28-country average. While breaking gender stereotypes, namely taking on caring responsibilities, is thought to be beneficial for men in terms of their attractiveness to women, fewer (28%) agree that women who have a successful career are more attractive to men, lower than the 28-country average.

PERSISTENT DIVIDE BETWEEN MEN AND WOMEN UNDER 35

Consistent with 2025, men and women under 35 are divided on key issues relating to gender equality and traditional gender roles and norms. The widest gaps are present in agreement that women won't achieve equality with men in Canada without more female leadership, that we are discriminating against men in the name of promoting gender equality, that things having gone far enough in Canada when it comes to promoting women's equality, that things would work better if more women

held positions with responsibilities in government and companies, and that men are being expected to do too much to support equality (with half of men under 35 agreeing compared to one-quarter of women under 35).

Although a majority across both groups agrees that achieving gender equality is personally important to them, young women are still 16 points ahead in their agreement compared to young men.

Men under 35 ■ % GAP ■ Women under 35

Women won't achieve equality with men in Canada unless there are more female leaders in business and government



We have gone so far in promoting women's equality that we are discriminating against men



When it comes to giving women equal rights with men, things have gone far enough in my country



Things would work better if more women held positions with responsibilities in government and companies



Men are being expected to do too much to support equality



Men who take on caring responsibilities are more attractive to women



Young men should try to be physically tough, even if he's not big



Men should figure out problems on their own rather than asking for help



A husband should have the final word on important decisions made in his home



Achieving equality between men and women is important to them personally



About This Study

ABOUT THE STUDY

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform between Wednesday, December 24, 2025, and Friday, January 9, 2026. For this survey, Ipsos interviewed a total of 21,028 adults aged 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Mexico, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

The “28-country average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.8 percentage points and of 500 accurate to +/- 5.0 percentage points. Percentages cited may not always add to 100% or to the sum of each value due to the effects of rounding.

For full methodological details on the study, please refer to the full [International Women’s Day Global Report](#).

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