The survey was conducted online with 1,700 Canadian millennials from June 21\textsuperscript{st} to 29\textsuperscript{th}, 2018. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 2.4\%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada’s population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.
RESULTS
In your opinion and to the best of your knowledge, should Canada play a leading, a big, a moderate, a small, or no role when it comes to investing in women’s rights efforts globally, including funding grassroots feminist organizations?

- A leading role: 18%
- A big role: 33%
- A moderate role: 34%
- A small role: 10%
- No role: 6%

51% of Millennials want Canada to play at least a big role.
In your opinion and to the best of your knowledge, should Canada play a leading, a big, a moderate, a small, or no role when it comes to investing in women’s rights efforts globally, including funding grassroots feminist organizations?
Thinking of Canada’s investment in gender equality, should Canada’s federal government play most of the role in investing in gender equality globally, should other sectors, or some mix of both?

73% of Millennials believe it is at least partially the role of government to invest in gender equality globally.
In your opinion and to the best of your knowledge, should Canada play a leading, a big, a moderate, a small, or no role when it comes to investing in women’s rights efforts globally, including funding grassroots feminist organizations?

<table>
<thead>
<tr>
<th>Role of the Government</th>
<th>All</th>
<th>Male</th>
<th>Female</th>
<th>18-23</th>
<th>24-28</th>
<th>29-33</th>
<th>34-37</th>
<th>$50K and under</th>
<th>$50K to $100K</th>
<th>Over $100,000</th>
<th>High School or Lower</th>
<th>College, CEGEP or some university</th>
<th>Bachelor’s Degree</th>
<th>Post Grad or Higher</th>
<th>Approve of Federal Gov’t</th>
<th>Disapprove of Federal Gov’t</th>
<th>Parent</th>
<th>Not a parent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly Canada’s federal government</td>
<td>22%</td>
<td>27%</td>
<td>18%</td>
<td>8%</td>
<td>16%</td>
<td>17%</td>
<td>25%</td>
<td>21%</td>
<td>27%</td>
<td>36%</td>
<td>16%</td>
<td>27%</td>
<td>18%</td>
<td>24%</td>
<td>17%</td>
<td>24%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Mostly charitable, not for profit, private, and other sectors</td>
<td>27%</td>
<td>30%</td>
<td>25%</td>
<td>24%</td>
<td>30%</td>
<td>29%</td>
<td>26%</td>
<td>30%</td>
<td>23%</td>
<td>31%</td>
<td>28%</td>
<td>28%</td>
<td>30%</td>
<td>36%</td>
<td>30%</td>
<td>28%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>A mix of both</td>
<td>51%</td>
<td>44%</td>
<td>57%</td>
<td>51%</td>
<td>49%</td>
<td>53%</td>
<td>49%</td>
<td>49%</td>
<td>47%</td>
<td>50%</td>
<td>56%</td>
<td>46%</td>
<td>52%</td>
<td>45%</td>
<td>47%</td>
<td>55%</td>
<td>49%</td>
<td></td>
</tr>
</tbody>
</table>

In your opinion and to the best of your knowledge, should Canada play a leading, a big, a moderate, a small, or no role when it comes to investing in women’s rights efforts globally, including funding grassroots feminist organizations?
Do you believe that you’ll see gender equality in your lifetime?

- Yes, we will see equality globally: 21%
- Yes, in Canada and other similar countries, but probably not elsewhere: 54%
- Unlikely to happen anywhere in my lifetime: 19%
- No, that’s impossible: 6%

75% of Millennials expect equality in the western world in their lifetime, doubtful about whether this will happen globally.
In your opinion and to the best of your knowledge, should Canada play a leading, a big, a moderate, a small, or no role when it comes to investing in women’s rights efforts globally, including funding grassroots feminist organizations?