


PUBLIC PERSPECTIVES



Attitudes Toward Gender Equality Some Progress But a Long Way to Go

March 2019 | Issue 92



An Ipsos Study Conducted in Partnership with...
Global Institute for Women's Leadership at King's
College London and International Women's Day



WHY PUBLIC OPINION MATTERS



Rapid and continuous transformation, due to technological and social phenomena has become the norm.

How can organizations thrive in the social and economic transformation (SET) era, where change is the new normal?

Three key pillars are critical in the SET era:

1. understanding **the context in which you are operating today;**
2. understanding **the public's future hopes and expectations** and,
3. having **the trust of your stakeholders.**

Ipsos is constantly monitoring the Canadian environment and examining...

- **CanadianContext** (quarterly consumer confidence, quality of life, Ipsos Disruption Barometer, etc.)
- **CanadaNext** (annual receptivity to and expectations for future technology, social change, etc.)
- **CanadianReputation** (annual trust and reputation in sectors and companies)

This report is related to ***CanadianContext***, and draws on an extensive international study that Ipsos conducted in partnership with the Global Institute for Women's Leadership at King's College London and International Women's Day

KEY FINDINGS OF THIS REPORT...

Equality is important to Canadians Two-thirds of Canadians believe that equality between men and women is important, and they see equalizing pay as the key action in achieving it.

What are the top issues? In addition to equal pay, Canadians identified sexual harassment, sexual violence, and domestic abuse as top issues for women.

Where could improvements be made? Canadians' belief that not enough is being done to achieve equal rights is highest in three key areas: business, government/politics and caring for children and the home.

What are the barriers to future progress?

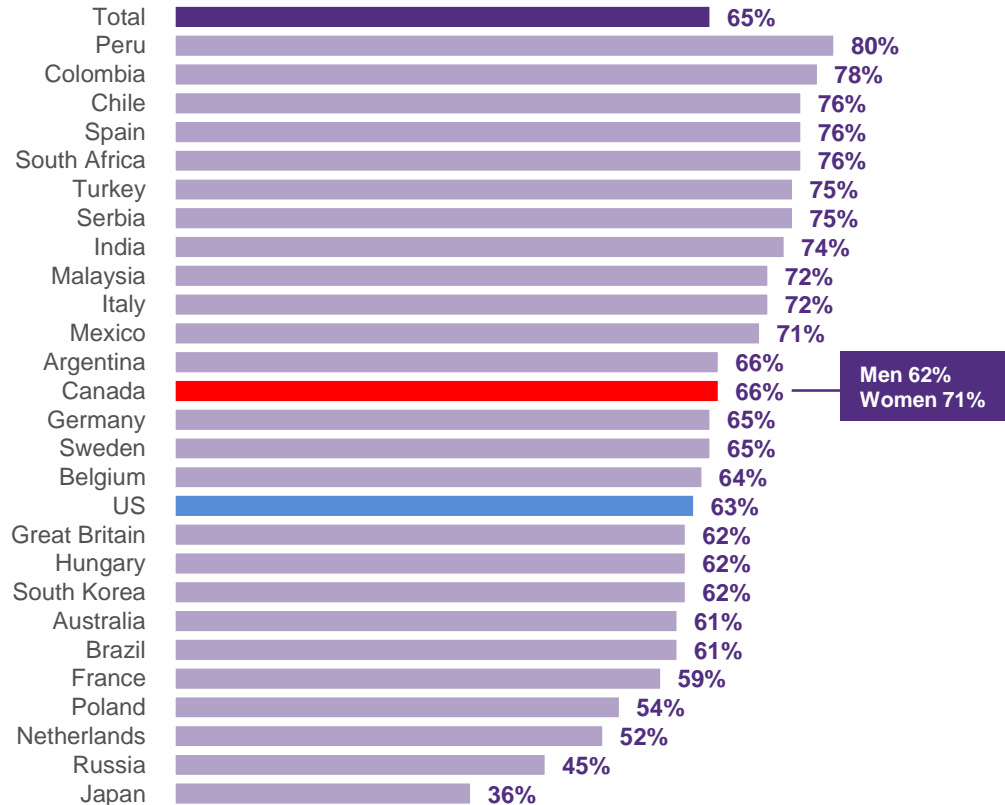
Expect headwinds on the gender equality front, as one-third of Canadians think “things have gone far enough” to achieve equality between the sexes. Canadians believe support from employers and men is key.

