



Report

International Women's Day

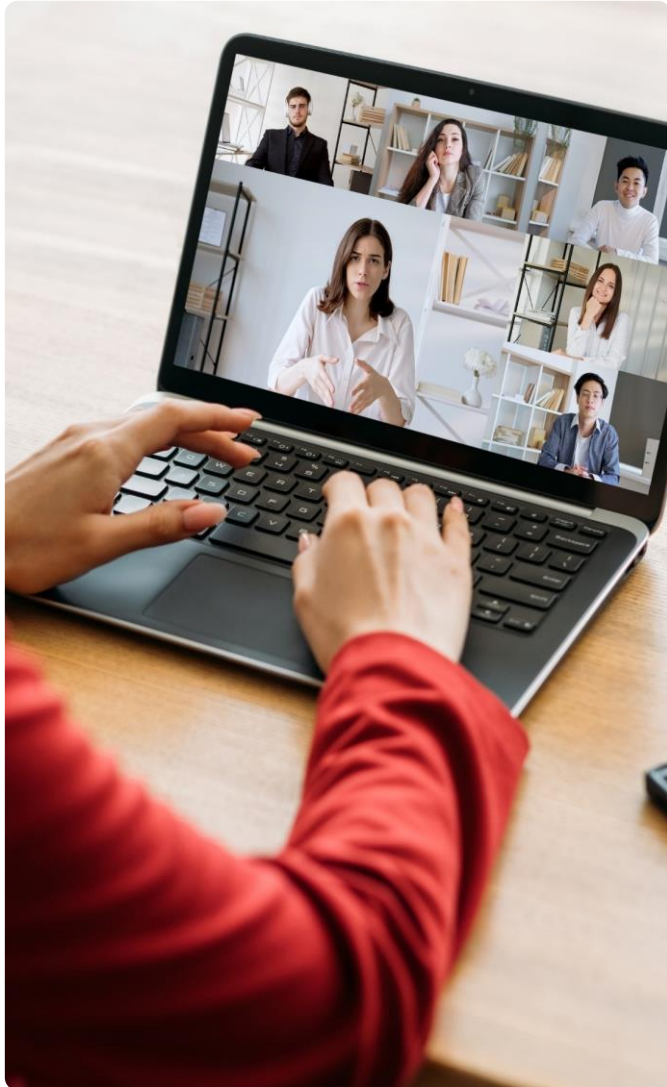
Canada & US Opinions



Date: 06 / March / 2025
Project: 82654-079



Methodology



Method

Online survey via Leger's LEO panel, with n=1,548 Canadians and 1,002 Americans, aged 18+.

When

February 28th - March 2nd, 2025, inclusive.

Margin of Error

For comparison purposes, a probability sample of n=1,548 yields a margin of error no greater than $\pm 2.5\%$, and a sample of n=1,002 yields a margin or error no greater than ± 3.1 (19 times out of 20).

Weighting

The data has been weighted to make the sample representative of the general Canadian and American populations.

Questions?

Please contact Jennifer McLeod Macey, Senior Vice-President, Central Canada at the following e-mail address: jmcleodmacey@leger360.com.

The **most accurate** polling firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

Key highlights: IWD 2025

Some of **the key highlights** of our Canada/US survey...

1

Eight-in-ten Canadians believe it's easier for women today than in the past, but a majority still feels there's a lot of work to be done and many are concerned about the rise of the Right and what that means for women in their community. Looking at the United States, perceptions are even more dire with less feeling it's easier for women today and more concerned with what the rise in conservative government means for women's rights in their circles. Even more alarming is the fact that the difference in opinions between the genders is even greater in the US.

2

An area where we can make a difference is with policy. Unfortunately, just one-quarter of women in Canada and one in five women in the US feel their lives have improved because of recent policy shifts. In Canada, men and women reflect similarly on their experiences, whereas in the US men are more likely to feel their lives have recently improved due to policy changes than women.

Similarly, fewer women than men feel confident that the healthcare system will be there for them as a man/woman. This divide is no different north of the border where Canadians take pride in their national healthcare system than it is in the US.

3

Men and women have different POVs on the division of labour in their households, be it caregiving or childcare, household chores, or the mental load. Men are more likely to feel things are fairly split; women not so much. Moreover, a significant proportion of women report experiencing extreme stress or burnout as a result of all that is expected of them.

Men and women are also unlikely to see eye-to-eye on gender based societal expectations. Approximately three-quarters of women believe women and girls face more societal expectations to conform than boys vs. approximately half of men. And, when we asked parents about how kids are treated, moms and dads have very different opinions.

