



The Prosperity Project: Women in Workforce

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May 2022

Methodology

Methodology: On behalf of the Prosperity Project, Pollara Strategic Insights conducted an online survey among a randomly-selected, reliable sample of **N=800 Canadian Women** above 18 years who are working.

Field Window: May 12 to May 17, 2022

Reliability: As a guideline, a probability sample of N=800 carries a margin of error of ± 3.5 , 19 times out of 20. The margin of error is larger for sub-segments. The dataset was weighted by the most current age and region Census data, to ensure the sample reflects the actual population of women in Canada.

Region	Interviews	Margin of error
British Columbia	95	$\pm 10.1\%$
Alberta	90	$\pm 10.3\%$
Prairies	52	$\pm 13.6\%$
Ontario	323	$\pm 5.5\%$
Quebec	193	$\pm 7.1\%$
Atlantic Canada	47	$\pm 14.3\%$
Canada	800	$\pm 3.5\%$



Key Findings

Key Findings

Despite a decline in full-time employment, there is mixed reaction when it comes to whether working women feel career and finances are in a better or worse place since the pandemic. While most women are at least open to advancing their career, many women feel the better paying and higher-levels jobs will be offered to men.

- Working women have mixed reaction as to how they are doing as we leave the pandemic, with one-third feeling their career is in a better place, while an only slight lower proportion think it is in a worse place. Almost two-fifths feel they are in a worse place financially, while an only slightly lower proportion think they are in a better place.
- That said, the incidence of Canadian women working full-time has decreased since the pandemic, with some moving to part-time working, or not working. More than one-in-ten also changed industries during the pandemic, although half of these women made this change for a better opportunity while one-quarter simply couldn't find anything else.
- While only one-fifth are actively looking for a better opportunity, most would be open to it if it came along. Almost one-in-three believe the end of pandemic will bring more opportunities, while one-quarter think it will have less. Women feel, however, that the better paying and higher-level jobs are more likely to be offered to men than to themselves.

Key Findings

While employers have been more accommodating during the pandemic, women do not expect this to last, and instead feel they will need to choose between their family and their career, with childcare being a main barrier to career advancement. This is particularly true of women of colour.

- Women believe employers have become more accommodating during the pandemic, but they don't expect this to last into the post-pandemic world. Instead, women believe they will be asked, once again, to choose between their career and their family. Caring for the family and wanting a work-life balance are the biggest barriers to career advancement. That said, there are a plurality of women who believe that inequitable home responsibilities, fewer opportunities and lower pay for women are also barriers. These are particularly barriers to women of colour.
- Women who have worked from home during the pandemic would like to be able to continue to do that, at least on a part-time basis. They are concerned about how they will manage their home and work responsibilities, as well as their personal health, when returning to the office. This is a particular concern to women of colour. As more than half say they are primarily responsible for childcare, this concern is not surprising.
- While women believe that speaking their mind and asking for what they deserve will have a positive impact on their career, trying to maintain a work-life balance will have a negative one. Many believe that women will need to make changes in order to manage their post-pandemic home life, asking to remain working remotely, to turning down promotions or even quitting their jobs.



Results in Detail

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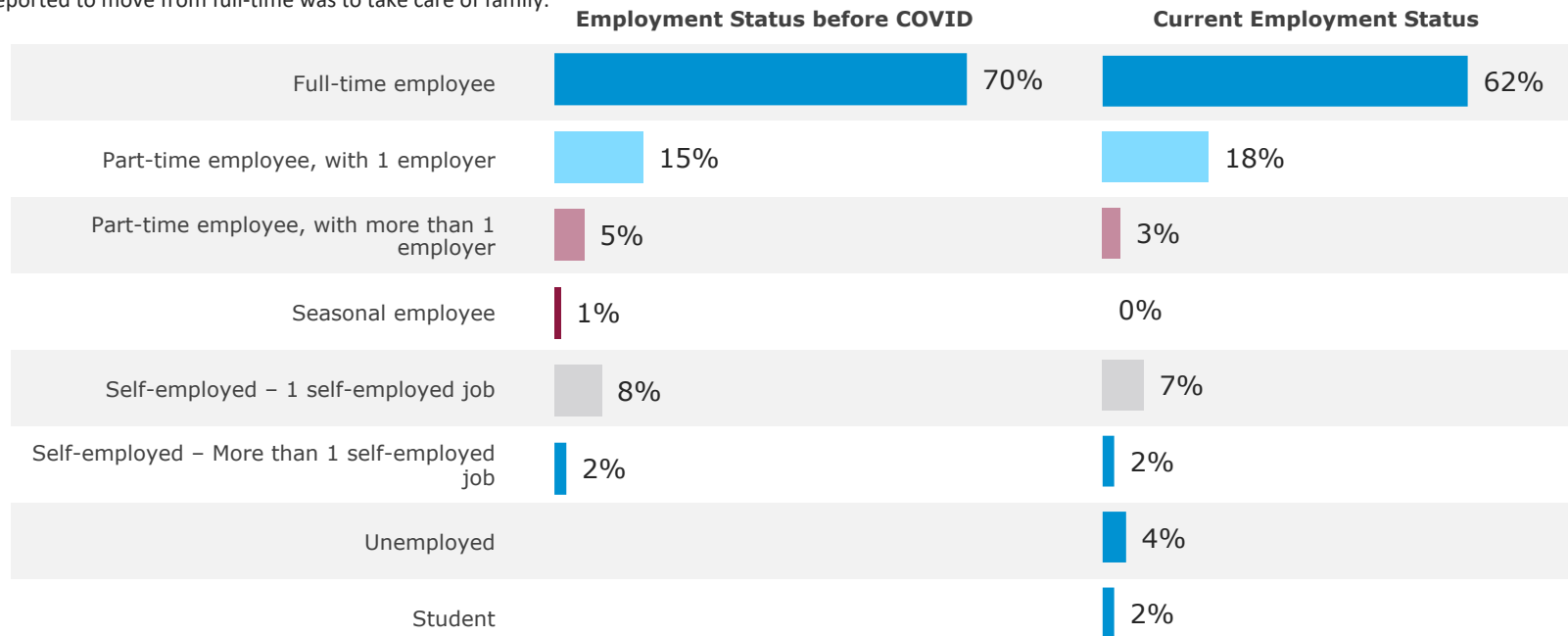


