

Only minority of women say workplace treatment and pay are equal between genders

National survey released February, 2016

Project 2016-796

THE GLOBE AND MAIL 

 **NANOS SURVEY**

> *Canadians feel there is still unequal treatment of women in the workplace*

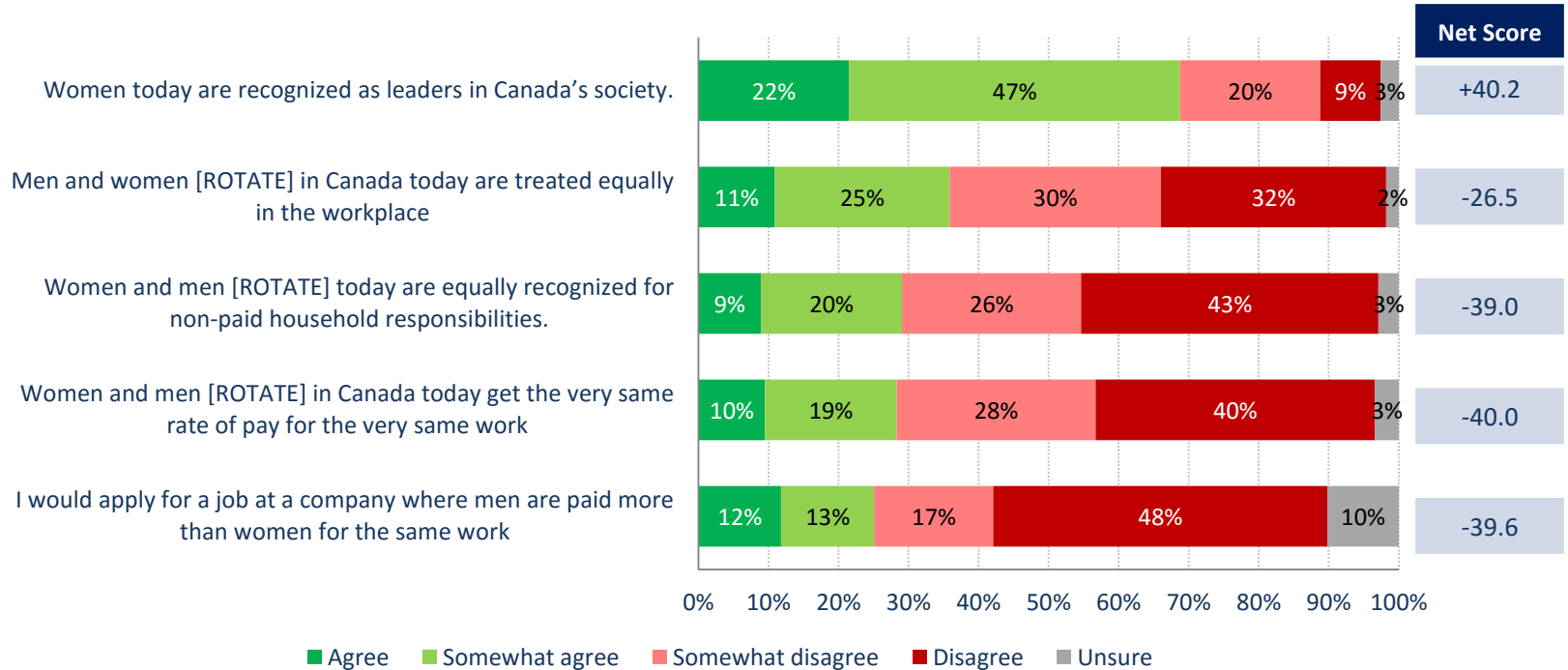
Canadians generally feel that men and women do not receive equal rates of pay or treatment in the workplace, and do not receive the same amount of recognition for non-paid household duties. However, Canadians feel that women are recognized as leaders in Canadian society today and the majority would not work at a company that had wage inequality. Men were more likely to somewhat agree or agree with statements across the board, while women were more likely to somewhat disagree or disagree.

