

**NATIONAL SURVEY OF 1,500 18-30 YEAR-OLD
WOMEN IN CANADA**



WOMEN IN POLITICS STUDY

FINAL RESULTS

CONDUCTED FOR EQUAL VOICE



METHODOLOGY

The survey was conducted online with 1,500 Canadian female residents aged 18 to 30, from January 14 to 23, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

The omnibus survey was conducted with 2,095 Canadian adults between the dates of January 18 and 21, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.141, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

CANADIANS AGREE IT'S IMPORTANT TO HAVE WOMEN AS ELECTED REPRESENTATIVES IN CANADA.

Both in general, and because it leads to better decisions and decisions that reflect the needs of Canadians.

91% it's important to have women as elected representatives in Canada.

85% having more women in politics would have a positive impact on government policy, actions and decisions.

84% having more women in politics would help our governments make decisions that accurately reflect the needs of Canadians.

MAJORITY ALSO AGREE THAT WE AREN'T THERE YET- THAT WE NEED MORE WOMEN AS ELECTED REPRESENTATIVES.

Yet there is a clear difference between the number of men and women being asked to fill these roles.

86% we need more women as elected representatives in Canada.

14% of men have been approached to run for public office. Compared to...
7% of women. That means men are twice as likely to get approached to run.

WHEN IT COMES TO WOMEN RUNNING- ONE IN FIVE WOULD ACTIVELY CONSIDER RUNNING FOR OFFICE.

ACTIVELY CONSIDERING: 19% of young women who say they are definitely interested or might consider it if the opportunity arose.

PASSIVELY CONSIDERING: 31% of young women who wouldn't rule it out completely, but say running for public office is very unlikely for them.

NOT CONSIDERING: 50% of young women who say they would never run for public office

EXECUTIVE SUMMARY

A MISALIGNMENT BETWEEN COMMUNITY INTERESTS AND WHAT POLITICS OFFERS ISN'T THE ISSUE.

Many young women value community service, and see running for office as a job that could fulfill that desire.

70% of young women say being in a leadership role their community is important to them.

79% say running for public office would give them an opportunity to serve their community.

80% say being elected into public office would give them an opportunity to serve their community.

NOR IS THERE A MISALIGNMENT BETWEEN CAREER LEADERSHIP OBJECTIVES AND WHAT POLITICS OFFERS.

Women are looking for the responsibilities offered by a career as an elected representative.

70% of young women are interested in holding a leadership role at some point in their career.

79% want to have the opportunity to align their work with causes they are passionate about/give back.

77% want to be responsible for decision-making.

69% say a career as an elected representative would give them this opportunity.

75% say a career as an elected representative would give them this opportunity.

IN FACT, BEING AN ELECTED REPRESENTATIVE IS SEEN TO BE ONE OF THE BEST WAYS TO SERVE ONE'S COMMUNITY.

67% think being an elected representative is one of the most impactful ways to serve their community.

EXECUTIVE SUMMARY

WHAT'S MORE LIKELY THAN A LACK OF MOTIVATIONS IS MANY BARRIERS, BOTH PERCEIVED AND REAL.

True disinterest is a factor, but so is a lack of knowledge, confidence, and not feeling welcomed.

Factors impacting why they might not run...

86% I don't know enough to run for office. **75%** among those actively considering.

83% I don't feel qualified to run for office. **73%** among those actively considering.

73% I don't feel welcomed/invited to run for office. **71%** among those actively considering.

Agree/disagree...

74% I don't think I'm the kind of person that should be running for office. **57%** among those actively considering.

OTHER RESPONSIBILITIES BEYOND CAREER OR COMMUNITY SERVICE ARE ALSO A FACTOR.

40% say the work-life balance for elected officials is good (this is the second most important career consideration for young women).

This is a barrier for community service generally too. **49%** of young women are interested in community leadership but aren't able to prioritize it.

AS ARE CONCERNS ABOUT HARASSMENT, THOUGH LESS OF A FACTOR.

73% I have concerned about the online harassment I'd face. **66%** among those actively considering.

65% I'm worried about the physical safety concerns I'd face. **65%** among those actively considering.

Top barrier in top 5...

- **Actively Considering: too costly to run (64% in top 5)**
- **Passively Considering: 'I don't know enough' (63%)**
- **Not Considering: not something I'm interested in (89%).**

EXECUTIVE SUMMARY

ALL THAT SAID, THERE ARE ACTIONS THAT CAN BE TAKEN, FROM ORGANIZATIONS LIKE EQUAL VOICE, TO MOTIVATE MORE WOMEN TO RUN.

Would learning about the following impact your decision to run...

61% learning more about the impact they've have would make them at least somewhat more likely to run.

60% learning more about the work-life balance supports would make them at least somewhat more likely to run.

59% learning more about the opportunities for career-building would make them at least somewhat more likely to run.

WOMEN WANT TO HEAR ABOUT THESE INITIATIVES AT ANY CAREER/EDUCATION STAGE POST HIGH-SCHOOL. BUT BEFORE THEY HAVE A FAMILY.

69% very/somewhat ideal to hear about a career as an elected representative before starting a family.

66% very/somewhat ideal to hear about a career as an elected representative during early stages of career.

67% very/somewhat ideal to hear about a career as an elected representative during mid/late stages of career.

63% very/somewhat ideal to hear about a career as an elected representative during post-secondary.

AND WOMEN WANT TO HEAR FROM WOMEN WORKING IN POLITICS, OR THE ORGANIZATIONS THAT SUPPORT THEM.

76% want to learn more about running for office from women who work in politics.

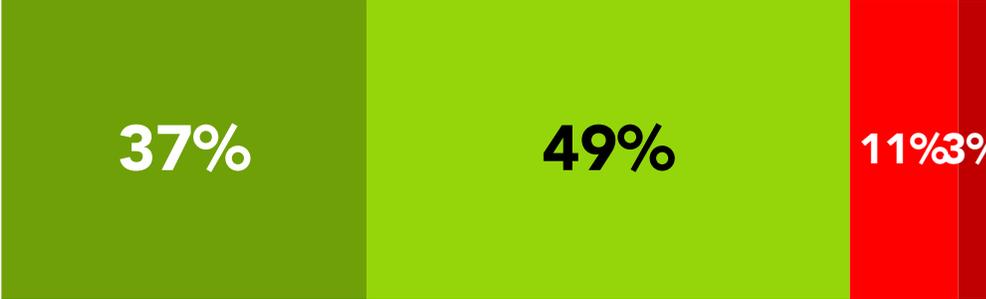
72% want to learn more about running for office from women who work in politics.

OMNIBUS QUESTIONS

NEAR UNANIMOUS AGREEMENT THAT IT'S IMPORTANT TO HAVE WOMEN AS ELECTED REPRESENTATIVES IN CANADA, AND THAT WE NEED MORE WOMEN IN THESE ROLES

% strongly/
somewhat agree

We need more women as elected representatives in Canada



86%

Nearly all Canadians believe it's important to have elected representatives in Canada, and that we need more.

Women are twice as likely to strongly agree we need more women representatives, than men.

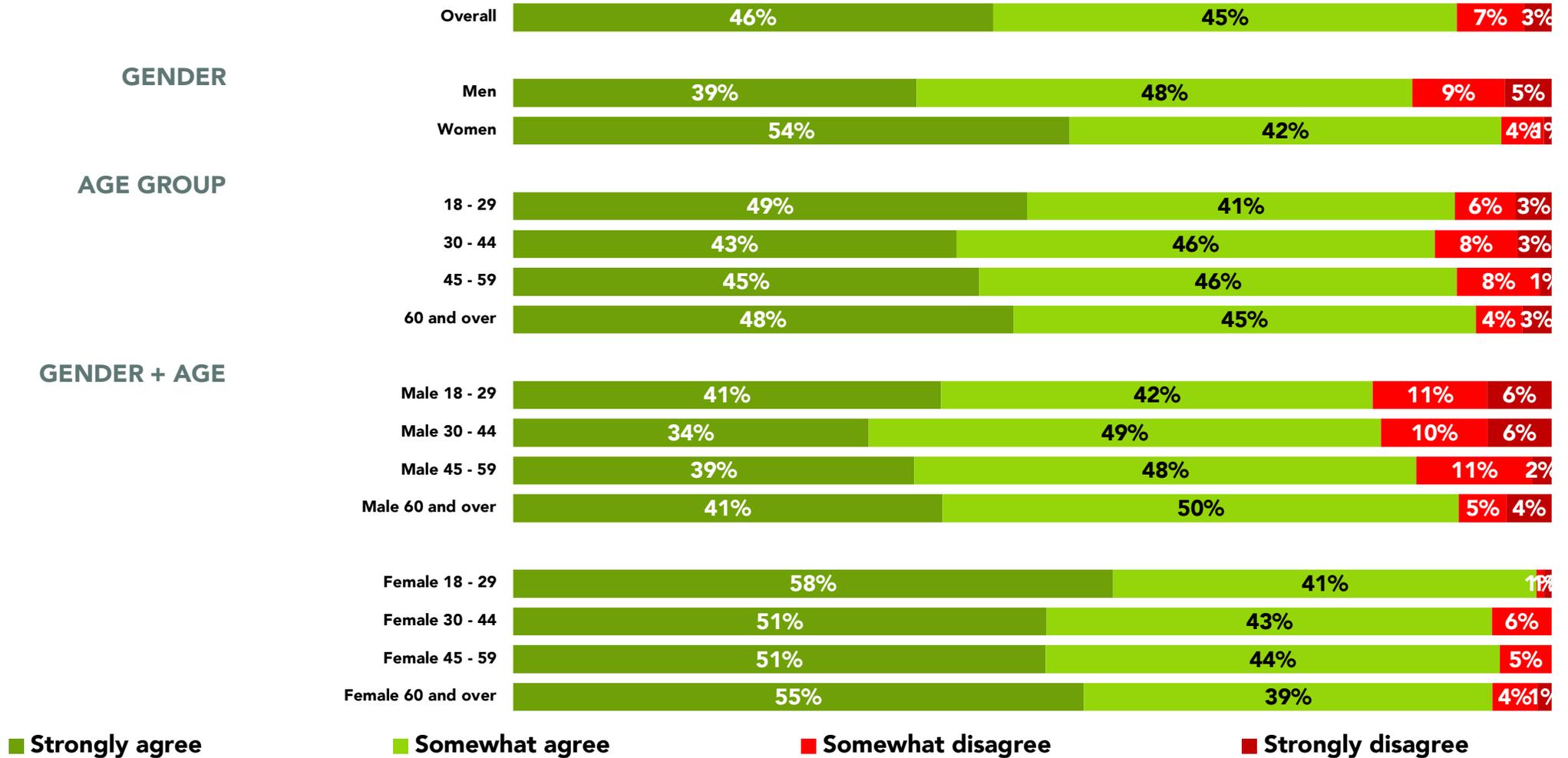
It's important to have women as elected representatives in Canada



91%

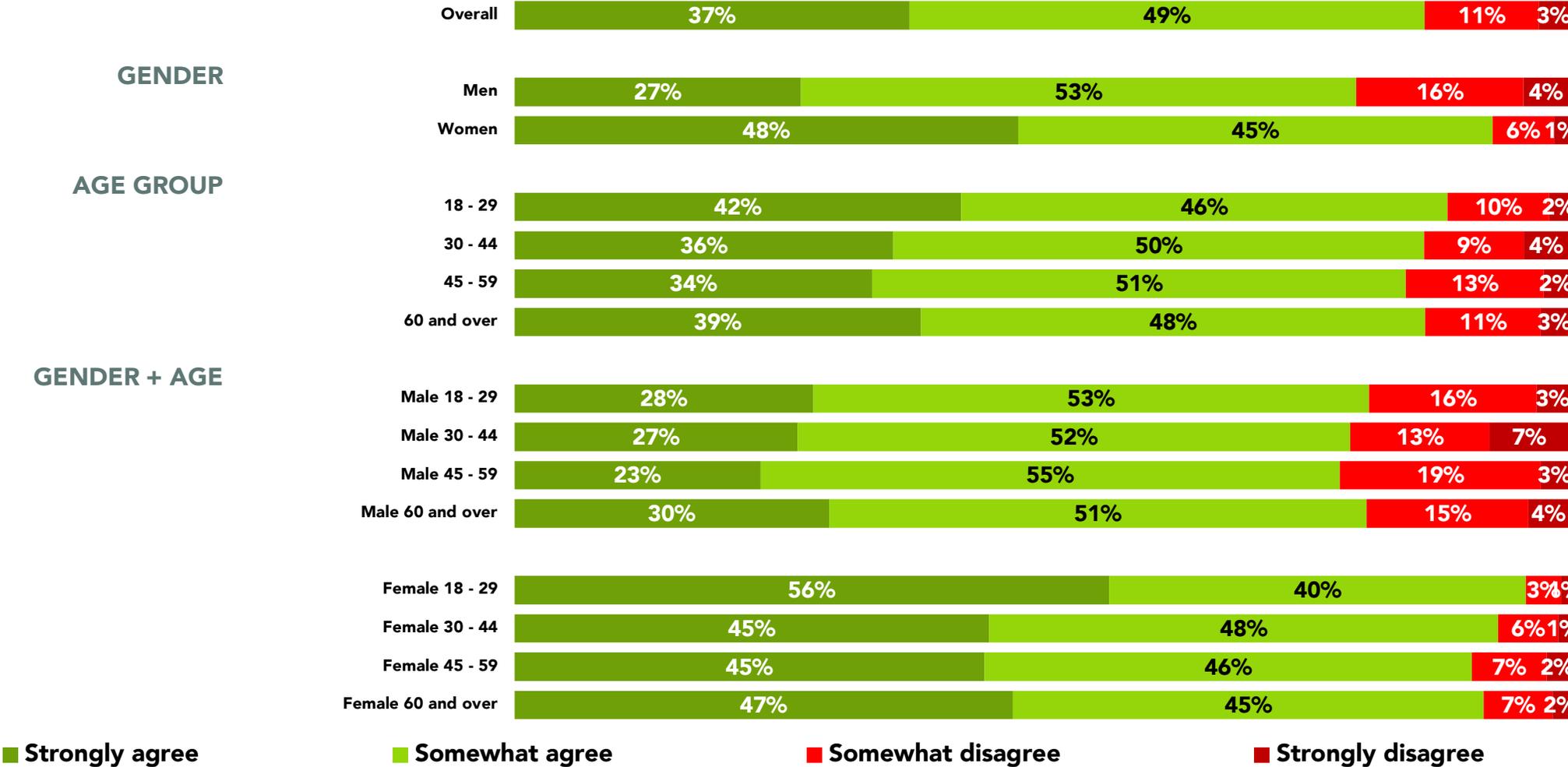
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

IT'S IMPORTANT TO HAVE WOMEN AS ELECTED REPRESENTATIVES IN CANADA



Do you agree or disagree with the following?

WE NEED MORE WOMEN AS ELECTED REPRESENTATIVES IN CANADA



Do you agree or disagree with the following?

FOR A MAJORITY, MORE WOMEN MEANS DECISIONS THAT REFLECT THE NEEDS OF CANADIANS AND SOMETHING THAT WOULD HAVE A POSITIVE IMPACT ON GOVERNMENT POLICY, ACTIONS AND DECISIONS

% strongly/
somewhat agree

Having more women in politics would help our governments make decisions that accurately reflect the needs of Canadians



84%

For the majority, more women in politics would have a positive impact on government policy, actions and decisions and mean that these actions would more accurately reflect the needs of Canadians.

Having more women in politics would have a positive impact on government policy, actions, and decisions



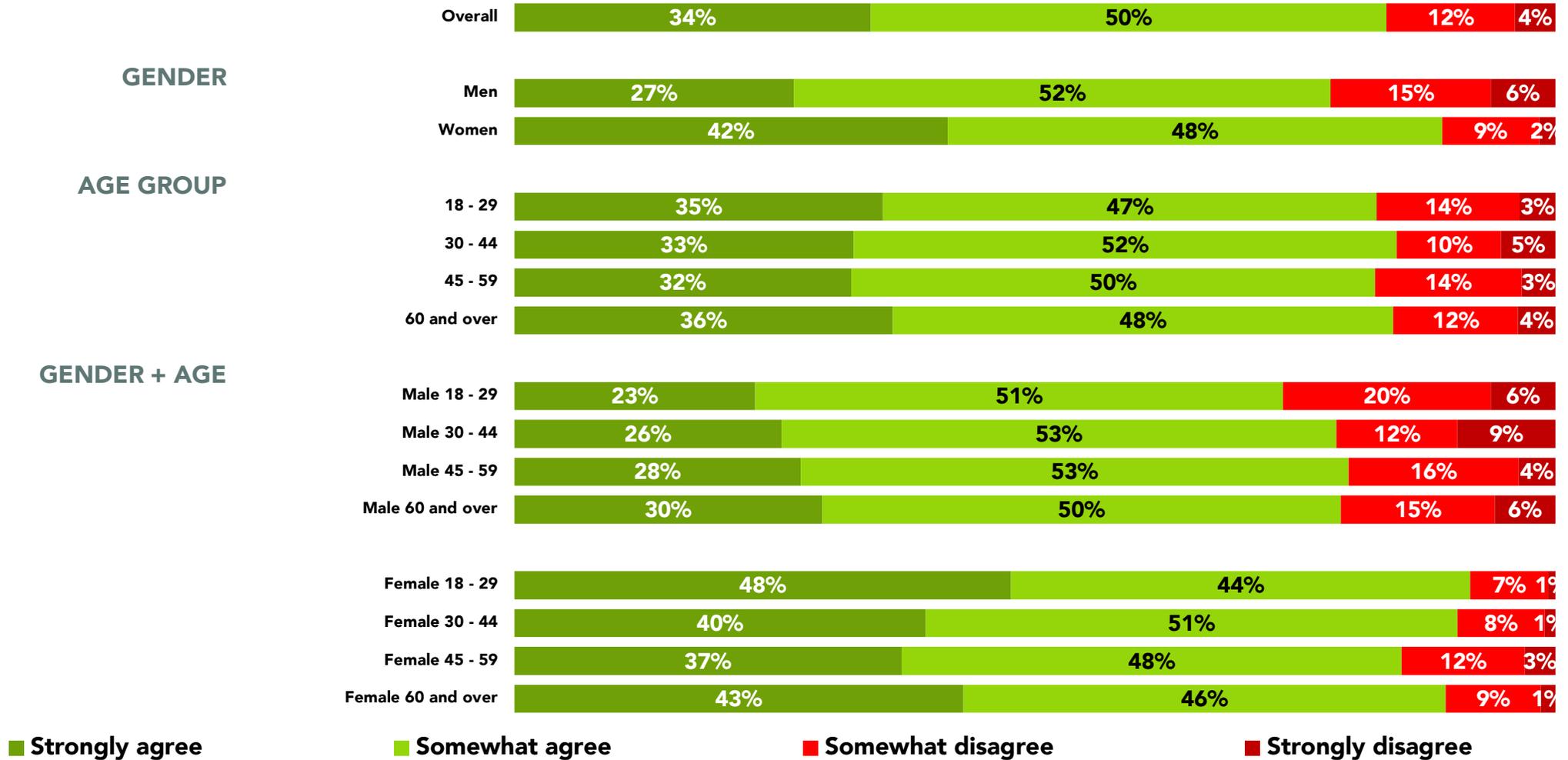
85%

Again. Women are much more likely to strongly agree with the statements than men.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

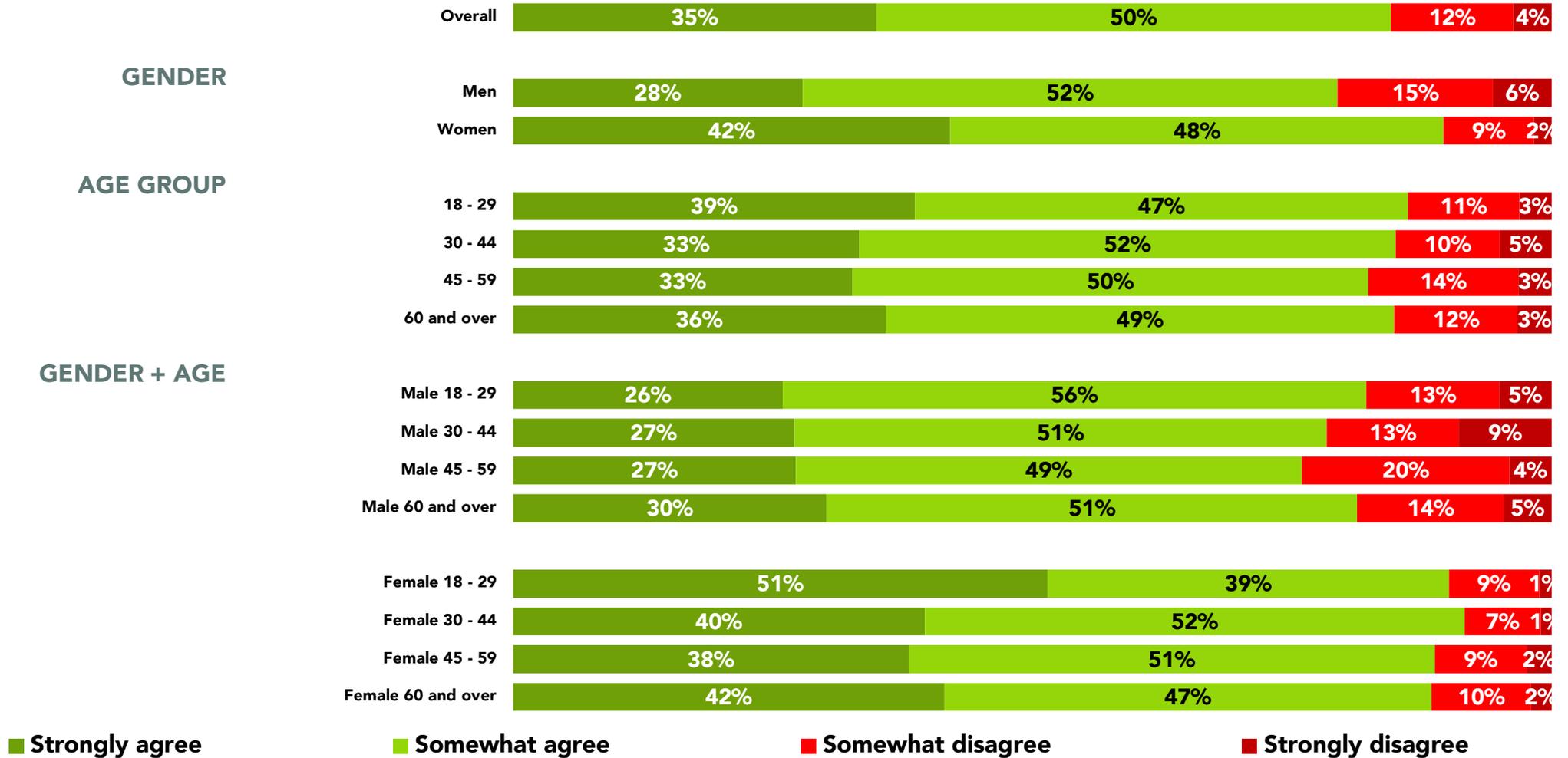
Do you agree or disagree with the following?

HAVING MORE WOMEN IN POLITICS WOULD HELP OUR GOVERNMENTS MAKE DECISIONS THAT ACCURATELY REFLECT THE NEEDS OF CANADIANS



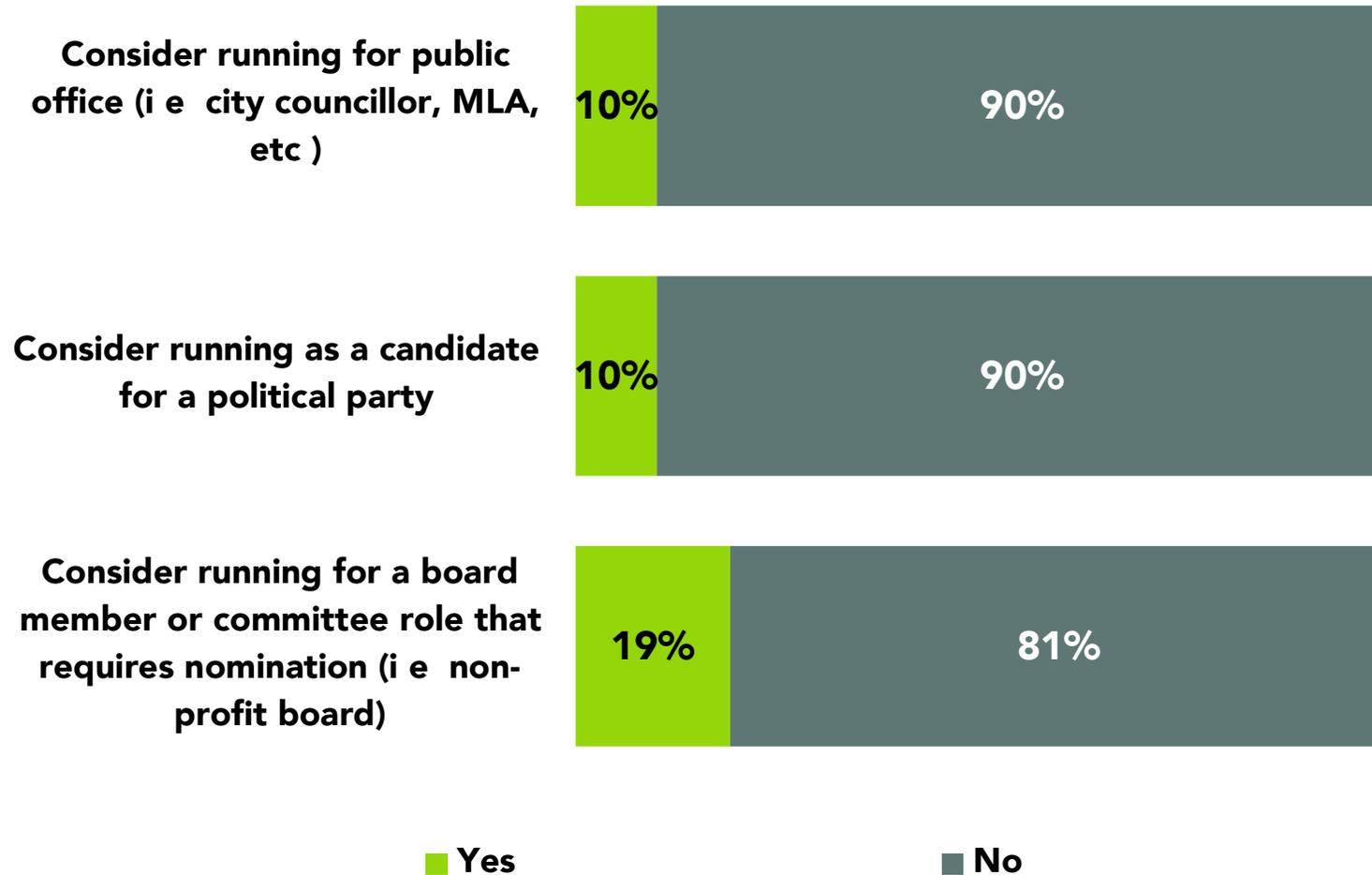
Do you agree or disagree with the following?

HAVING MORE WOMEN IN POLITICS WOULD HAVE A POSITIVE IMPACT ON GOVERNMENT POLICY, ACTIONS, AND DECISIONS



Do you agree or disagree with the following?

HAVE YOU EVER BEEN ASKED/APPROACHED TO...



Altogether one in four Canadians (23%) have been asked to run in some capacity.

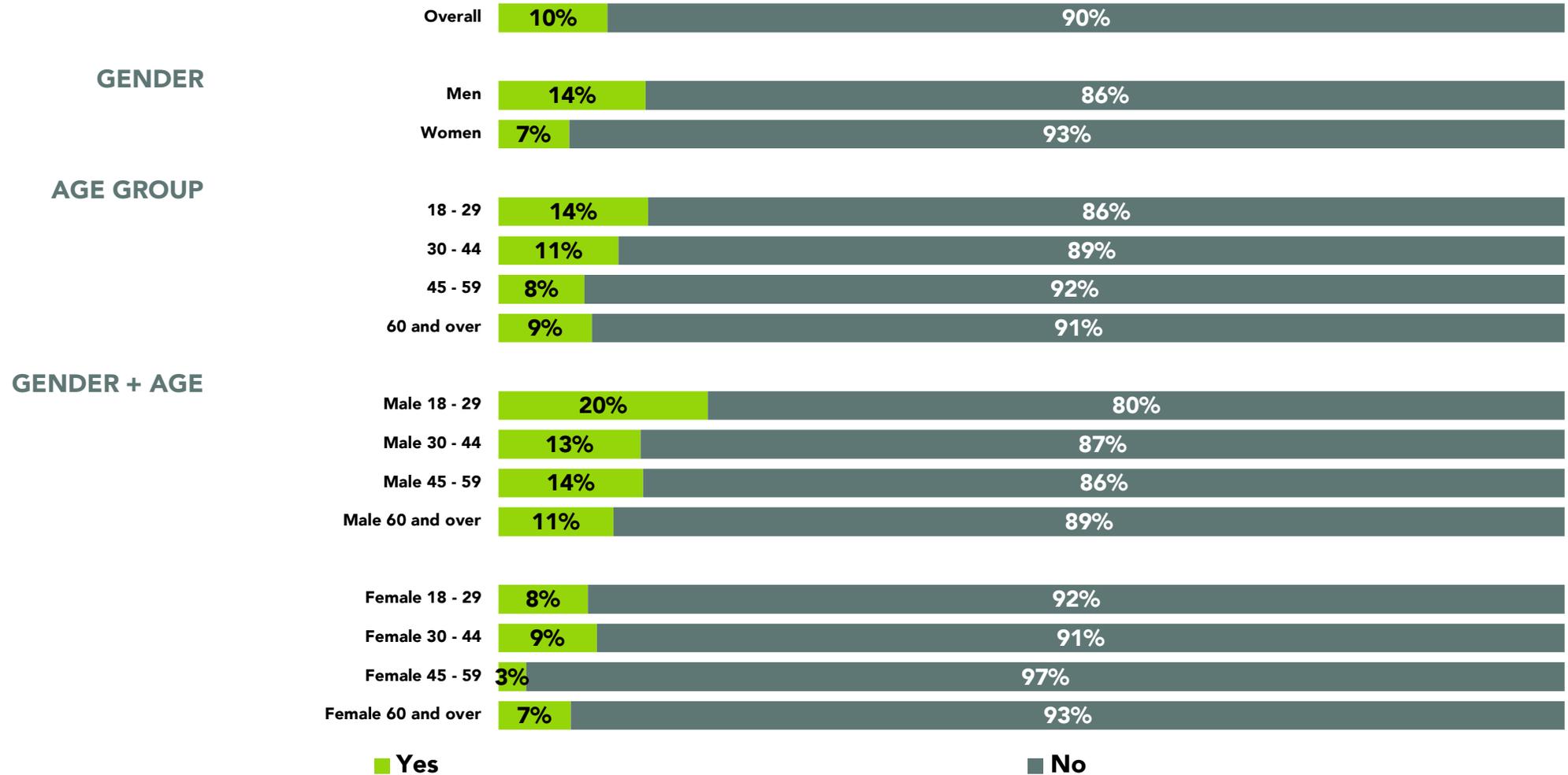
Men are eight-points more likely to be approached overall (27% vs. 19%). And this gap grows the less local the role is.

For board or committee roles- there is near gender parity- 21% of women have been asked to run compared to 17% of women.

But when it comes to politics the differences are stark.