Impact of Pandemic on Employment

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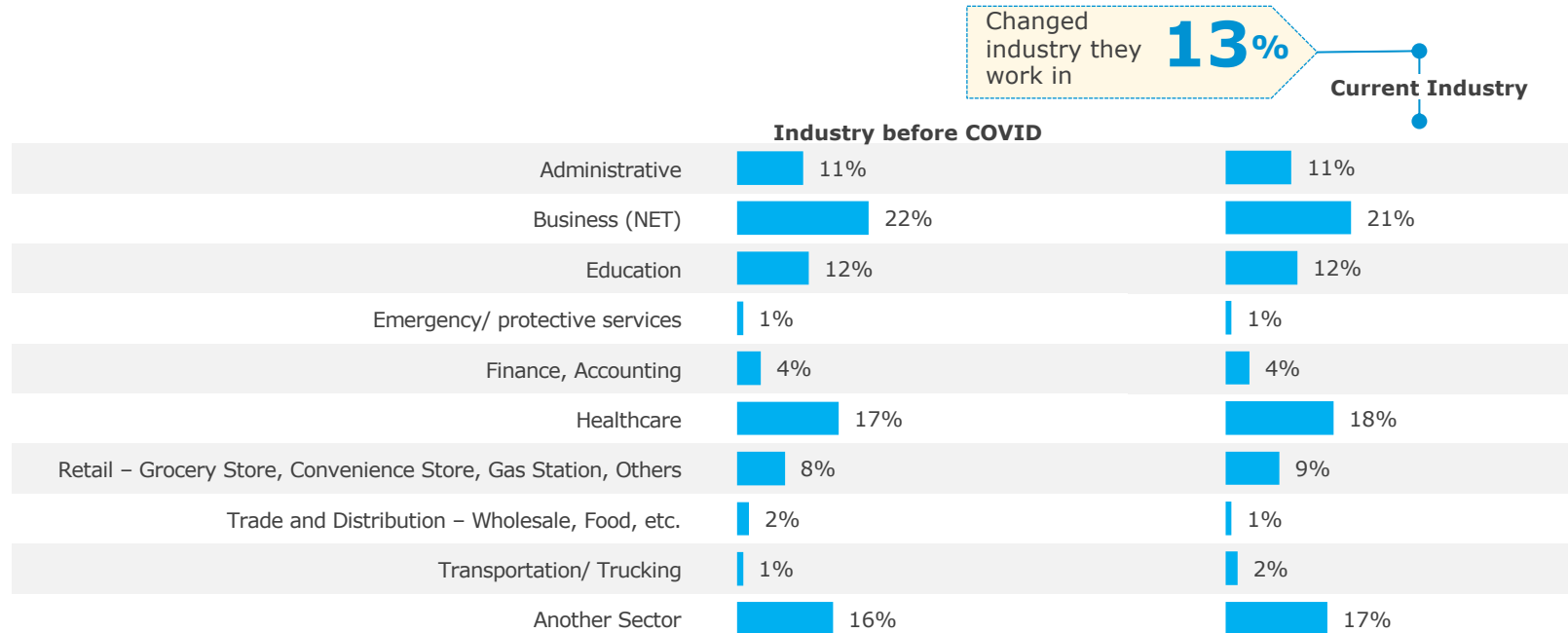
The COVID-19 pandemic has resulted in a significant shift in the Employment Status of Canadian Women

- As reported by Canadian women, seven-in-ten were employed full-time before the pandemic. However, this number significantly went down to 62% (dropped by 8%) in the post pandemic era. A slight rise can be noticed in the part-time employees (from 15% to 18%, up by 3%).
- Women in Quebec (85% before pandemic and 76% post pandemic) and those younger are more likely to be employed full-time.
- For those who moved away from full-time employment, 3% said they are staying at home or taking care of their family, 4% are unemployed and 2% went back to school. The major reason reported to move from full-time was to take care of family.



With the shift in employment status, a shift in the industries is also noticeable due to the pandemic

- One-in-ten (13%) of the employed women reported that they have shifted the industry they work in.



Half of those who changed industry did so for a better opportunity

- Of those who changed the sector they work in (13%), half did so for a better opportunity including looking for: something better (22%), less stress (11%), something new (10%) more pay (6%), better hours (4%).
- That said, over one-quarter of women changed industries because they had to. These women: lost their jobs and could not find work in that sector (18%), took the first job they could find (7%) or it was the only job they could find (3%).

Reasons for changing sectors of Employment

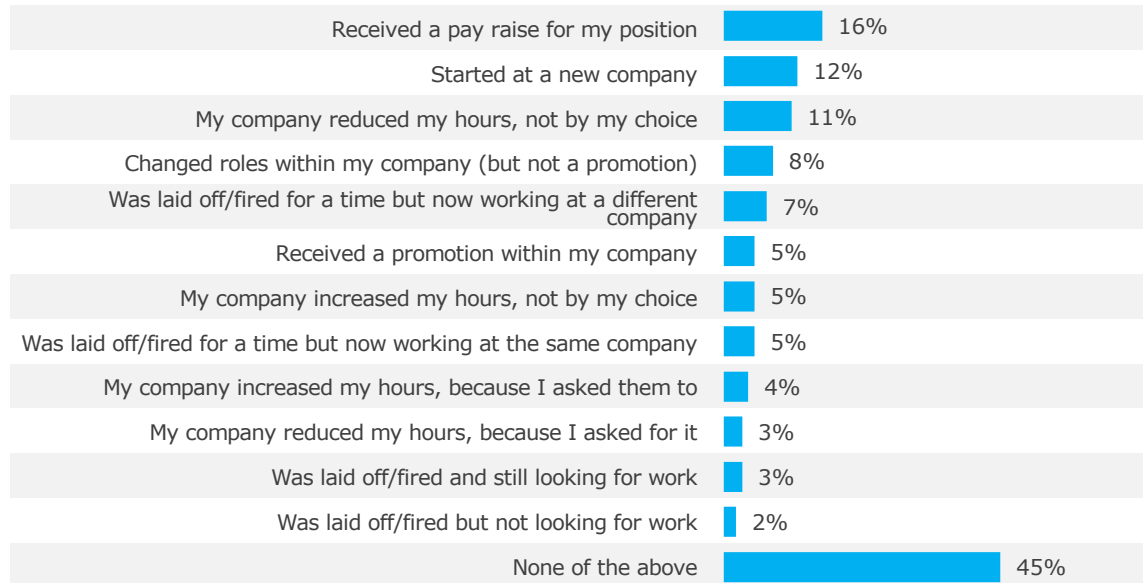


Reason for change (Net)	
For a better opportunity	53%
Due to job loss	28%

While some were laid off due to the pandemic, others received a raise or started at a new company

- While a sixth (16%) received a raise at their current jobs and 12% started at a new company, 17% were laid off/ fired during the pandemic.
- Younger women (18-34 24%) are more likely to have received a raise for their position.

