



# THE PROSPERITY PROJECT

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strategic insights

August 2020

# Methodology

**Methodology:** On behalf of the Prosperity Project, Pollara Strategic Insights conducted an online survey among a randomly-selected, reliable sample of **N=1,002** adult (18+) Canadians.

**Field Window:** August 21 to 24, 2020

**Reliability:** As a guideline, a probability sample of this size carries a margin of error of  $\pm 3.1\%$ , 19 times out of 20. The margin of error is larger for sub-segments. Although demographic and regional quotas were employed to ensure reliable and comparable sub-segment analysis, the data was weighted by the most current gender, age, & region Census data, to ensure the sample reflects actual population of adult Canadians. Discrepancies in total % are due to rounding.

Region	Number of Interviews	Margin of error
British Columbia	124	$\pm 8.8\%$
Alberta	129	$\pm 8.6\%$
Saskatchewan	68	$\pm 11.9\%$
Manitoba	70	$\pm 11.7\%$
Ontario	305	$\pm 5.6\%$
Quebec	205	$\pm 6.8\%$
Atlantic Canada	101	$\pm 9.7\%$
<b>Canada</b>	<b>1,002</b>	<b><math>\pm 3.1\%</math></b>

# Key Insights

***Economic concerns during the COVID-19 pandemic are not gender-biased, with a similar number of men and women feeling a negative financial impact is likely. However, women are more likely than men to have experienced changes in their work conditions and are more worried about how these financial impacts will affect their family. Regardless of employment or family situations, women continue to take the lead when it comes to their stereotypical roles in the home, while men continue to take the lead on yard work and home repairs***

- Economic and financial concerns are at the same level among men and women - both are equally likely to feel they may lose their job or work hours/pay due to COVID-19 and its impact and to feel the negative impacts on their household incomes.
  - However - though not in high proportions – more women have already been laid off (11%) or have lost work hours/pay (14%) compared to men (6% and 12% respectively).
  - And not surprisingly, among those who feel the negative impact on their personal finances, women are more concerned about being able to pay their household bills and repaying current debts than men.
- When it comes to household duties and responsibilities, women continue to fill the stereotypical role of homemaker, with certain tasks such as cooking, shopping and especially taking care of children and helping them with school work being their responsibility, while the men are more likely to take up tasks like yard work and home repairs. This trend is seen across the demographics and regardless of whether the women are working, or have children and across the age groups.
  - Notably, managing household finances, is a task that both men and women are equally likely to say they do all or most of.

# Key Insights

*While among the working men and women who are also parents, there is an equal tendency to focus more on family than career after having kids, the women feel more guilty about not spending as much time with their kids than the men. They are also likely to feel more stressed about juggling work and family responsibilities; and say they have turned down jobs, overtime, promotions and have considered quitting their jobs – particularly to help their kids with schoolwork*

- Women who have kids are only slightly more likely than men (who have kids) to agree that after having children they switched their focus from their career to their children. Despite this change in focus, women feel more guilty than men that they are not doing enough for their children.
- Working women are more likely to say it is stressful to juggle work and family responsibilities and focus on both at the same time – and are more likely to turn down overtime or promotions or consider quitting their job – than men. This is particularly true among working women who have children.
- Moreover, a third of working mothers say that they have considered quitting their jobs to help their children with schoolwork compared one-fifth or less of the employed fathers.

# Key Insights

*Parents have experienced high levels of stress during the COVID-19 lockdown especially in dealing with work, home and helping their children with schoolwork. Not surprisingly, this is a continuing concern for parents in the upcoming school year. But in case of a second wave of the pandemic, parents would still prefer working from home than choose to leave their jobs or reduce their working hours. That said, the women are just slightly more likely to consider these alternatives in case of a resurgence.*

- The stress levels of dealing with children and managing work and family responsibilities, as well as, helping their kids with schoolwork during the COVID-19 lockdown has been high for both men and women. Not surprisingly, parents continue to be stressed about having to deal with schoolwork in the upcoming school year.
- That said, if there is a second wave of the COVID-19 outbreak, less than one-fifth among both men and women are likely to ask for less hours, change jobs with different working conditions or quit altogether. Both would likely opt for continuing to work from home in this case. But, the women are just slightly more likely than men to leave paid employment or take a job with less hours, if there is a resurgence.
- **When it comes to federal assistance payment during the COVID-19 outbreak, one-third of men and women have received this aid, most getting CERB. These assistance programs have been very helpful, with nearly nine-out-of-ten saying it was helpful.**