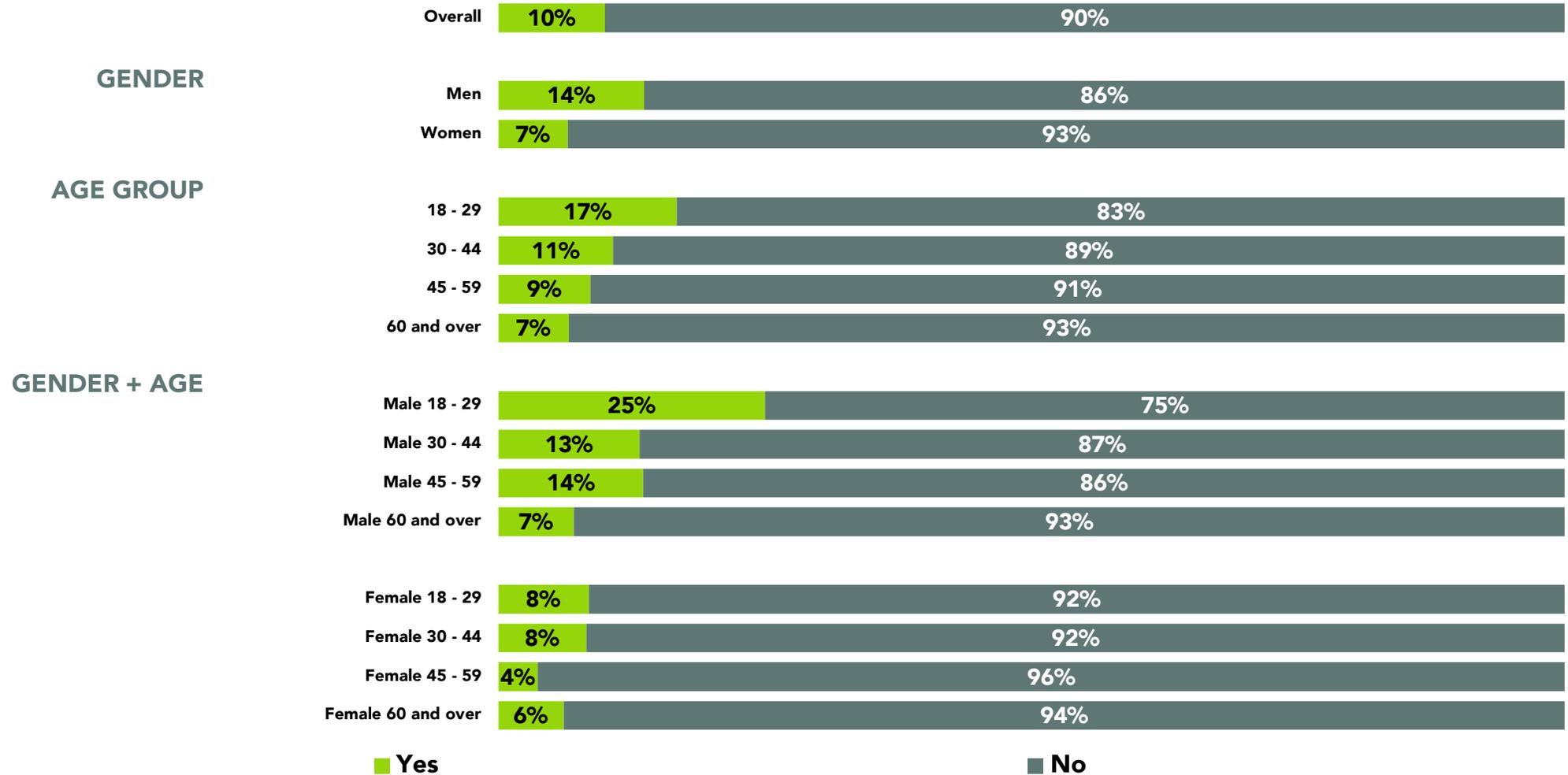
For both political party and public office candidacy, men are twice as likely to be asked compared to women (14% vs. 7%).

CONSIDER RUNNING FOR PUBLIC OFFICE (I.E. CITY COUNCILLOR, MLA, ETC.)



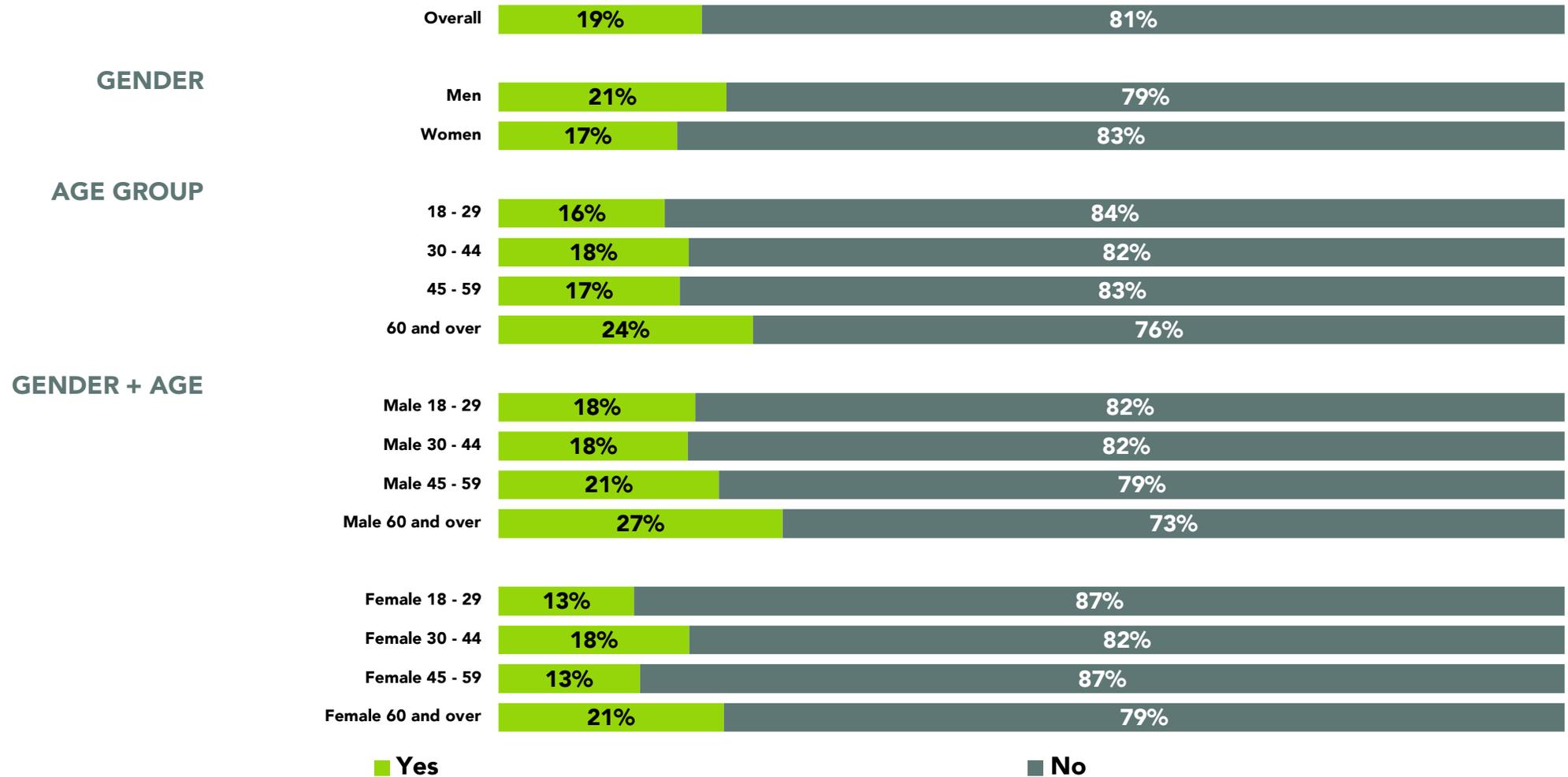
Have you ever been asked/approached to...

CONSIDER RUNNING AS A CANDIDATE FOR A POLITICAL PARTY



Have you ever been asked/approached to...

CONSIDER RUNNING FOR A BOARD MEMBER OR COMMITTEE ROLE THAT REQUIRES NOMINATION (I.E. NON-PROFIT BOARD)



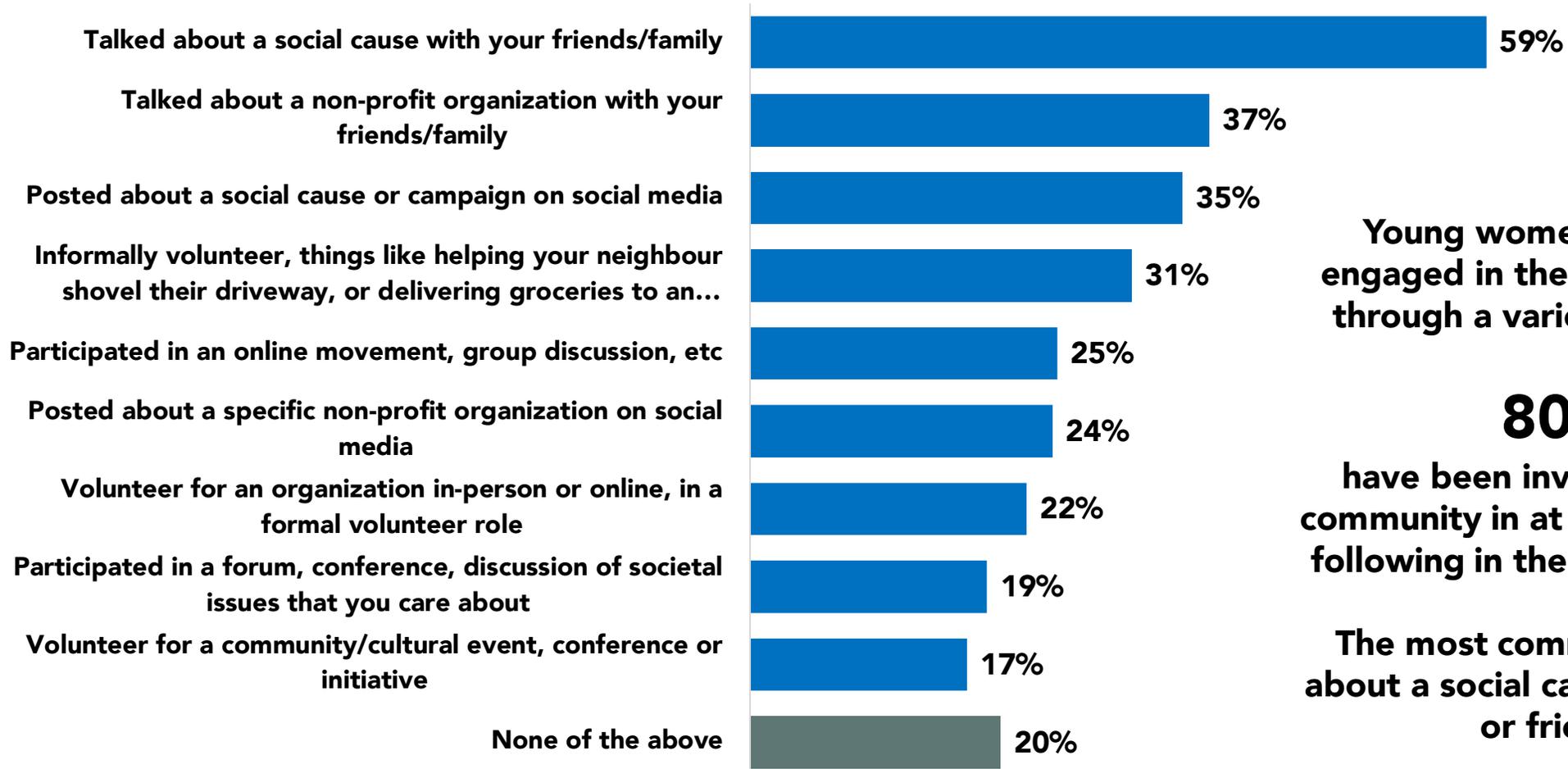
Have you ever been asked/approached to...

PART 1: COMMUNITY AND CAREER ASPIRATIONS

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- **Young women are relatively involved in their communities, however involvement wanes as responsibilities become less 'behind the scenes'.**
 - **80% have been involved in their community/interacting with community issues in some capacity in the last two years- the most common being talking about a social cause with family/friends.**
 - **51% have been involved in an organizational or leadership role in their community now, or in the past.**
 - **Only 15% have taken on a community leadership role that required them to be nominated/run for election.**
- **This waning involvement isn't due to lack of interest. 69% of young women say being in a leadership role in their community is important to them. Instead, what's most common is an inability to prioritize community leadership or a preference to prioritize other things.**
- **Many young women also hold leadership aspirations for their career- 70% are interested in a leadership role at some point in their career. Women are interested in the networking and decision-making that comes with leadership, but less so in the public-facing aspect that accompanies many of these roles.**
- **Only a quarter have previously considered a role in politics- leaving a lot of room for growth.**

MAJORITY OF YOUNG WOMEN ARE INVOLVED IN THEIR COMMUNITY



Young women are highly engaged in their communities through a variety of actions.

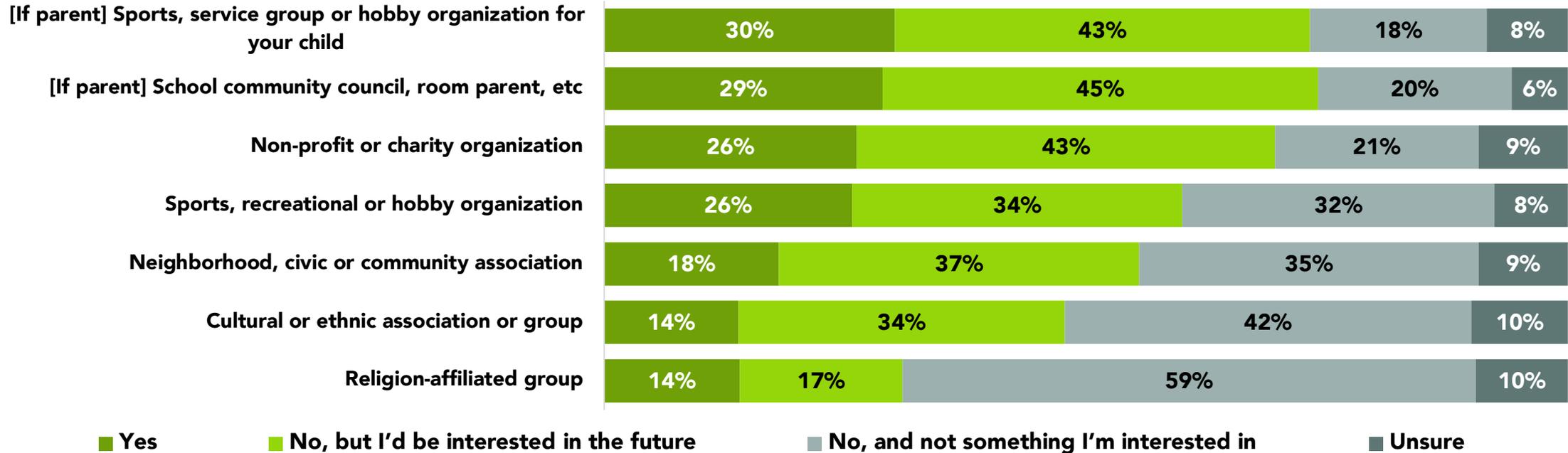
80%

have been involved in their community in at least one of the following in the last two years.

The most common is talking about a social cause with family or friends.

In the last two years (including the year before COVID-19) did you do any of the following? Please select all that apply.

HALF HAVE PREVIOUS COMMUNITY LEADERSHIP/ORGANIZATIONAL EXPERIENCE

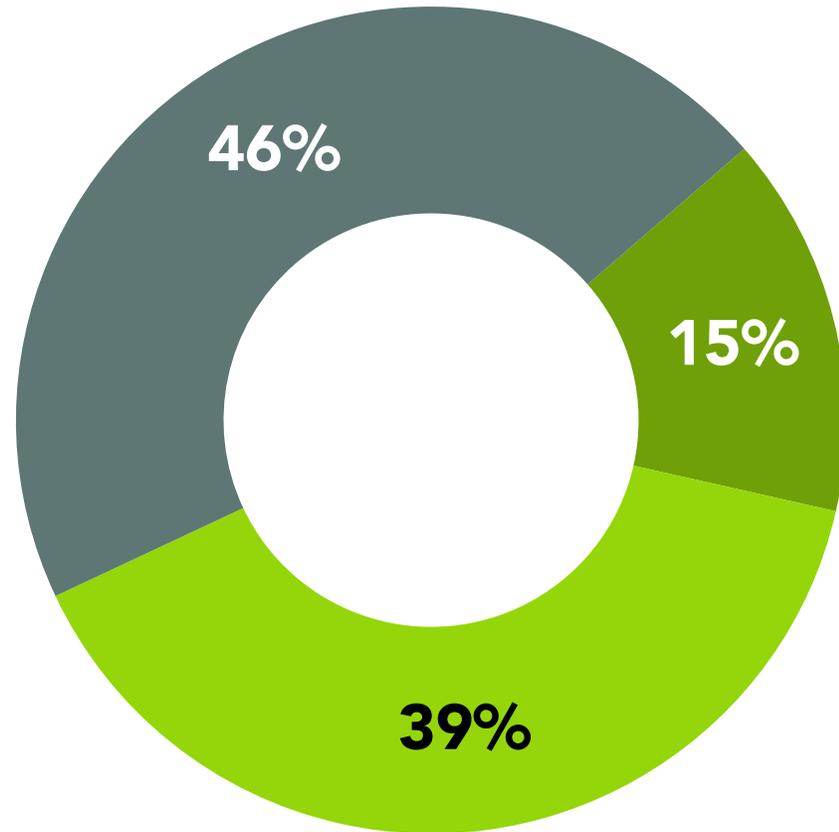


51% have been involved in an organizational or leadership role in their community.

Involvement is most common in activities for their children rather than themselves. Close to a third of parents say they are involved in a sports, service or hobby organization. A quarter of young women have been involved in a non-profit or charity organization. Another 40% say they'd be interested in getting involved in the future.

Have you been involved in any of the following in an organizational or leadership role, now or in the past? This includes roles such as board member, coordinator, or organizer.

FEWER THAN 1 IN 5 HAVE TAKEN ON A COMMUNITY LEADERSHIP ROLE THAT REQUIRED NOMINATION



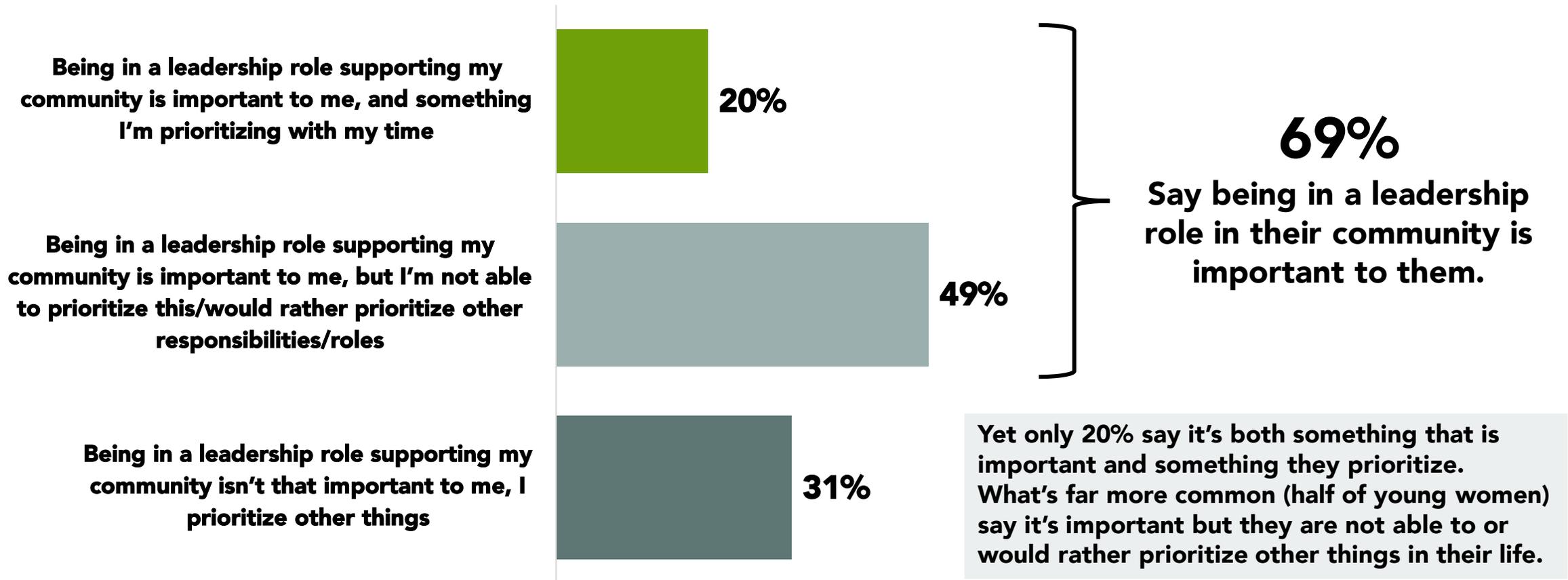
- Yes
- No, but I might consider it
- No, never really considered it

While half have taken on leadership or organizational experience in their community, experience with nominations is limited.

Altogether, just over half of young women have either taken on a leadership role in their community that required nomination, or say it is something they are open to.

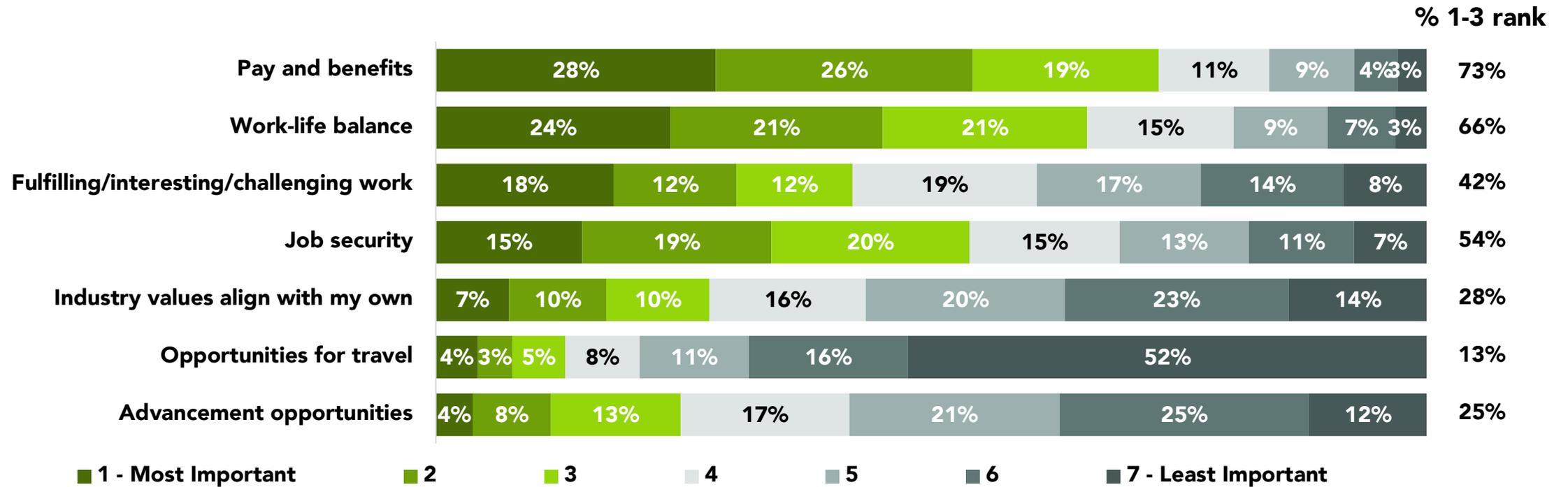
Have you ever taken on a leadership role in your community and network that required you to be nominated/run for election for a role? (i.e. board member)

MAJORITY INTERESTED IN COMMUNITY LEADERSHIP, FEW HAVE IT AS A PRIORITY IN THEIR LIFE



Which best describes your thinking about community leadership?

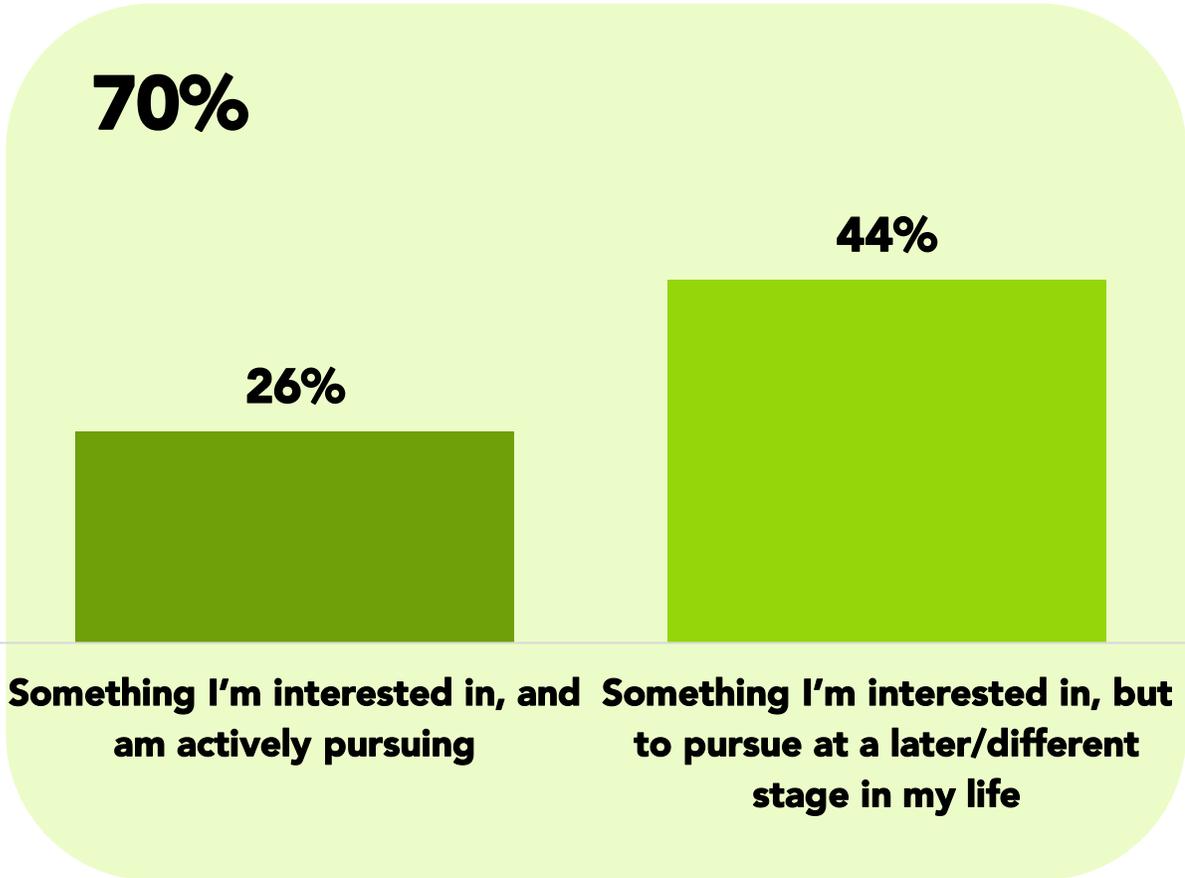
HOW IMPORTANT ARE FOLLOWING FACTORS IN CHOOSING A CAREER PATH



First and foremost, young women prioritize pay and benefits, 73% place this in their top 3. Next is work-life balance, 66% place it in their top 3. Half place opportunities for travel at the bottom of their list.

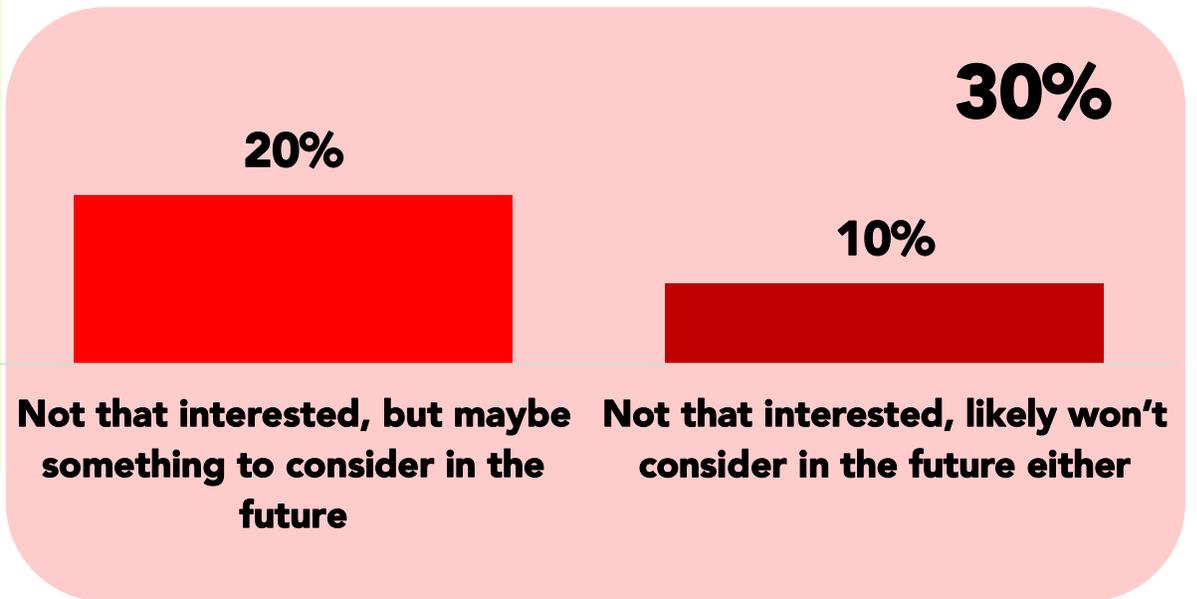
Please rank the following from most important to least important in choosing a career path.

MAJORITY ARE INTERESTED IN A LEADERSHIP ROLE IN THEIR CAREER



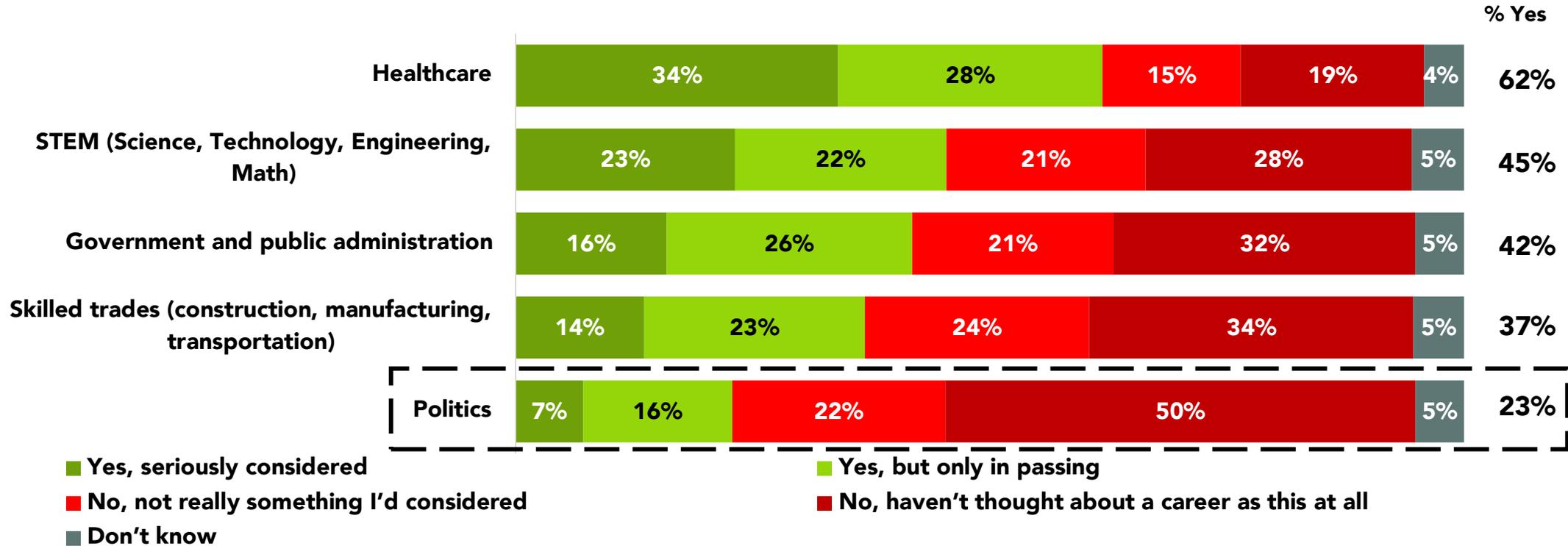
Nearly all young women are interested in pursuing leadership in their careers. 70% of young women currently are interested in a leadership role in their career- including 26% who are actively pursuing this role while the remaining 44% say it is something they are interested in considering in the future.

That said, only 10% have ruled out a leadership role completely.



Which of the following best describes how you feel about a leadership role as part of your career?

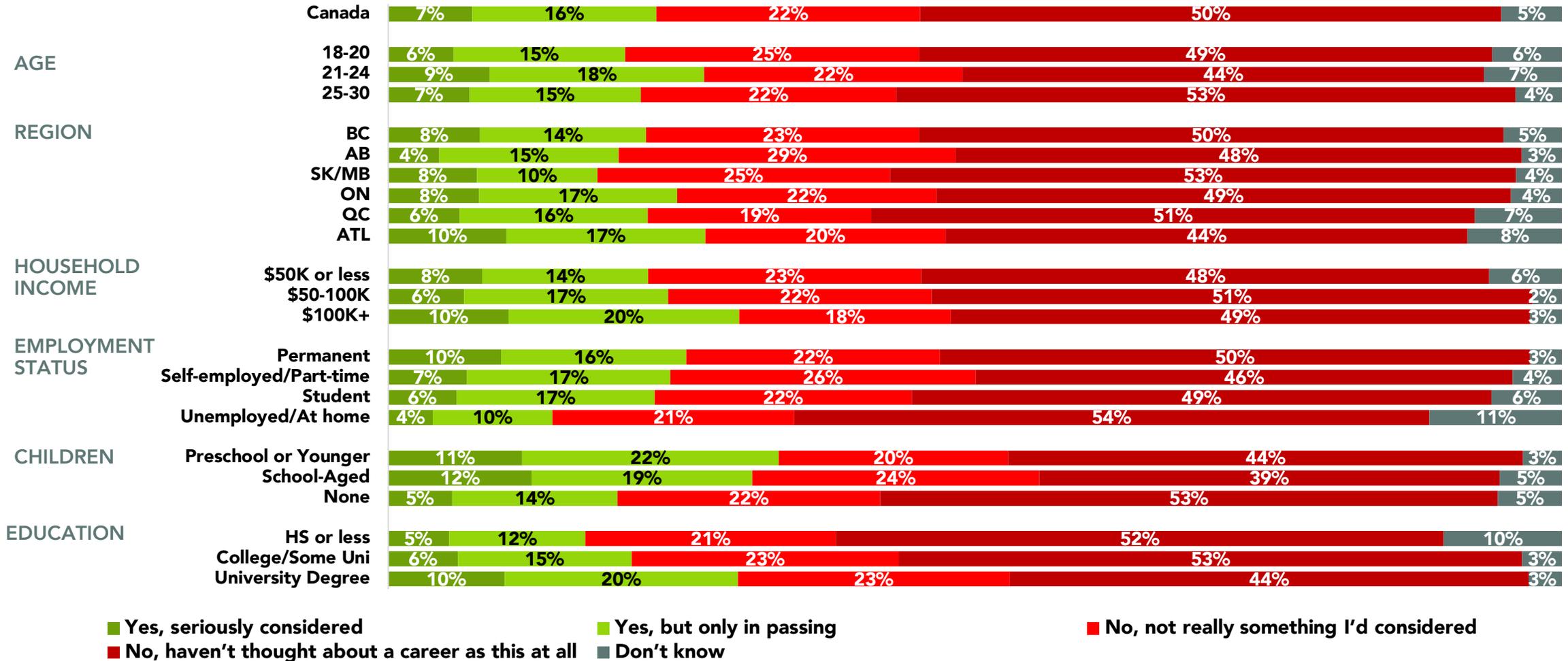
ONLY A QUARTER HAVE CONSIDERED A CAREER IN POLITICS



This doesn't mean that young women aren't open to considering a job in politics in the future, but it certainly isn't on their radars, compared to other industries. A low level of consideration of politics in general is likely influencing the rate at which young women are interested in running for public office. Increasing the number of young women actively considering a role in politics would likely have a positive impact on increasing the number of young women interested in running.

