

INTERNATIONAL WOMEN'S DAY 2022

March 2022

A closer look at *Canada*



THE GLOBAL
INSTITUTE
FOR WOMEN'S
LEADERSHIP

KING'S
College
LONDON

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GAME CHANGERS



KEY FINDINGS

- The majority of Canadians agree that gender inequality exists; however, a small minority believe it does not (13%). This is more common amongst men, who are also more likely to question whether feminism does more harm than good, to think that traditional masculinity is under threat, and to say men have lost out due to feminism.
 - However, Canada is among the most sensitive countries (out of 30) when it comes to issues associated with gender bias and inequality: Canadians are among the least likely of countries to believe that gender inequality doesn't really exist or that feminism does more harm than good or hold victim blaming attitudes such as 'Violence against women is often provoked by victim'.
- The vast majority of Canadians find harmful and abusive online behaviour unacceptable (i.e., sending unsolicited messages, using abusive language).
 - Canadians are among the least likely of countries to believe that it is acceptable to use misogynistic, sexist or racist language online, to use homophobic/transphobic racist comments or to send unrequested comments or compliments on someone's physical appearance
- Almost four-in-ten Canadians (37%) have experienced online abuse or seen sexist content online in the past two years. The most prevalent harmful online contact is reported as viewing comments or images online which suggest men are superior to women, generally abusive language and content which suggests that women cause many of the problems facing men.
 - Women are more likely to have experienced harmful online behaviours such as sexist or misogynistic messaging online as well as experience online sexual harassment.
- Canadians overwhelmingly believe that women should not have to put up with abuse online. More respondents disagree than agree that the best way for women to deal with online abuse is to ignore it. Opinion is split on whether it's mainly men's fault that online abuse is a problem today. One-quarter agree that many women overreact to the things people send or say to them online.

GENDER BIAS



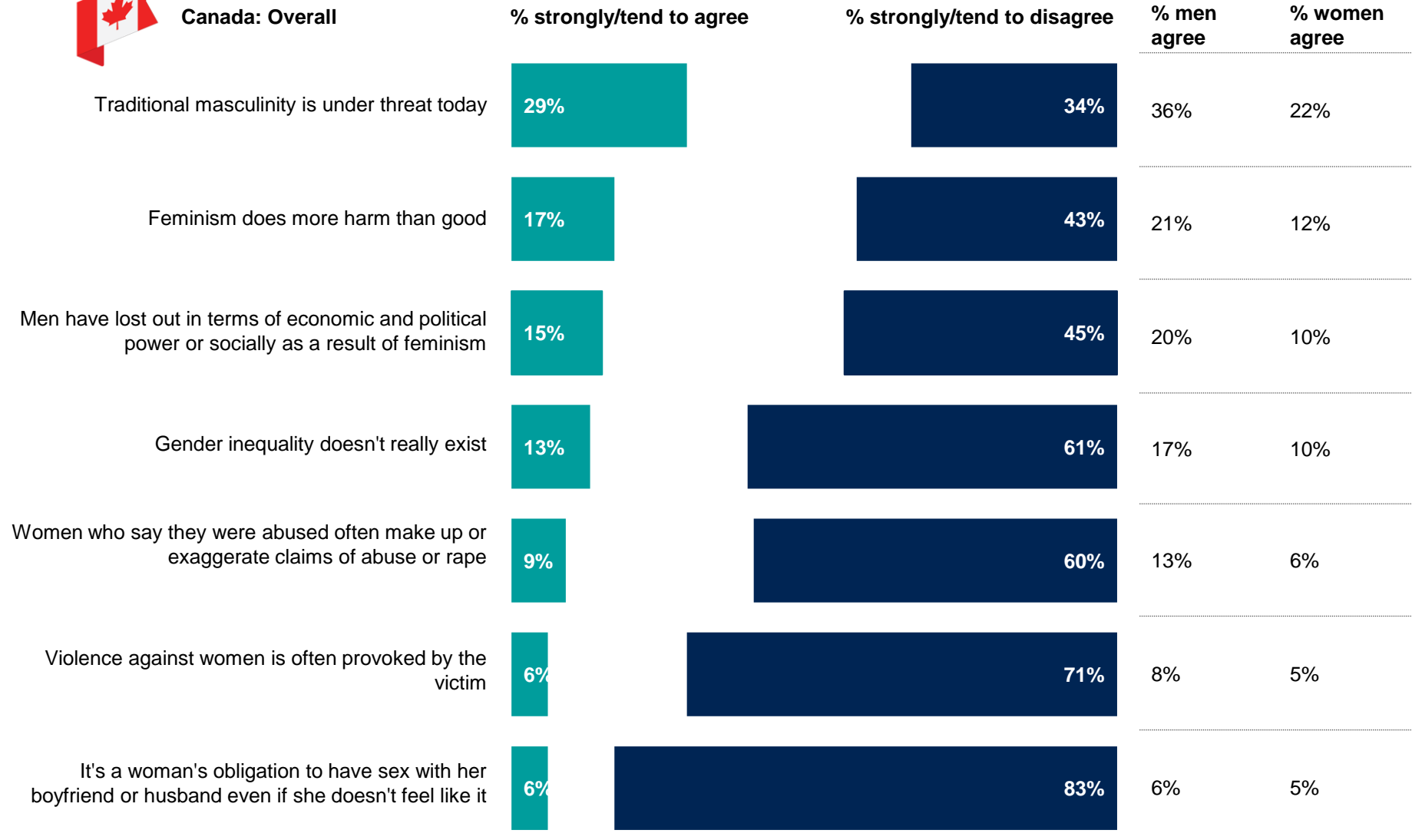


People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

When asked whether they agree or disagree with a series of statements with a gender bias, more disagree than agree. A majority of Canadians disagree that gender inequality does not exist, that violence against women is often provoked by the victim, that women who say they were abused often make up or exaggerate, and that it's a woman's obligation to have sex with her boyfriend or husband even if she doesn't feel like it. The statements with the highest level of agreement are that traditional masculinity is under threat (29%), feminism does more harm than good (17%), and men have lost out due to feminism (15%).



Canada: Overall

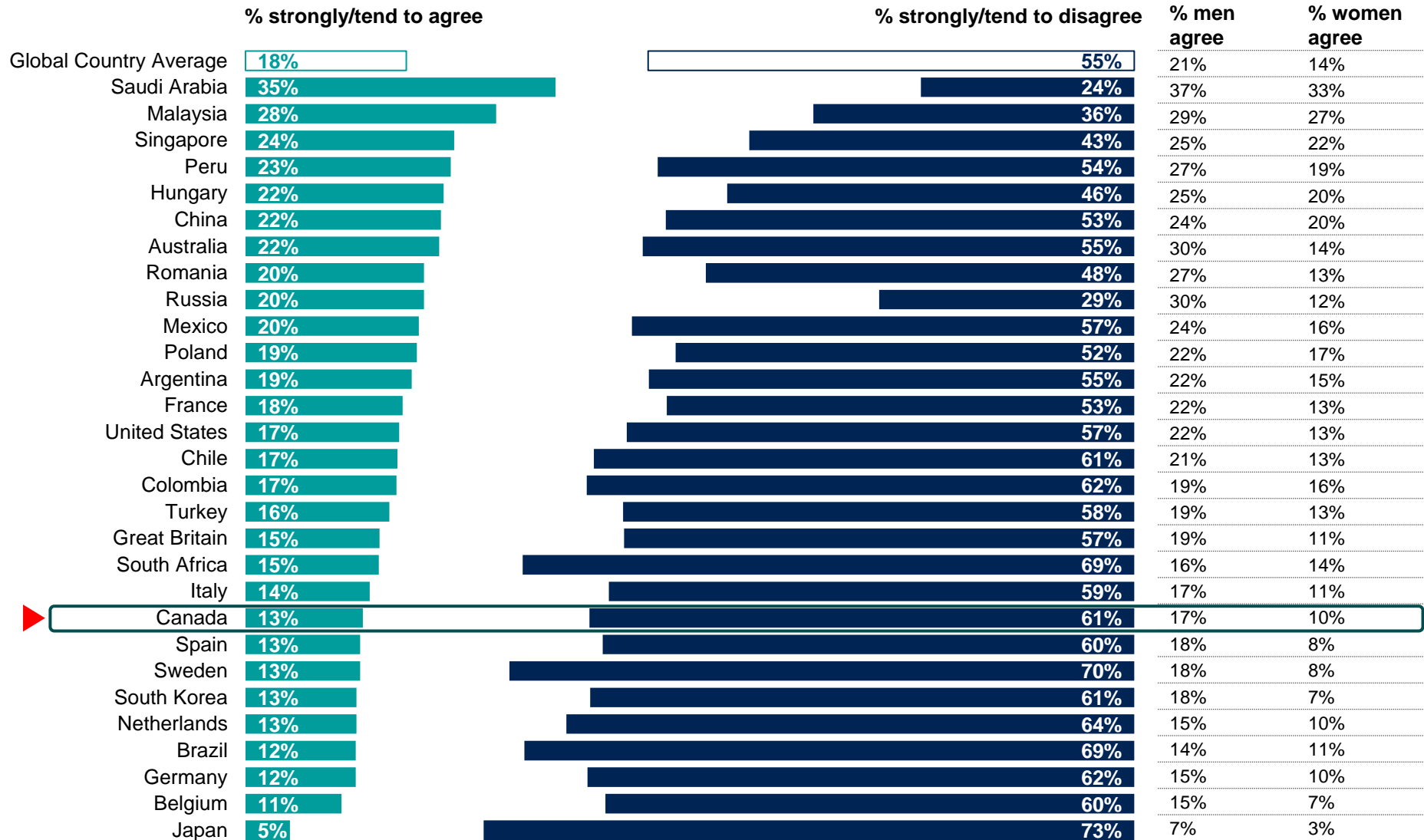


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

Gender inequality doesn't really exist

Canadians are among the least likely of countries to believe that gender inequality doesn't really exist.

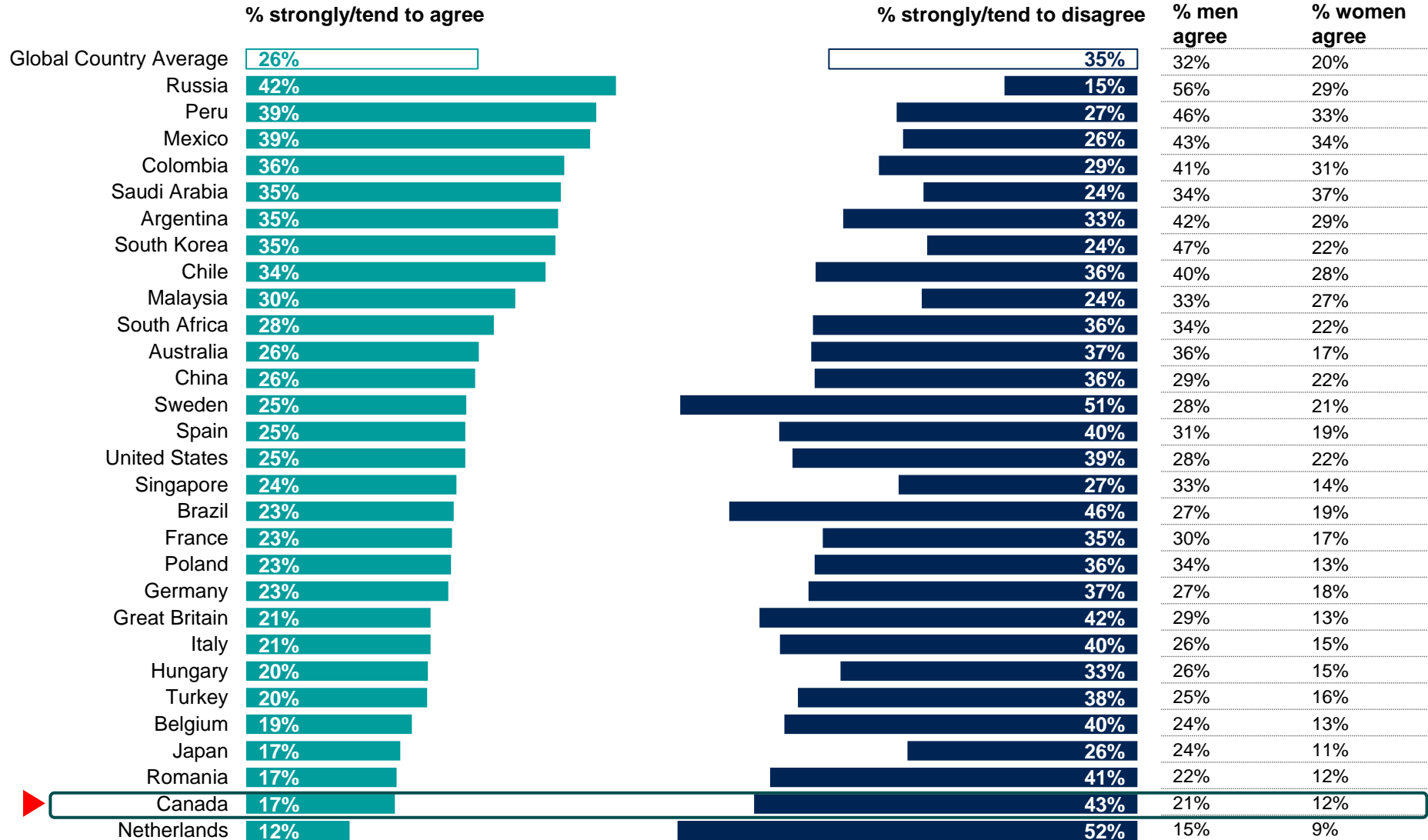


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

Feminism does more harm than good

Canadians are among the least likely of countries to believe that feminism does more harm than good