Is there an end in sight? While confidence is not high that discrimination against women will have ended in 20 years, expected improvement is highest for the education and science & technology fronts.

CANADIANS BELIEVE THAT ACHIEVING EQUALITY BETWEEN MEN AND WOMEN IS IMPORTANT

“Achieving equality between men and women is important to me, personally.”

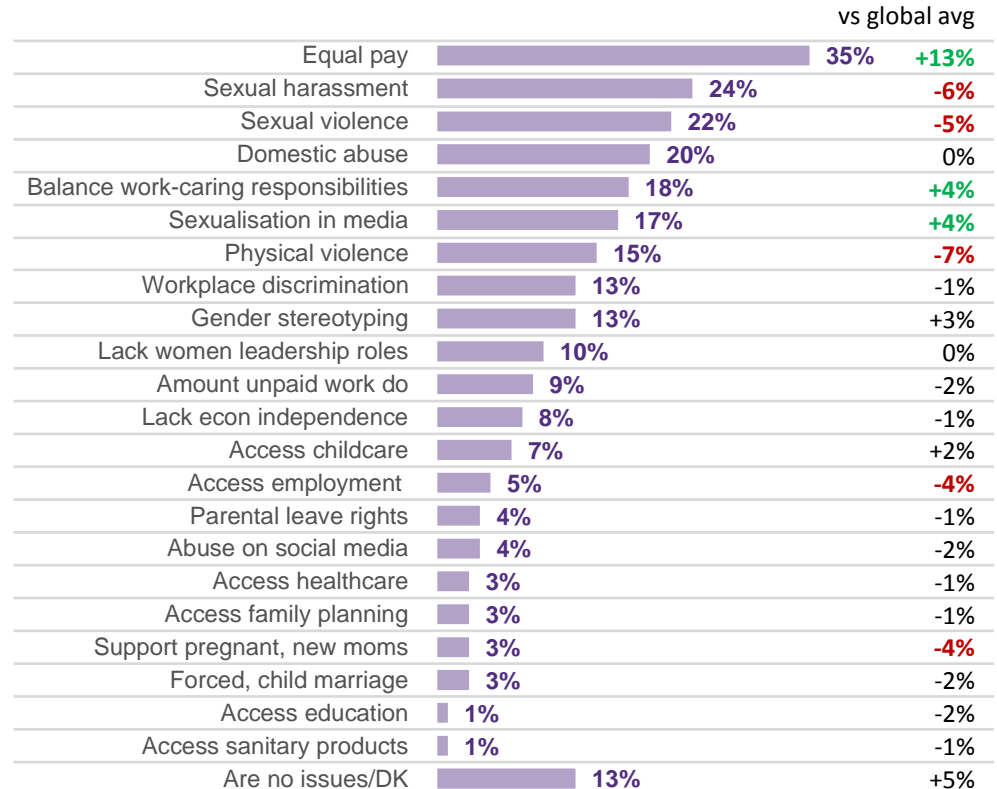
- The majority of Canadians say that it is important to them personally to achieve equality between men and women. While this is somewhat higher among women than men, it is a significant majority among both.
- This places Canada in the middle of the pack among countries.



CANADIANS IDENTIFY EQUAL PAY AS THE TOP ISSUE FACING WOMEN IN THE COUNTRY

Which two or three, if any of the following, do you think are the most important issues facing women?

- Canadians identify equal pay as the top issue facing women in the country, followed by sexual harassment, sexual violence and domestic abuse.
- Canadians differ to some extent from citizens in other countries. Canadians put a much higher emphasis on equal pay, and a higher emphasis on balancing work-caring responsibilities and sexualization in the media, and a lower emphasis on sexual harassment, sexual violence, physical violence, access to employment and support for pregnant women/new moms.