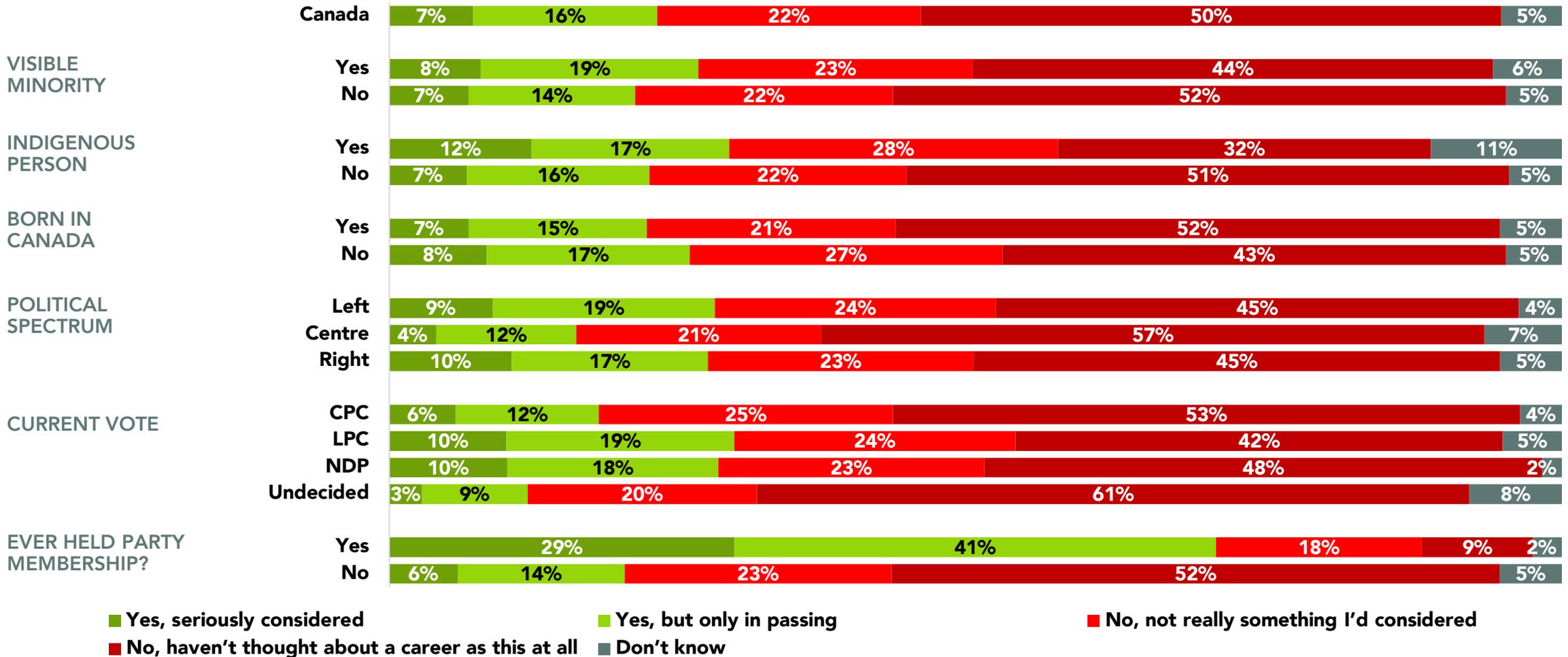
Before today had you considered a career in the following industries.

THAT SAID, MANY OPPORTUNITIES AFFORDED BY POLITICS ARE OF INTEREST FOR YOUNG WOMEN AND THEIR CAREERS



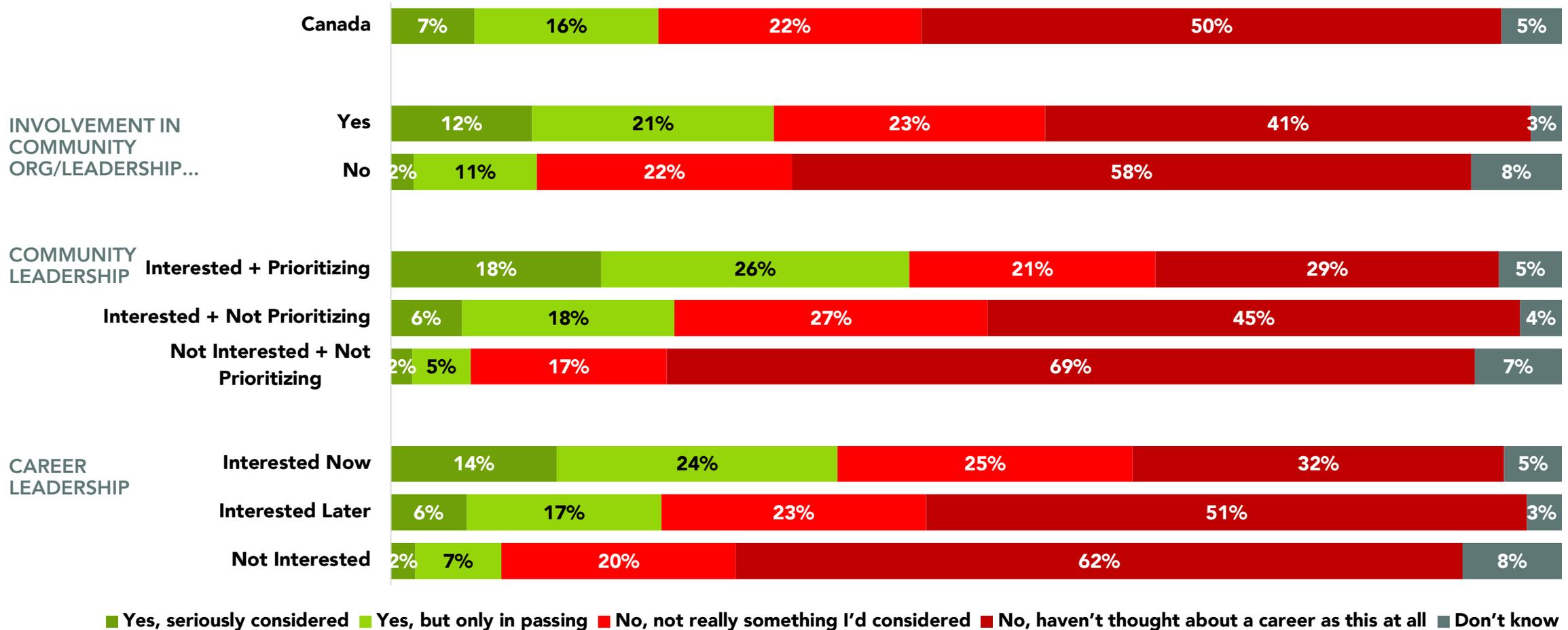
And finally, regardless of your industry are any of the following things you have or aspire to have in your career?

THAT SAID, MANY OPPORTUNITIES AFFORDED BY POLITICS ARE OF INTEREST FOR YOUNG WOMEN AND THEIR CAREERS



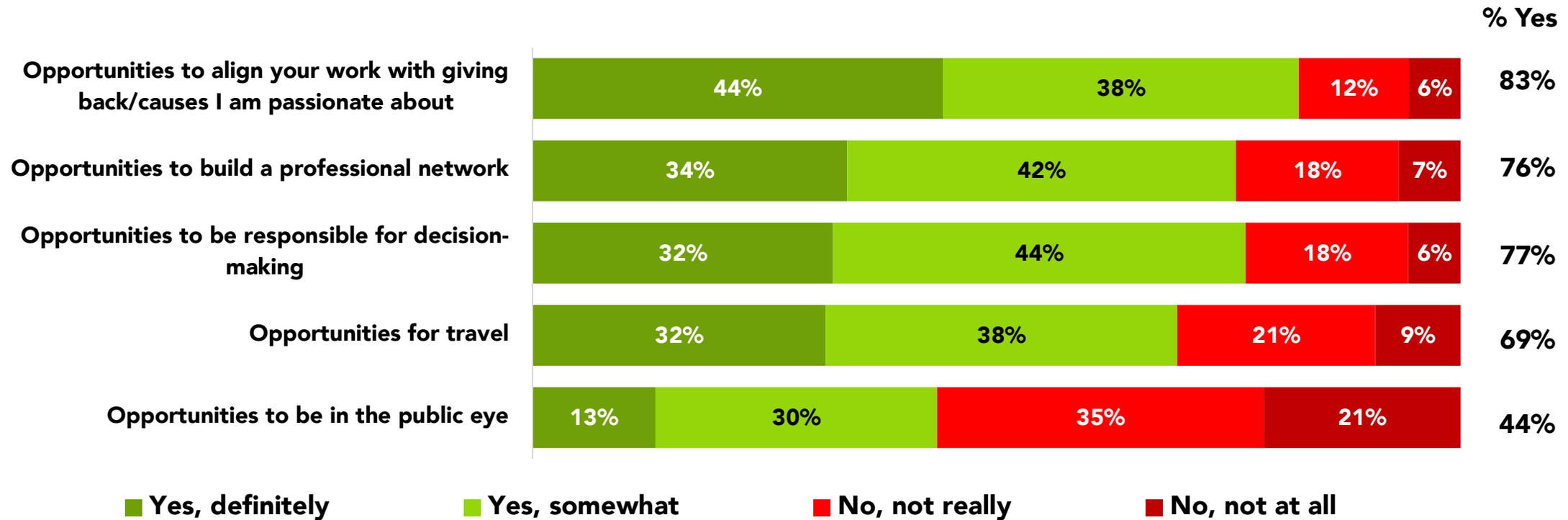
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THAT SAID, MANY OPPORTUNITIES AFFORDED BY POLITICS ARE OF INTEREST FOR YOUNG WOMEN AND THEIR CAREERS



And finally, regardless of your industry are any of the following things you have or aspire to have in your career?

THAT SAID, MANY OPPORTUNITIES AFFORDED BY POLITICS ARE OF INTEREST FOR YOUNG WOMEN AND THEIR CAREERS



An opportunity to align work with passions/causes of interest in their career is of interest for 83%. Three quarters are also interested in opportunities to build a professional network and opportunities to be responsible for decision-making.

And finally, regardless of your industry are any of the following things you have or aspire to have in your career?

PART 2: POLITICAL ASPIRATIONS

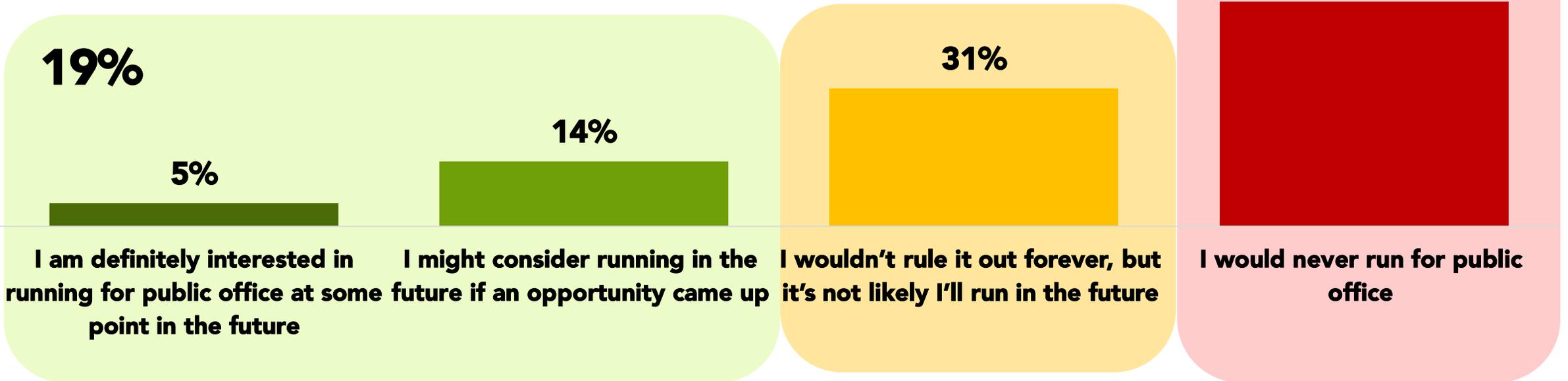
PART 2: POLITICAL ASPIRATIONS

- **Altogether one in five (19%) young women are at least somewhat open to the idea of running—including 5% who say they are definitely interested, and 14% would consider if given an invitation.**
 - **Those who are actively considering running are most likely: someone who's held a party membership, committed to leadership both in their community and career, and a parent to young children.**
 - **And they are more interested in local levels of government, than national.**
- **Past political experience in volunteer roles is not insignificant but leaves room for growth. One in four (24%) have political volunteer experience.**
- **One possible reason why a majority may be disinterested in a career as an elected representative is a misalignment with their career goals. Most agree that a career as an elected representative offers good pay and benefits, but far fewer agree the career offers a good work-life balance, the second most important career attribute for young women. And while many (later on) agree politics is a good way to serve your community, less than half say the industry aligns with their values.**

HALF HAVE AT LEAST SOME OPENNESS TO RUNNING FOR PUBLIC OFFICE, HALF RULE IT OUT COMPLETELY

While half are at least somewhat open, few have committed to the idea. Only 5% are definitely interested in running for office at any point. That said, there is good news, provided women can access the supports they need.

These individuals, combined with the next category, mean that approximately one in five young women would run, or at least seriously consider it, if they were asked to run, or given the supports to run.



What is your attitude towards running for public office? This could include considering running to be a representative at the federal level (as an MP), provincial/territorial level (MPP/MLA), municipal or band council level.

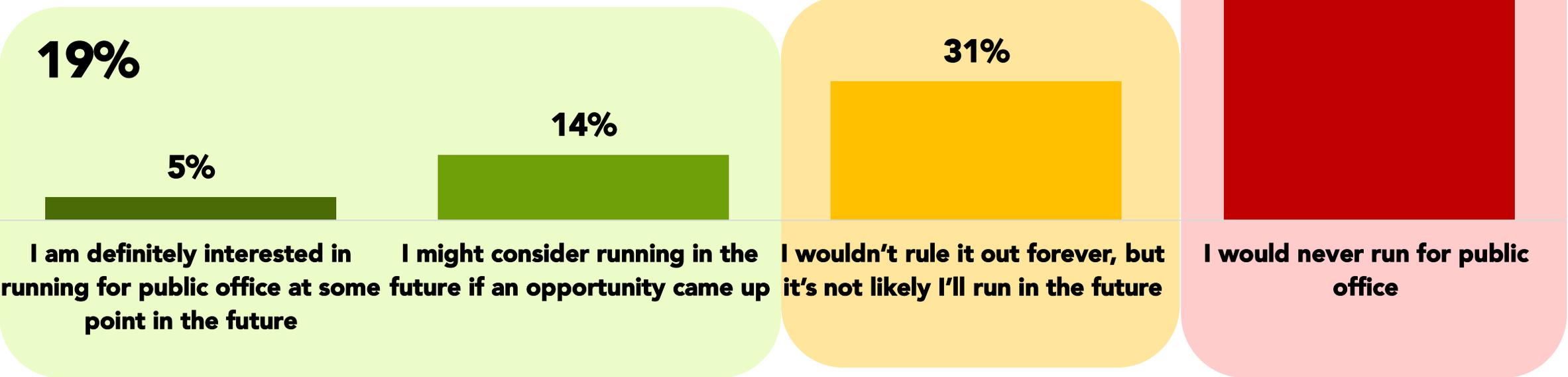
WOMEN IN POLITICS PROFILES

With this in mind, there are three profiles of women to consider:

Those Actively Considering Running for Office- the 19% of young women who say they are definitely interested or might consider it if the opportunity arose.

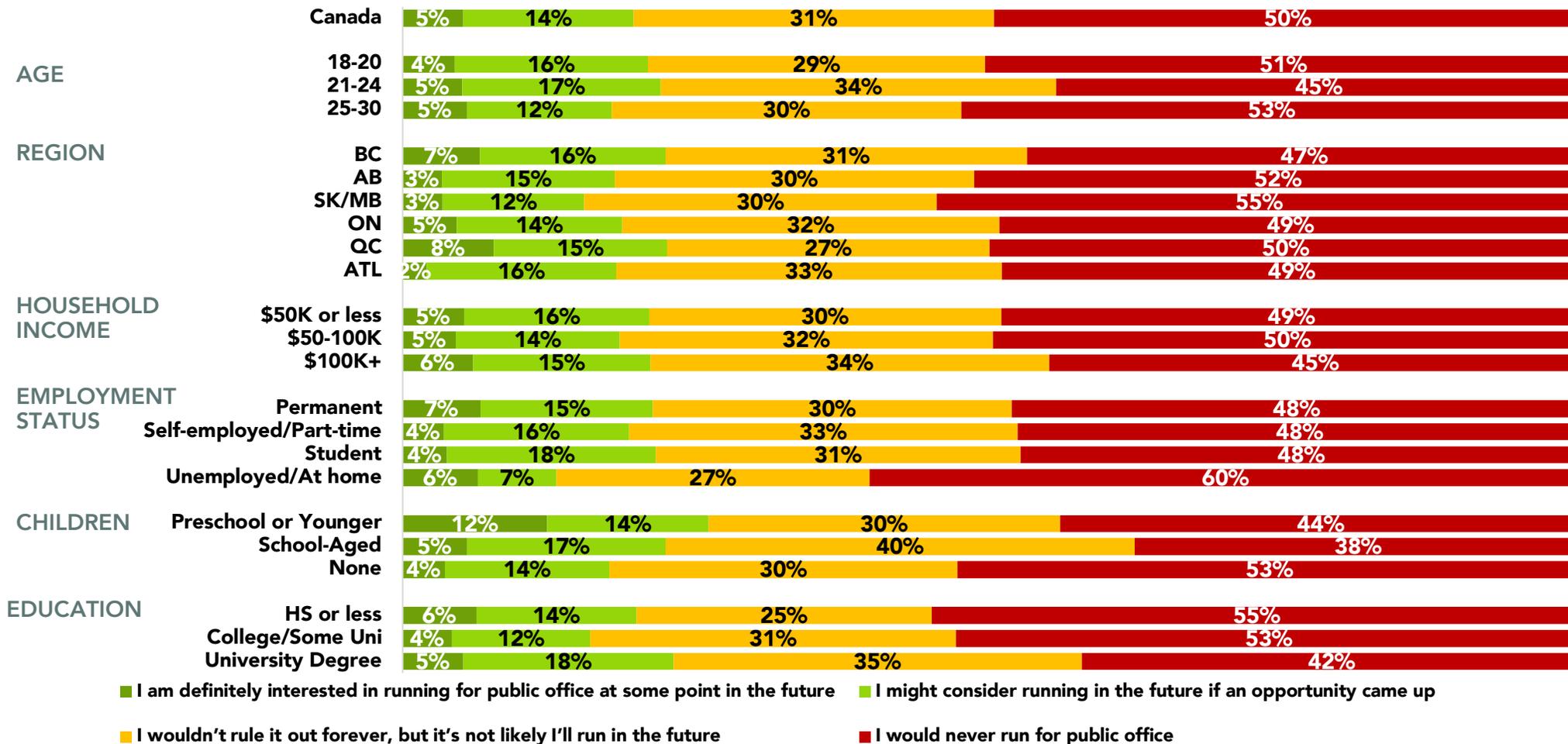
Those Passively Considering Running for Office- the 31% of young women who wouldn't rule it out completely, but say running for public office is very unlikely for them.

Those Not Considering Running for Office- the 50% of young women who say they would never run for public office



What is your attitude towards running for public office? This could include considering running to be a representative at the federal level (as an MP), provincial/territorial level (MPP/MLA), municipal or band council level.

HALF HAVE AT LEAST SOME OPENNESS TO RUNNING FOR PUBLIC OFFICE, HALF RULE IT OUT COMPLETELY



Active Consideration is greatest among:

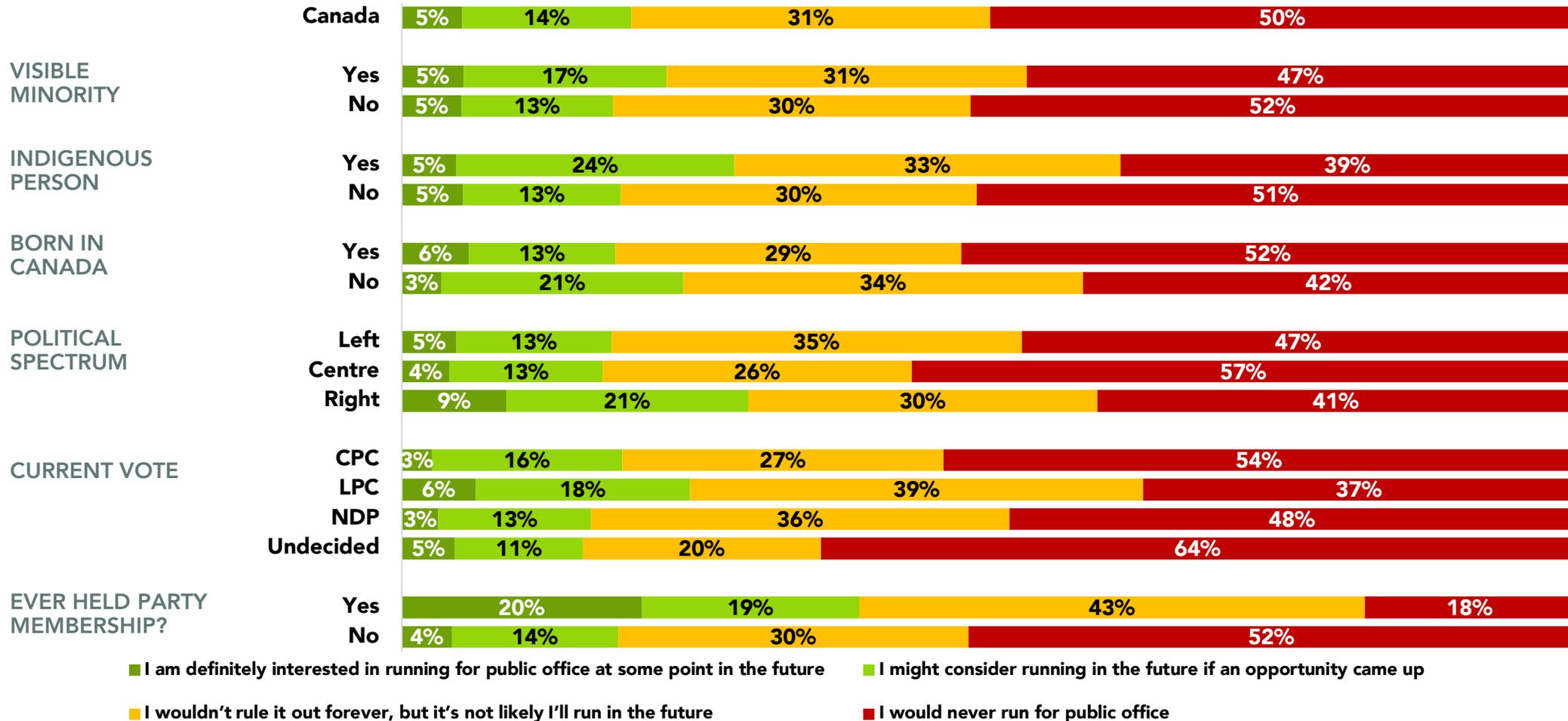
- Women with young children
- Those living in BC

Those not considering are more likely to be:

- Unemployed
- Have no children
- Have a HS or College/Some uni education level

What is your attitude towards running for public office? This could include considering running to be a representative at the federal level (as an MP), provincial/territorial level (MPP/MLA), municipal or band council level.

HALF HAVE AT LEAST SOME OPENNESS TO RUNNING FOR PUBLIC OFFICE, HALF RULE IT OUT COMPLETELY



Active Consideration is greatest among:

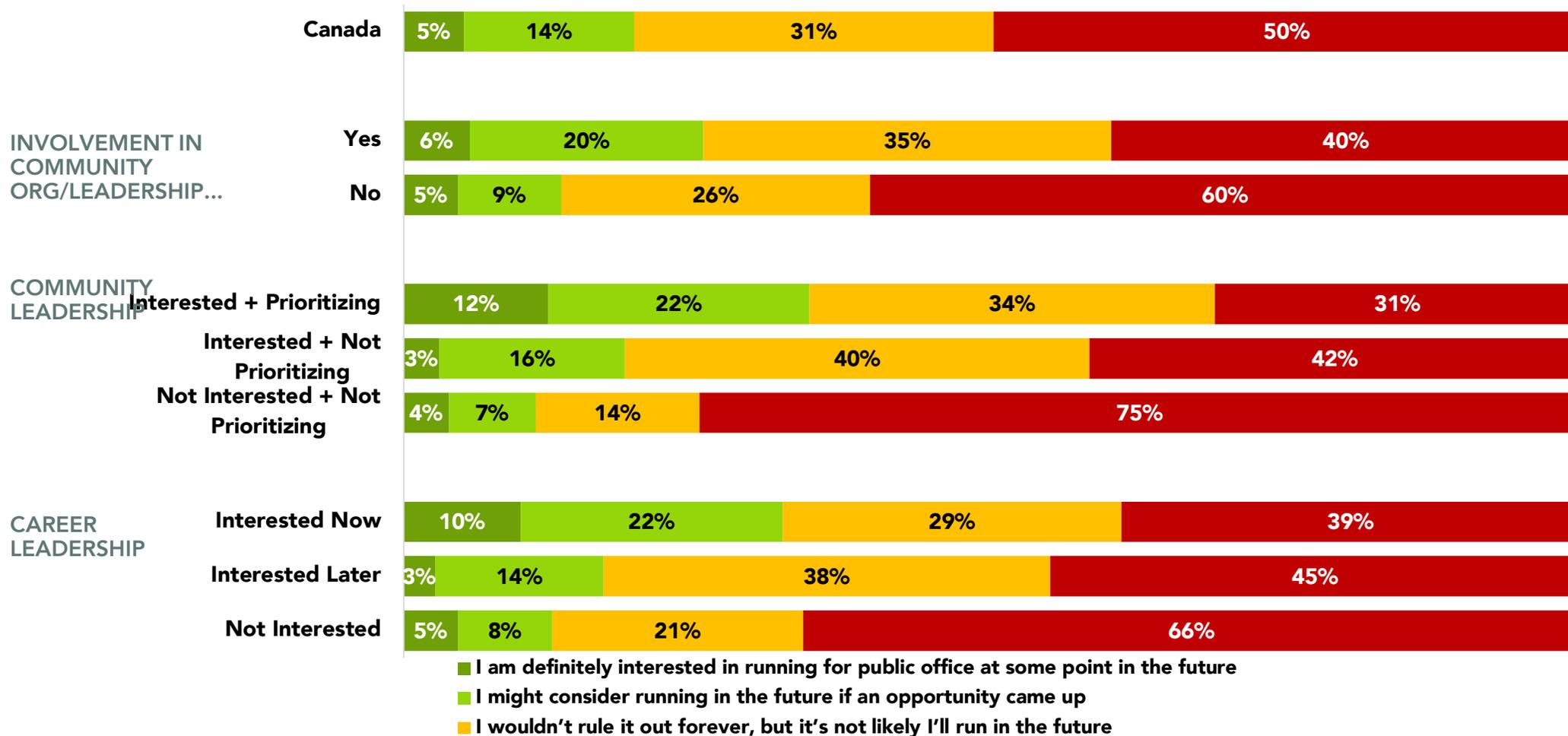
- Those who've held a party membership
- LPC voters
- Those identifying as indigenous

Those not considering are more likely to be:

- Born in Canada, rather than another country
- In the Centre of the political spectrum
- Never held a party membership

What is your attitude towards running for public office? This could include considering running to be a representative at the federal level (as an MP), provincial/territorial level (MPP/MLA), municipal or band council level.

HALF HAVE AT LEAST SOME OPENNESS TO RUNNING FOR PUBLIC OFFICE, HALF RULE IT OUT COMPLETELY



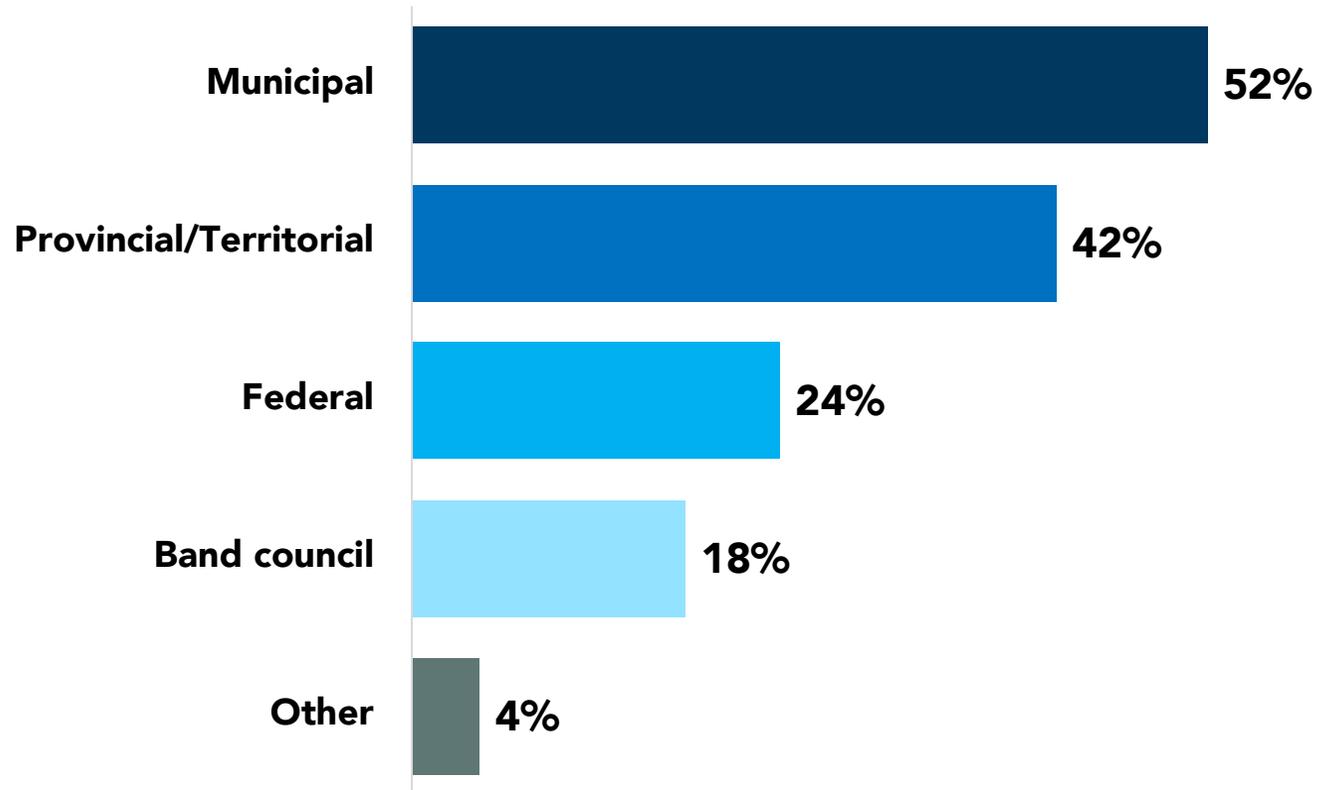
Active Consideration is greatest among:

- Those interested and prioritizing community leadership
- Those interested and actively pursuing leadership in their careers

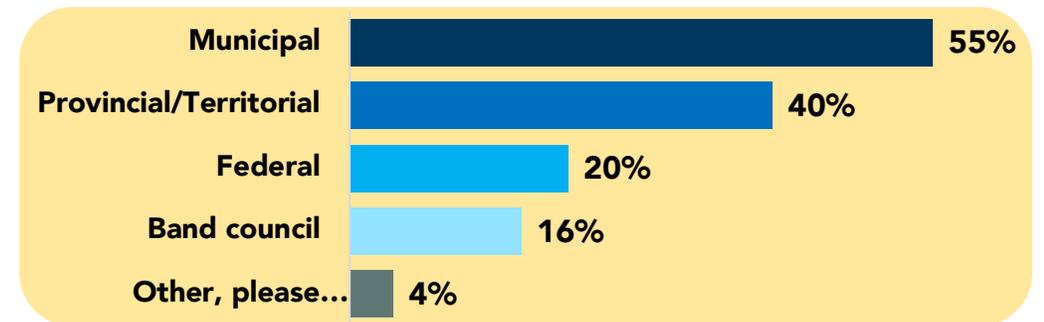
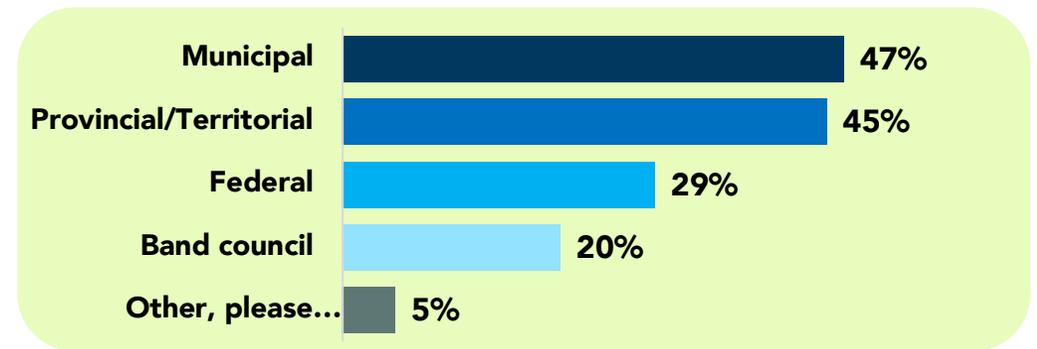
What is your attitude towards running for public office? This could include considering running to be a representative at the federal level (as an MP), provincial/territorial level (MPP/MLA), municipal or band council level.