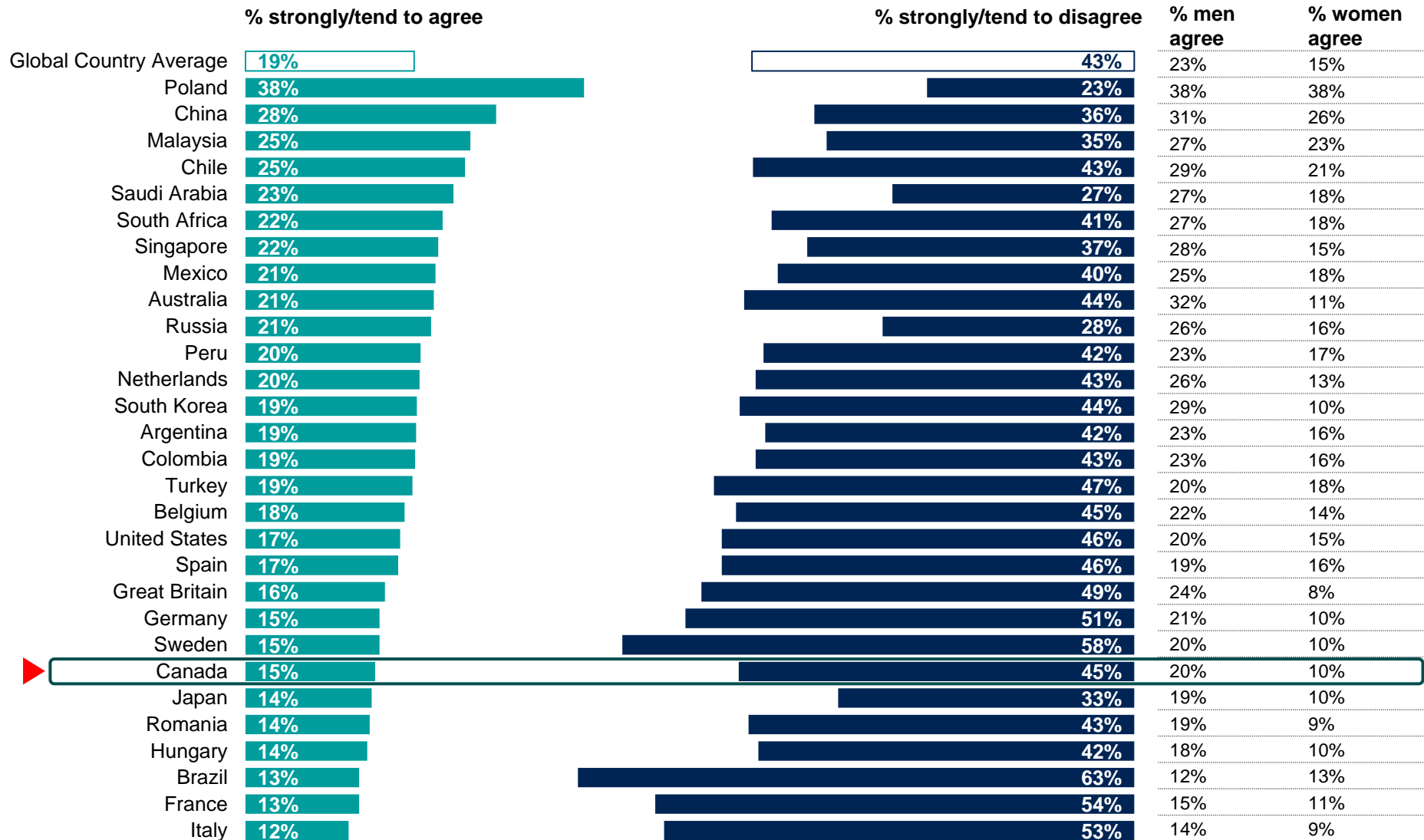


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

Men have lost out in terms of economic and political power or socially as a result of feminism

Canadians are among the least likely of countries to believe that feminism has led to men losing economic, political or social power. Men are more likely to agree than women (20% vs 10% of women).

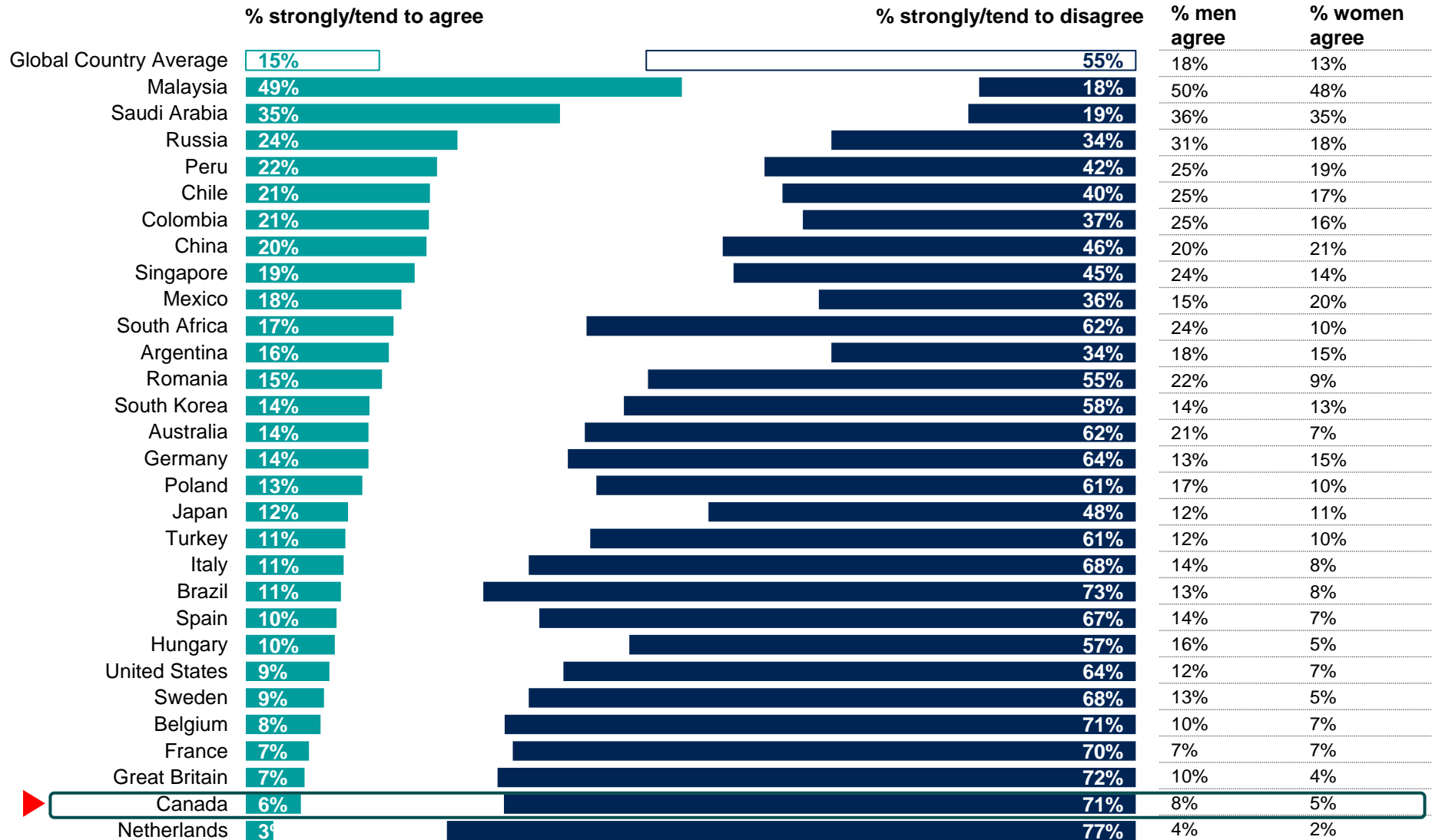


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

Violence against women is often provoked by the victim

More than seven in ten (71%) Canadians disagree outright that violence against women is often provoked by the victim.

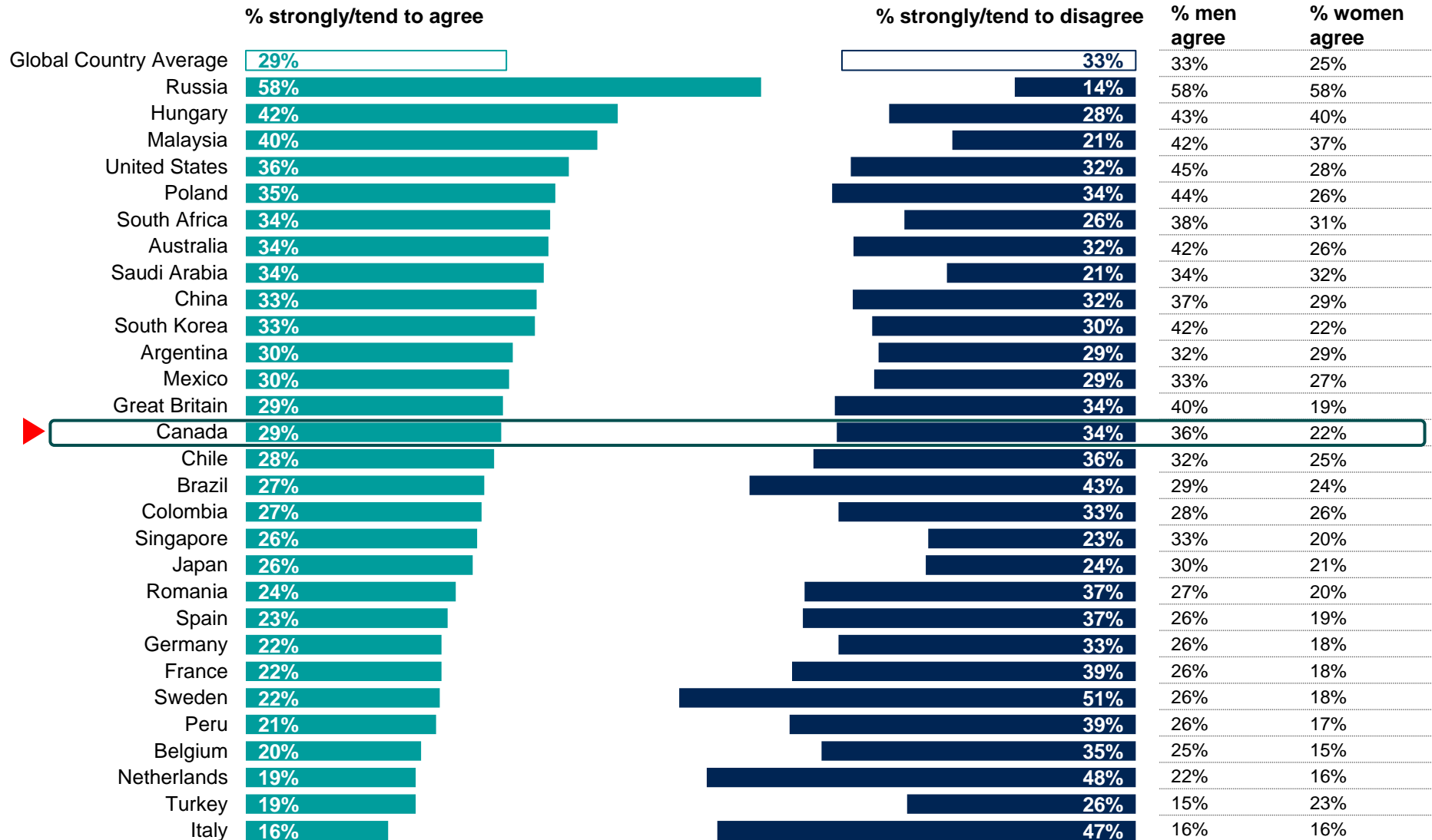


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

Traditional masculinity is under threat today

Nearly three in ten Canadians believe that traditional masculinity is under threat today (29%), and a third disagree outright (34%). Men are much more likely to agree (36% vs 22% of women).