1

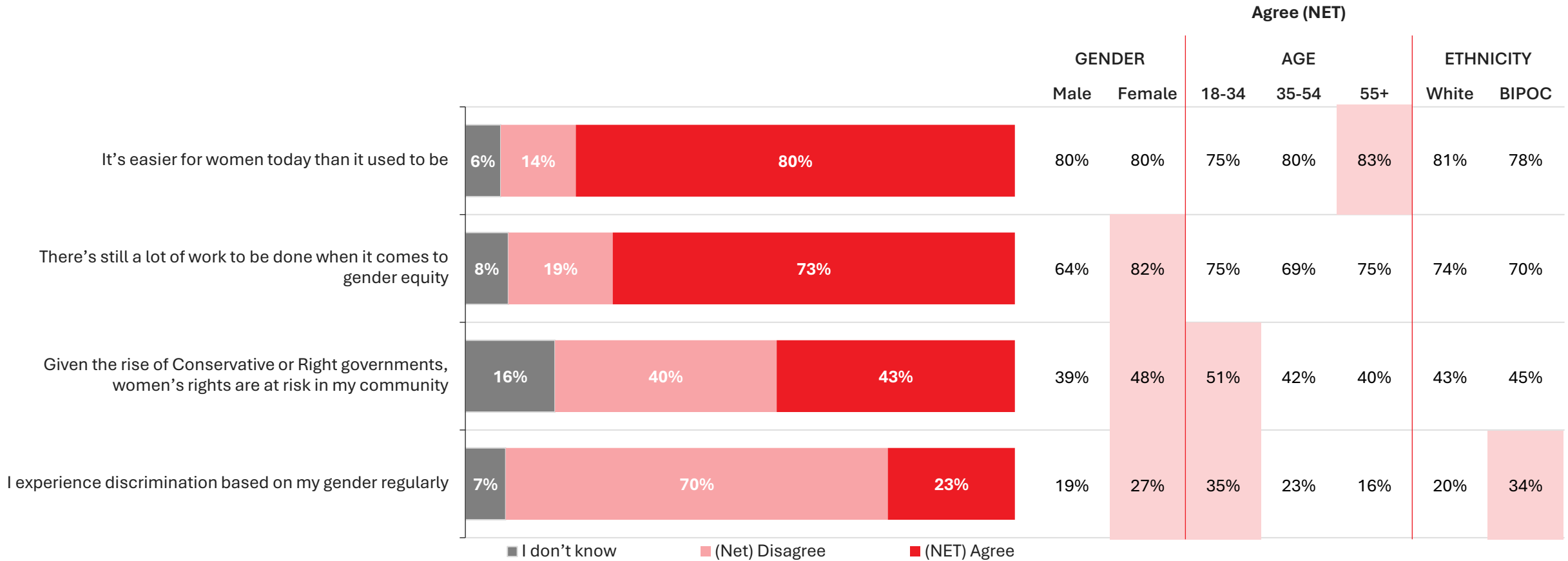
Detailed Results: Canada



Eight-in-ten Canadians believe it's easier for women today than in the past, but a majority still feels there's a lot of work to be done and many are concerned about the rise of the Right.

Women are more likely than men to feel this way. Indeed, a full one in four women say they experience discrimination based on their gender regularly with younger adults and ages BIPOC individuals most likely to be impacted.

Residents of Eastern Canada (46% vs 38% of Western Canada) are also more likely to perceive women's rights as at risk in their community due to the rise of Conservative governments.



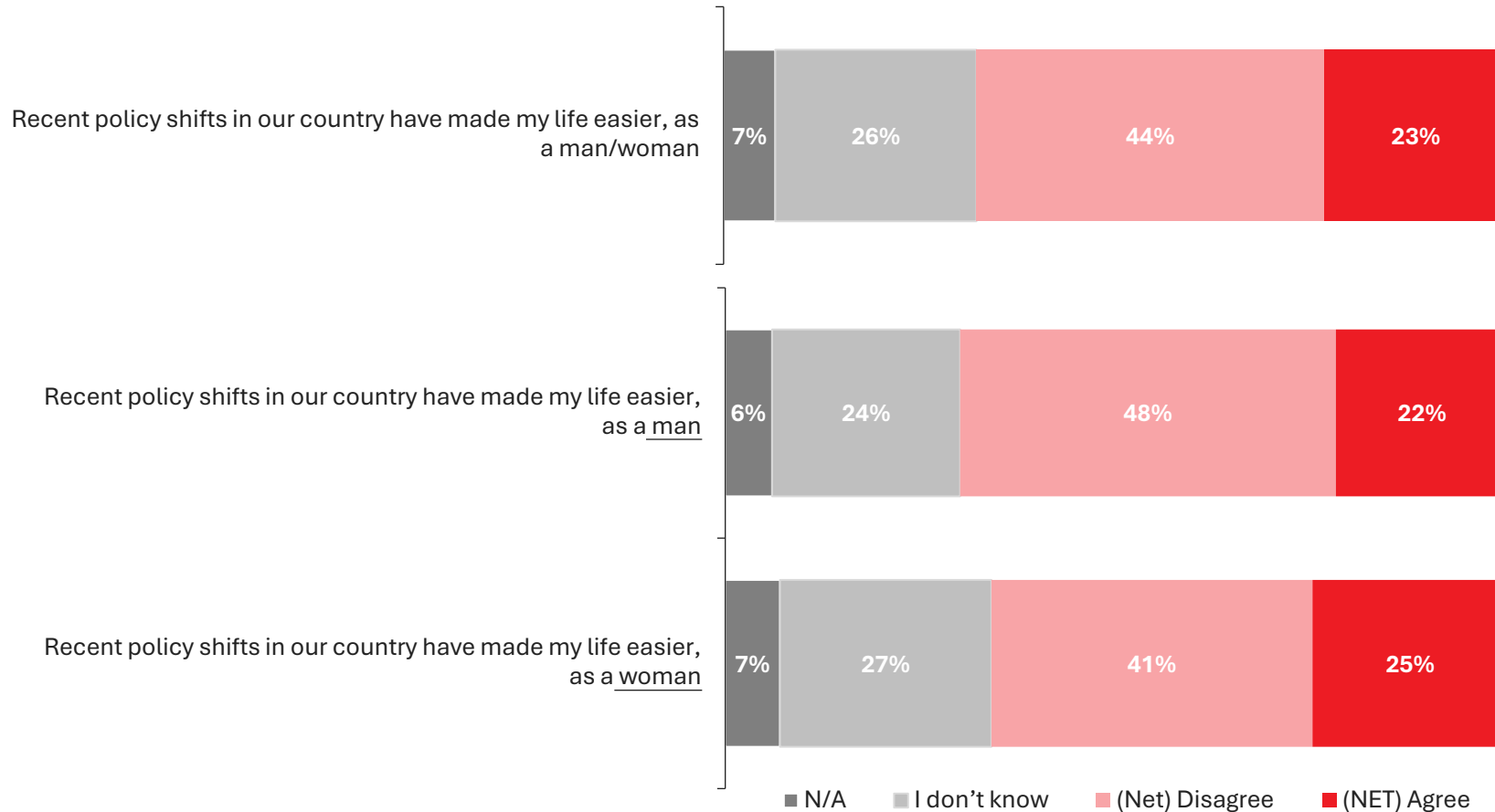
Q4. Below is another series of statements. Please indicate your level of agreement with each.

Base: All (n=1548)

Significantly higher than counterpart(s)

Just 1 in 4 women feel recent policy shifts in Canada have made their life easier.

Interestingly, men and women are equally as likely to agree with this statement when thinking about their own personal experiences (25% women vs. 22% men).