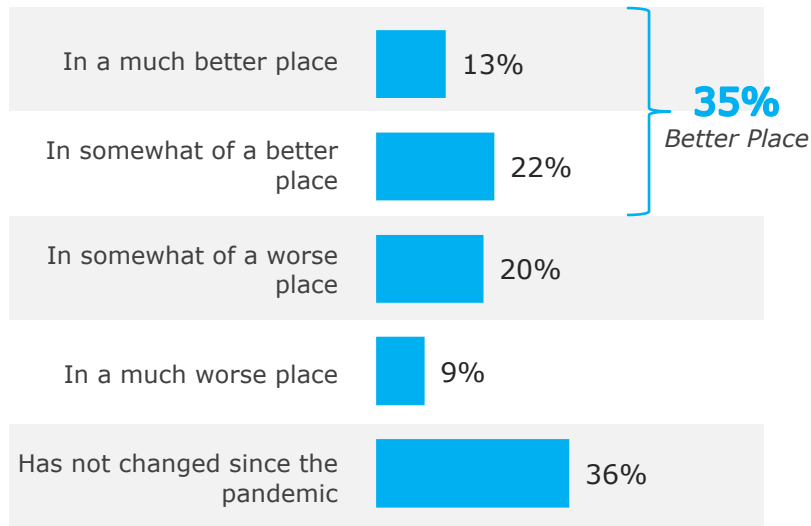
Experiences since the start of the Pandemic



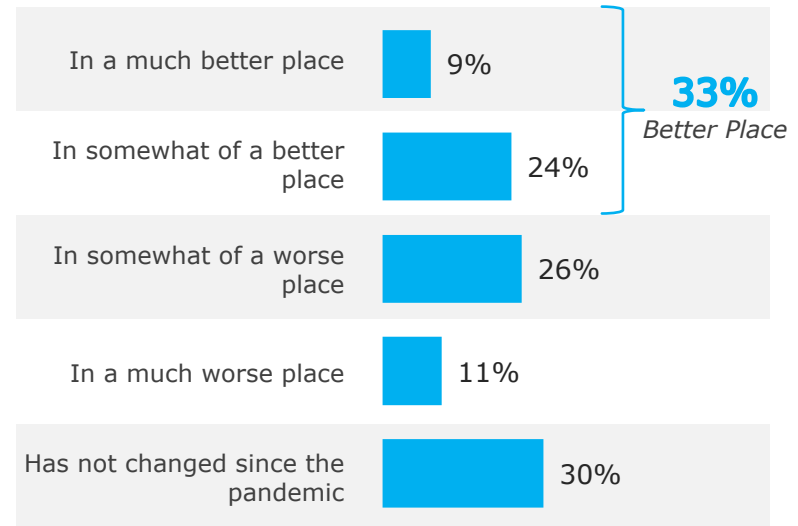
Women have mixed reaction as to where they are now in terms of their career and finances

- When it comes to their career, women are only slightly more likely to say they are in a better place (35%) compared to a worse place (29%) since the pandemic, with one-third saying it has not changed. Younger (18-34) women (52%) and those living in Ontario (38%) and Quebec (36%), compared to those in Alberta (29%) and Atlantic Canada (16%) are likely to have their career in a better place now.
- While a third (33%) are in somewhat (24%) to much (9%) better place in terms of their finances, almost an equal number in a worse place (35%). Three-in-ten (30%) reported they didn't have any changes in their finances. Younger women (18-34 46% vs. 35-54 30%, 55+ 20%) are likely to be in a better place with their finances.

Current Condition of Career compared to that before COVID



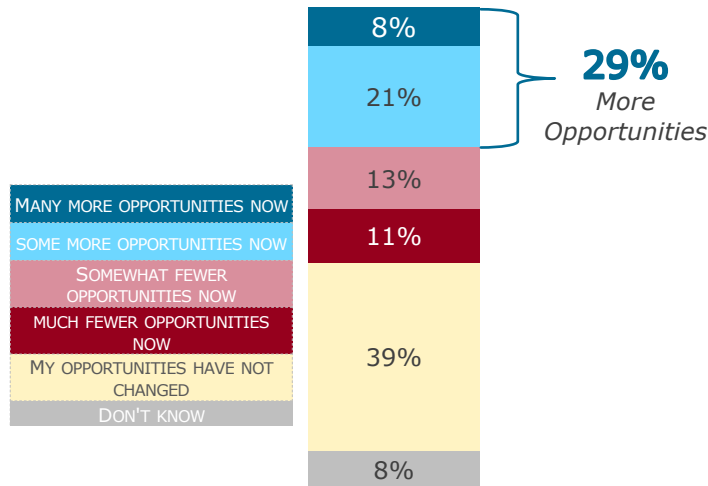
Current Condition of Finances compared to that before COVID



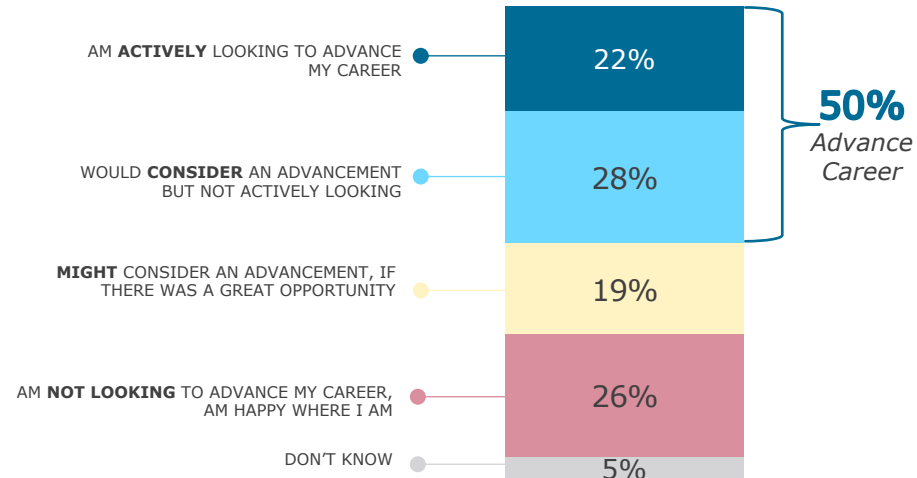
While half are looking to advance their career, there is mixed reaction as to whether the pandemic has impacted the opportunities available.