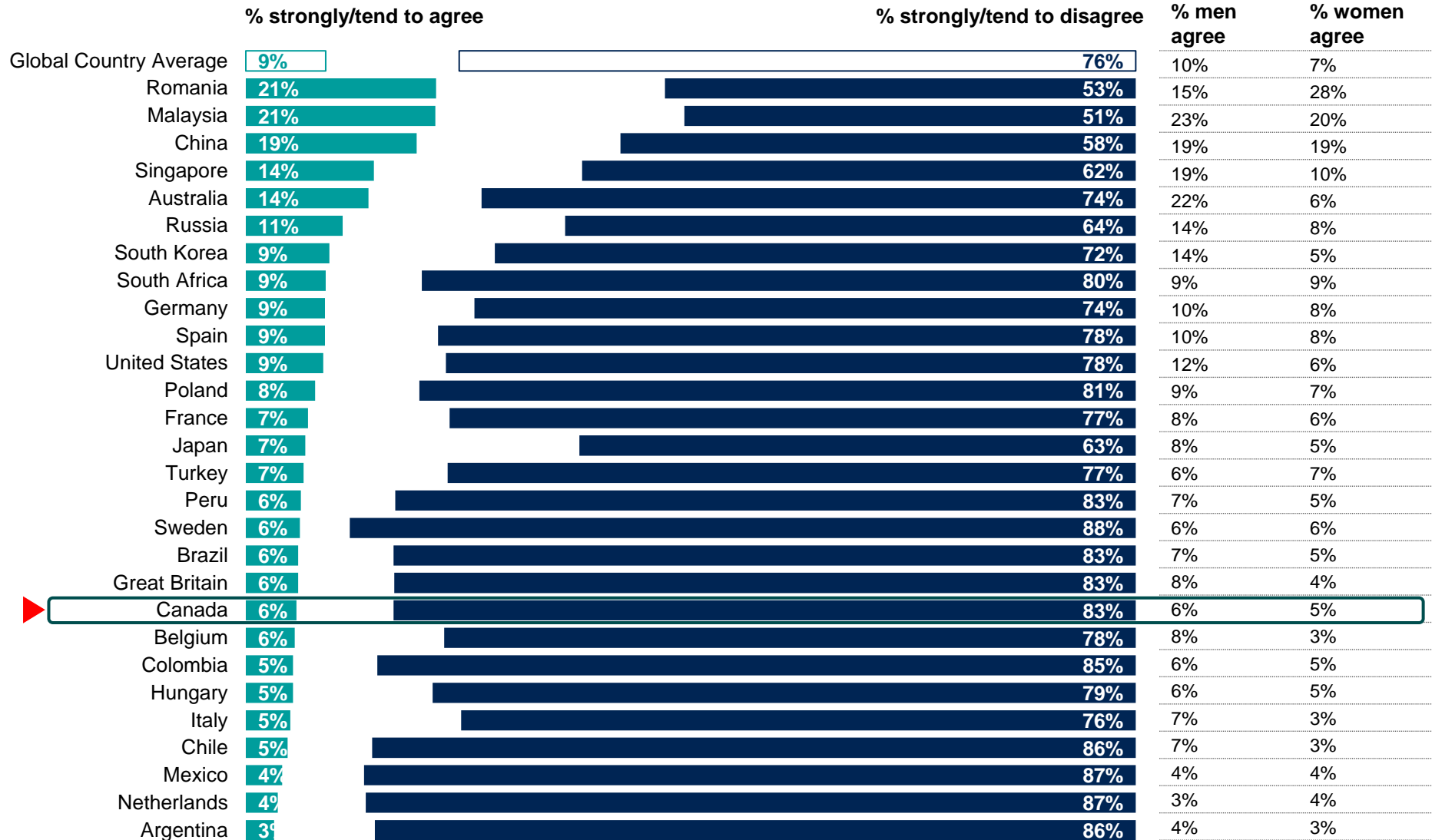


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

It's a woman's obligation to have sex with her boyfriend or husband even if she doesn't feel like it

More than eight in ten Canadians disagree that a woman is obligated to have sex with her boyfriend or husband (83%).

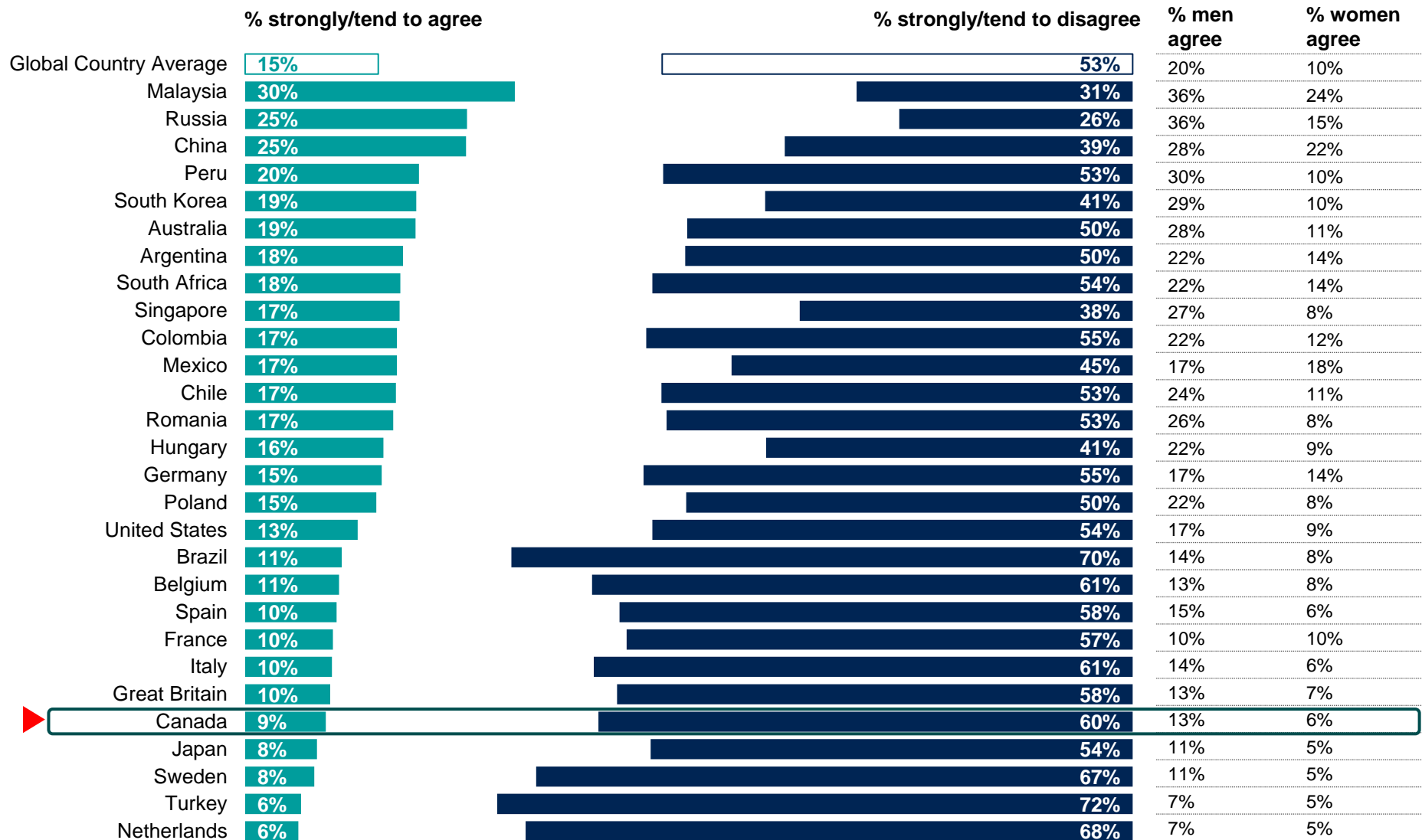


Q

People have different ideas about gender and relationships between men and women. To what extent, if at all, do you agree or disagree with the following statements?

Women who say they were abused often make up or exaggerate claims of abuse or rape

While Canadians are among the least likely of countries to agree, nearly one in ten (9%) think that women often make up or exaggerate claims of abuse or rape, and six in ten (60%) disagree with this outright. Men are twice as likely as women to think this (13% vs 6% of women).



ONLINE HARM

UNFREQUENTLY
MISOGYNISTIC



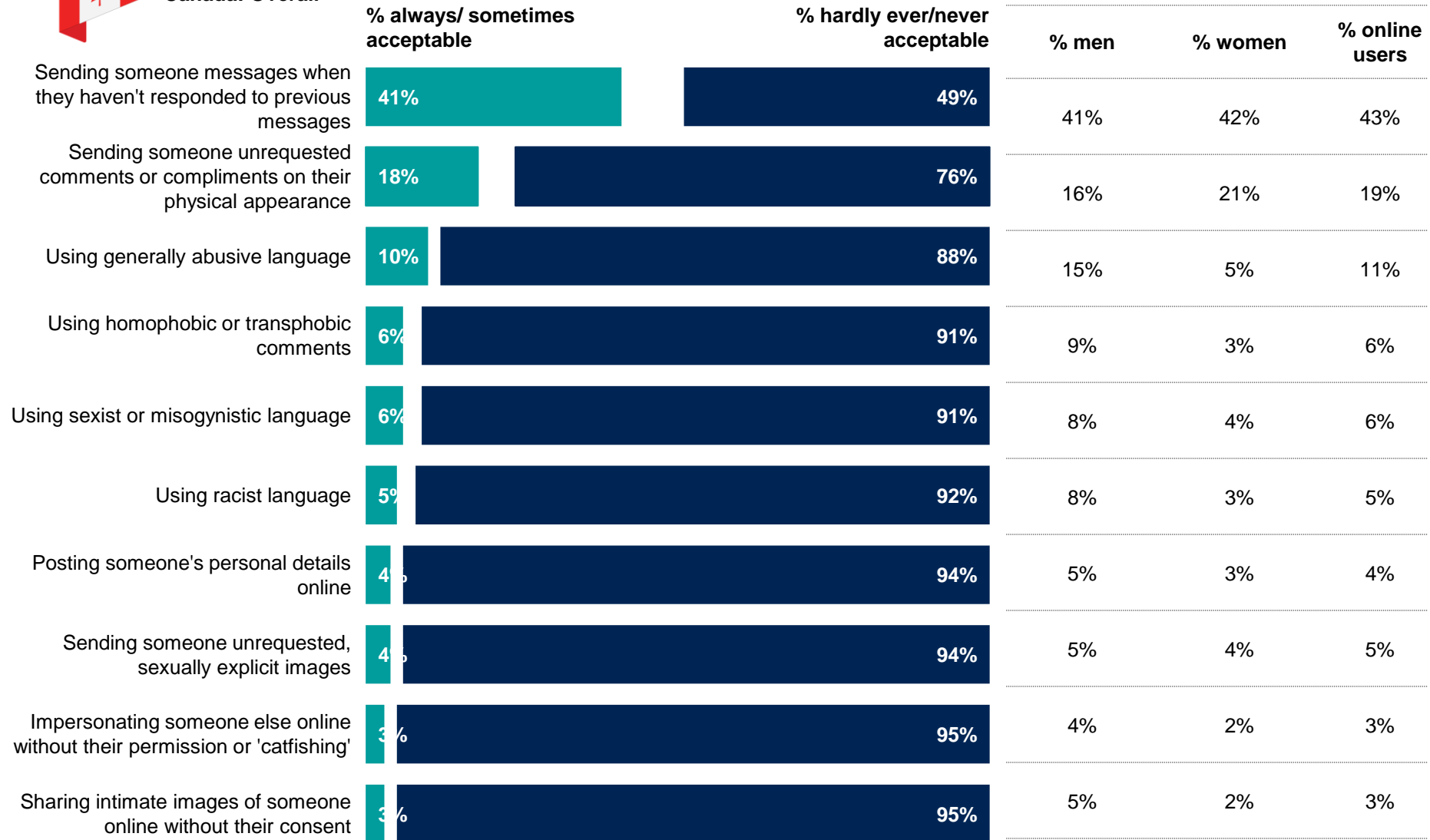


People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Canadians overwhelmingly find most questionable online behaviours to be unacceptable.