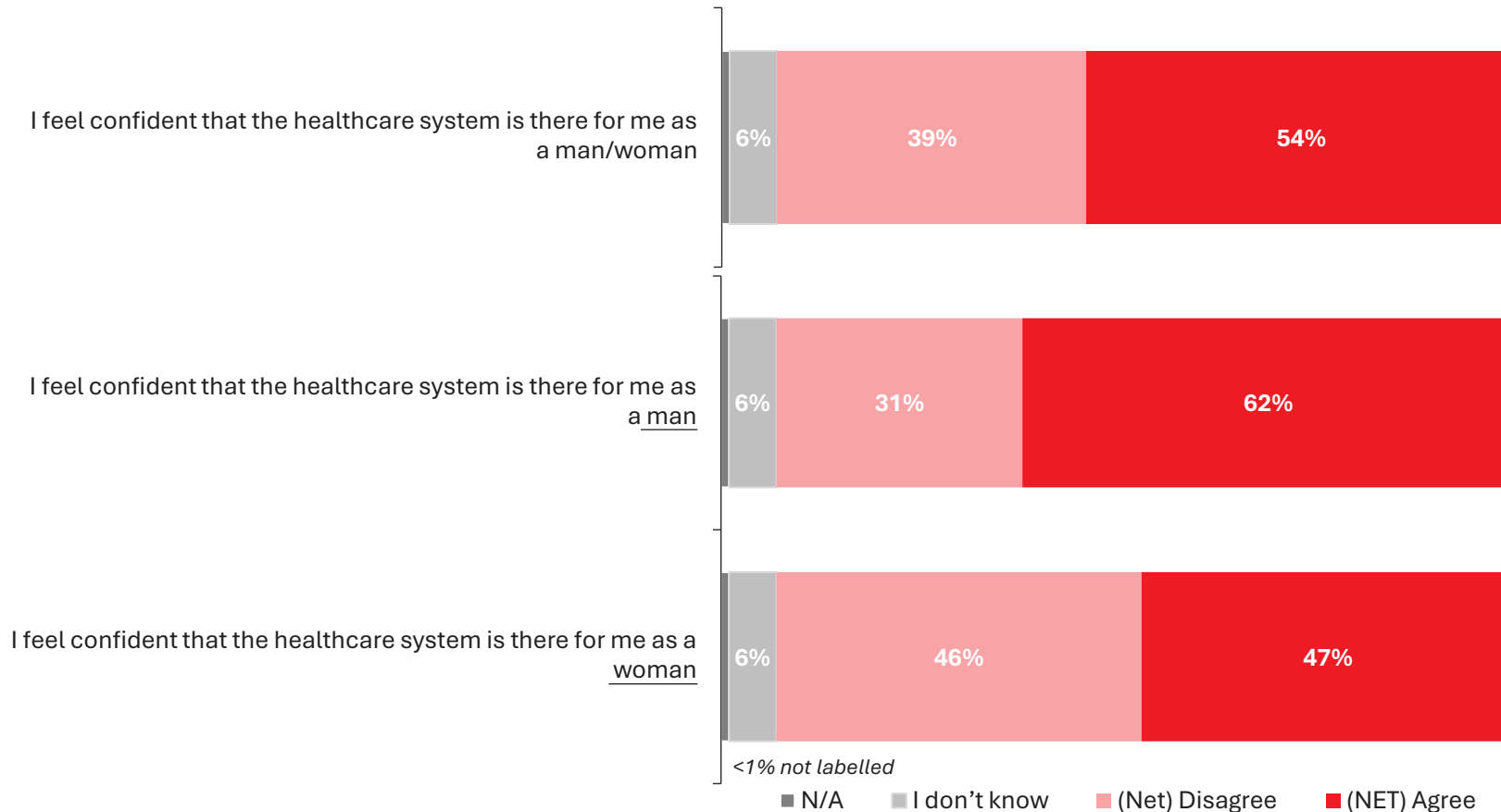
Q3. Please indicate your level of agreement with each of the statements below.

Base: All (n=1548)

Significantly higher than counterpart(s)

Canadian women are less likely than men to feel that the healthcare system is there for them (47% vs. 62%).

As many women are confident in the healthcare system as are not confident in the system.



Q3. Please indicate your level of agreement with each of the statements below.

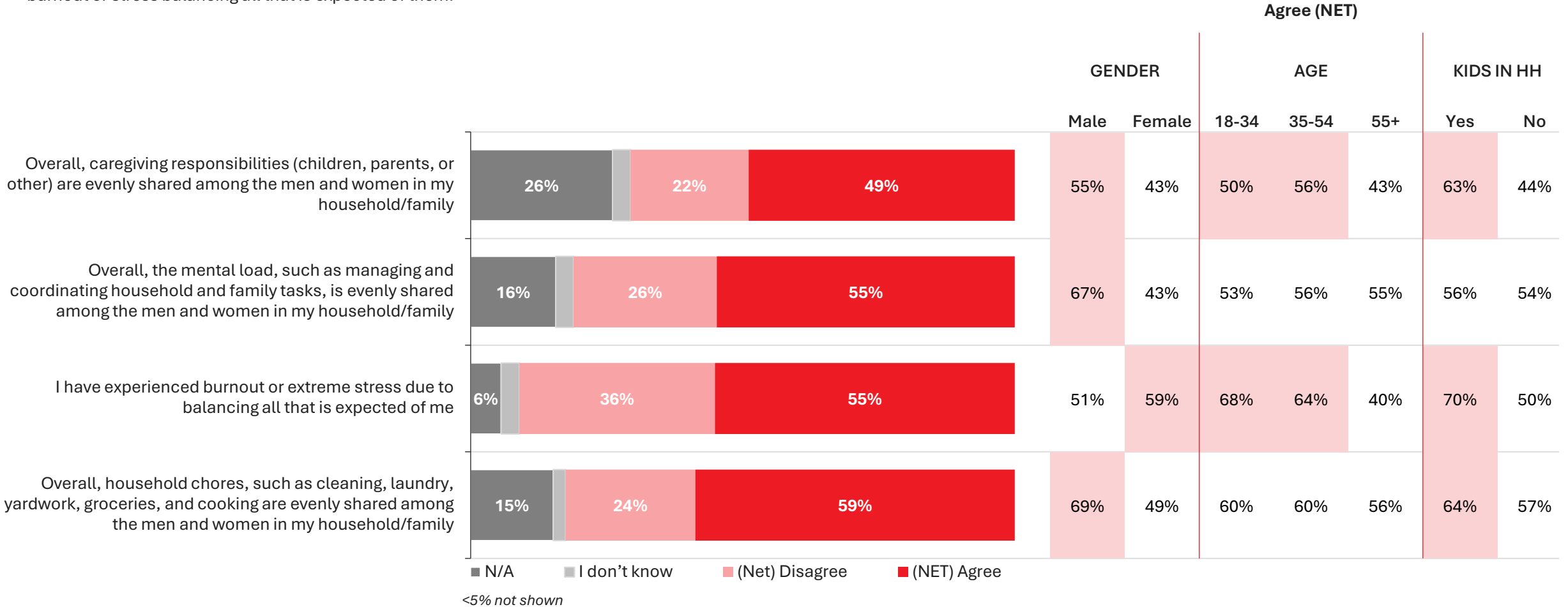
Base: All (n=1548)

Significantly higher than counterpart(s)

Men and women in Canada have differing opinions on whether the load is evenly distributed in their households and women are more likely to report experiencing burnout due to expectations.

