

Canada This Month



June 2007

Maclean's Canada Day Survey

Methodology

- The online survey was conducted among current members of the INNOVATIVE's Canada 20/20 panel between May 31st and June 18th, 2007, over three waves.
- The following table provides the dates of each wave, the sample size and the margins of error.

CTM Wave	Start Date	End Date	Sample Size	Margin of Error
Wave 1	May 31	June 6	N=1,222	±2.8%
Wave 2	June 6	June 13	N=1,172	±2.9%
Wave 3	June 13	June 18	N=946	±3.2%

- The margin of error will be larger within each sub-grouping of the sample

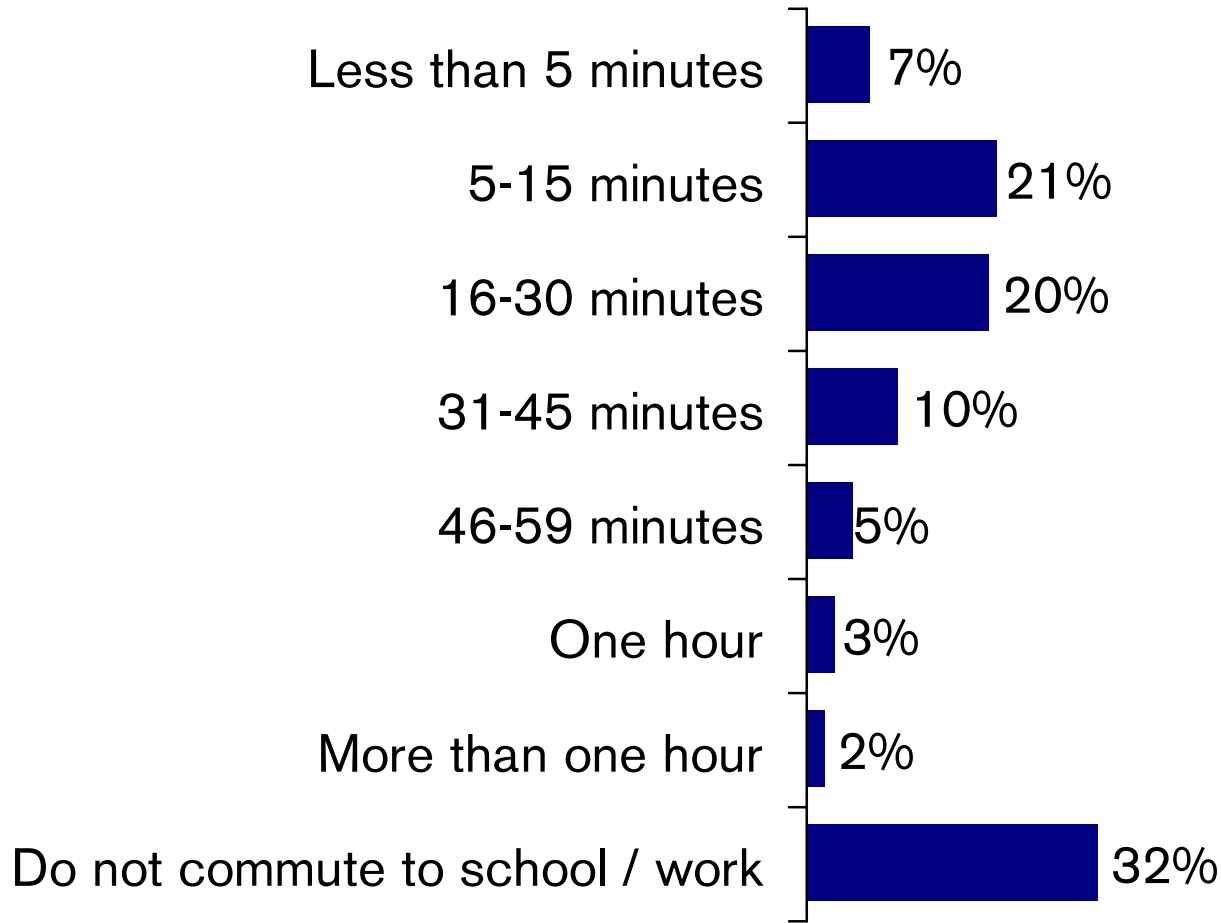
Wave 1 - May 31st to June 6th



One-in-five have at least a half hour commute

Q

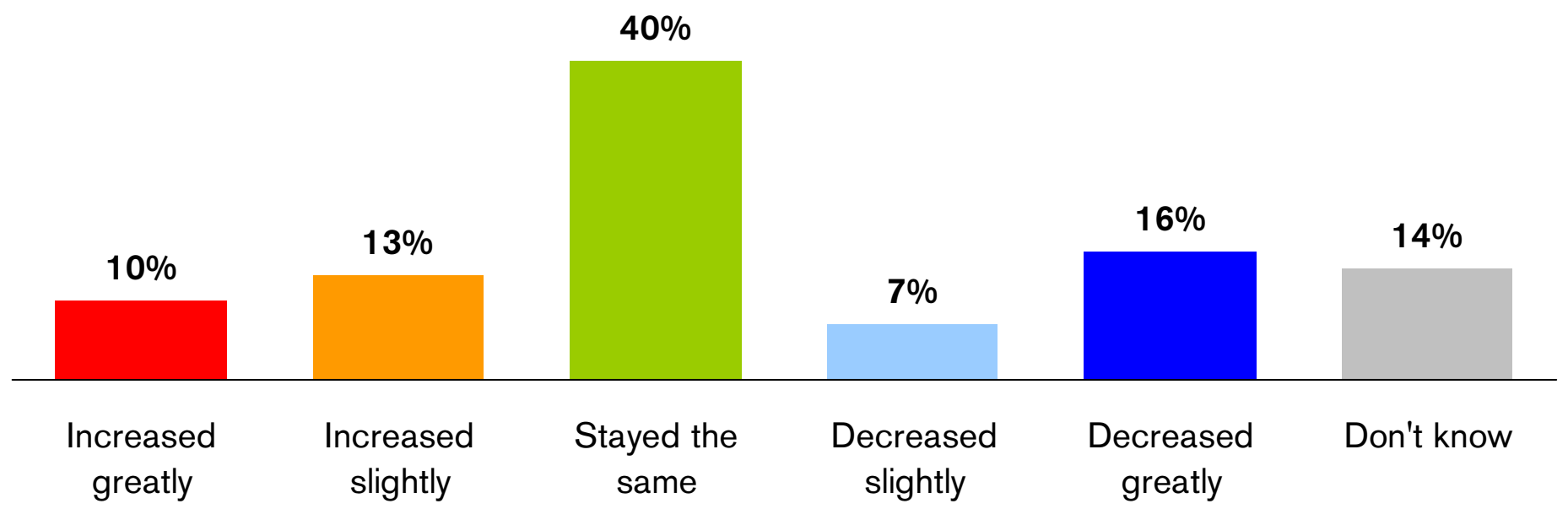
How long does it take you in minutes to get to your work or school on an average day?



N= 1,222

One-third report longer commute than 5 years ago

Q Thinking of your commute, compared to 5 years ago, has it . . . ?

