



# The Prosperity Project: Focus on Youth and Parents

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strategic insights

Wave 3, June 2021

# Methodology

**Methodology:** On behalf of the Prosperity Project, Pollara Strategic Insights conducted an online survey among a randomly-selected, reliable sample of **N=937 Canadian Youth** aged 16 to 29 years old and **N=795 adult (18+) Canadian Parents** who have children aged 17 or younger.

**Field Window:** June 3 to June 14, 2021

**Reliability:** As a guideline, a probability sample of N=937 carries a margin of error of  $\pm 3.2\%$ , and a sample of N=795 carries a margin of error of  $\pm 3.5\%$ , 19 times out of 20. The margin of error is larger for sub-segments. The youth and parents’ datasets were weighted individually by the most current gender, age and region Census data, ensuring that the youth are a representative proportion of the parent population and vice versa, and to ensure the sample reflects the actual population of youth in Canada and parents of young kids (under 18) in Canada.

YOUTH		
Region	Interviews	Margin of error
British Columbia	117	$\pm 9.1\%$
Alberta	100	$\pm 9.8\%$
Saskatchewan	63	$\pm 12.3\%$
Manitoba	51	$\pm 13.7\%$
Ontario	317	$\pm 5.5\%$
Quebec	223	$\pm 6.6\%$
Atlantic Canada	66	$\pm 12.1\%$
<b>Canada</b>	<b>937</b>	<b><math>\pm 3.2\%</math></b>

PARENTS		
Region	Interviews	Margin of error
British Columbia	117	$\pm 9.1\%$
Alberta	127	$\pm 8.7\%$
Saskatchewan	58	$\pm 12.9\%$
Manitoba	63	$\pm 12.3\%$
Ontario	211	$\pm 6.7\%$
Quebec	152	$\pm 7.9\%$
Atlantic Canada	67	$\pm 12.0\%$
<b>Canada</b>	<b>795</b>	<b><math>\pm 3.5\%</math></b>

# Reporting Conventions

- The report is divided into 2 major sections: Youth and Parents. Although some questions are similar between the 2 groups, the results have been analysed separately for each cohort.
  - Youth in the report are defined as those aged between 16 to 29 years
  - Parents in the report are defined as those who have children aged 17 or younger
    - Young Parents = Those who are youth (16-29 years old) and are parents
    - Millennials = Those who are 25 to 38 years old
    - Gen X = Those who are 39 to 59 years old
  - Visible Minority = Those who identify as a someone whose membership in a minority group in Canada is visible due to skin colour or other physical features
  - White = Those who identify as White or Caucasian
- Discrepancies in total % are due to rounding.



# Section 1: YOUTH

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# Key Insights

## *Savings and Mental Health During the Pandemic*

- Majority of youth have saved during the pandemic, with a third saving more than usual. Those who have managed to save, intend to either keep it as a safety net in case they need it or will invest it. Some will also save it for their education or spend on big purchases such as a home or car or travel. Women were less likely to save during the pandemic than men.
- Overall, half of the youth feel that their anxiety, depression and stress levels are higher now than at the start of the pandemic, and also feel these levels will increase further if the pandemic continues for another three months. Women and younger age groups are more likely to feel these negative emotions and also expect their levels to further increase if the pandemic continues for longer.

## *Vaccine Optimism*

- Eight-in-ten youth are optimistic about theirs and family's life returning to normal considering the current vaccination rate in Canada. Majority are also concerned about the federal government's pandemic spending, the debt accrued and the potential increase in taxes.

## *Top Priorities for the Federal Government*

- While many initiatives are considered as important for the federal government to focus on as part of the pandemic recovery, for the youth - jobs, economy, healthcare, housing affordability and climate change are some of the important ones. Among these, jobs and economic recovery is the most important, followed by affordability and fighting climate change.

# Key Insights

## *Future School Plans for the Fall*

- Half among the youth intend to continue with their schooling and a quarter would like to get more education but are not planning on doing so at this time. Majority of the former group have plans to attend University in the Fall. Among those who are taking a break at the moment, mainly reason that they want to work and gain experience or are unable to afford higher education at this time.
- Women, overall, are more likely to go to school in Fall, attend University and plan to continue with further education. While the over-arching reasons for not continuing with school at this time are the same among men and women, women are more likely to cite affordability and family responsibilities as some of the reasons.

## *Future Employment Plans*

- Overall, about a third of the youth have had their employment plans impacted by the COVID-19 pandemic. Despite that, a strong majority are optimistic about getting the job of their choice once they finish their education. A small majority though, are concerned about the debt they may have due to their education expenses, and some say they may have to depend on their parents for longer.
- While majority of the youth say their current job is in their industry of choice, they are also likely to agree that they took up their job as a starting point, and thus are open to exploring other sectors they are more interested in. Likewise, most of the youth are looking to progress from their current status to either a better position or in a different industry altogether. And the majority are optimistic about their future job prospects and that they will be where they want to be in the next 5 years. At least two-fifths among youth are interested in the STEM sector, with women showing almost as much interest as men in this sector.
- Of noteworthy is that while some youth say they've taken up their current job, even though its not in their chosen field, to start earning and manage family responsibilities, fewer say they've done so because they couldn't find something in their field – implying that it is perhaps not the limited job choices in their profession but the need to start earning and paying bills that drives them to take up a job that is not as per their chosen career, while simultaneously looking to move on and find something more aligned to their interests.

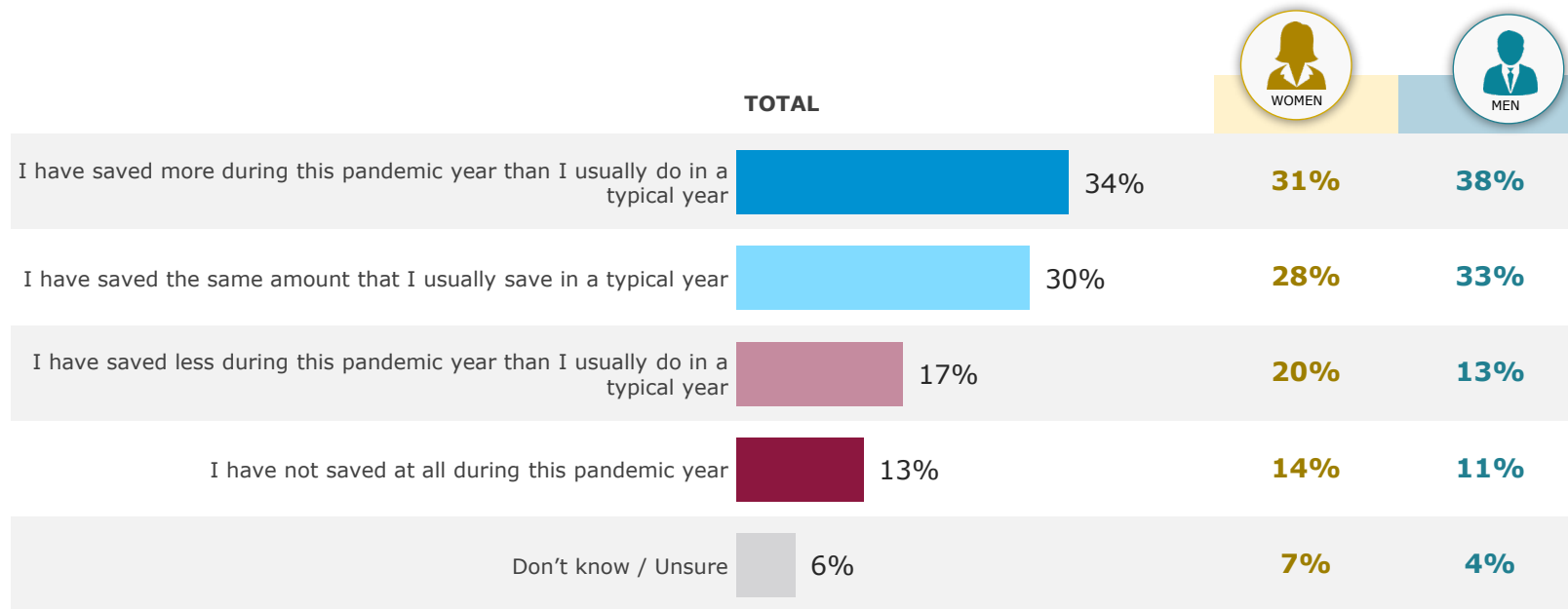


# Savings and Mental Health During the Pandemic

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# Two-third majority of youth have managed to save during the pandemic – either more or at least the same amount as they usually do; women have not been able to save as much as men

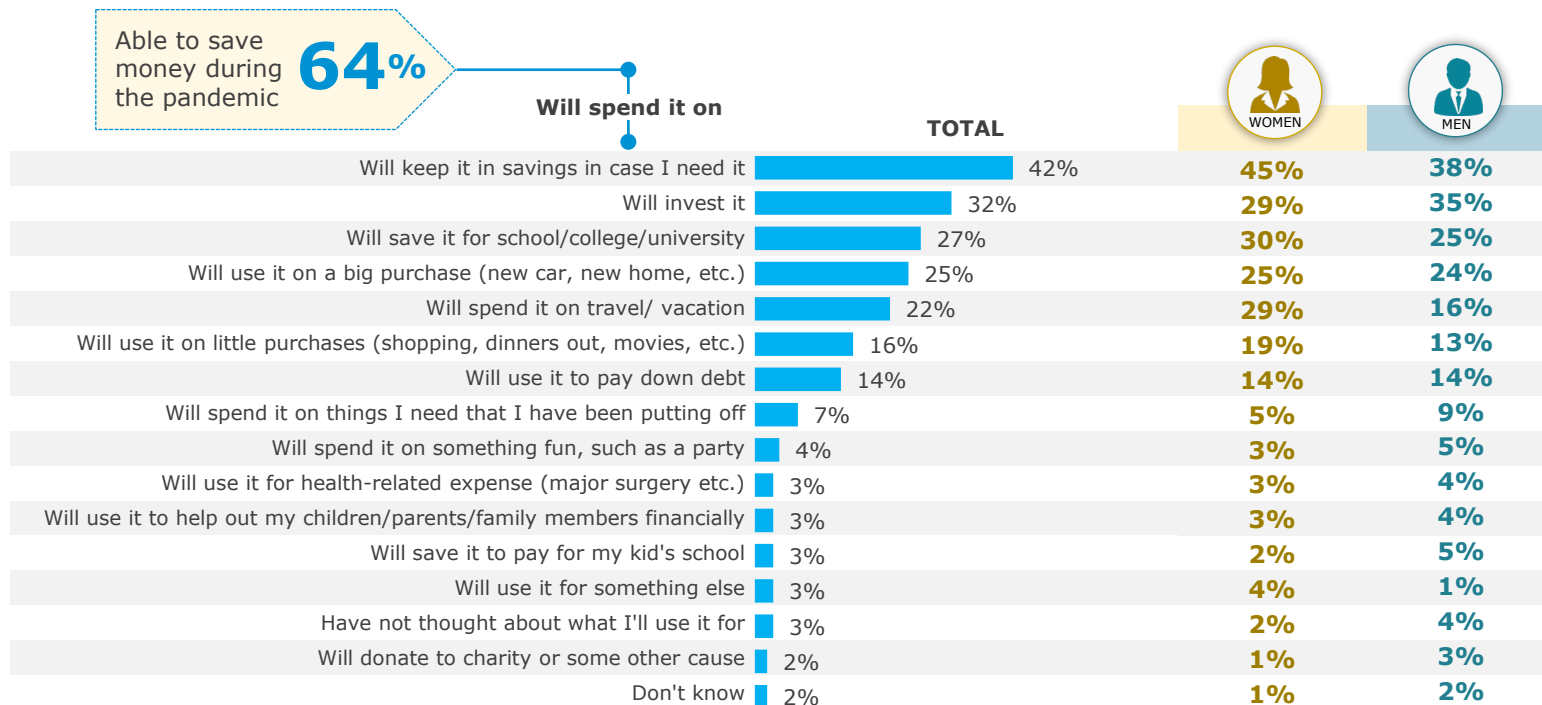
- Of the 64% who have saved, almost equal numbers feel they have saved more during the pandemic (34%) versus saving the same amount they usually save in a typical year (30%).
- Among the youth, men (71%) are more likely to say they have been able to save versus women (59%).
- Those between 25-29 years are most likely to experience both scenarios – that is – saving more than usual (37%) compared to those who are younger (32-34%), and having not saved at all (16%) compared to 8-12% of the younger cohorts.





# Those who have managed to save during the pandemic plan to keep it as a safety net or invest it, and more than a quarter will save it for school

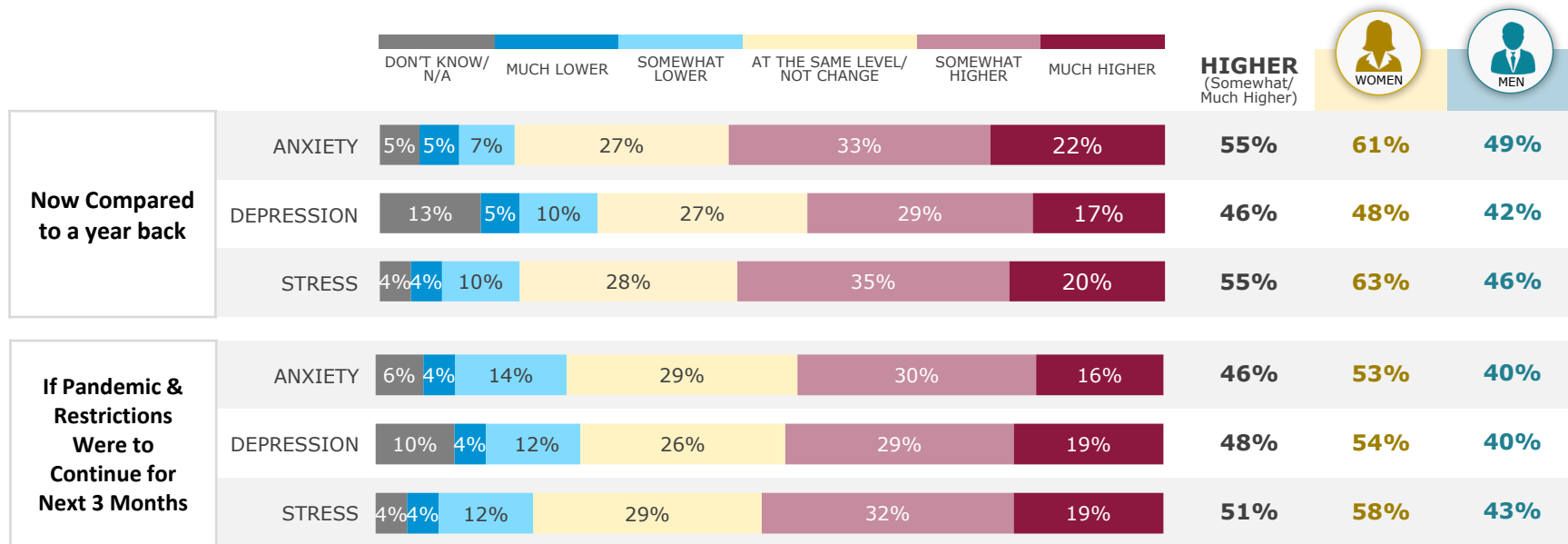
- Women (30%) slightly more likely than men (25%) to keep the savings for their education. Men are more likely than women to consider investing their savings.
- Other areas of spending their savings are similar among men and women; women are more likely to spend their savings on a vacation (29%) versus men (16%).



Q2. You mentioned that you have saved money during the pandemic. Assuming this savings is still in place when the pandemic is over, what do you think you will do with it?  
 Base: Those who saved (N=591), Women (N=375), Men (N=208)

# Young women are much more likely to feel anxiety, stress and depression now compared to the start of the pandemic, while a plurality of young men have experienced the same

- Overall, half of the youth feel these negative emotions are higher now and also feel these levels will increase further if the pandemic continues for another three months.
- Generally speaking, women are more susceptible to these mental health issues than men. Likewise, those aged 16-17 years are more likely to say they are feeling higher levels of anxiety (62%; a third (33%) say their levels of anxiety are a *much higher* now) and stress (66%) than the older age groups (51-58% anxiety; 51-55% stress). And if the pandemic continues, 16-17 year olds feel their depression levels will further increase much more, as will anxiety and stress, but the latter two are to a similar extent as the rest.



