



LONDON FOR ALL

A ROADMAP TO END POVERTY



Income & Employment

2.10 Promote the business case for employers to pay a Living Wage and acknowledge those who are already doing so

Living Wage London

Living Wage London launched in partnership with Living Wage Canada. There are currently 22 London employers that have registered as a Living Wage employer with Living Wage London. United Way Elgin Middlesex joined the ranks of living wage employers in 2019, signalling that paying people at least enough to meet basic needs for shelter, food and recreation is a critical investment in our community.

A Living Wage is different from minimum wage. Participating is not mandatory, it is a voluntary program that employers may implement in their workplaces. A Living Wage reflects what earners need to make in order that their household can meet its basic needs. It ensures families are not under severe financial stress, promotes social inclusion, and helps families achieve a basic level of economic security.

In 2016, researchers determined that the Living Wage for London, Ontario is \$15.53 per hour; however, where the employer provides an employee medical insurance plan, the Living Wage drops to \$14.57 per hour.

In 2019, the London Poverty Research Centre at King's University College calculated the city's living wage as \$16.20 per hour, a 4.3 per cent increase over the 2016 living wage, when the calculation was last made. The London Poverty Research Centre (LRCP), lead agency for Living Wage Ontario in London, made the announcement as part of Living Wage Week November 4 – 10, 2019. It's also more than \$2 higher than the province's minimum wage, which currently sits at \$14/hour.

As of February 2020, there are 19 Certified Living Wage Employers in London - representing 949 Employees.

Websites Visit to Livingwagelondon.ca per Year - April 27 2019 - April 27 2020 there have been:

- a. 2065 Unique Visitors
- b. 2518 Page Views
- c. These numbers are up about 46% from the year before.
- d. There are spikes in visitors during the launch of the numbers in November 2019 and Follow up media articles in February 2020.