- Half of the working women are considering but not actively looking (28%) to actively (22%) looking for advancing their career, with an additional 19% saying they could be open to this if the right opportunity came along. Younger women (18-34 34%, 35-54 19% vs. 55+ 10%) and those residing in Ontario (26%) are likely to be more ambitious.
- While two-fifths (39%) reported to have no change in the opportunities to advance their career, three-in-ten (29%) reported to have some more (21%) to much more (8%) opportunities to advance their career currently. A quarter (24%) feels that there fewer opportunities.
- Visible minority women are more likely to be actively looking to advance their career (31%). Younger women (18-34 46% vs. 35-54 24%, 55+ 17%), those residing in BC (28%), Ontario (33%) and Quebec (31%), who aren't parents (32%) and actively looking for career advancement are more likely to say that there are more opportunities currently.

Current Condition of Opportunities to Advance Career

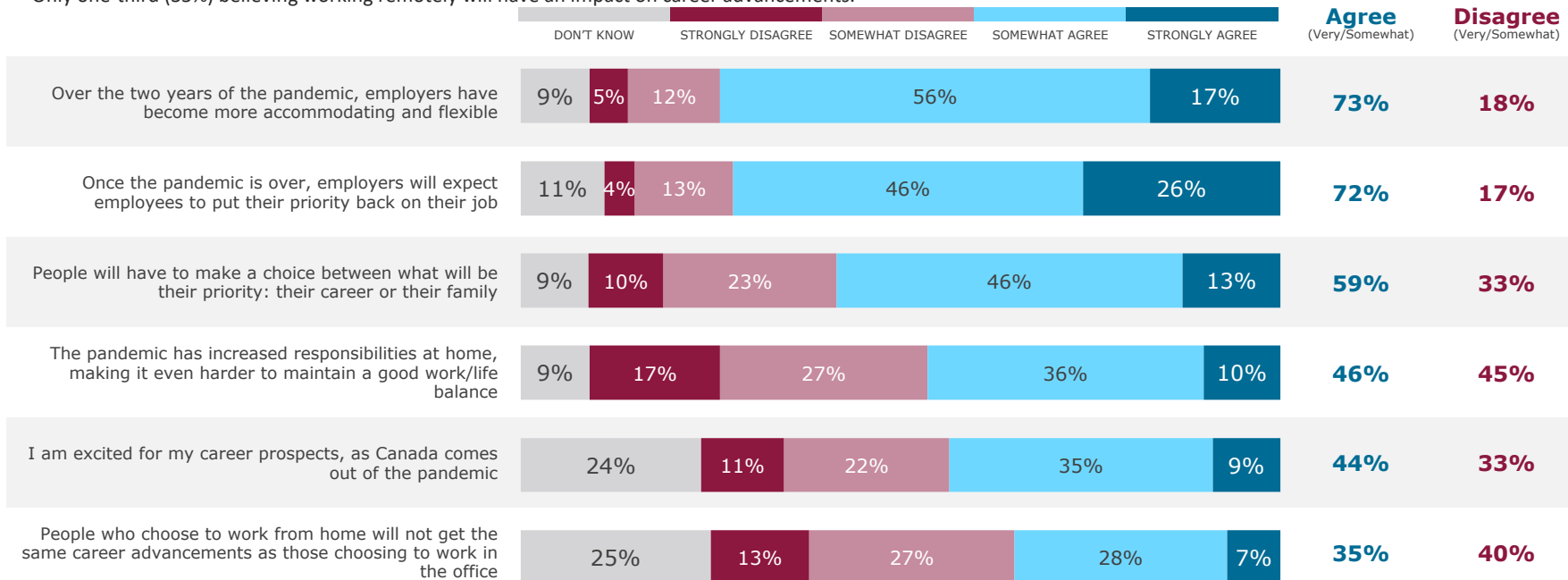


Interest in Advancement of Career



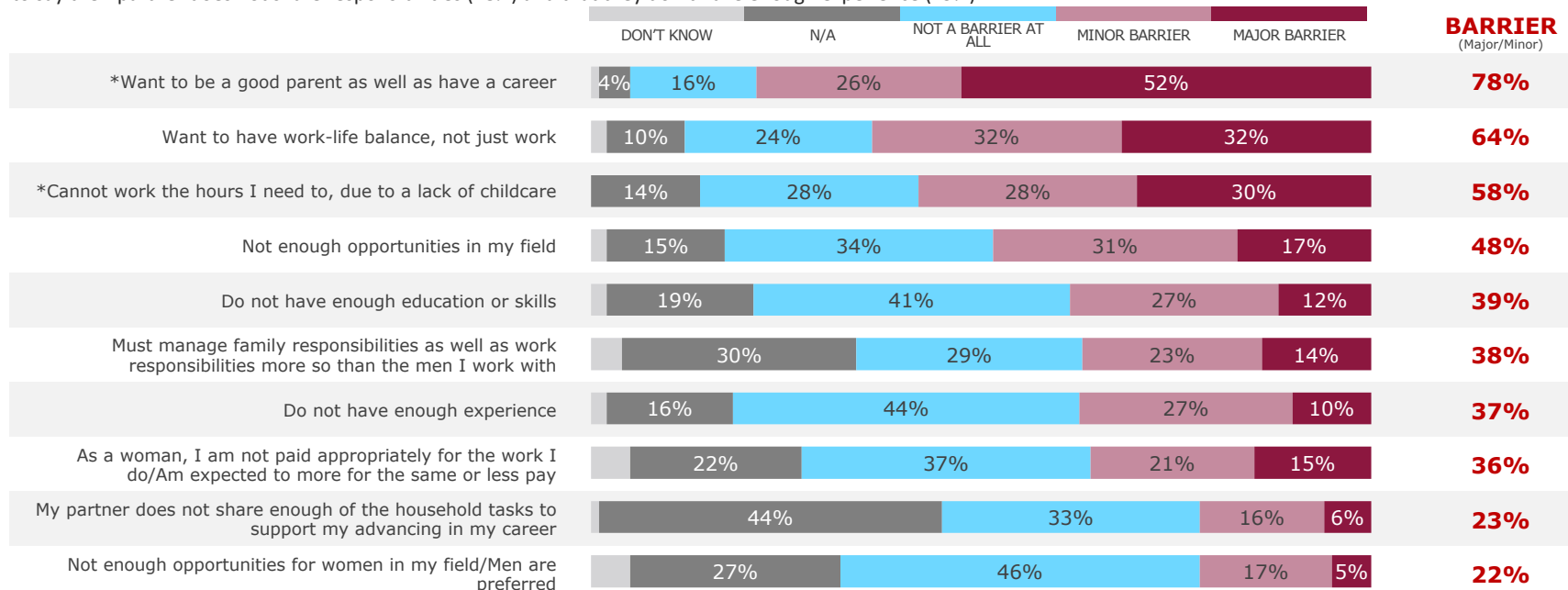
While many feel employers have become more accommodating during the pandemic, they don't expect it to last

- While three-quarters saying employers have become more accommodating during COVID (73%), a similar proportion believe employers will expect the priority to return to their workplace once the pandemic is over (72%). Additionally, three-fifths (59%) feel people will have to choose between their career and their family. This comes at a time when almost half (46%) say the pandemic has increased their responsibilities at home.
- That said, a plurality (44%) are excited about their career prospects, while one-third (33%) are not.
- Only one-third (35%) believing working remotely will have an impact on career advancements.