LEVEL OF GOVERNMENT CONSIDERED WHILE RUNNING FOR PUBLIC OFFICE

Among those who are actively or passively considering...

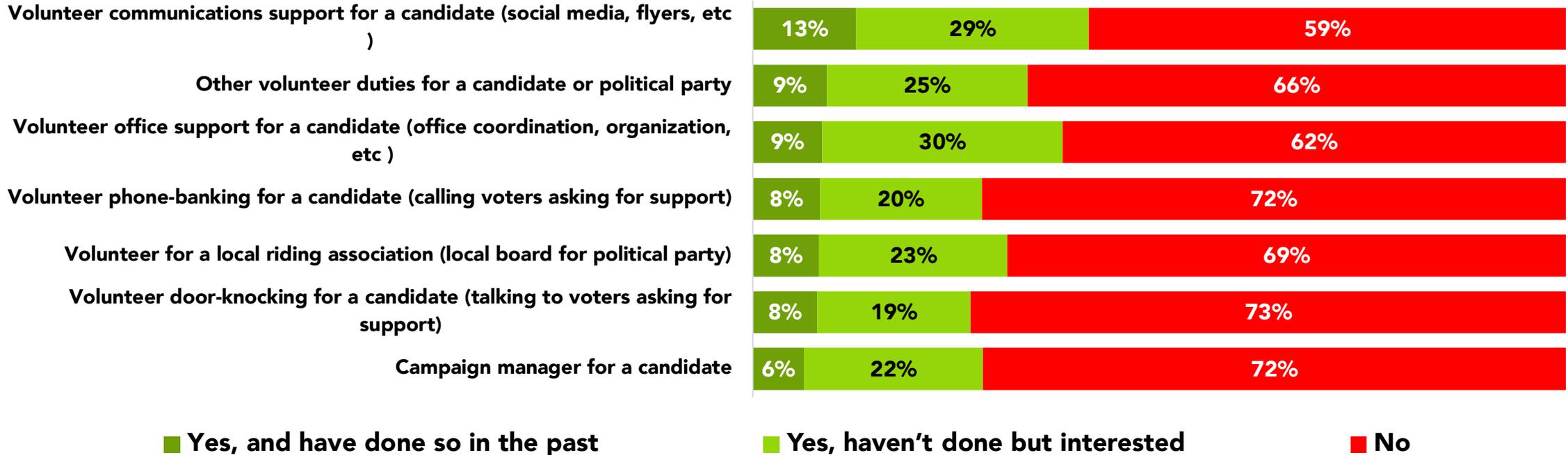


Band councils aside, women are more likely to consider more local forms of government. For example among those actively/passively considering running for office, twice as many would consider municipal politics compared to federal.



What level of government would you consider running for? Please select all that apply. (Asked of those who said they would definitely/might consider running for office or wouldn't rule it out forever)

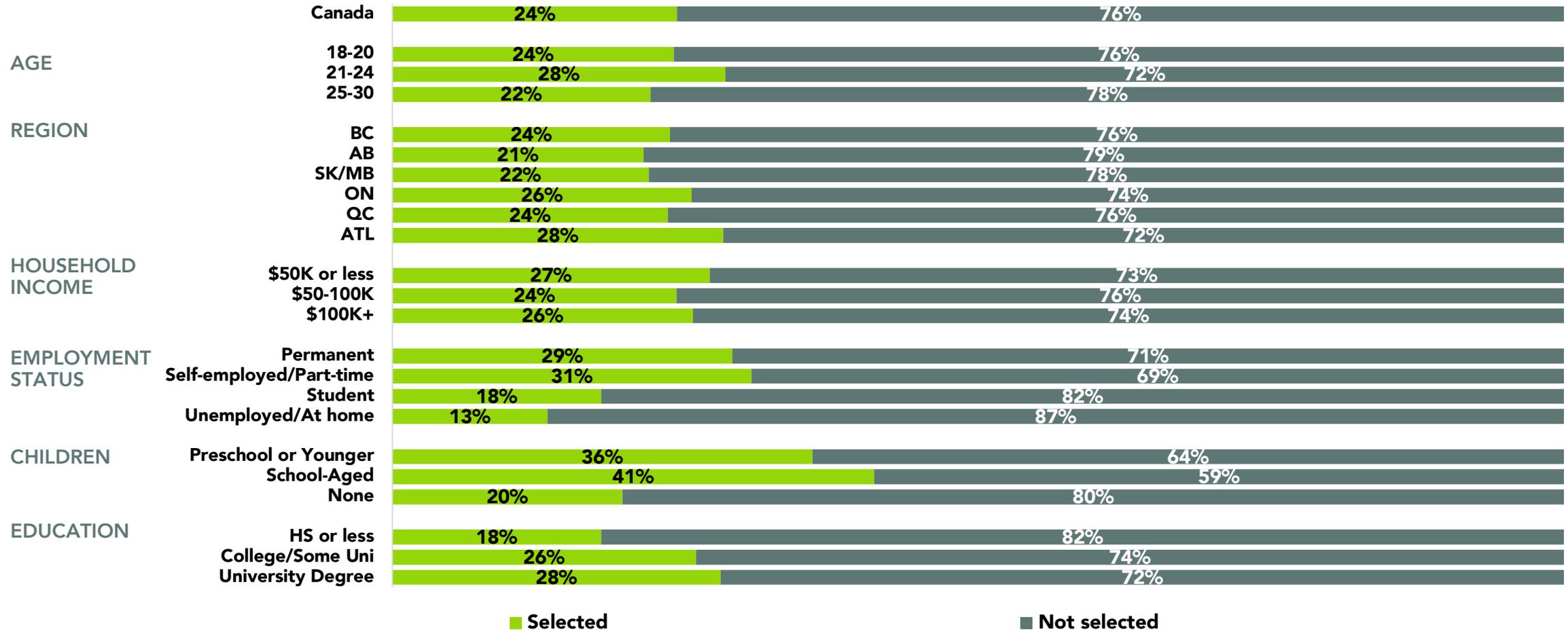
A QUARTER HAVE EXPERIENCE IN VOLUNTEER ROLES, COMMUNICATIONS EXPERIENCE IS THE MOST COMMON



Altogether, 24% have past experience in at least one of the political volunteer roles (including campaign management would could be considered a paid role). Looking at those with experience, or interest the number rises to half (54%). Exposure to politics in these types of roles is important to increasing active consideration. Among those actively considering running for public office, 45% have experience in one of these roles, compared to 33% of those passively considering, and just 11% of those not considering.

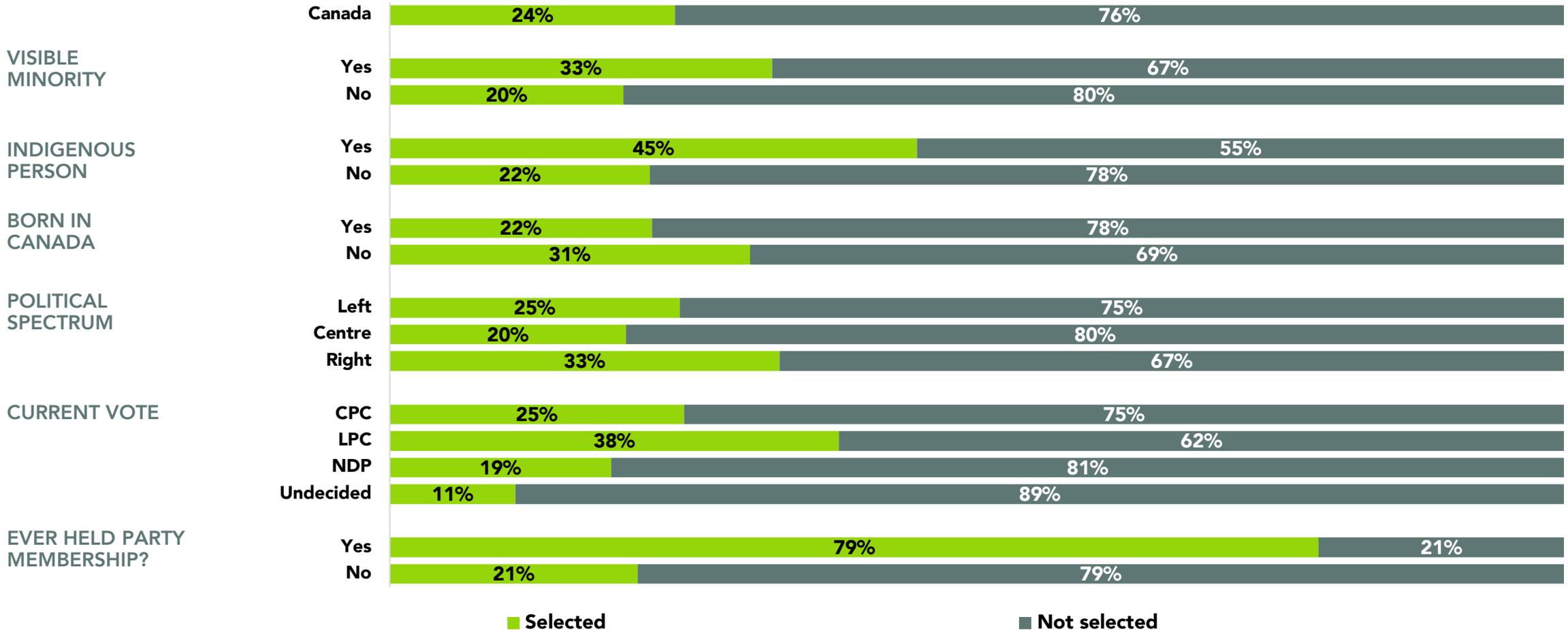
And what about the following? Have you ever considered the following roles?

EXPERIENCE IN POLITICAL VOLUNTEER ROLE



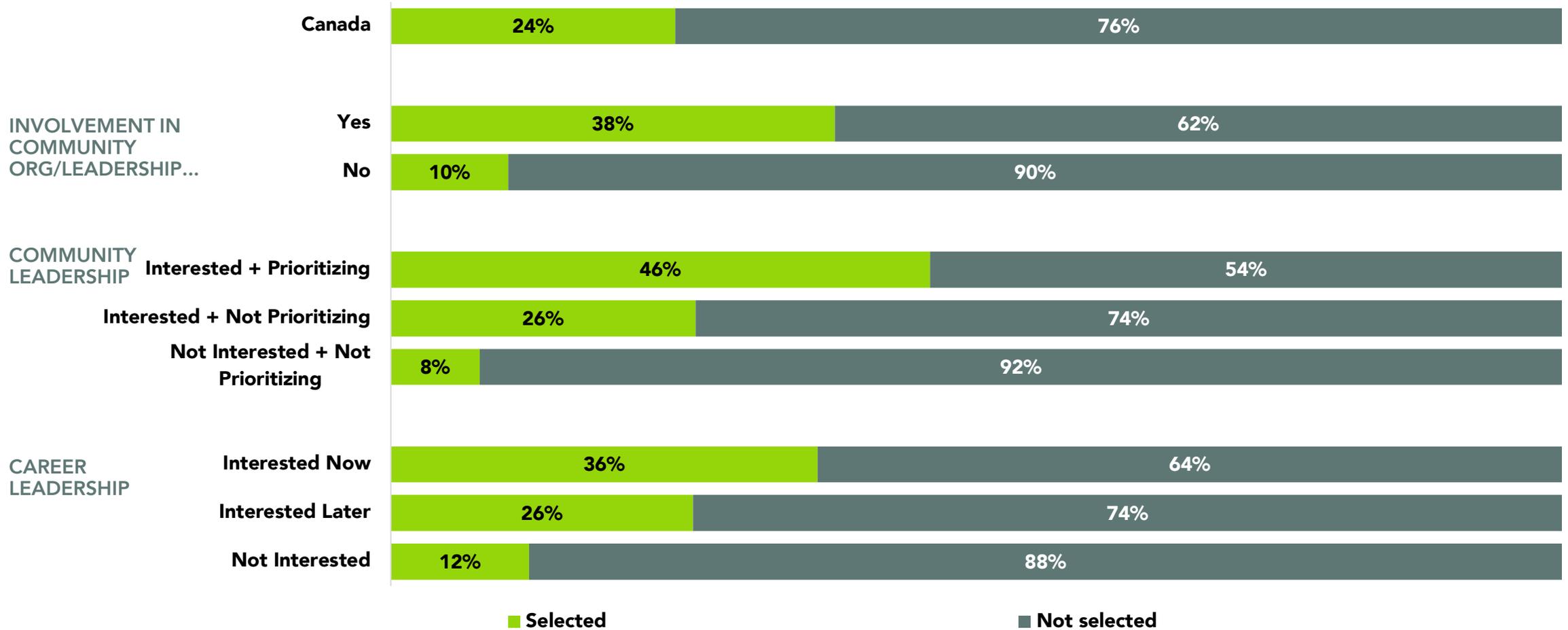
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EXPERIENCE IN POLITICAL VOLUNTEER ROLE



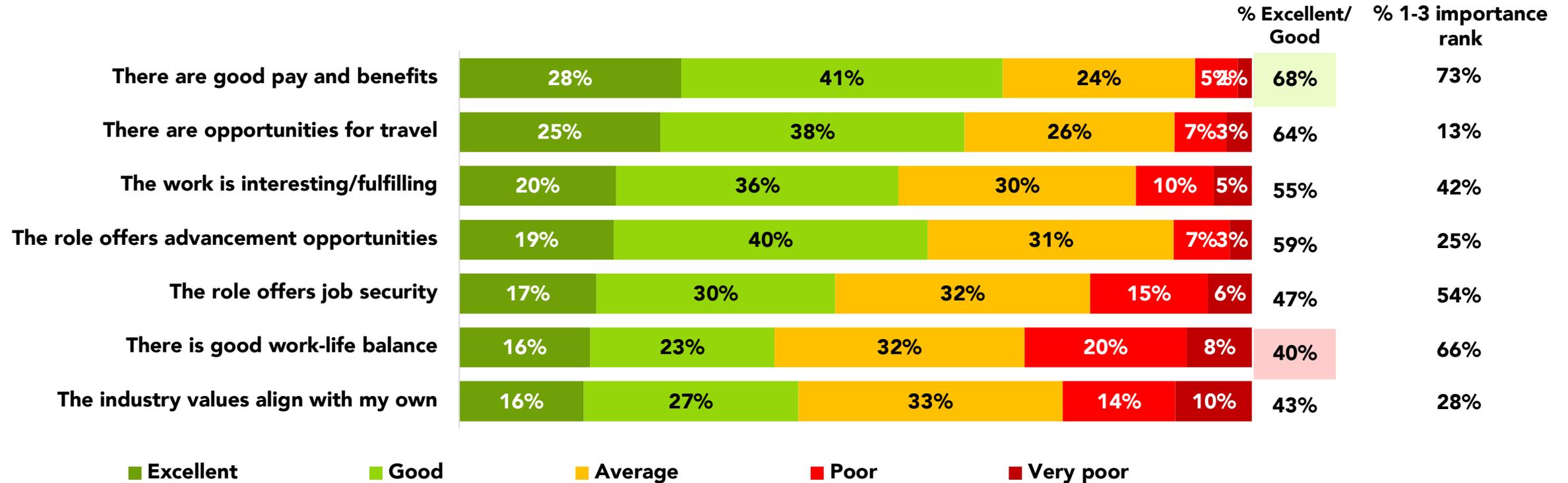
And what about the following? Have you ever considered the following roles?

A QUARTER HAVE EXPERIENCE IN VOLUNTEER ROLES, COMMUNICATIONS EXPERIENCE IS THE MOST COMMON



And what about the following? Have you ever considered the following roles?

RATING THE FOLLOWING ASPECTS ASSOCIATED WITH A CAREER AS ELECTED REPRESENTATIVE



There is good alignment between desires for their own career and perceptions of this career when it comes to pay and benefits. But beyond that, there are a few perceptual mismatches. Many rate opportunities for travel as excellent/good for elected representatives, but few are seeking out these kinds of opportunities for themselves. Conversely, good work life balance receives an excellent/good score from only 40%, but it is the second most important factor when choosing a career path. While assessment of the industry isn't necessarily negative, it's perceptions are not currently well-aligned with the career aspirations of young women.

Thinking of a career as an elected representative, how would you rate the following?

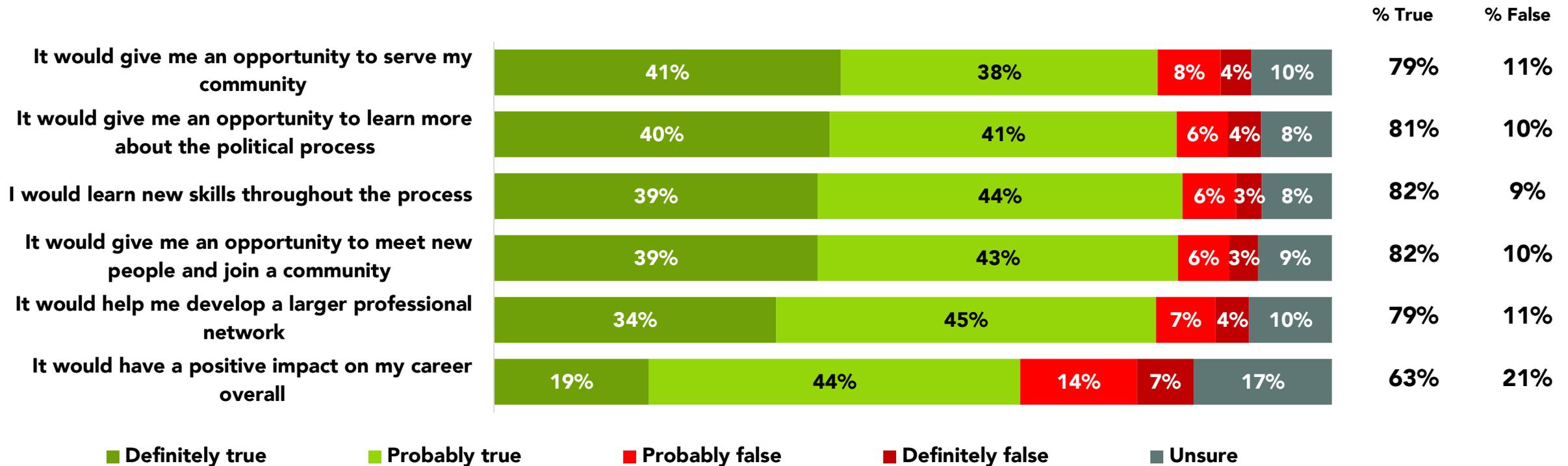


PART 3: MOTIVATIONS TO ENTER POLITICS

PART 3: MOTIVATIONS TO ENTER POLITICS

- Young women see a number of benefits to running for public office including: an opportunity to serve their community, learn and network.
 - Those who want to be leaders in their community and careers are much more likely to see running for office as an opportunity to serve their community which is good news. Those who are interested in being leaders in their community and careers see running for public office as a good avenue to do so.
- Young women also see a number of benefits to being elected into public office: community service, networking, being a decision maker, and aligning careers with passions.
 - And again, we see that those who want to be in leadership roles in their community and careers are more likely to agree being elected would give them an opportunity to serve the community, be in a decision-making position, and align their career with causes they are interested in.
- And among the profiles created (based on interest in running) there is little difference in how the benefits are perceived- those who aren't considering running see just as many benefits to both running and being elected, as those actively considering.

COMMUNITY SERVICE, NETWORKING, LEARNING ALL BENEFITS TO RUNNING FOR PUBLIC OFFICE



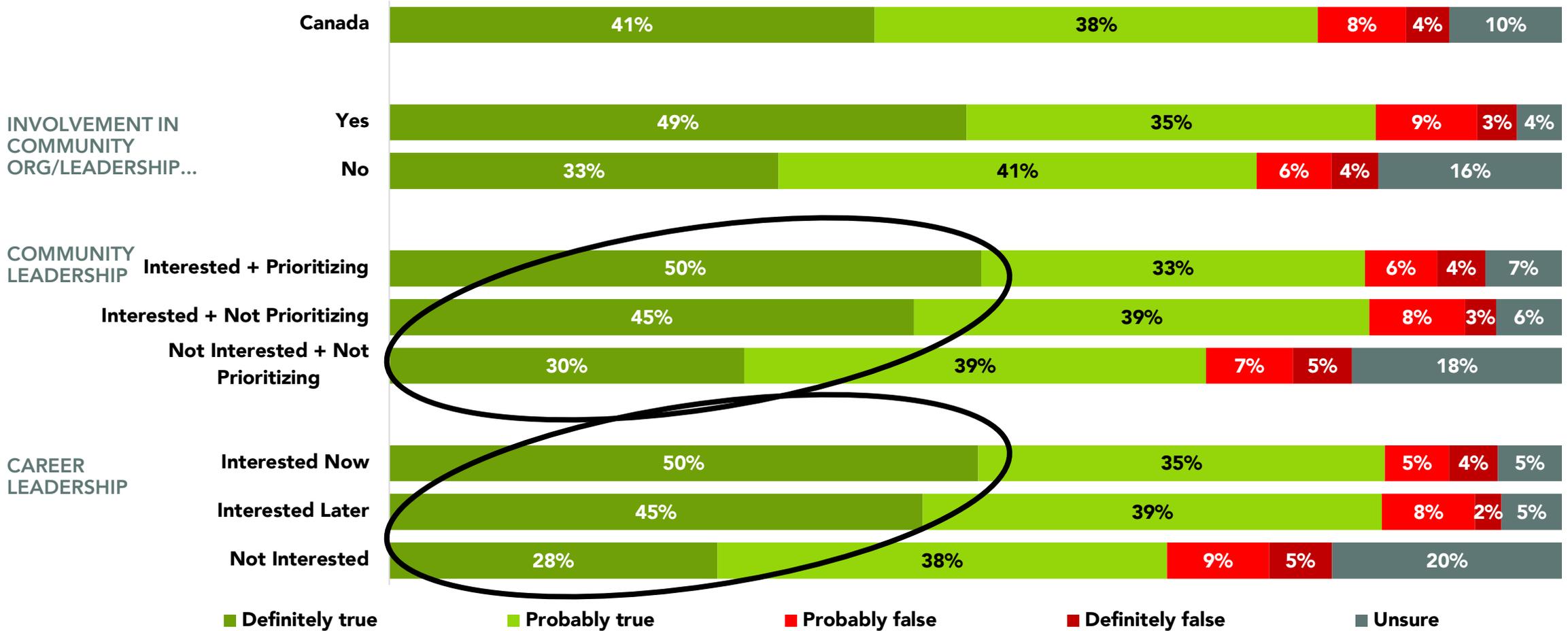
There are many perceived benefits to running for public office including opportunities to serve their community, to learn about the political process, and to gain new skills. A large majority also say it would give them an opportunity to join a community and develop a larger professional network.

A majority, but much fewer say it would have a positive impact on their career.

Regardless of whether you've considered it or not, if you were making a decision about whether to run for public office, to what extent are the following statements true or false for your own situation?

BENEFITS TO RUNNING FOR PUBLIC OFFICE

IT WOULD GIVE ME AN OPPORTUNITY TO SERVE MY COMMUNITY



Regardless of whether you've considered it or not, if you were making a decision about whether to run for public office, to what extent are the following statements true or false for your own situation?

BENEFITS TO RUNNING FOR PUBLIC OFFICE

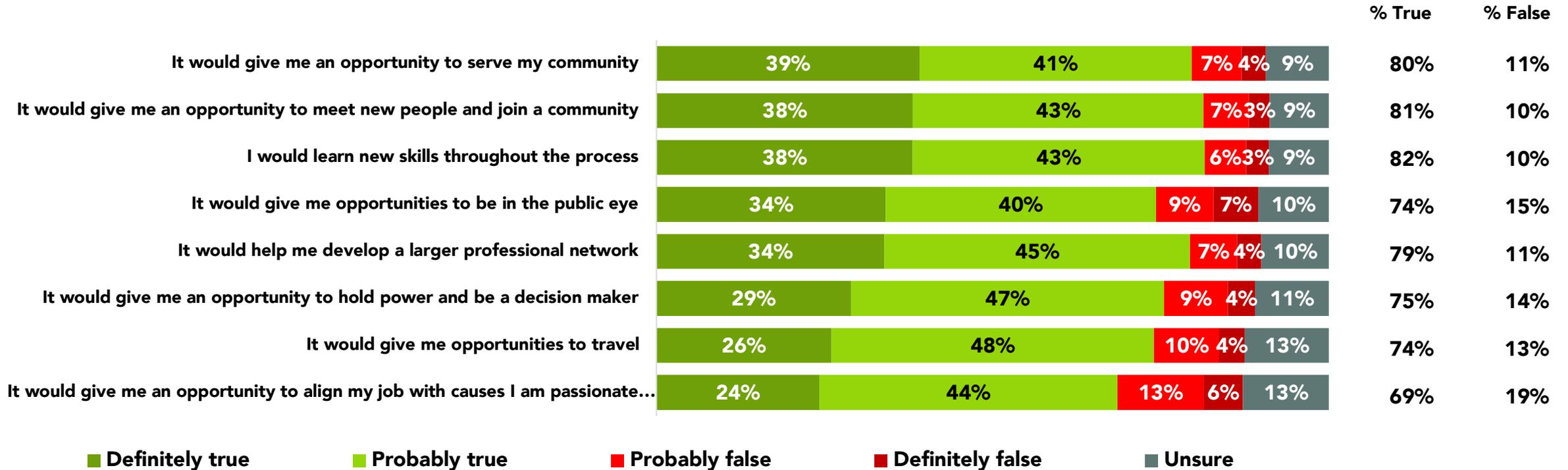
	Total	Actively Considering	Passively Considering	Not Considering
It would give me an opportunity to serve my community	79%	77%	87%	75%
It would give me an opportunity to learn more about the political process	81%	79%	87%	79%
I would learn new skills throughout the process	82%	80%	88%	80%
It would give me an opportunity to meet new people and join a community	82%	78%	87%	80%
It would help me develop a larger professional network	79%	77%	86%	76%
It would have a positive impact on my career overall	63%	71%	75%	52%

Interestingly there isn't necessarily a direct relationship between seeing benefits to running and an interest in running. Those passively considering are actually the group most likely to see the benefits to running.

This means disinterest isn't based on a lack of opportunities. What's more likely is barriers are more powerful than the motivations.

Regardless of whether you've considered it or not, if you were making a decision about whether to run for public office, to what extent are the following statements true or false for your own situation?

COMMUNITY SERVICE, NETWORKING, LEARNING, AND ALIGNING WORK WITH PASSIONS ALL BENEFITS TO BEING ELECTED INTO PUBLIC OFFICE



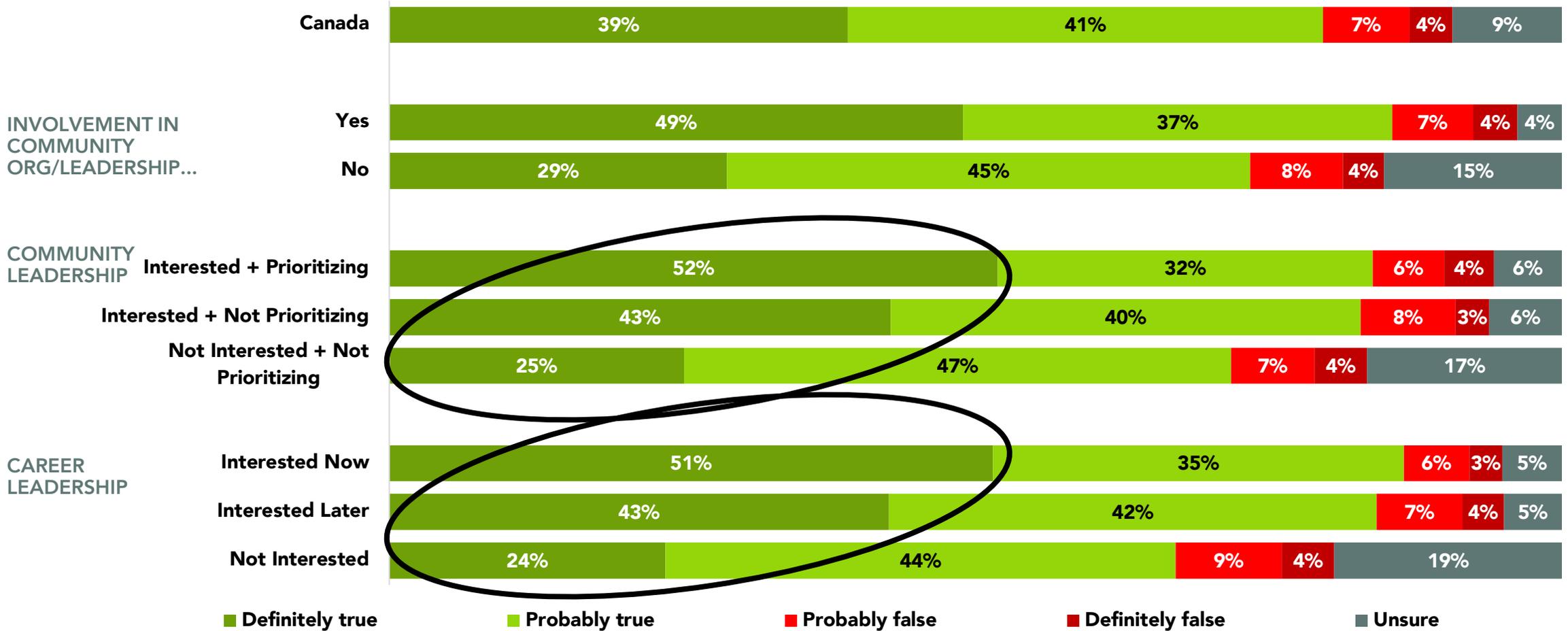
Considering close to 70% of young women want to give back to their community, it is good to see that 80% think a career as a public office holder could offer this. Beyond this, a career as a public office holder aligns with their career aspirations too.

75% say being elected into public office would give them an opportunity to be a decision-maker (something that is important for three-quarters of young women in their careers). And 69% say it would give them an opportunity to align their job with their passions or a cause they follow, an aspect of a career that's important for 83% of women.

And what about the benefits for being elected into public office? For you personally, do you see any of the following as benefits to being an elected representative?