Q3. Considering the COVID-19 pandemic in Canada has been going on for more than a year, thinking about this how would you describe the following now compared to a year back?  
 Q4. If the pandemic and restrictions due to the pandemic were to continue for the next three months, into the Summer and probably until Fall, how do you think this would impact the following?  
 Base: Total (N=937), Women (N=618), Men (N=303)

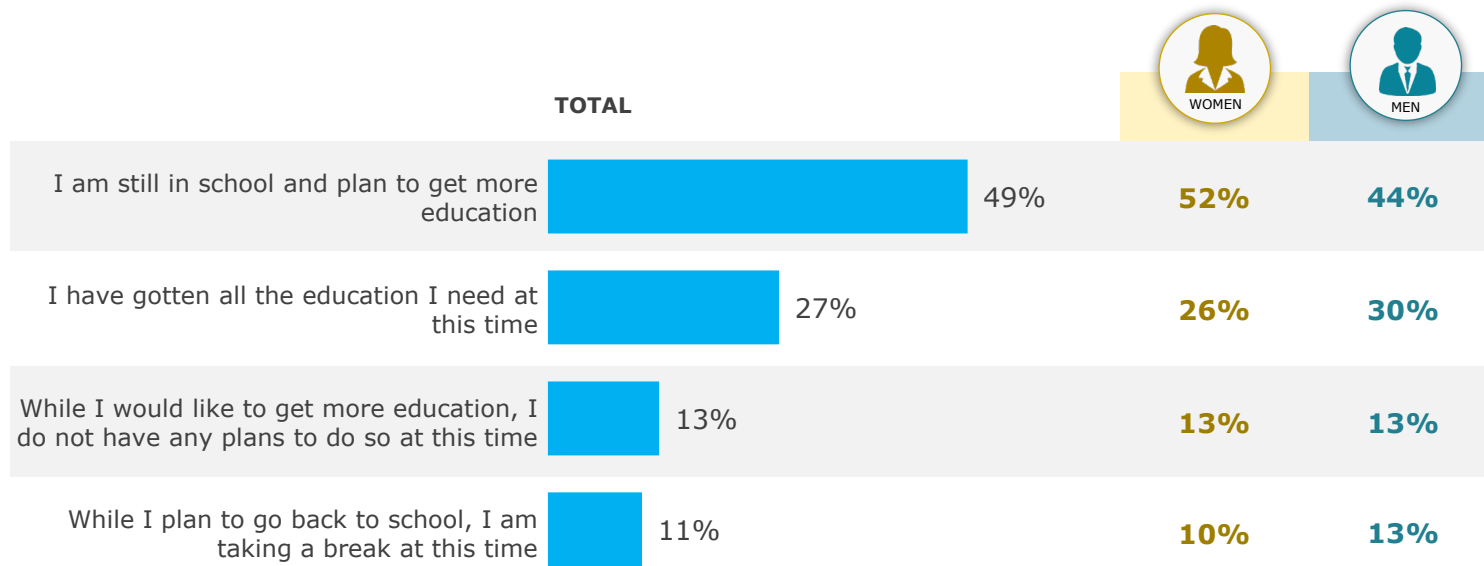


# Future Plans re: School and Employment

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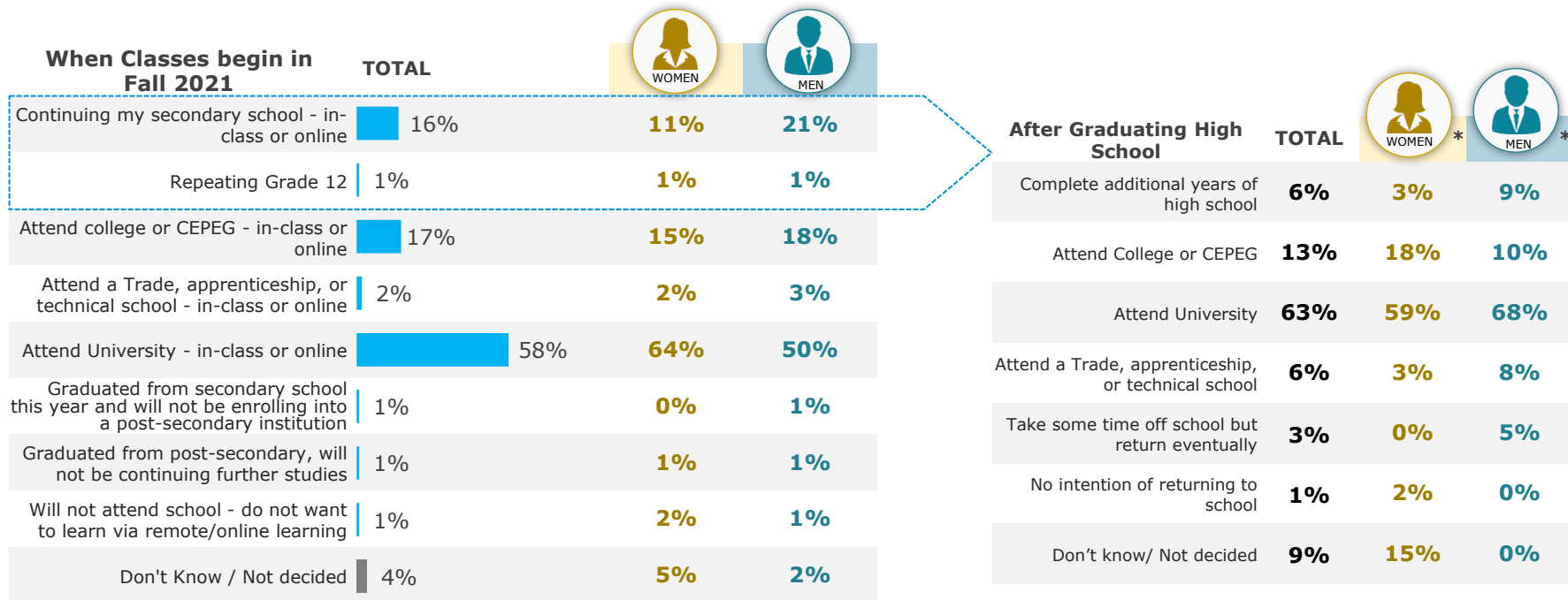
# Half among the youth intend to continue with their schooling and a quarter would like to get more education but are not planning on doing so at this time

- Four-in-ten (38%) youth who are employed are currently in school and plan to continue with their education, whereas 29% have plans of getting back to school in the future.
- Women are more likely to say they are still in school with plans to get more education versus the men (52% vs. 44%). The trend is similar among working women (43%) versus working men (31%); between the different age groups – that is, 18-24 years (71% women vs. 54% men) and among the 25-29 year olds (19% women vs. 11% men).
- Among young parents, between one-in-ten (12%) are still in school and four-in-ten (42%) have plans to get more education but not at the moment – of the latter cohort, young mothers (46%) are more keen on getting further education than young fathers (33%).



# Majority of those who are still in school will be attending university, while one-in-five will be going to college or continuing their secondary education

- Two-thirds (64%) of young women are likely to attend university when classes restart in Fall compared to just half (50%) of the men.
- Even among those who are continuing their secondary education, majority will continue on to a University education after their high school graduation, while one-tenth will attend a college or trade/technical school. Very few (4%) intend to take time off or not return to school for higher education.

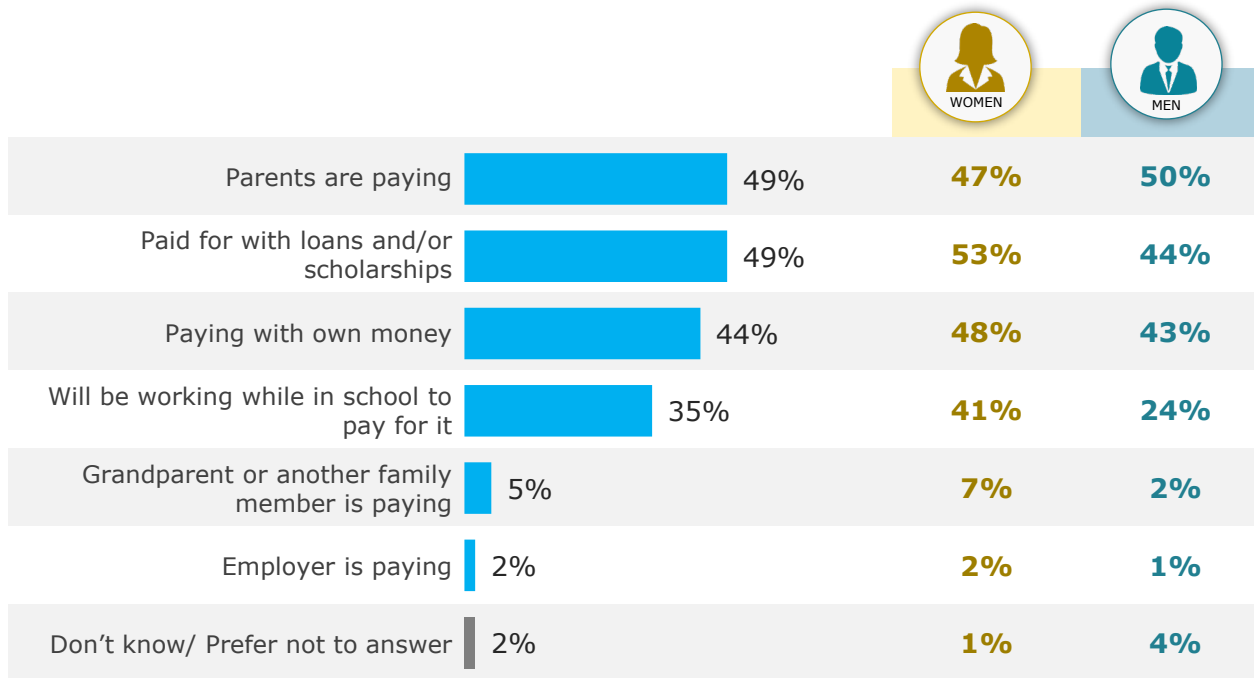


Q7. Thinking about when classes begin in Fall 2021, what are you most likely to do? Base: Those still in school - Total (N=424), Women (N=302), Men (N=109)

Q8. When you graduate high school, what do you intend on doing? Base: Those going to secondary school - Total (N=59), \*Women (N=35), \*Men (N=22) \*Caution: Very small base, results are directional only.

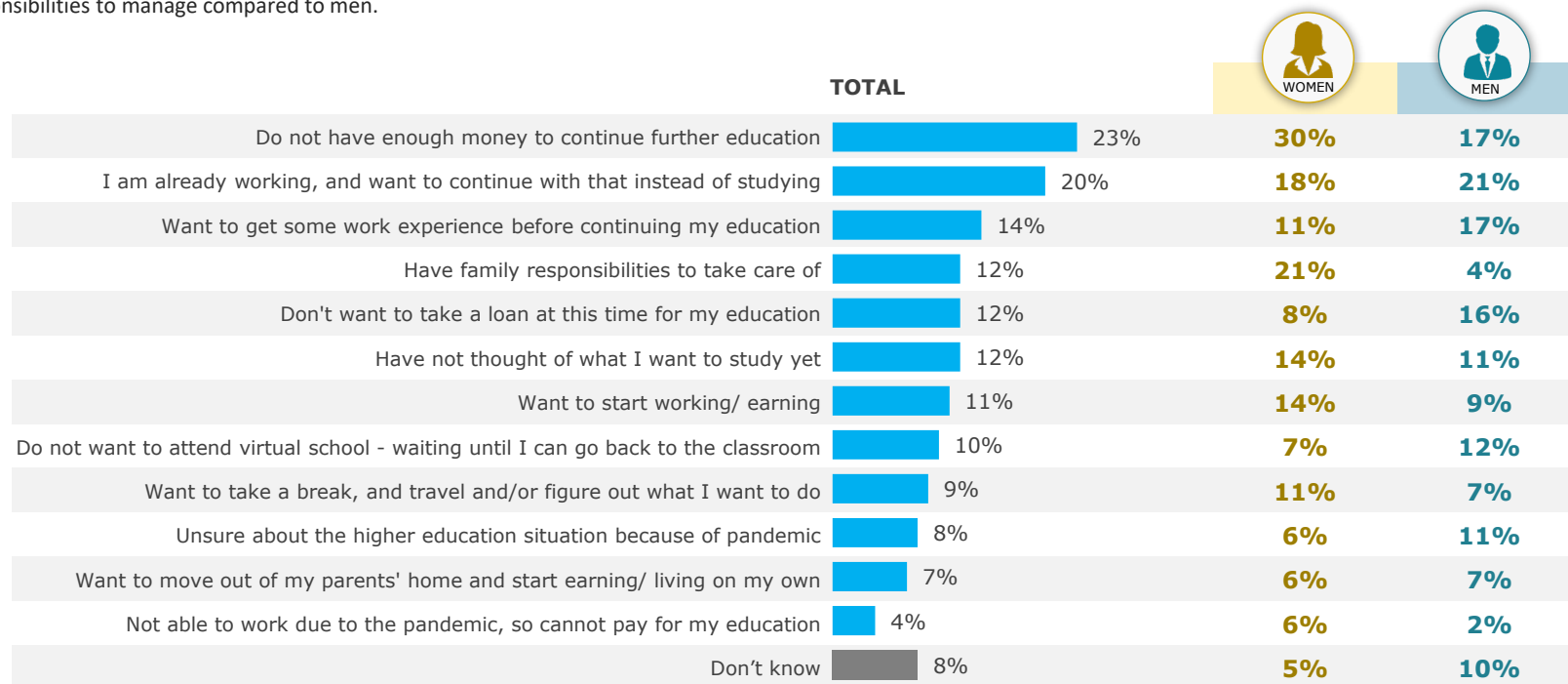
# Youth will be paying for their post-secondary education in various ways – most likely their parents are paying, or via loans or scholarships, and an almost equal proportion paying for it themselves

- A third (35%) are likely to earn themselves and pay for their post-secondary education while working. Women are much more likely to say they will pay for their education while working compared to men (41% vs. 24%). They are also more likely to pay for their education via scholarships or loans or pay for it with their own money compared to the men.



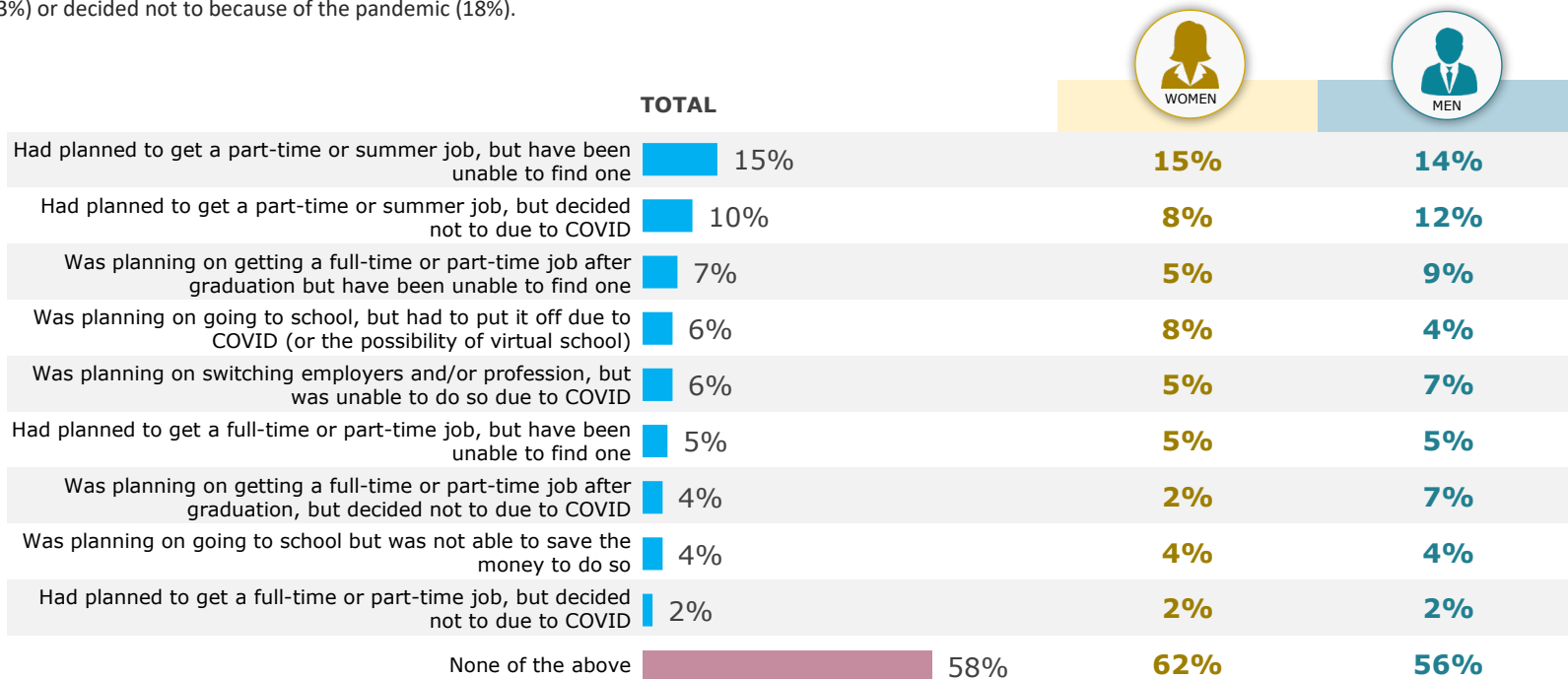
# Some of the common reasons for not continuing education at this time are because they want to work, or continue working, or it is money related

- Almost four-in-ten (38%) reason that they want to work or continue working and gain experience rather than study further at this time. A third (31%) cite money issues, either they don't have enough to continue further or do not want to take a loan for school. 18% are uncertain to continue studying right now because of the pandemic.
- Reasons for not continuing education at this time vary somewhat among men and women – women are much more likely to feel they don't have enough money or have family responsibilities to manage compared to men.