Notably, men are more likely than women to perceive these responsibilities as evenly shared within their households. Parents appear to be more likely to feel this way as well.

In contrast, women, those under 55, parents with children in the household, and 2SLGBTQIA+ couples (66% vs 54% of heterosexual couples) are more likely to say they experience burnout or stress balancing all that is expected of them.



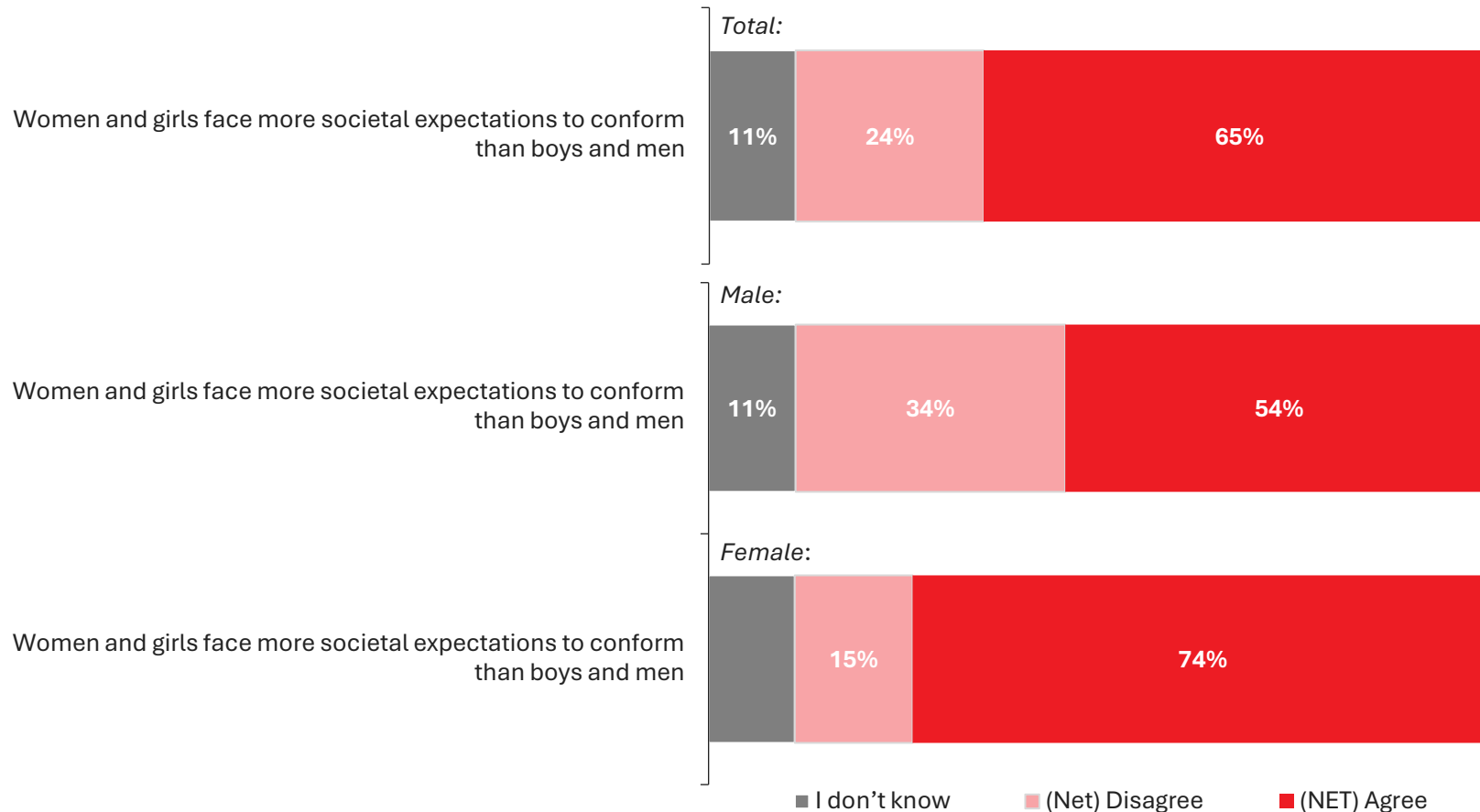
Q3. Please indicate your level of agreement with each of the statements below.

Base: All (n=1548)

Significantly higher than counterpart(s)

Canadian men and women are also unlikely to see eye-to-eye on gender based societal expectations.

Three-quarters (74%) of women agree that women and girls face more societal expectations to conform than boys and men vs just 54% of men.



