

The truth about pay disparity within the Canadian planning community

*presented by
Amy Egan & Danielle Baker*



APG Canada

**Stone —
Olafson**

Agenda

Overview

Results

Panel Discussion

Stone —
Olafson



A hand holding a lit sparkler in the ocean at dusk. The background is a dark blue sea with gentle waves. The sparkler is lit, creating a burst of golden sparks that float in the air. The word "Overview" is written in white, bold, sans-serif font across the center of the image.

Overview

Study Overview: *who were the 239 respondents?*

220
Full timers

122
Women

189
Not a visible minority

135
Aged 18-35

17
Freelancers

109
Men

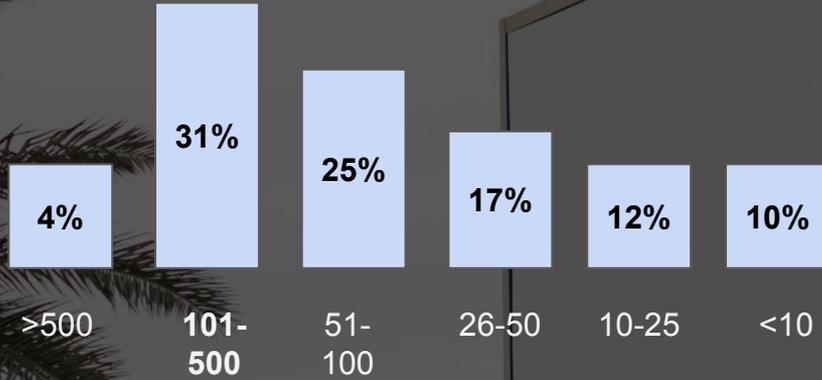
50
Visible minority

73
Aged 36-45

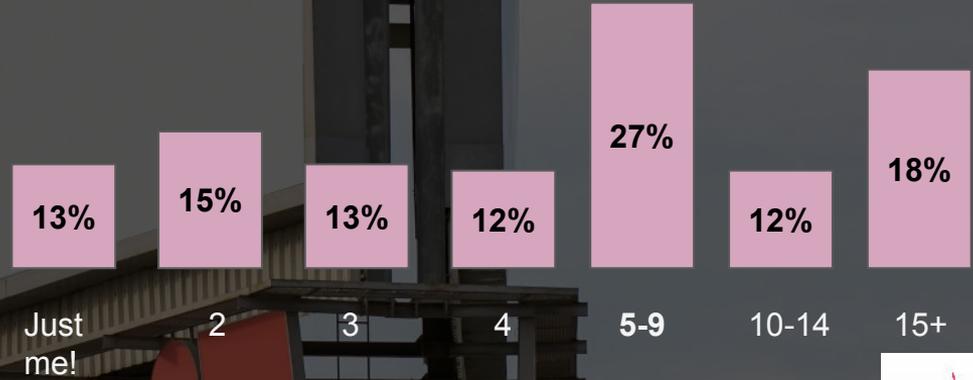
31
Aged 46+

Study Overview: *who were the 239 respondents?*

Size of Agency



Size of Planning Team



Study Overview: *who were the 239 respondents?*

Executive (22%)

Head of
VP/SVP/EVP
Chief Strategy
Officer

Director (30%)

Strategy Director
Planning
Director
Digital Strategy
Director

Senior (18%)

Senior Strategist
Senior Planner
Senior Comms
Strategist

Junior (30%)

Junior Planner
Junior Strategist
Planner
Strategist
Digital Strategist



Impact
Full

Power
Now

Results

Key Takeaways

1. There is a pay gap between men and women across all years of experience - it widens around the 7-10 year mark.
2. The pay gap is most extreme between women and men with kids.
3. There is a pay gap between visible minorities and white planners.