CANADIAN WOMEN AND MEN ARE IN GENERAL AGREEMENT ON THE TOP ISSUES FACING WOMEN, ALTHOUGH THERE ARE SOME RELATIVE DIFFERENCES

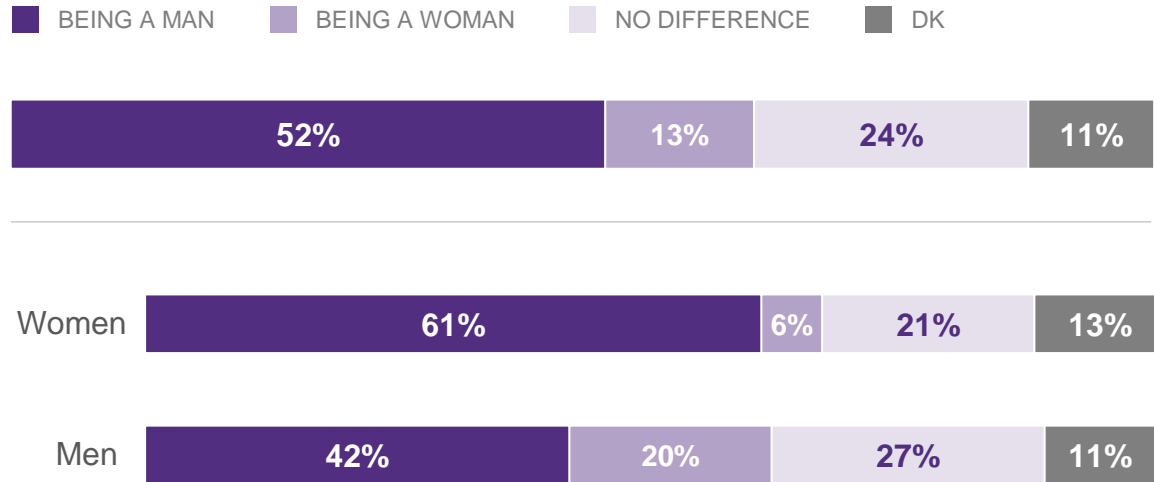
- Canadian men and women agree on the relative importance of most issues for Canadian women.
- However, there are some relative differences. For example, Canadian women put a higher emphasis on balancing work-caring responsibilities, sexualization in the media, amount of unpaid work, and lack of economic independence, while men put higher emphasis on physical violence or say there are no issues.
- Additionally, Canadian women are not in total lock-step with women in other countries on the important issues.

	CANADIAN WOMEN	vs global women avg	CANADIAN MEN
Equal pay	35%	+12%	34%
Sexual harassment	23%	-6%	26%
Sexual violence	21%	-6%	23%
Domestic abuse	19%	-1%	22%
Balance work-caring...	24%	+7%	12%
Sexualisation in media	20%	+6%	13%
Physical violence	10%	-11%	19%
Workplace discrimination	14%	-1%	13%
Gender stereotyping	12%	+1%	13%
Lack women leadership roles	11%	0%	9%
Amount unpaid work do	14%	0%	2%
Lack econ independence	12%	+1%	4%
Access childcare	8%	+3%	5%
Access employment	7%	-3%	4%
Parental leave rights	7%	+2%	1%
Abuse on social media	3%	-2%	4%
Access healthcare	4%	-1%	3%
Access family planning	3%	-2%	2%
Support pregnant, new moms	4%	-2%	2%
Forced, child marriage	1%	-4%	5%
Access education	1%	-2%	1%
Access sanitary products	1%	-1%	1%
Are no issues/DK	8%	+2%	18%

MORE CANADIANS BELIEVE THERE ARE MORE ADVANTAGES TO BEING A MAN IN SOCIETY TODAY THAN BELIEVE THERE ARE MORE ADVANTAGES TO BEING A WOMEN OR THERE IS NO DIFFERENCE

- A slight majority of Canadians believe that there are more advantages for men today, four times as many who feel there are more advantages for women.
- A majority of women believe that men have an advantage, but only a minority of men hold the same view.
- Canadians' opinions on gender advantages in society align with global perspectives.

