



PRESS RELEASE | British Columbia

Methodology:

Results are based on online studies conducted from February 7 to February 14, 2022, among 800 adult women in British Columbia. The data has been statistically weighted according to Canadian census figures for age and region in British Columbia. The margin of error—which measures sample variability—is plus or minus 3.5 percentage points, 19 times out of 20.

Thinking of your own personal experiences living in British Columbia, how much discrimination have you personally experienced on account of your gender in the past three years?

A significant amount – 8%
A moderate amount – 19%
A small amount – 24%
None – 42%
Not sure – 8%

Discrimination a Reality for Most Women in British Columbia

More than seven-in-ten women aged 18-to-34 endured at least one of 12 different types of discrimination in the past three years.

Vancouver, BC [March 18, 2022] – A sizeable proportion of women in British Columbia have experienced discrimination over the past three years, a new Research Co. poll has found.

In the online survey of a representative provincial sample, only 42% of women in British Columbia say they have not experienced discrimination on account of their gender in the past three years.

About one-in-four women in British Columbia (24%) have endured a “small amount” of discrimination, while 19% describe it as a “moderate amount” and 8% as a “significant amount.”

“Almost half of women in British Columbia aged 18-to-34 (46%) say they have experienced a moderate or significant amount of discrimination over the past three years,” says Mario Canseco, President of Research Co. “The proportion is markedly lower among women aged 35-to-54 (27%) and women aged 55 and over (11%).”

More than half of women in British Columbia (53%) recall experiencing at least one of 12 different types of discrimination tested in the survey—a proportion that rises to 72% among those aged 18-to-34 and to 59% among those with a university degree.

Over the past three years, at least one-in-five women in British Columbia endured poor customer service (25%), were the subject of sexist jokes (21%) or faced verbal harassment, such as slurs or catcalls (20%).

More than one-in-ten women in British Columbia experienced unfair treatment in the workplace (14%), were mocked or ridiculed because of their gender (14%) or endured sexual harassment (13%) in the past three years.

Fewer women reported six other types of discrimination: loss of potential employment opportunity (9%), exclusion from social groups within work (8%), violence or physical harassment (7%), exclusion from social groups within school (6%), denial of goods or services (4%) and denial of facilities or accommodation (also 4%).

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About Research Co.



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Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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