



ECONOMIC EQUALITY INSIGHTS

An Omnibus survey with Ontario residents.

REPORT OF FINDINGS
APRIL 4, 2022

A smiling woman with long dark hair, wearing a dark blue top with a white polka-dot collar, sits at a white desk. A purple laptop is open in front of her. The background is a bright, out-of-focus office space with a window and a brick wall.

ENVIRONICS
RESEARCH

The Ontario Equal Pay Coalition sought to understand Ontarians' perceptions of economic equality in the province.

To support this objective, the Ontario Equal Pay Coalition worked with Environics Research to explore Ontarians' knowledge of existing pay inequalities and to gauge opinions on proposed policy solutions to address economic disparity.

RESEARCH METHODS

The following report is based on results from a survey of n=814 Ontario residents. The survey was completed online between March 22nd and 24th, 2022.

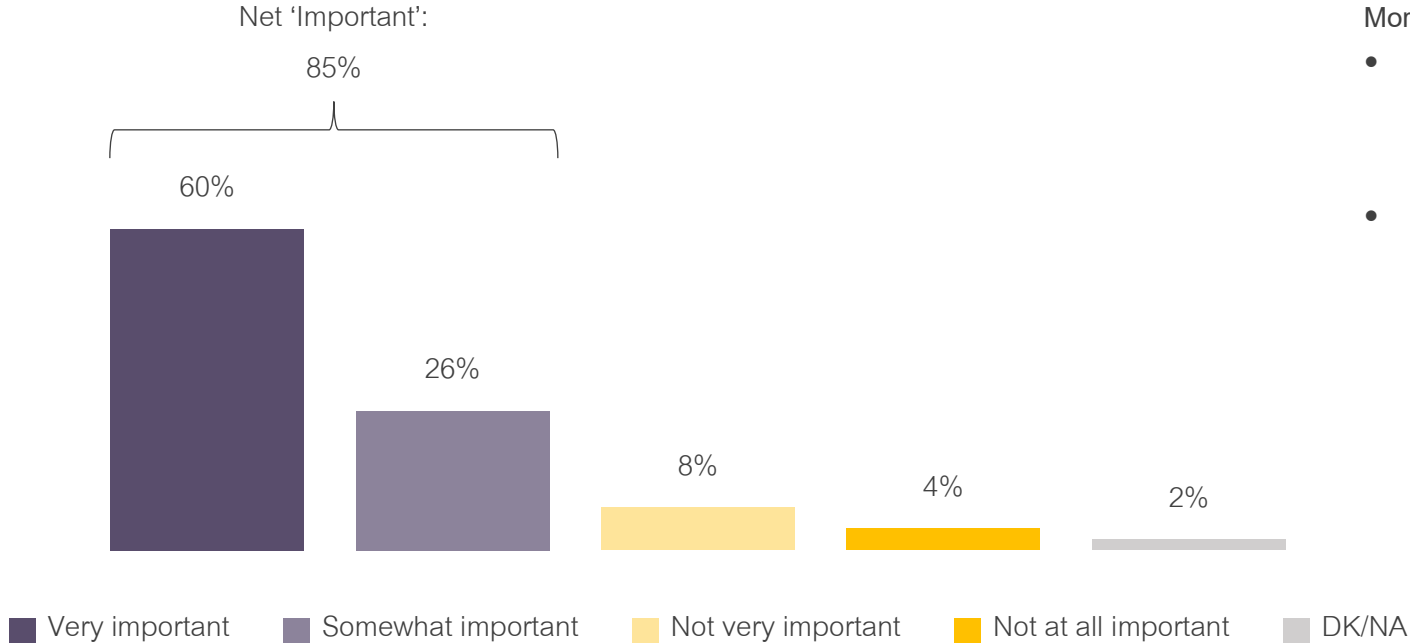
- The Ontario Equal Pay Coalition portion of the survey consisted of seven (7) questions on pay equity and related policies.
- Data collection was timed to precede the April 12, 2022 Equal Pay Day provincial party Leaders' Debate.
- The survey was conducted online with a representative sample of Ontarians aged 18+.
- As respondents were recruited from an online panel, this is a non-probability survey and no formal estimates of sampling error can be calculated.

