



THE TRUTH ABOUT
CANADIAN WOMEN

A Truth Central Study from McCann WorldGroup Canada
conducted in partnership with Ipsos

2018

**In 2018, most
Canadians think
it's easier to be a
man than a woman
in Canada.**

**At the start of 2018, we surveyed
2,700 Canadians to begin our next truth study:**

THE TRUTH ABOUT CANADIAN WOMEN

The study is an exploration of the changing conversation around women in Canada today – how they are shaping change and how this change is shaping everything around us.

Women are at the heart of cultural debate here in Canada and globally. While strides have been made towards equality in all areas, gaps and unknowns remain. This uniquely Canadian initiative will provide women and men the opportunity to share how gender affects their state of mind, and ultimately, their choices as consumers.

Despite best efforts by brands, only 14% of Canadian women feel they can identify with women in advertisements.

This initiative will help brands define their role in a rapidly changing landscape, and guide businesses to new growth opportunities through a stronger connection with female consumers.

A GLIMPSE OF WHAT'S TO COME

Gender equality at work? Women aren't feeling it.

76%

of women believe we don't have gender equality in the workplace



One home, two realities

74% | 40%

of men believe household chores are shared

of women believe they do all the work alone



Post 50, the best is yet to come.

59%

of women feel their lives are fuller after 50



Best intentions aren't enough.

67%

of millennial women believe there are too many gender stereotypes in advertising



The promise of real change.

63%

of millennial parents are raising Gen Alpha gender neutral.



ON THE AGENDA FOR THE YEAR OF THE TRUTH ABOUT CANADIAN WOMEN

APRIL



Women and Work

MAY



Roles in the Household

JULY



**The Imperfect
Portrayal of Women**

AUGUST



**Women over 50:
The Untapped Opportunity**

SEPTEMBER



**Raising Girls
and Boys**

THE TRUTH ABOUT CANADIAN WOMEN

**The Truth About Canadian Women: The Full Report
October 11, International Day of the Girl**

MCCANN
WORLDGROUP CANADA

METHODOLOGY



2,700 Person Survey

with women and men across Canada



40+ Interviews

with leading Canadian marketers and women
shaping change in Canada today



2 Consumer Workshops

with Canadian women who are leaders in
their own communities, choosing or rejecting
your brands every day



A Game Changer Dinner Series

with women of influence across Canada's key cities,
tackling one topic at a time

If you have any questions or would like a presentation on this or any of our other topics in our Truth Central series, please contact

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