- **Equal rates of pay** – Sixty-eight percent of Canadians either somewhat disagree (28%) or disagree (40%) that men and women in Canada today received the same rate of pay for the same work, while three in ten Canadians agree (10%) or somewhat agree (19%) with that statement. Women were much more likely to somewhat disagree or disagree (25% and 54% respectively) than men (32% and 26% respectively).
- **Equal treatment in the workplace** – A little while a little over three fifths of Canadians either somewhat disagree (30%) or disagree (32%) that men and women are treated equally in the workplace, while thirty-six percent of Canadians either somewhat agree (11%) or agree (25%). Men are nearly twice as likely to either agree or somewhat agree with this (15% and 33% respectively) than women are (seven percent and 17% respectively).
- **Recognition of women as leaders** – The majority of Canadians (69%) agree (22%) or somewhat agree (47%) that women today are recognized as leaders in Canadian society, while 20% somewhat disagree and nine percent disagree that women are recognized as leaders. Over three fourths of men (78%) were more likely to somewhat agree or agree (29% and 50% respectively) compared to 59% of women (14% and 45% respectively).
- **Equal recognition for household duties** – Twenty-six percent somewhat disagree and 43% disagree that women and men are equally recognized for their non-paid household responsibilities, while twenty-nine percent of Canadians either somewhat agree (nine percent) or agree (20%) with this statement. Men were more likely to somewhat agree or agree with this statement (13% and 25% respectively) than women (five percent and 15% respectively).
- **Working for a company with wage inequality** – Sixty-five percent somewhat disagree (17%) or disagree (48%) that they would apply for a job at a company where women are paid less than men for the same work, while one quarter (25%) of Canadians say they somewhat agree (13%) or agree (12%) that they would apply to a company with that practice. Ten percent said they were unsure. Fifteen percent of women either somewhat agree (six percent) or agree (nine percent) that they would apply at a company with wage inequality, while 36% of men say the same (18% and 19% respectively).

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Gender equality in Canada

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

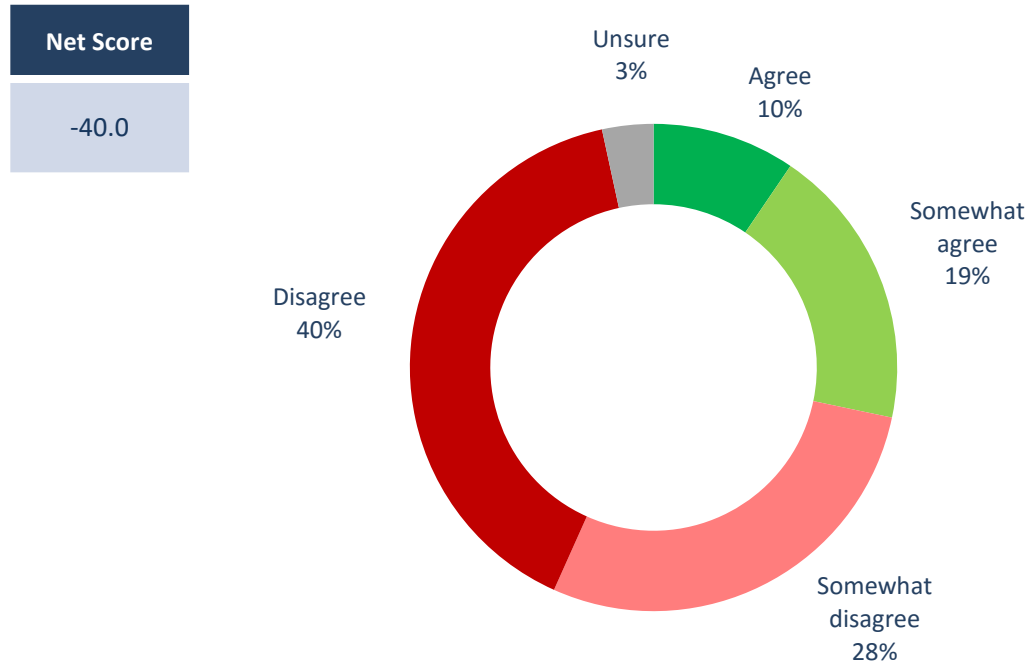


***Note:** Charts may not add up to 100 due to rounding

QUESTION – Would you agree, somewhat agree, somewhat disagree or disagree with the following:
[RANDOMIZE Q1-5]