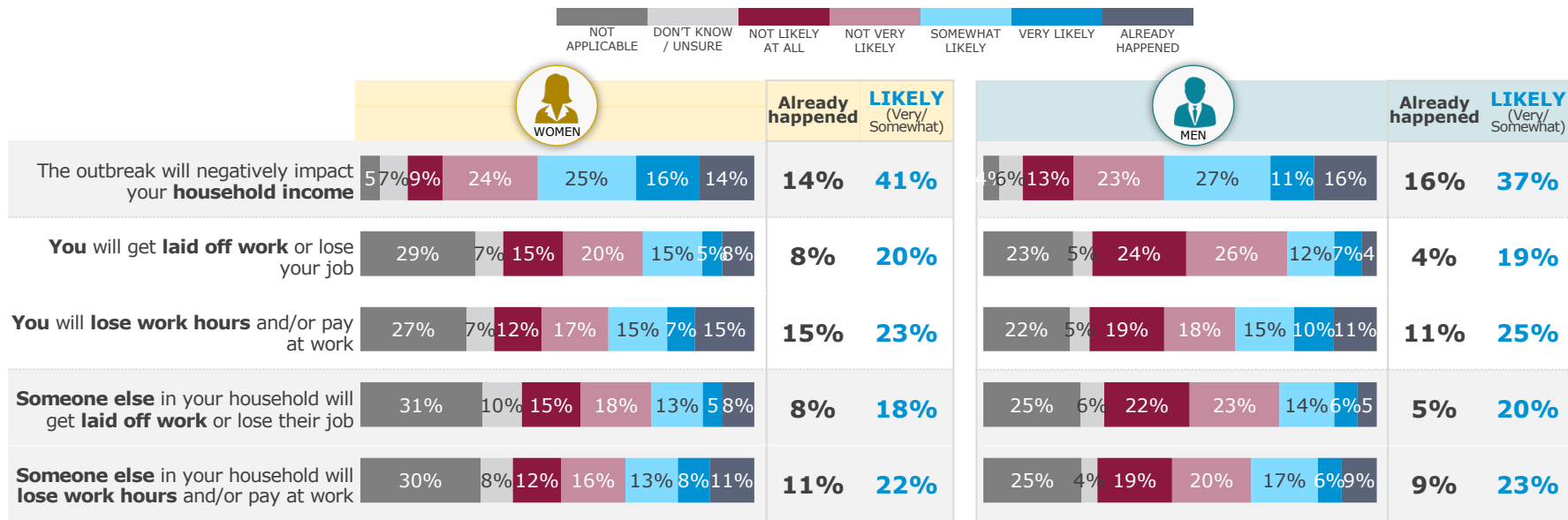


# Economic Concerns

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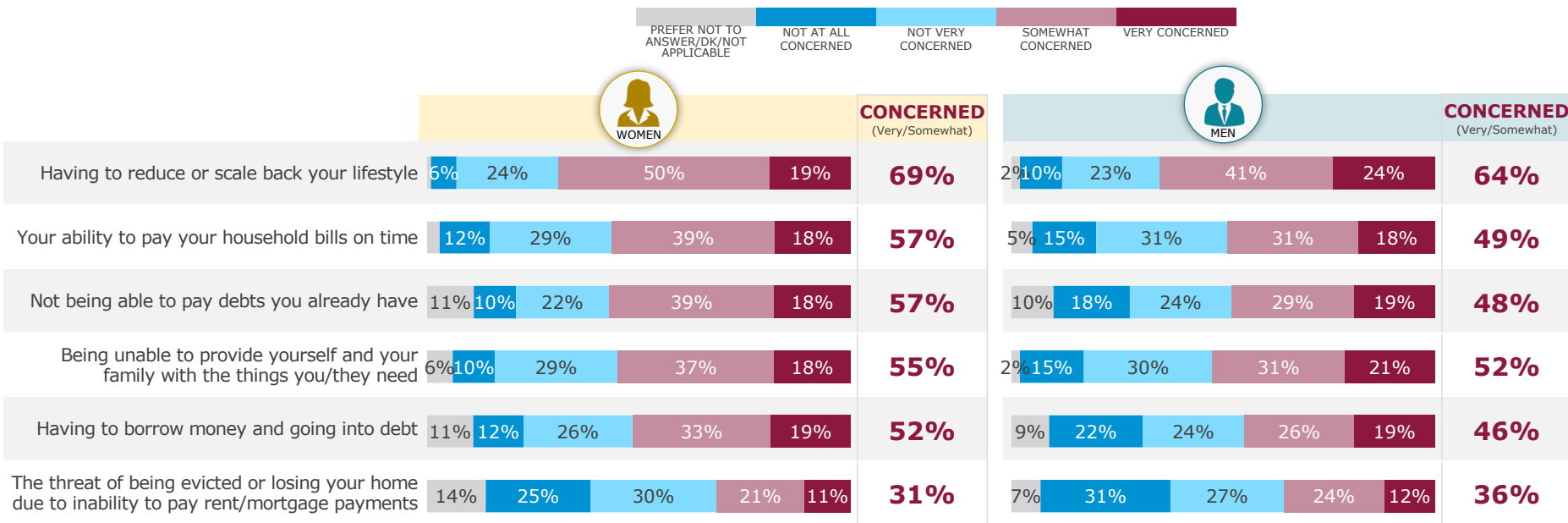
# The likelihood of getting laid off or losing hours/pay is the same among the men and women, however, more women have already been laid off or have lost work hours/pay compared to men

- Both men and women are almost equally likely to have experienced or likely to experience a negative impact on their household income due to the COVID-19 outbreak.
- Among those who are currently working, regardless of their gender, the likelihood of getting laid off or losing pay is the same.
- Those who have children, are more likely to feel the negative impacts on their household income, as well feel they or someone in their household is likely to get laid off or lose work hours/pay, as compared to those who don't have kids – but these concerns are felt equally by both men and women who are parents.



# Women are more concerned about what the COVID-19 outbreak will mean on their household finances - however, plurality of men are also concerned

- Women are more concerned about being able to pay bills (57%) and repaying debts they already have (57%), than men (49%; 48% respectively).
- Women who are working and have children have higher levels of concern when it comes to paying bills (62%; 51% men), paying current debts (67%; 49% men) and being unable to provide for themselves and family (62%; 50% men). They are also much more worried about losing their home due to inability to pay rent/mortgages payments (67% vs. 49% men).



Q3. And, given that your household income has been – or is likely to be – negatively impacted by COVID-19... how concerned are you about each of the following, if at all?  
 Base: If Already Happened OR Very Likely OR Somewhat Likely to “Negatively Impact Household Income” in Q2 - Women (N=308), Men (N=246)