Canada: Overall

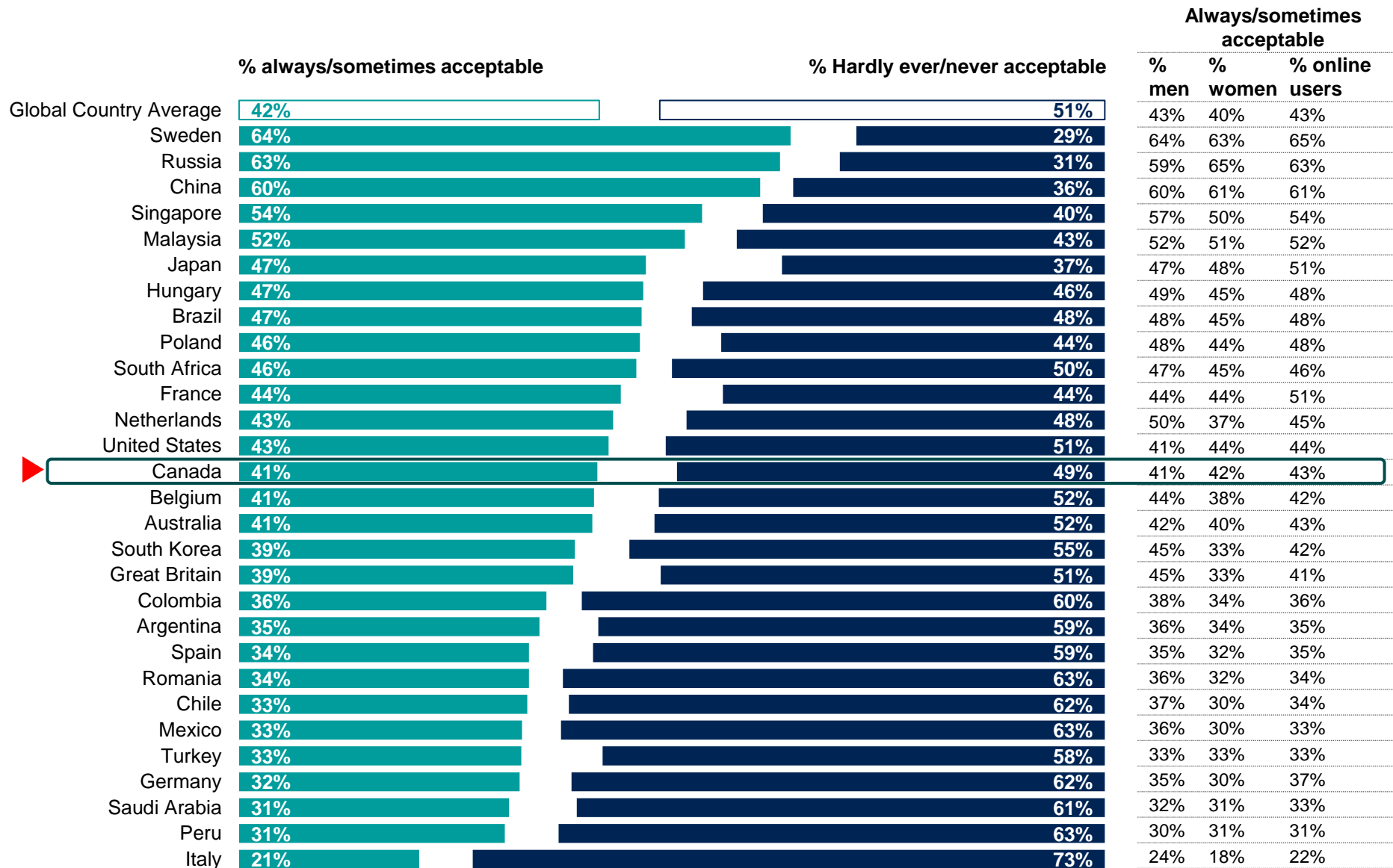


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Sending someone messages when they haven't responded to previous messages

Just over two in five Canadians find it acceptable to send someone messages repeatedly (41%).

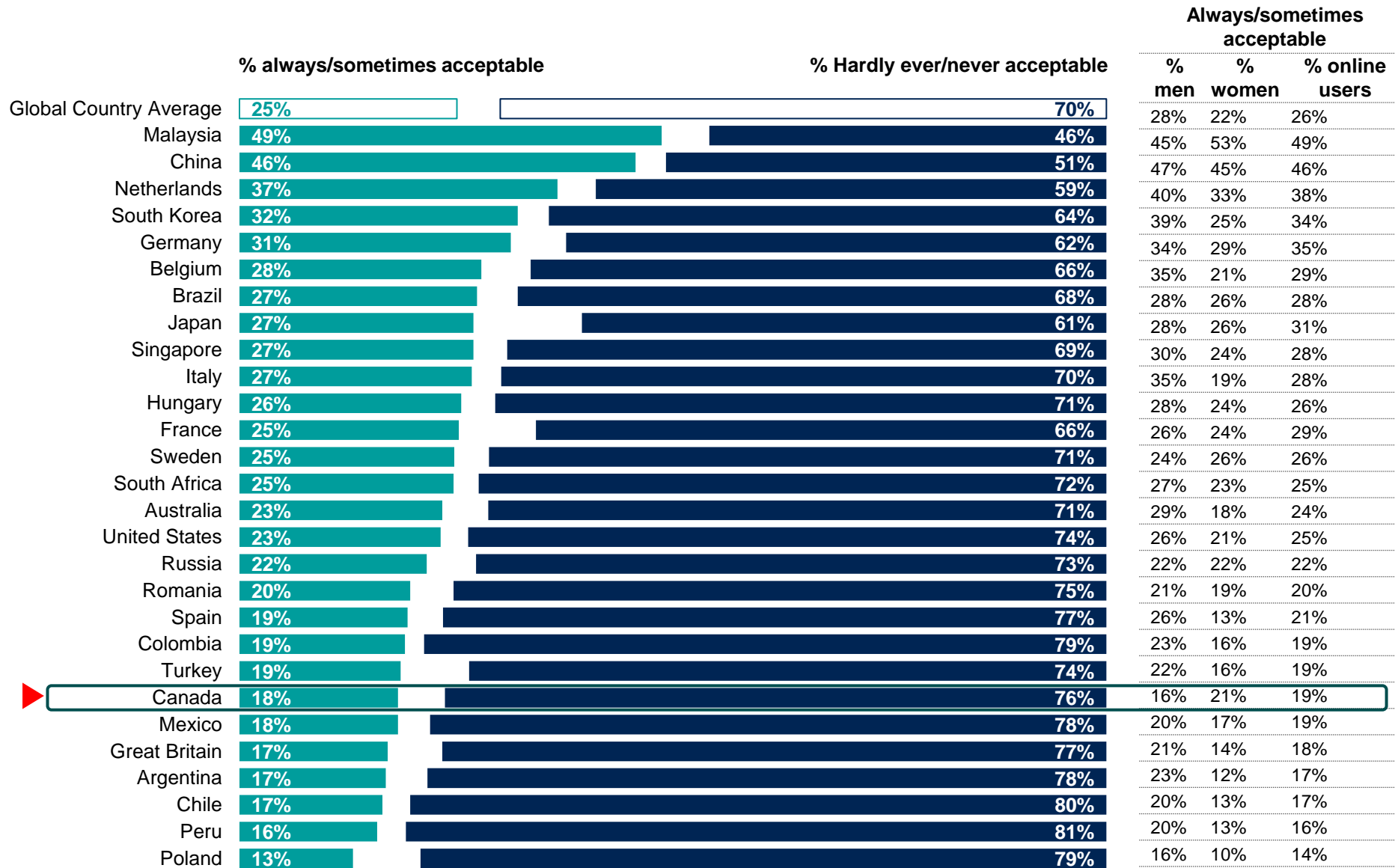


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Sending someone unrequested comments or compliments on their physical appearance

Canadians are among the least likely of countries to believe that it is acceptable to send unrequested comments or compliments on someone's physical appearance

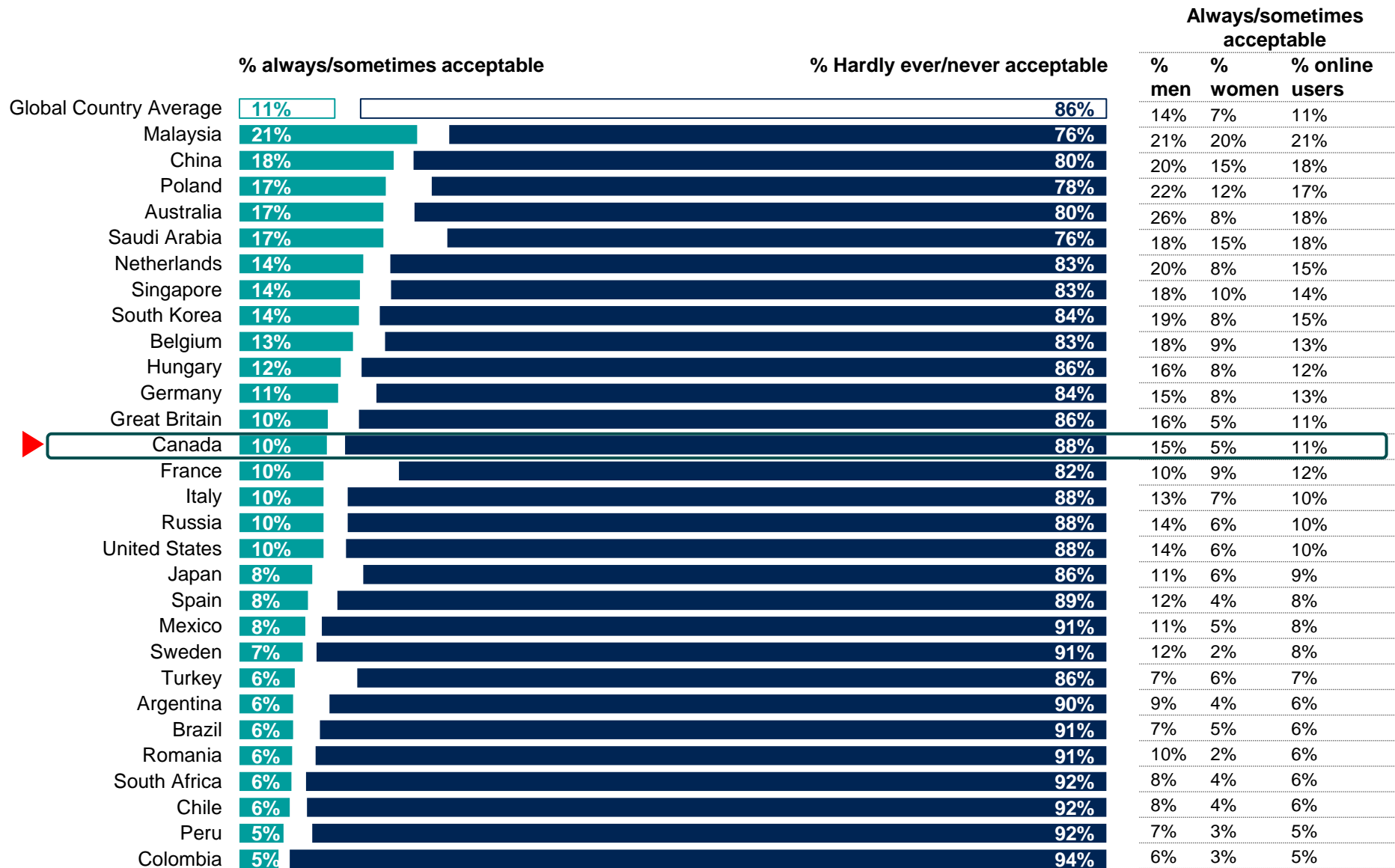


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Using generally abusive language

One in ten Canadians (10%) find it acceptable to use abusive language online, and men are three times as likely to find this acceptable (15% vs 5% of women).

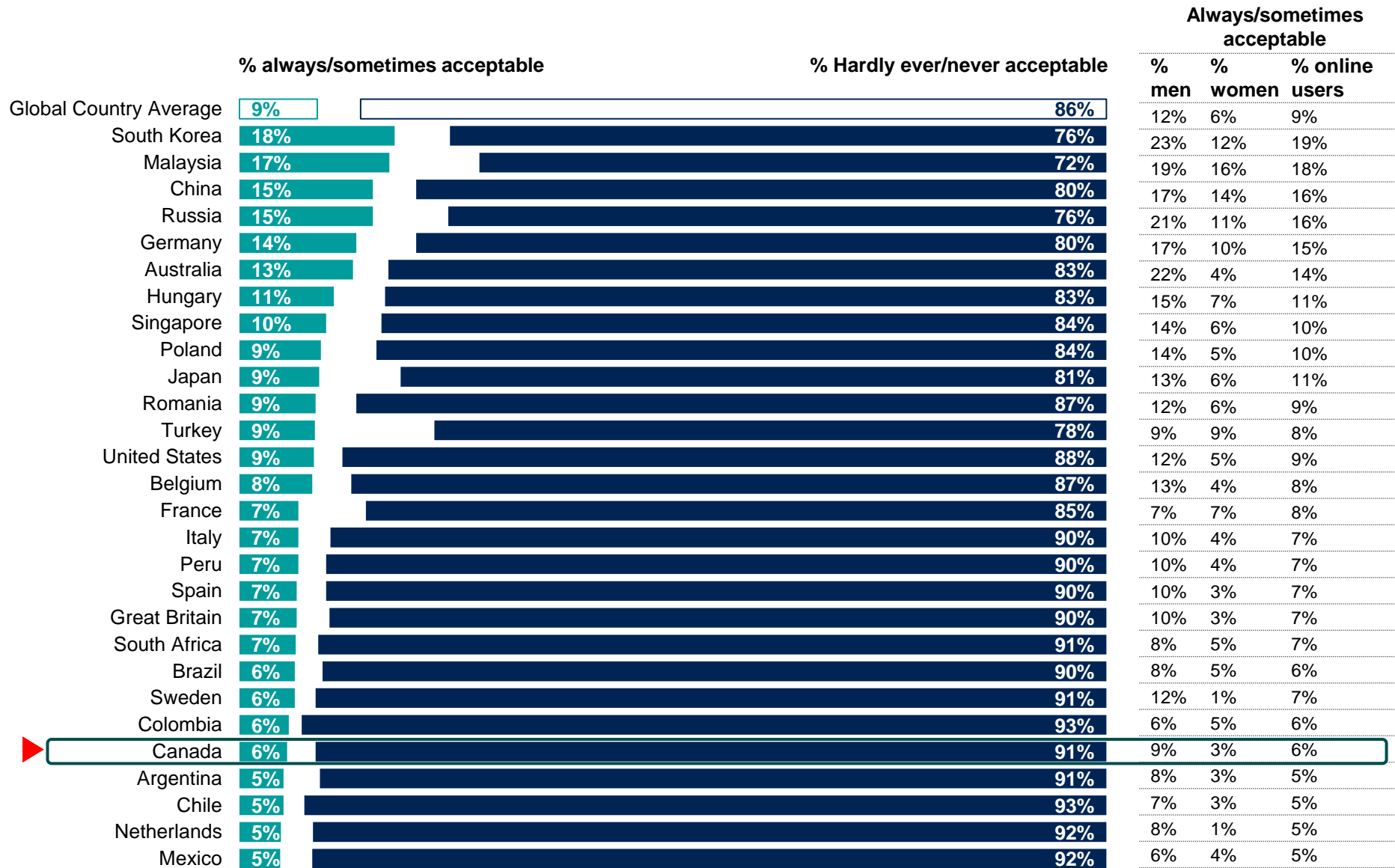


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Using homophobic or transphobic comments

Canadians are among the least likely of countries to believe that it is acceptable to use homophobic or transphobic comments online.