Equal rate of pay

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

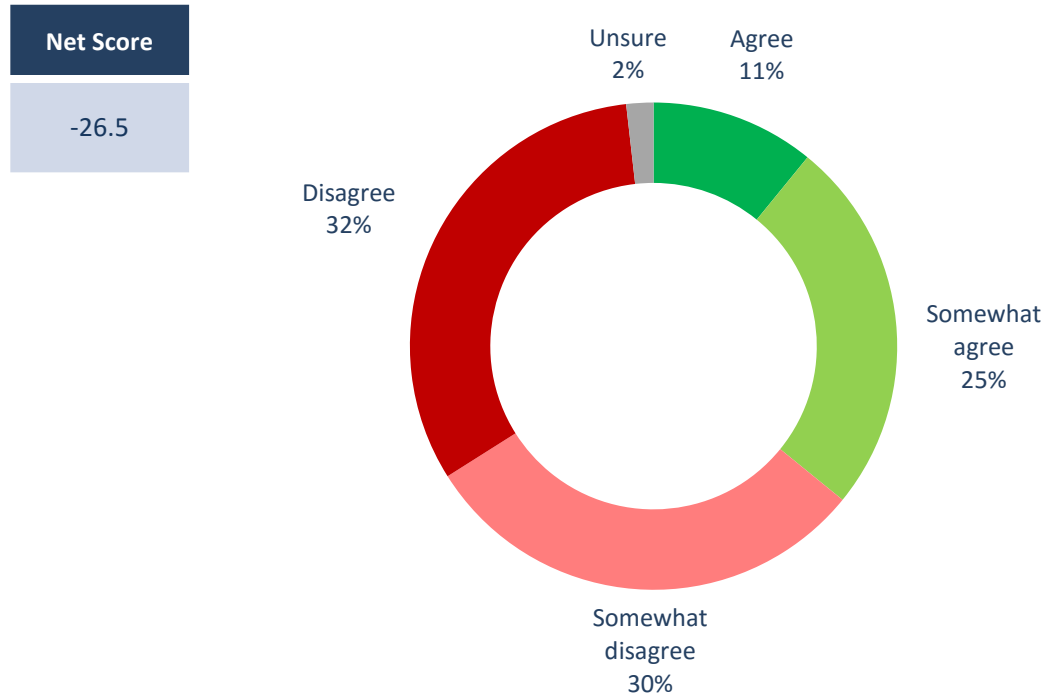
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	21.4%
Quebec (n=250)	29.0%
Ontario (n=300)	28.1%
Prairies (n=200)	36.5%
British Columbia (n=150)	21.1%
Male (n=499)	38.5%
Female (n=501)	18.0%
18 to 29 (n=147)	34.8%
30 to 39 (n=143)	30.3%
40 to 49 (n=252)	32.0%
50 to 59 (n=234)	26.6%
60 plus (n=224)	19.1%

QUESTION – Would you agree, somewhat agree, somewhat disagree or disagree with the following?
[RANDOMIZE]

Women and men [ROTATE] in Canada today get the very same rate of pay for the very same work.

Equal treatment in the workplace

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	31.7%
Quebec (n=250)	35.2%
Ontario (n=300)	34.1%
Prairies (n=200)	45.1%
British Columbia (n=150)	30.6%
Male (n=499)	47.4%
Female (n=501)	24.2%
18 to 29 (n=147)	44.5%
30 to 39 (n=143)	34.7%
40 to 49 (n=252)	37.8%
50 to 59 (n=234)	33.6%
60 plus (n=224)	29.0%

