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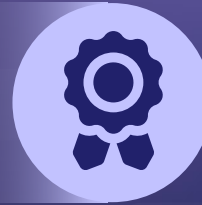
**The Inaugural  
Syndicated Study of  
Women in Canada**

## At Abacus Data, we are committed to understanding how Canadian attitudes, behaviours, and perceptions vary across the demographic spectrum.

Through our ongoing Canadian Millennials Study we've been able to help the general public, government, non-profit organizations, and private companies understand how generational change and technological disruption are reshaping the Canadian public opinion landscape.

Following the findings of some of our latest research, we felt it was high time to bring this kind of rigour to explore how the lived experiences of Canadians, their behaviours, and attitudes are gendered. We are pleased to share some of the most fascinating insights from the inaugural fielding of our She/Her/Hers research practice, a biannual syndicated study of 2,000 Canadian women and 500 Canadian men.

The study explores a range of subject areas that inform what it's like being a Canadian woman today – from home life, to work life, to finances, to consumer behaviour.



## Meaningful and measurable commitments to diversity, equity, and inclusion are now considered table stakes for employees, consumers, members, and voters.

By subscribing to She/Her/Hers your organization can provide its internal stakeholders with needed insight into how experiences at home, in the workplace, in the consumer landscape, and beyond, differ by gender.

This data-driven context can help ensure you are developing organizational and strategic policy that is responsive to the changing needs of women today. Detailed cross-tabulations by subpopulation enable us to unpack the unique experiences of women across age, region, vote intention, sexuality, and race, and assess how intersectional identities impact the way in which women navigate daily life.

# There are two ways to gain access to the findings of She/Her/Hers.

## 1 Purchasing the Full Report

*The She/Her/Hers study is fielded twice annually. Should you wish to purchase the comprehensive report after a single wave, the cost is = \$30,000 + HST.*

For a holistic view of the behaviours, attitudes, and perceptions of Canadian women, you can purchase the comprehensive study and full report including all sections from one fielding of the study – n=2,000 Canadian women and n=500 Canadian men. Purchasing a subscription to the comprehensive study will provide a cross-sectional analysis of how women are navigating life – in the workplace, at home, as consumers, and how these various roles shape identity over time.

## 2 Purchasing a Single Section

*Single section: \$7,500 + HST*

Alternatively, if you have a specific area of interest most pertinent to your organization and a defined budget, you can purchase the data from only one section of the larger study.

**Women at Home** This section explores how is domestic labour distributed, what roles are women playing in the home, how might the gendered assignment of roles impact women's financial independence?

**Women in the Workplace** This section explores women's ambition, interest in leadership or entrepreneurship, opportunities for advancement, opportunity cost of taking parental leave, gendered assignment of tasks in the workplace, interest in pursuing a side hustle, preferred working environment, and interest in different industries.

**Women and Finances** This section explores self-reported knowledge of different investment vehicles and risk tolerance thereof, comfort and satisfaction with different players in the financial services sector, and more.

**Women as Consumers** This section explores different venues in which women may feel mistreated, prejudged, or discriminated against, key drivers/detractors for purchase behaviour, and so on.

**Women and Health** This section explores self-reported knowledge of women's health, access to and satisfaction with different healthcare channels.