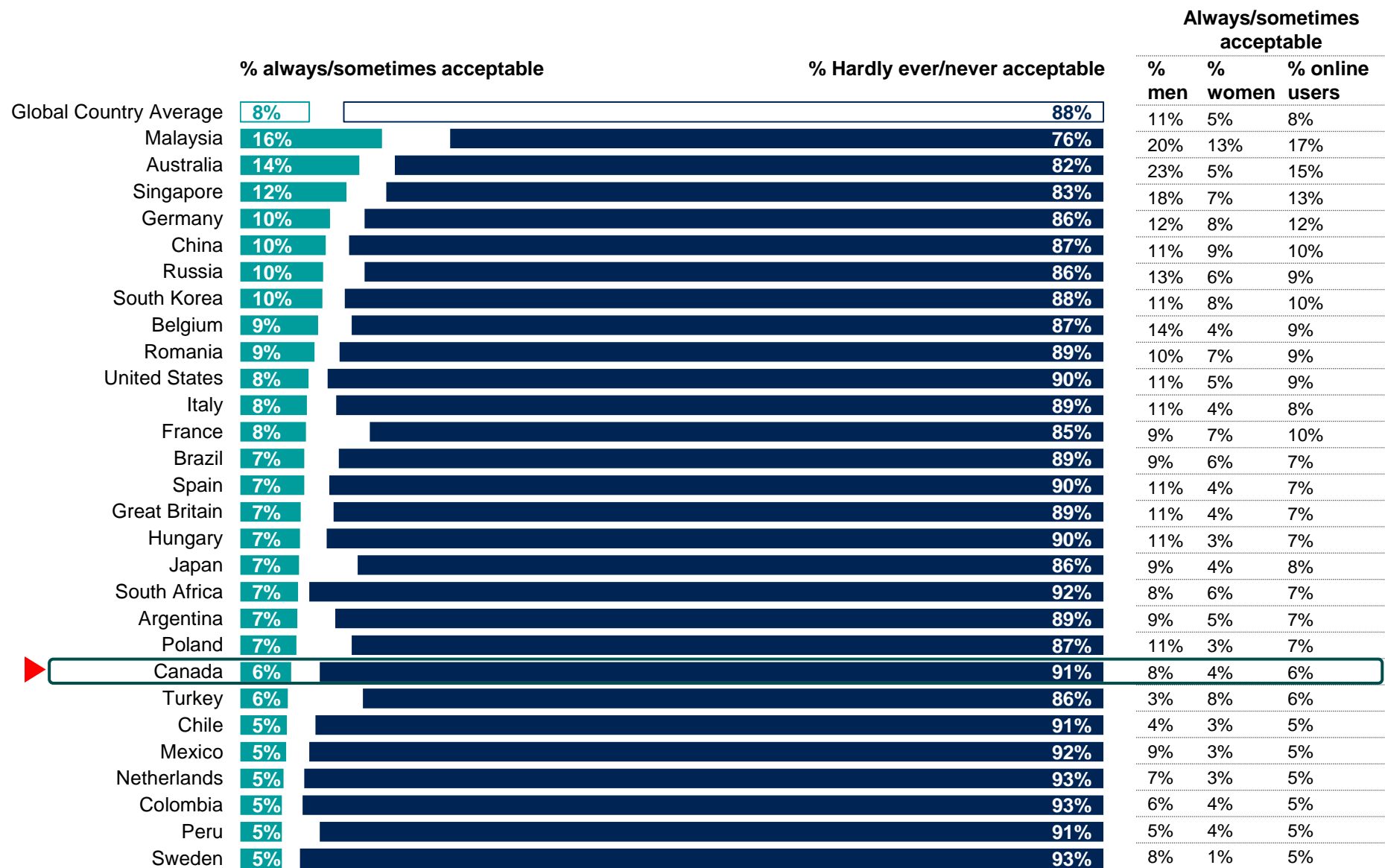


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Using sexist or misogynistic language

Canadians are among the least likely of countries to believe that it is acceptable to use misogynistic or sexist language online

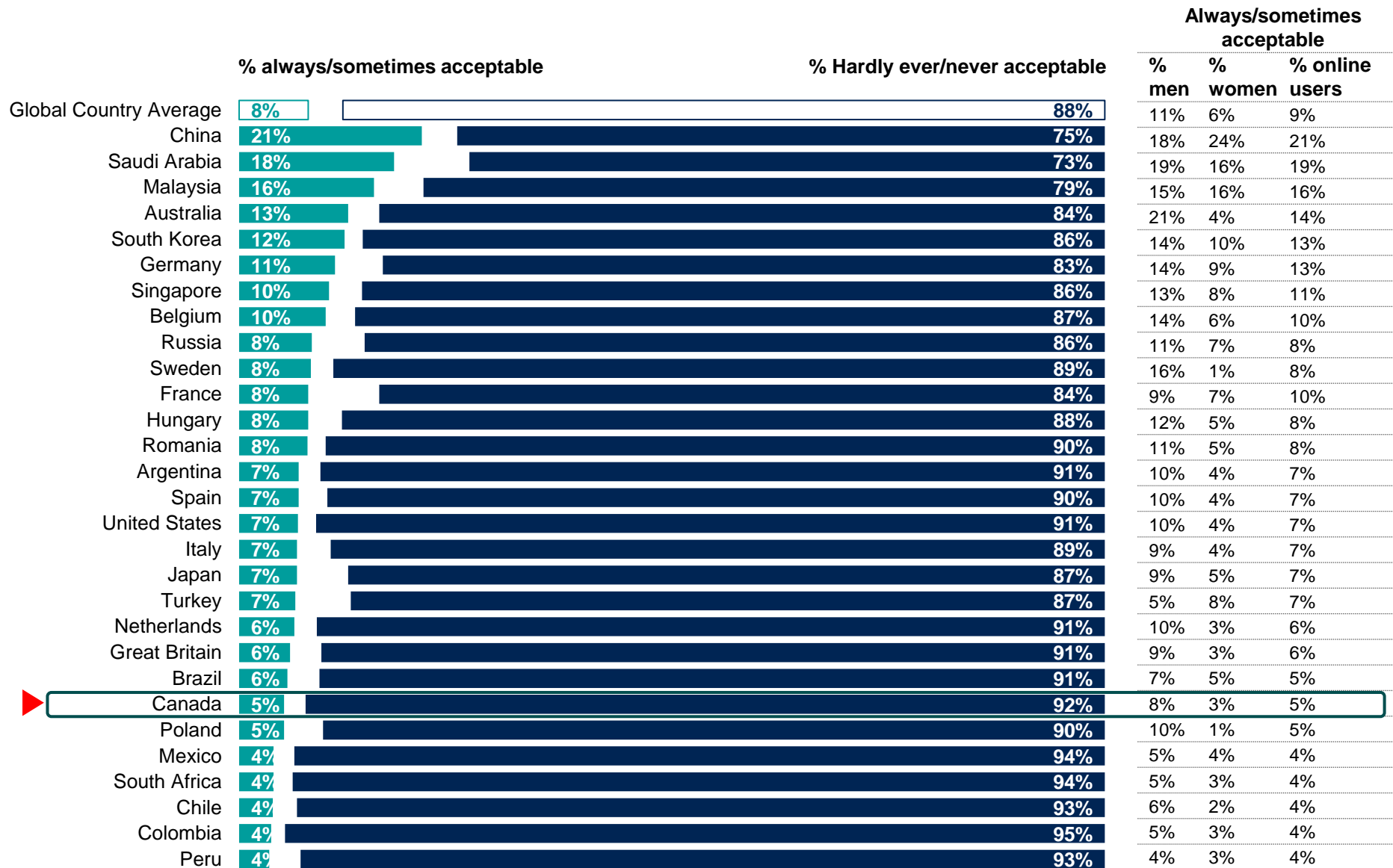


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People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Using racist language

Canadians are among the least likely of countries to believe it acceptable to use racist language online.

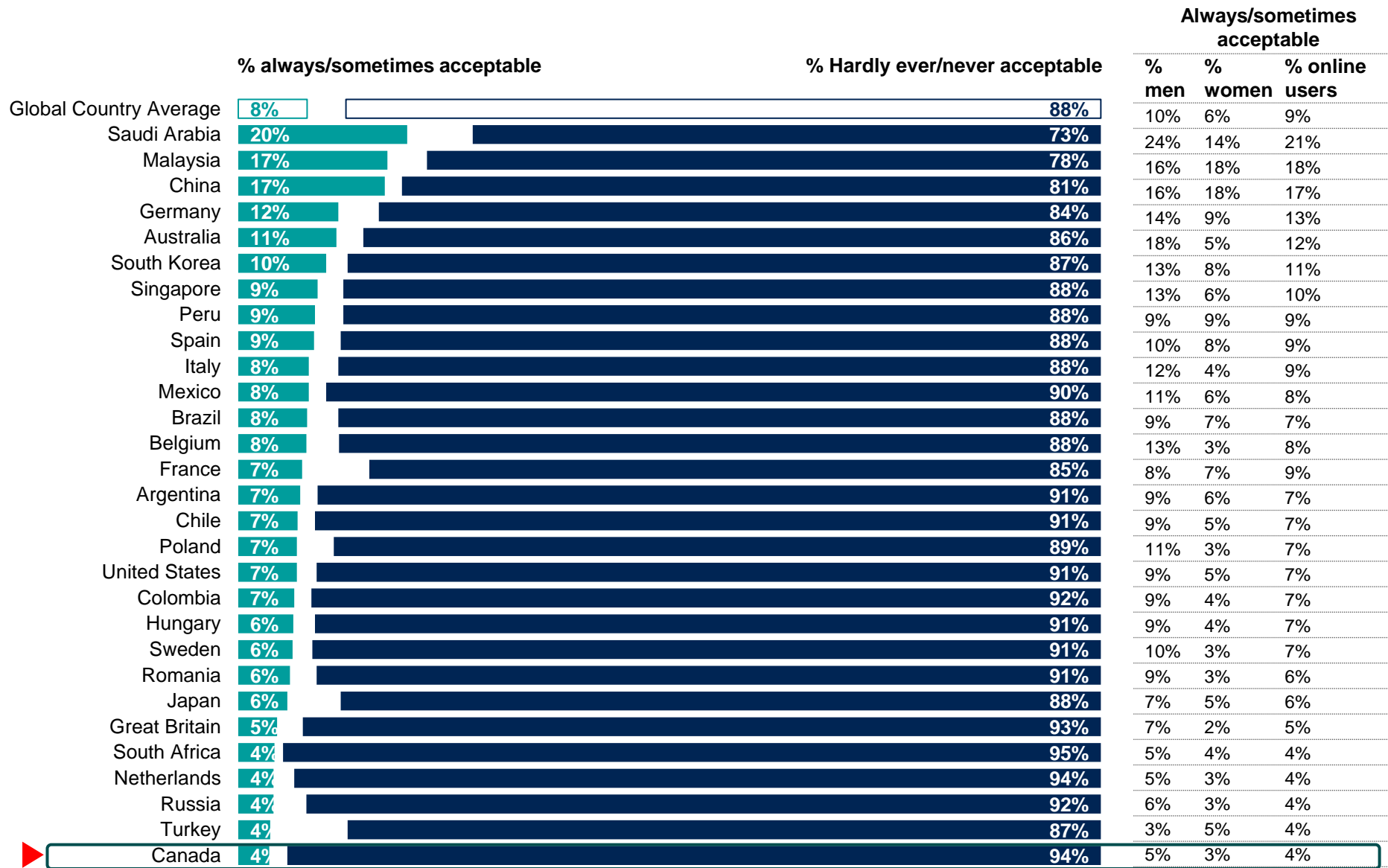


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Posting someone's personal details online

Canadians are among the least likely of countries to find it acceptable to post someone else's personal details online.