# Overall, one-third (32%) have had an impact on their ability to get a job since the pandemic, and 9% had to alter their schooling plans – these impacts were higher among those under 25 years old

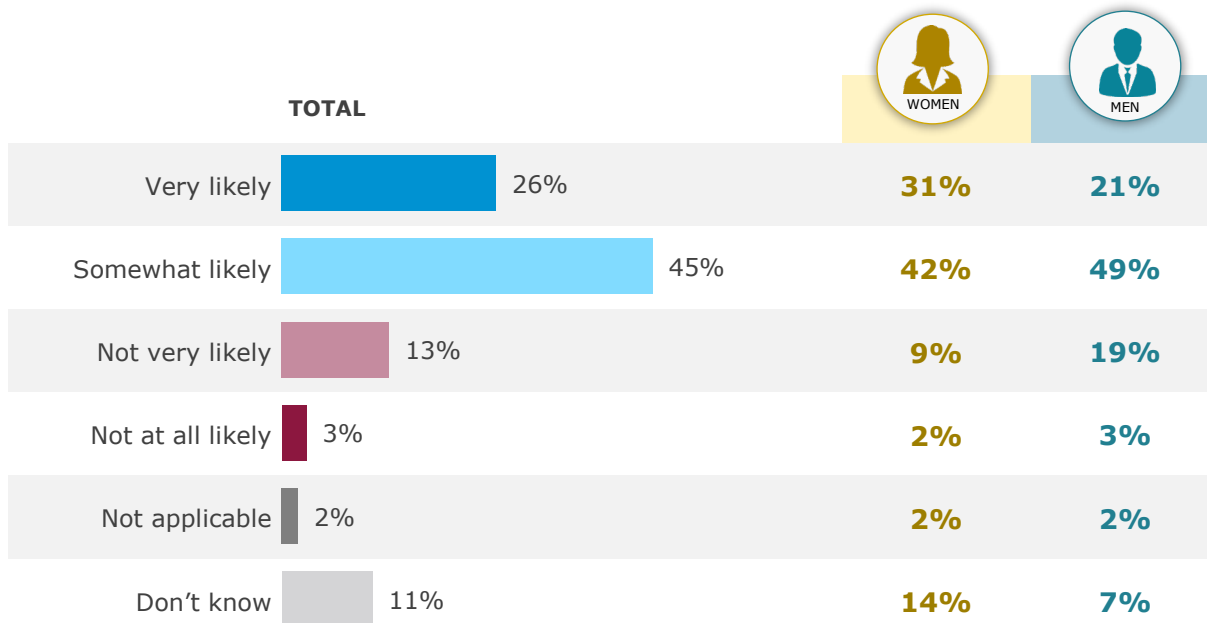
- Among those whose employment plans were impacted, about 23% were unable to find a job and 15% say they decided not to take up a job due to COVID.
- The employment plans of 16-24 year olds were most impacted – 40-41% had planned to get a job but were unable to because they could not find one (28-29%) or pushed it because of COVID (18-20%), whereas those 25 years and above were least impacted (21%). About one-fifth of 16-17 year olds had planned on taking up a summer job but were unable to find one (23%) or decided not to because of the pandemic (18%).





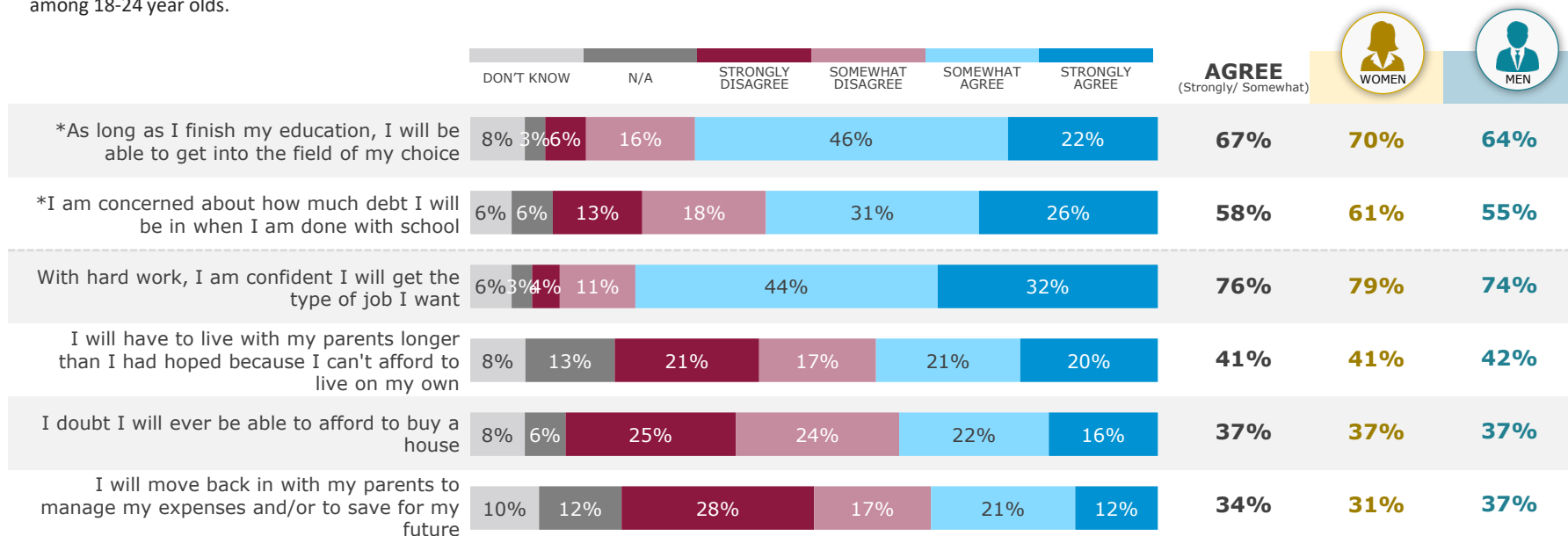
# Among those who are studying or intending to study more in the future, majority are optimistic about their future job prospects once they finish studying

- Seven-in-ten (71%) believe they are likely to find the type of job they want once they are finish their education, with a quarter (26%) saying they are very likely to. Level of optimism is nearly the same among men and women, with women (73%) being slightly more optimistic than men (69%).
- Notably, the likelihood to get a job of choice reduces with an increase in age – 16-17 years olds are the most optimistic (81%), followed by 18-24 year olds (74%) and least of those 25-29 years old (61%).



# Majorities believe that they will get their job of choice as long as they finish their education and work hard

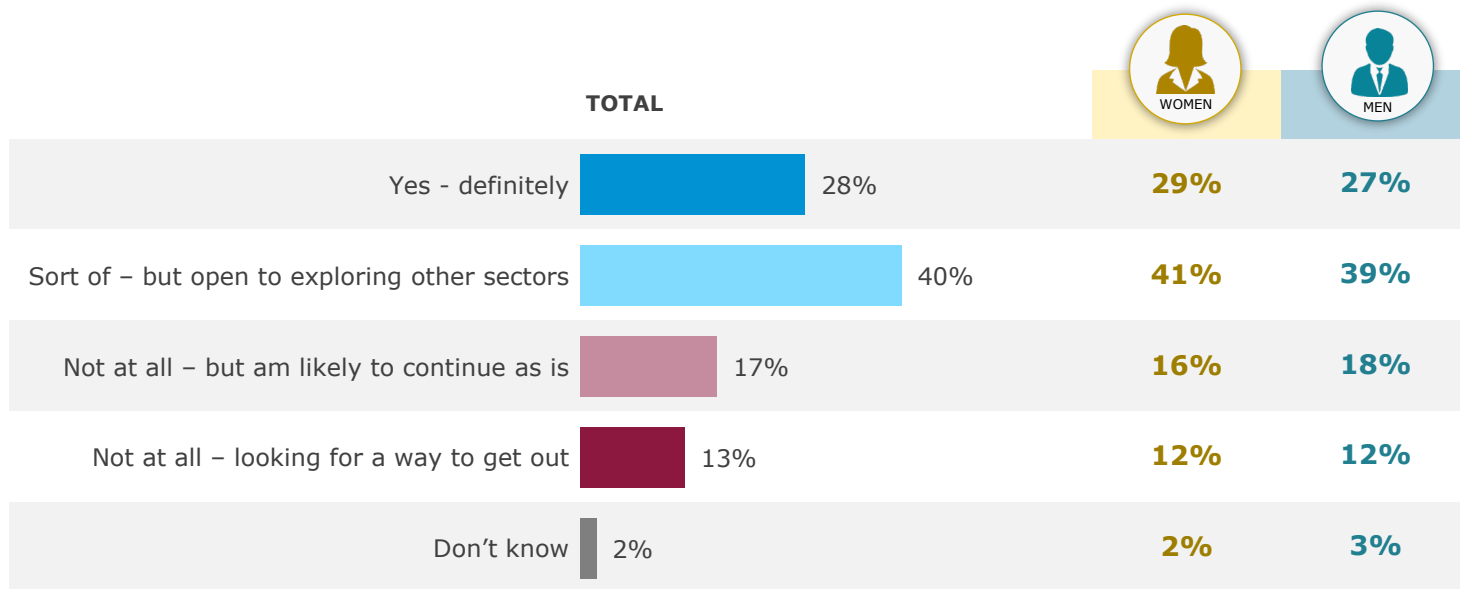
- A small majority (58%) of current students or those who plan to study more in the future are concerned about the debt they would accrue once they are done with school. Women (61%) are more concerned than men (55%) about having debts after they complete their education.
- Four-in-ten (41%) feel they may have to live with their parents for longer because they can't afford to live on their own, and a third (34%) feel they may have to move back with the parents to manage their expenses better. However, youth still view house affordability somewhat positively – 48% say they would be able to afford a house versus 37% that feel they would not be able to. The likelihood to live for longer with parents (49%) or move back in with parents (39%), as well as concerns with house affordability (42%) are more pronounced among 18-24 year olds.



Q14. To what extent do you agree or disagree with the following?  
 Base: Total (N=937), Women (N=618), Men (N=303) \*Base: Those who are still in school or will go in the future (N=655), Women (N=446), Men (N=195)

# A majority (70%) of employed youth are open to exploring other sectors, with 30% not being in the field of choice

- One-in-three (30%) are not working in their industry of choice, while 17% are likely to continue as is, 13% are looking out for other jobs. And 40% though say they are in their field of choice but are still open to move to other sectors.
- The youngest age group (\*16-17 years) are more likely to say they are not in the industry they want to be in (71%) and are equally divided among looking for a way out (36%) or intending to continue as is (35%). Majority of those 18+ are more likely to say they currently work in their sector of choice (18-24; 58% and 25-29; 84%) but they would also be open look at other sectors (42% both groups).



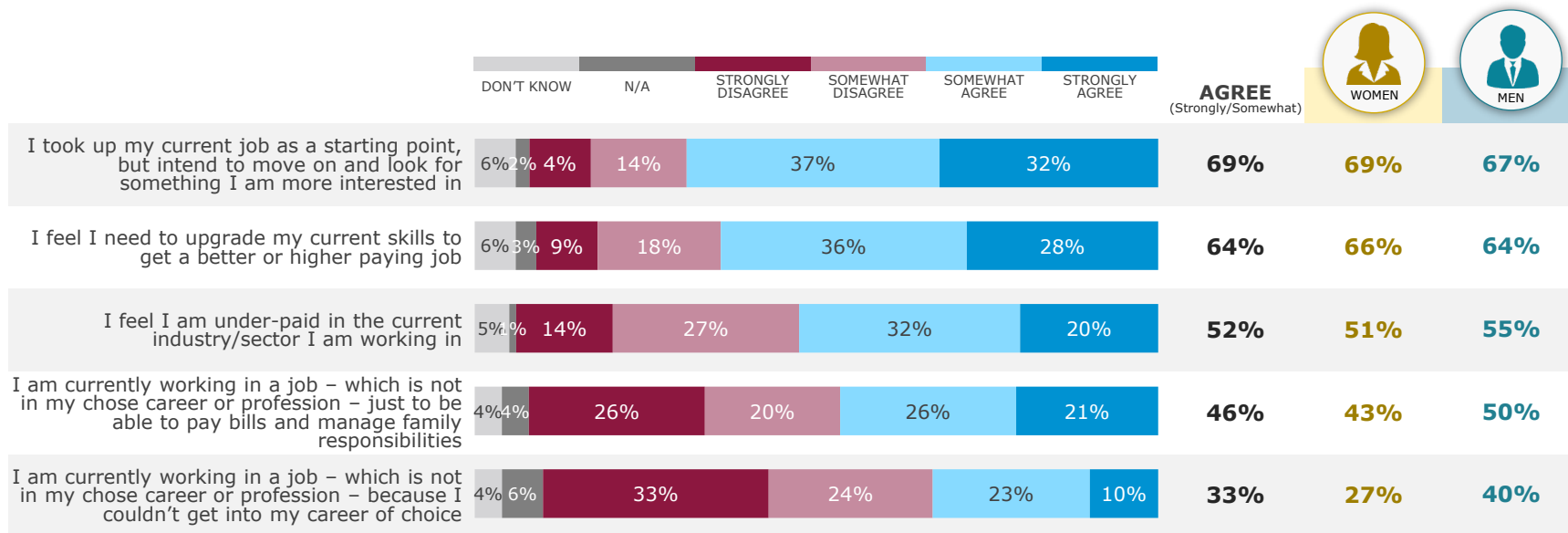
Q15. Thinking about your current job, is this job in the industry you want to be in?

Base: Total employed (N=660), Women (N=422), Men (N=231)

\*CAUTION: Base for Employed 16-17 years olds is low (N=46).

# Seven-in-ten have taken up their current job as a starting point and intend to continue exploring other avenues of interest

- This is particularly true for those aged \*16-17 years (89%) and 18-24 years (75%). Likewise, 67% of the 16-17 year olds and 57% of 18-24 year olds agree that their current job is not in their field of choice and was taken up to manage household and financial responsibilities, compared to 34% of the 25-29 year olds. Overall, just a third (33%) agree to taking a job because they couldn't find one in their chosen field – implying that it is perhaps not the lack of job choices in their profession but the need to start earning and paying bills that drives them to take up a job that is not as per their chosen career, while simultaneously looking to move on and find something more aligned to their interests.
- That said, young men (40%) are more likely to say that they could not find a job in their chosen career compared to women (27%).
- Though half (52%) feel they are under-paid in their current job, two-thirds (64%) also feel that they need to upgrade their current skill sets to be able to get a higher paying job.