ONLINE SURVEY RESEARCH FINDINGS

Equal Pay Coalition | Economic Equality in Ontario

More than four in five Ontarians say that it is important the provincial government do more to promote women’s economic equality, with three in five saying it is ‘very important’.

Q1. On average, women in Ontario earn 32% less than men each year. In your opinion, how important, if at all, is it for the Ontario government to do more to promote women's economic equality? (n=814)



More likely to say “very important”...

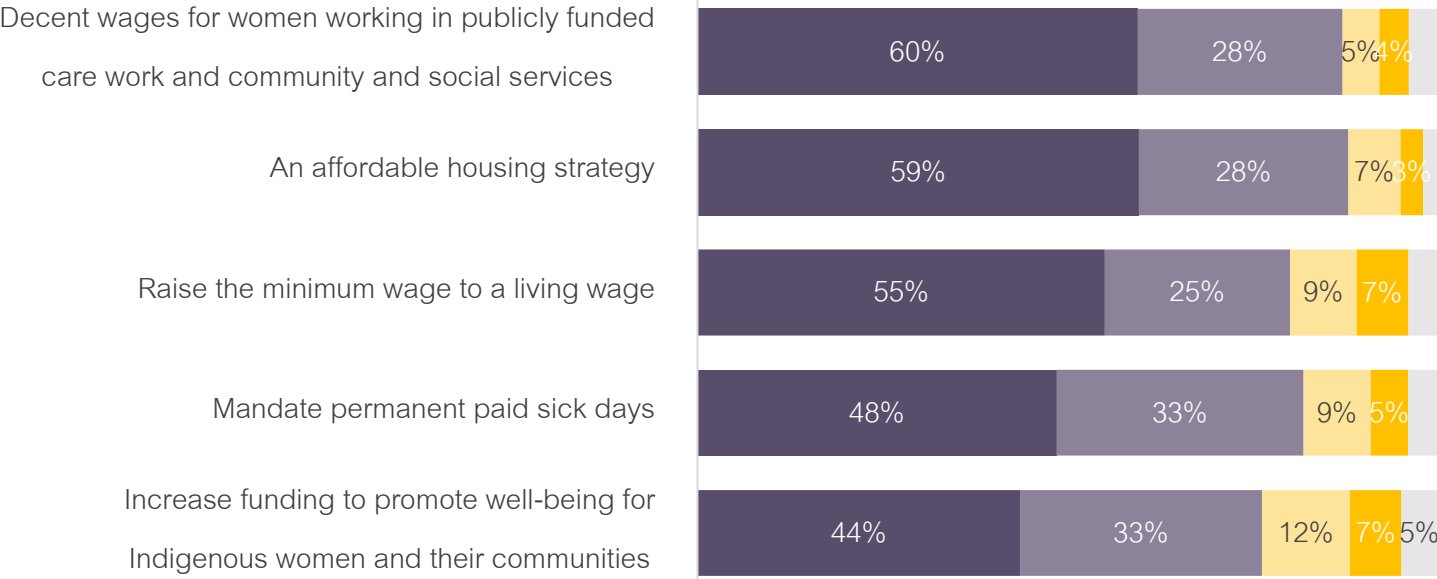
- Intends to vote for The NDP (81%), or Liberals (73%) as opposed to Conservative (34%)
- Women (69%)

Equal Pay Coalition | Importance of Policies for Equality

A majority of respondents say decent wages for women working in publicly funded roles and an affordable housing strategy policy are most important for promoting economic equality for women in the province.

Q2. How important do you consider each of the following policies when it comes to promoting economic equality for women in Ontario? (n=814)

Net Important:



More likely to say an affordable housing strategy is “very important”...

