This research sought to quantify gender representation in a sample of award winning Canadian picture books. A reliable content analysis was used to collect data pertaining to the visibility of genders in titles, main roles, secondary roles, and illustrations. The occupations and roles held by male and female characters were identified, and text and illustrations were analyzed for the presence of eighteen behavioral characteristics. The data revealed that the sample was dominated by male characters. However, when the books were divided into three groups representative of the 1970’s, 1980’s, and 1990’s, the representation of female characters increased significantly. Canadian Stereotypes. What do you know about the Canadians? They are extremely polite, they are hockey lovers, they are the land of Justin Bieber, and bear is like their pets. Now we show you some of more typical Canadian stereotypes that you can find on internet. Canadian Stereotypes. Like most countries, Canada and its population has a few stereotypes that people expect to be true when they visit. Such things as “riding a polar bear to work” or “dogsledding” everywhere because it is winter all year round in Canada are obviously not true and people find this out quickly if they arrive in British Co.