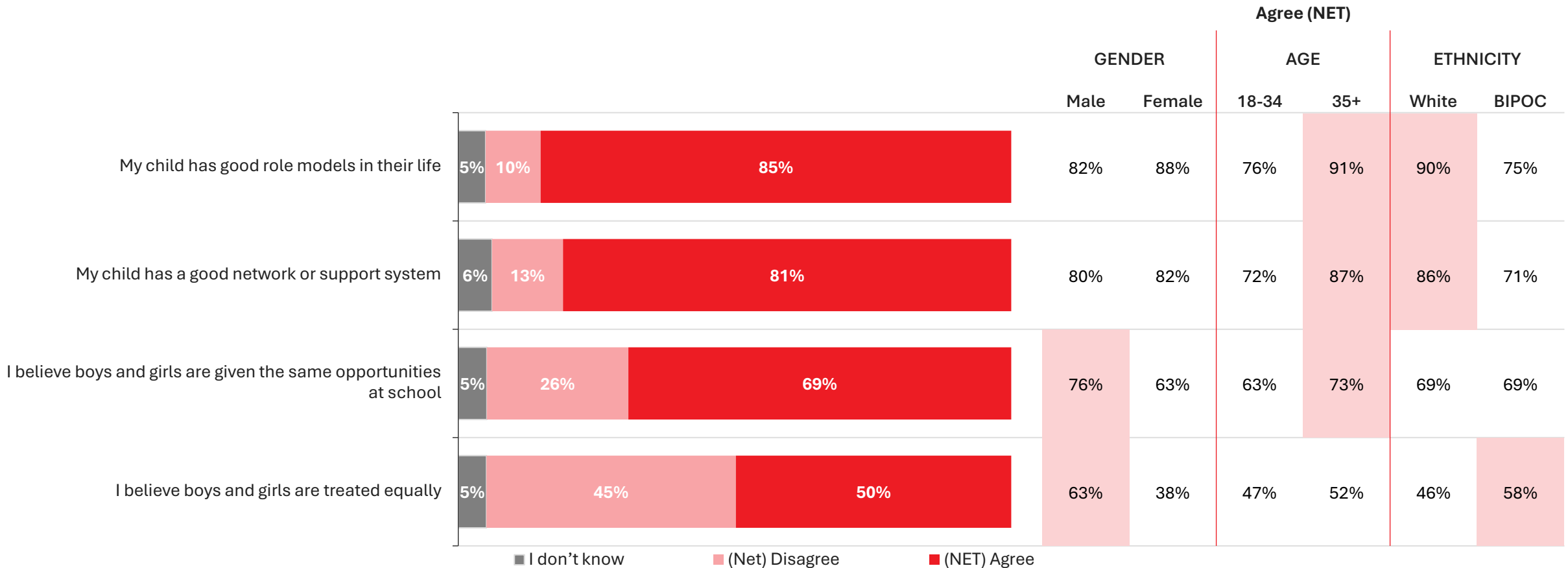
Q4. Below is another series of statements. Please indicate your level of agreement with each.

Base: All (n=1548)

Significantly higher than counterpart(s)

Additionally, Canadian moms and dads also have different opinions on how kids are treated.

Seven-in-ten (69%) parents believe boys and girls are given the same opportunities at school, yet only 50% feel they are treated equally. Men (vs women) and ages 35+ (vs 18-34) are more likely to believe that boys and girls have the same opportunities at school. Meanwhile, men and BIPOC (vs White) respondents are more likely to believe that boys and girls are treated equally.



Q4. Below is another series of statements. Please indicate your level of agreement with each.

Base: Parents with children in the household (n=453)

Significantly higher than counterpart(s)

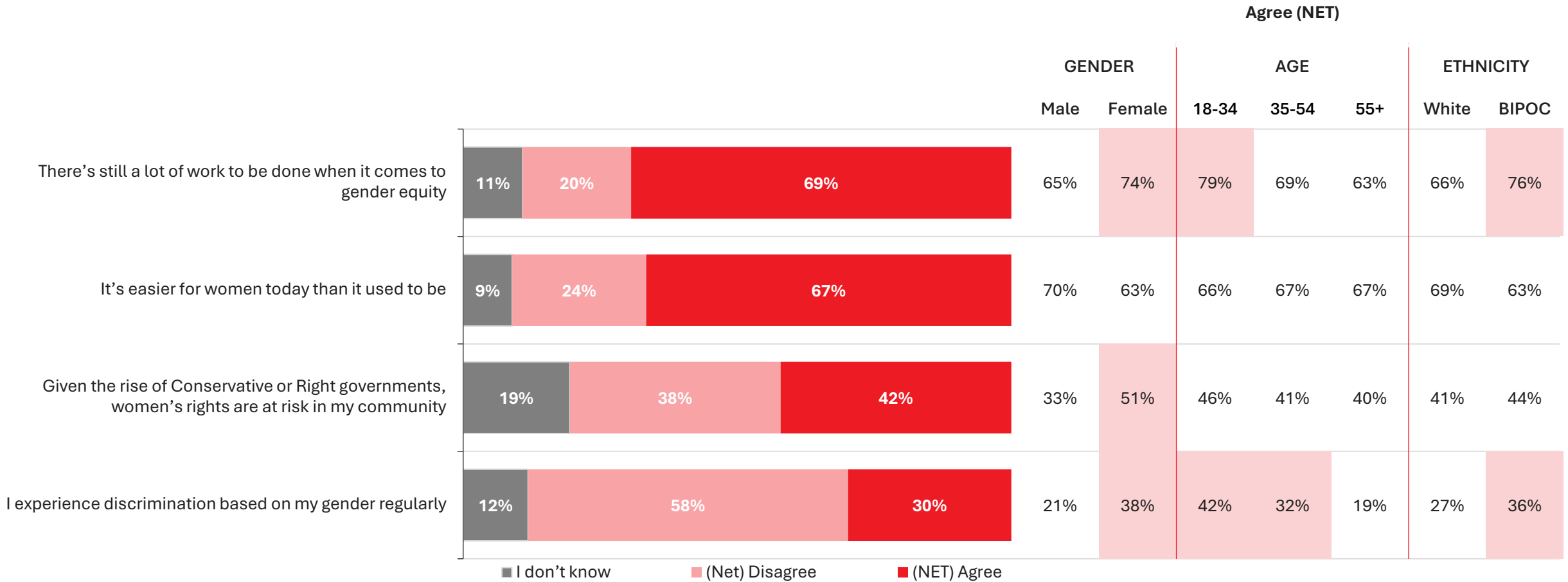
2

Detailed Results: United States



Two-thirds (67%) of Americans believe life is easier for women today than in the past. However, a similar amount (69%) agrees that significant progress is still needed to achieve gender equity.

Furthermore, three-in-ten Americans report regularly experiencing gender-based discrimination, with women, BIPOC individuals, and those under 55 being the most affected. These groups are also more likely to feel that gender equity remains a pressing issue. Additionally, 42% of Americans believe women’s rights are at risk in their communities due to the rise of Conservative or right-leaning governments—a concern particularly prominent among women.