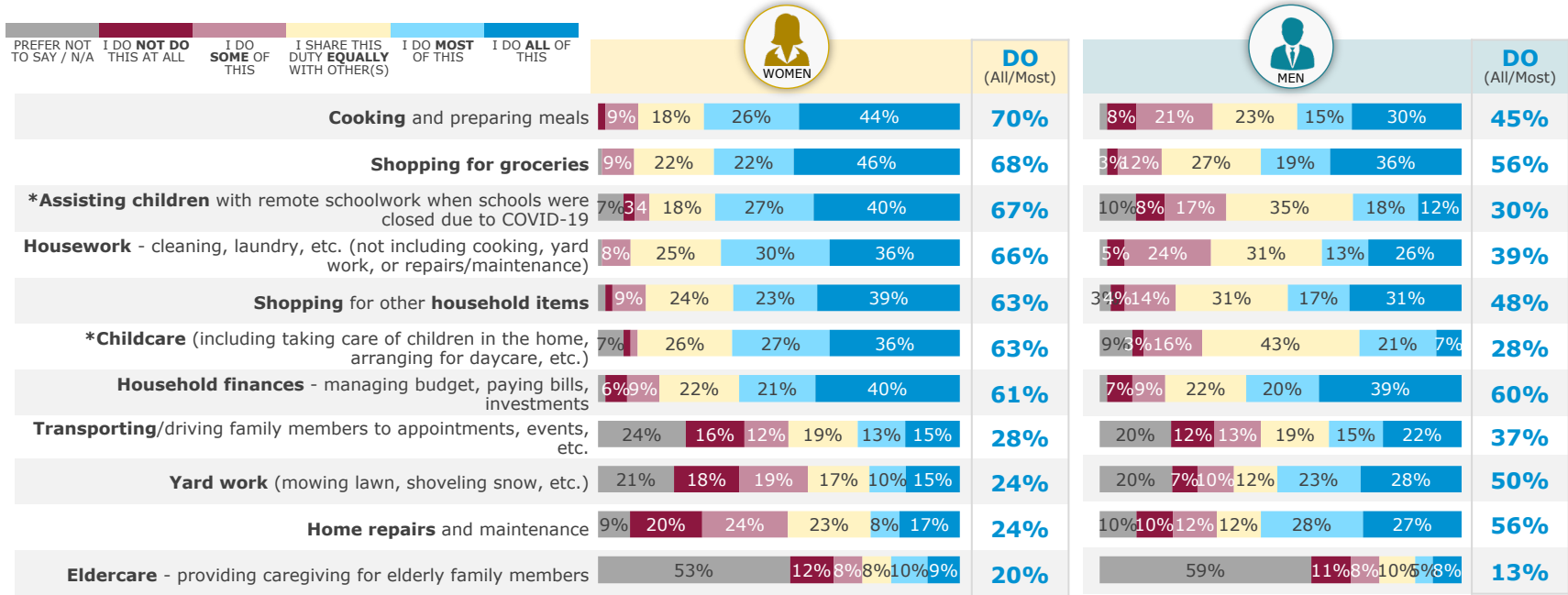


# Household Duties, Balancing Work, Home and Kids

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# Regardless of their home or working situation, women spend more time on household duties than men

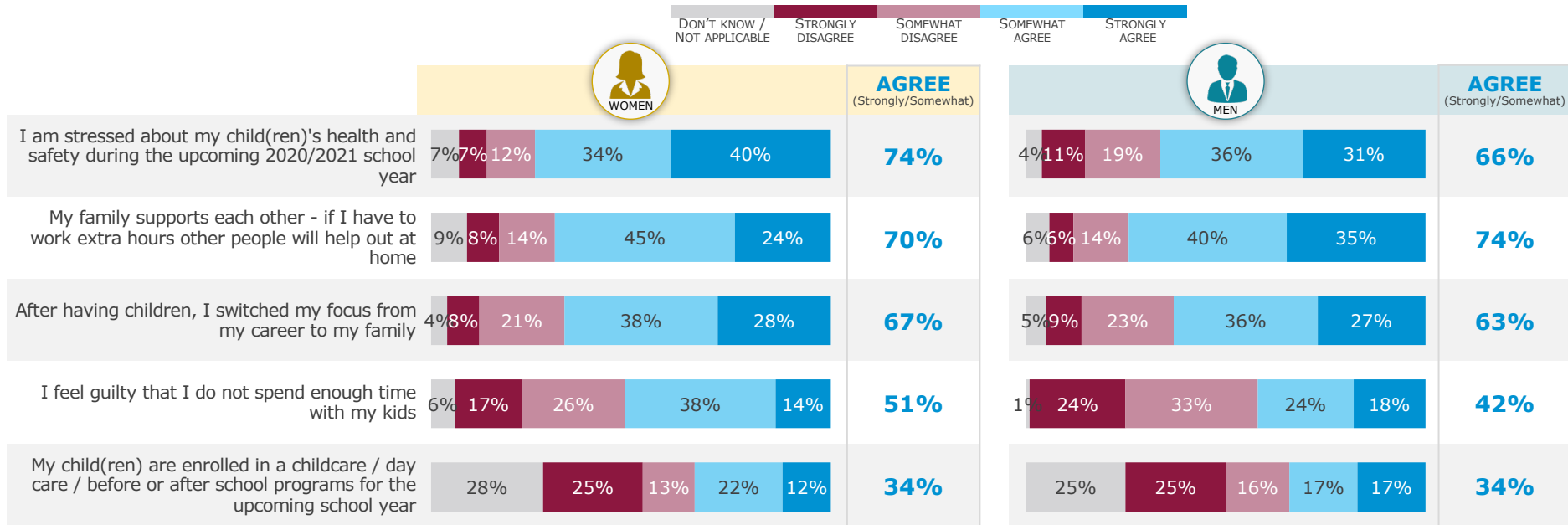
- Household duties of cooking, grocery shopping, other item shopping and childcare are stereotypical "women" duties - where women, whether they are working, or not, have kids or not, and across the different age groups, tend to say that they take on more of these responsibilities than men. On the other hand, tasks such as yardwork and home repairs are mainly being done by men. Transportation task and managing finances is usually equally done by men and women.
- Eldercare, among those it is applicable to, is also more likely to be managed by women (42%) than men (32%).