BENEFITS TO BEING ELECTED INTO PUBLIC OFFICE

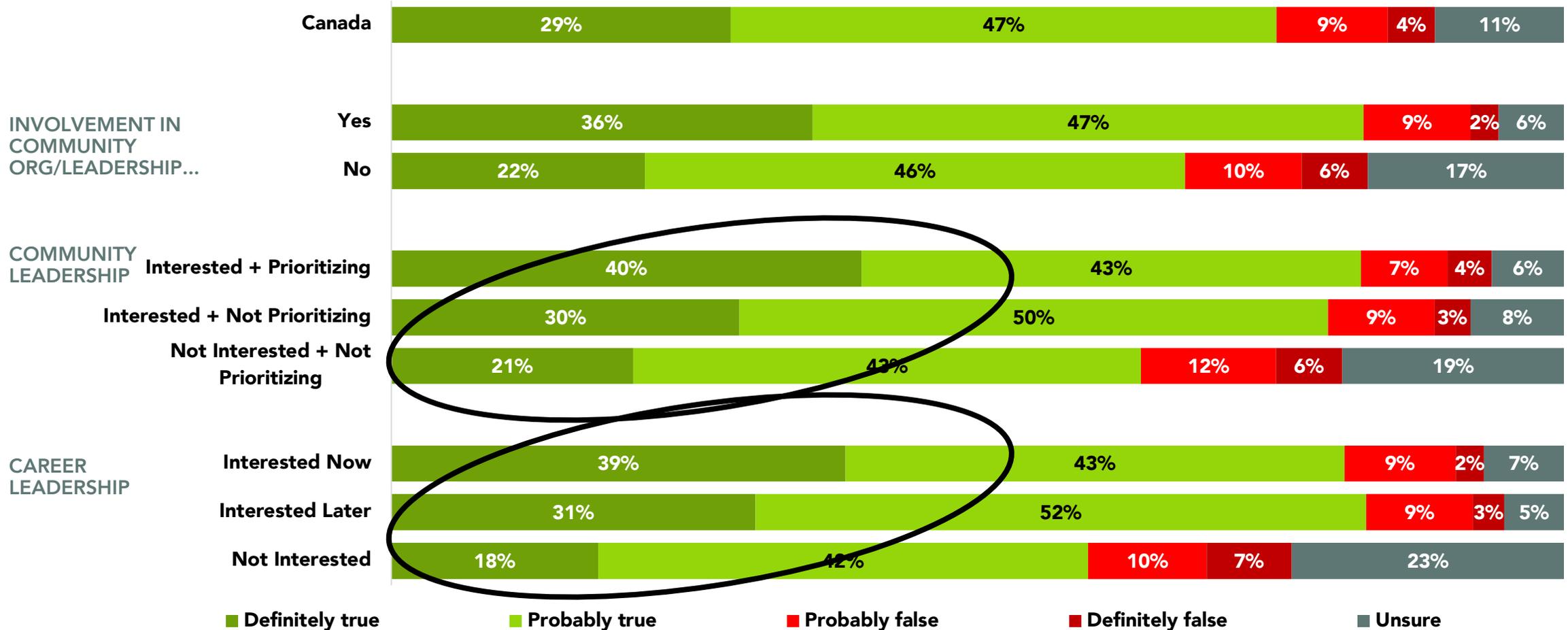
IT WOULD GIVE ME AN OPPORTUNITY TO SERVE MY COMMUNITY



And what about the benefits for being elected into public office? For you personally, do you see any of the following as benefits to being an elected representative?

BENEFITS TO BEING ELECTED INTO PUBLIC OFFICE

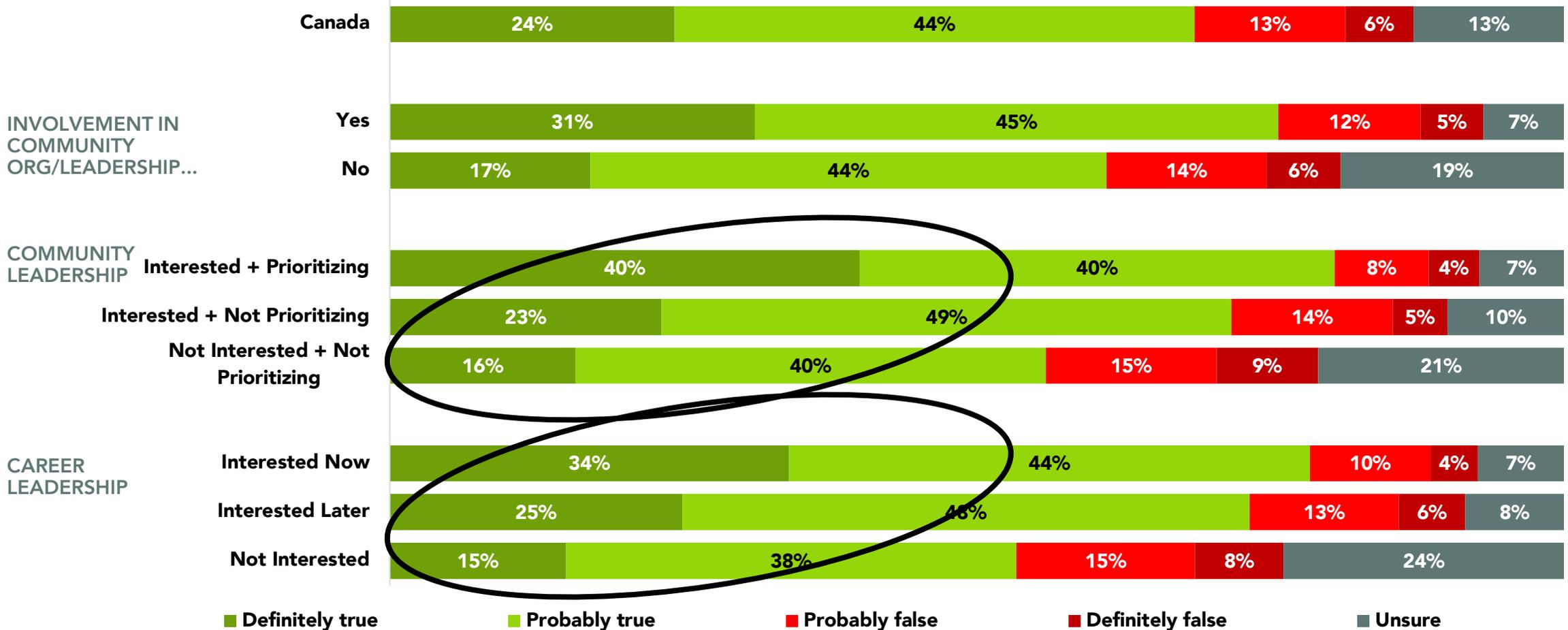
IT WOULD GIVE ME AN OPPORTUNITY TO HOLD POWER AND BE A DECISION MAKER



And what about the benefits for being elected into public office? For you personally, do you see any of the following as benefits to being an elected representative?

BENEFITS TO BEING ELECTED INTO PUBLIC OFFICE

IT WOULD GIVE ME AN OPPORTUNITY TO ALIGN MY JOB WITH CAUSES I AM PASSIONATE ABOUT



And what about the benefits for being elected into public office? For you personally, do you see any of the following as benefits to being an elected representative?

BENEFITS TO BEING ELECTED INTO PUBLIC OFFICE

	Total	Actively Considering	Passively Considering	Not Considering
It would help me develop a larger professional network	79%	78%	84%	77%
It would give me an opportunity to meet new people and join a community	81%	81%	88%	78%
I would learn new skills throughout the process	82%	80%	87%	79%
It would give me an opportunity to align my job with causes I am passionate about	69%	75%	78%	60%
It would give me an opportunity to serve my community	80%	78%	85%	77%
It would give me opportunities to travel	74%	75%	78%	71%
It would give me an opportunity to hold power and be a decision maker	75%	77%	82%	71%
It would give me opportunities to be in the public eye	74%	74%	79%	71%

Again, the benefits for being elected into public office are perceived quite similarly between those actively, passively, or not considering running.

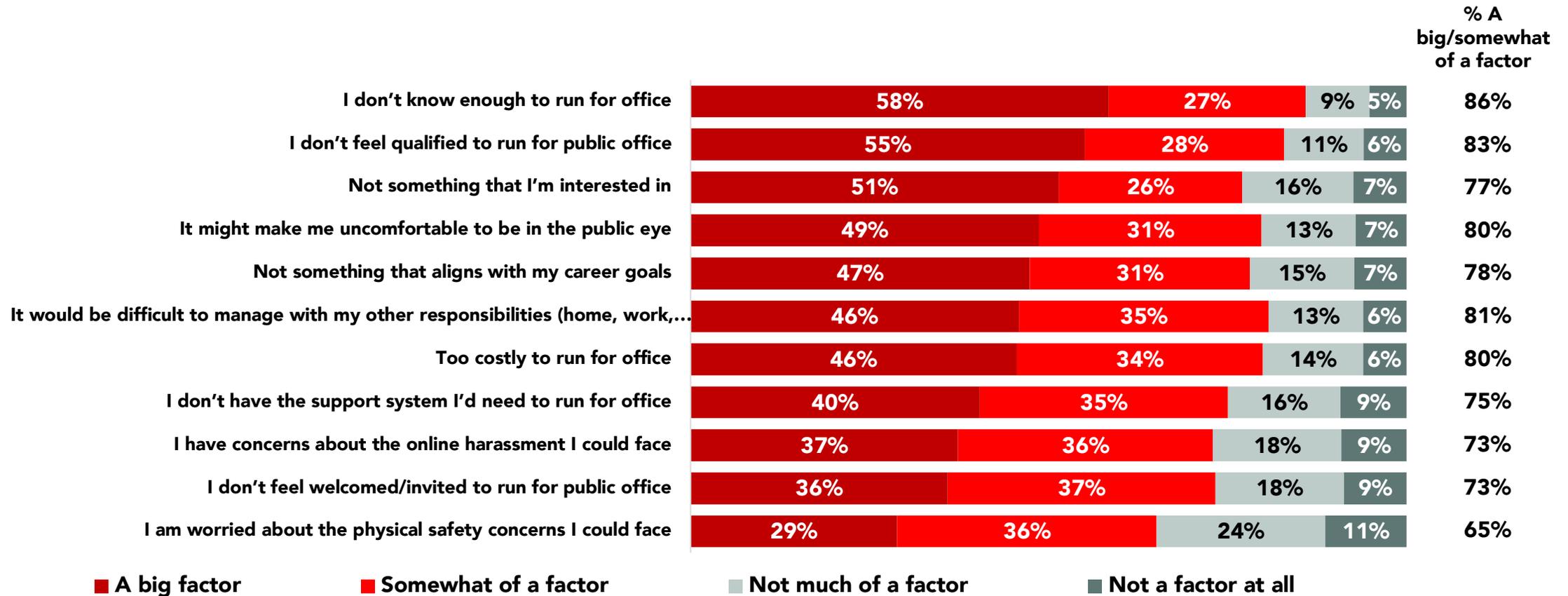
And what about the benefits for being elected into public office? For you personally, do you see any of the following as benefits to being an elected representative?

PART 4: BARRIERS TO ENTER POLITICS

PART 4: BARRIERS TO ENTER POLITICS

- **As expected, perceptions of barriers are where the differences between those interested in running, and not, emerge.**
- **When it comes to feeling welcomed, a lack of support system, being too costly, and difficulty balancing with other responsibilities women across all three profiles feel similarly.**
- **Barriers such as interest, confidence in qualifications, and being in the public eye are viewed differently between profiles.**
- **And, each profile has a different 'top barrier'.**
 - **For those actively considering it's too costly to run (64% in top 5)**
 - **For those passively considering it's 'I don't know enough' (63%)**
 - **And for those not considering it's not something I'm interested in (89%).**

PERCEPTUAL BARRIERS PREVENTING WOMEN FROM RUNNING SPAN FROM LACK OF KNOWLEDGE TO BALANCE TO CONCERNS ABOUT HARASSMENT



Perceptions preventing women from running for political office are widespread, and cover everything from lack of knowledge (85% say a big/somewhat of a factor for not running is a lack of knowledge), to lack of interest (77%), to something that would be difficult to fit in/balance with their life (81%) and concerns about online harassment (73%) and physical safety (73%). Also important, 73% of young women say not feeling invited/welcomed to run is a reason why they wouldn't consider it.

BENEFITS TO BEING ELECTED INTO PUBLIC OFFICE

	Total	Actively Considering	Passively Considering	Not Considering
I don't know enough to run for office	86%	75%	84%	91%
I don't feel qualified to run for public office	83%	73%	80%	89%
Not something that I'm interested in	77%	57%	67%	91%
It might make me uncomfortable to be in the public eye	80%	66%	80%	85%
Not something that aligns with my career goals	78%	60%	72%	89%
It would be difficult to manage with my other responsibilities (home, work, etc)	81%	74%	79%	85%
Too costly to run for office	80%	75%	82%	81%
I don't have the support system I'd need to run for office	75%	73%	75%	76%
I have concerns about the online harassment I could face	73%	66%	73%	76%
I don't feel welcomed/invited to run for public office	73%	71%	72%	75%

On nearly every barrier tested, agreement grows as women are less likely to consider running.

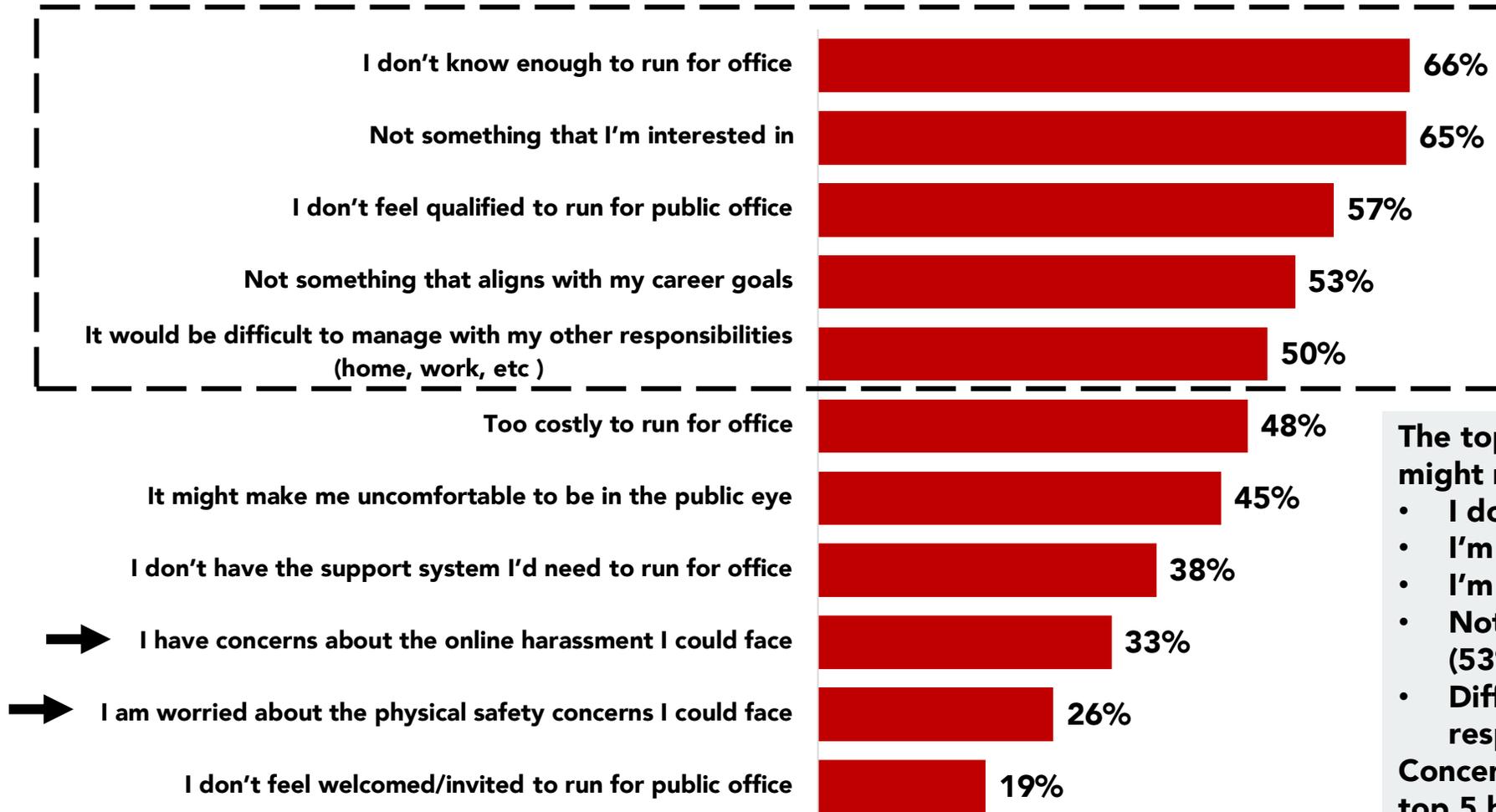
That said, there is still a great amount of hesitation among those who are actively considering running for public office.

When asked to rank their top reasons to not run, the following were chosen by each profile:

- **Actively: Too costly to run (64% in top 5)**
- **Passively: I don't know enough (63%)**
- **Not: Not something I'm interested in (89%).**

Thinking about why you might not run for public office, are any of the following a factor?

TOP REASONS NOT TO RUN INCLUDE FEELING UNQUALIFIED, LACK OF INTEREST, NOT ALIGNED WITH CAREER GOALS, CAN'T FIT INTO OTHER RESPONSIBILITIES



The top 5 reasons why young women might not consider running are:

- I don't know enough to run (66%)
- I'm not interested (65%)
- I'm not qualified (57%)
- Not aligned with my career goals (53%)
- Difficult to manage with other responsibilities (50%)

Concerns about online harassment are a top 5 barrier for a third of women.

And from the same list, what are the top five reasons why you might not consider running for public office?

PART 5: PERCEPTIONS OF POLITICS

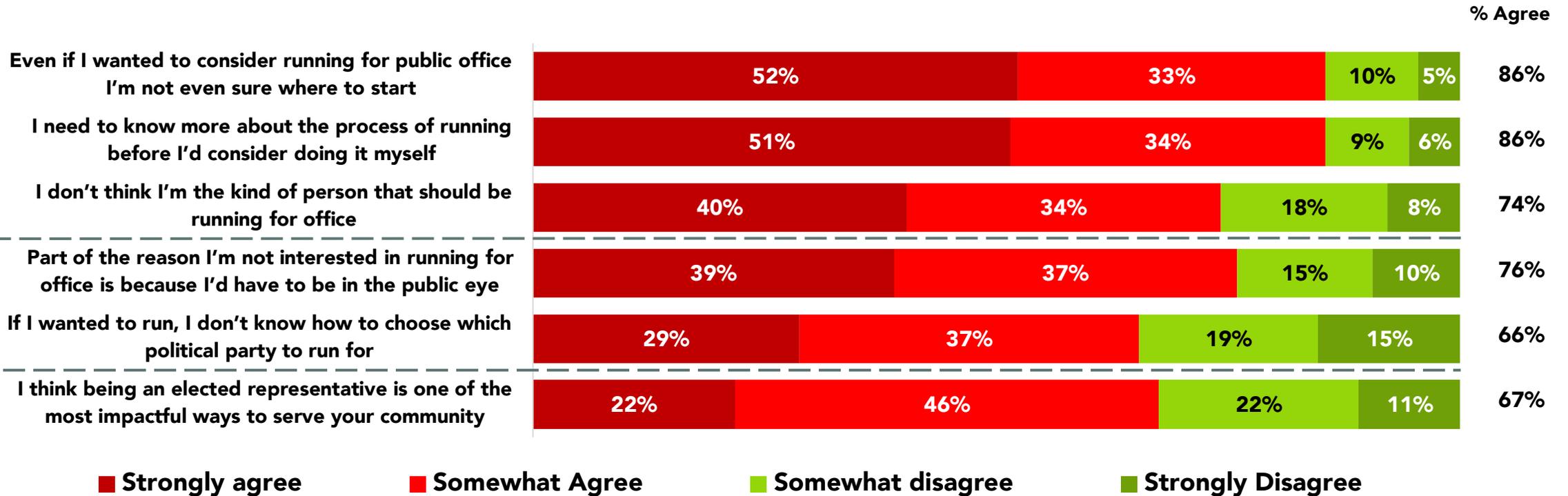
PART 5: PERCEPTIONS OF POLITICS

- **Self-doubt and a lack of resources are barriers for nearly all young women when it comes to running for public office.**
- **Also worth noting- three quarters of young women say they don't feel they are the kind of person that should be running for office.**
- **Those actively considering are much less likely to feel they aren't suited for the job, but they aren't any further ahead when it comes to feeling prepared.**
 - **81% of those actively considering aren't sure where to start, and say they'd need to know more about the process before actually jumping in.**
- **While there are other barriers to participation, there is close to unanimous agreement that women who are elected representatives often deal with a lot of harassment. 75% are concerned about the potential for online harassment if they were to be elected. 71% are concerned about physical safety.**

PART 5: PERCEPTIONS OF POLITICS

- **While there is some level of agreement that politics is a good path to serve community, more see it as a hobby than career, or a short-term endeavour.**
- **This is most likely due to a lack of feeling welcomed in these spaces. 63% see politics as combative (vs. collaborative) and many say they aren't invited to these spaces (even among those who would consider running).**

SELF-DOUBT AND LACK OF RESOURCES ARE BIG BARRIERS



Self doubt and a lack of resources on how to run is a big barrier for many young women when considering to run and speaks to just how important programs like Equal Voice are. 86% of young women say even if they wanted to run, they aren't sure where to start, and 66% are unsure of how to choose a political party. 86% say they need to know more about the process before they'd consider running. And beyond a lack of information, three-quarters of young women say they aren't the kind of person that should be running for office.

Doubt and information concerns aside, there are some positive perceptions two-thirds say being an elected representative is one of the most impactful ways to serve your community.

Do you agree or disagree with the following?

PERCEPTIONS OF POLITICS

	Total	Actively Considering	Passively Considering	Not Considering
% strongly/somewhat agree				
Even if I wanted to consider running for public office I'm not even sure where to start	86%	81%	84%	88%
I need to know more about the process of running before I'd consider doing it myself	86%	81%	89%	85%
I don't think I'm the kind of person that should be running for office	74%	57%	66%	86%
Part of the reason I'm not interested in running for office is because I'd have to be in the public eye	76%	63%	76%	81%
If I wanted to run, I don't know how to choose which political party to run for	66%	66%	64%	67%
I think being an elected representative is one of the most impactful ways to serve your community	67%	79%	74%	59%

Those actively considering are much less likely to feel they aren't suited for the job, but they aren't any further ahead when it comes to feeling prepared.

81% of those actively considering aren't sure where to start, and say they'd need to know more about the process before actually jumping in.

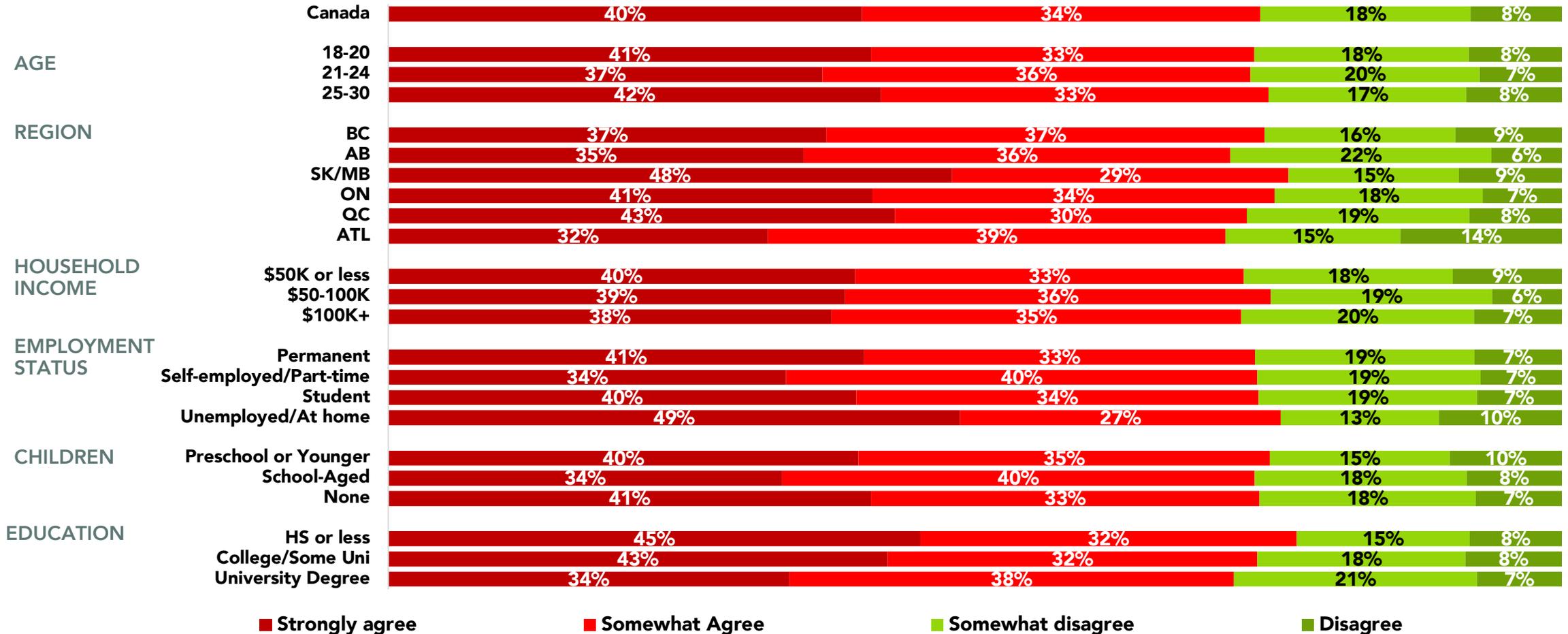
Also worth noting, they are just as unsure about which party to choose.

What isn't in doubt however is that these women say being an elected representative is one of the most impactful ways to serve their community.

Do you agree or disagree with the following?

PERCEPTION OF BEING ELECTED REPRESENTATIVE

I DON'T THINK I'M THE KIND OF PERSON THAT SHOULD BE RUNNING FOR OFFICE

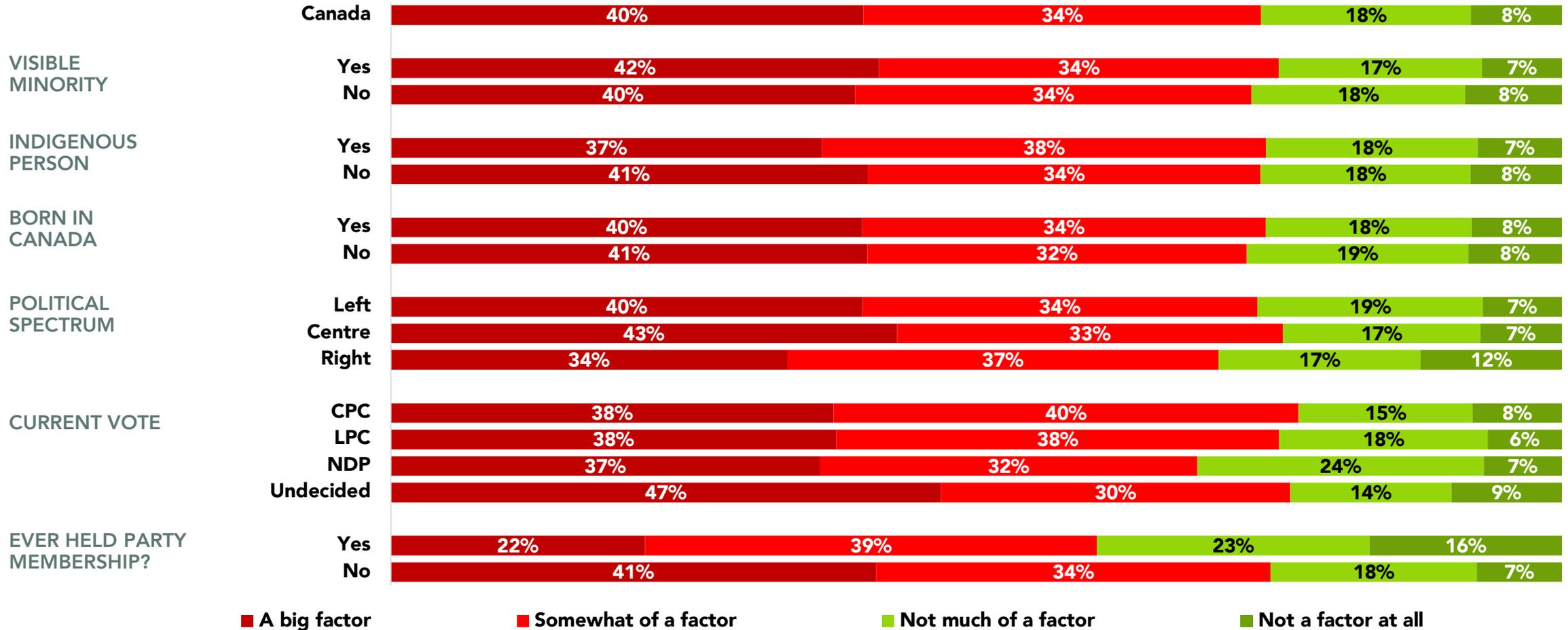


■ Strongly agree
 ■ Somewhat Agree
 ■ Somewhat disagree
 ■ Disagree

Do you agree or disagree with the following?

PERCEPTION OF BEING ELECTED REPRESENTATIVE

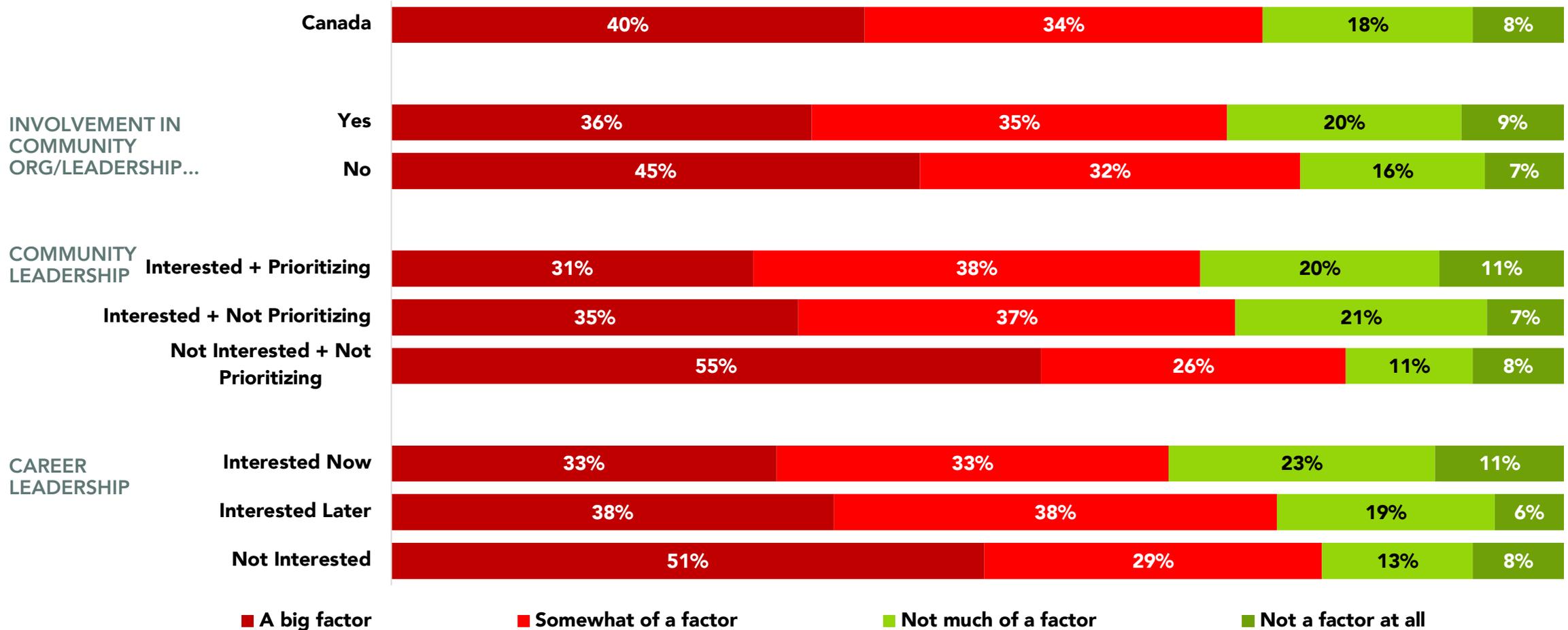
I DON'T THINK I'M THE KIND OF PERSON THAT SHOULD BE RUNNING FOR OFFICE



Do you agree or disagree with the following?