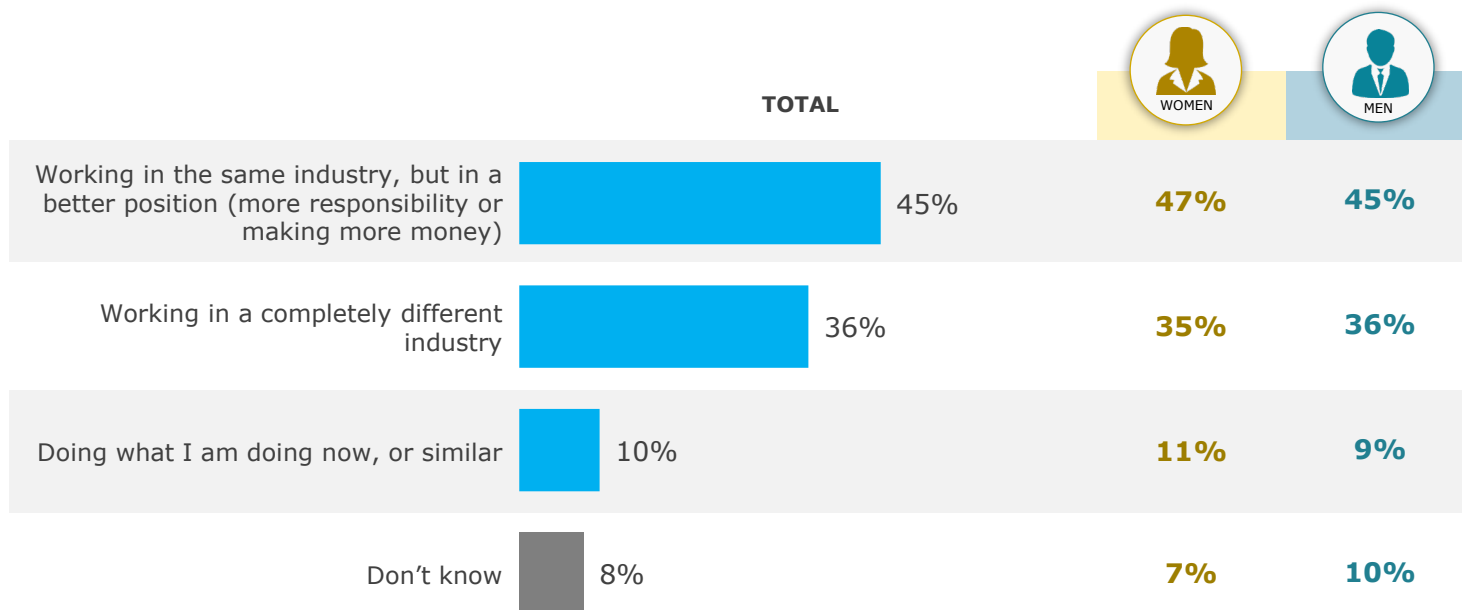
Q17. Thinking about your current job, to what extent do you agree or disagree with the following?

Base: Total Employed (N=660), Women (N=422), Men (N=231)

\*CAUTION: Base for Employed 16-17 years olds is low (N=46).

# Most of the employed youth are looking to progress from their current status to either a better position or in a different industry altogether, just a tenth intend to stay put

- As seen earlier, \*16-17 year olds (65%) and 18-24 year olds (48%) are more inclined towards moving out from their current industry and exploring other sectors, whereas the 25-29 year olds seem to have found their career of choice and are aiming to progress to higher positions with more responsibility or better pay within the same industry (62%).



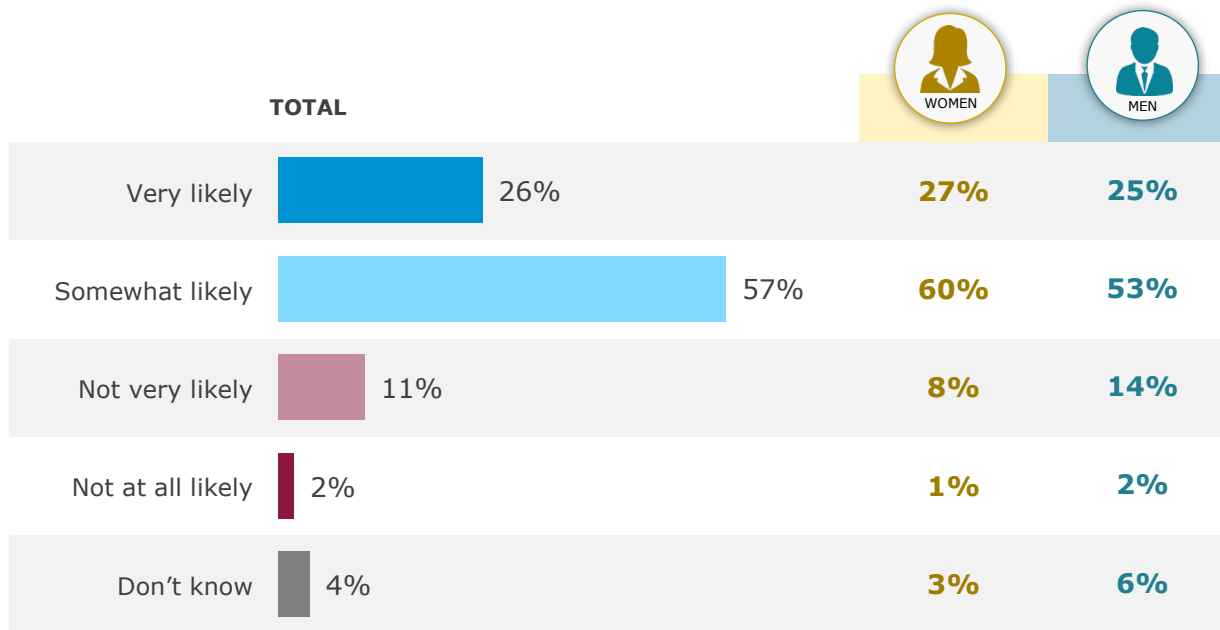
Q16. Thinking of your career, where do you hope to be in 5 years?

Base: Total employed (N=660), Women (N=422), Men (N=231)

\*CAUTION: Base for Employed 16-17 years olds is low (N=46).

# Almost four out of five employed youth believe they will get to where they want to be in the next 5 years

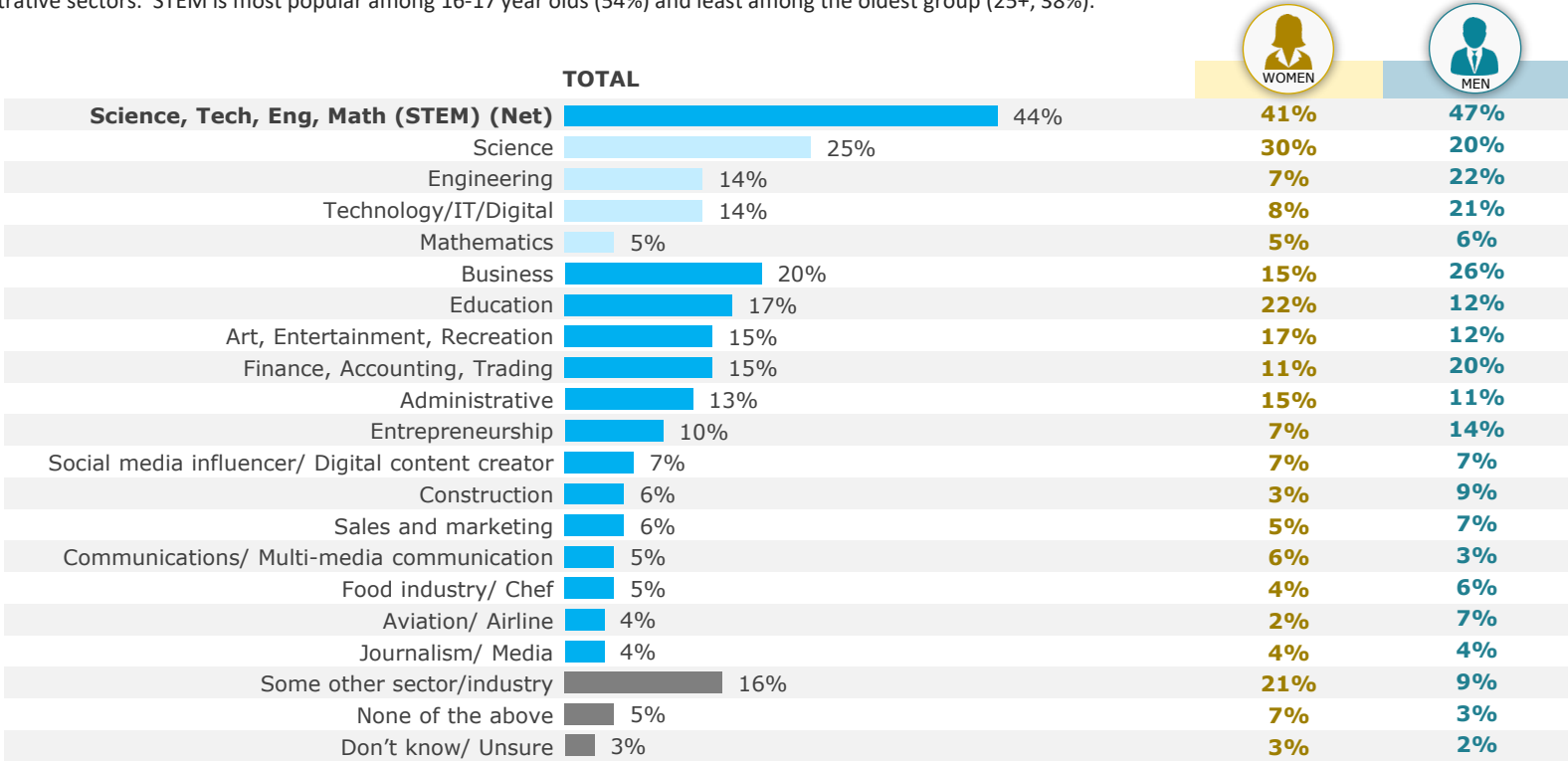
- Of the 83% who are optimistic about their future, only a quarter (26%) feel they are very likely to achieve their goals in the next 5 years, the majority feel they would be somewhat likely to be where they want to be. That said, only one-in-ten (13%) feel they would be unlikely to.
- Here as well, women (87%) are more optimistic about their future versus the men (78%). There are no remarkable differences between the age groups.



Q18. In your opinion, how likely is it that you will get to where you want to be in the next 5 years?  
 Base: All except those who are retired, unemployed or don't know (N=884), Women (N=577), Men (N=294)

# Most of the youth are interested in the STEM sector, followed by business, education, art, entertainment and recreation sectors

- While Engineering, IT, business and finance are more interesting sectors for men, women are more interested in science, education, arts, entertainment, recreation and administrative sectors. STEM is most popular among 16-17 year olds (54%) and least among the oldest group (25+; 38%).



Q13. Which industries or sectors are you interested in? Base: All except those who are retired, unemployed or don't know (N=884), Women (N=577), Men (N=294)

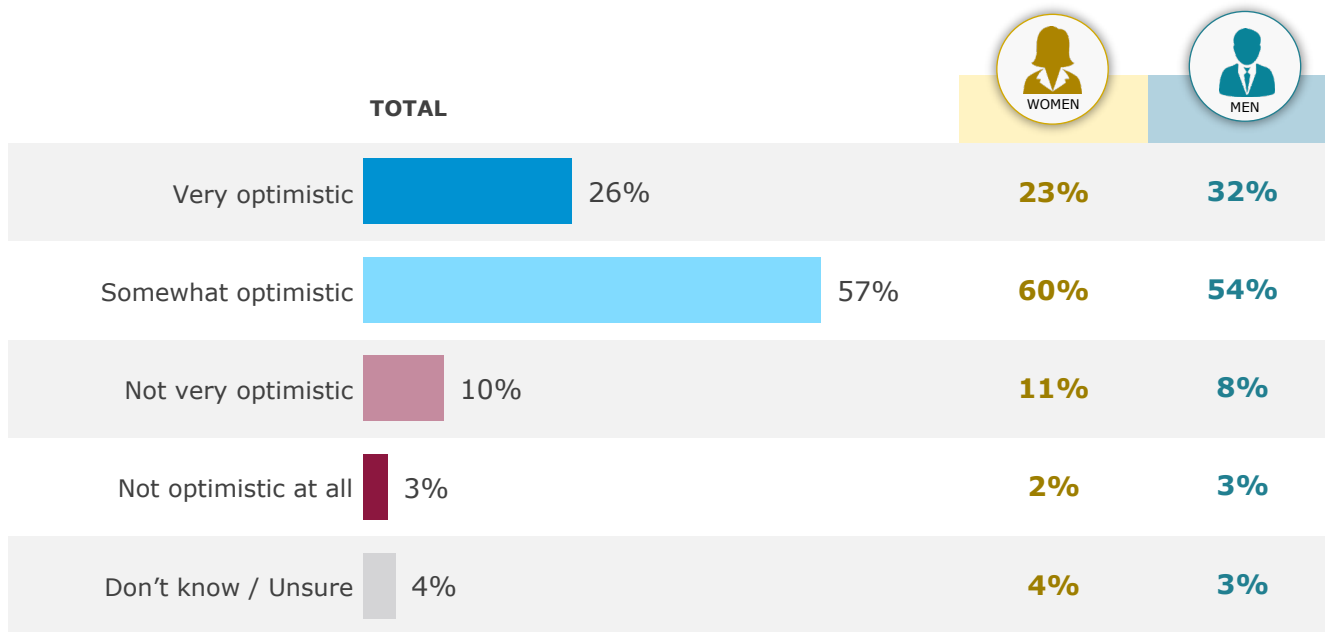


# Vaccine Optimism



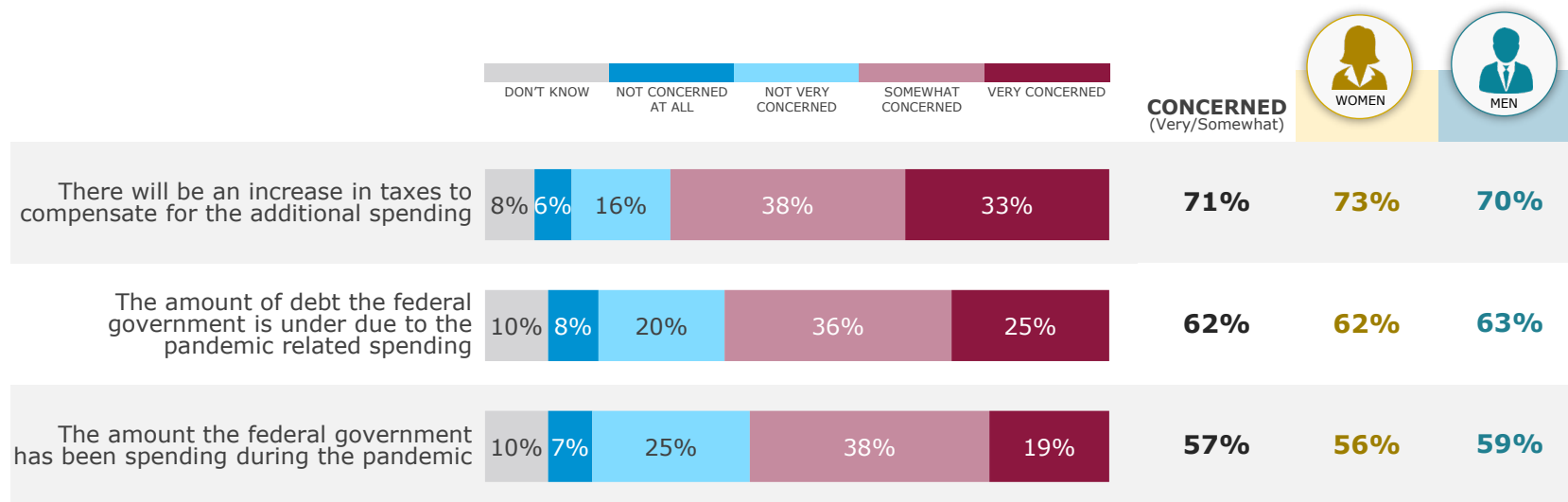
# Eight-in-ten among youth are optimistic about theirs and their family's life returning to normal, with the current rate of vaccination across Canada

- Rate of vaccine related optimism is the same across all demographic groups, with the 16-17 year olds (89%) being slightly more optimistic. High school (92%) and University (90%) students are more optimistic about life returning to normal than those in the workforce (84%).