Balancing career and parenting plays a toll on the Canadian women

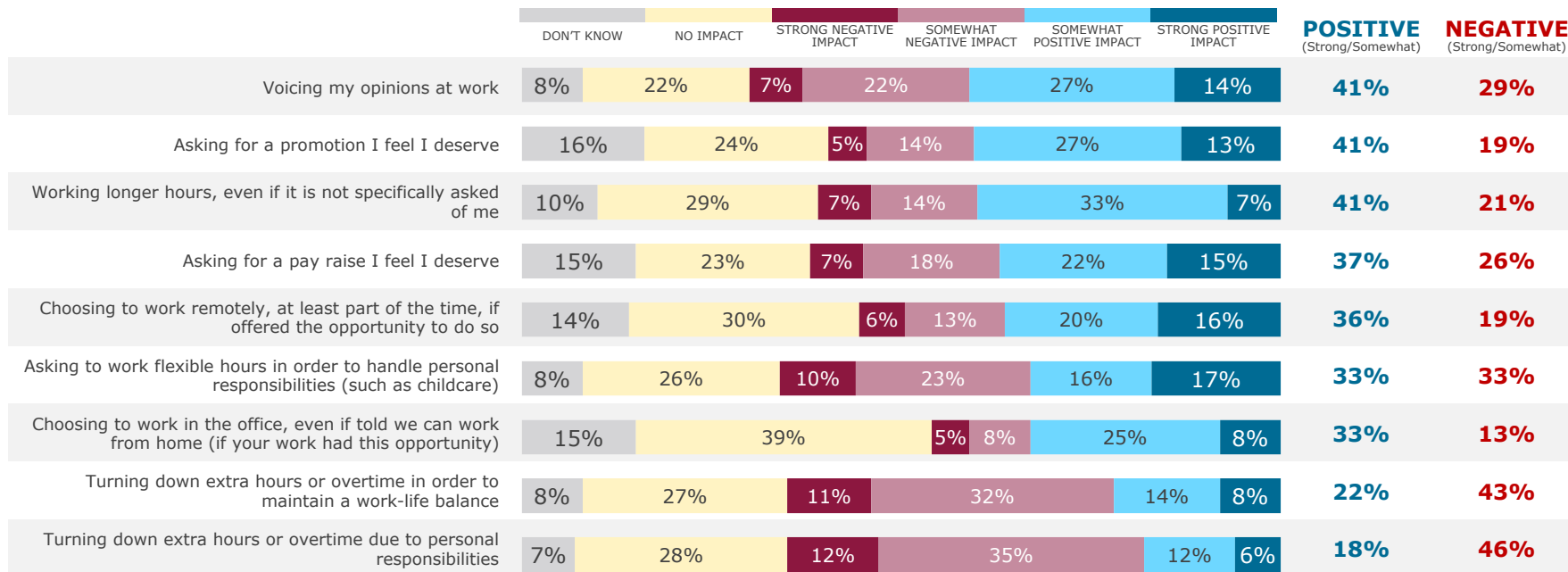
- For half (52%) of the working women with kids under 18, balancing their career with being a good parent is the major barrier. Only a sixth (16%) said it's not a barrier at all.
- Followed by work-life balance, which is a barrier for almost two-thirds (64%) of the women with being a major barrier for 32%.
- A fifth (22%) of the women also reported that there are not enough opportunities for women in their field or men are preferred. This is particularly a barrier amongst young women.
- Visible minority women are more likely to think there are not enough opportunities for women (36%) and that as a women they are not paid as well (41%). They are also more likely to say their partner does not share responsibilities (28%) and that they don't have enough experience (49%).



Q11. To what degree is each of the following a barrier to you advancing in your career?
 Base: Total (N=800) *Base: Those who have children under 12 (N=133)

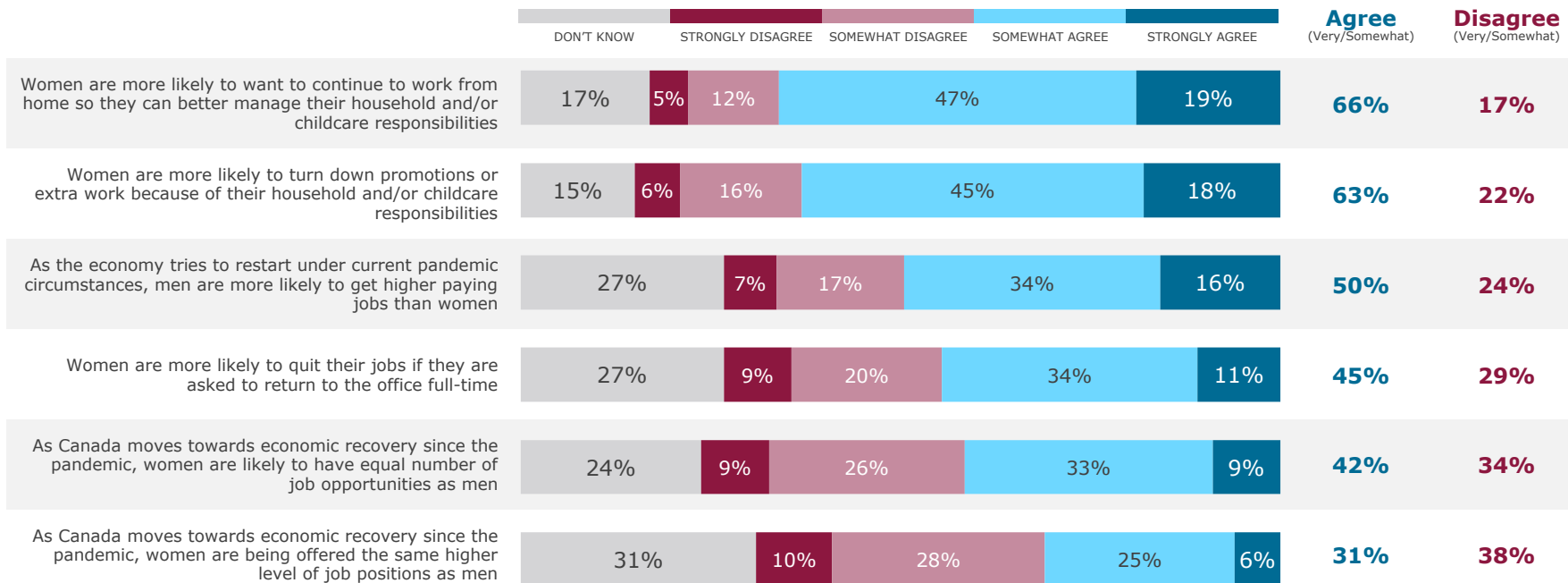
Ability to speak freely at the workplace would have a positive impact on a person's career, where as controlling the hours worked would be negative, as per the Canadian women