PERCEPTION OF BEING ELECTED REPRESENTATIVE

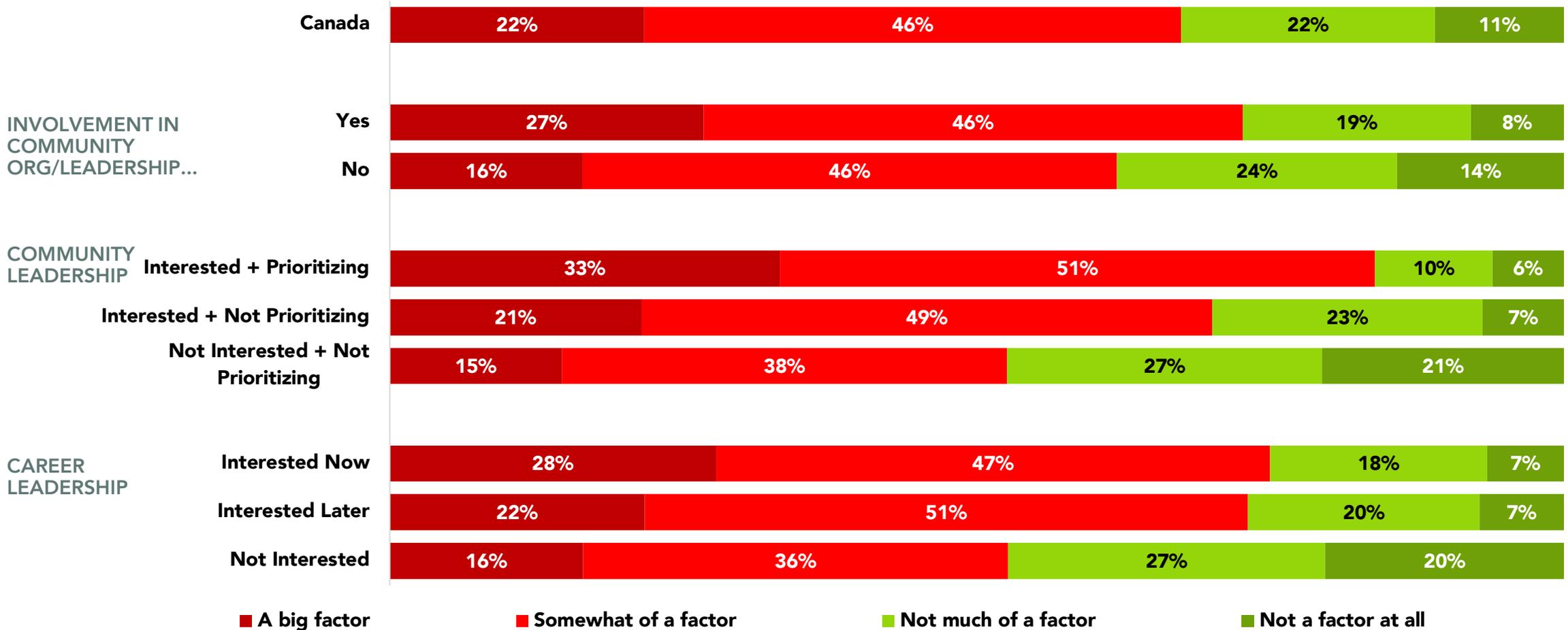
I DON'T THINK I'M THE KIND OF PERSON THAT SHOULD BE RUNNING FOR OFFICE



Do you agree or disagree with the following?

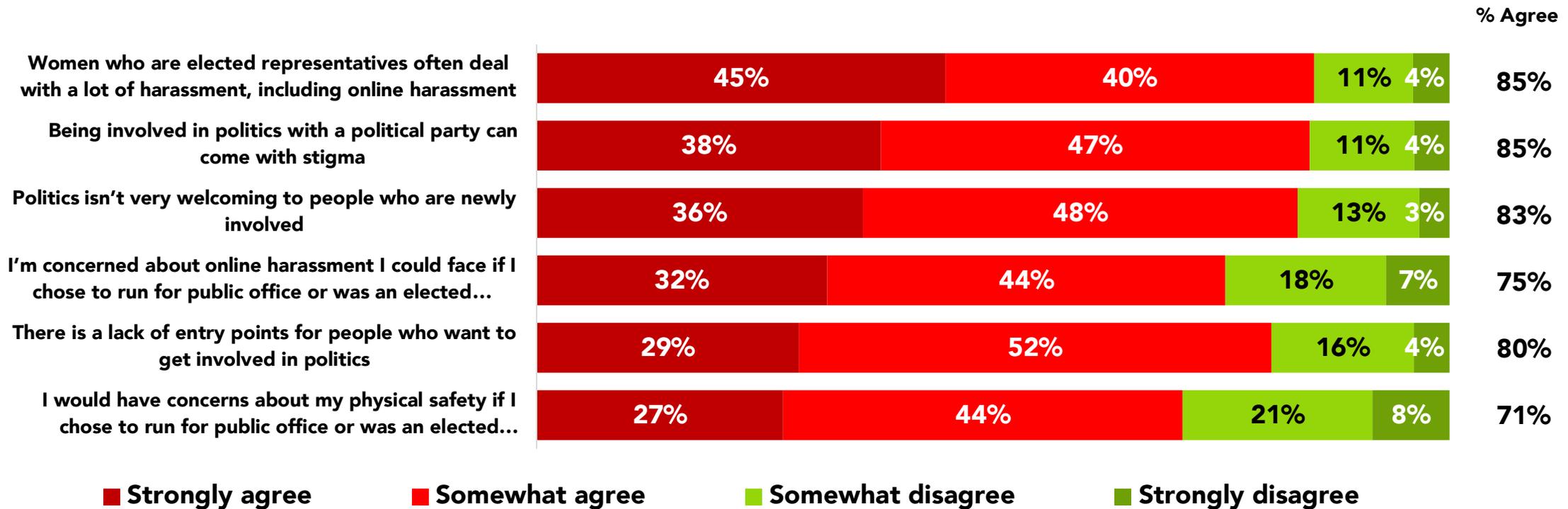
PERCEPTION OF BEING ELECTED REPRESENTATIVE

I THINK BEING AN ELECTED REPRESENTATIVE IS ONE OF THE MOST IMPACTFUL WAYS TO SERVE YOUR COMMUNITY



Do you agree or disagree with the following?

SAFETY, HARASSMENT, STIGMA AND A 'CLOSED COMMUNITY' ARE ALL CONCERNS THAT YOUNG WOMEN HAVE WHEN IT COMES TO POLITICS, RUNNING FOR PUBLIC OFFICE



While there are other barriers to participation, there is close to unanimous agreement that women who are elected representatives often deal with a lot of harassment. 75% are concerned about the potential for online harassment if they were to be elected. 71% are concerned about physical safety. Aside from these legitimate concerns, politics carries its own stigmas. There is also strong agreement that there are few entry points to get involved (80%), and that once involved, politics isn't welcoming to those who are new in the space (83%). And once involved 85% say being involved can bring stigma too.

And what about the following? Do you agree or disagree?

PERCEPTIONS OF POLITICS

	Total	Actively Considering	Passively Considering	Not Considering
Women who are elected representatives often deal with a lot of harassment, including online harassment	85%	76%	89%	87%
Being involved in politics with a political party can come with stigma	85%	78%	87%	86%
Politics isn't very welcoming to people who are newly involved	83%	76%	85%	85%
I'm concerned about online harassment I could face if I chose to run for public office or was an elected representative	75%	71%	77%	76%
There is a lack of entry points for people who want to get involved in politics	80%	73%	83%	82%
I would have concerns about my physical safety if I chose to run for public office or was an elected representative	71%	68%	74%	70%

Those running for office are only slightly less concerned about the harassment they'd face. A majority hold concerns about safety overall, online harassment and physical safety.

Even those actively considering running for office say there are not many entry points, nor is politics welcoming for those who are new.

These concerns will be just as important to address as concerns about harassment.

Do you agree or disagree with the following?

EXTENT OF AGREEING WITH FOLLOWING PAIRS OF STATEMENTS

Running for public office would be a natural fit in my life/career



Running for public office would be a disruption in my life/career

I see politics more as a career



I see politics more as a hobby/something to do on the side

If I was elected I'd want it to be a long-term career



If I was elected I'd want it to be a short-term career, and then change to something else

The work environment for elected representatives is divisive and combative



The work environment for elected representatives is collaborative and bridge-building

I'd prefer to run for office among more local levels of government (i.e. city councillor)



I'd prefer to run for office among less local levels of government (i.e. Member of Parliament)

And, on other perceptions of politics:

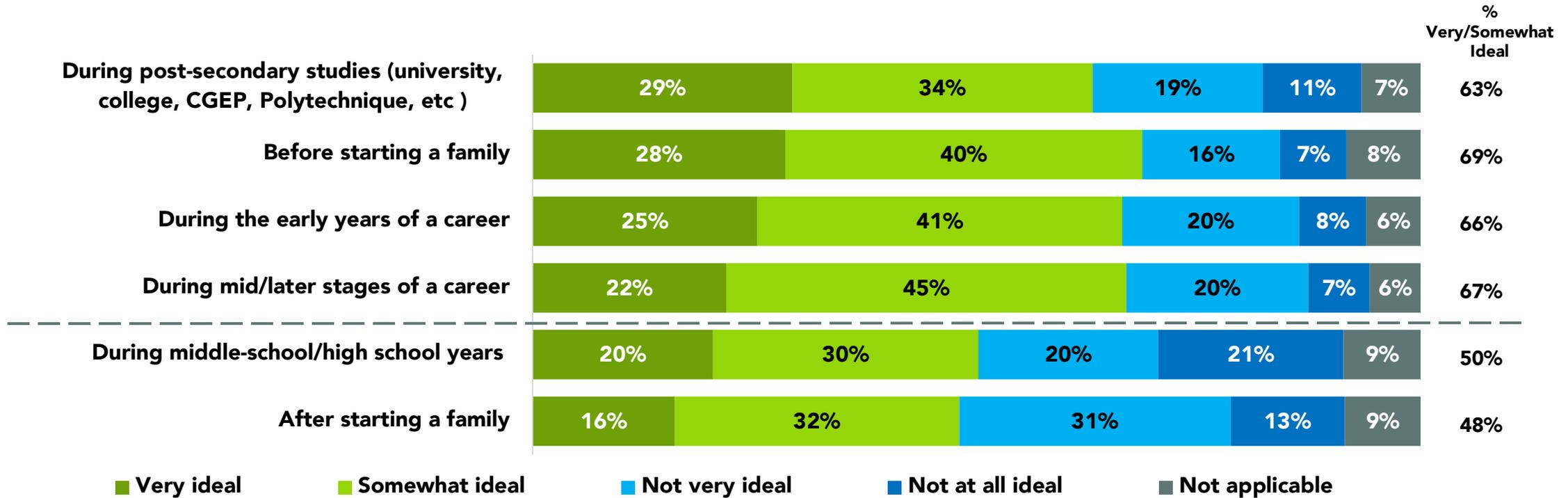
- More say running would be a disruption (79%) than a natural fit (21%) in their life/career
- More would prefer to run for local office (68%) than less local (32%)
- More say the work environment is divisive and combative (63%) vs collaborative (37%)
- More would prefer a short-term political career (62%) than long term (38%)
- And there is a divide on whether politics could be consider more of a career (50%) or more of a hobby (50%)

Out of the following pairs, which of the following do you agree with most?



PART 6: SUPPORTS FOR WOMEN TO ENTER POLITICS

TIMING OF SUPPORT: PREFERENCES FOR DURING POST-SECONDARY, EARLY/MID CAREER, BEFORE FAMILIES



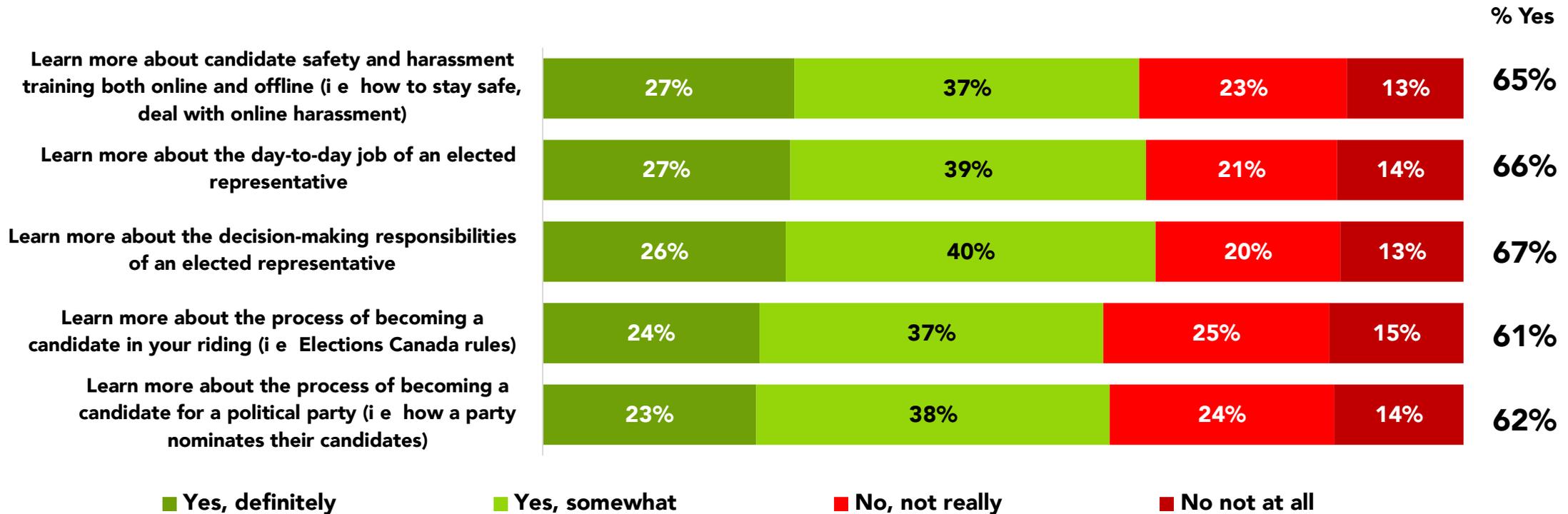
Young women are open to learning about a career in politics in various stages in their lives.

In terms of education/career life stages, there is an interest in learning about becoming a candidate any time after middle-school/high school years.

And in terms of life stages, women are much more likely to prefer before starting a family rather than after.

Let's think about an organization that encourages more women to become candidates and run for public office. When do you think women like you would be interested in learning about becoming a candidate at some point in their lives? Would the following be...

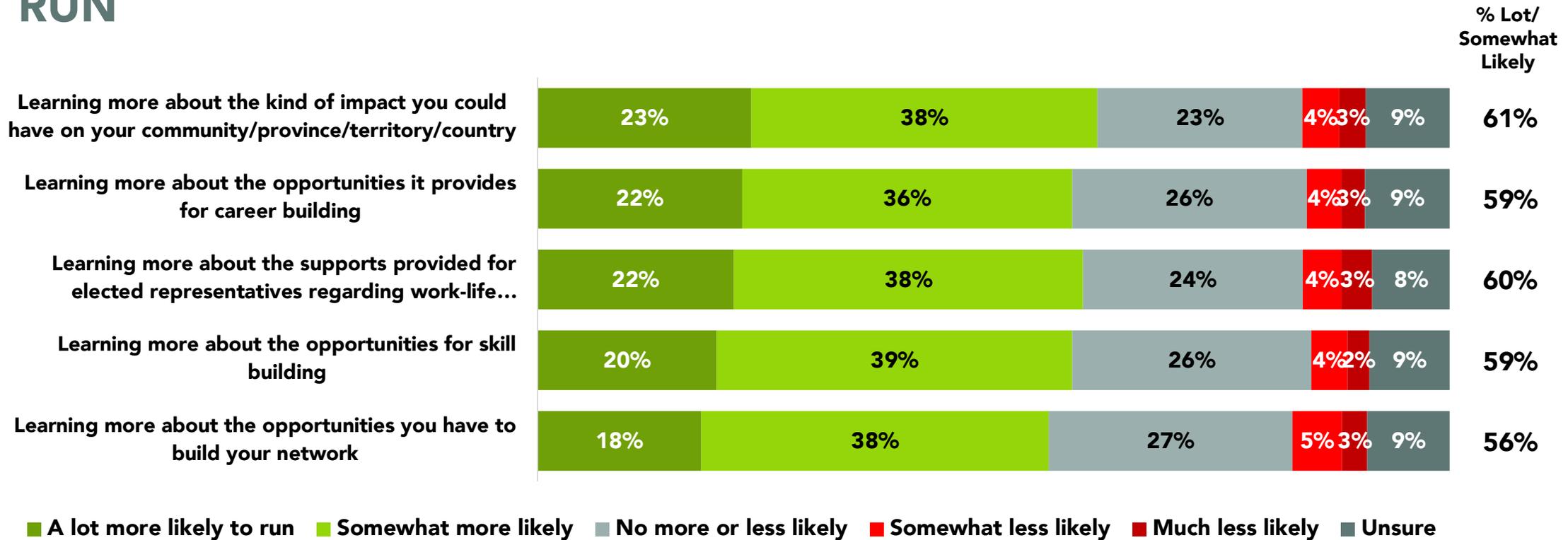
CONTENT FOR SUPPORT: INTEREST IN LEARNING ABOUT A WHOLE HOST OF TOPICS FROM SAFETY, DAY-TO-DAY, RESPONSIBILITIES AND PROCESS



Regardless of current interest in running, young women are quite interested in learning about a wide variety of topics related to running for public office. Two-thirds of women are interested in learning about: candidate safety and harassment training, the day-to-day tasks and decision-making responsibilities of an elected representative, and the process for becoming a candidate.

Still regardless of your level of interest in running for public office, are you interested in learning about any of the following?

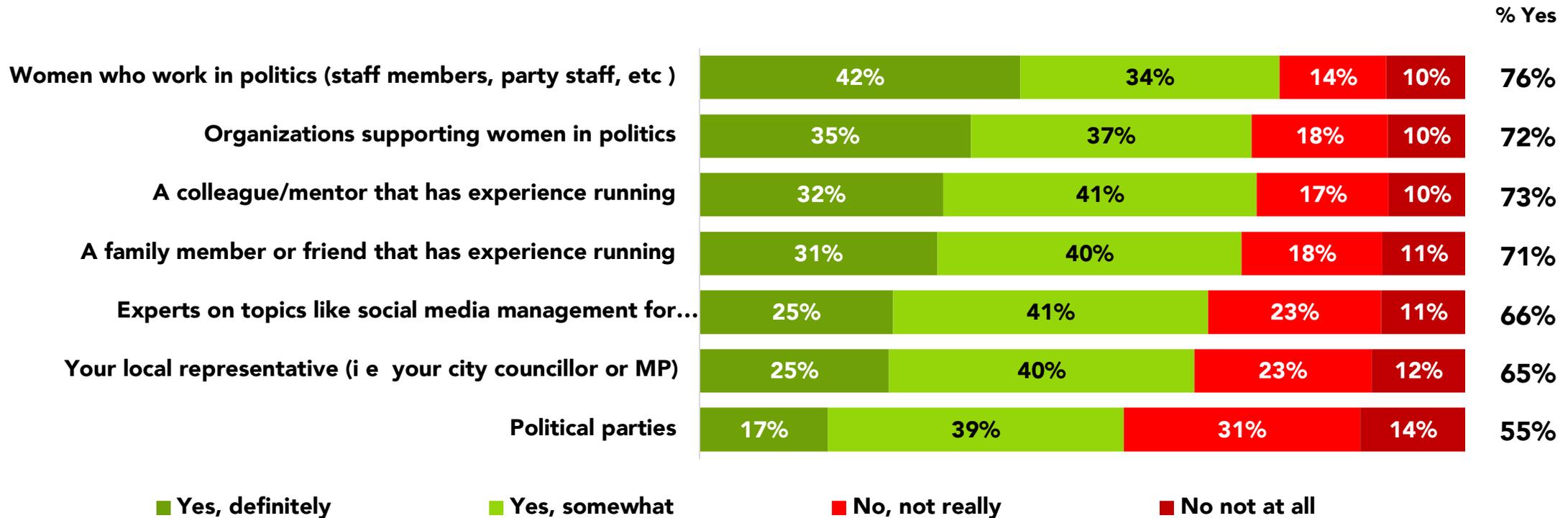
CONTENT OF SUPPORT: LEARNING ABOUT IMPACT, OPPORTUNITIES, SUPPORTS WOULD HAVE BIGGEST IMPACT ON ENCOURAGING WOMEN TO RUN



Increasing knowledge on a wide number of topics, through EV programming, is likely to have a notable impact on the number of women who would consider running for office. For example, nearly two-thirds of women say learning about the impact they'd have on their community, opportunities it would afford for career building, and supports for work-life balance would make them more likely to run.

Would learning more about the following have an impact on your likelihood to consider running?

SOURCE OF SUPPORT: WOMEN WHO WORK IN POLITICS, ORGS SUPPORTING WOMEN IN POLITICS MOST POPULAR



And finally, when it comes to who they want to hear from: women want to hear from women. Women and organizations supporting them are most favoured, with politicians and political parties coming in last.

Who would you like to hear from? Would you like to learn more about running for public office from...

PROGRAMMING FOR YOUNG WOMEN

WHEN

	Total	Actively Considering	Passively Considering	Not Considering
Before starting a family	69%	69%	71%	67%
During mid/later stages of a career	67%	69%	73%	62%
During the early years of a career	66%	70%	70%	63%
During post-secondary studies (university, college, CGEP, Polytechnique, etc)	63%	71%	65%	59%
During middle-school/high school years	50%	60%	51%	46%
After starting a family	48%	56%	52%	42%

Like most, those actively considering a run want to hear about the career before starting a family, but at any point in their career.

FROM WHO

Women who work in politics (staff members, party staff, etc)	76%	81%	84%	69%
A colleague/mentor that has experience running	73%	80%	81%	65%
Organizations supporting women in politics	72%	77%	80%	65%
A family member or friend that has experience running	71%	78%	77%	64%
Experts on topics like social media management for candidates, how to organize campaign finances, etc	66%	76%	77%	56%
Your local representative (i.e. your city councilor or MP)	65%	78%	76%	53%
Political parties	55%	72%	66%	42%

And unlike the average young women, they are a lot more open to hearing from a variety of people, but still prefer women working in politics or an organization supporting them (as well as colleagues or mentors with experience).

Do you agree or disagree with the following?

PROGRAMMING FOR YOUNG WOMEN

%A LOT MORE/SOMEWHAT MORE LIKELY TO RUN IF LEARNED MORE...	Total	Actively Considering	Passively Considering	Not Considering
Learning more about the kind of impact you could have on your community/province/territory/country	61%	70%	72%	51%
Learning more about the supports provided for elected representatives regarding work-life balance (i.e. balancing family responsibilities)	60%	72%	70%	49%
Learning more about the opportunities it provides for career building	59%	72%	68%	48%
Learning more about the opportunities for skill building	59%	69%	69%	48%
Learning more about the opportunities you have to build your network	56%	71%	67%	43%

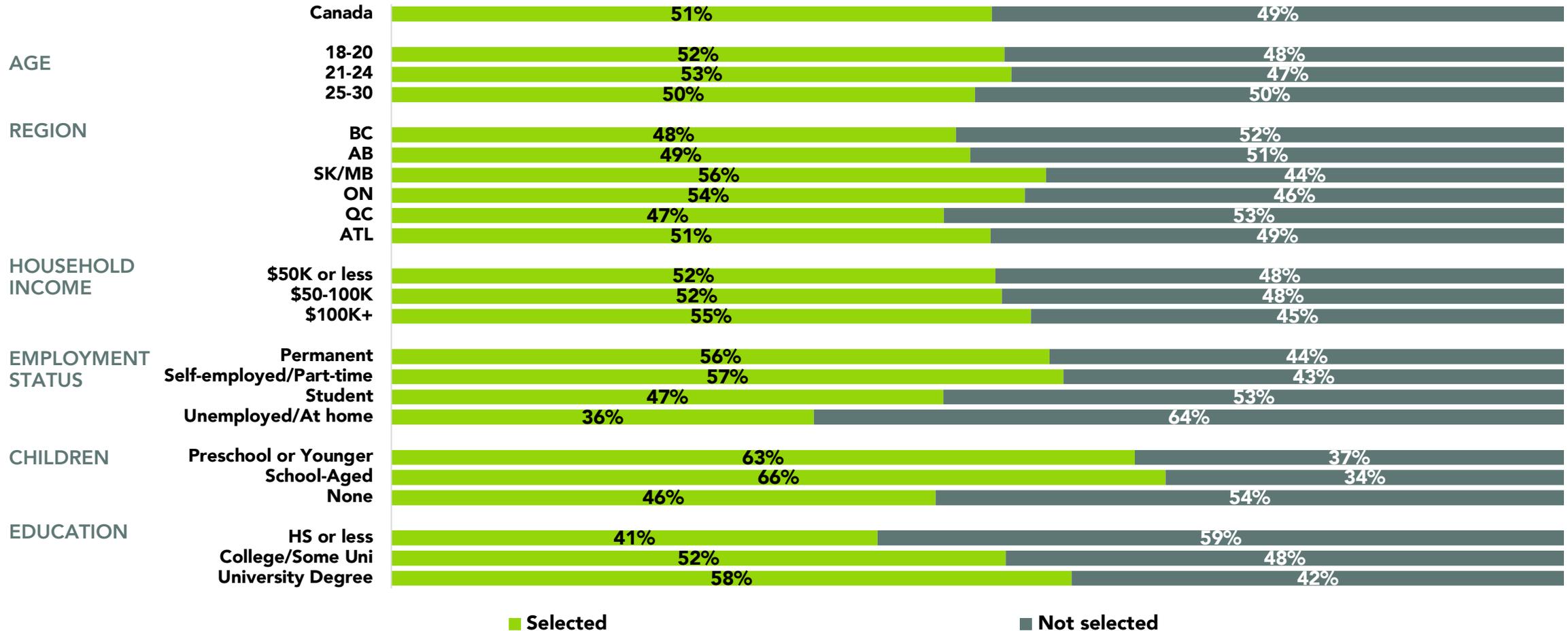
Learning about a variety of topics like impact, responsibility and opportunities are likely to convince those actively or passively considering running for politics.

% DEFINITELY/SOMEWHAT INTERESTED	Total	Actively Considering	Passively Considering	Not Considering
Learn more about candidate safety and harassment training both online and offline (i.e. how to stay safe, deal with online harassment)	65%	79%	79%	51%
Learn more about the day-to-day job of an elected representative	66%	76%	82%	52%
Learn more about the decision-making responsibilities of an elected representative	67%	79%	82%	52%
Learn more about the process of becoming a candidate in your riding (i.e. Elections Canada rules)	61%	76%	80%	43%
Learn more about the process of becoming a candidate for a political party (i.e. how a party nominates their candidates)	62%	78%	80%	44%

Similarly, interest in topics is high among both those actively and passively considering running for office.

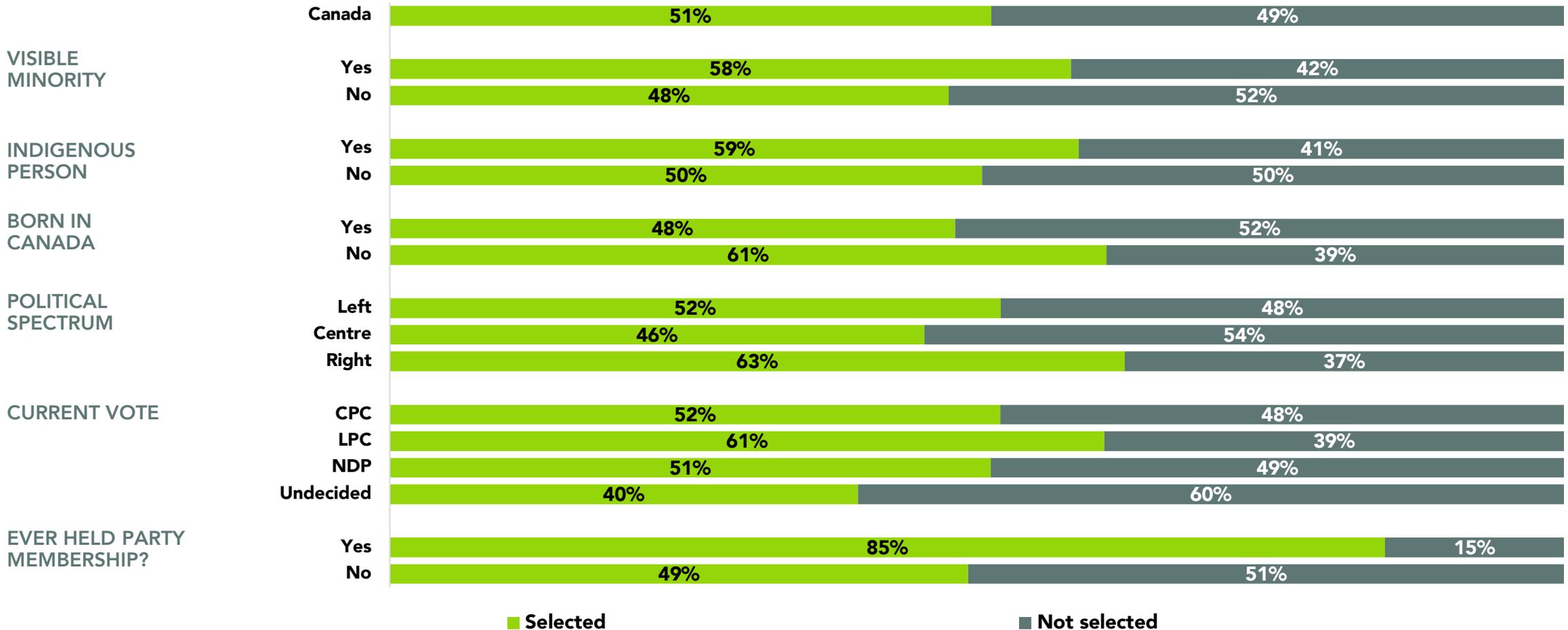
APPENDIX

COMMUNITY LEADERSHIP/ORGANIZATIONAL EXPERIENCE NOW OR IN THE PAST



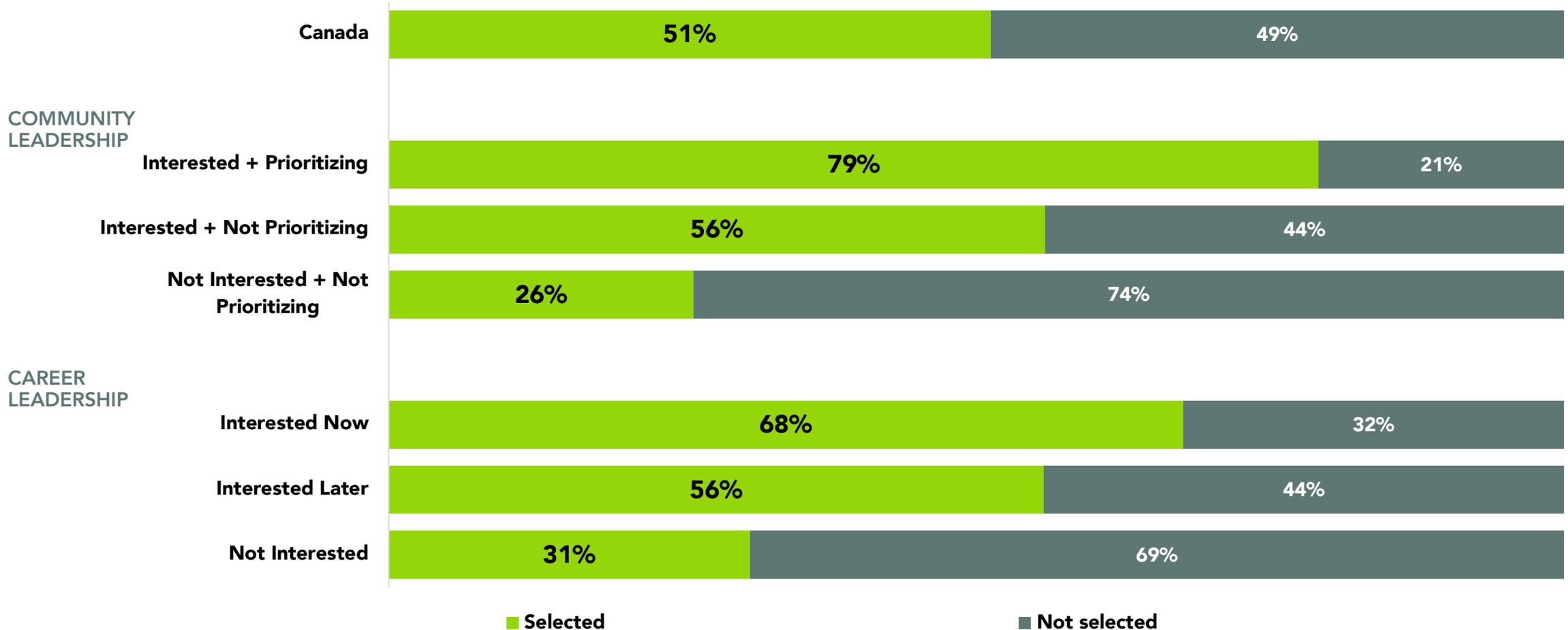
Have you been involved in any of the following in an organizational or leadership role, now or in the past? This includes roles such as board member, coordinator, or organizer.