Q1. Please indicate your role in the following household duties: Base: **Women** (N=529), **Men** (N=472) \*Those who have children 17 and under

# Despite both men and women changing their focus from careers to kids once having a family, women are more likely to feel guilty and are more likely to be concerned about the current situation

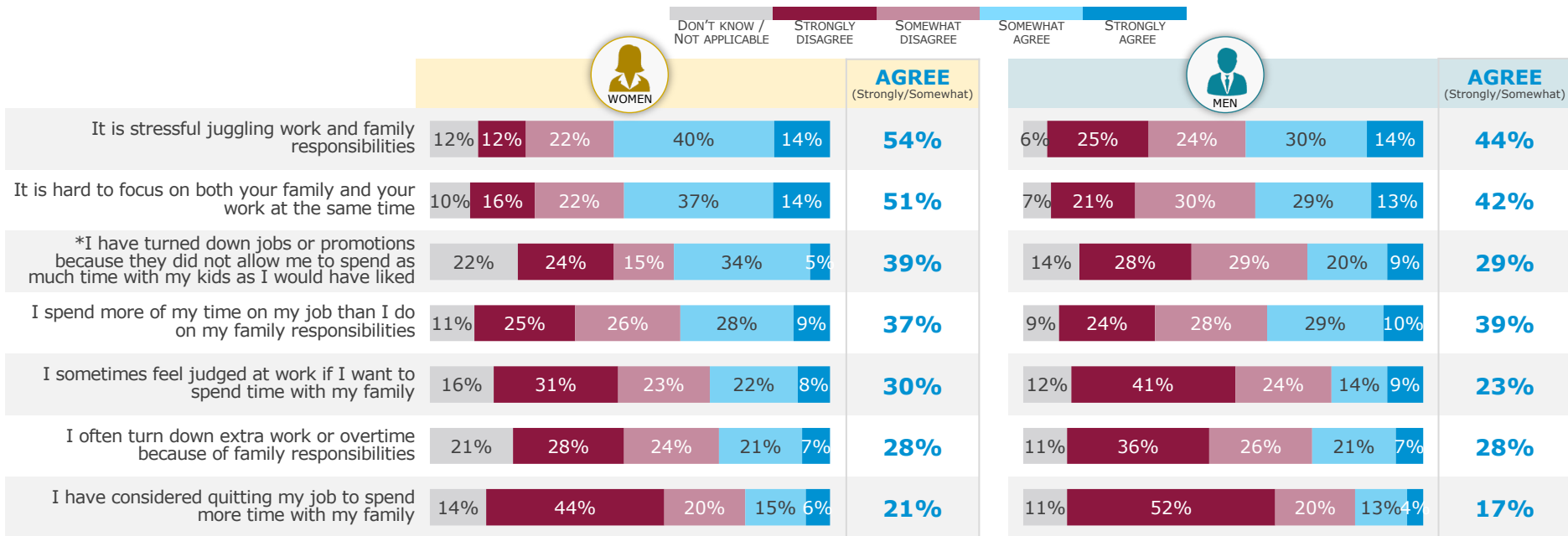
- Though level of concern for the children's health and safety during the upcoming school year is high for men and women, women are somewhat more stressed than men.
- An equal proportion of women (64%) and men (62%) who are employed agree that they switched their focus to their children, after having them, but the women tend to feel more guilty about not spending enough time with their kids (58%) versus the men (40%). Notably, younger working women (18-34 years) are more likely to say that after having children, they started focusing more on family than their careers (70%) than men of the same age group (55%).



Q4. A lot of the previous questions were focussed on COVID-19. For this question, please answer, thinking about your life in general... How much do agree or disagree with each of the following statements? Base: **Those Who Have Children 17 And Under - Women (N=139), Men (N=113)**

# For working women it is more stressful to juggle work and family responsibilities and focus on both at the same time – and are more likely to turn down jobs or promotions or consider quitting their job

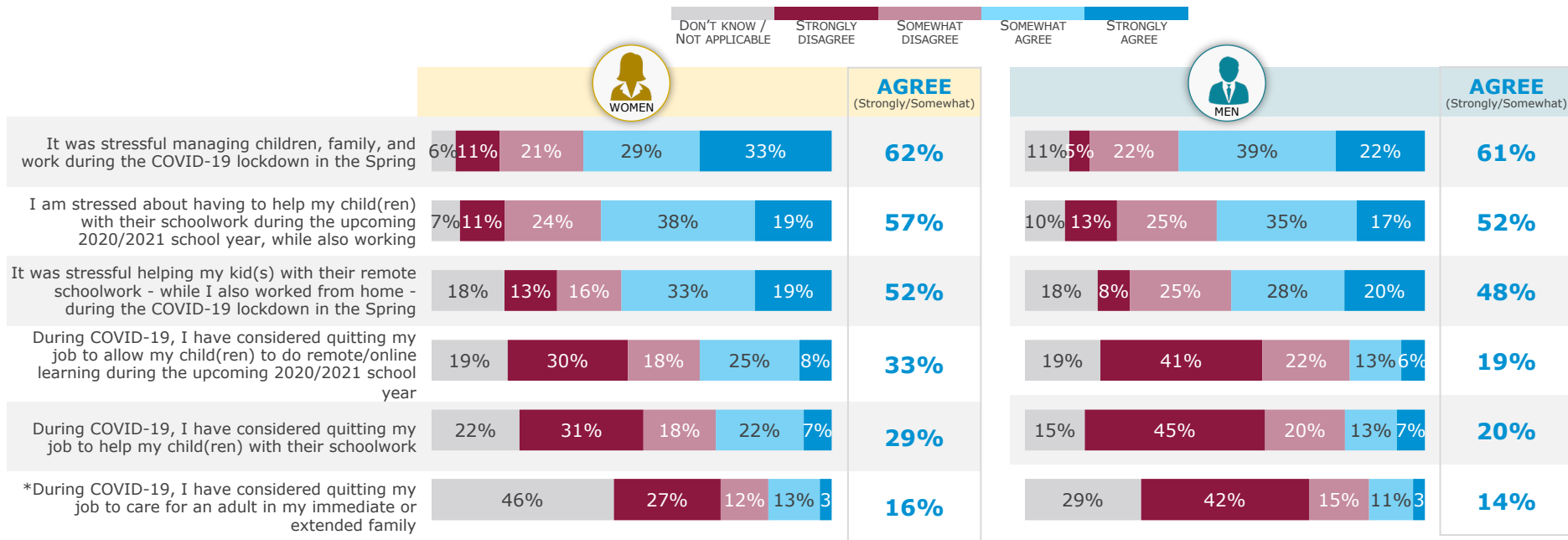
- Comparatively, men are much more likely to strongly disagree that they have turned down overtime (36%; 28% women) or considered quitting their jobs (52%; 44% women) because of family responsibilities or wanting to spend more time with their family.
- Additionally, women who are working and have kids are more likely to have considered quitting their jobs (32%) than men in the same position (20%); and have turned down extra work or overtime (52%) or a promotion (39%) compared to men (40%; 29% respectively).



