

CANADIAN PRESS / LEGER MARKETING

The Gender Gap in Canada

Report



1.0 Study Highlights

- More than one Canadian woman out of a hundred has apparently been a victim of conjugal violence.

Question: *In the last year, have you ever been a victim of...?*

| n=674 (women only) | Total |
|--|-------|
| ... verbal violence from your spouse | 6.6% |
| ... physical violence from your spouse | 1.2% |
| ... NO, no violence | 93.0% |
| Don't know/ Refusal | 0.3% |

Question: *In the last year, have you ever...?*

| n=567 (men only) | Total |
|--|-------|
| ... used verbal violence against your spouse | 10.9% |
| ... used physical violence against your spouse | 0.5% |
| ... NO, no violence | 86.6% |
| Don't know/Refusal | 2.1% |

- Women are far from enjoying all of the same advantages as men.

Question: *In your opinion, do Canadian women actually have all of the same advantages as men...?*

| n=1511 | YES | NO | Don't know/Refusal |
|----------------------------|-------|-------|--------------------|
| ... with regard to justice | 49.6% | 42.8% | 7.7% |
| ... with regard to hiring | 37.7% | 54.4% | 7.8% |
| ... in terms of salary | 26.9% | 66.8% | 6.2% |
| ... in terms of promotions | 37.7% | 54.1% | 8.2% |

- Close to three Canadians out of ten feel that women do not attach enough importance to children.

Question: *Do women currently attach TOO MUCH, JUST ENOUGH or NOT ENOUGH IMPORTANCE to...?*

| n=1511 | Too much importance | Just enough importance | Not enough importance | Don't know/Refusal |
|-----------------------|---------------------|------------------------|-----------------------|--------------------|
| ... children | 11.5% | 53.5% | 28.9% | 6.2% |
| ... the family | 9.9% | 57.5% | 26.6% | 6.1% |
| ... their career plan | 13.5% | 54.8% | 19.6% | 12.2% |

- Apparently, the distribution of household tasks between both genders is equitable

Question: *In your opinion, are household tasks shared EQUALLY or NOT between you and your spouse?*

| n=1511 | Yes, equally | No, not equally | Do not have a spouse | Don't know/Refusal |
|--------|--------------|-----------------|----------------------|--------------------|
| Total | 54.0% | 28.3% | 17.2% | 0.6% |
| Men | 63.9% | 20.3% | 15.2% | 0.6% |
| Women | 44.8% | 35.7% | 19.0% | 0.5% |

2.0 Results

2.1 More than one Canadian Women out of Ten has Apparently Been a Victim of Conjugal Violence

When asked if whether or not they have been a victim of conjugal violence in the last year, 1.2% of Canadian women mention that this has actually been the case.

In addition, 6.6% of Canadian women mention having been victim of verbal violence in the last year.

0.5% of men admit to having used physical violence against their spouse and 10.9% of them mention having been verbally violent toward their partners.

Question: *In the last year, have you ever been a victim of...?*

| n=674 (women only) | Total |
|--|-------|
| ... verbal violence from your spouse | 6.6% |
| ... physical violence from your spouse | 1.2% |
| ... NO, no violence | 93.0% |
| Don't know/Refusal | 0.3% |

Question: *In the last year, have you ever...?*

| n=567 (men only) | Total |
|--|-------|
| ... used verbal violence against your spouse | 10.9% |
| ... used physical violence against your spouse | 0.5% |
| ... NO, no violence | 86.6% |
| Don't know/Refusal | 2.1% |

2.2 Women Are Far from Enjoying the Same Advantages as Men

66.8% of the population feels that women do not enjoy the same advantages as men when it comes to salary while only 26.9% of Canadians hold the opposing view and 6.2% did not share their opinion in this respect.

It was observed that 74.7% of women believe that this inequality exists along with 58.4% of men. This was also the view held by 73.4% of Francophones, 75.1% of Quebecers, 73.9% of those in the higher income brackets, 76.8% of those whose main occupation is homemaker and 73.9% of Canadians with a university education.

Moreover, according to 54.4% of Canadians women are apparently also disadvantaged compared to men when it comes to hiring. 37.7% of Canadians do not share this view while 7.8% did not share their opinion in this respect.

62.0% of women and 46.3% of men think that this situation of inequality actually exists. This view was held by 59.5% of those 45-54 years old, 60.5% of Francophones, 63.0% of Quebecers, 59.8% of those in the higher income brackets and 63.1% of students.

However, 47.3% of men do not think that there is inequality in this area along with 42.9% of those 65 years old and over, 45.2% of Allophones, 45.5% of retirees and 49.7% of those with less education.

When it comes to obtaining promotions within the workplace, 54.1% of the population is convinced that women do not enjoy the same advantages as men while 37.7% think otherwise and 8.2% do not know.

63.7% of women and 43.8% of men believe that this inequality exists. This is also the opinion of other subgroups of the population such as 48.0% of men, 44.4% of those 18-24 years old, 43.1% Francophones, 45.4% of manual workers and 52.2% of those with an elementary education.