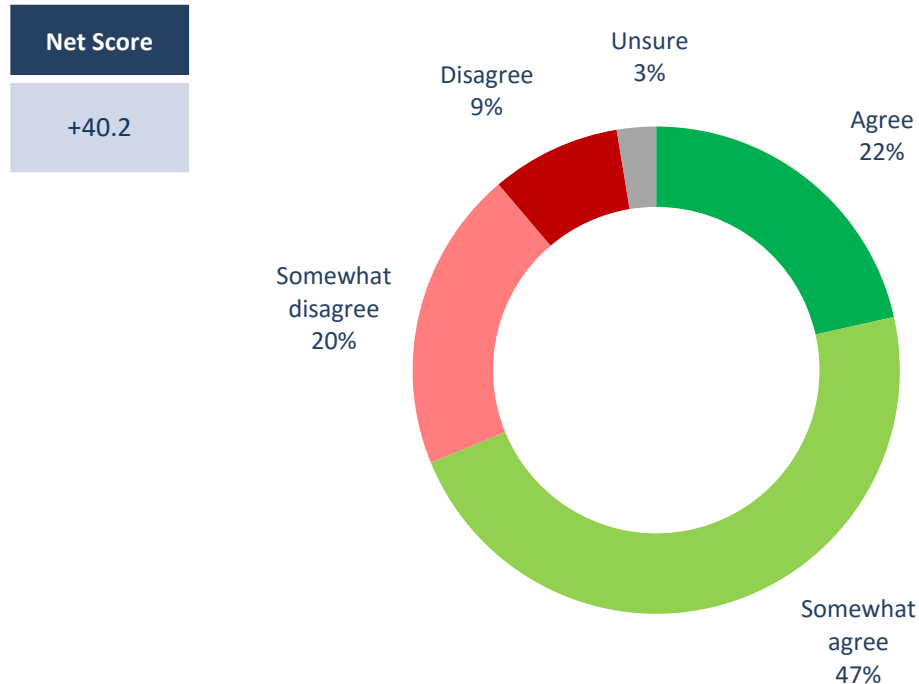
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Would you agree, somewhat agree, somewhat disagree or disagree with the following?
[RANDOMIZE]

Men and women [ROTATE] in Canada today are treated equally in the workplace.

Recognition of women as leaders

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

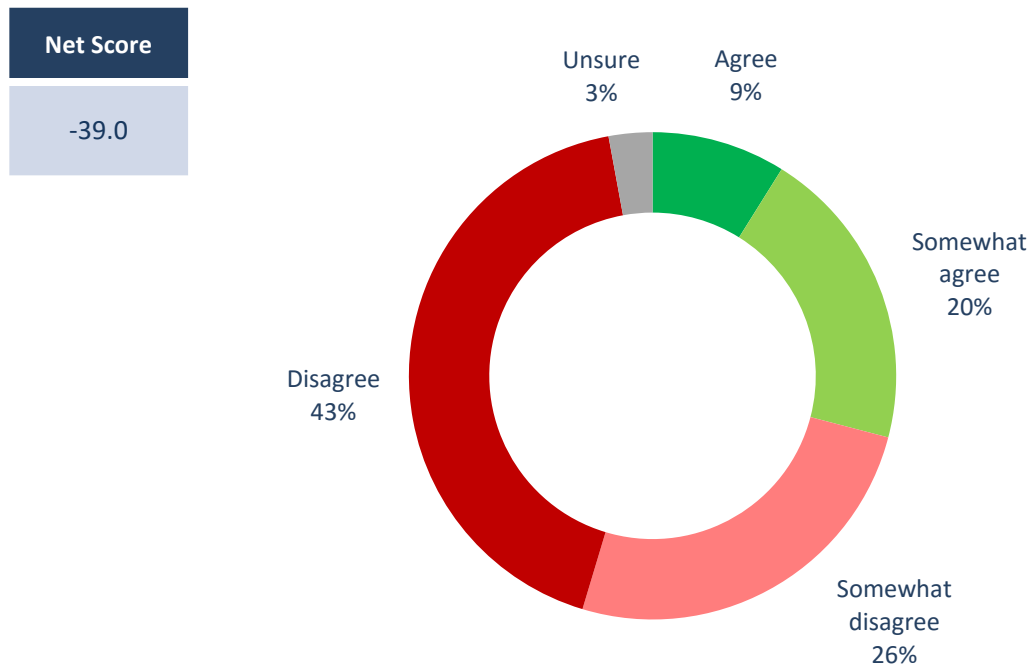
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	71.5%
Quebec (n=250)	65.2%
Ontario (n=300)	70.7%
Prairies (n=200)	76.4%
British Columbia (n=150)	59.4%
Male (n=499)	78.4%
Female (n=501)	59.3%
18 to 29 (n=147)	65.7%
30 to 39 (n=143)	69.7%
40 to 49 (n=252)	70.8%
50 to 59 (n=234)	67.6%
60 plus (n=224)	70.3%

QUESTION – Would you agree, somewhat agree, somewhat disagree or disagree with the following?
[RANDOMIZE]

Women today are recognized as leaders in Canada's society.