# Majority are concerned about the federal government's pandemic related spending, the debt they are under and more are concerned about the potential increase in taxes

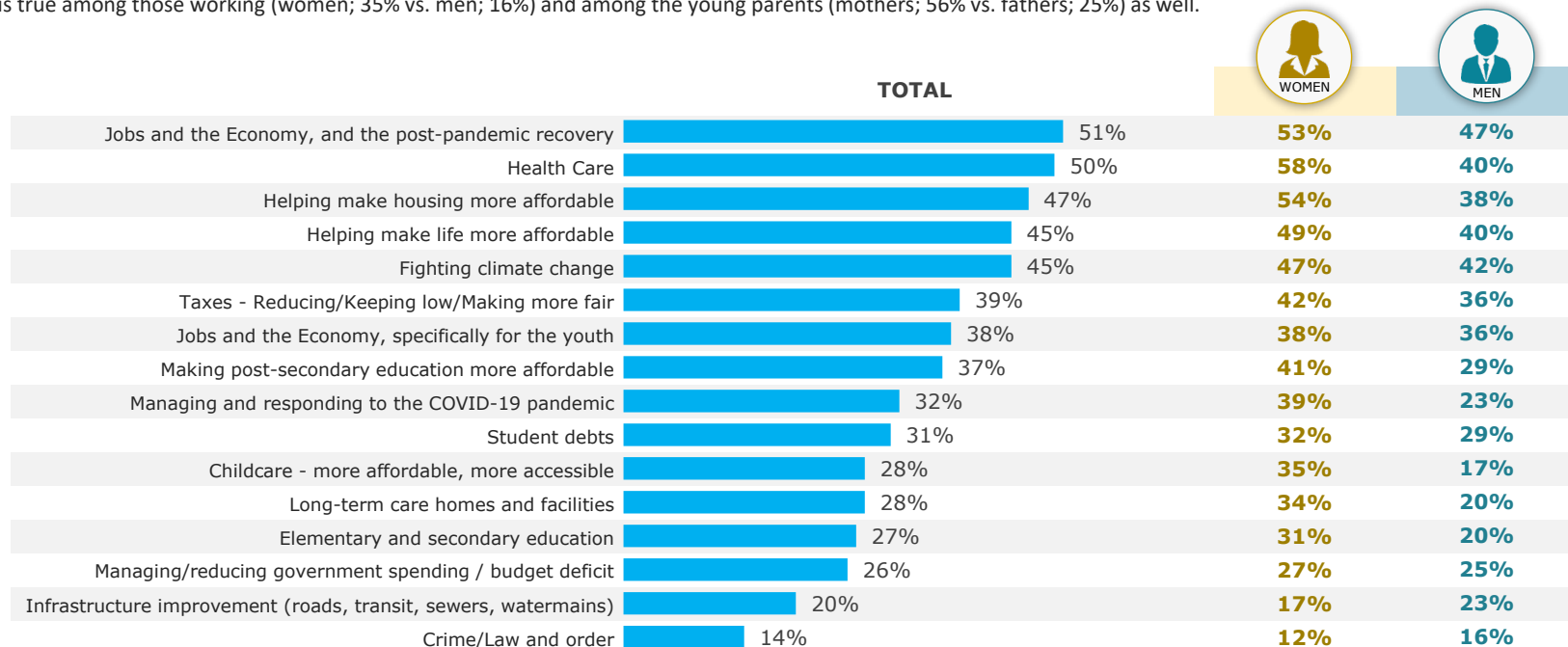
- Level of concerns are higher among the 25-29 year olds – two-thirds are concerned about debt the government is under (67%) and pandemic spending (63%), while 77% are worried about having to pay higher taxes.



Q23. The federal government has provided financial aid to several Canadians and businesses. They have also provided aid to other developing countries during the pandemic. Thinking about this, how concerned are you with regards to the following:  
 Base: Total (N=937), Women (N=618), Men (N=303)

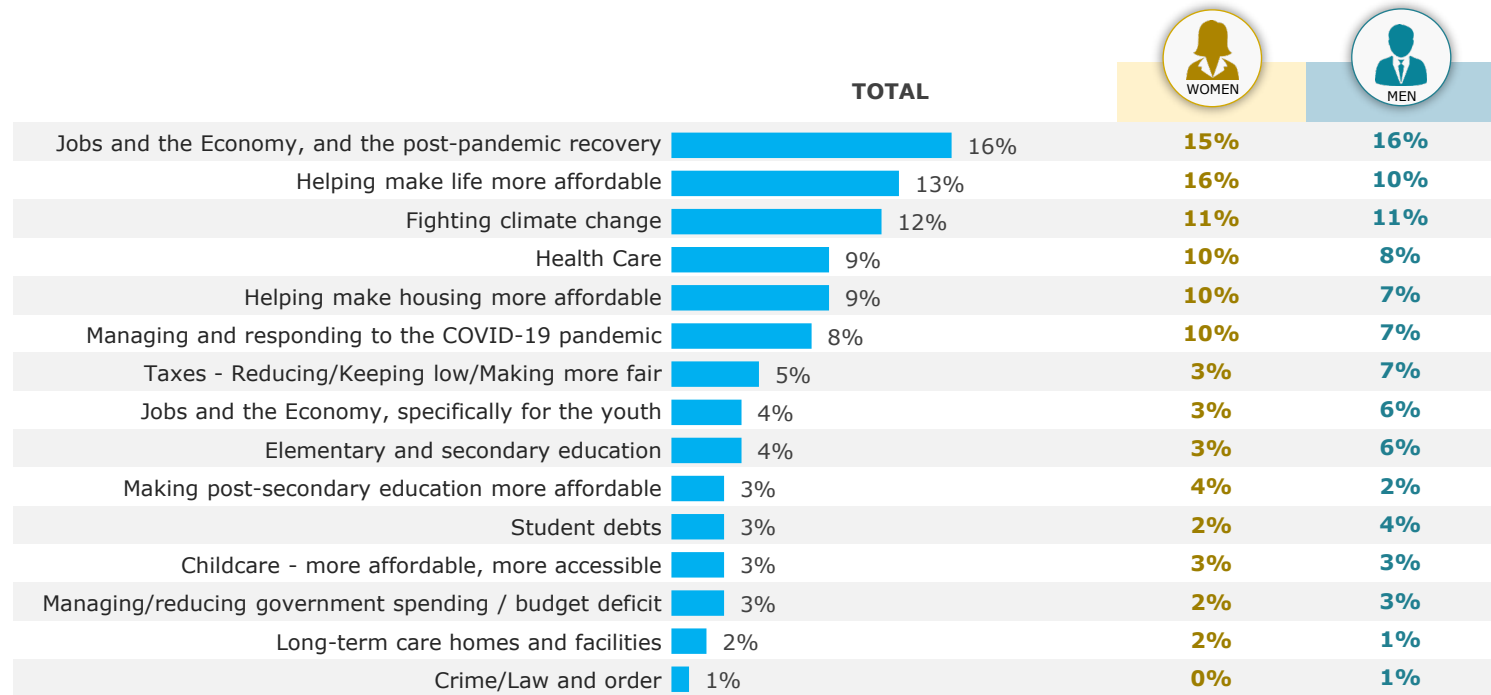
# On a top-of-mind basis, multiple initiatives are considered as important by Canadian youth for the federal government to focus on as part of the pandemic recovery

- In particular, jobs, the economy, healthcare, housing, affordability and fighting climate change are selected as top important priorities. About a third feel that education, such as making post-secondary education more affordable and helping out with student debt should be a priority for the federal government.
- 28% mention childcare as an important initiative – twice as many women consider this an important priority for the federal government to focus on compared to men (35% vs. 17%). This is true among those working (women; 35% vs. men; 16%) and among the young parents (mothers; 56% vs. fathers; 25%) as well.



# When choosing the top-most priority for the federal government to focus on, jobs and the post-pandemic economic recovery get the highest importance

- Youth are more likely to choose affordability, fighting climate change and healthcare as the second level of important priorities. Notably, Affordable education, student debt and childcare are not as important to this cohort.





# Section 2: PARENTS

# Key Insights

## *Savings During the Pandemic*

- Six-in-ten parents have managed to save during the pandemic – either more or at least the same amount as they usually do, and most plan to keep it as savings or invest it or use it for traveling.

## *Vaccine Optimism*

- Eight-in-ten parents are optimistic about theirs and their family's life returning to normal, with the current rate of vaccination across Canada. Strong majorities are concerned about potential increase in taxes to compensate for the additional federal government's spend during the pandemic.

## *Top Priorities for the Federal Government*

- Among parents, the top-most important priorities for the federal government to focus on are improving jobs and the economy. Other than fiscal and healthcare related initiatives, education and childcare are mentioned as top priorities by about a third of the parents. Both these priorities are much more important for the mothers – almost two-fifths of mothers say these are important compared to just a quarter of the fathers.

# Key Insights

## *Mental Health, Managing Children, and Perceptions re: Children's Future*

- Overall, majority of parents are worried about their kids not getting enough social interaction during summer, keeping their kids busy, but are also worried about their safety if they were to interact with other kids. Half of the employed parents are intending to take more time off work (than usual) during the summer to spend time with their kids and keep them busy.
- Half of the parents are stressed about having to deal with online/remote learning again if schools don't re-open in the fall. And among those working, a similar number are worried about being able to balance their work schedule and children when there will be no school during summer.
- In general, parents are optimistic about their children's future despite the pandemic, however, they are worried about their kids not learning enough in school this year and falling behind in coming years. Many are concerned that they may have to support their kids' education or may have additional debt.
- While a quarter among parents may consider working part-time or taking up a job with different working conditions, about one-fifth are also considering leaving paid employment altogether if pandemic restrictions continue. Mothers are more likely to say they will work part-time or quit their job in order to care for their child compared to the fathers.

## *Current and Future Employment Plans*

- Close to half of the employed parents say their current job is exactly in the industry they want, one-third are open to exploring other sectors. Four-in-ten say they took up their current job to be able to start somewhere and intend to continue looking for something they are interested in. A similar proportion say they took up their current job to manage household and family responsibilities.
- Despite a slight majority feeling they are under-paid in the sector they currently working in, half are optimistic they will progress from their current status to a better position. Moreover, three-quarters are optimistic that they will get to where they want to be in the next 5 years.
- Parents are interested in the STEM sectors, but to lower extent than the youth. Also, STEM is much more popular among the men than women.



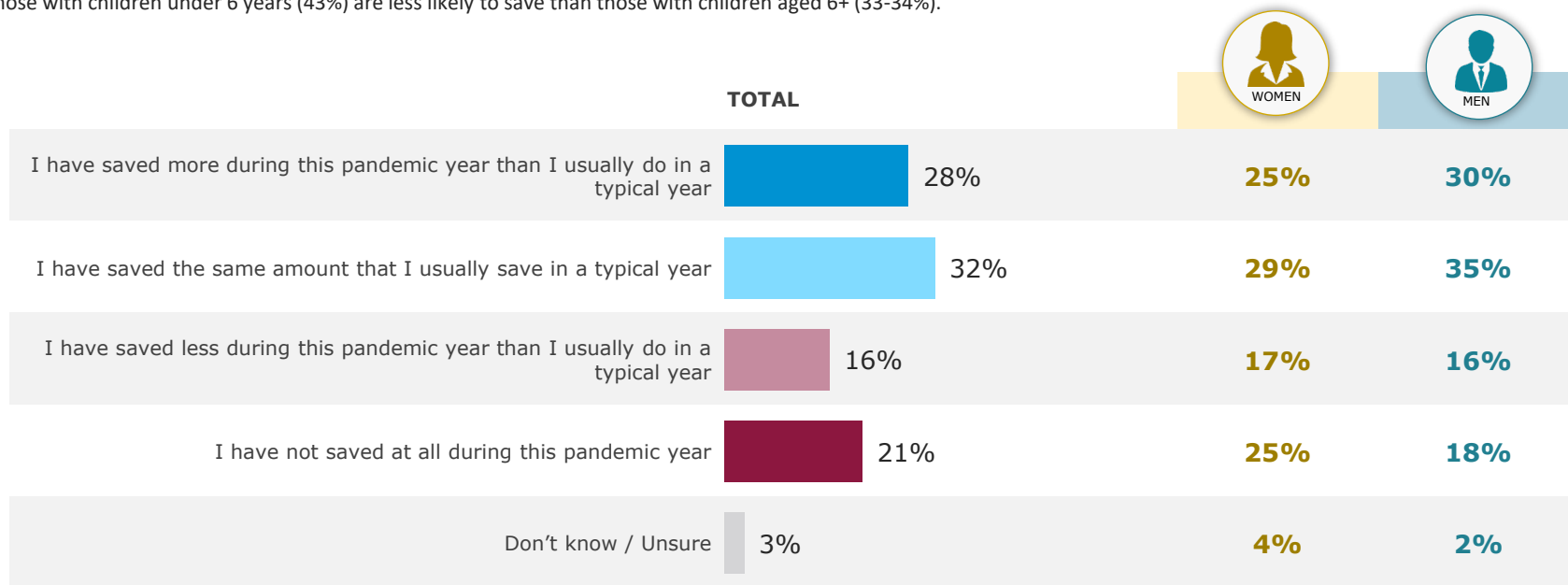
# Saving During the Pandemic





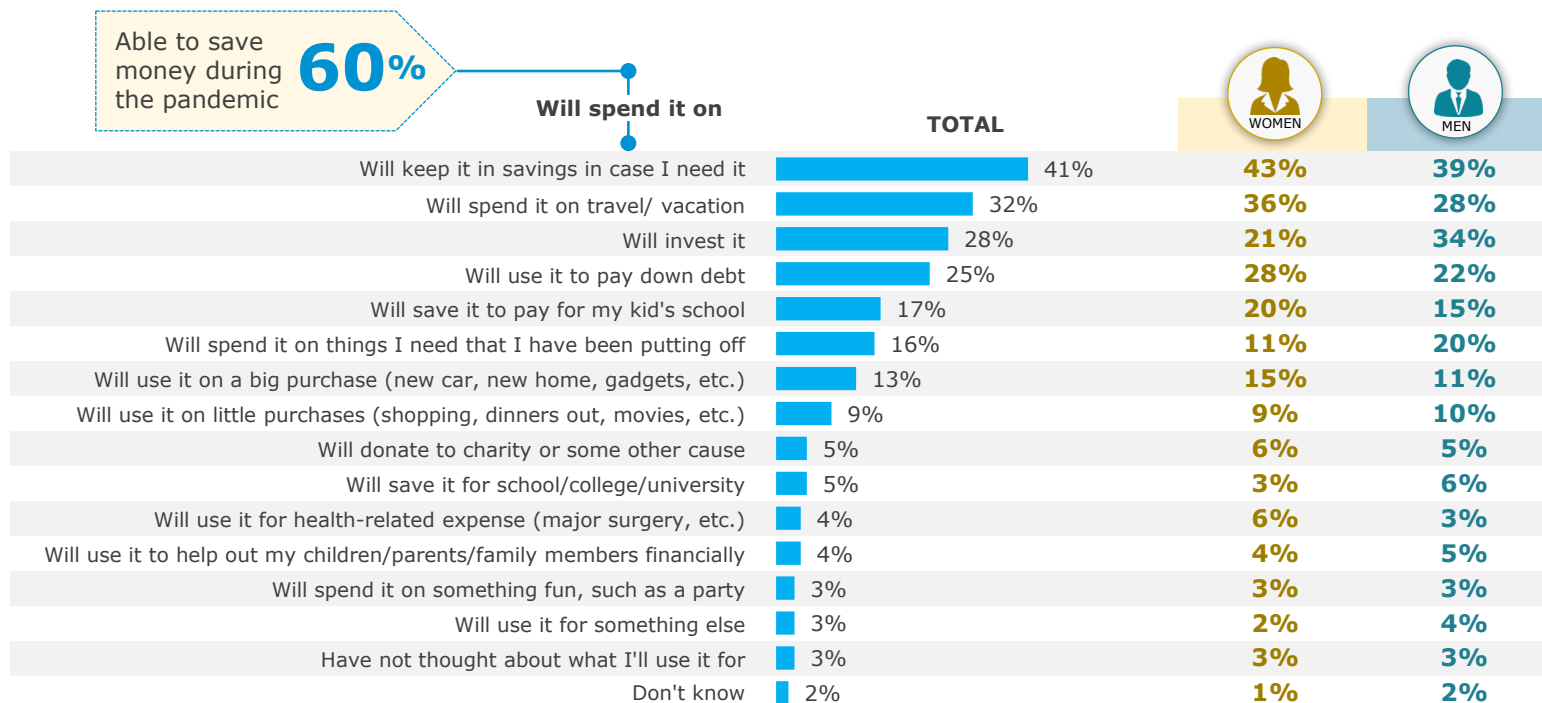
# Six-in-ten parents have managed to save during the pandemic – either more or at least the same amount as they usually do; mothers tend to have saved lesser than fathers

- While 32% say they have saved the same amounts they usually do in a typical year, more than a quarter (28%) agree to saving more than usual. However, a significant 37% have saved less or were unable to save at all.
- Men (65%) are more likely to claim that they have been able to save compared to women (54%). With an increase in age, the amount of savings also increases – Gen X parents (65%) have been able to save to a larger extent than the younger parents, Millennials (52%).
- Those with children under 6 years (43%) are less likely to save than those with children aged 6+ (33-34%).