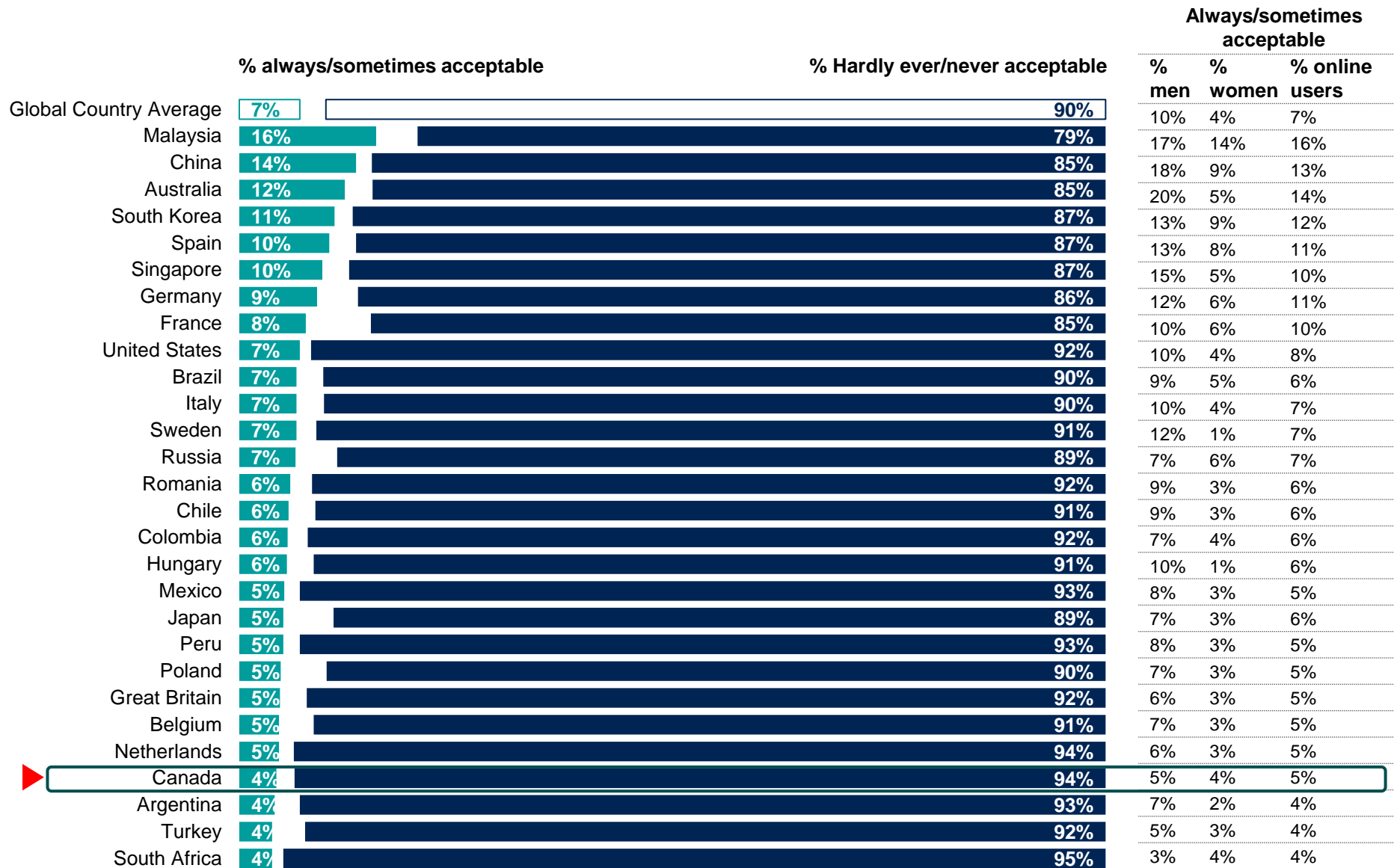


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Sending someone unrequested, sexually explicit images

Canadians are among the least likely of countries to see sending someone unrequested, sexually explicit images as acceptable.

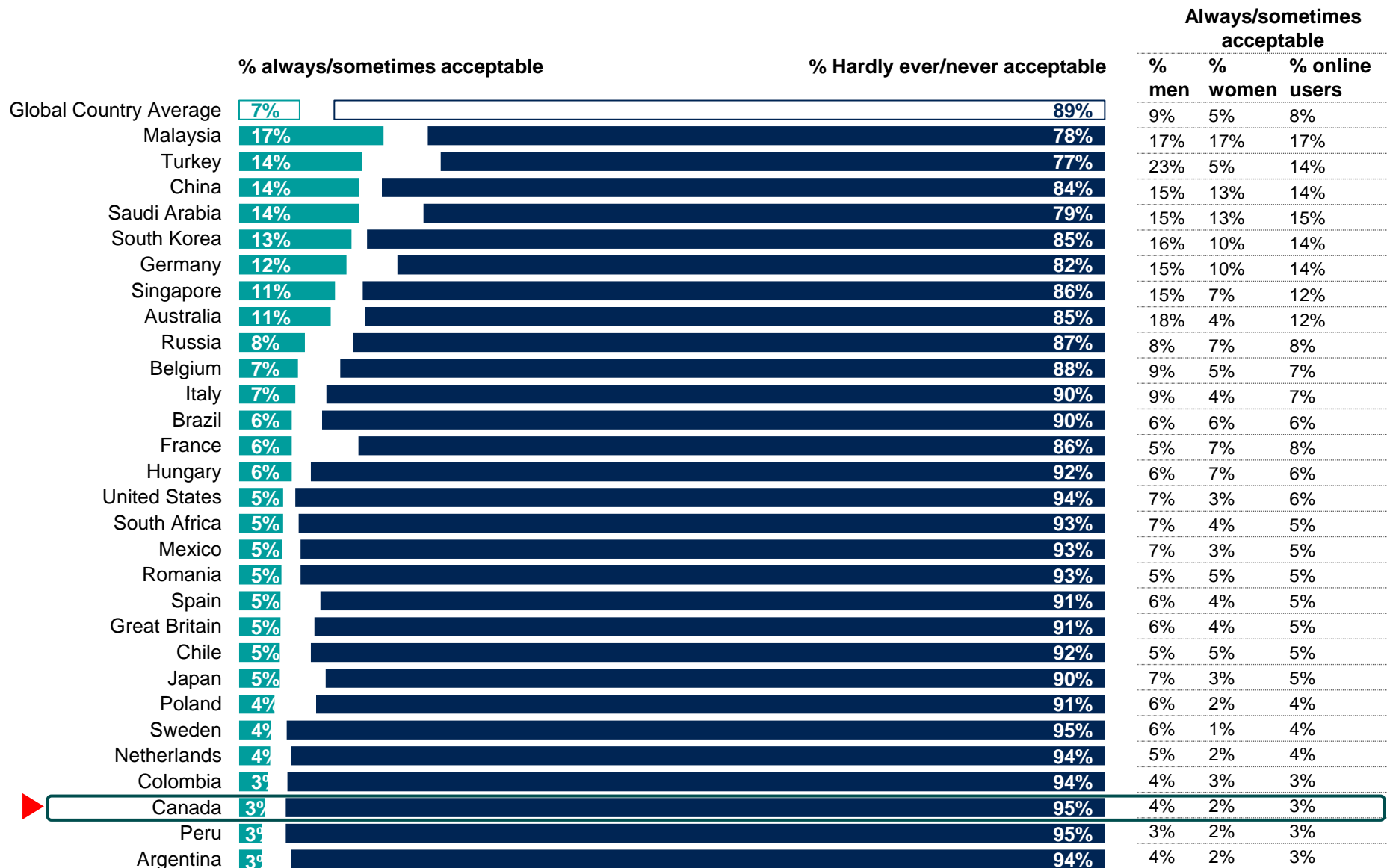


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Impersonating someone else online without their permission or 'catfishing'

Canadians are among the least likely of countries to find impersonation or catfishing acceptable.

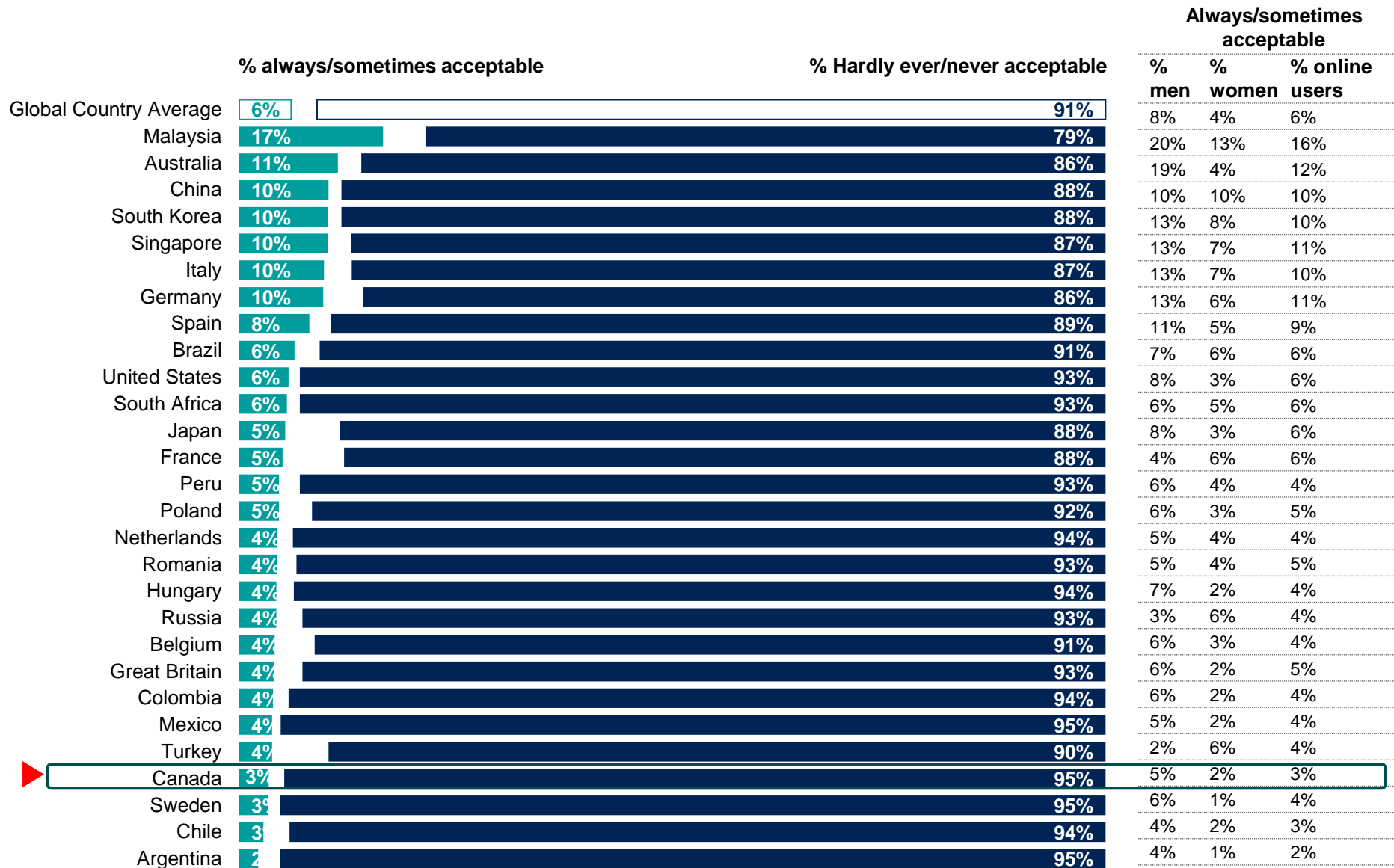


Q

People have different ideas about what is acceptable behaviour online. How often, if ever, do you find the following forms of contact acceptable?

Sharing intimate images of someone online without their consent

Canadians are among the least likely of countries to think it's acceptable to share intimate images of someone online without consent.