COMMUNITY LEADERSHIP/ORGANIZATIONAL EXPERIENCE NOW OR IN THE PAST



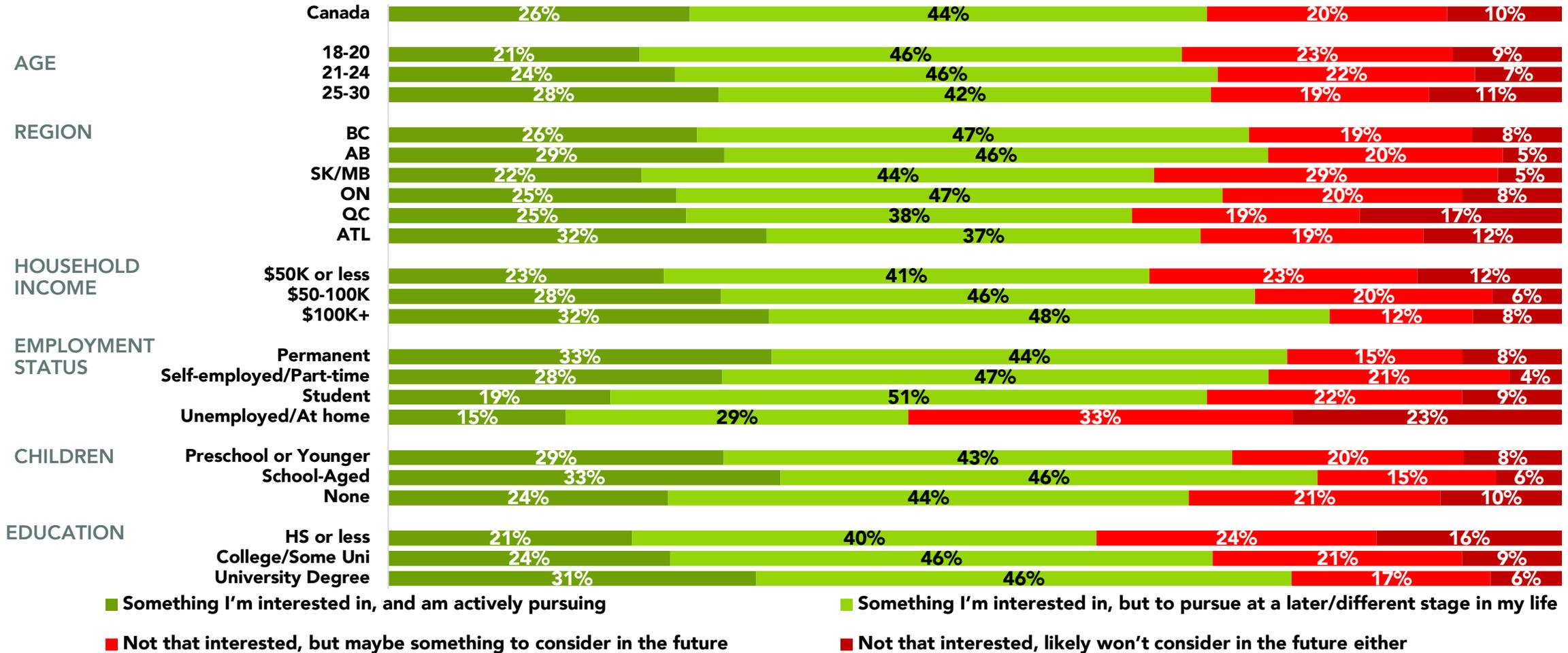
Have you been involved in any of the following in an organizational or leadership role, now or in the past? This includes roles such as board member, coordinator, or organizer.

COMMUNITY LEADERSHIP/ORGANIZATIONAL EXPERIENCE NOW OR IN THE PAST



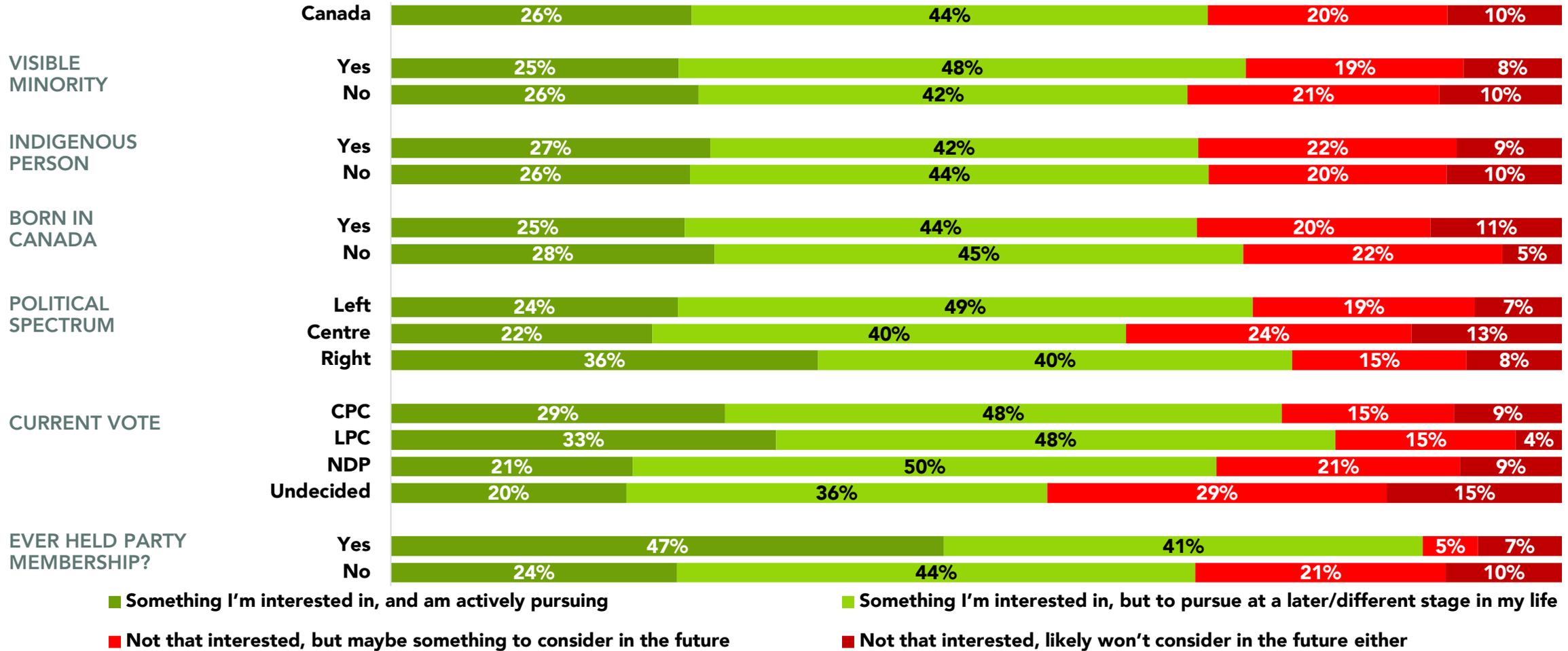
Have you been involved in any of the following in an organizational or leadership role, now or in the past? This includes roles such as board member, coordinator, or organizer.

INTEREST IN A LEADERSHIP ROLE AS PART OF YOUR CAREER



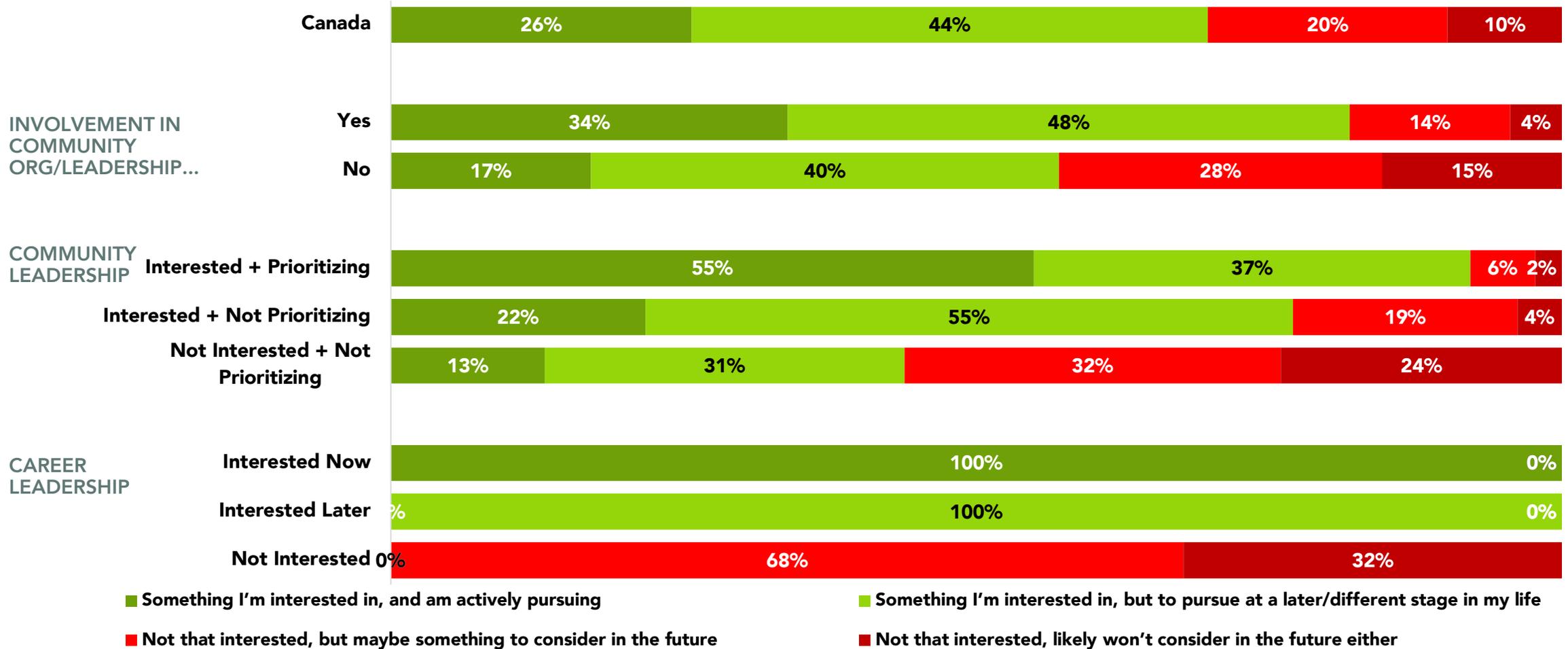
Which of the following best describes how you feel about a leadership role as part of your career?

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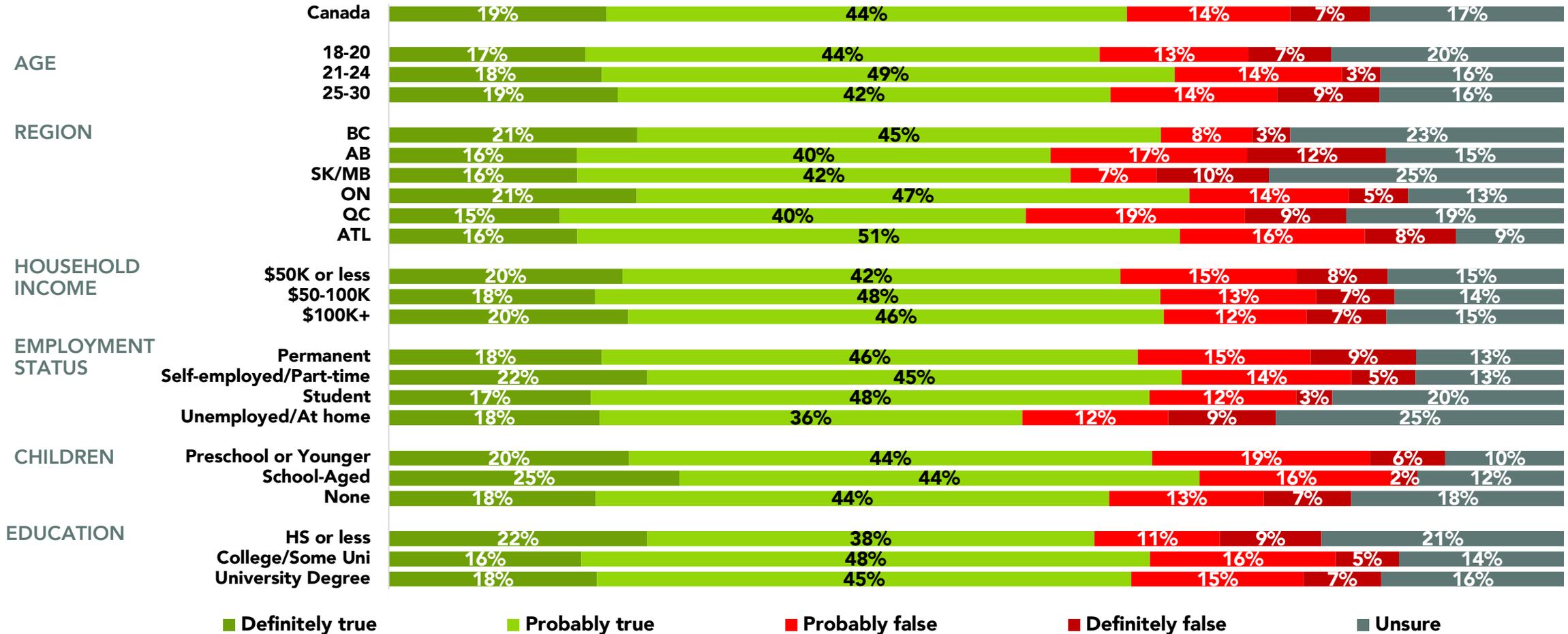
INTEREST IN A LEADERSHIP ROLE AS PART OF YOUR CAREER



Which of the following best describes how you feel about a leadership role as part of your career?

BENEFITS TO RUNNING FOR PUBLIC OFFICE

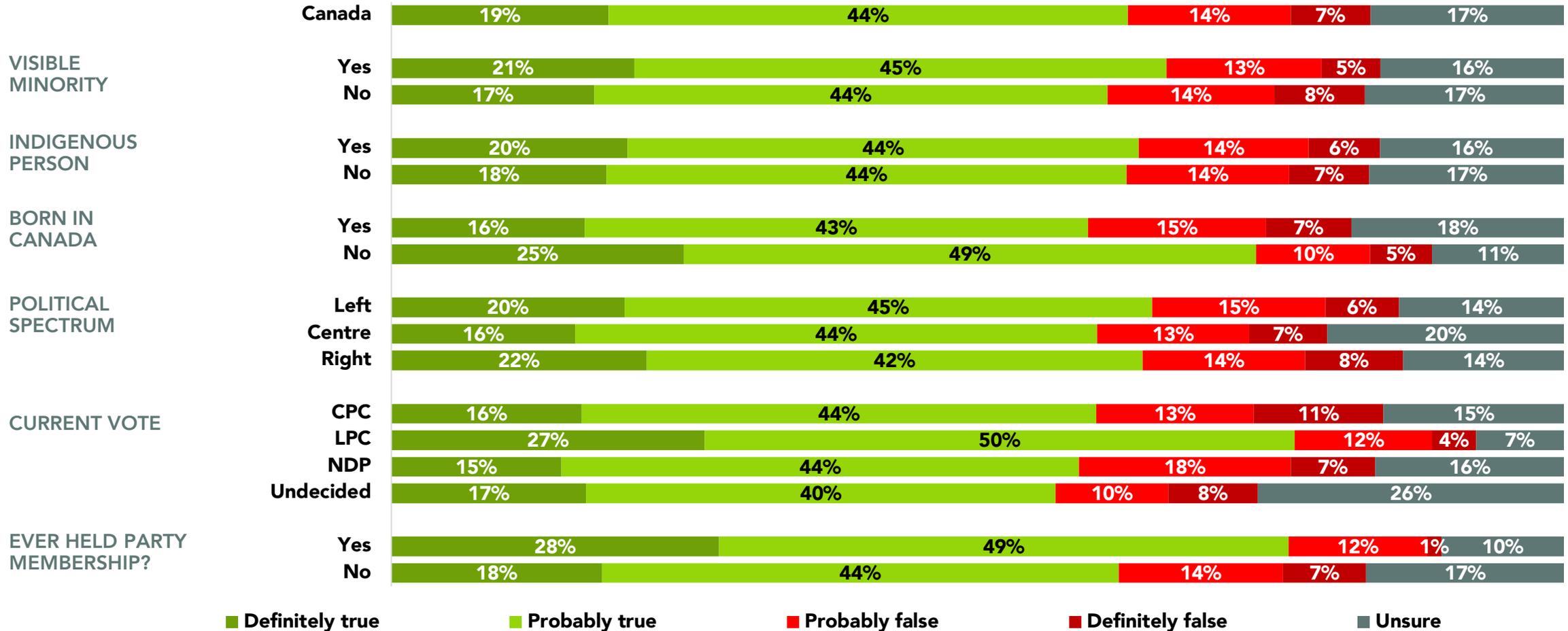
IT WOULD HAVE A POSITIVE IMPACT ON MY CAREER OVERALL



Regardless of whether you've considered it or not, if you were making a decision about whether to run for public office, to what extent are the following statements true or false for your own situation?

BENEFITS TO RUNNING FOR PUBLIC OFFICE

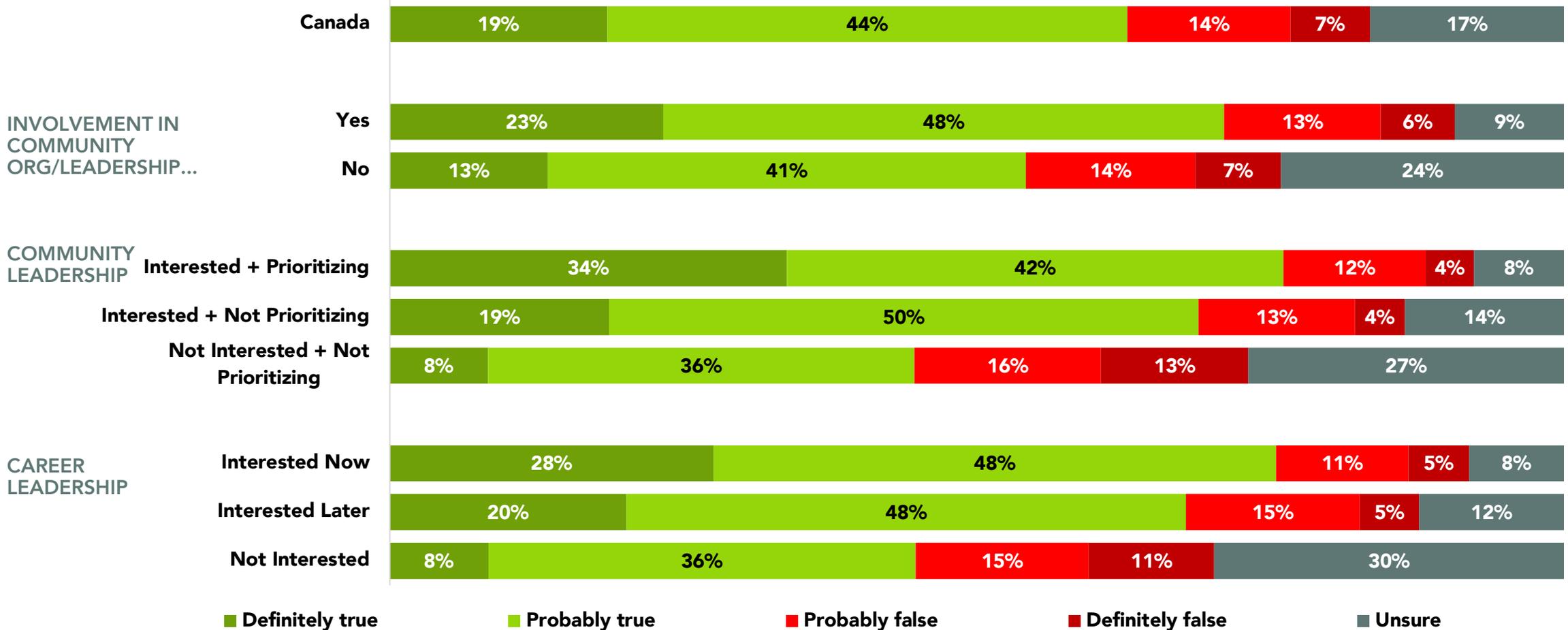
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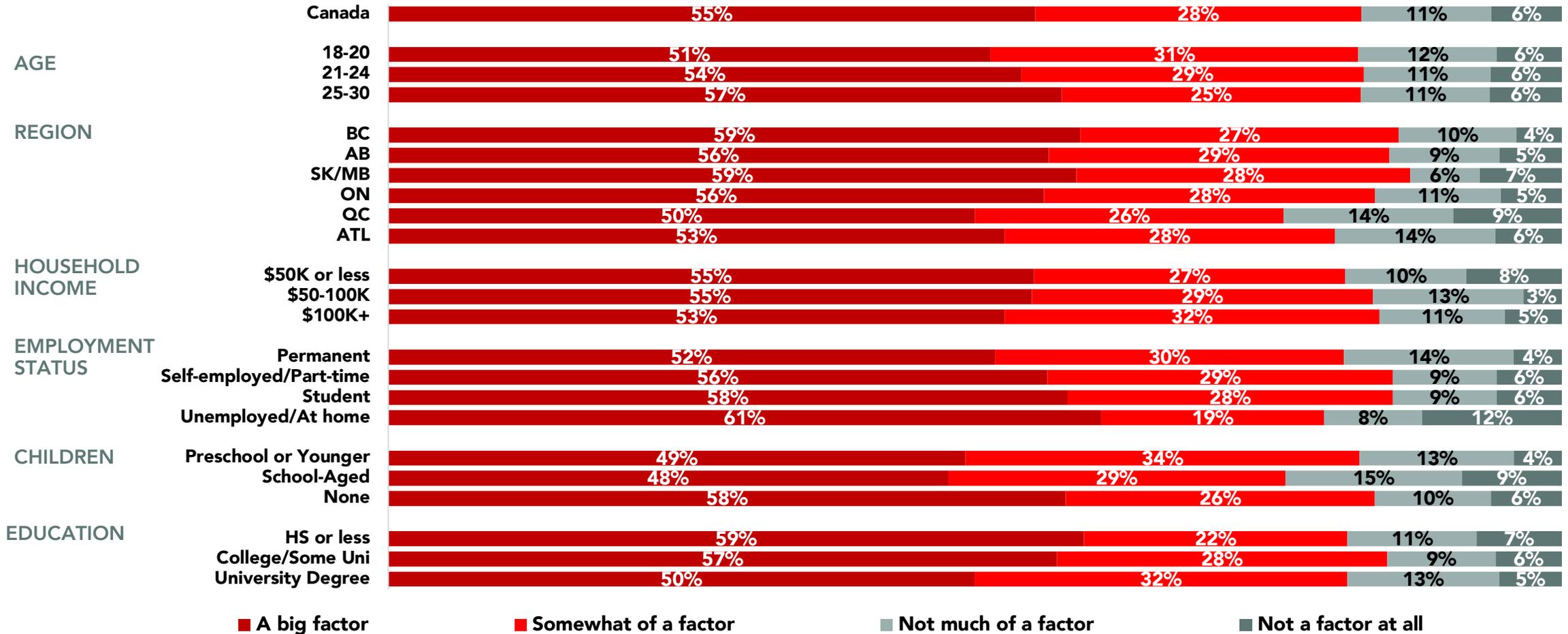
IT WOULD HAVE A POSITIVE IMPACT ON MY CAREER OVERALL



Regardless of whether you've considered it or not, if you were making a decision about whether to run for public office, to what extent are the following statements true or false for your own situation?

BARRIERS PREVENTING WOMEN FROM RUNNING FOR PUBLIC OFFICE

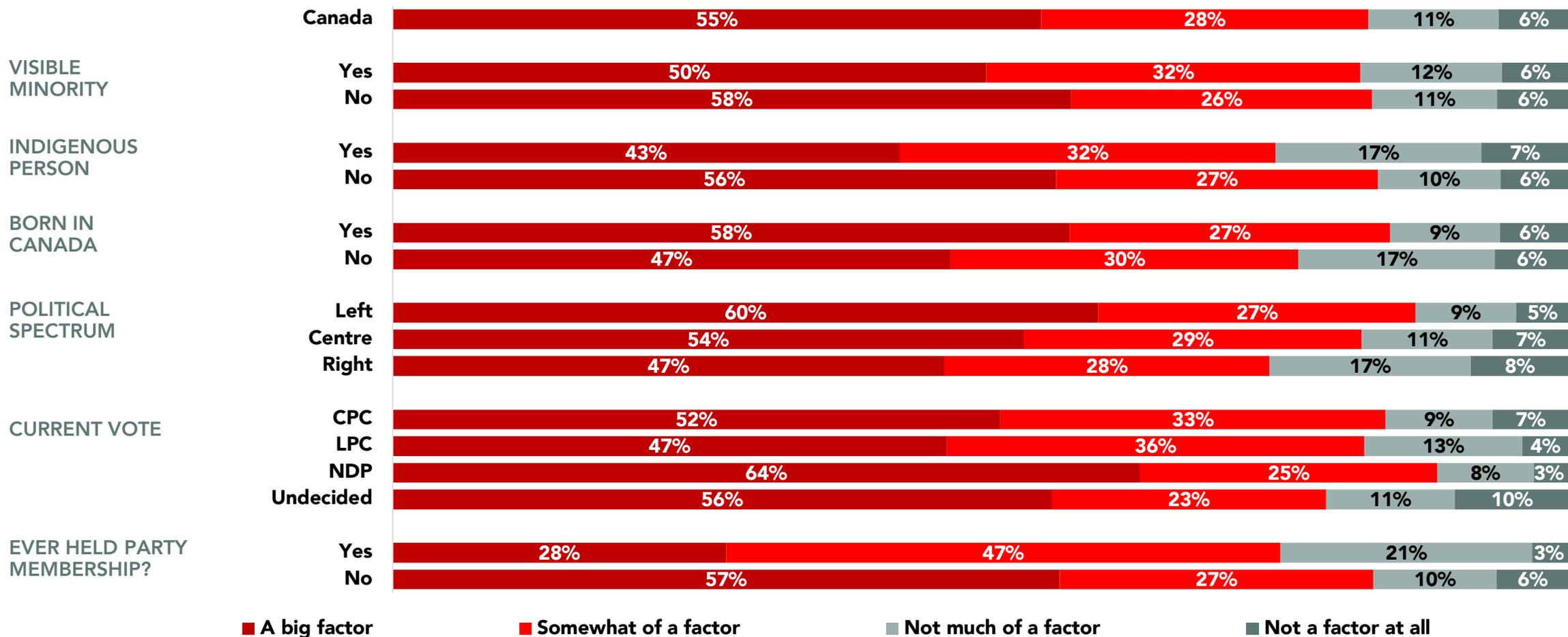
I DON'T FEEL QUALIFIED TO RUN FOR PUBLIC OFFICE



Thinking about why you might not run for public office, are any of the following a factor?

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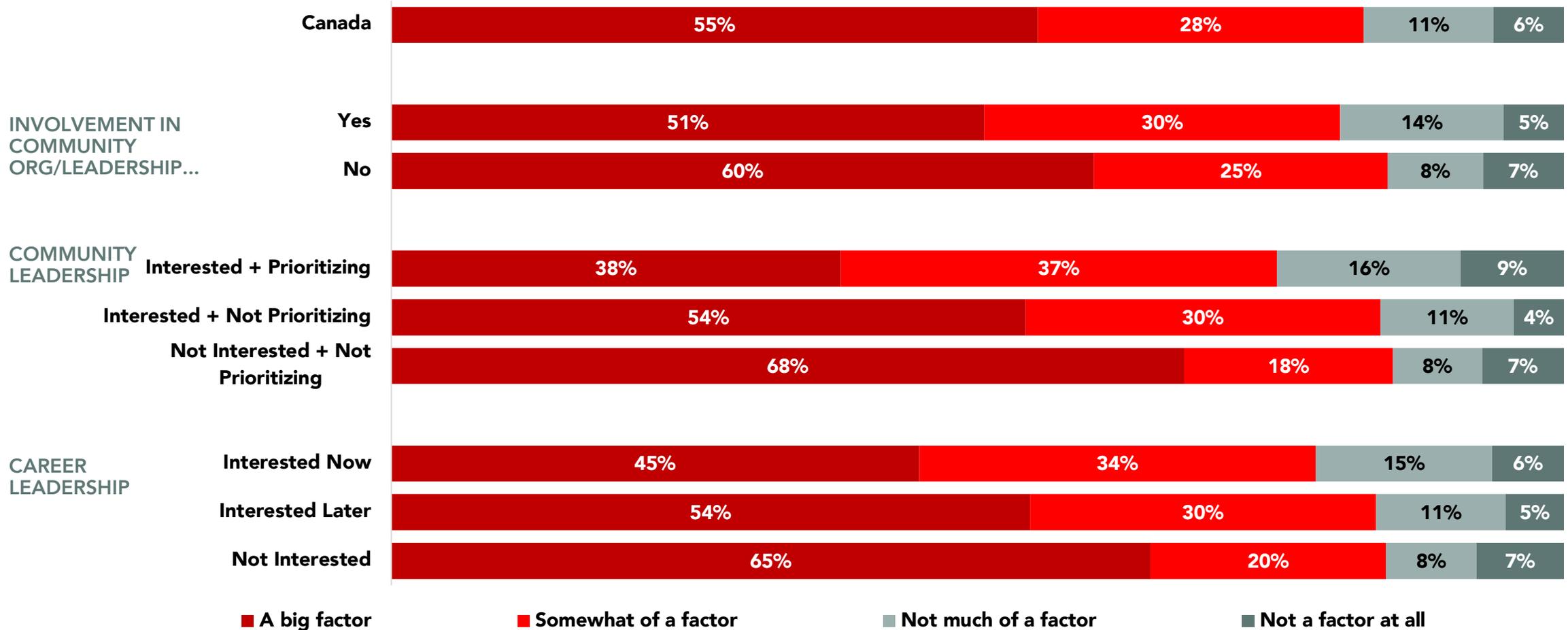
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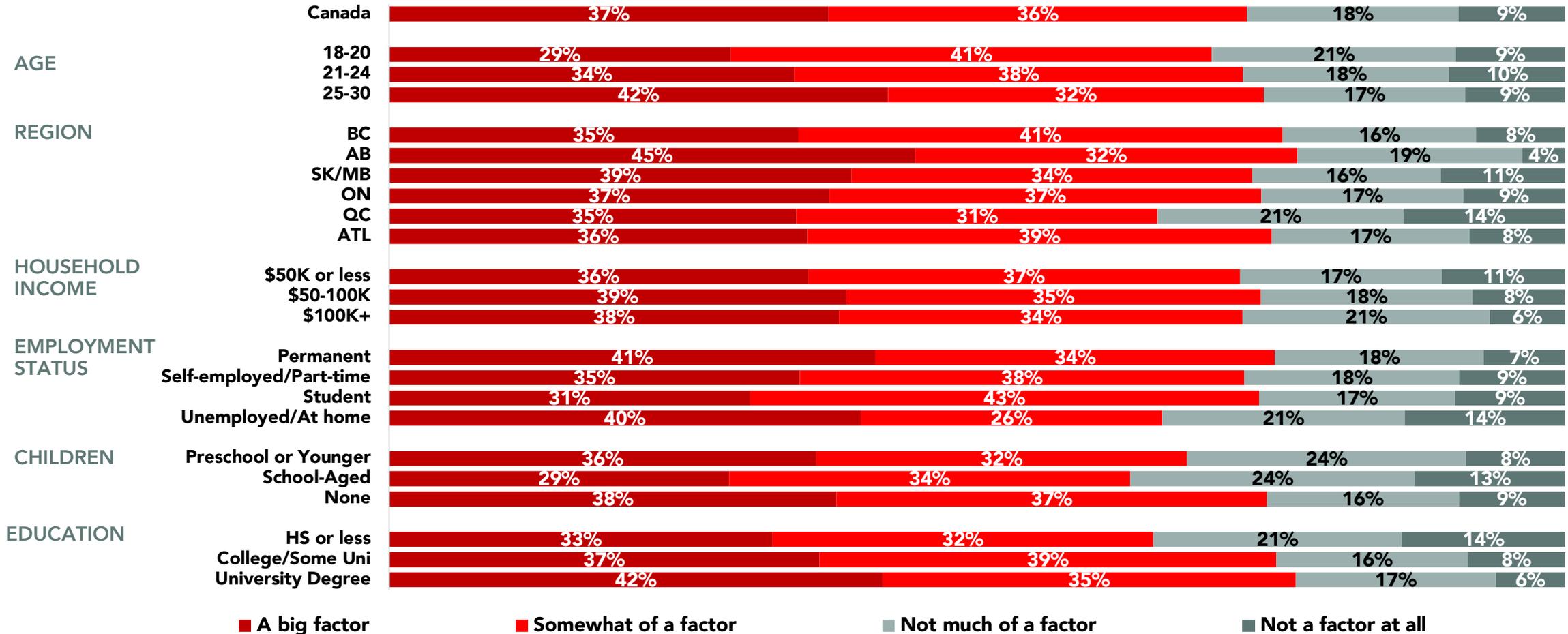
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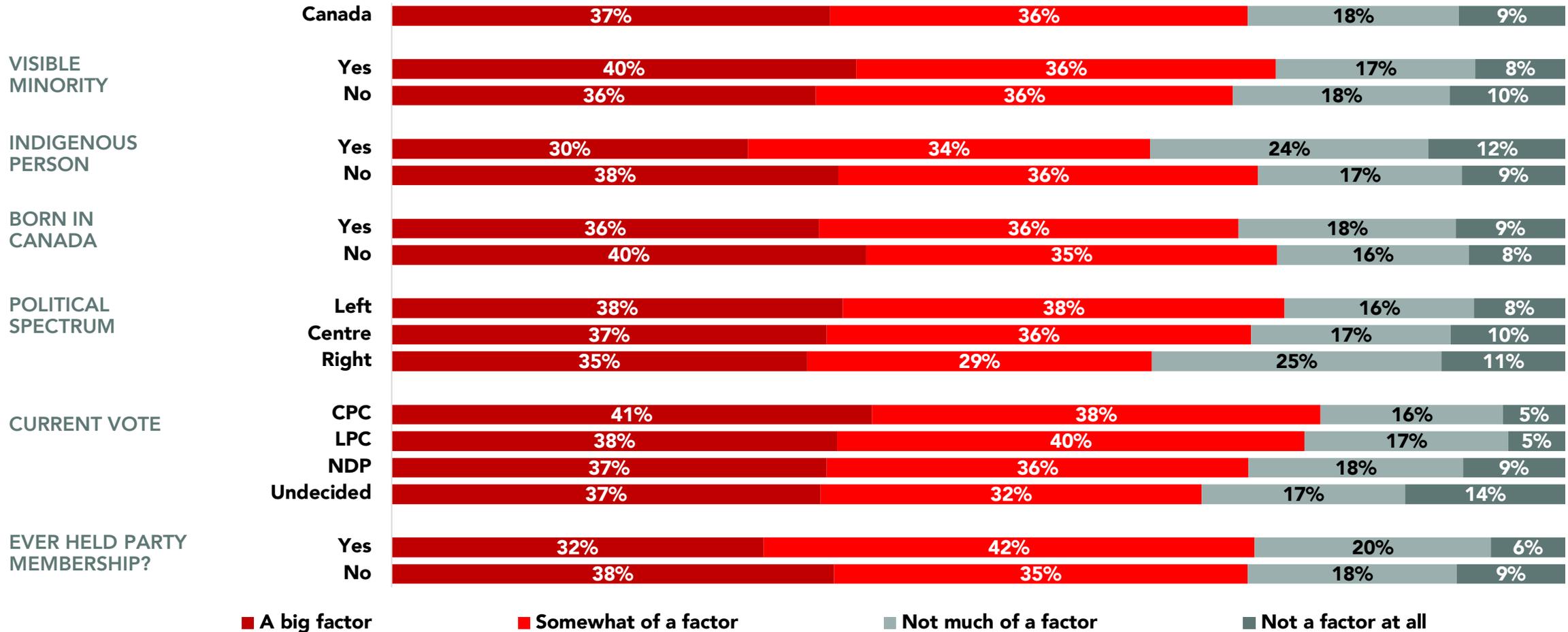
I HAVE CONCERNS ABOUT THE ONLINE HARASSMENT I COULD FACE