The Big Picture

ALL RESPONDENTS	3 yrs or less	4-6 years	7-10 years	11-18 years	19+ years
Median salary	\$60,000	\$95,000	\$122,500	\$132,500	\$170,000
Minimum salary	\$38,000	\$47,000	\$50,000	\$95,000	\$140,000
Maximum salary	\$90,000	\$120,000	\$185,000	\$225,000	\$307,500+

The Big Picture

Despite similar experience, men are earning 22% more than women

Female respondents

Average years in planning:

7.5

Average salary:

\$100,850

Male respondents

Average years in planning:

7.9

Average salary:

\$127,740

Men vs. Women

GENDER	3 yrs or less	4-6 years	7-10 years	11-18 years	19+ years
Median salary - male	\$62,500	\$95,000	\$140,000	\$159,250	\$185,000
Median salary - female	\$60,000	\$92,000	\$110,000	\$125,000	\$150,000
Female vs. male earnings	\$0.96	\$0.97	\$0.79	\$0.78	\$0.81

Parenthood

Mom planners are earning one-third less than dad planners

HAVE KIDS	3 yrs or less	4-6 years	7-10 years	11+ years
Median salary - male	-	\$95,000	\$165,000	\$200,000
Median salary - female	-	\$95,000	\$110,000	\$130,000
Female vs. male earnings	-	None	\$0.67	\$0.65

Race

Visual Minorities start out earning less than their white counterparts and continue to, especially after 4-6 years in planning

	3 yrs or less	4-6 years	7+ years
NVM	\$65,000	\$105,000	\$150,000
VM	\$57,500	\$80,000	\$125,000
VM vs. NVM earnings	\$0.88	\$0.76	\$0.83

Race x Gender

There is a sharper gap compared to white males (VM women & men do not have a differential).

	Male	Female
NVM	\$125,000	\$105,000
VM	\$80,000	\$80,000
VM vs. NMV earnings	\$0.64	\$0.76

Race x Gender

NVM Males	\$1
NVM Females	\$0.84
VM Males	\$0.64
VM Females	\$0.64

Location

At the less experienced levels and again at mid-career, Ontario roles offer the highest salaries

	3 yrs or less	4-6 years	7-10 years	11-18 years	19+ years
Median salary	\$75,000 Ontario	\$100,000 Ontario	\$129,000 West	\$173,250 Ontario	\$220,000 Quebec
	\$55,000 West	\$98,500 West	\$125,000 Ontario	\$119,000 Quebec	\$200,000 Ontario
	\$55,000 Quebec	\$70,000 Quebec	\$117,500 Quebec	\$107,500 West	\$160,000 West

A close-up photograph of a person's hands interacting with a silver laptop. One hand is pointing at the screen, while the other is on the trackpad. The person is wearing a black smartwatch and a ring. The background is blurred, showing what appears to be a wooden cabinet. The overall lighting is dim, with a dark overlay.

What about by title?

Recall: titles and groupings

Executive (22%)

**Head of
VP/SVP/EVP
Chief Strategy
Officer**

Director (30%)

**Strategy Director
Planning
Director
Digital Strategy
Director**

Senior (18%)

**Senior Strategist
Senior Planner
Senior Comms
Strategist**

Junior (30%)