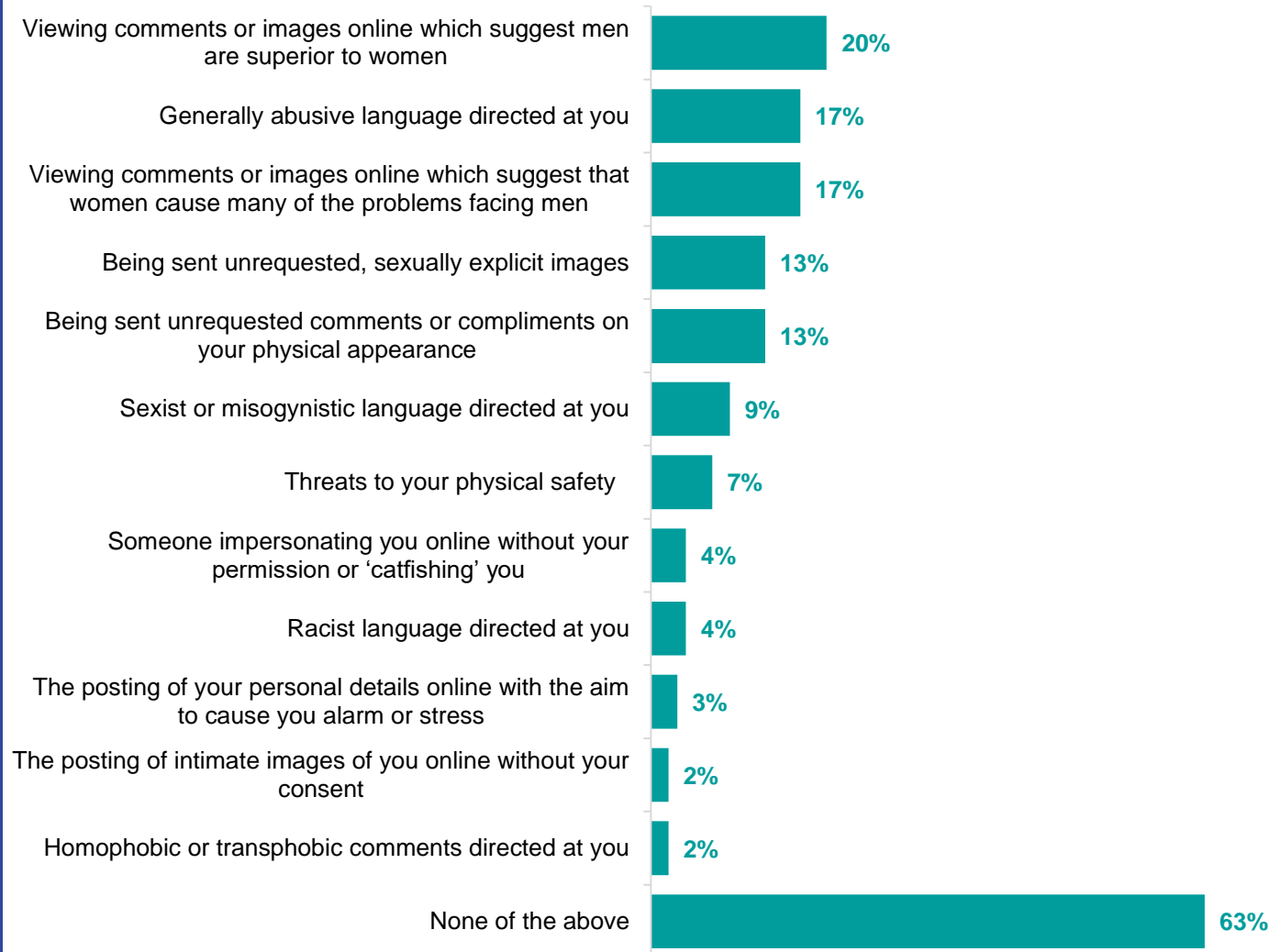
Have you experienced any of the following forms of online contact in the past two years?

Almost four-in-ten Canadians (37%) report that they have experienced problematic online behaviour in the last 2 years. The most prevalent experience being viewing comments or images online which suggest men are superior to women, generally abusive language and content which suggests that women cause many of the problems facing men.

Women are much more likely to have experienced harmful online behaviours such as sexist/misogynistic comments or being sent unsolicited sexually explicit images.



Canada: Overall



	% Men	% Women	% Global Country Avg
Viewing comments or images online which suggest men are superior to women	14%	26%	16%
Generally abusive language directed at you	19%	15%	13%
Viewing comments or images online which suggest that women cause many of the problems facing men	13%	22%	16%
Being sent unrequested, sexually explicit images	8%	17%	12%
Being sent unrequested comments or compliments on your physical appearance	5%	20%	14%
Sexist or misogynistic language directed at you	4%	15%	8%
Threats to your physical safety	8%	7%	7%
Someone impersonating you online without your permission or 'catfishing' you	3%	5%	7%
Racist language directed at you	6%	2%	7%
The posting of your personal details online with the aim to cause you alarm or stress	3%	3%	6%
The posting of intimate images of you online without your consent	3%	2%	5%
Homophobic or transphobic comments directed at you	3%	1%	5%
None of the above	57%	49%	57%

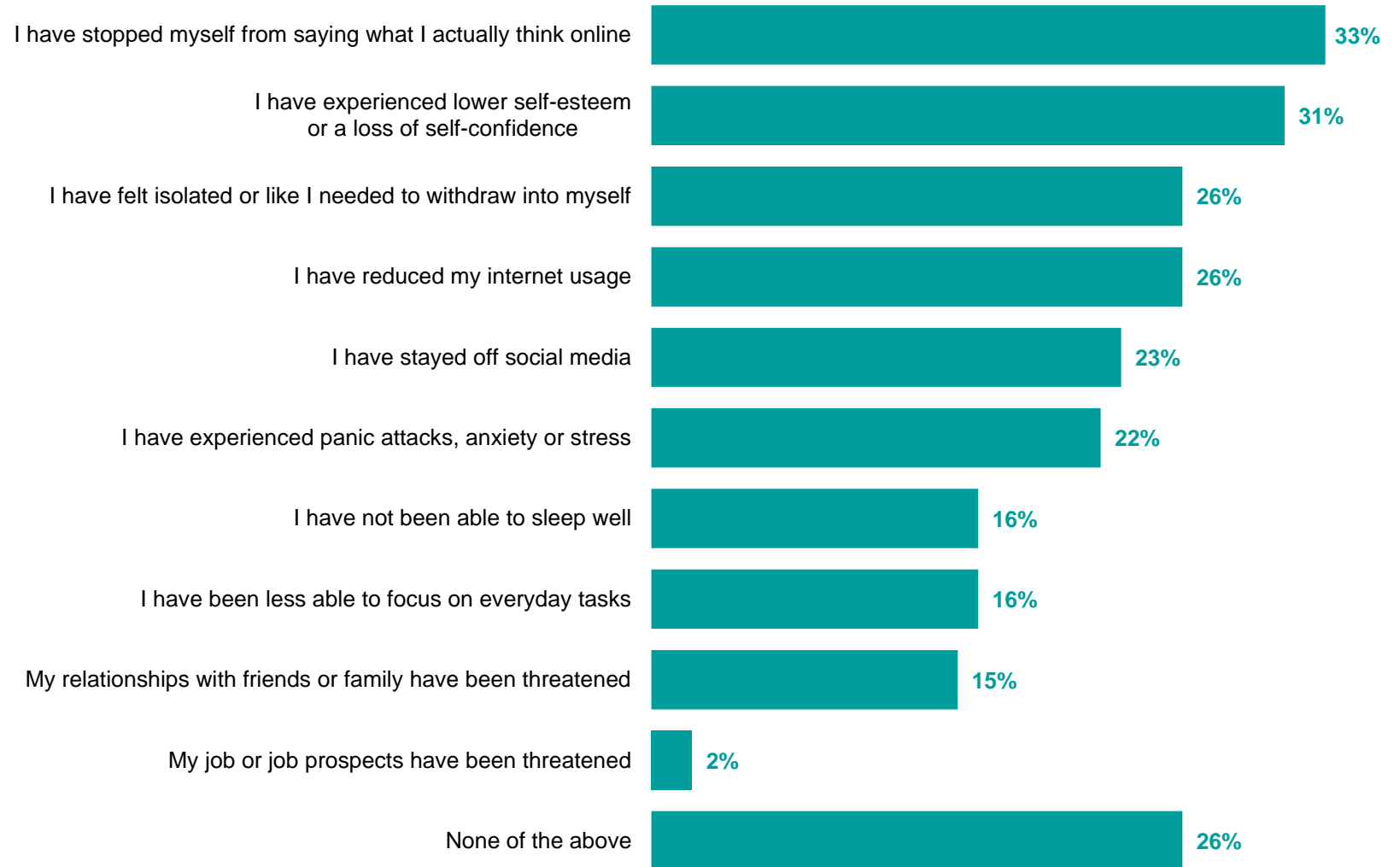


How, if at all, has this type of online contact affected you?

Three in ten Canadians who have viewed comments or images online which suggest men are superior to women or that women cause many of the problems facing men have stopped sharing their views online or experienced loss of confidence or lower self-esteem. Other negative impacts include feeling isolated, loss of sleep and strain on their mental health.



Canada: Overall



Base: 4,444 online adults aged 16-74 across 29 countries saying yes to 'Viewing comments or images online which suggest men are superior to women' and 'Viewing comments or images online which suggest that women cause many of the problems facing men' Q12, 21 January – 4 February, 2022

(N=230 in Canada)



To what extent, if at all, do you agree or disagree with the following statements?

Canadians overwhelmingly believe that women should not have to put up with abuse online. More respondents disagree than agree than the best way for women to deal with online abuse is to ignore it. Opinion is split on whether it's mainly men's fault that online abuse is a problem today. One-quarter agree that many women overreact to the things people send or say to them online.



Canada: Overall

% strongly/tend to agree

% strongly/tend to disagree

% men agree

% women agree

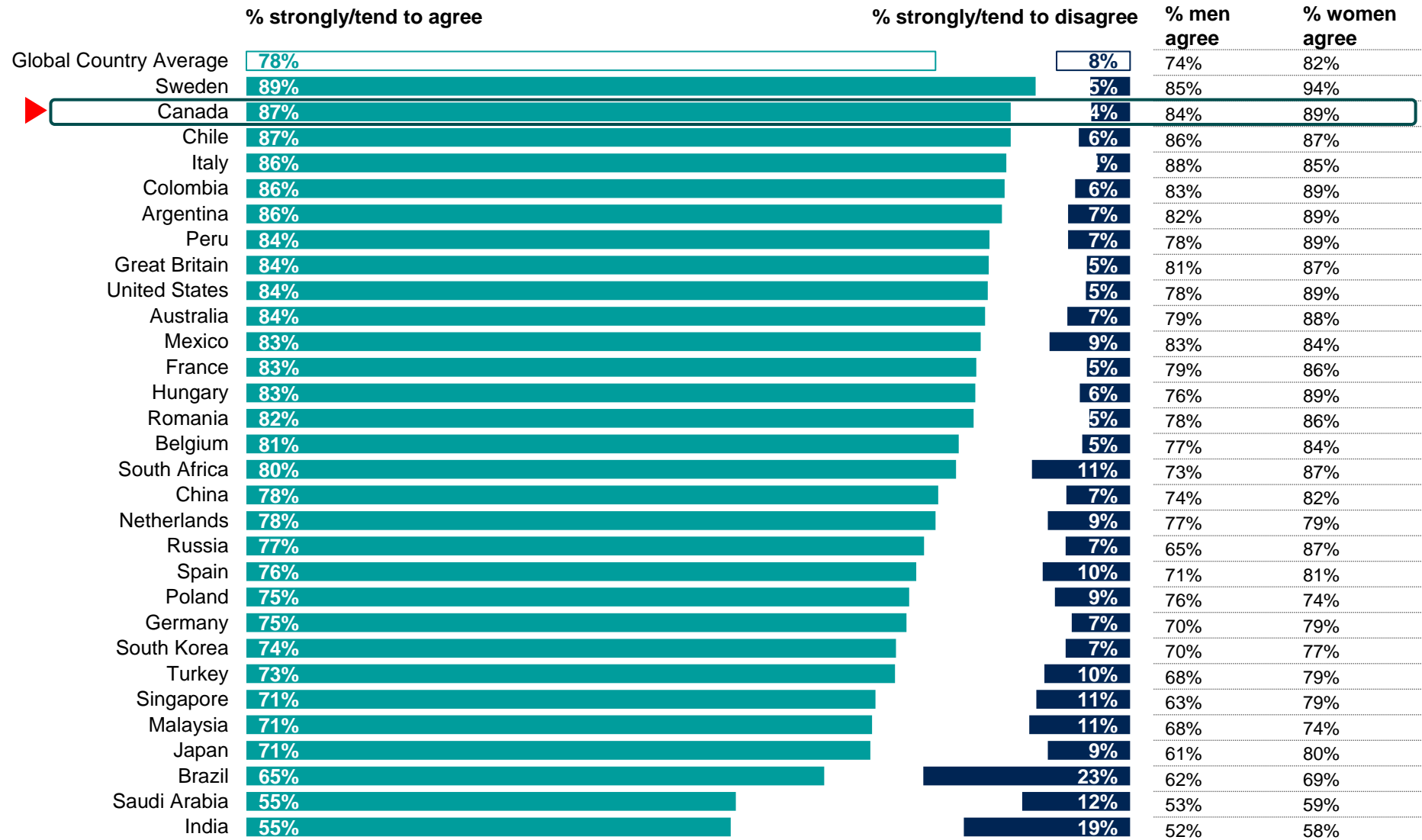


Q

To what extent, if at all, do you agree or disagree with the following statements?