It is in the area of justice where the matter seems slightly clearer with 49.6% of Canadians thinking that women enjoy the same advantages as men and 42.8% holding the opposite view. 7.7% did not share their opinion in this respect.

53.4% of women and 31.3% of men think that women are favoured to a lesser extent when it comes to matters of law.

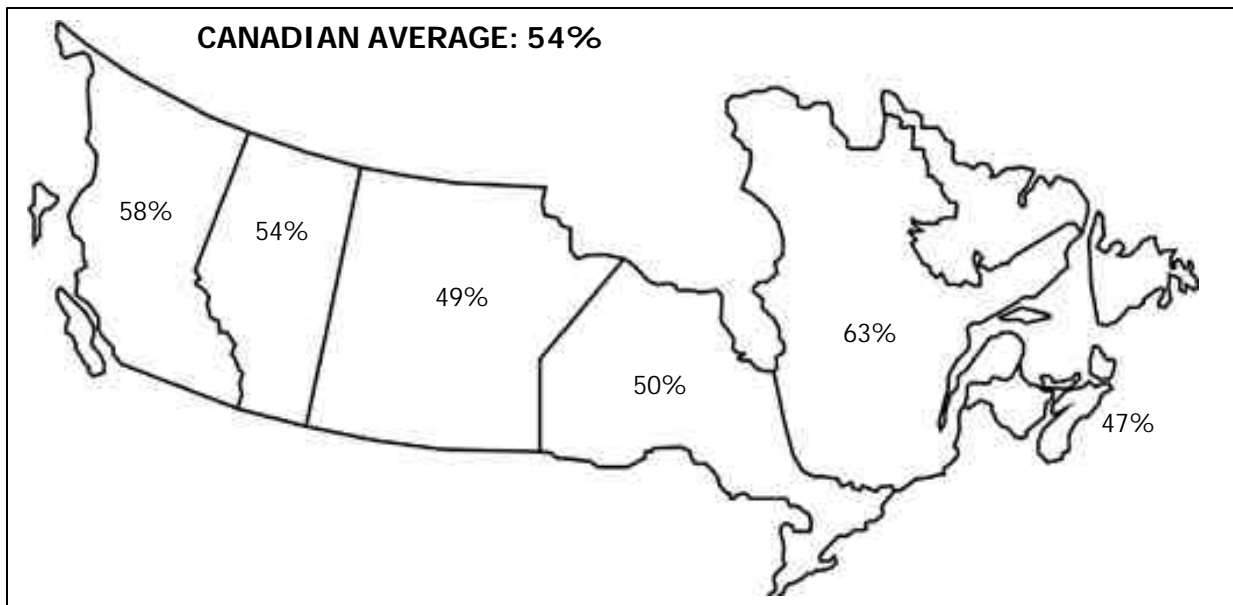
With the exception of five subgroups, namely women (37.7% think both genders enjoy the same advantages and 53.4% hold the opposing view), those 55-64 years old (44.0-48.2%), those 65 years old and over (43.1-46.4%), homemakers (34.1-59.0%) and residents of British Columbia (40.0-48.6%), all other subgroups are more likely to think of women as being wrongly treated by the justice system compared to men.

Question: *In your opinion, do Canadian women actually have all of the same advantages as men...?*

| n=1511 | YES | NO | Don't know/Refusal |
|----------------------------|-------|-------|--------------------|
| ... in terms of salary | 26.9% | 66.8% | 6.2% |
| ... with regard to hiring | 37.7% | 54.4% | 7.8% |
| ... in terms of promotions | 37.7% | 54.1% | 8.2% |
| ... in terms of justice | 49.6% | 42.8% | 7.7% |

| n=1511 | Men | | Women | |
|----------------------------|-------|-------|-------|-------|
| | YES | NO | YES | NO |
| ... in terms of salary | 34.1% | 58.4% | 20.3% | 74.7% |
| ... with regard to hiring | 47.3% | 46.3% | 28.7% | 62.0% |
| ... in terms of promotions | 48.0% | 43.8% | 28.1% | 63.7% |
| ... in terms of justice | 62.3% | 31.3% | 37.7% | 53.4% |

Proportion of Canadians who feel that women do not enjoy the same advantages as men when it comes to hiring



2.3 Close to Three Canadians out of Ten Feel that Women Do Not Attach Enough Importance to Children

28.9% of the population feels that women do not give enough importance to children while 11.5% believes that they give children too much importance and 53.5% that they give them just enough.

The idea that women do not give children enough importance is one that is shared to a greater extent by 34.3% of women, 42.4% of those 65 years old and over, 36.0% of Francophones, 36.7% of people living in the Prairies and 44.6% of those individuals whose main occupation is homemaker.

Moreover, 26.6% of Canadians think that women do not give the family enough importance while 9.9% mention that they give it too much and 57.5% that they give it just enough.