Q4. A lot of the previous questions were focussed on COVID-19. For this question, please answer, thinking about your life in general... How much do agree or disagree with each of the following statements? Base: **Those Currently Employed - Women (N=313), Men (N=280)** \* **Those Currently Employed and Have Children 17 And Under - Women (N=128), Men (N=124)**

# A third of working mothers say that they have considered quitting their jobs to help their children with schoolwork compared one-fifth or less of the employed fathers

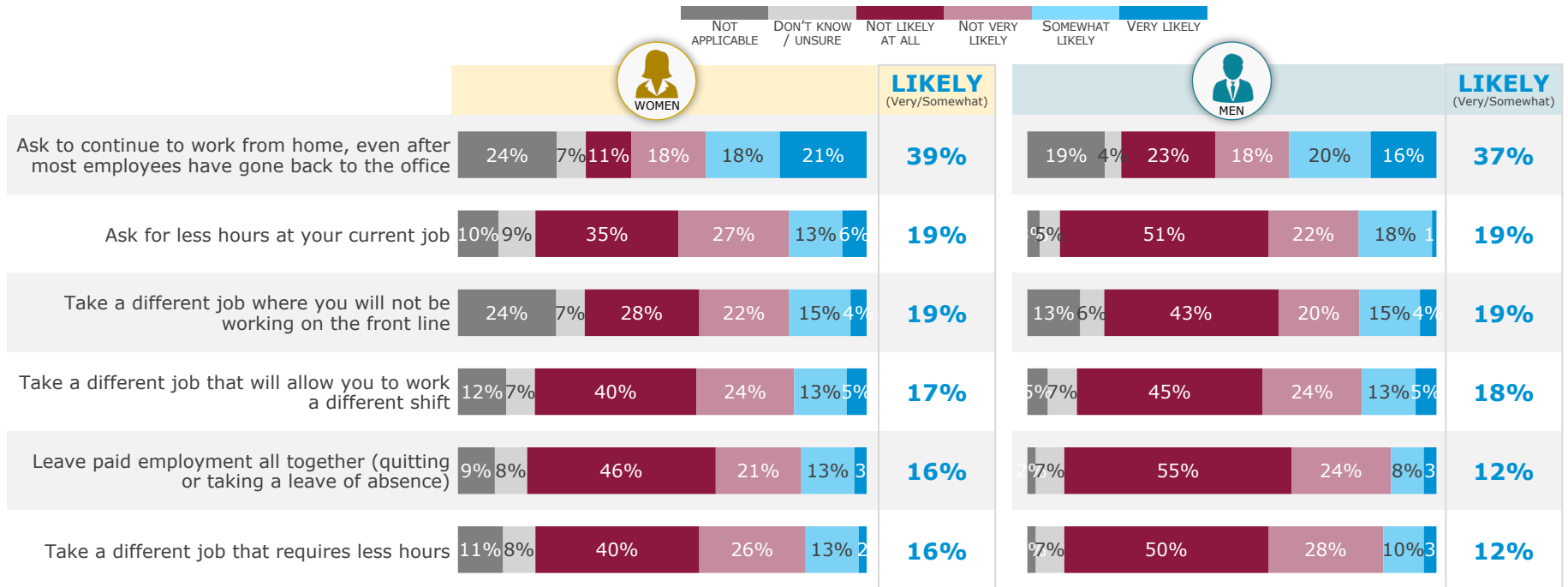
- Two-thirds among both working men and women say it has been stressful managing children, family and work during the COVID-19 lockdown, however, a third of the women (33%) strongly agree, compared to 22% of the men. Half say it was stressful to help their kids with remote schoolwork. Having experienced that, parents are stressed about continuing to helping their kids with schoolwork in the upcoming school year – with working mothers being slightly more stressed (57%) than the fathers (52%).
- Among those who are caring for an adult in their family, the women are more likely to have considered quitting their jobs to provide this care (25%) than the men (18%).



Q5. Now, considering your work and household situation during the COVID-19 outbreak, how much do agree or disagree with each of the following statements? Base: Those Currently Employed And Who Have Children 17 And Under - Women (N=106), Men (N=102) \*All Respondents Currently Employed - Women (N=313), Men (N=280)

# Just one-fifth among both men and women are likely to ask for less hours, change jobs with different working conditions or quit altogether if a second wave of COVID-19 outbreak were to resurge

- There is much higher likelihood of them asking to continue working from home than take these other steps. Women are just slightly more likely than men to say they may consider quitting or taking a job that requires less hours, but they are still fewer than one-fifth.