Recognition for household responsibilities

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	20.4%
Quebec (n=250)	33.3%
Ontario (n=300)	25.8%
Prairies (n=200)	33.3%
British Columbia (n=150)	28.3%
Male (n=499)	37.8%
Female (n=501)	20.4%
18 to 29 (n=147)	33.6%
30 to 39 (n=143)	28.8%
40 to 49 (n=252)	30.2%
50 to 59 (n=234)	24.7%
60 plus (n=224)	27.4%

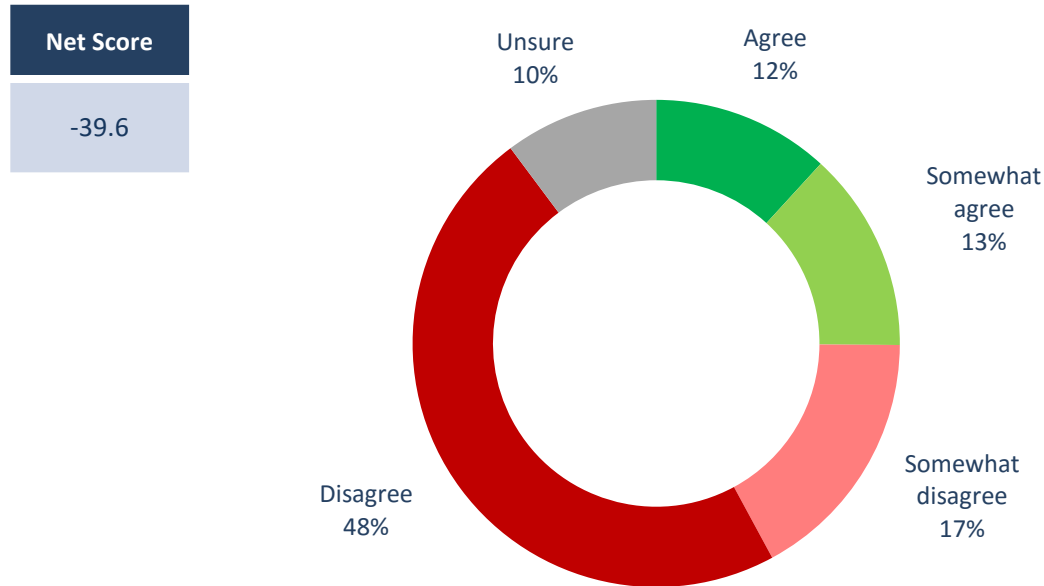
*Note: Charts may not add up to 100 due to rounding

QUESTION – Would you agree, somewhat agree, somewhat disagree or disagree with the following?
[RANDOMIZE]

Women and men [ROTATE] today are equally recognized for non-paid household responsibilities.

Applying for a job

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	26.8%
Quebec (n=250)	20.1%
Ontario (n=300)	23.9%
Prairies (n=200)	32.8%
British Columbia (n=150)	24.5%
Male (n=499)	35.7%
Female (n=501)	14.6%
18 to 29 (n=147)	27.4%
30 to 39 (n=143)	22.3%
40 to 49 (n=252)	30.1%
50 to 59 (n=234)	26.1%
60 plus (n=224)	20.0%

QUESTION – Would you agree, somewhat agree, somewhat disagree or disagree with the following?
[RANDOMIZE]

I would apply for a job at a company where men are paid more than women for the same work.



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	15.6 percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module five of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, the federal budget the US election, and issues relating to legalizing marijuana.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	February 22 nd to 24 th , 2016.		
Language of Survey	The survey was conducted in both English and French.		



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



View our brochure

Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com





Tabulations



2016-796 – Globe and Mail/Nanos Women's Day Survey –STAT SHEET

Would you agree, somewhat agree, somewhat disagree or disagree with the following [RANDOMIZE Q1-5]

			Region						Gender		Age				
			Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Women and men [ROTATE] in Canada today get the very same rate of pay for the very same work	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	9.5	6.4	9.4	10.9	10.8	7.3	13.1	5.9	13.1	8.3	9.3	10.4	6.8
	Somewhat agree	%	18.8	15.0	19.6	17.2	25.7	13.8	25.4	12.1	21.7	22.0	22.7	16.2	12.3
	Somewhat disagree	%	28.4	30.2	32.9	22.0	27.8	33.6	31.5	25.4	24.6	33.1	26.9	25.8	31.8
	Disagree	%	39.9	44.1	34.0	45.6	33.3	44.1	25.6	54.1	36.0	34.2	38.8	43.1	45.7
	Unsure	%	3.4	4.2	4.2	4.3	2.5	1.2	4.4	2.4	4.6	2.4	2.2	4.5	3.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-796 – Globe and Mail/Nanos Women's Day Survey –STAT SHEET