The opinion that women do not give enough importance to the family is shared to a greater extent by 30.9% of women, 34.0% of those 65 years old, 31.4% of Francophones, 34.9% of those living in the Prairie provinces and 41.9% of homemakers.

Finally, 19.6% of the population feels that women do not give enough importance to their career plans while 13.5% of people believe that they give them too much importance and 54.8% that they give them just enough.

Among those most likely to say that women do not give enough importance to their career plans, we find 21.5% of women, 32.1% of those 55-64 years old, 24.4% of retirees and 24.7% of Canadians residing in British Columbia.

Question: *Do women currently attach TOO MUCH, JUST ENOUGH or NOT ENOUGH IMPORTANCE to...?*

| n=1511 | Too much importance | Just enough importance | Not enough importance | Don't know/Refusal |
|------------------------------|---------------------|------------------------|-----------------------|--------------------|
| ... children | | | | |
| Total | 11.5% | 53.5% | 28.9% | 6.2% |
| Men | 10.0% | 60.4% | 23.0% | 6.6% |
| Women | 12.9% | 46.9% | 34.3% | 5.9% |
| ... the family | | | | |
| Total | 9.9% | 57.5% | 26.6% | 6.1% |
| Men | 8.1% | 63.8% | 22.0% | 6.1% |
| Women | 11.5% | 51.5% | 30.9% | 6.1% |
| ... their career plan | | | | |
| Total | 13.5% | 54.8% | 19.6% | 12.2% |
| Men | 12.2% | 56.4% | 17.5% | 13.9% |
| Women | 14.6% | 53.2% | 21.5% | 10.6% |

2.4 Apparently, the Distribution of Household Tasks is Equitable

54.0% of Canadians hold the view that household tasks are distributed in an equitable fashion among men and women while 28.3% hold the opposite view. 17.2% of respondents mention not having a spouse.

Question: *In your opinion, are household tasks shared EQUALLY or NOT between you and your spouse?*

| n=1511 | Yes, equally | No, not equally | Do not have a spouse | Don't know/refusal |
|--------|--------------|-----------------|----------------------|--------------------|
| Total | 54.0% | 28.3% | 17.2% | 0.6% |
| Men | 63.9% | 20.3% | 15.2% | 0.6% |
| Women | 44.8% | 35.7% | 19.0% | 0.5% |

Yet, when we look more closely, we note that 2.7 times more women than men do dishes, 3.4 times more women than men do the cooking 6.0 times more women than men do the laundry, 2.6 times more women than men wash the floors, 4.1 times more women look after the education of children.

When it comes to finances, women enjoy a certain predominance. In fact, 41.0% mention controlling the finances versus 33.2% of men.

Question: *In your household, can you tell me if it's the MAN or the WOMAN who...?*

| n=1241 (those living with a spouse) | ...THE MAN | ...THE WOMAN | Both equally | Refusal |
|---|------------|--------------|--------------|---------|
| ... does the dishes most often | | | | |
| Total | 20.5% | 55.3% | 23.3% | 0.9% |
| Men | 28.8% | 41.3% | 28.7% | 1.1% |
| Women | 12.5% | 68.9% | 17.9% | 0.6% |
| ... cooks most often | | | | |
| Total | 20.0% | 67.1% | 12.8% | 0.1% |
| Men | 27.8% | 57.4% | 14.8% | 0.0% |
| Women | 12.4% | 76.6% | 10.7% | 0.3% |
| ... does the laundry most often | | | | |
| Total | 12.6% | 75.5% | 11.7% | 0.2% |
| Men | 18.1% | 66.9% | 14.8% | 0.2% |
| Women | 7.3% | 83.8% | 8.7% | 0.1% |
| ... cleans the floors most often | | | | |
| Total | 22.7% | 59.4% | 17.4% | 0.5% |
| Men | 30.3% | 47.3% | 22.2% | 0.2% |
| Women | 15.3% | 71.2% | 12.7% | 0.8% |
| ... controls the finances | | | | |
| Total | 33.2% | 41.0% | 25.3% | 0.6% |
| Men | 43.9% | 30.7% | 24.7% | 0.7% |
| Women | 22.7% | 51.1% | 25.8% | 0.4% |

Question: *In your household, can you tell me if it's the MAN or the WOMAN who...?*

| | ... THE MAN | ...THE WOMAN | Both Equally | Do not have children at home | Refusal |
|---|----------------|-----------------|-----------------|------------------------------------|---------|
| <i>... mainly takes care of the children's education</i> | | | | | |
| Total | 8.5% | 34.5% | 22.8% | 33.6% | 0.6% |
| Men | 10.7% | 26.4% | 24.3% | 37.9% | 0.6% |
| Women | 6.3% | 42.4% | 21.2% | 29.4% | 0.6% |

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1511 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between February 5 to 9, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1511 respondents is of $\pm 2.6\%$, 19 times out of 20.