# Those who have managed to save during the pandemic plan to hold on to this money keeping it as a safety net or investing it, while some will use it for travel

- Women are more likely to hold on to the savings and keeping it a safety net, while men intend to save and invest their money. Mothers are slightly more likely to save the amount for their kid's schooling or to pay down debt than the fathers.



Q2. You mentioned that you have saved money during the pandemic. Assuming this savings is still in place when then pandemic is over, what do you think you will do with it?  
 Base: Those who saved (N=468), Women (N=198), Men (N=269)

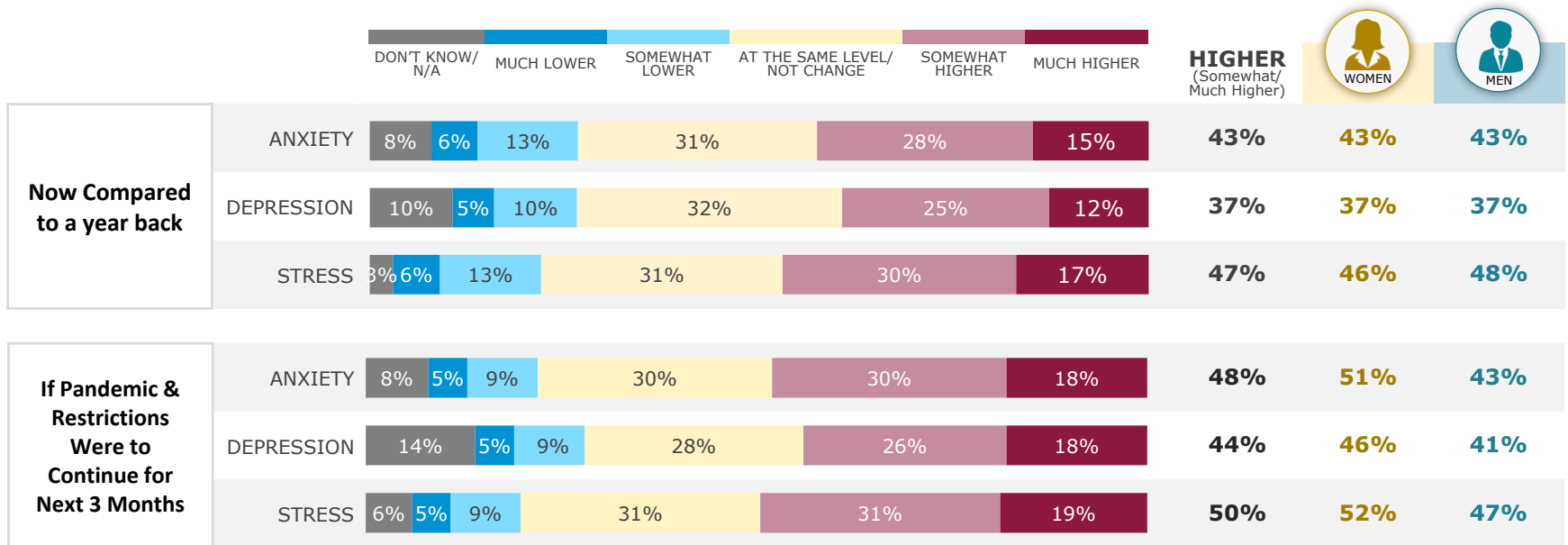


# Mental Health, Managing Kids and Perceptions re: Children's Future

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# At least two-fifths of parents are feeling higher levels of anxiety, stress and depression now compared to the start of the pandemic, and close to half feel these levels will further increase if the pandemic were to continue for another 3 months

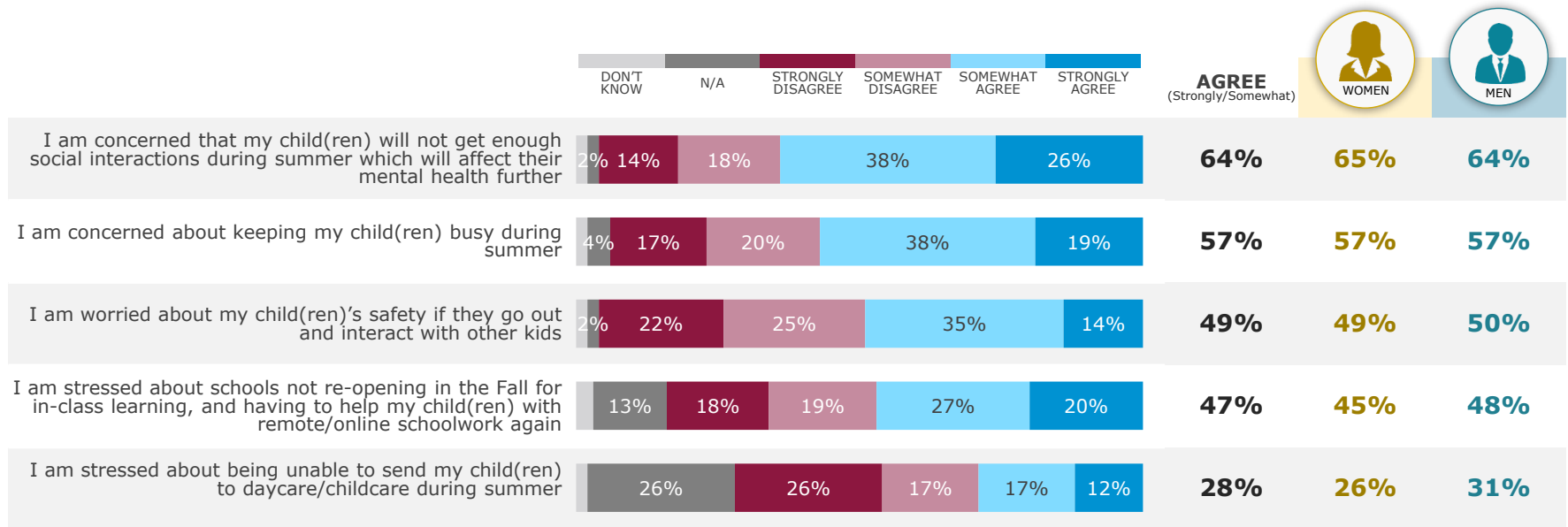
- While levels of anxiety, depression and stress are similar among mothers and fathers now compared to at the start of the pandemic, the mothers are more likely to say that their anxiety, stress and depression will further increase if the pandemic continues for 3 more months compared to the fathers.
- Compared to Jan 2021, the levels of anxiety, depression and stress among the parents have levelled off.



Q3. Considering the COVID-19 pandemic in Canada has been going on for more than a year, thinking about this how would you describe the following now compared to a year back?  
 Q4. If the pandemic and restrictions due to the pandemic were to continue for the next three months, into the Summer and probably until Fall, how do you think this would impact the following:  
 Base: Total (N=795), Women (N=377), Men (N=415)

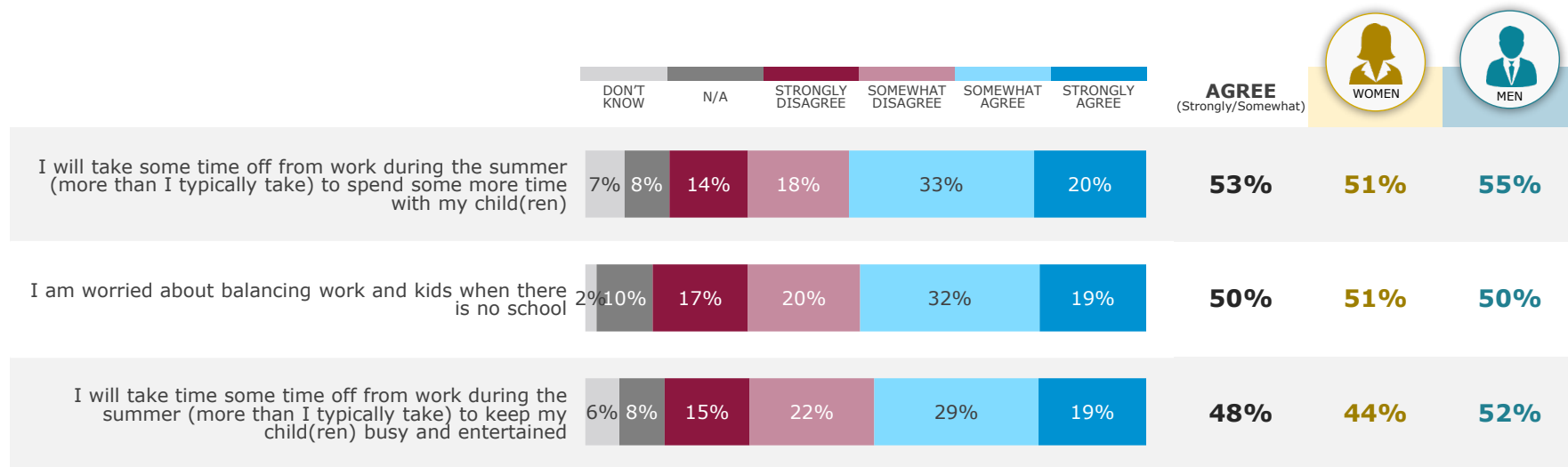
# Parents are overall worried about most of these aspects, in particular about keeping their kids busy and for them to get enough social interaction during summer

- Though parents are wishing for the children to interact with other kids to improve their mental health (64%), they are also worried about their children's safety (49%). Close to half (47%) are worried about dealing with remote/online schoolwork again.
- Among those who need childcare, 41% are stressed about the possibility of not being able to send their kids to daycare during summer.



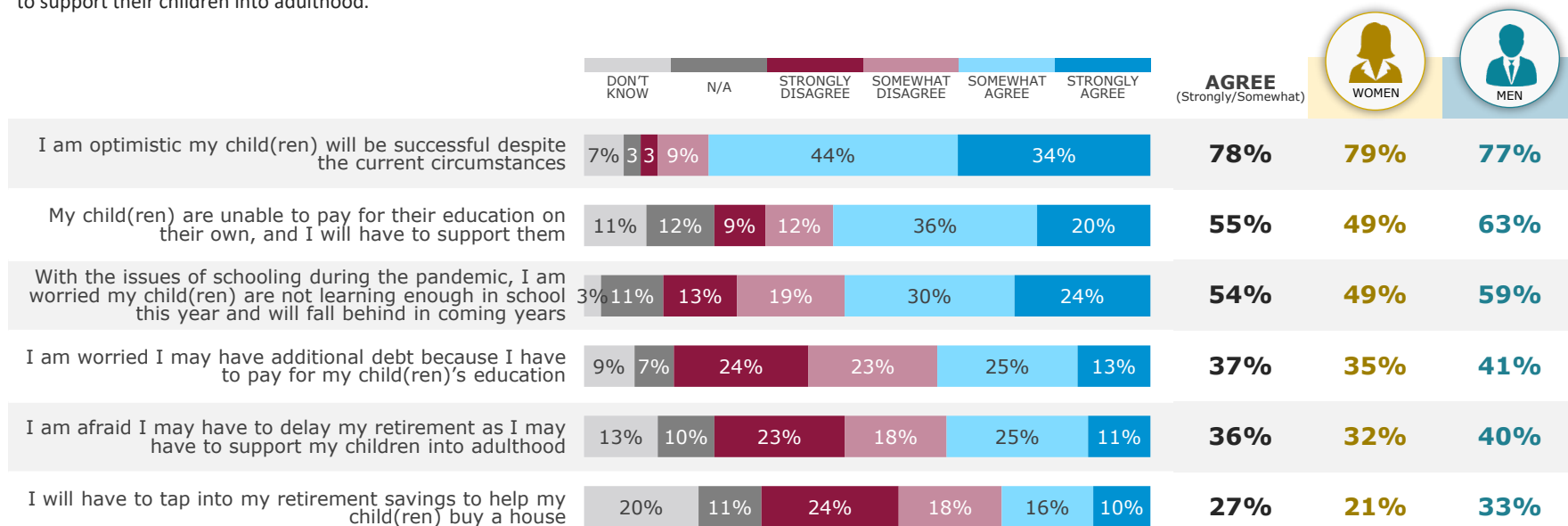
# Half of the employed parents are intending to take more time off work (than usual) during the summer to spend time with their kids and keep them busy

- Not surprisingly, half are worried about being able to balance their work schedule and children when there will be no school during summer (50%). Both mothers and fathers intend to take more time off, fathers are slightly more likely to than the mothers. That said, just over a third of parents say they won't be taking any additional time off than perhaps what was already planned.
- Working parents with kids aged 12 and younger are more likely to say they will take time off (50-57%), than those with teenage kids aged 13-17 years (42-49%). Parents with kids age 6-12 years are most worried about balancing work and kids during summer (60%).



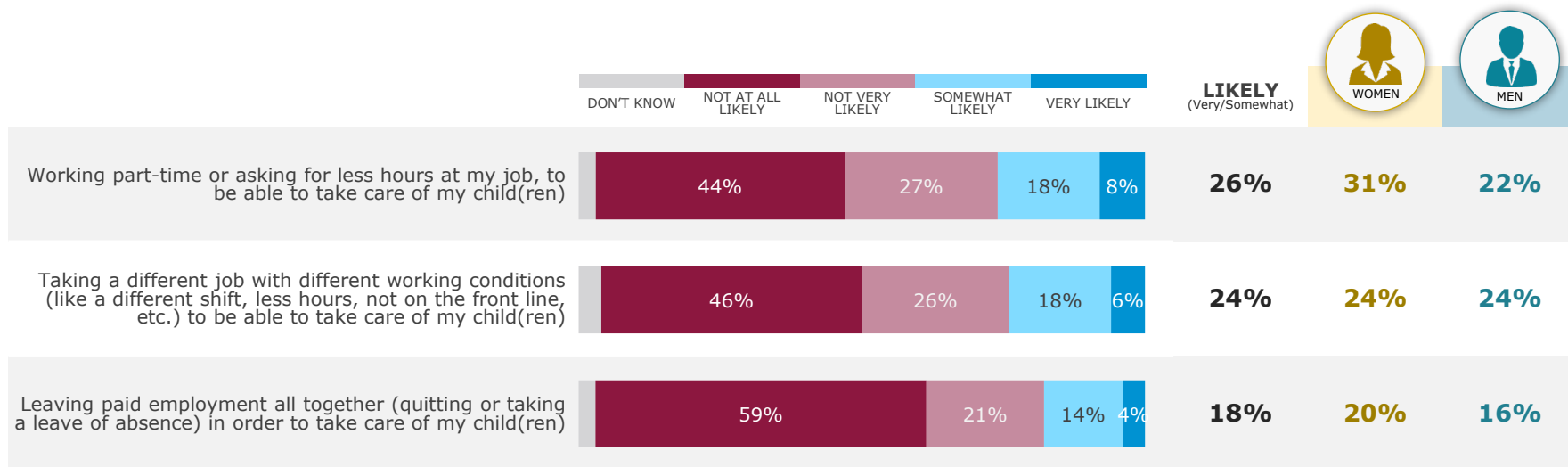
# In general, parents are optimistic about their children's future despite the pandemic, however, they are worried about their kids current education during the pandemic

- More than half (55%) feel their children may not be able to pay for their education and would need their support, and close to four-in-ten (37%) are worried that they may have additional debts because they have to pay for the kid's education. Fathers are more worried about the education costs than mothers.
- Parents are somewhat divided when it comes to supporting their children into adulthood - while 36% feel they would have to delay their retirement, nearly the same feel they wouldn't need to (41%). Likewise, 42% feel they will not need to tap into their retirement savings to help their children purchase a house.
- Overall Gen X parents are more worried about their kid's future, such as falling behind academically, or paying for their education and additional debts incurred due to that or having to support their children into adulthood.



# While a quarter among working parents may consider working part-time or taking up a job with different working conditions, about one-fifth are also considering leaving paid employment altogether if pandemic restrictions continue

- Mothers are more likely to say they will work part-time or reduced working hours (31%) or quit their job (20%) in order to care for their child compared to the fathers (22%; 16% respectively).
- Millennial mothers are more likely to consider these options than the older Gen X mothers – 35% would work part time, 32% would take up a different type of job and 25% would consider quitting compared to 28%, 15% and 14% respectively of the Gen Xers. That said, even the Millennial fathers are more likely to consider these options versus the Gen X fathers – while 33% of the former may take up part-time jobs and 21% may consider leaving paid employment, 16% and 13% respectively among the latter will consider the same.
- Visible minority women are more likely to quit their job (30%) or work part-time (45%), compared to White women (17%; 27% respectively).