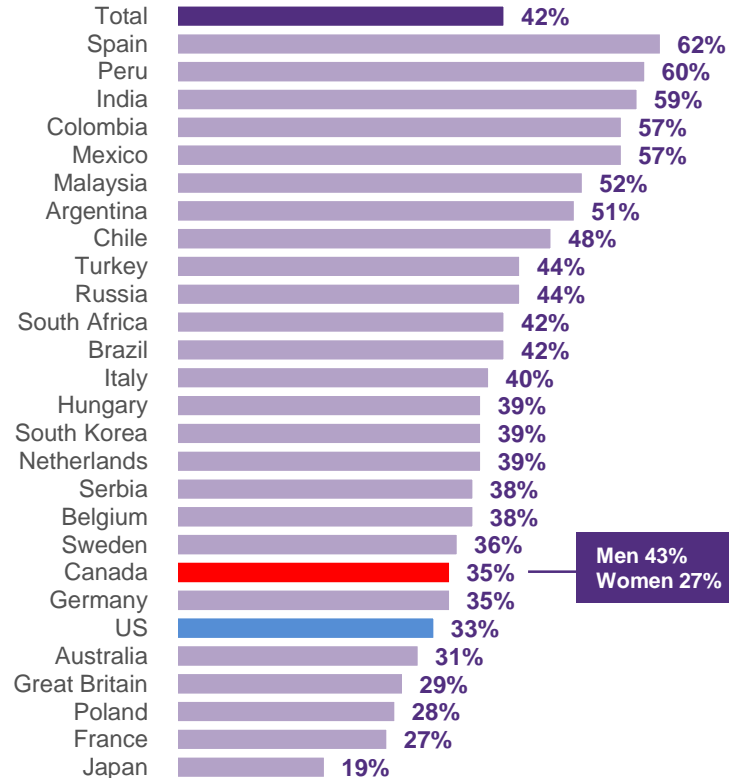
All things considered, in our society today do you think that there are more advantages in being a man, or more advantages in being a woman, or is there no difference?



WHILE CONSIDERED IMPORTANT, FURTHER GENDER EQUALITY WILL MEET WITH SOME HEADWINDS

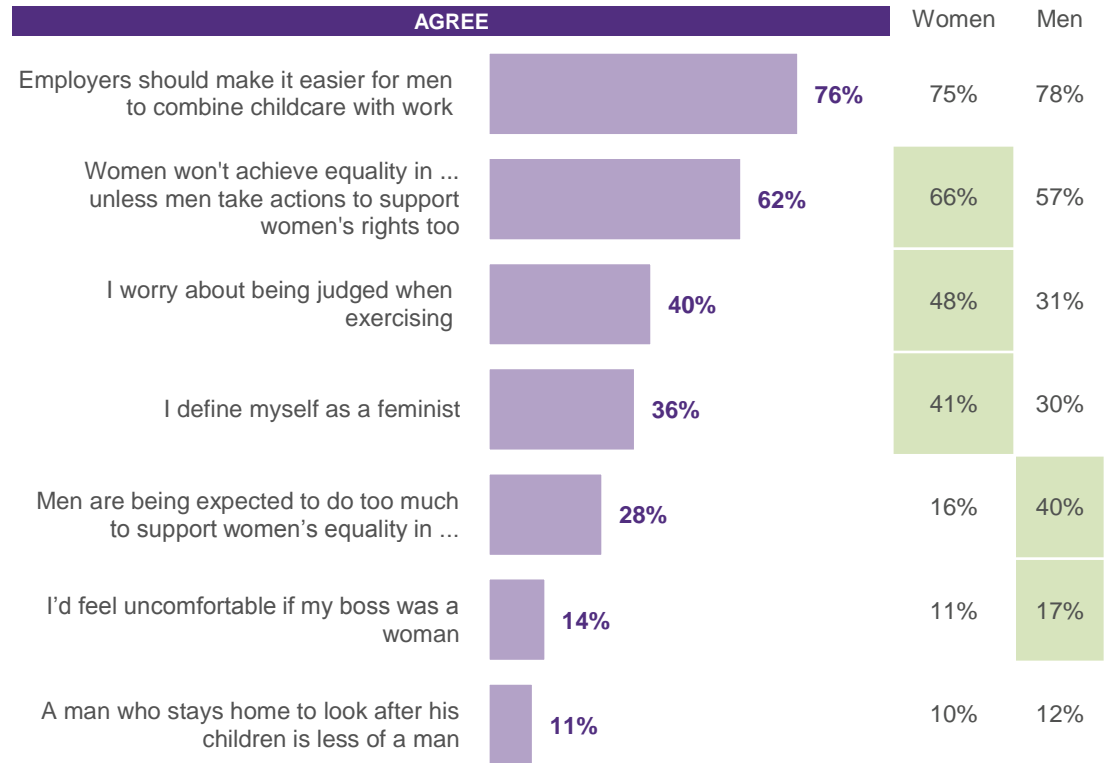
Agree: “When it comes to giving women equal rights with men, things have gone far enough in my country.”