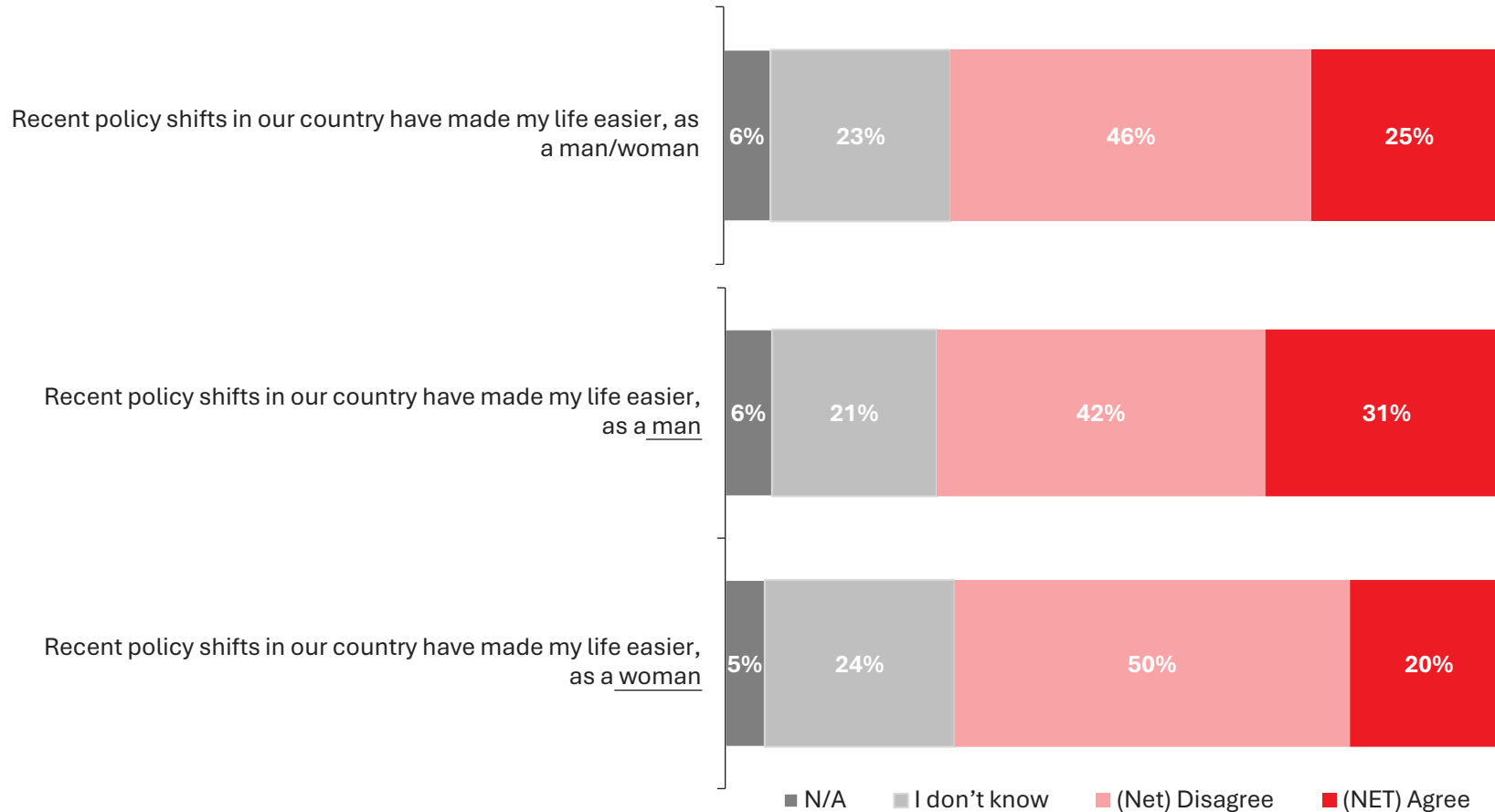
Q4. Below is another series of statements. Please indicate your level of agreement with each.

Base: All (n=1,002)

Significantly higher than counterpart(s)

Few American women (20%) feel recent policy shifts in their country have made their life easier.

Notably, 31% of men in the US feel their life has been made easier as a result of recent policy shifts.



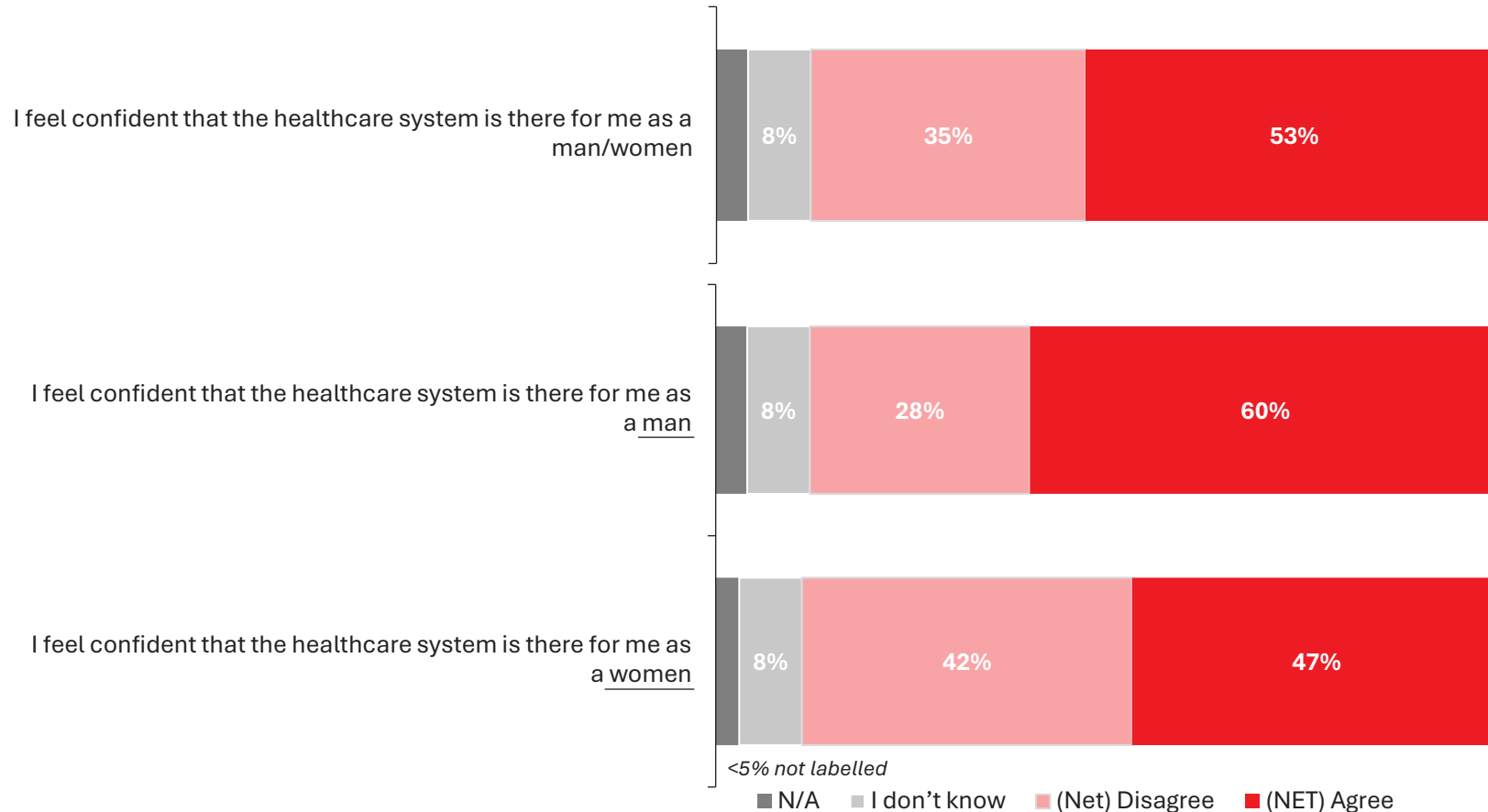
Q3. Please indicate your level of agreement with each of the statements below.