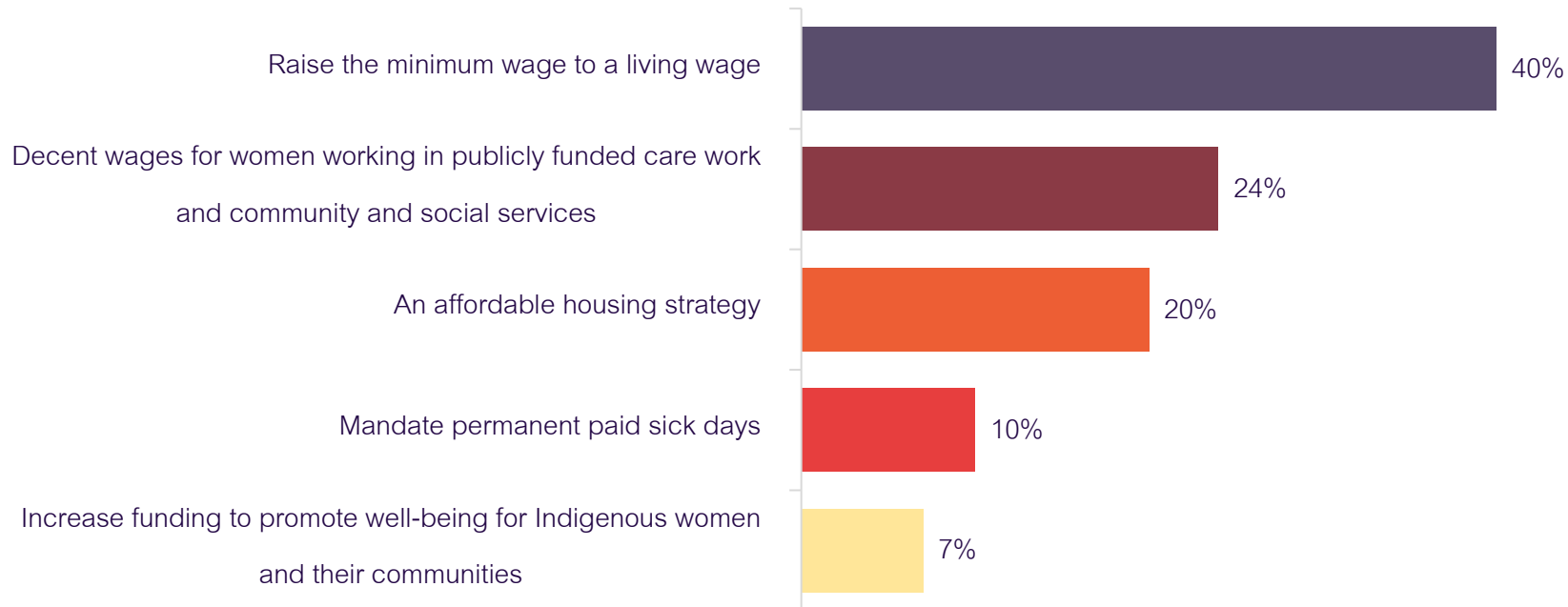
- Intends to vote for The NDP (74%), or Liberals (66%) compared to Conservative (47%)
- Women (69%)

Very important Somewhat important Not very important Not at all important DK/NA

Equal Pay Coalition | Proposed Priorities

Two in five respondents prioritize raising the minimum wage above all other proposed policies to achieve women's economic equality. This is followed by decent wages for women in publicly funded roles (24%).