- While the majority of Canadians say that equality between men and women is important to them, one-third believe that things have gone far enough in their country on this issue. This is particularly high among men.
- Canada is among the countries least likely to think that things have gone far enough.



ACHIEVING GENDER EQUALITY WILL REQUIRE SUPPORT OF EMPLOYERS AND MEN; ONLY MINORITY OF CANADIANS DEFINE THEMSELVES AS FEMINISTS

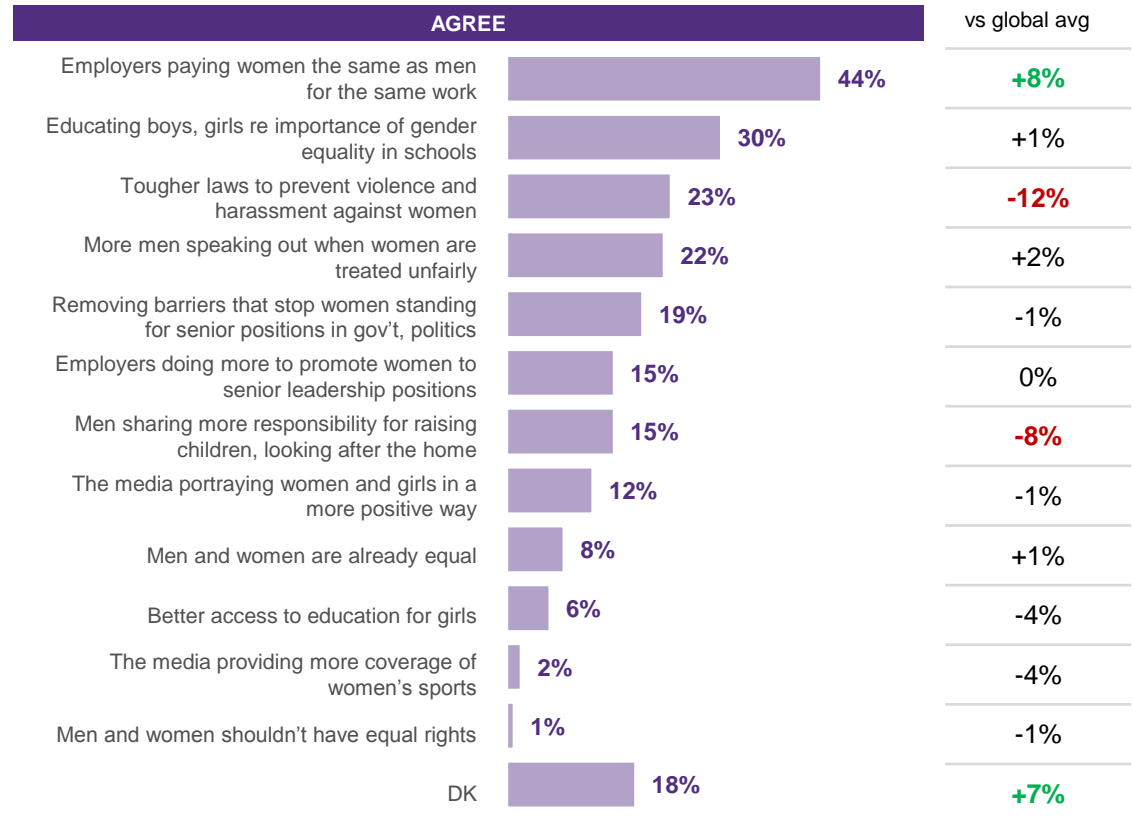
- Three-quarters of Canadians believe that employers should make it easier for men to combine childcare with work and almost two-thirds that men need to take actions as well.
- However, three-in-ten Canadians (four-in-ten men) believe that men are expected to do too much to support women's equality.
- Only a minority of Canadians define themselves as feminists.



EQUAL PAY SEEN AS THE TOP ACTION TO HELP ACHIEVE GENDER EQUALITY

Which two or three of the following, if any, do you think are the most important in helping to achieve equality between men and women?

