

TO: The Prosperity Project

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RE: **The Prosperity Project – Wave 4 Pulse Survey Results  
(Updated)**

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## METHODOLOGY

Survey results cited in this report are from online interviews with a random sample of N=1513 Canadians, 18 years and older. The data is weighted as per the most recent national census by age, gender and region. The survey was conducted on January 13, 2022.

### Terminology:

- Working parents = those who are employed and are parents to children under 18 years
- Working mothers = women who are employed and parents to children under 18 years
- Working fathers = men who are employed and parents to children under 18 years

## KEY INSIGHTS

- During the current stage of the pandemic, Canadians need free at-home COVID-19 testing kits from the government. For parents of children under 18, along with needing more testing kits, they also need school re-open safely for their kids.
- Working Canadians mainly need flexible working hours, providing or increasing number of sick days and hazard pay for essential work from their employers. Parents need flexible work hours and more sick days.
- At this time, Canadians most need emotional support from their family. Some also need better sharing of household responsibilities and more time to themselves.
- Women in general, including working women and working mothers, are more likely to need mental health support, emotional support and better sharing of household workload.

## DETAILED RESULTS

### What Canadians Need from the Government

- Most important thing that Canadians need from the government are more COVID-19 home testing kits free of charge (35%), followed by more mental health support (24%), hazard pay for those working in essential jobs that put them at a risk of exposure to COVID-19 (23%) and providing mandatory sick leave (23%).
  - Men and women are aligned when it comes to what they need from the government, with the exceptions that women are twice as likely to need mental health support than men (30% vs. 17%) and are more likely to need mandatory sick leave than men (27% vs. 19%).
  - Among employed Canadians, high priorities for government include free at-home testing kits (37%), hazard pay for essential work (30%), mandatory sick leaves (29%) and mental health support (27%).
  - Parents of children under 18 need the government to provide at-home testing kits free of cost (40%) and re-open schools in a safe manner (35%). A quarter need hazard pay (25%), funds or tax credits for school support during virtual learning (23%), and mandatory sick leaves (22%).
  - Working mothers are more likely than working fathers to need mental health support (25% vs. 13%), financial support for a childcare provider when schools are closed (20% vs. 15%), and affordable childcare (16% vs. 7%).

### What Working Canadians Need from their Employer

- Employed Canadians most need flexible working hours (31%), providing or increasing the number of sick days (31%) and hazard pay for essential workers who are at risk to COVID-19 exposure (27%). One-fifth need flexible working locations (22%) and opportunities to take time off work without losing their position (21%). One-in-ten (13%) need mental health support/ EAP programs.
  - Women and men have slightly different requirements from their employers – women are more likely to want an increase in the number of sick days (35%) and hazard pay (30%), than men (27%, 24% respectively). This is not surprising as women are more likely to have jobs as essential workers.
  - While men are slightly more likely to need flexible working hours compared to women (33% vs. 28%), women need to be able to take time off from work without losing their position (24% vs. 18%).
  - In line with earlier results re: mental health supports, women are also more likely to need mental health support and EAP programs from their employers than men (18% vs. 8%).

- For working parents, flexible working hours (33%) and providing or increasing sick days (30%) are top needs from employers, followed by, hazard pay (23%) and flexible working locations (22%). Flexible hours is a slightly more important need for fathers than mothers (35% vs. 31%), while flexible working location is more important to mothers than fathers (27% vs. 19%).
- Working mothers are more likely to want support for advancing their career and learning and development than working fathers (27% vs. 12%) and need opportunities to reduce working hours or job share without losing their jobs (22%) compared to 15% of working fathers.
- 10% of working parents say that childcare support options as part of their benefits is important thing they need from their employer; this is somewhat more important for mothers (12%) than fathers (8%).

### **What Canadians Need from their Family Members (spouse, partner, sibling, parents, or children)**

- Canadians need emotional support the most from their family member (27%), followed by better load sharing of household responsibilities (24%), and more time to themselves (22%). 18% need financial support from their family. Notably, more than two-fifths (43%) don't select any of the options given.
  - Women are almost twice as likely than men to need more emotional support (35% vs. 19%). These sentiments are expressed by other cohorts of women too – such as working women (37%), or working mothers (44%), who are more likely to need emotional support from their family compared to working men (19%) or working fathers (21%).
  - Working women (30%) are slightly more likely say that they need better sharing of household chores and responsibilities than working men (26%).
  - For working mothers, better sharing of household responsibilities (42%) and better sharing of childcare responsibilities (24%) are more important priorities compared to working fathers (33% and 15% respectively). Working mothers are also more likely to want time to themselves (33%) than working fathers (25%).
  - Women are more likely to need financial support from family than men (21% vs. 15%).
  - Parents (23%) are more likely to need financial support from their family than those who don't have children (17%).