Q3. Of the following policies, which one would you have the Ontario government make a priority for achieving women's economic equality? (n=814)



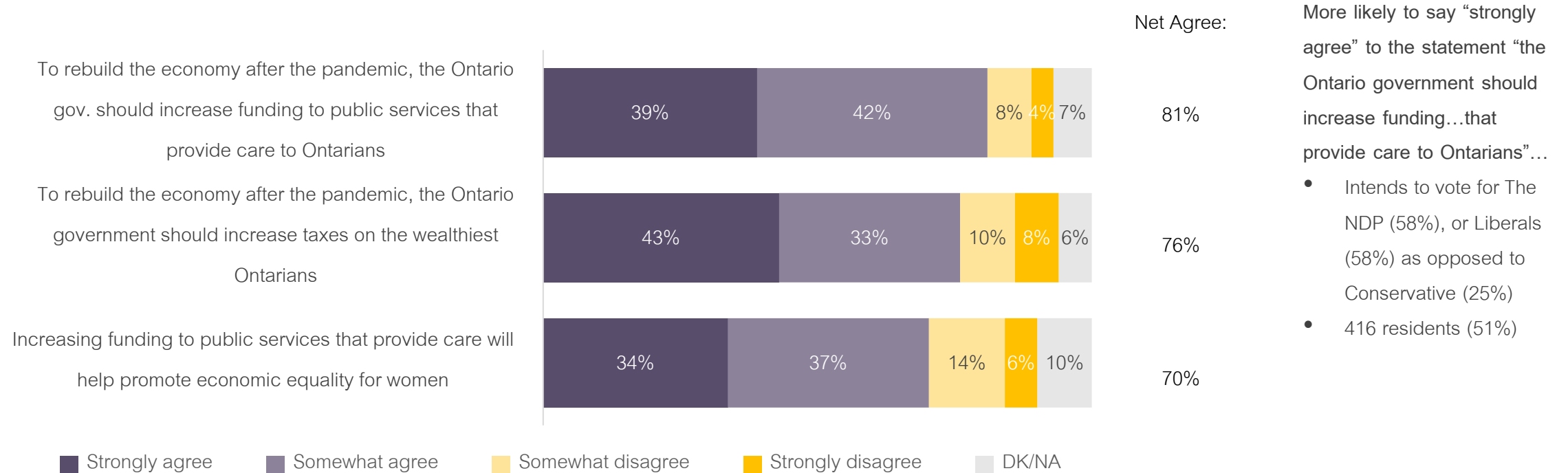
More likely to say "rise the minimum wage to a living wage"...

- Intends to vote for The Liberals (50%), or undecided voters (47%) compared to Conservative (29%)

Equal Pay Coalition | Pandemic Recovery Strategies

Four in five survey respondents agree that it would serve the economy’s post-pandemic recovery to “increase funding to public services that provide care to Ontarians.” Seven in ten believe that increasing funding to care-providing public services would help promote economic equality for women.