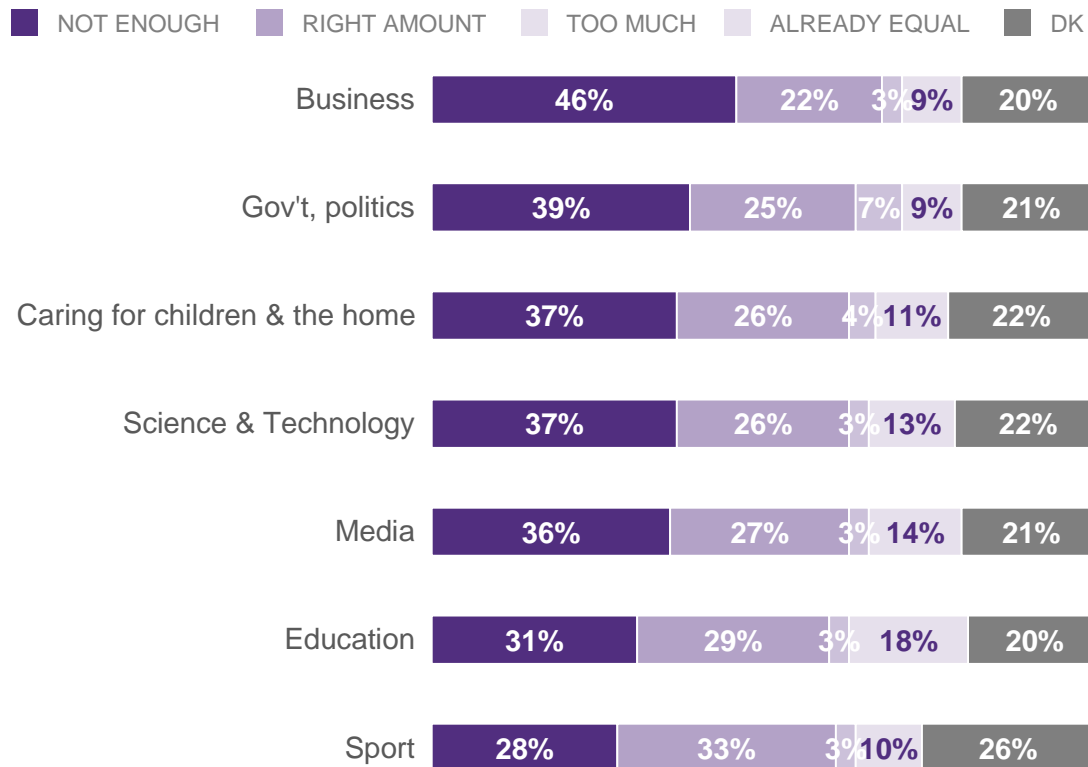
- Given that Canadians identify equal pay as the top issue facing women, it is not surprising to find that this emerges as the top action Canadians believe is important to achieving equality between men and women. Women are more likely than men to identify equal pay, and Canadians place a higher emphasis on this action than in other countries.
- Canadians ascribe the second highest importance to educating children about the importance of gender equality.
- The third most important action noted by Canadians involves tougher laws, although this is a lower priority in Canada vs. other countries.



BUSINESS SEEN AS THE TOP AREA WHERE NOT ENOUGH IS BEING DONE

In each of the following areas, please say whether you think too much is being done, not enough is being done or the right amount is being done to achieve equal rights between men and women?