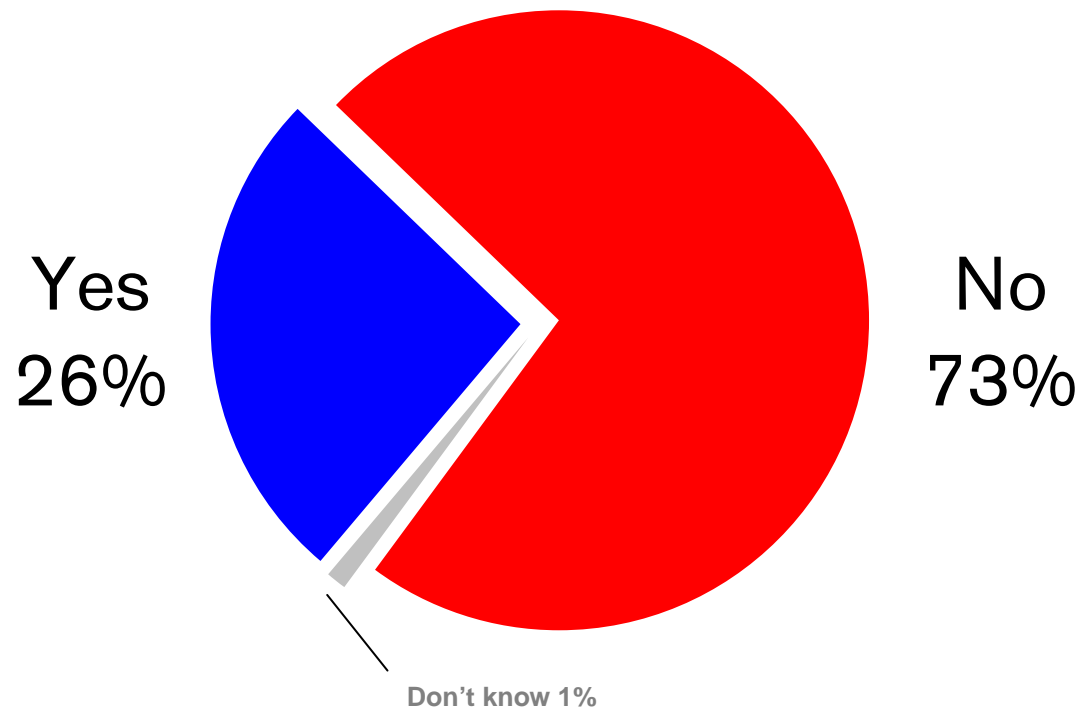


N= 1,222

Note: 'Don't know' (2%) not shown

One-quarter sit in cubicle at work

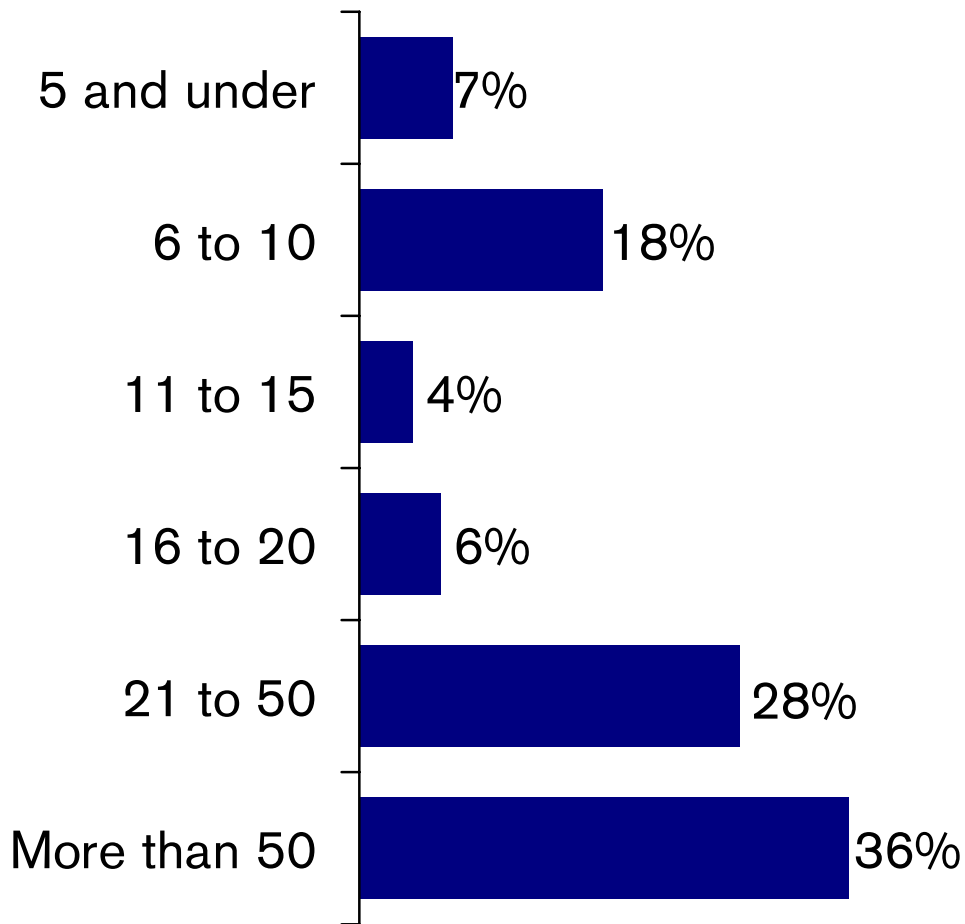
Q At your job, is your desk in a cubicle?



Base: Working respondents n= 717

One-quarter have cubicle of 10 square feet or less

Q And in square feet how big is your cubicle at work?