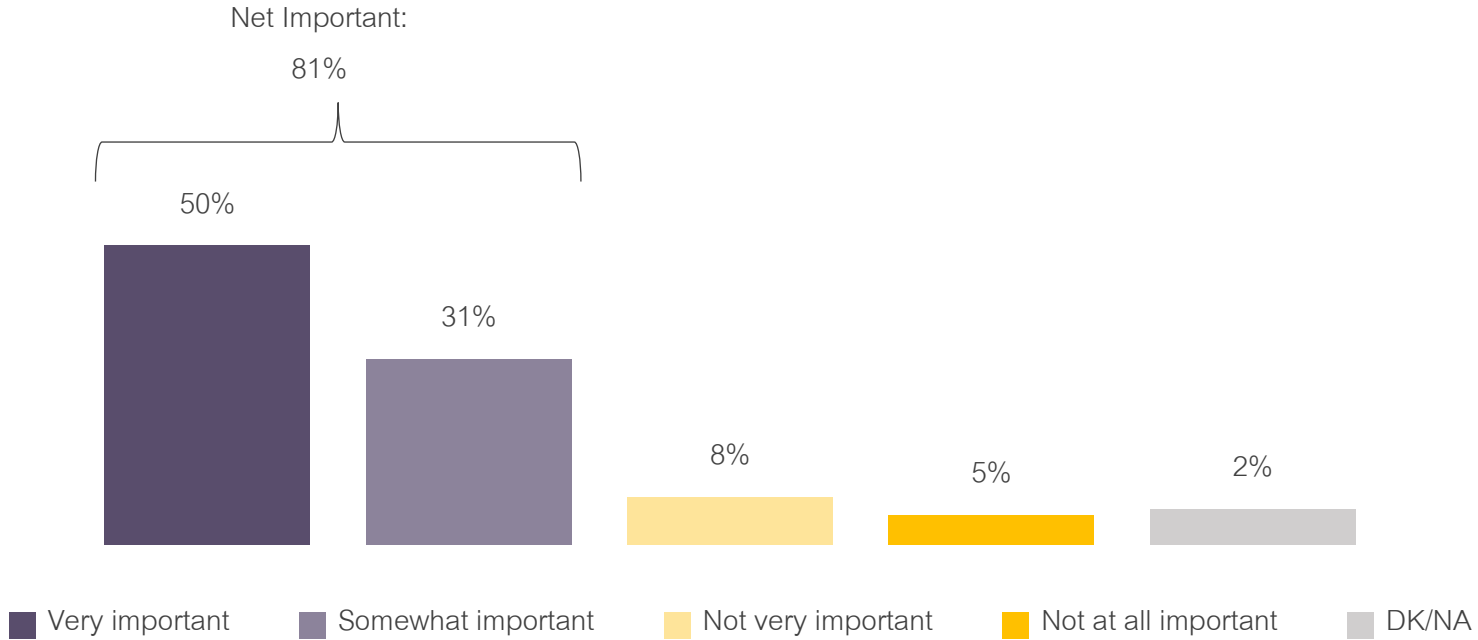
Q4. Care is primarily delivered to Ontarians through publicly funded services like health care, childcare, community and social services, and education. With this in mind, do you agree or disagree with the following statements? (n=814)



Equal Pay Coalition | Implementing *Pay Transparency Act*

Four in five respondents report it is important for the Ontario government to implement the *Pay Transparency Act* to promote women’s economic equality in the province, of which half (50%) say it is “very important”.

Q5. *Pay Transparency laws help close the pay gap between women and men... How important, if at all, is it to promoting women's economic equality for the Ontario government to put the Pay Transparency Act into effect? (n=814)*



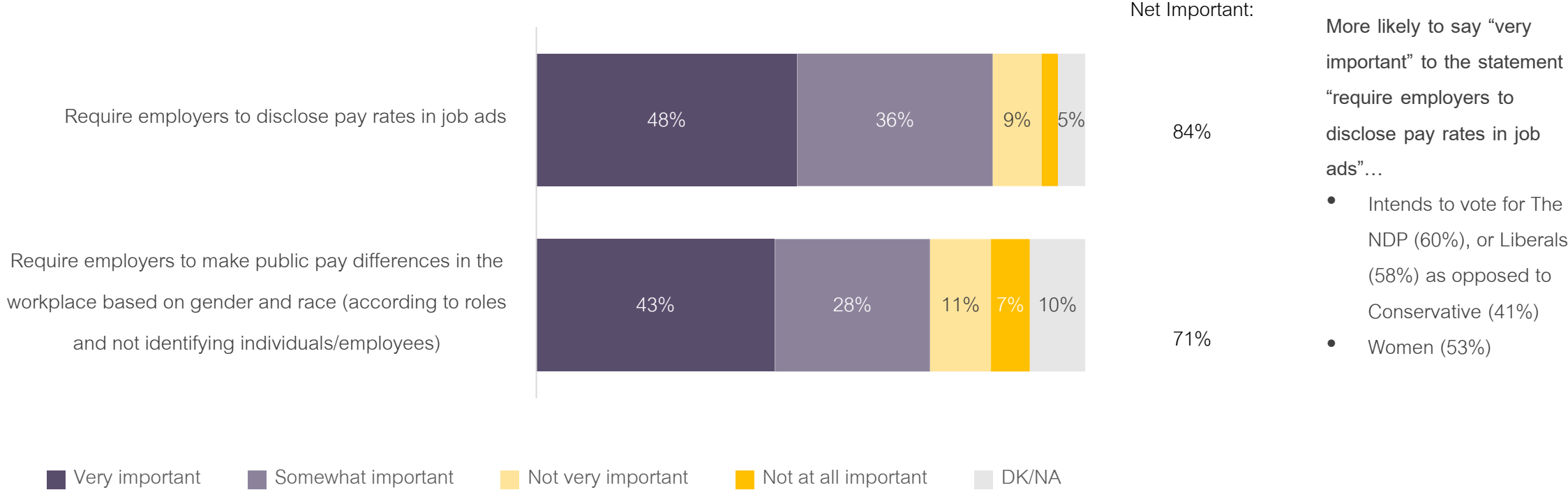
Most likely to say “very important”...