- Two-fifths (41%) of the women reported that voicing their opinion and asking for a promotion they deserve would have a positive impact on a person's career. However, a third (29%) are of opposite view and said voicing opinions could create a negative impact.
- Younger (18-54) women are more likely to be positively affected by all these factors compared to elder women.
- Trying to maintain a work/life balance by turning down overtime or working flexible hours can be a barrier to career advancement.



Most agree that the career choices and advancements for women are determined in accordance to household responsibilities and childcare

- Taking care of the household is an important priority to women, with two-thirds saying women will want to work from home (66%) and will turn down promotions (63%) to allow them to do this. Additionally, almost half (45%) say women are more likely to quit their job if asked to return to the office full-time.
- Women continue to believe that men have an edge in terms of careers with 50% saying men will get more high paying jobs (24% disagree) and only 31% feeling women will be offered the same higher level positions as men. However, 42% believe the same number of opportunities will be available for both genders, while 34% disagree.





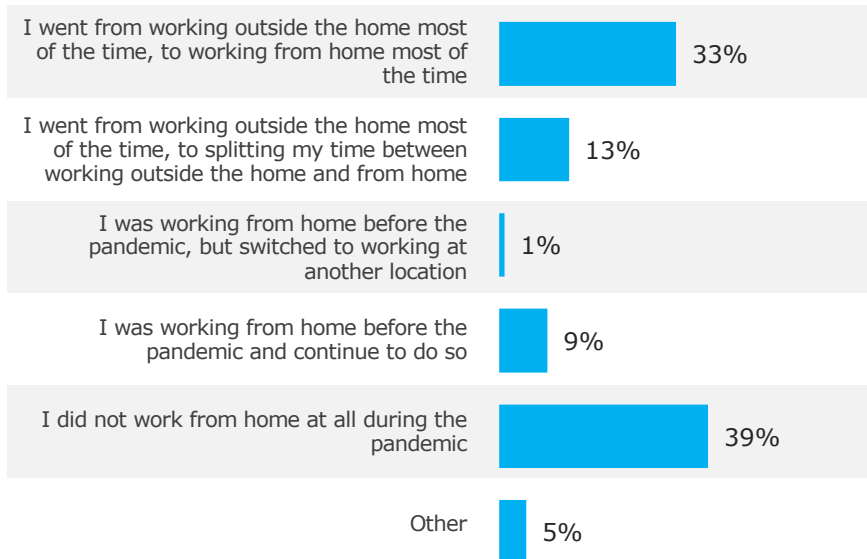
Change in Work Location due to Pandemic

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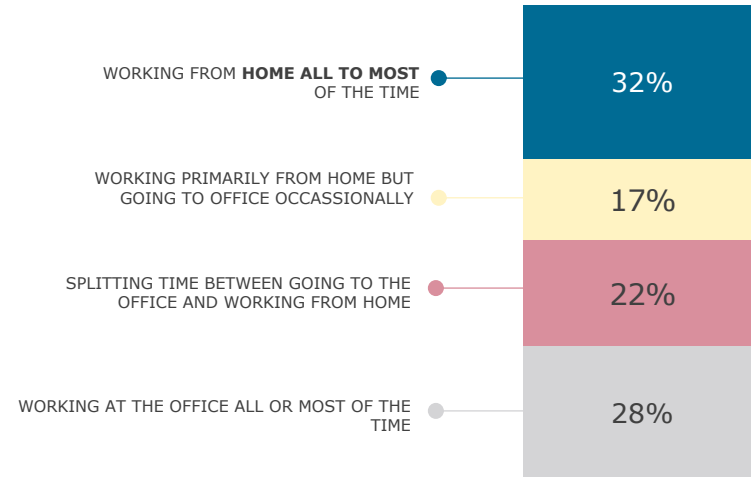
Of those who shifted to work from home during the pandemic, most are currently working from home at least part of the time

- Almost half (46%) of the working women went from working outside the home to working from home. Two-fifths (39%) reported that they didn't not work from home at all during the pandemic.
- Those who started working remotely, 71% continues to work from home at least for a part of the time and a quarter (28%) return to working at the office most or all of the time. Older women (55+) are more likely to return to offices compared to the younger women.