Q20. And, if the pandemic and restrictions due to the pandemic were to continue, how likely are you to consider the following:  
 Base: Total Employed (N=629), Women (N=259), Men (N=367)



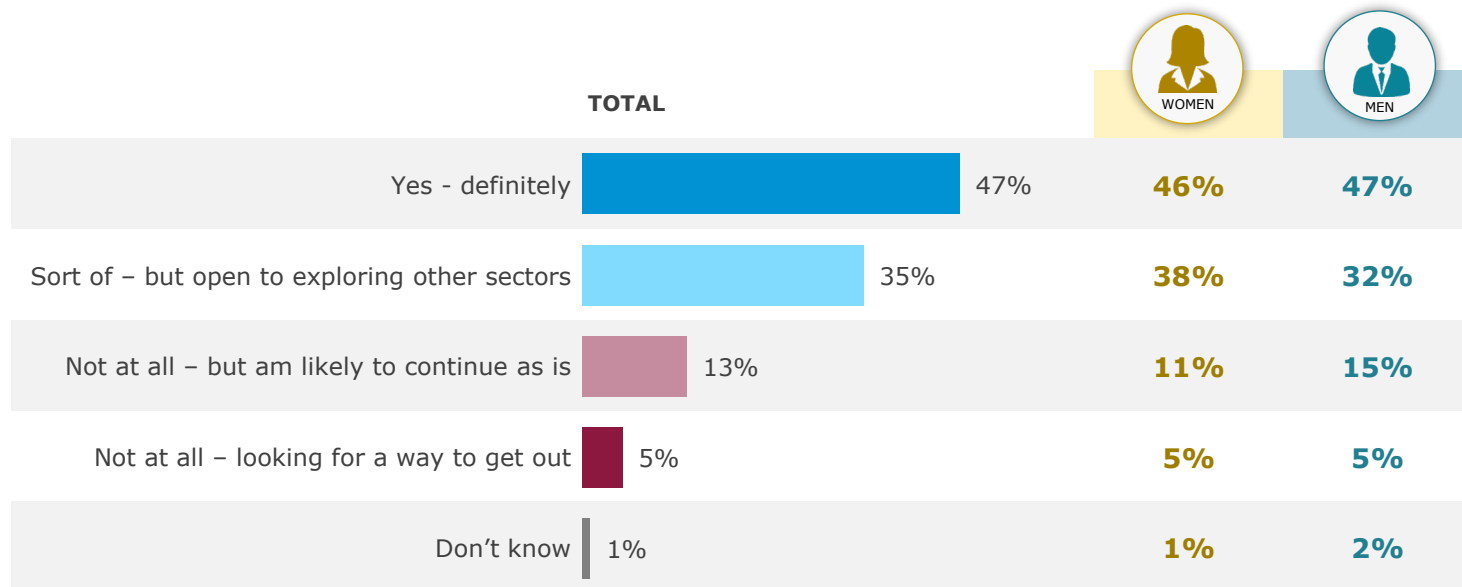


# Current and Future Employment Plans

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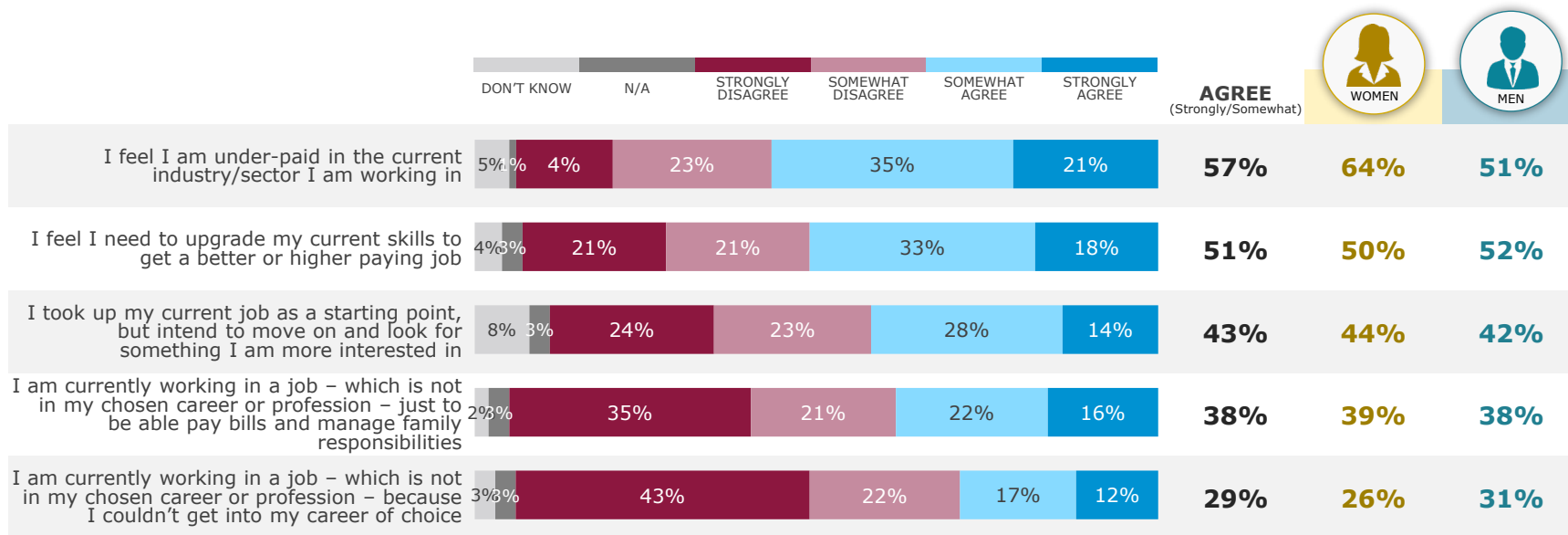
# Close to half of the employed parents say their current job is exactly in the industry they want, one-third are open to exploring other sectors

- Millennial women (52%) are more likely to say they are definitely in the industry they want to be in, as well as say they are open to exploring other sectors (38%) compared to the men (44%; 27% respectively), whereas the converse is true among the employed Gen Xers – 48% men say yes, definitely versus 40% women and both are equally open to exploring other avenues (35%; 38% respectively).
- In total about 40% of parents are open to or are looking towards exploring other sectors.

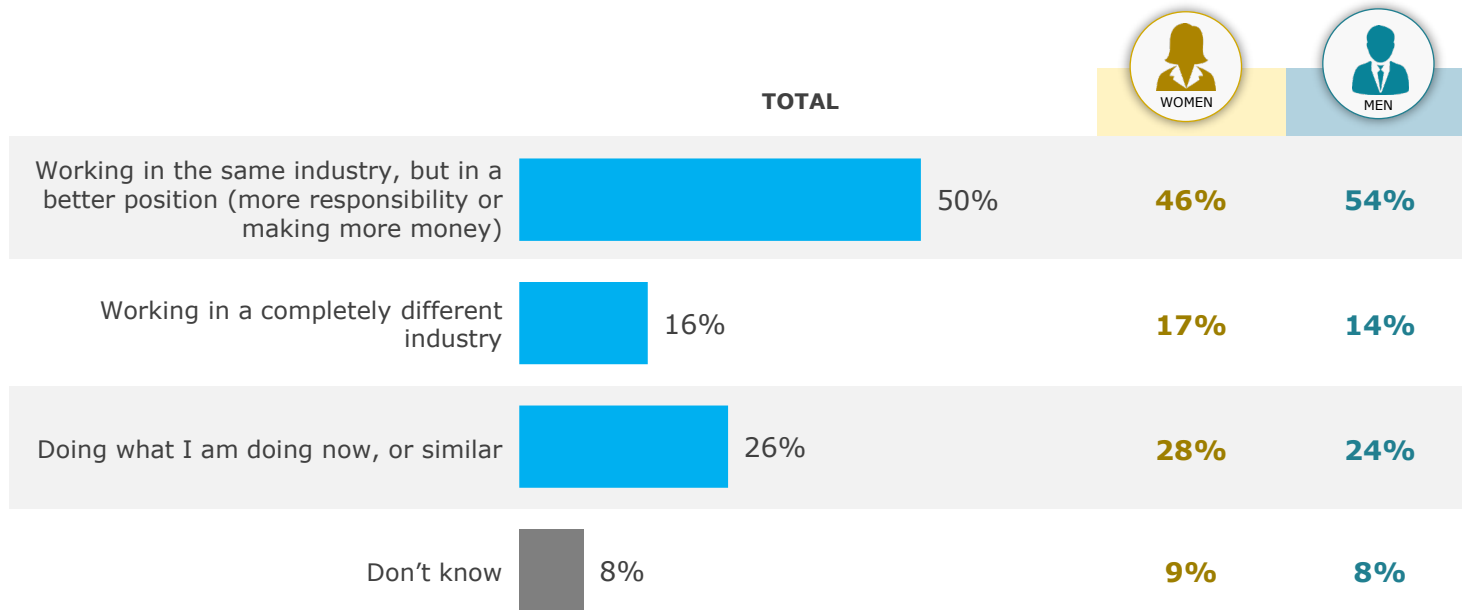


# Slight majority of parents feel they are under-paid in the sector they currently working in; women are more likely to feel they are under-paid than men

- Four-in-ten (43%) say they took up their current job to be able to start somewhere and intend to continue looking for something they are interested in. A similar proportion say they took up their current job to manage household and family responsibilities (38%). Fewer (29%) say they took up their current job because they couldn't find something in their field.
- Half (51%) feel they need to upgrade their current skills to get a better or higher paying job.
- Millennials are more likely to feel they are underpaid (60%), but also need to upgrade their skills (56%), and say they took up their current job as a starting point, but intend to move on if they find something more interesting (48%).

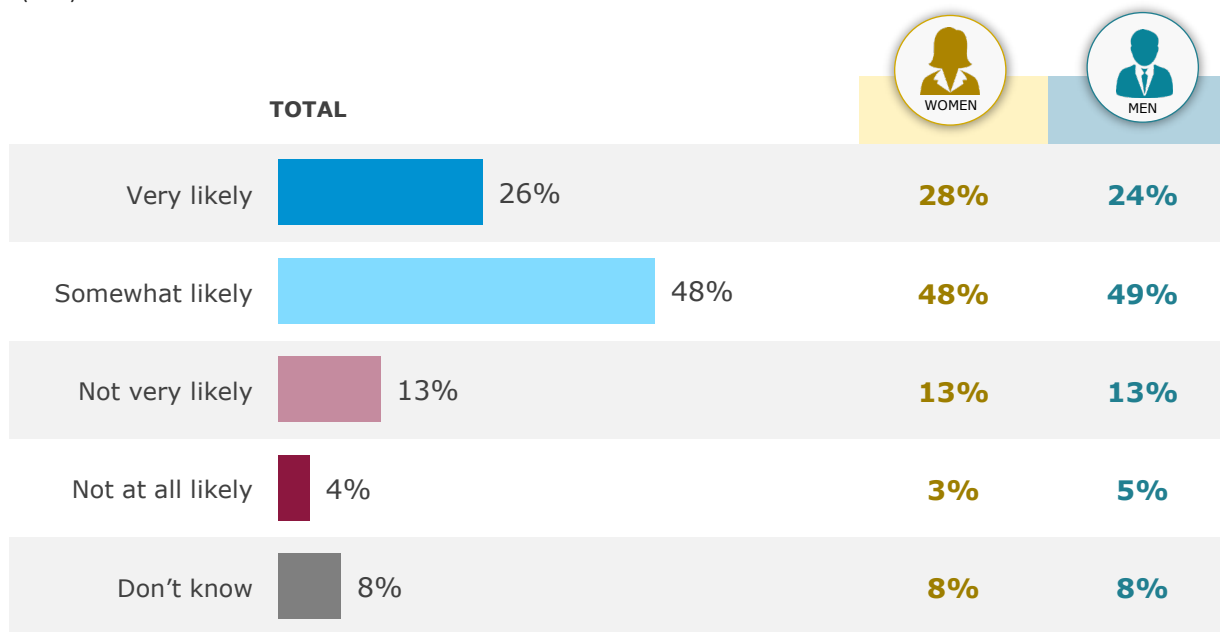


# Half of the employed parents are optimistic they will progress from their current status to a better position, while a quarter intend to continue with what they are doing now in the next 5 years



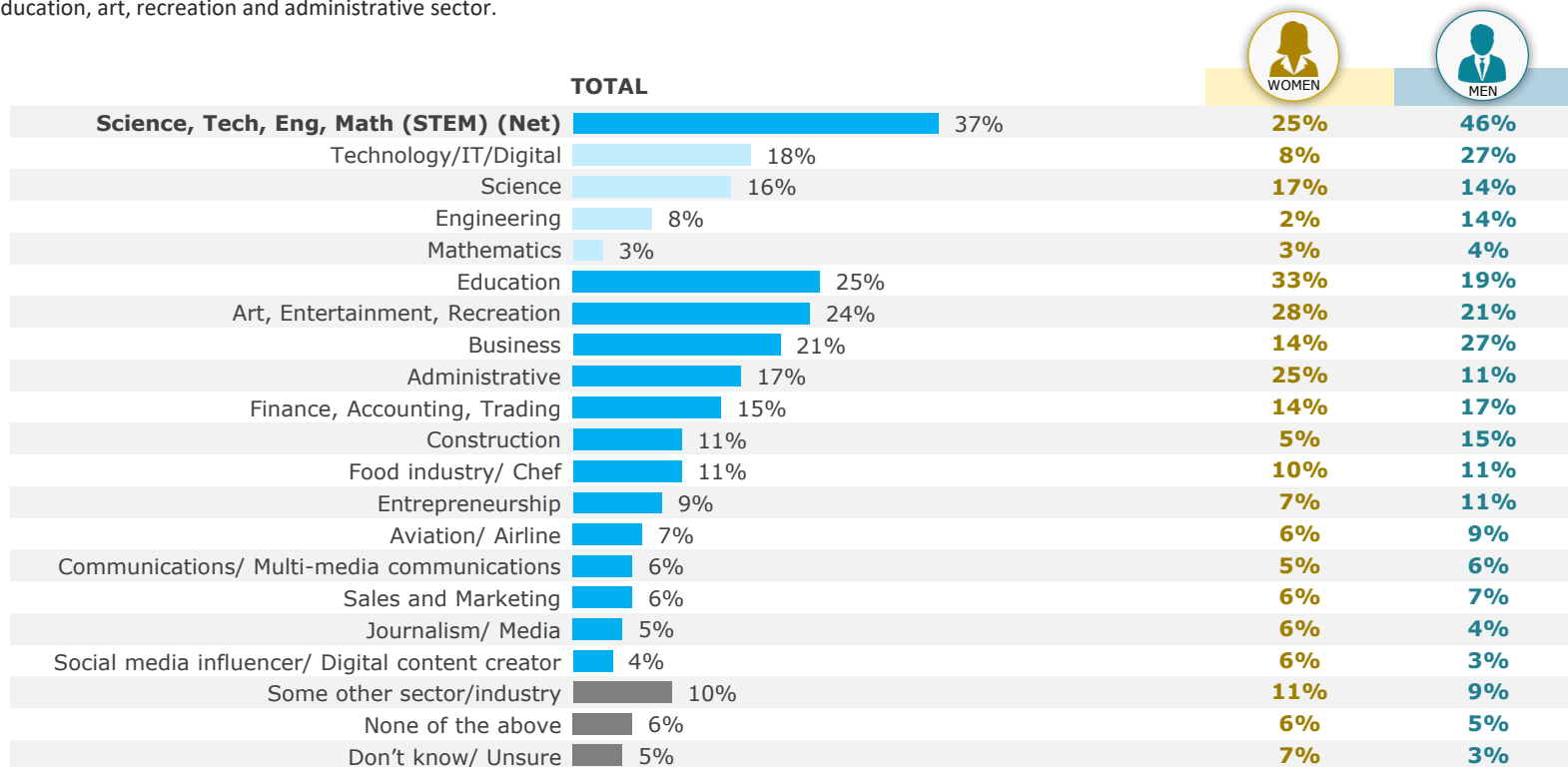
# Three-quarters of employed parents believe they will get to where they want to be in the next 5 years; but only a quarter feel they are very likely to

- That said, two-in-ten (17%) feel they would be unlikely to meet their goals in the next 5 years.
- Millennial women are most optimistic about their future with 83% saying they are likely to be where they want to be in the next 5 years, and a third (35%) feel they are very likely to achieve this. In comparison, 71% of the men, and 22% very likely, feel this sentiment. Among Gen X, the optimism is somewhat at similar levels, with men (74%) being slightly more optimistic than the women (69%).



# Parents are interested in the STEM sector, education, art, entertainment, recreation and business sectors

- STEM is much more popular among the fathers than mothers, especially the IT sector, as well sectors like business and construction. Women on the other hand, are more interested in the education, art, recreation and administrative sector.