Women should not have to put up with online abuse

The majority in Canada agree that women should not have to deal with online abuse (87%), the second highest across 30 countries surveyed.

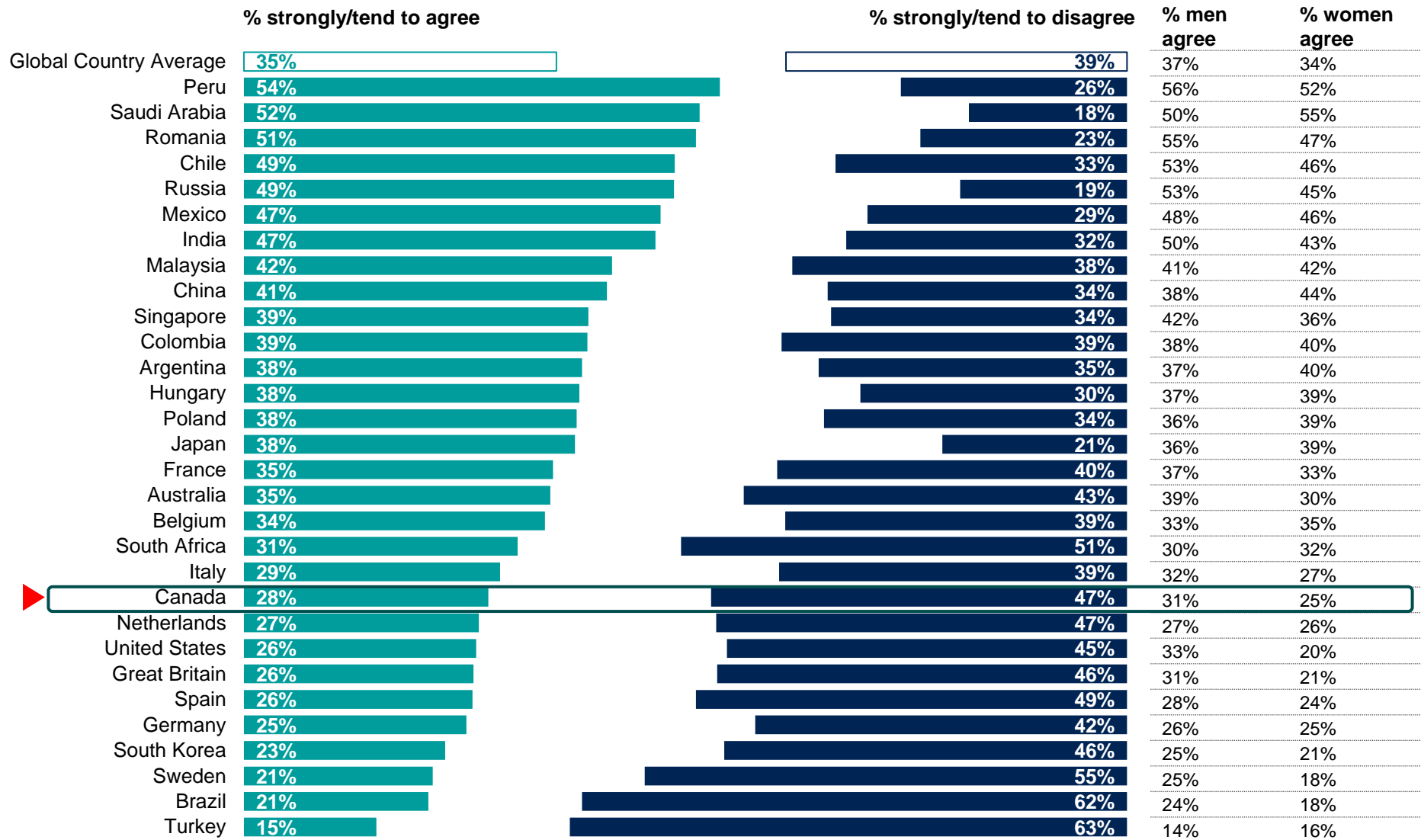


Q

To what extent, if at all, do you agree or disagree with the following statements?

The best way for women to deal with online abuse is to just ignore it

Almost three in ten (28%) in Canada think ignoring online abuse is the best approach for women.

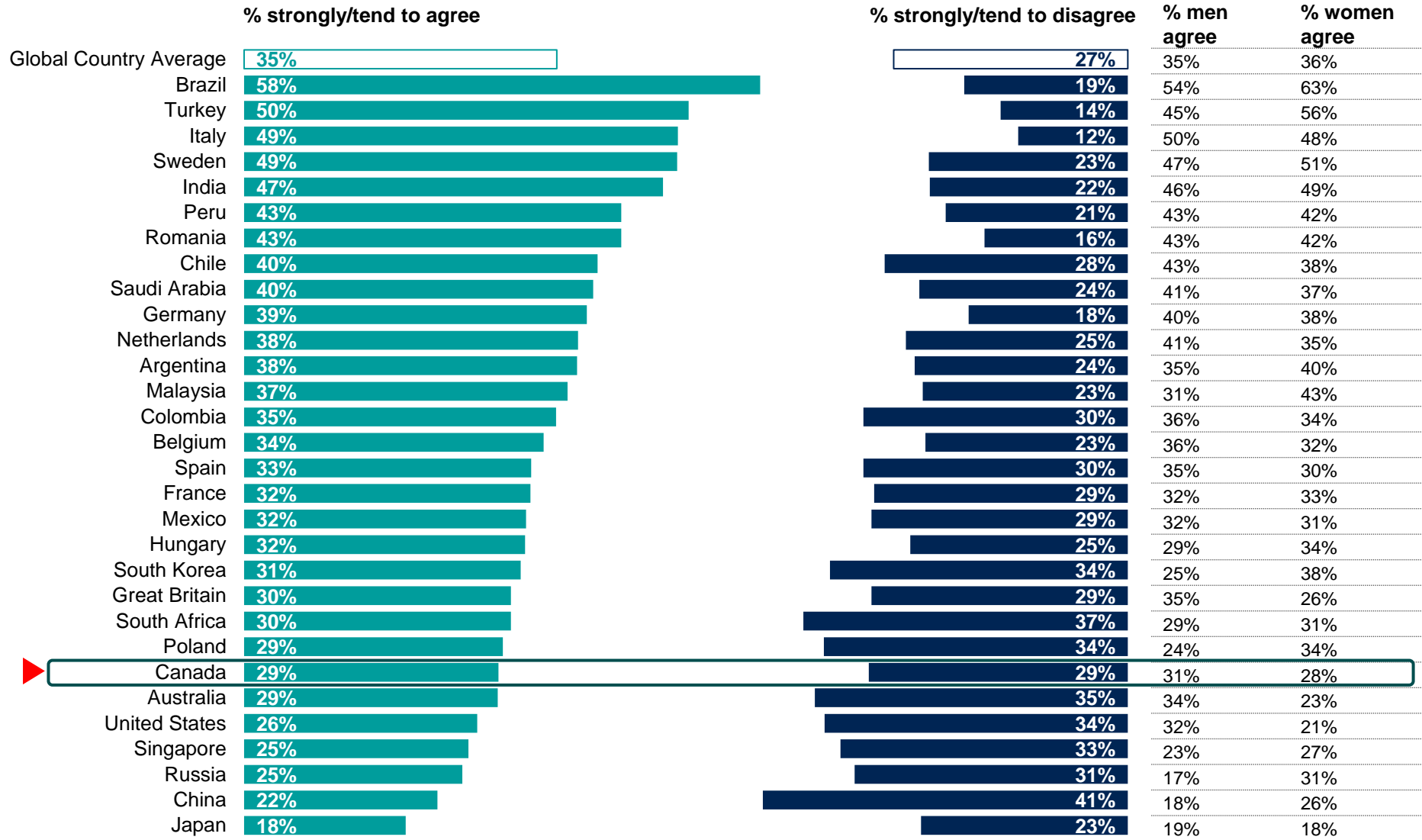


Q

To what extent, if at all, do you agree or disagree with the following statements?

It is mainly men’s fault that online abuse is a problem today

Canadians are split as to whether men are mainly to blame for the issue of online abuse. In total, 29% agree (including 31% of men & 28% women) and the same proportion (29%) disagree.

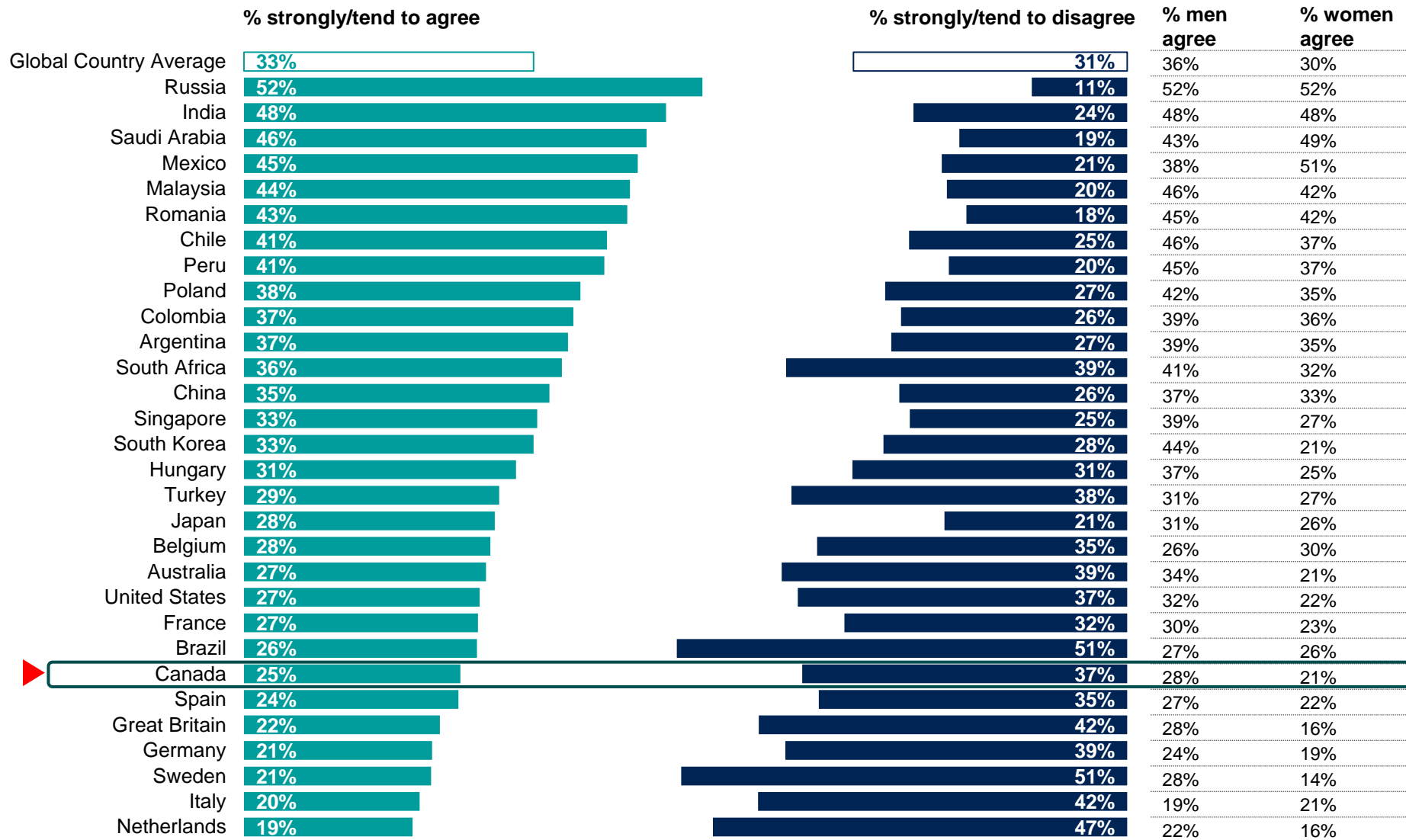


Q

To what extent, if at all, do you agree or disagree with the following statements?

Many women overreact to the things people send them or say to them online

One-quarter of Canadians believe that many women overreact to messages they receive online (25%), including 21% of women. However, Canada is one of the least likely countries to hold this opinion.



TECHNICAL NOTE

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,524 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, aged 21-74 in Singapore, and 16-74 in 24 other countries between Friday, January 21 and Friday, February 4, 2022.

The sample consists of approximately 1,000 interviews in each of Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, Singapore, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

“The Global Country Average” reflects the average results for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

Where results do not sum to 100 or the “difference” appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

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.

The publication of these findings abides by local rules and regulations.

FOR MORE INFORMATION



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