Q6. As you may know, top health care professionals in Canada have been warning that there may be a “second wave” – or resurgence – of the COVID-19 outbreak in the Fall of 2020. If there is a “second wave” of COVID-19, how likely are you to do the following? Base: **Those Currently Employed - Women (N=313), Men (N=280)**

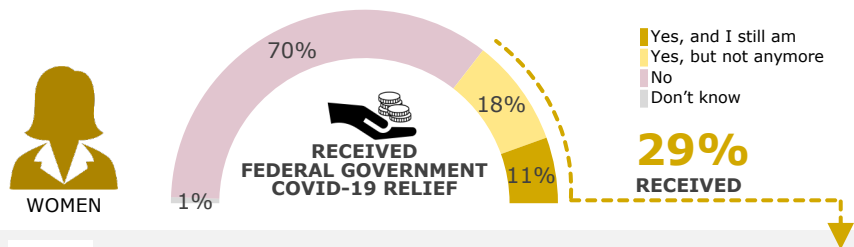


# Federal Assistance during COVID-19 Outbreak

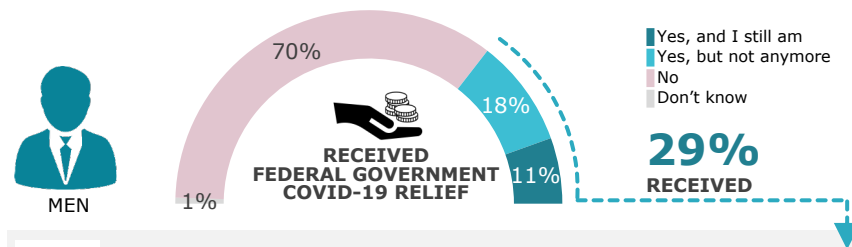
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# Equal number of women and men have received federal government COVID-19 relief payments, with most receiving CERB

- Younger 18-34 year old women (47%) and men (41%) are more likely to have received federal government assistance than the older age groups.



<b>55%</b>	Canada Emergency Response Benefit (CERB)
<b>14%</b>	Providing a one-time tax-free payment for Old Age Security and Guaranteed Income Supplement for Seniors
<b>13%</b>	Canada Child Benefit (Increased during COVID-19)
<b>11%</b>	Special Goods and Services Tax credit payment
<b>10%</b>	Canada Emergency Student Benefit (CESB) for post-secondary students and graduates
<b>6%</b>	Extra time to pay income tax balances
<b>4%</b>	Temporary wage top-up for low-income essential workers
<b>3%</b>	Mortgage payment deferral
<b>3%</b>	Special one-time, tax-free, non-reportable payment for persons with disabilities



<b>55%</b>	Canada Emergency Response Benefit (CERB)
<b>16%</b>	Providing a one-time tax-free payment for Old Age Security and Guaranteed Income Supplement for Seniors
<b>11%</b>	Canada Child Benefit (Increased during COVID-19)
<b>10%</b>	Canada Emergency Student Benefit (CESB) for post-secondary students and graduates
<b>9%</b>	Special Goods and Services Tax credit payment
<b>6%</b>	Mortgage payment deferral
<b>5%</b>	Extra time to pay income tax balances
<b>3%</b>	Special one-time, tax-free, non-reportable payment for persons with disabilities
<b>3%</b>	Temporarily extending the Guaranteed Income Supplement and Allowance payments for Seniors

\* NOTE: <3% not shown.

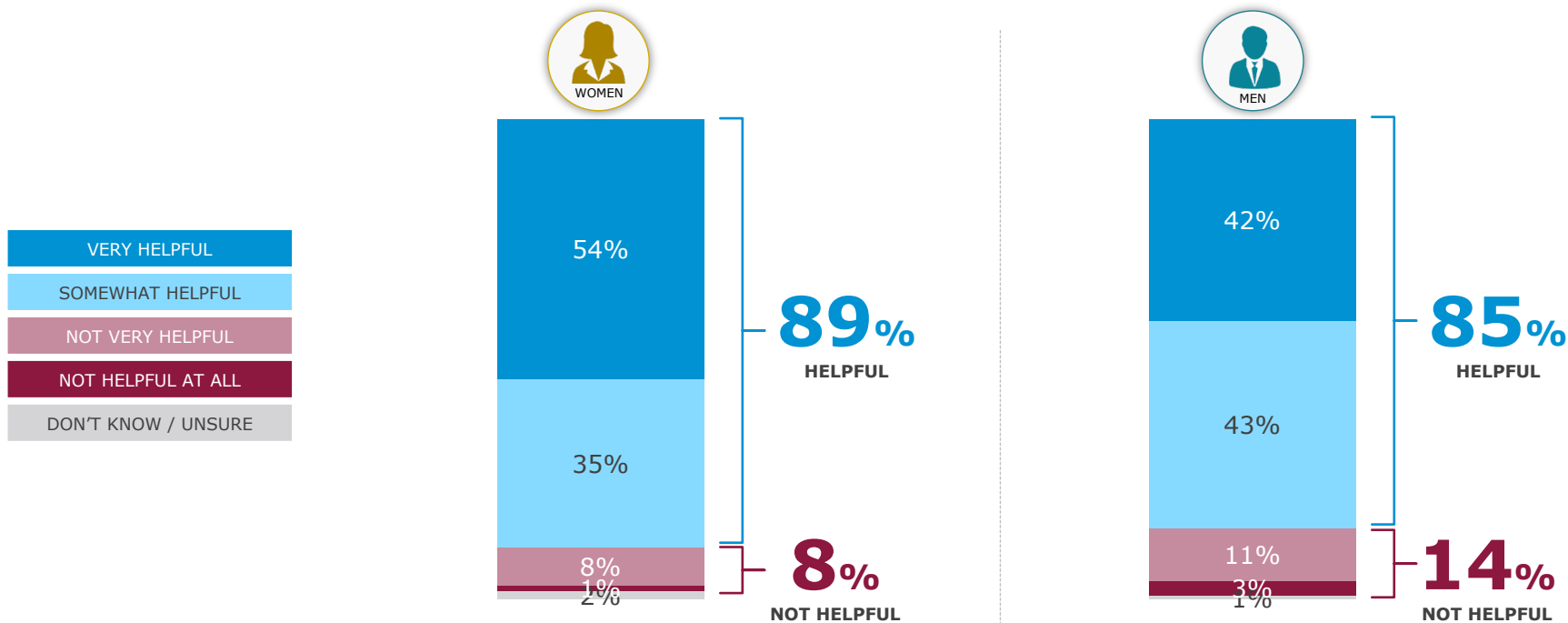
Q7. Have you received or used any federal government COVID-19 relief/assistance payments or programs? Base: **Women** (N=529), **Men** (N=472)

Q8. Have you received or used any of the following federal government COVID-19 relief programs? Base: **Those Answering - Women** (N=177), **Men** (N=136)



# More than eight-in-ten of those who received assistance from the federal government say it was useful

- More than half of the women say it was very helpful (54%), whereas fewer men feel it was very useful (42%).