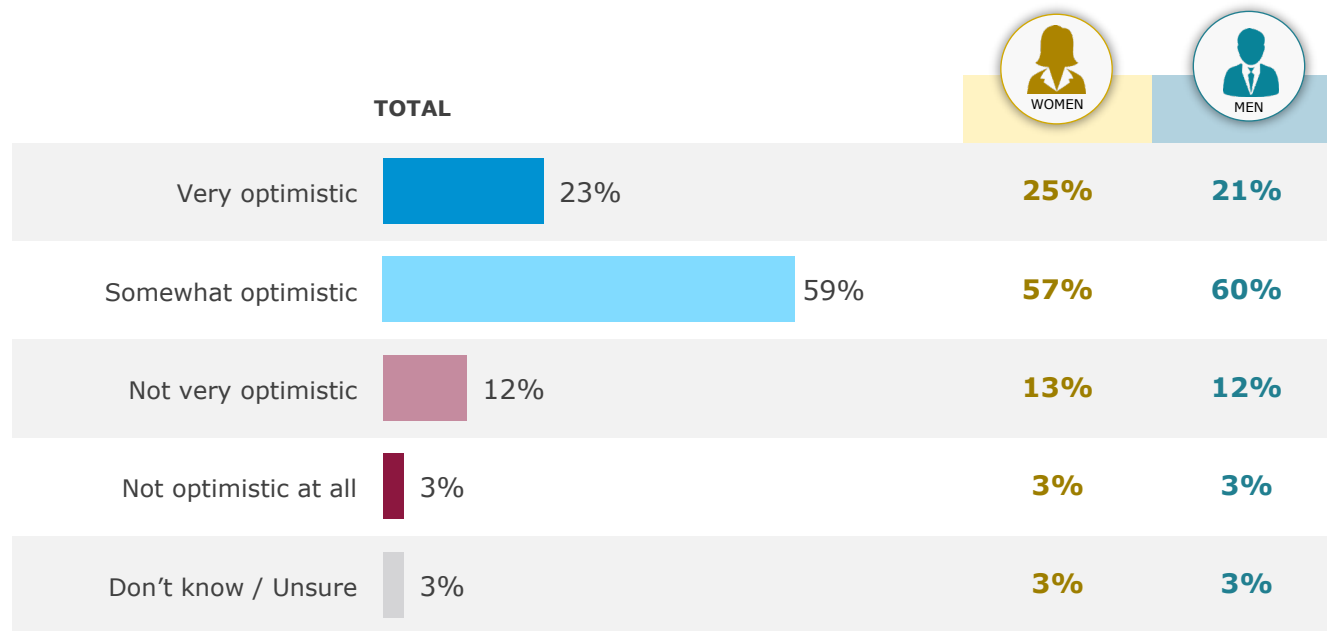
Q13. Which industries or sectors are you interested in?  
 Base: Base: All except those who are retired, unemployed or don't know (N=664), Women (N=279), Men (N=382)



# Vaccine Optimism

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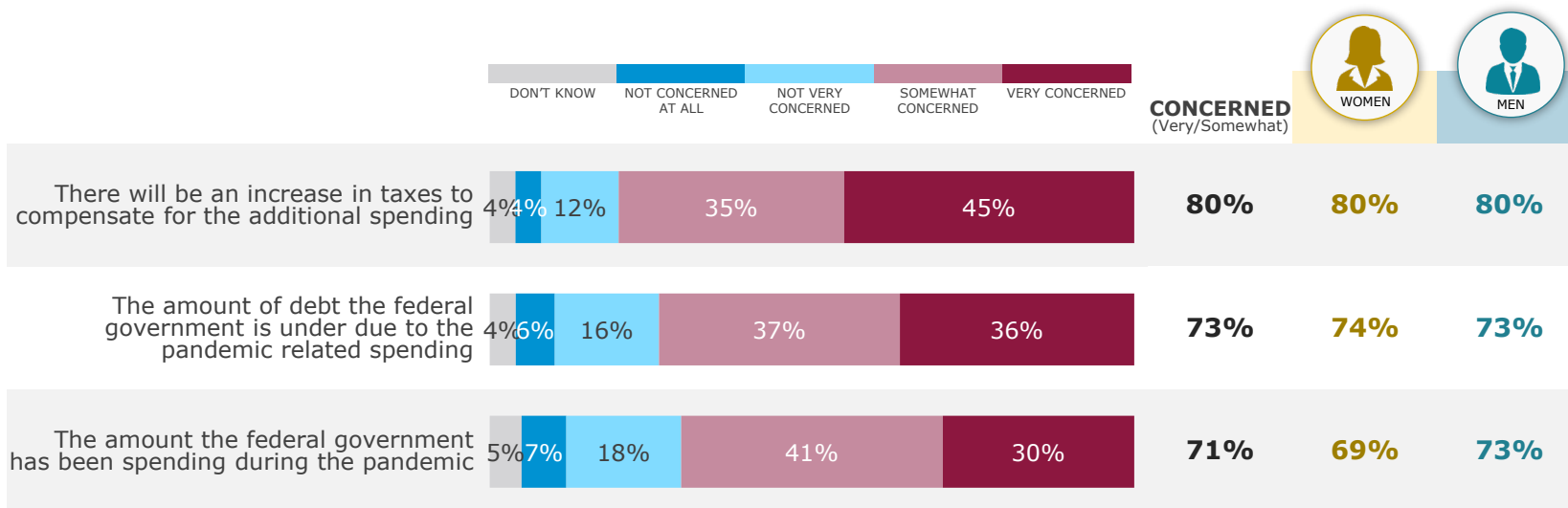
# Eight-in-ten are optimistic about theirs and their family's life returning to normal, with the current rate of vaccination across Canada





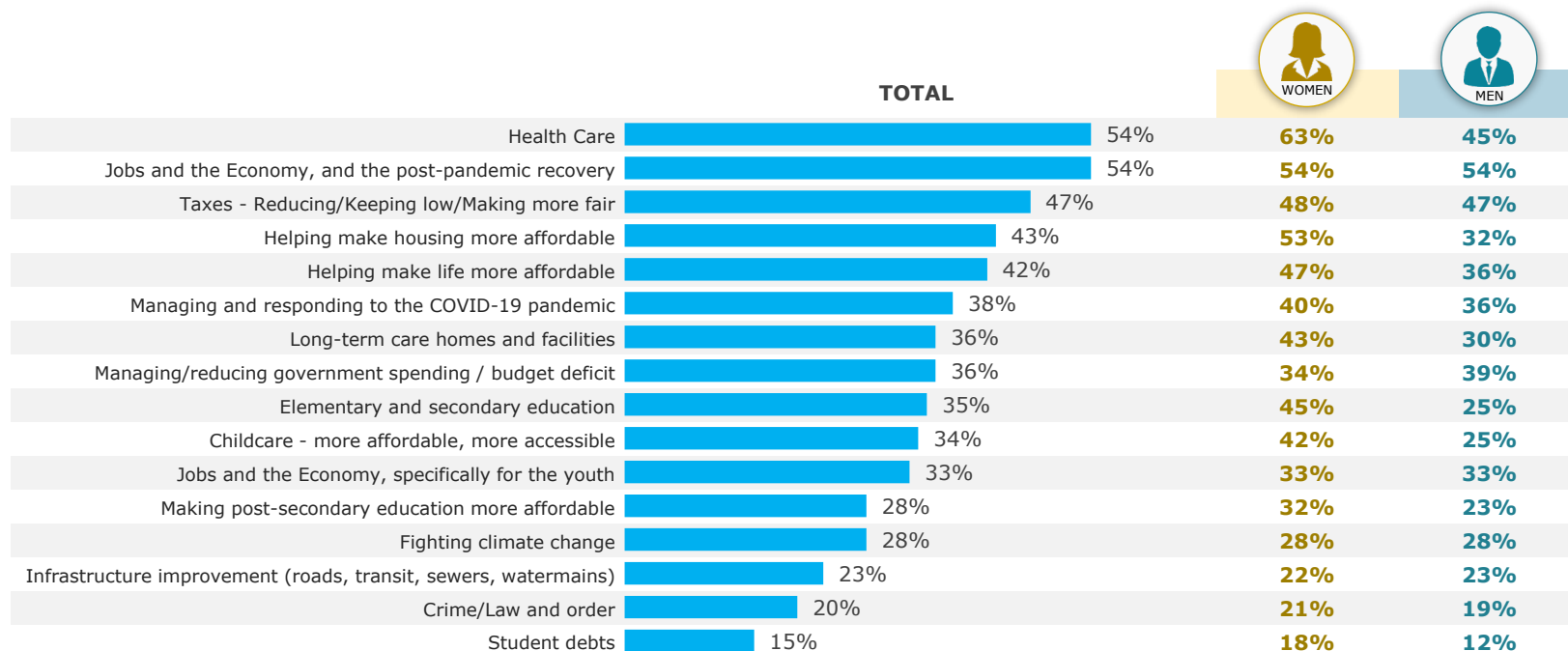
# Strong majorities are concerned about potential increase in taxes to compensate for the additional federal government's spend during the pandemic

- At least seven-in-ten are concerned about the amount the federal government has been spending during the pandemic and are worried about the amount of debt the government is under due to this spend.



# For parents, fiscal initiatives are most important for the federal government to focus on as part of the pandemic recovery

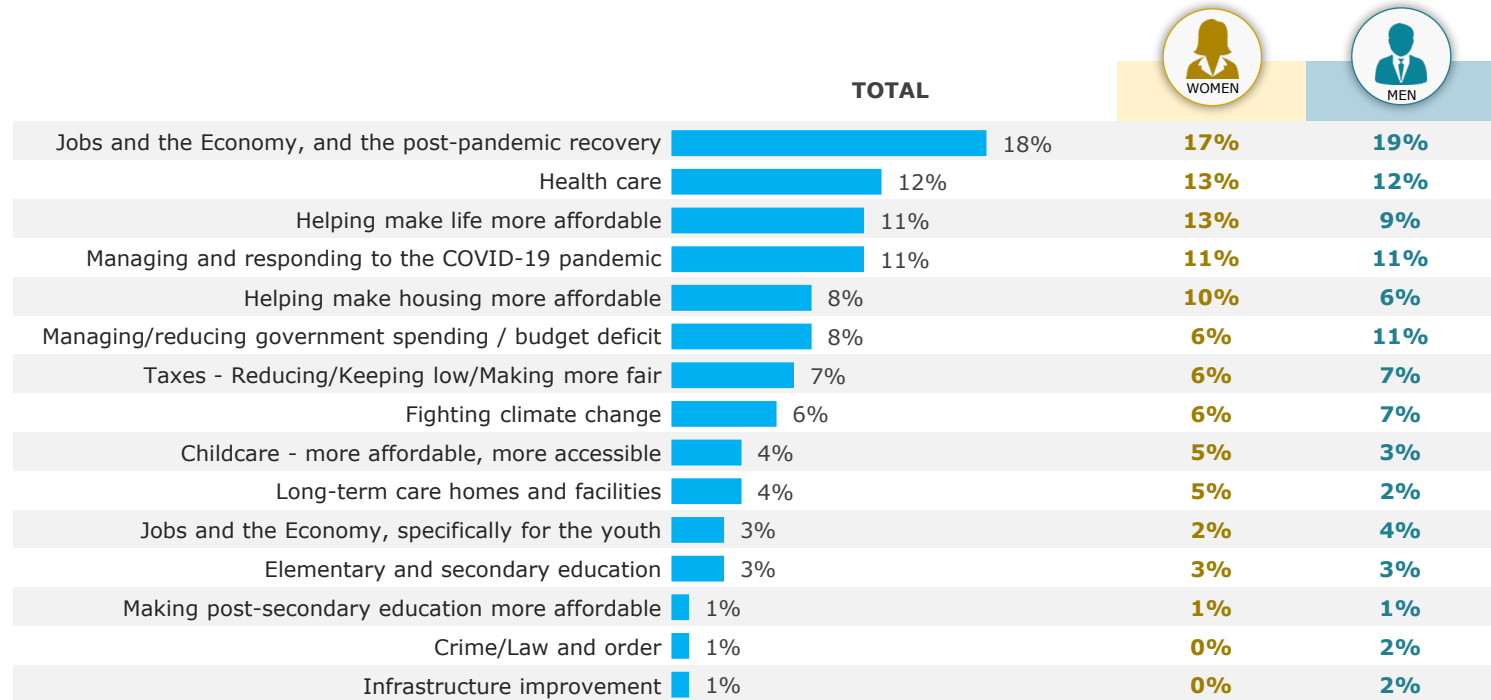
- Education and childcare are mentioned as top priorities by about a third of the parents. Both these areas are much more important for the mothers than the fathers.



Q24. As Canada attempts to move out of the pandemic, which of the following possible initiatives, do you feel are important for the FEDERAL government to focus on in the coming months? Please select all that apply. Base: Total (N=795), Women (N=377), Men (N=415)

# When choosing the top-most priority for the federal government to focus on, jobs and the post-pandemic economic recovery get the highest importance

- Healthcare, managing the COVID response and making life more affordable form the second tier of important initiatives. Childcare is mentioned as the top priority by only 4% of parents, and education – both elementary and secondary and affordability of post-secondary education – are listed as most important by 1-3% of the parents.

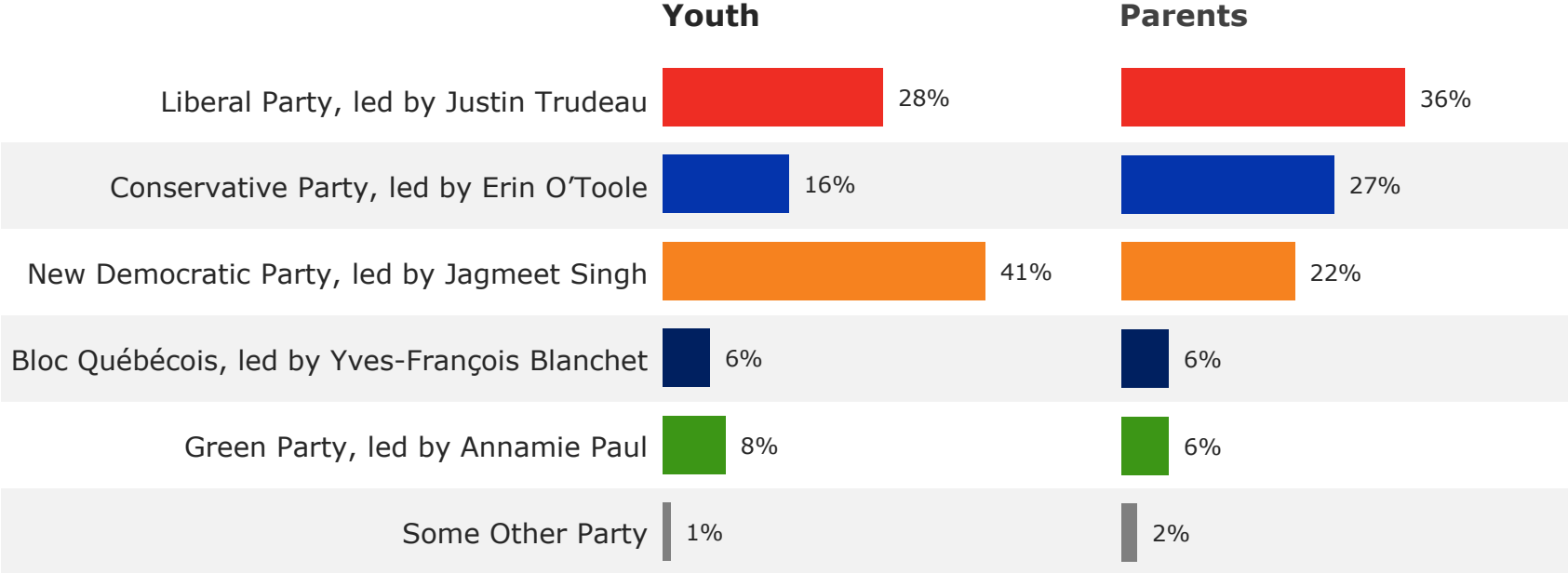




# Appendix

# Federal Vote Intent: Decided Voters (leaners included)

- Youth are much more likely to vote for the NDP, followed by the Liberal Party, with Conservatives coming in third.
- Parents are more likely to vote for the Liberals, followed by Conservatives and then NDP.



X1A. If a national federal election were held across Canada today, which party would you most likely vote for? | X1B. Is there a party that you are leaning towards? Base: Decided Voters (Leaners Included) – Youth N=729, Parents N=661



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