Base: All (n=1,002)

Significantly higher than counterpart(s)

Women in the US are less likely than men to feel that the healthcare system is there for them (47% vs. 60%).

Younger and middle-aged adults are also less likely to feel this way (46% vs. 64% 55+).



Q3. Please indicate your level of agreement with each of the statements below.

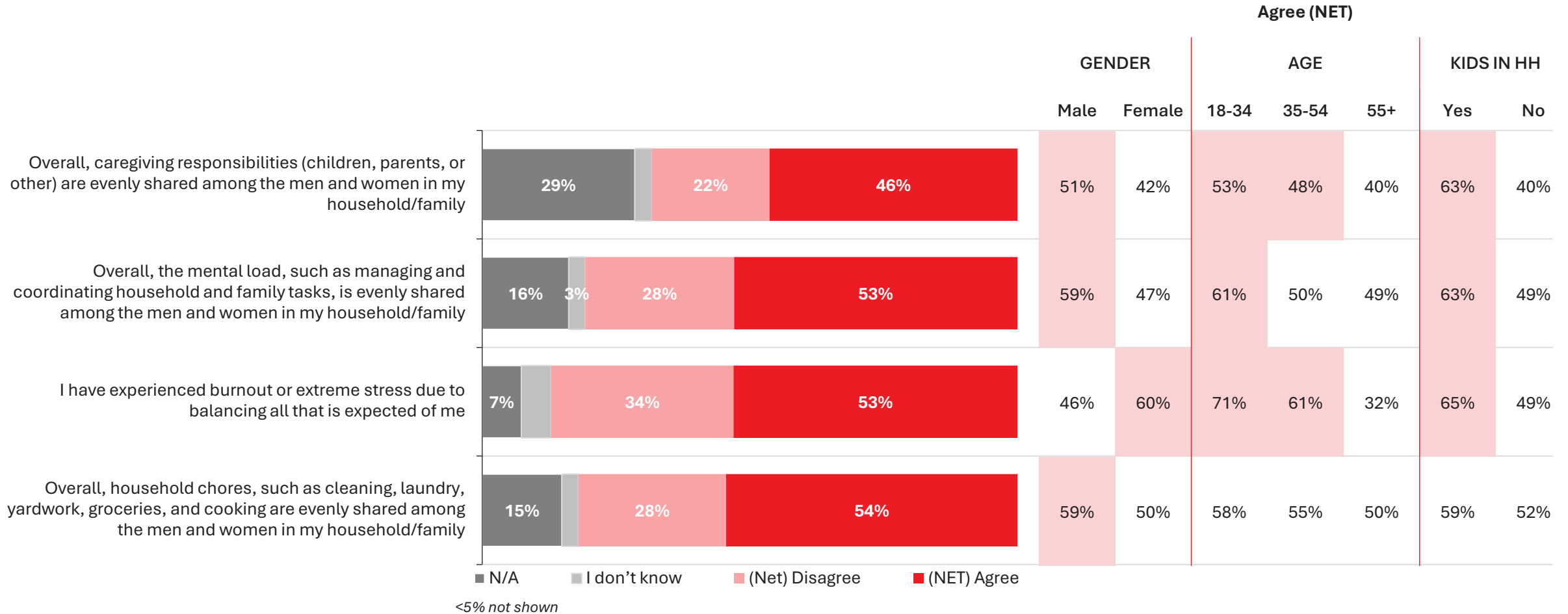
Base: All (n=1,002)

Significantly higher than counterpart(s)

American men and women have differing opinions on whether the load is evenly distributed in their households and women are more likely to report experiencing burnout due to expectations.

Notably, men are more likely than women to perceive these responsibilities as evenly shared within their households, as are parents.

In contrast, women, parents, BIPOC Americans (59% vs 50% White), and those under 55 are more likely to experience burnout or extreme stress from managing expectations.