- Intends to vote for The NDP (78%), or Liberals (65%) compared to Conservative (33%)
- Women (58%)

Equal Pay Coalition | Pay Transparency Measures

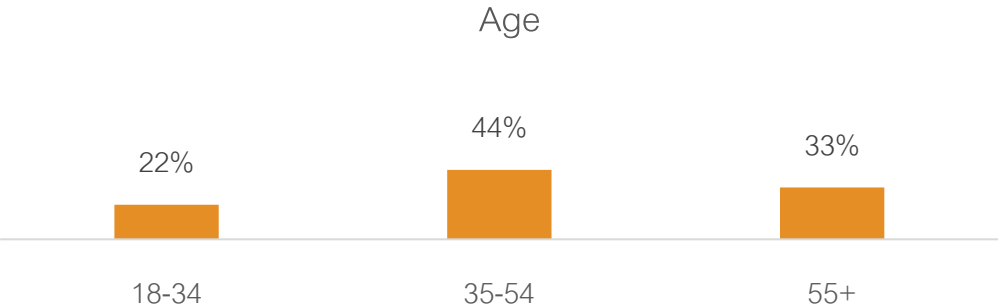
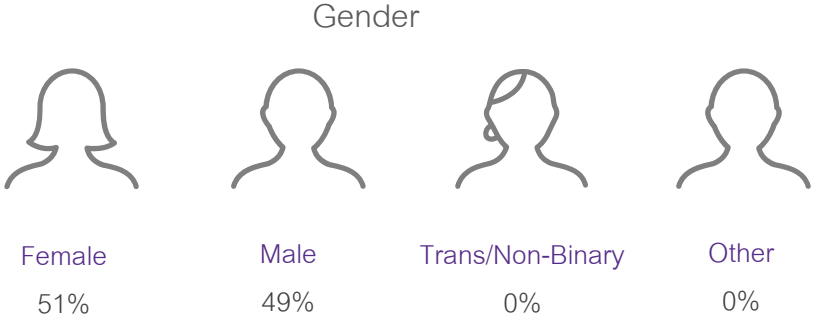
Pay transparency measures are considered important contributors to promoting women’s economic equality; in particular, a strong majority of Ontarians believe that requiring employers to disclose pay rates in job ads is an important option.

Q6. How important, if at all, are the following options when it comes to promoting women’s economic equality? (n=814)



DEMOGRAPHICS

Equal Pay Coalition Study Participants | Demographics



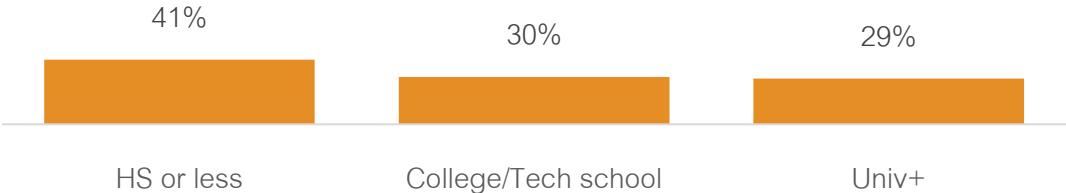
Equal Pay Coalition Study Participants | Demographics

Kids in Household



Yes 32%
No 68%

Education



Region