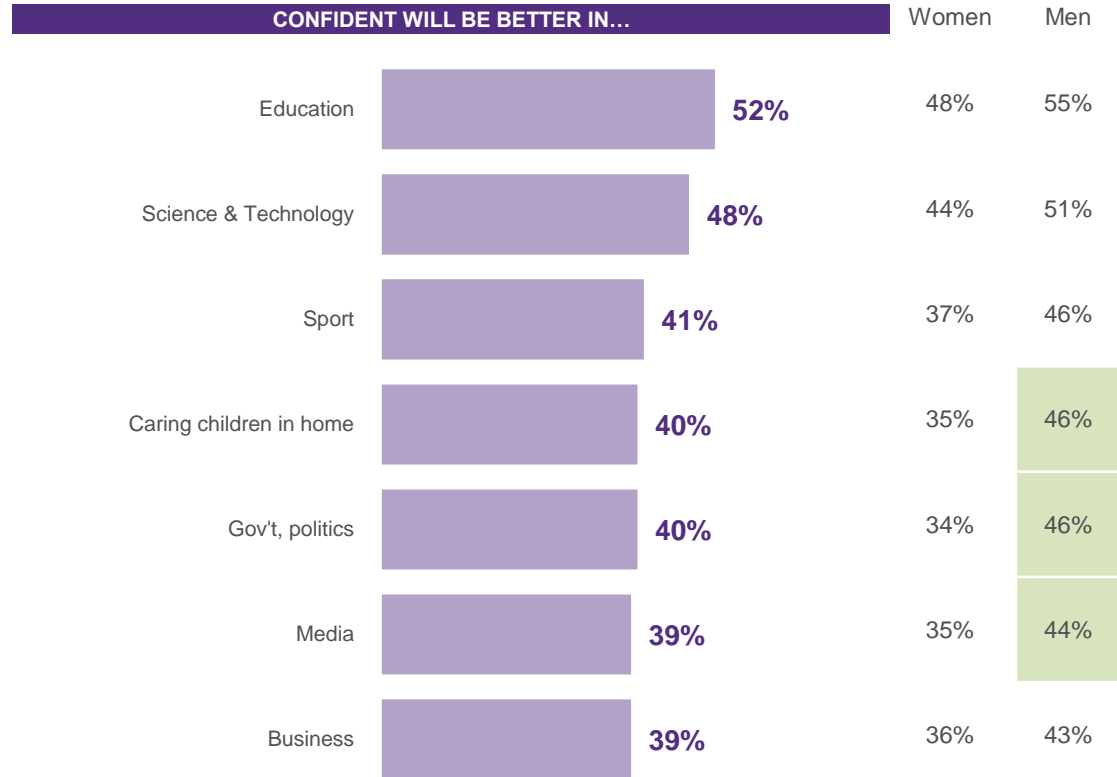
- Almost half of Canadians believe that business is not doing enough to achieve equal rights between men and women.
- Government and politics ranks next in line, followed by caring for children and the home. Canadian women are notably more likely than men to identify that not enough is being done to achieve equal rights between men and women in these two areas.



LIMITED CONFIDENCE THAT THINGS WILL BE BETTER IN 20 YEARS

How confident, if at all, do you feel that discrimination against women will have ended in the next 20 years in each of these areas?

- Confidence is not high that discrimination against women will have ended in 20 years in any area.
- However, confidence is higher that gender equality in education and science & technology will have improved; lowest for the media and business.
- Men express higher confidence levels than women that improvements in gender equity will improve in caring for children and the home, government and politics and in the media.
- Canadians views are similar to global averages.



CANADIANS SEE YOUNGER PEOPLE, PARTICULARLY YOUNGER WOMEN, HAVING IT BETTER THAN THEIR PARENTS' GENERATION

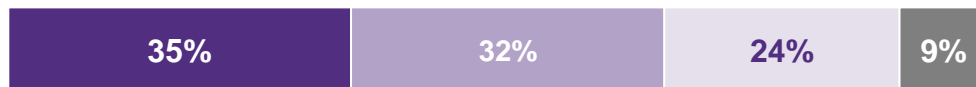
While Canadians are not overwhelmingly optimistic about the future prospects for young Canadians, a majority believe that young women in particular will be better off.

To what extent, if at all, do you feel that...

young women today will have had a better or worse life than women from their parents' generation, or will it have been the same?

young men today will have had a better or worse life than men from their parents' generation, or will it have been the same?

■ BETTER ■ SAME ■ WORSE ■ DK



	Men	Women	Millennial	Gen X	Boomer
Young women better off	57%	51%	62%	48%	51%
Young men better off	31%	38%	41%	33%	30%

METHODOLOGY

- These are the findings of an Ipsos Global Advisor survey conducted 21 December 2018 – 4 January 2019. In total, 19,000 interviews were conducted among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 27 countries around the world via the Ipsos Online Panel system.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Serbia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the countries surveyed online, the following yield results that are balanced to reflect the general population: 16 of the 27 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Netherlands, Poland, South Korea, Spain, Sweden, and United States).
- The remaining countries surveyed produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as "Upper Deck Consumer Citizens". They are not nationally representative of their country -- Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Serbia, South Africa and Turkey. Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.

CONTACTS

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