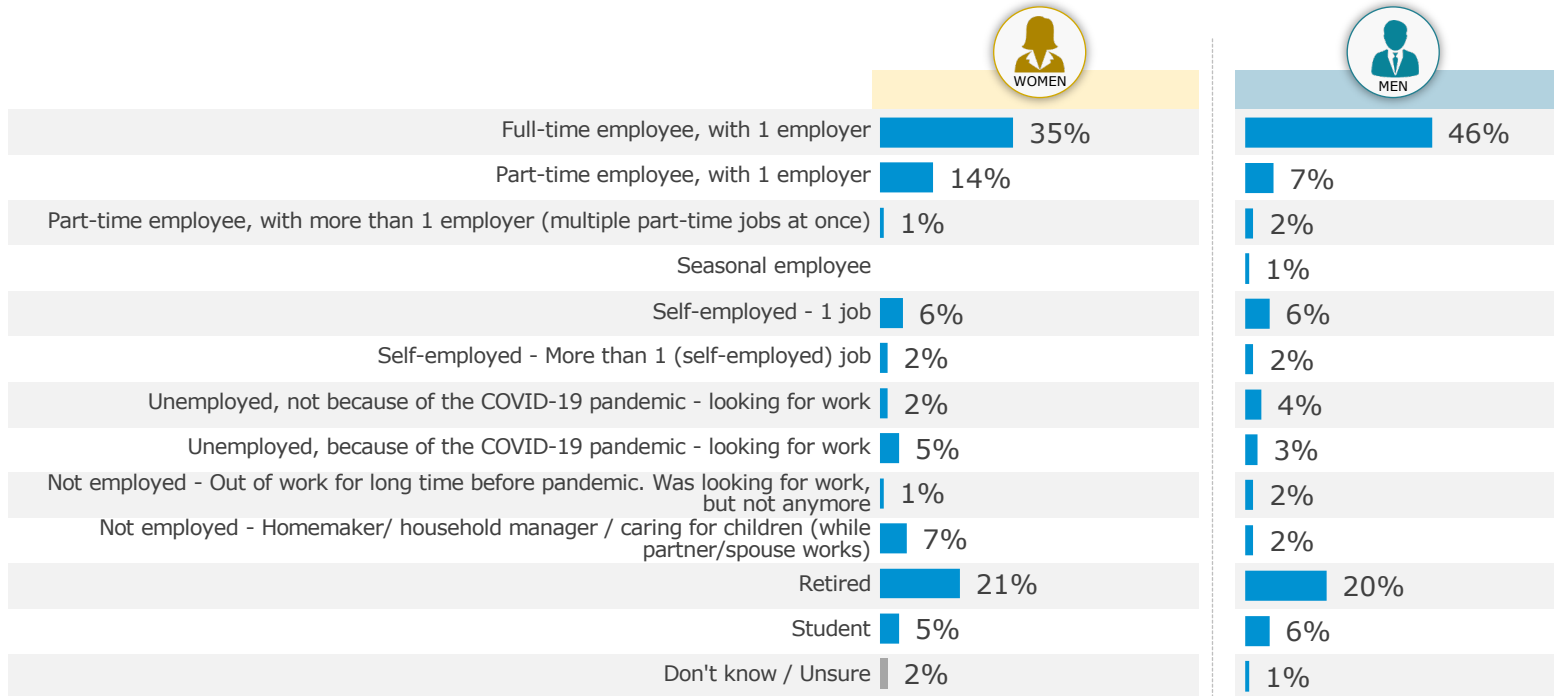
Base: *Those who received or used any federal government COVID-19 relief programs - Women (N=172), Men (N=133)*  
Q9. And, overall, how helpful was the federal government COVID-19 relief that you received or used during the COVID-19 outbreak?