**Junior Planner
Junior Strategist
Planner
Strategist
Digital Strategist**



Juniors

Median salary: **\$66,000**

Range: \$38,000-150,000

\$50k or less

24%

\$51-75k

59%

\$76k- 100k

14%

\$101-125k

2%

\$126-150k

2%



Juniors

Median salary: **\$66,000**

Range: \$38,000-150,000

\$50k or less

24%

\$51-75k

59%

\$76k- 100k

14%

\$101-125k

2%

\$126-150k

2%

Seniors

Median salary: **\$100,000**

Range: \$47,000-135,000

\$50k or less

7%

\$51-75k

7%

\$76k- 100k

47%

\$101-125k

37%

\$126-150k

3%

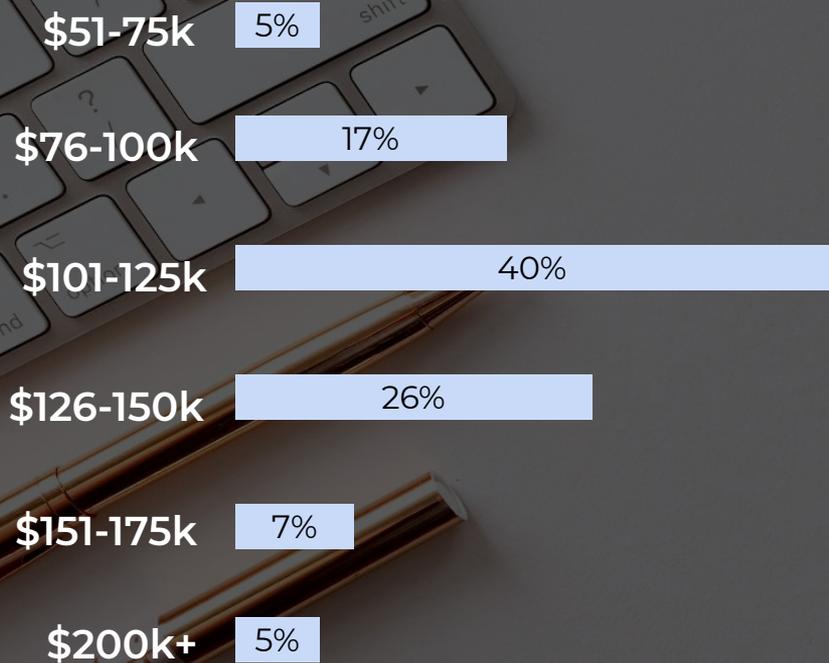




Directors

Median salary: **\$120,000**

Range: \$52,000-200,000

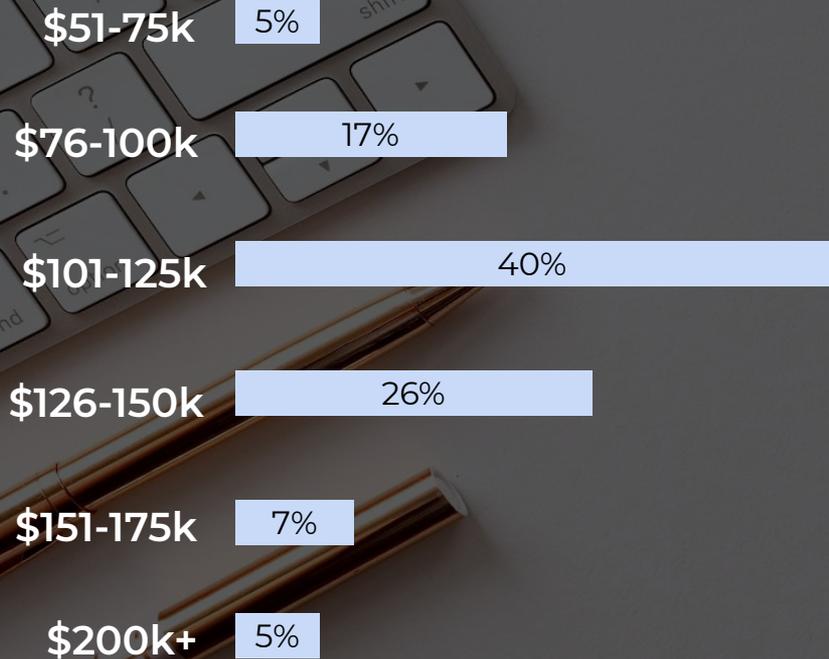




Directors

Median salary: **\$120,000**

Range: \$52,000-200,000



Executives

Median salary: **\$170,000**

Range: \$99,500-500,000



Perceptions

44%

Believe they receive the average compensation for their role

*21% believe below
24% don't know*

Women are more likely to believe they're paid the average salary

Men are more likely to believe that their compensation is below average

COVID-19 pushed women's participation in labour force down to lowest level in 30 years: RBC study

Pandemic threatens to wipe out decades of progress for working mothers



Economy will suffer if women can't return to the workforce at pre-COVID levels, say experts



[Perilita Stroh](#) · CBC News · Posted: Aug 17, 2020 4:00 AM ET | Last Updated: August 17



The Difficult Economic Side-Effects of COVID-19 for Women

MARCH 24, 2020 - by [Jessica Howard](#)



Let's say you're a single mom who works at a grocery store. How do you continue working now that COVID-19 has closed daycares and schools? How do you support yourself and your children?

The pandemic is intensifying economic barriers women already face throughout Canada, and research suggests that pandemics can

Panel Discussion