Change in Work Location During Pandemic



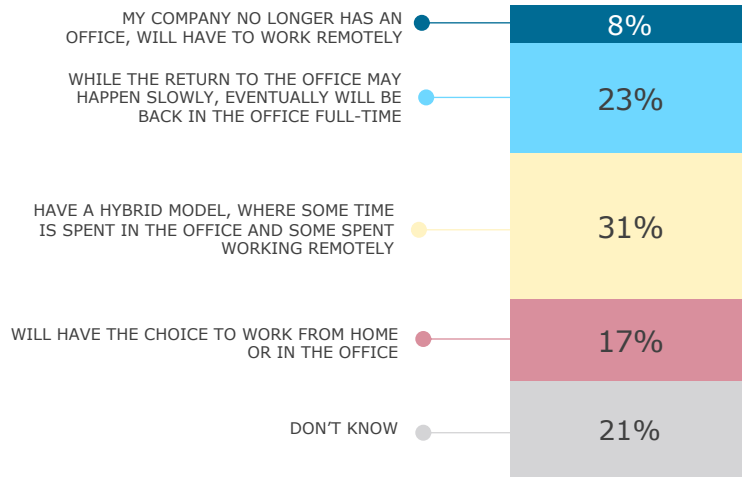
Current Work Location



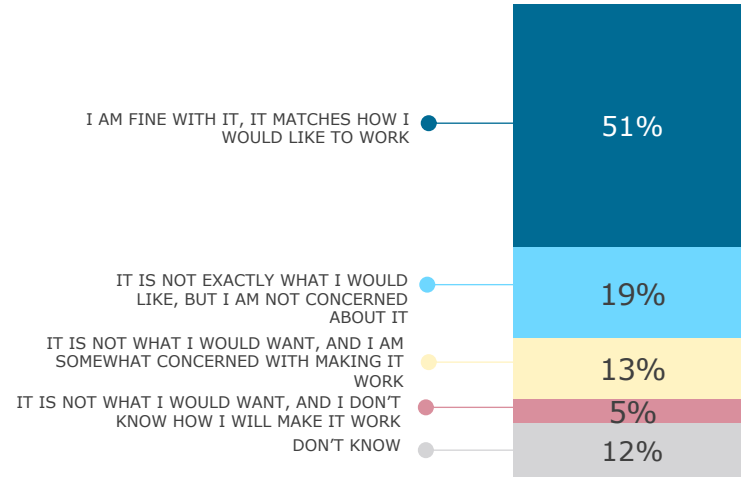
Three-in-ten reported that their organization would adapt a hybrid model of working

- As per the best understanding, half believe they will be returning to working in the office, either with a hybrid model (31%) or returning to the office full-time (23%). 8% said their company no longer has an office, and 17% believe they will have a choice where they want to work.
- Half of the women are fine with their organization's plan regarding going back to office. A fifth (19%) said it is not what they exactly want but they aren't concerned about it. On the other hand, 18% are concerned about how will they make it work.
- Older (55+) women are most likely to be fine with their company's plans regarding work location.

Expectation of Workplace in terms of Work Location



Sentiments Regarding Company's Plan to go Back in Office



Base: Those who worked from home during pandemic (N=463)

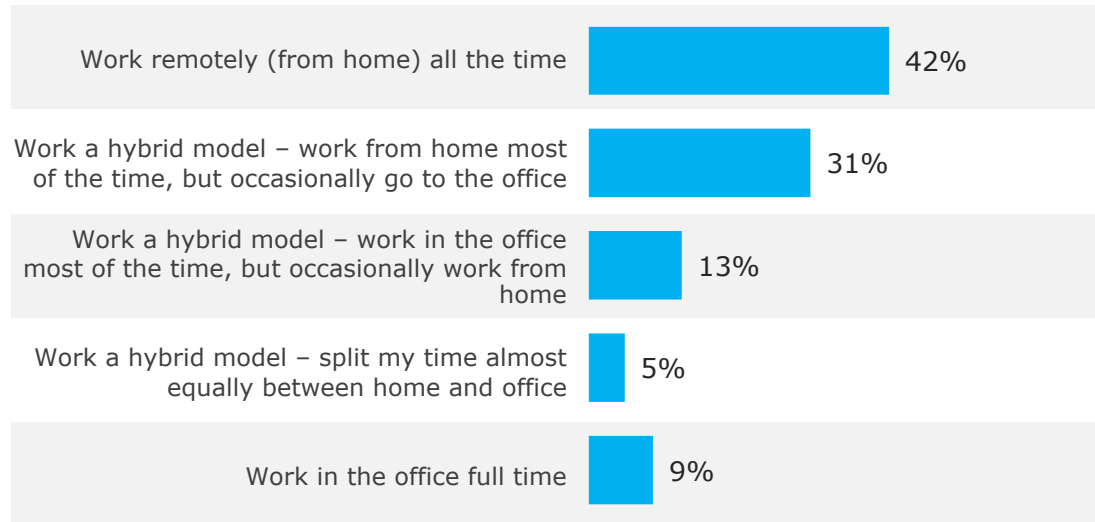
Q22: Once Canada is out of the pandemic, what will your company expect, to the best of your knowledge, in terms of working from home versus working in the office (or other location)?

Q23: How do you feel about your company's plans?

Of those working from home during the pandemic, most would like to continue to do so at least for a part of the time

- Almost three-quarters (73%) of women would prefer to work from home all (42%) or most (31%) of the time. One-fifth (22%) would rather spend all (9%) or most (13%) of the time in the office).
- Older women (55+ 17% vs. 18-34 10%, 35-54 6%) and those residing in Ontario (10%) and Quebec (12%) would like to go back in office full-time.

Location Preference for those who were Working From Home during Pandemic



One-quarter of women want to work from home to manage household responsibilities

- In total, one quarter of women would prefer to work from home to allow them to manage household responsibilities (25%). A similar portion want to do so for their comfort (26%) and to save time/money on the commute (28%).
- Those who want to go to the office want to be able to socialize (37%) and feel they are more productive (30%). Only one-in-ten are returning to the office to help their career.

Reasons for Working Remotely, at least part of the time



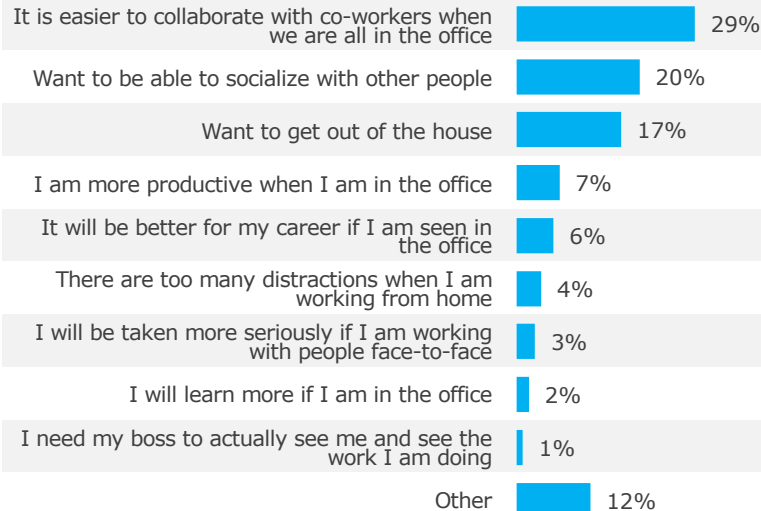
Reasons for Working Remotely (Net)

Time/Money	28%
Comfort	26%
Home Responsibilities	25%
Work	13%

Reasons for Working in Office (Net)

Social	37%
Productive	30%
Better for Career	12%

Reasons for Working in Office, at least part of the time



Q25: Why do you want to work remotely, at least part of the time? Base: Those who want to work remotely at least part of the time (N=419)

Q26: Why do you want to work in the office, at least part of the time? Base: Those who want to work in office at least part of the time (N=262)

