

Concerned about daughters

TORONTO, November 28, 2022—The results of a new [Maru Public Opinion](#) survey conducted for White Ribbon finds a majority (70%) of parents of a daughter admit it has made them more aware or concerned about the challenges (violence, harassment, discrimination, etc.) that women face in society—especially among those who themselves who are women (75%) compared to men (66%) with a daughter.

Echoing this view, a majority (70%) of those *who don't have a daughter* believe that if they had one, it would make them more aware or concerned about the challenges women face.

Those parents who admit to being more aware or concerned about the challenges women face in society are most likely to be the youngest (aged 18-34, 87%), followed by their middle-aged (35-54, 70%) and older (55+, 65%). Counterparts. They are also more aware, or concerned reside in British Columbia (80%), followed by those living in Québec (77%), Atlantic Canada (74%), Ontario (69%), Manitoba/Saskatchewan (60%), and Alberta (58%).

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on November 11-14, 2022, among a random selection of 1506 adult Canadians that included 640 adult parents (289 men/351 women) who are Maru Voice Canada panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data.

For comparison purposes, a probability sample has an estimated margin of error (which measures sampling variability) of +/- 2.5% for the total sample of 1506 and +/-3.9% for the sub sample of parents (640) 19 times out of 20. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#).



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