

**Only One Quarter (24%) of Canadian Women  
Believe the PM When He Says He's a "Feminist"  
and Almost Two Thirds (63%) Don't Feel Better  
Off Than They Did in 2015**

*Despite this, Majority (54%) Agree PM and His Government  
Have Done a Good Job Creating Better Opportunities for  
Women*

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**A DART & Maru/Blue**

**Voice Canada Poll**

*This public opinion survey is branded as the **DART & Maru/Blue** Voice Canada Poll. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & Maru/Blue** Poll. Descriptions of the findings, methodology and contact persons are provided in this release—with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/> A description of **DART & Maru/Blue** Voice Canada Poll can also be found in this release.*

# Only One Quarter (24%) of Canadian Women Believe the PM When He Says He's a "Feminist" and Almost Two Thirds (63%) Don't Feel Better Off Than They Did in 2015

*Despite this, a Majority (54%) Agree PM and His Government Have Done a Good Job Creating Better Opportunities for Women*

**September 23, 2019**— A new poll of Canadian women released today indicates that only one in four (24%) believe Prime Minister Justin Trudeau when he says he is a "Feminist". Further, almost two thirds of women (63%) don't feel better off than they did four years ago despite the fact a majority (54%) believe the Prime Minister and his government have done a good job in creating better opportunities for women in all aspects of their lives.

## *Only One Quarter of Women Believe the PM When He Says He's a "Feminist" ...*

While Prime Minister Justin Trudeau has labeled himself as a "Feminist" during the term of his mandate, it simply hasn't stuck: only one in four (24%) Canadian women believe the PM when he says he's a *Feminist* compared with four in ten (38%) who give a flat no and as many (37%) indicate they're either unsure or don't know.

Those women who believe the Prime Minister when he says he's a *Feminist* (24%) are most likely to come from British Columbia (27%) and Ontario (26%), followed by those from Québec (24%), Atlantic Canada (23%), Manitoba/Saskatchewan (22%), and Alberta (60%). From an age perspective there's not much difference in this view - younger women (18-34 27%) are slightly more likely than those middle-aged (35- 54 25%) or older (55+ 22%).

Women who don't believe the Prime Minister when he calls himself a *Feminist* (38%), are most likely to hail from Alberta (54%) and Manitoba/Saskatchewan (52%), followed by those from Atlantic Canada (42%), Ontario (36%), Québec (33%) and British Columbia (33%). And age makes a difference

among women in this category: almost half (45%) of women aged 55+ say they don't believe the Prime Minister compared with those who are middle-aged (35-54 40%) and younger (18-34 29%). And socio-demographically, those who are both highest in education and household income are most likely to believe the Prime Minister than those less educated and middle to lower income.

### ***Almost Two Thirds (63%) of Women Don't Feel Better Off Than They Did in 2015...***

A majority (63%) of Canadian women don't feel better off than they did four years ago in 2015 when the Trudeau Liberals came to power – with one quarter (23%) believing they're not *at all* better off. Those most likely to disagree they're better off reside in Alberta (75% - 36% *not all better off*), followed by those from Saskatchewan (74% - 44% *not all better off*), Atlantic Canada (67% - 34% *not all better off*), Québec (63% - 9% *not all better off*), and British Columbia (55% - 26% *not all better off*.)

In rank order, those women who believe *the most* that they're not better off are most likely to be found in Manitoba/Saskatchewan (44%), Alberta (36%), Atlantic Canada (34%), British Columbia (26%), and Ontario (23%).

Alternatively, four in ten (37%) women believe themselves are better off than they were in 2015 – and most likely living in British Columbia (45%), followed by those from Ontario (41%), Québec (37%), Atlantic Canada (33%), Manitoba/Saskatchewan (26%) and Alberta (25%). Only 5% of all Canadian women feel they're *very much* better off than they were four years ago.

Younger aged (18-34 44%) women feel better off than their middle-aged (35-54 38%) and older (55+ 31%) counterparts; reversed, older (55+ 69%) women are most likely to disagree they feel better off compared with their middle-aged (35-54 62%) and younger (18-34 56%) counterparts. And, given the Liberal mantra of bettering the lot of those in the middle class, it's perhaps passing ironic that women most likely to say they're better off now than in 2015 are those in the *highest* income earning spots (\$100,000 + 46%) compared with middle (\$50,000-\$99,000 38%) and lower income (\$50,000 and less 36%) earners.

## *Despite How They Actually Feel, a Majority (54%) of Women Believe the PM and his Government Have Done a Good Job in Creating Better Opportunities for Women...*

Putting aside how they feel personally as to whether or not they are further ahead or behind since 2015, a majority (54%) believe the Prime Minister and his government have done a good job in creating better opportunities for women in all aspects of their lives. Despite this endorsement, only one in ten (8%) of Canadian women believe this *very much* to be the case.

Based on what they've seen, read, or heard, those who believe better opportunities have been created for women (54%) are most likely to reside in Atlantic Canada (60%), then by those from British Columbia (59%), Ontario (56%) and Québec (56%), Alberta (43%), and Manitoba/Saskatchewan (35%). Younger (aged 18-34 61%) women are more likely to believe this to than their middle-aged (35-54 48%) and older (55+ 55%) counterparts. While there are no significant differences in income ranges, there are marked differences in levels of education with the most educated (University + 65%) believing this more so than those who are lower educated (some post secondary at 58% and high school or less at 46%) to be the case.

For the minority (46%) of those women who don't believe the Prime Minister and his government have done a good job in creating better opportunities for women in all aspects of their lives since coming to power in 2019, they are most likely to hail from Manitoba/Saskatchewan (65%), followed by those from Alberta (57%), Ontario (44%) and Québec (44%), British Columbia (41%) and Atlantic Canada (32%). One in five (17%) Canadian women don't believe this perspective *at all*.

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## **Methodology**

*These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted for Sun Publishing/Postmedia created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. Data was collected by Canada's national survey sample research provider **Maru/Blue** using their **Voice Canada** Omni Online curated panel.*

*The survey was conducted among 753 randomly selected Canadian adult women who are members of **Maru/Blue's** Online panel on September 18, 2019. Respondents could opt in for either official*

language. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Reporting of results from Prince Edward Island, Nunavut and both the Yukon and Northwest Territories is excluded because of extremely small sample sizes. Discrepancies in or between totals are due to rounding. Voter intent is weighted by past vote and demographics. The precision of this **DART & Maru/Blue Voice Canada Poll** is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 4.1 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces.

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

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## About **DART & Maru/Blue**

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**DART C-Suite Communicators** is independent and not tied to any political organization.

It is a partnership founded by **veteran pollster John Wright** and **communications specialist Victoria Ollers**.

**DART C-Suite Communicators** public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>

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**Maru/Blue** is a premium quality data services firm that provides reliable global data connections for brands, agencies, and market research. We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers. **Maru/Blue** began disrupting the market community industry in 2000. Our market communities' broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms. **Maru Springboard America**, and **Maru Voice Canada**, established more than a decade ago, are a testament to our commitment and depth of engagement. More recently we developed the **Maru Voice Business Canada** and **Springboard America Business Forum**, both an excellent source for business to business research.

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