Would you agree, somewhat agree, somewhat disagree or disagree with the following [RANDOMIZE Q1-5]

			Region						Gender		Age				
			Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - Men and women [ROTATE] in Canada today are treated equally in the workplace.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	10.9	6.7	10.5	11.6	14.1	8.4	14.5	7.2	17.9	12.9	9.0	10.1	5.5
	Somewhat agree	%	25.0	25.0	24.7	22.5	31.0	22.2	32.9	17.0	26.6	21.8	28.8	23.5	23.5
	Somewhat disagree	%	30.2	26.8	31.6	28.5	30.1	33.5	31.8	28.5	25.8	34.3	32.1	26.3	32.3
	Disagree	%	32.2	39.6	31.2	35.4	24.2	33.6	18.1	46.4	27.9	29.4	28.9	37.4	37.0
	Unsure	%	1.8	2.0	1.9	2.1	.6	2.2	2.7	.8	1.8	1.6	1.1	2.6	1.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-796 – Globe and Mail/Nanos Women’s Day Survey –STAT SHEET

Would you agree, somewhat agree, somewhat disagree or disagree with the following [RANDOMIZE Q1-5]

			Region						Gender		Age				
			Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Women today are recognized as leaders in Canada's society.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	21.5	26.8	21.1	18.9	23.7	21.2	28.9	14.2	20.9	24.0	27.3	21.7	15.3
	Somewhat agree	%	47.3	44.7	44.1	51.8	52.7	38.2	49.5	45.1	44.8	45.7	43.5	45.9	55.0
	Somewhat disagree	%	20.0	16.2	24.9	15.8	16.9	27.0	15.1	24.9	21.0	20.1	20.1	19.1	19.8
	Disagree	%	8.6	11.4	7.7	9.7	5.5	9.9	3.8	13.3	8.1	7.8	8.2	10.5	8.3
	Unsure	%	2.6	.9	2.3	3.7	1.2	3.6	2.7	2.4	5.2	2.3	1.0	2.8	1.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-796 – Globe and Mail/Nanos Women's Day Survey –STAT SHEET

Would you agree, somewhat agree, somewhat disagree or disagree with the following [RANDOMIZE Q1-5]

			Region						Gender		Age				
			Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - Women and men [ROTATE] today are equally recognized for non-paid household responsibilities.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	8.9	7.0	8.9	8.5	11.6	7.1	12.5	5.3	10.1	8.9	8.6	8.2	8.5
	Somewhat agree	%	20.2	13.4	24.4	17.3	21.7	21.2	25.3	15.1	23.5	19.9	21.6	16.5	18.9
	Somewhat disagree	%	25.6	27.8	26.0	24.3	25.6	26.0	30.7	20.5	22.4	29.8	25.7	26.2	24.8
	Disagree	%	42.5	50.1	38.1	46.0	39.6	41.5	27.6	57.3	40.4	39.8	41.9	44.8	44.9
	Unsure	%	2.9	1.7	2.6	3.9	1.5	4.2	3.9	1.9	3.6	1.5	2.2	4.2	2.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-796 – Globe and Mail/Nanos Women's Day Survey –STAT SHEET

Would you agree, somewhat agree, somewhat disagree or disagree with the following [RANDOMIZE Q1-5]

			Region						Gender		Age				
			Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - I would apply for a job at a company where men are paid more than women for the same work	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	11.8	12.1	9.3	11.8	13.2	13.8	18.1	5.5	16.0	9.0	12.5	12.8	8.7
	Somewhat agree	%	13.3	14.7	10.8	12.1	19.6	10.7	17.6	9.1	11.4	13.3	17.6	13.3	11.3
	Somewhat disagree	%	17.0	16.4	20.7	16.3	13.1	17.5	18.8	15.1	17.2	19.7	18.8	12.6	16.4
	Disagree	%	47.7	50.7	51.0	47.4	43.9	45.9	30.5	64.9	44.5	49.9	41.5	49.2	53.3
	Unsure	%	10.2	6.1	8.1	12.4	10.1	12.1	15.1	5.3	10.9	8.1	9.6	12.0	10.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com