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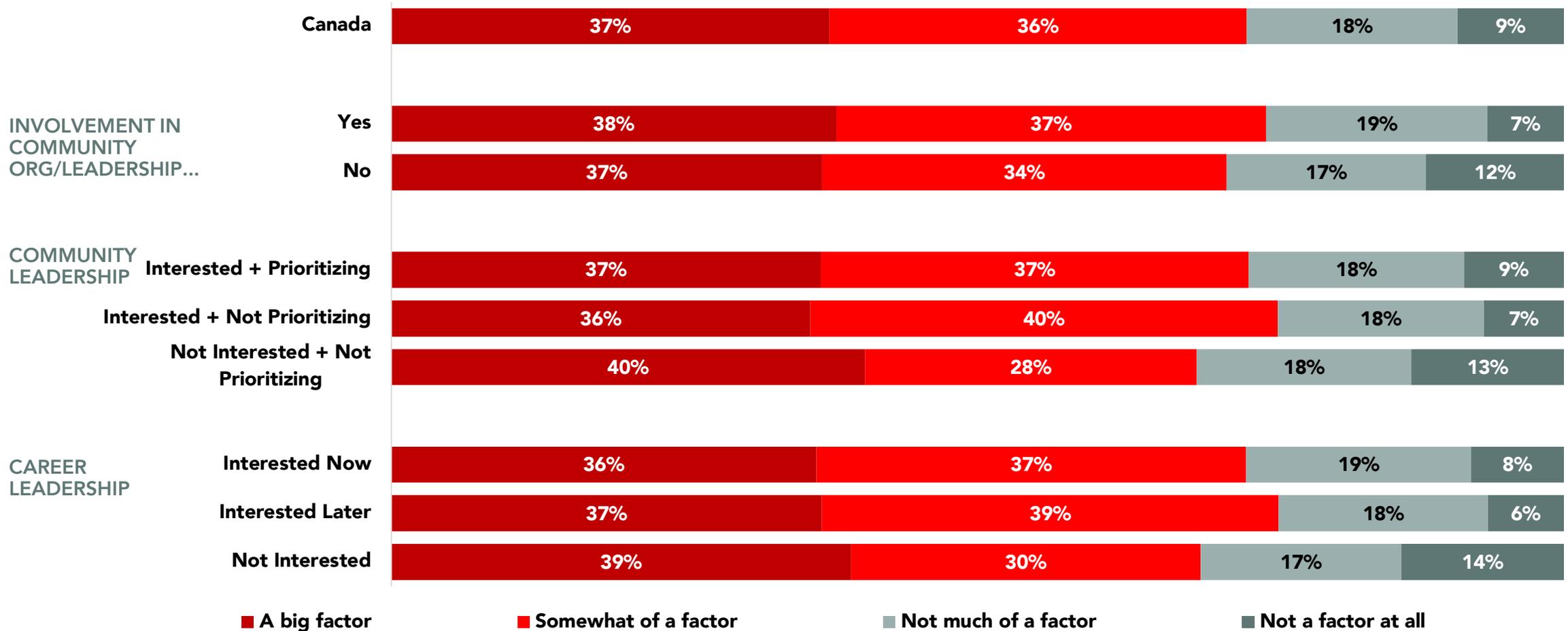
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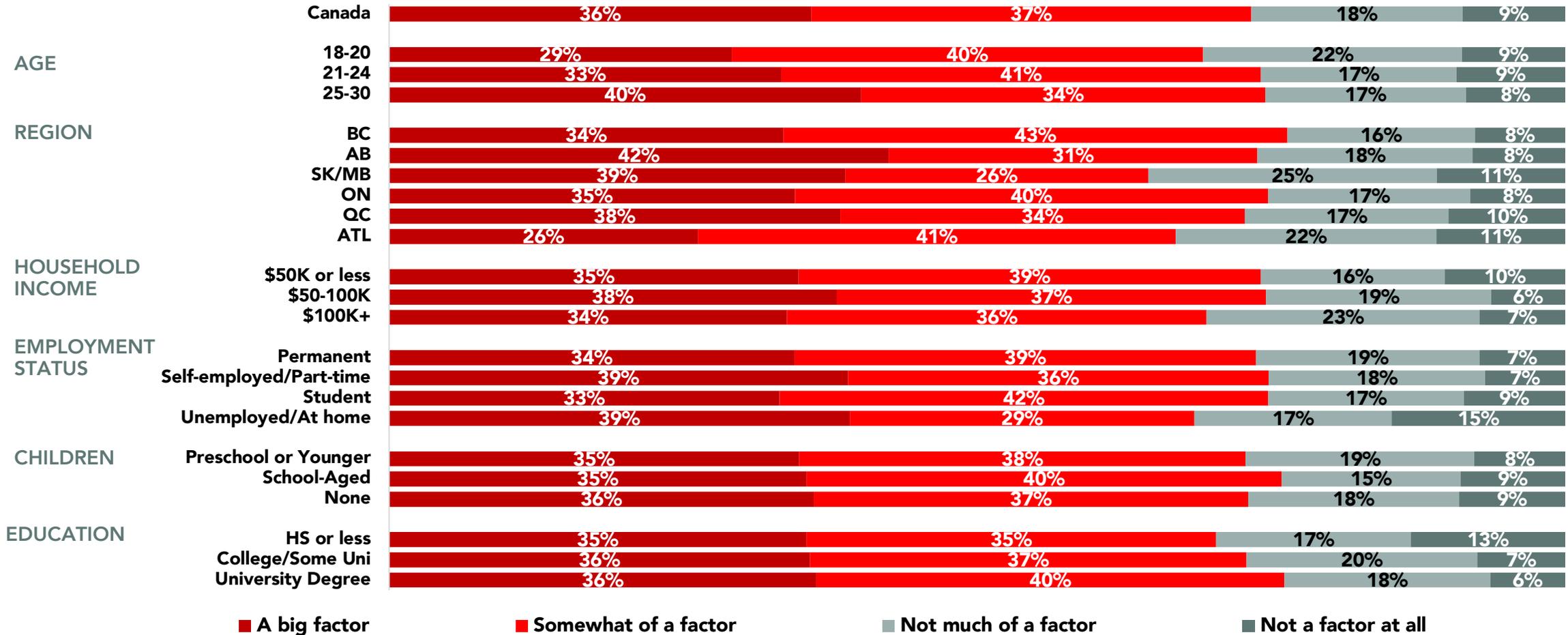
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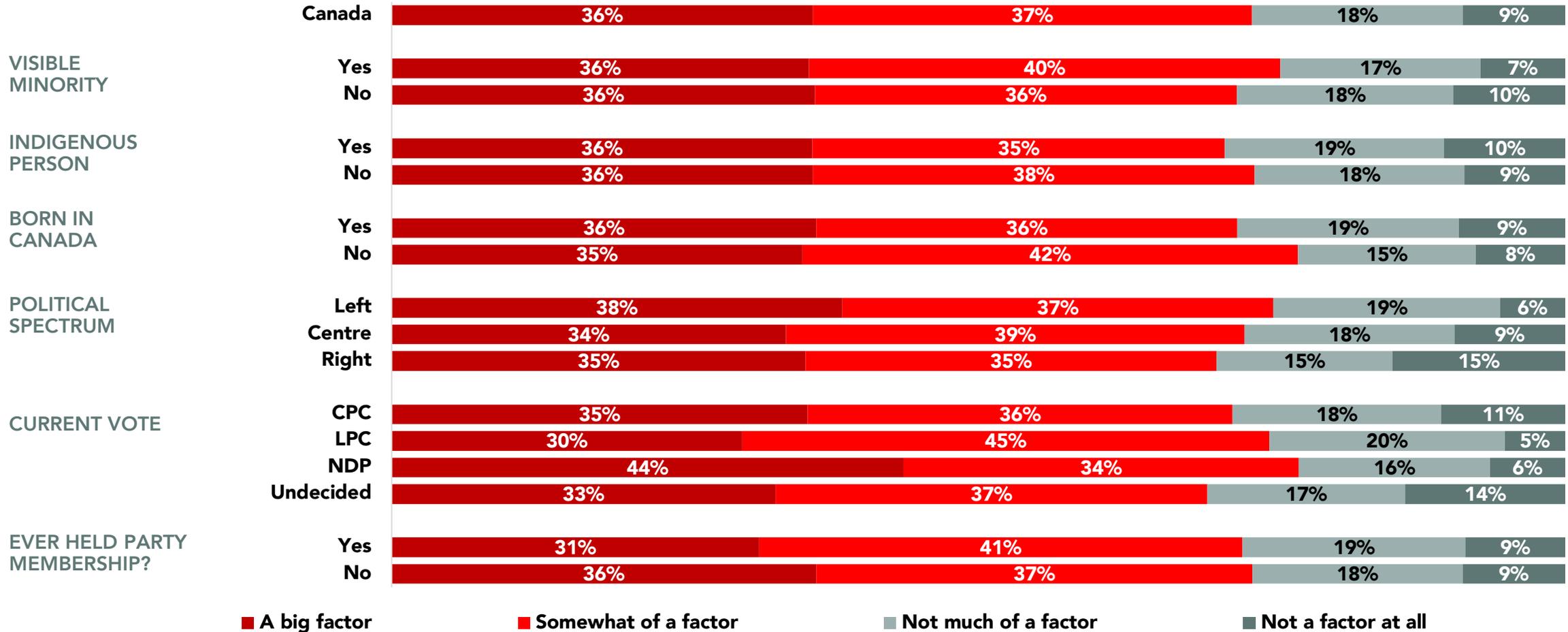
I DON'T FEEL WELCOMED/INVITED TO RUN FOR PUBLIC OFFICE



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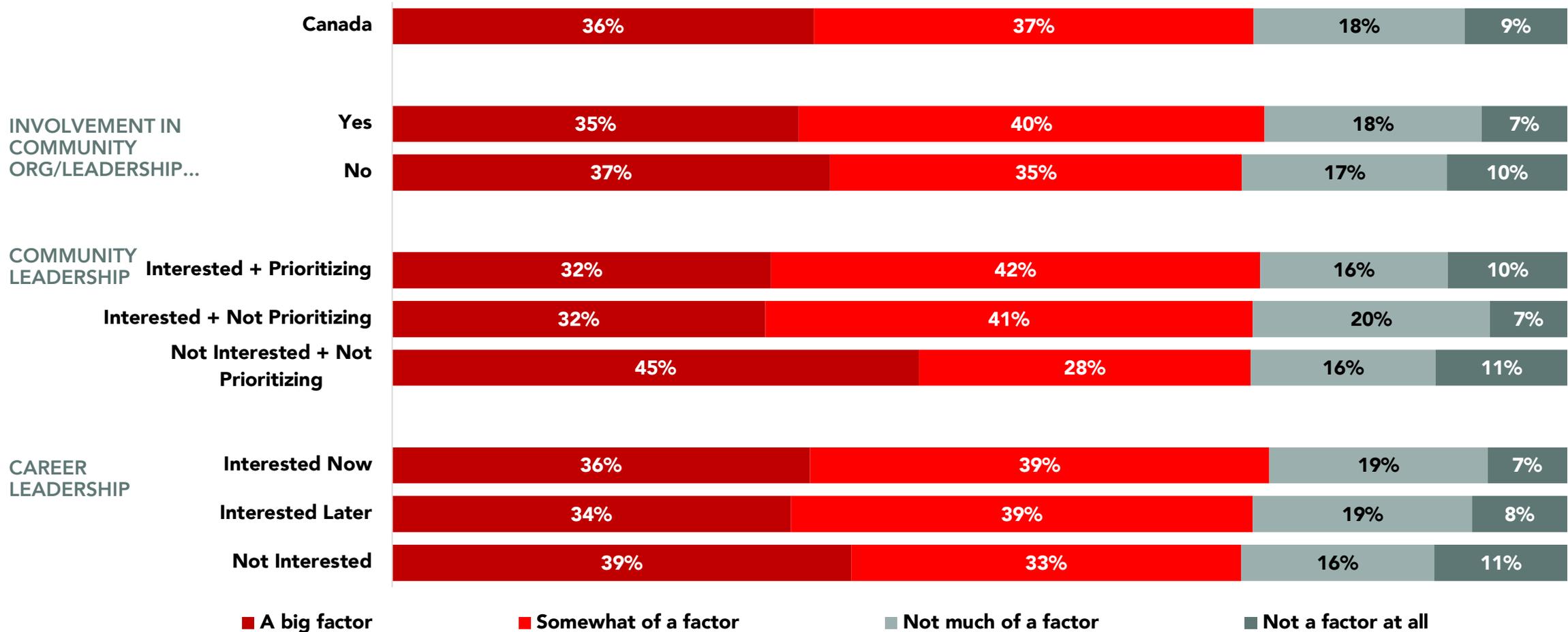
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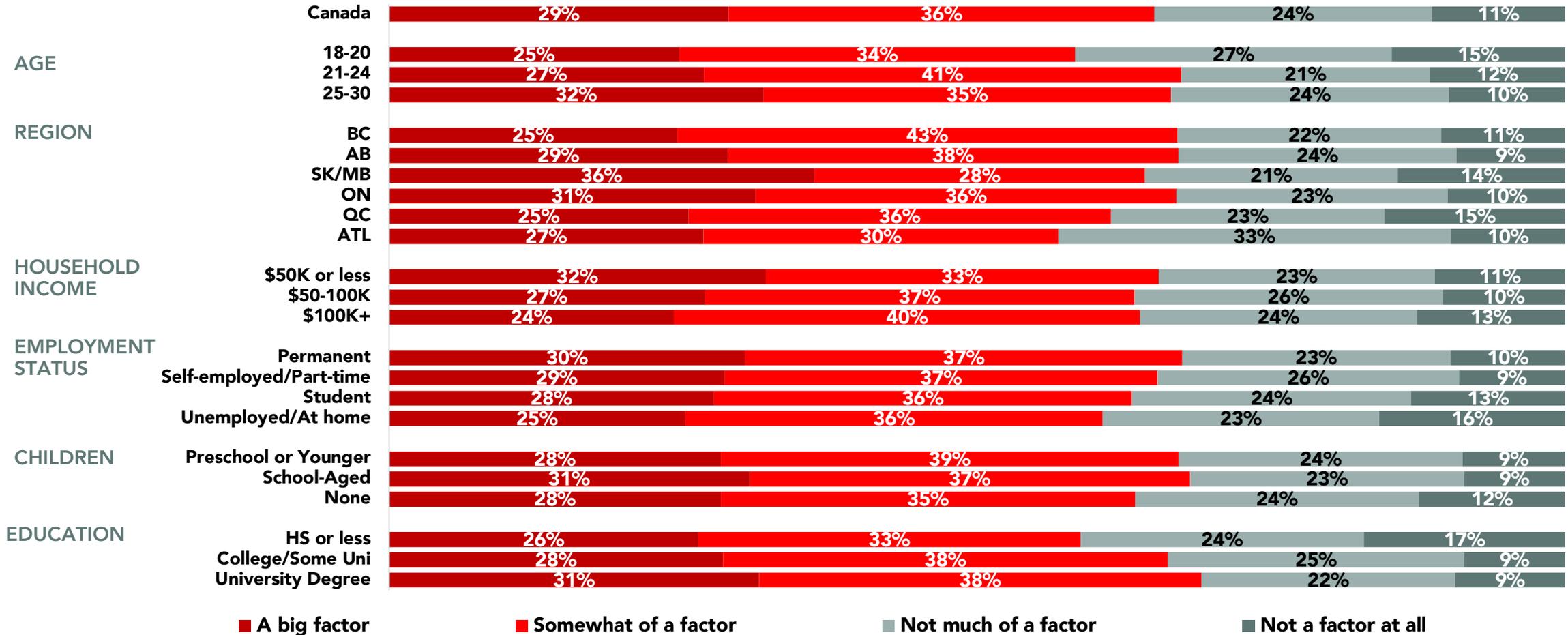
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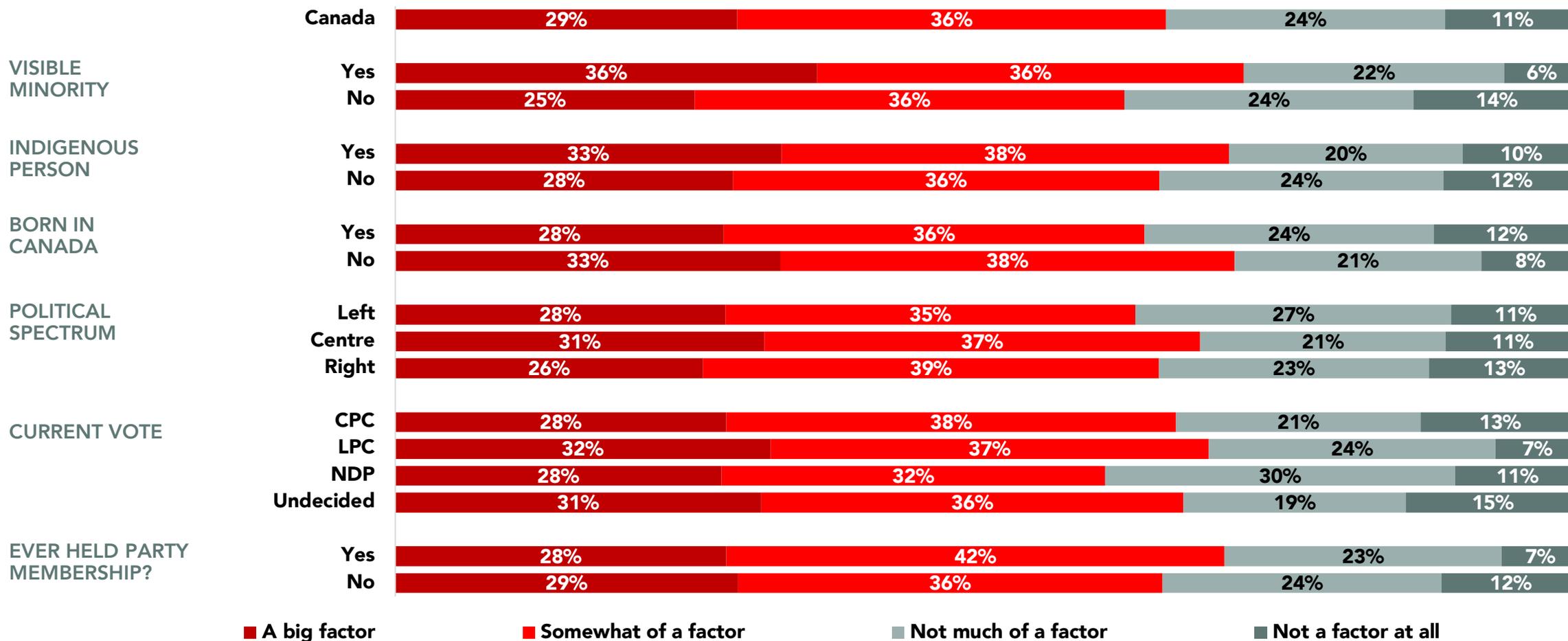
I AM WORRIED ABOUT THE PHYSICAL SAFETY CONCERNS I COULD FACE



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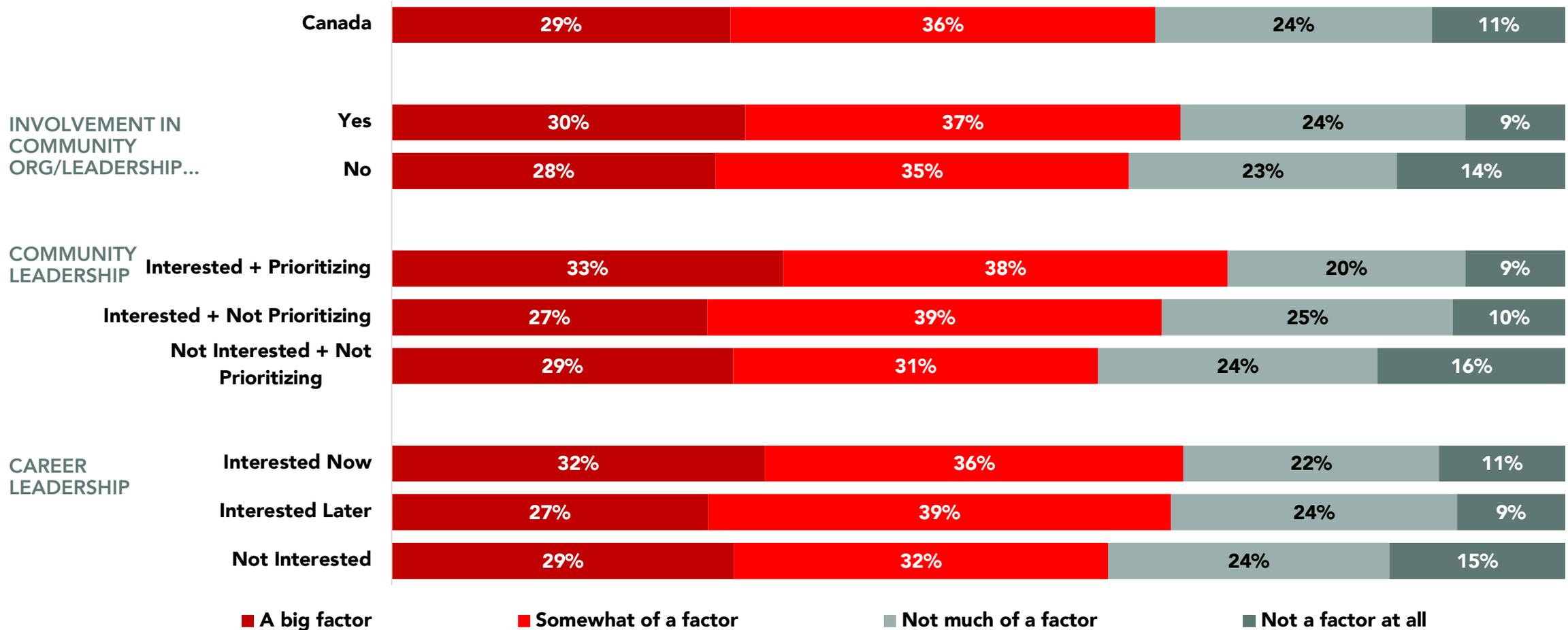
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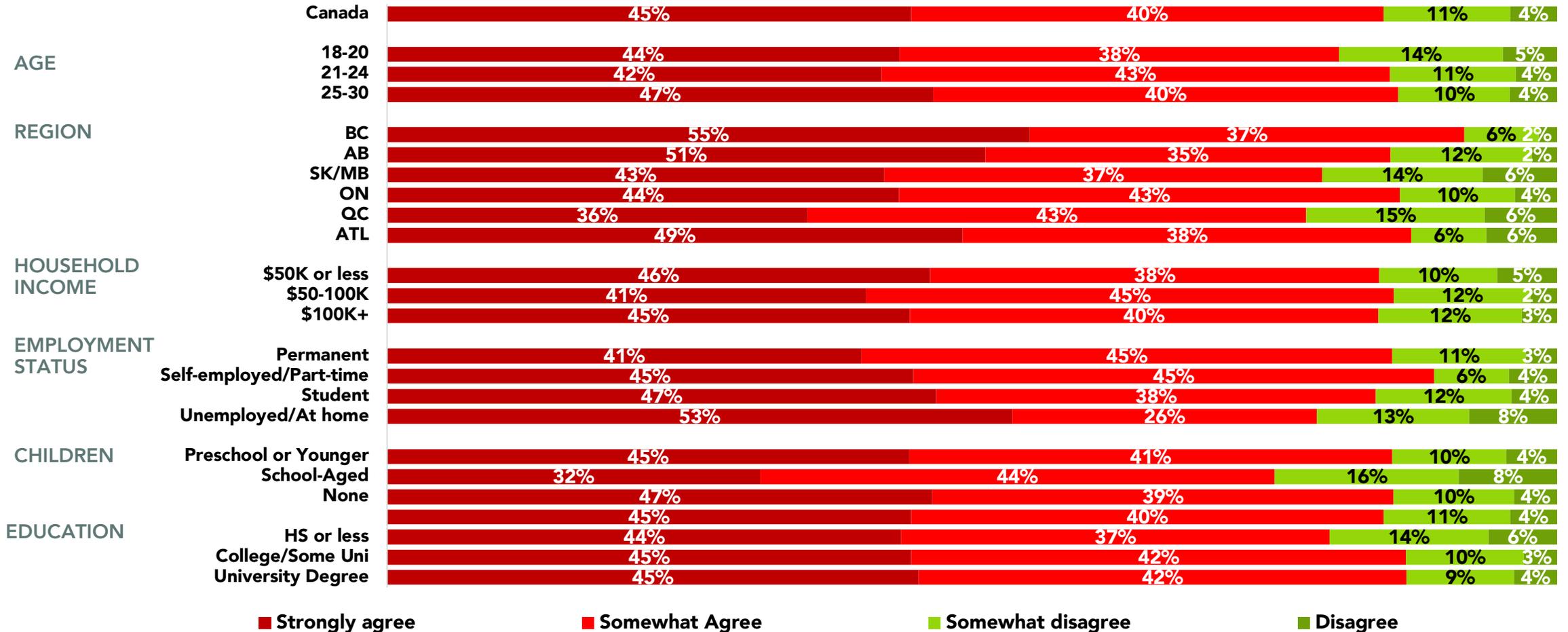
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CONCERNS THAT YOUNG WOMEN HAVE WHEN IT COMES TO POLITICS

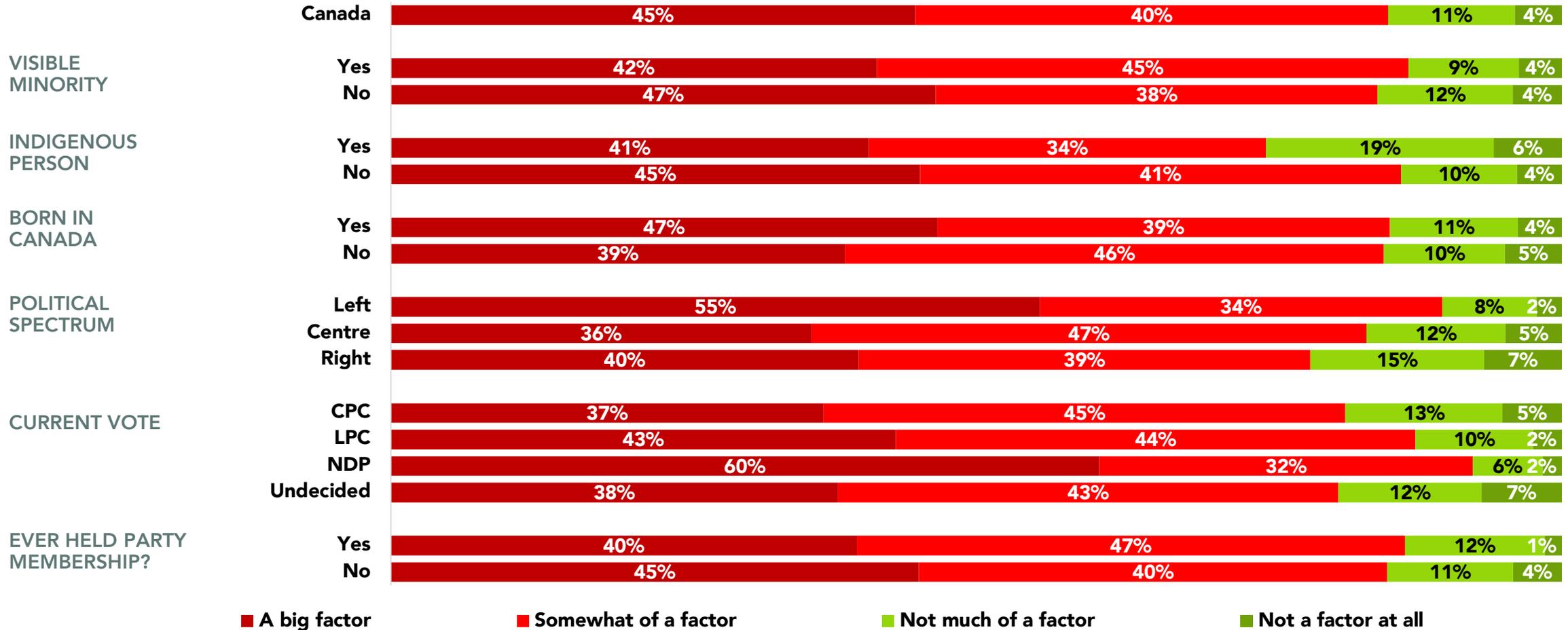
WOMEN WHO ARE ELECTED REPRESENTATIVES OFTEN DEAL WITH A LOT OF HARASSMENT, INCLUDING ONLINE HARASSMENT



And what about the following? Do you agree or disagree?

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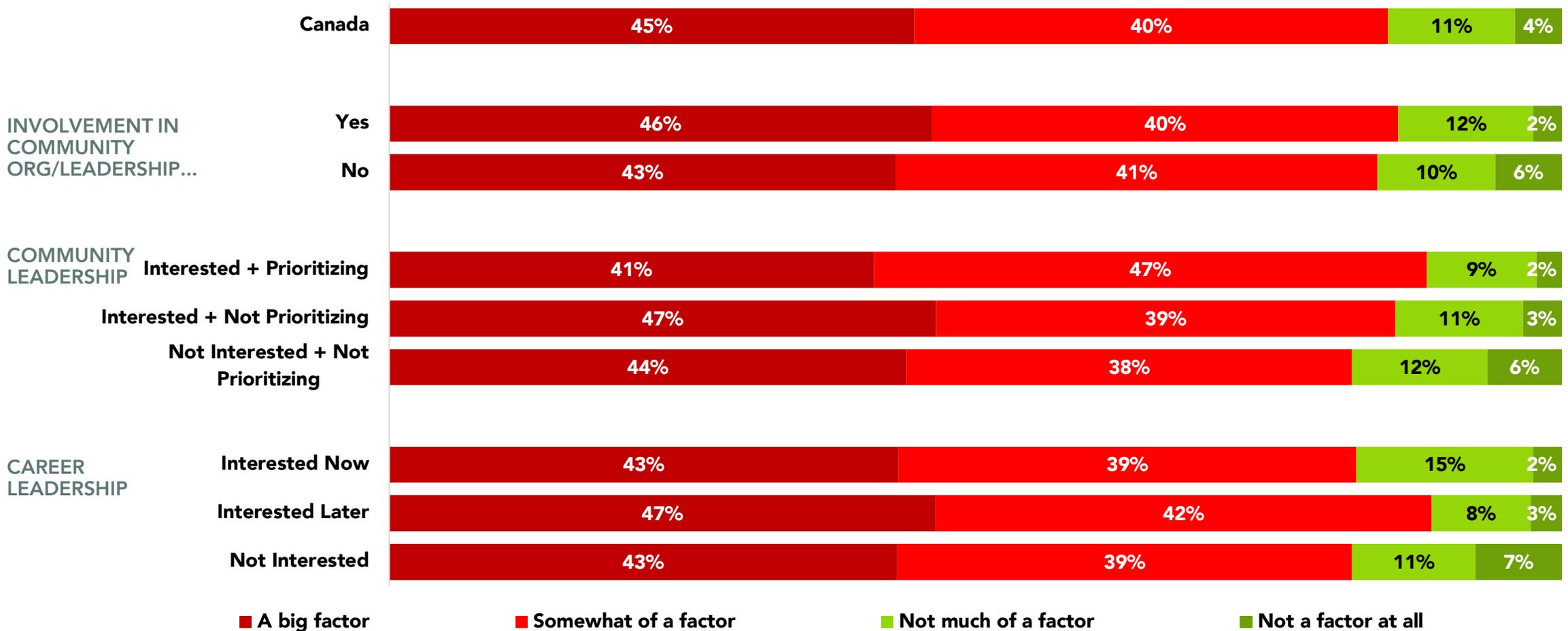
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