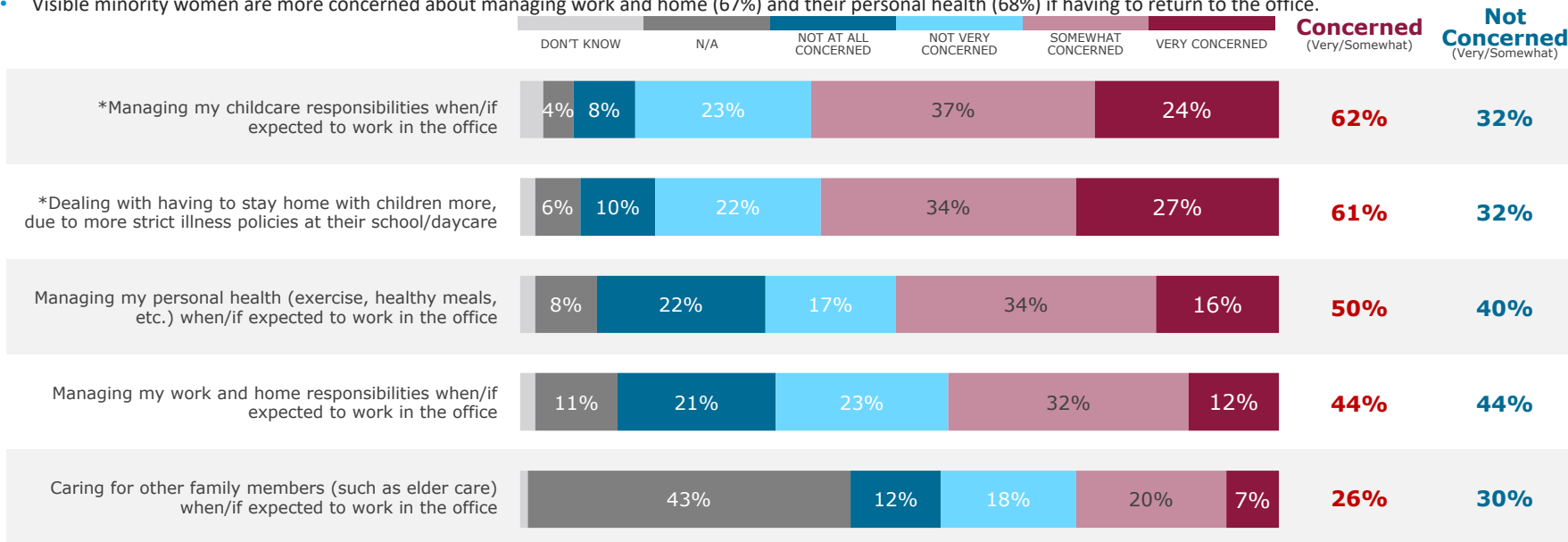


Childcare Responsibilities

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Childcare responsibilities is the major concern for women who may be returning to the office

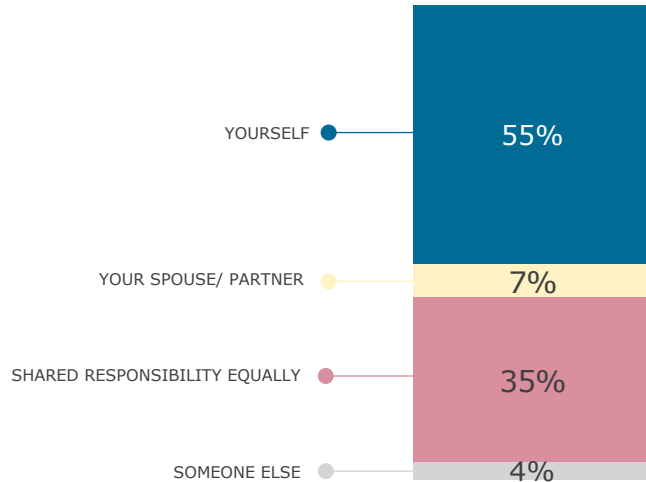
- Those working from home during the pandemic and having kids under 12 are somewhat (37%) to very (24%) concerned about going back to work in-person. Younger women are most likely to be concerned about going back into the office.
- Personal health is also a concern for half of the women if they are expected to go back into the office. It is most common among younger women living in BC, Alberta, and Ontario and having kids.
- Visible minority women are more concerned about managing work and home (67%) and their personal health (68%) if having to return to the office.



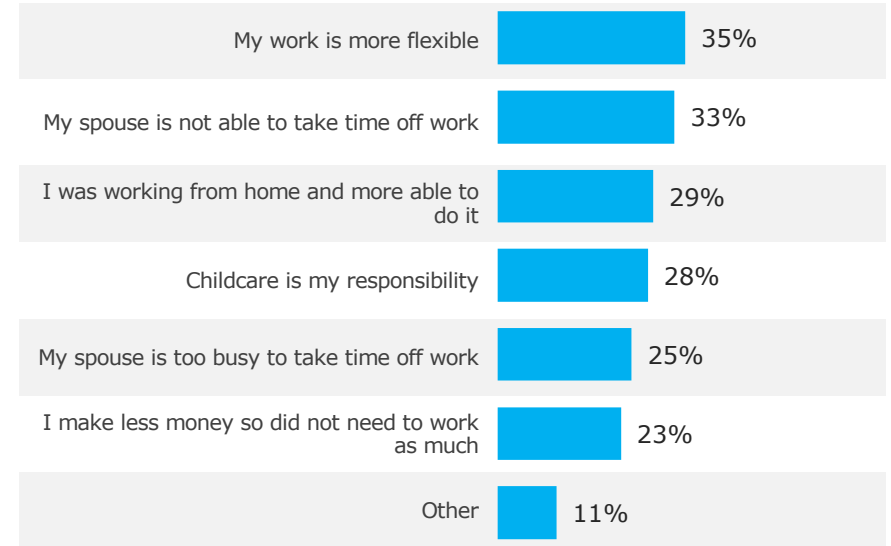
More than half of working women are primarily responsible for childcare

- More than half of the women (55%) are primarily responsible for child care. Only 7% said their partner/ spouse are responsible and a third (35%) share the responsibilities equally.
- Of those who are primarily responsible for child care, 35% said their work is more flexible with a third (33%) reporting that their spouse is unable to take time off work.

Primarily Responsible for Child Care



Reasons for being More Responsible for Child Care



Q28: If your child needs more than usual care during the pandemic (due to schools/daycares being closed, or stricter than usual illness policies), who is primarily responsible for this child care? Base: Those who have school age children and have a spouse or partner (N=152)

Q29: Why are you more responsible for childcare than your spouse? Base: Those who are themselves responsible for childcare (N=86)



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