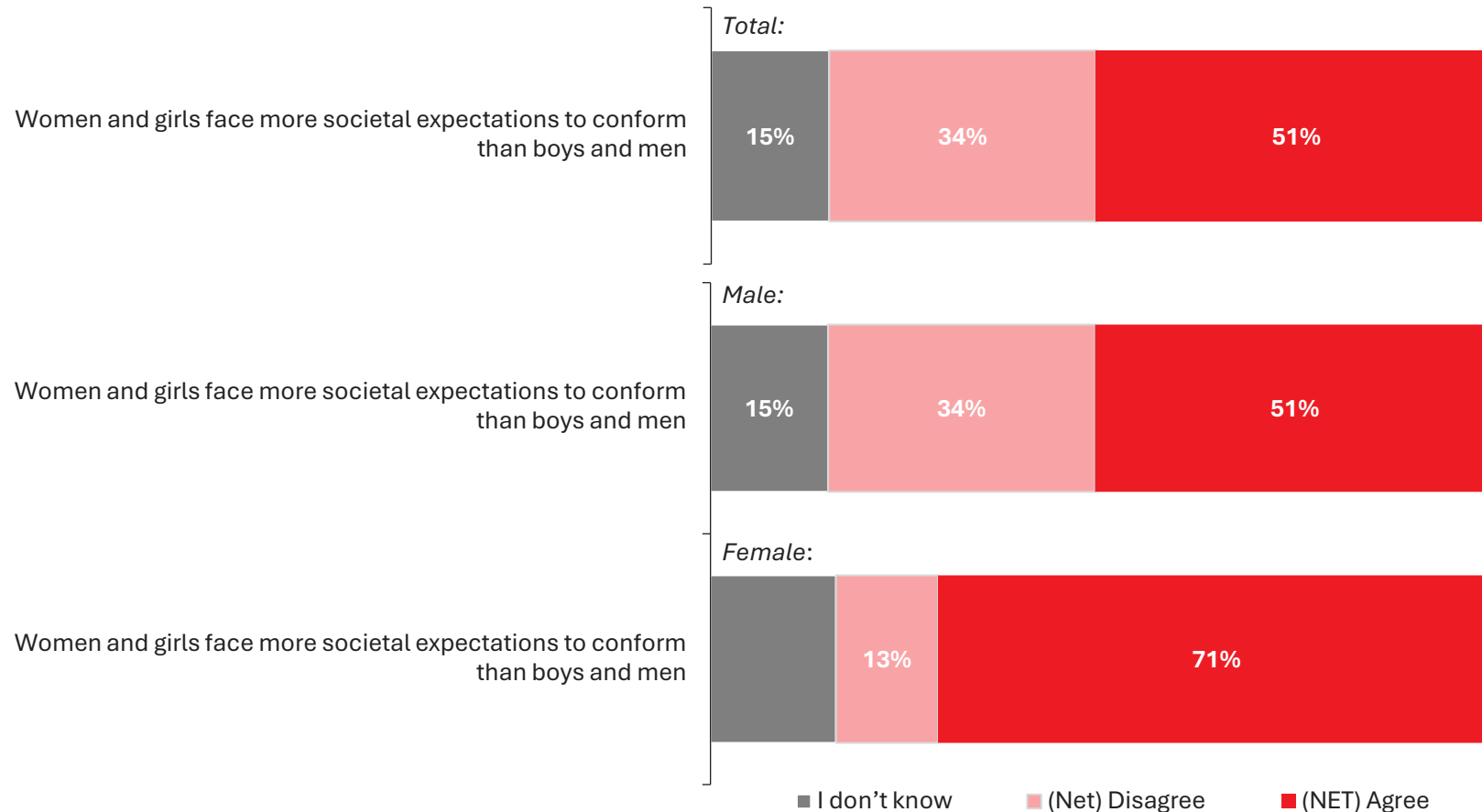
Q3. Please indicate your level of agreement with each of the statements below.

Base: All (n=1,002)

Significantly higher than counterpart(s)

American men and women are also unlikely to see eye-to-eye on gender based societal expectations.

Seven in ten women (71%) agree that women and girls face more societal expectations to conform than boys and men vs just 51% of men.



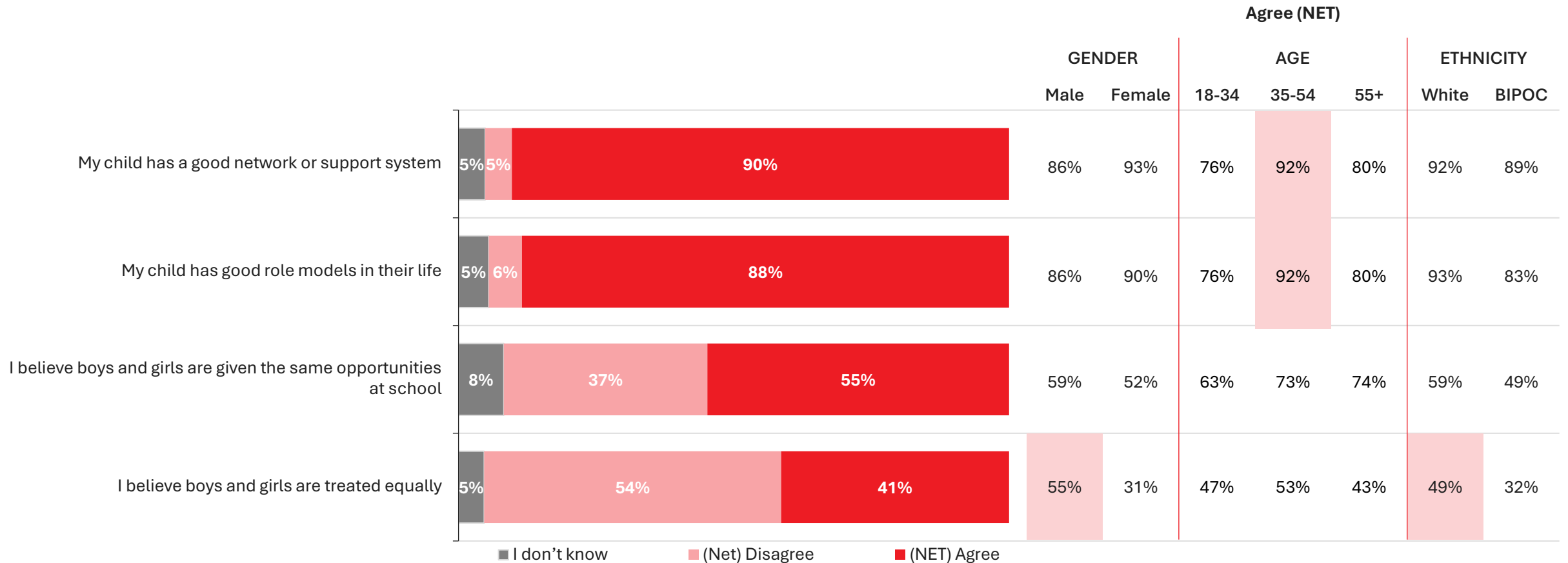
Q4. Below is another series of statements. Please indicate your level of agreement with each.

Base: All (n=1002)

Significantly higher than counterpart(s)

And, American dads are more likely than moms to feel boys and girls are treated equally.

Over half of parents (55%) believe boys and girls are given the same opportunities at school, yet fewer (41%) feel they are treated equally. Demographically, men and White respondents are more likely to believe boys and girls are treated equally, while women and BIPOC individuals are less likely to share this view.



Q4. Below is another series of statements. Please indicate your level of agreement with each.

Base: Parents with children in the household (n=234)

Significantly higher than counterpart(s)

4

Our Team



Our Team

The Central Canada Communications And Public Affairs Team:



**Jennifer McLeod
Macey**

Senior Vice President

jmcleodmacey@leger360.com
416-964-9222



Aatika Zulfiqar

Research Analyst

azulfiqar@leger360.com
416-964-9222



Jason Routsis

Research Analyst

jroutsis@leger360.com
416-964-9222

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

600
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

Le^ger

Data-driven intelligence for a changing world.

leger360.com