# APPENDIX

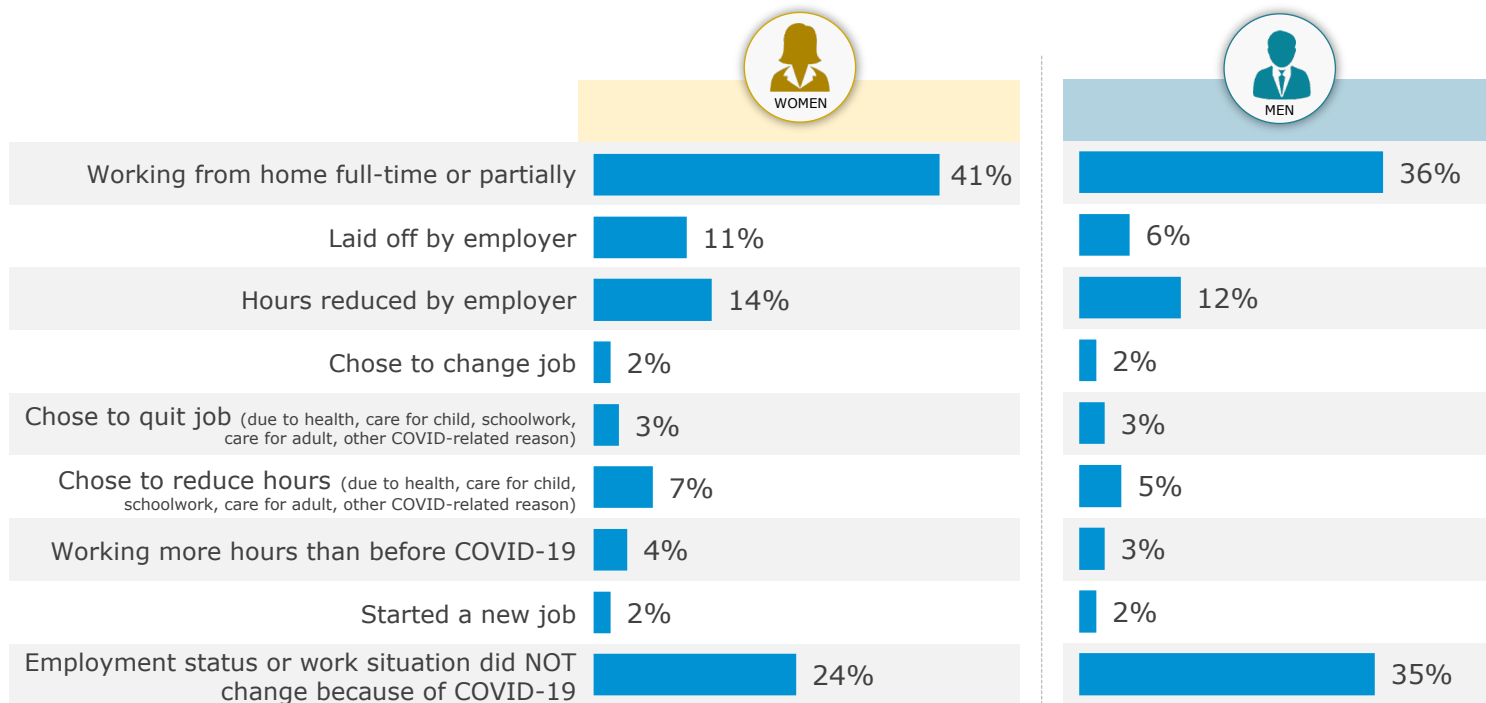
# Current Employment Status

- Overall, 58% are working, either employed or self-employed, and 62% men are working. Higher number of men work full-time jobs than women, whereas more women work part-time jobs than men.

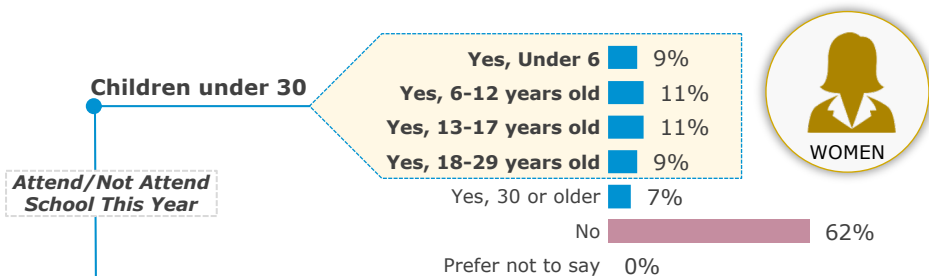


# Employment Status since COVID-19 Outbreak

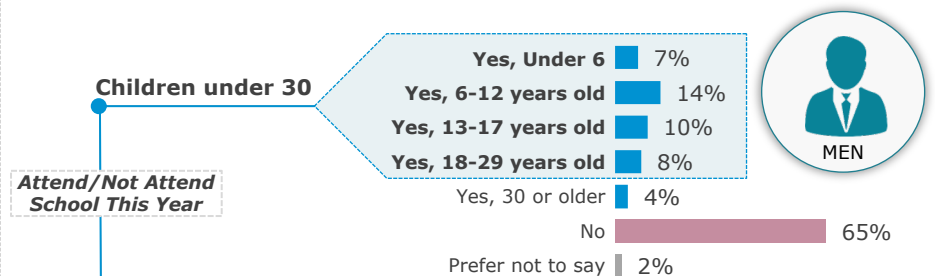
- Almost twice as many women (11%) have been laid off by their employers during the COVID-19 pandemic than men (6%). Overall, 31% of women have had their working employment or working situation change (not including working from home) because of the pandemic; and 27% of men have had their working situation change.



# Children in the household



<b>47%</b>	Attend <b>elementary or secondary school in-class/in-school instruction</b>
<b>17%</b>	Attend <b>elementary or secondary school</b> via full-time <b>remote/online learning</b>
<b>7%</b>	Attend <b>elementary or secondary school</b> via full-time <b>home schooling</b>
<b>10%</b>	Attend <b>post-secondary institution in-class/in-school instruction</b>
<b>13%</b>	Attend <b>post-secondary institution</b> via full-time <b>remote/online learning</b>
<b>4%</b>	Will <b>not attend school</b> this school year
<b>2%</b>	Will <b>not attend post-secondary institution</b> this school year
<b>4%</b>	Don't know enough / Unsure/ Unaware
<b>18%</b>	Not applicable: No school-age or post-secondary-enrolled children



<b>42%</b>	Attend <b>elementary or secondary school in-class/in-school instruction</b>
<b>19%</b>	Attend <b>elementary or secondary school</b> via full-time <b>remote/online learning</b>
<b>7%</b>	Attend <b>elementary or secondary school</b> via full-time <b>home schooling</b>
<b>16%</b>	Attend <b>post-secondary institution in-class/in-school instruction</b>
<b>8%</b>	Attend <b>post-secondary institution</b> via full-time <b>remote/online learning</b>
<b>6%</b>	Will <b>not attend school</b> this school year
<b>3%</b>	Will <b>not attend post-secondary institution</b> this school year
<b>7%</b>	Don't know enough / Unsure Unaware
<b>9%</b>	Not applicable: No school-age or post-secondary-enrolled children

SCR6. Are you the parent of any children in any of the following age brackets, who live with you part-time or full-time? Base: **Women** (N=529), **Men** (N=472)

SCR7. Thinking about the upcoming 2020/2021 school year, will any of your children be very likely to do any of the following? Base: Those Who Have Children Under 30 - **Women** (N=168), **Men** (N=140)



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