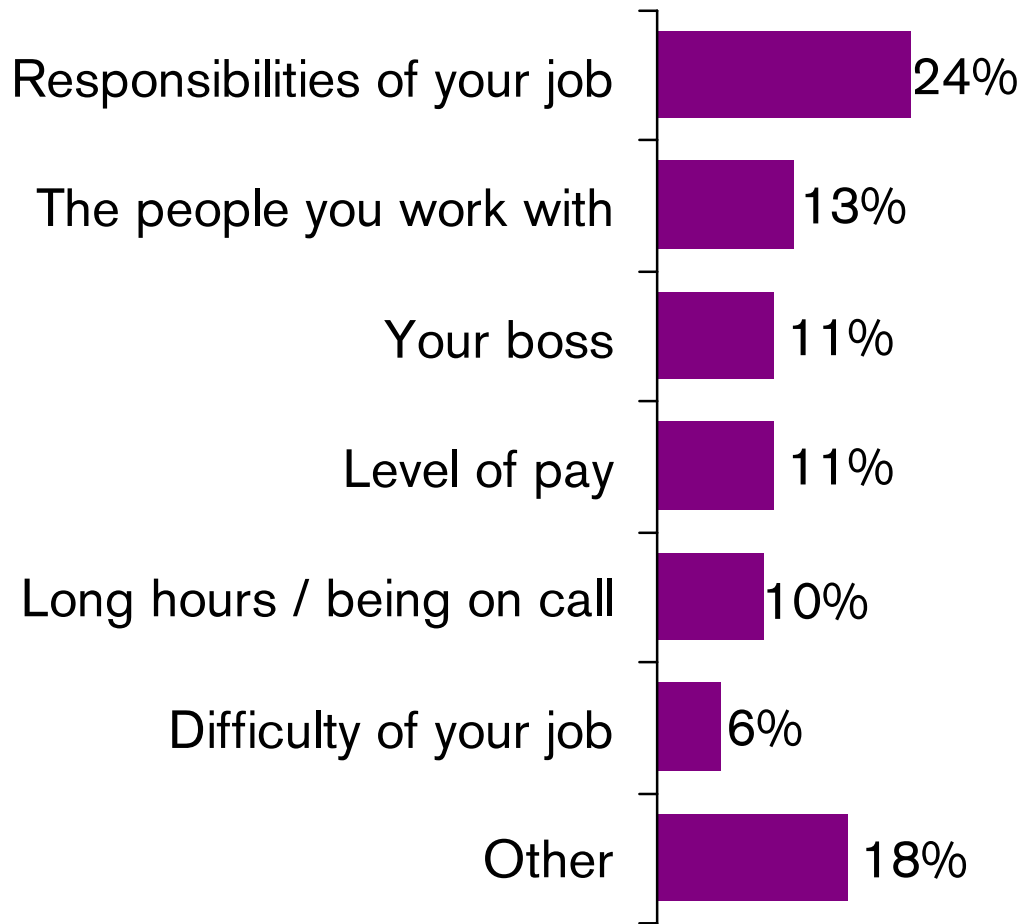


Base: Working respondents with cubicles
n= 172

One-quarter say actual job responsibilities biggest⁸ job related stress

Q

What is your biggest source of stress at work?



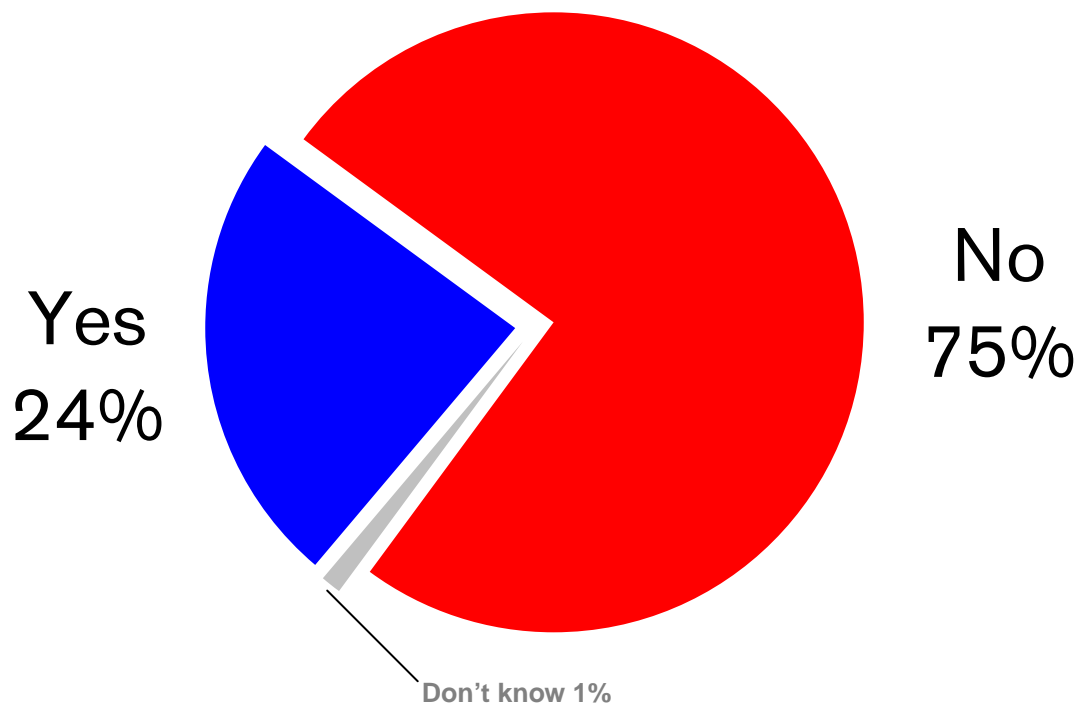
Base: Working respondents n= 717

Note: 'Don't know' (7%) not shown

One-quarter report having called in sick when they were not

Q

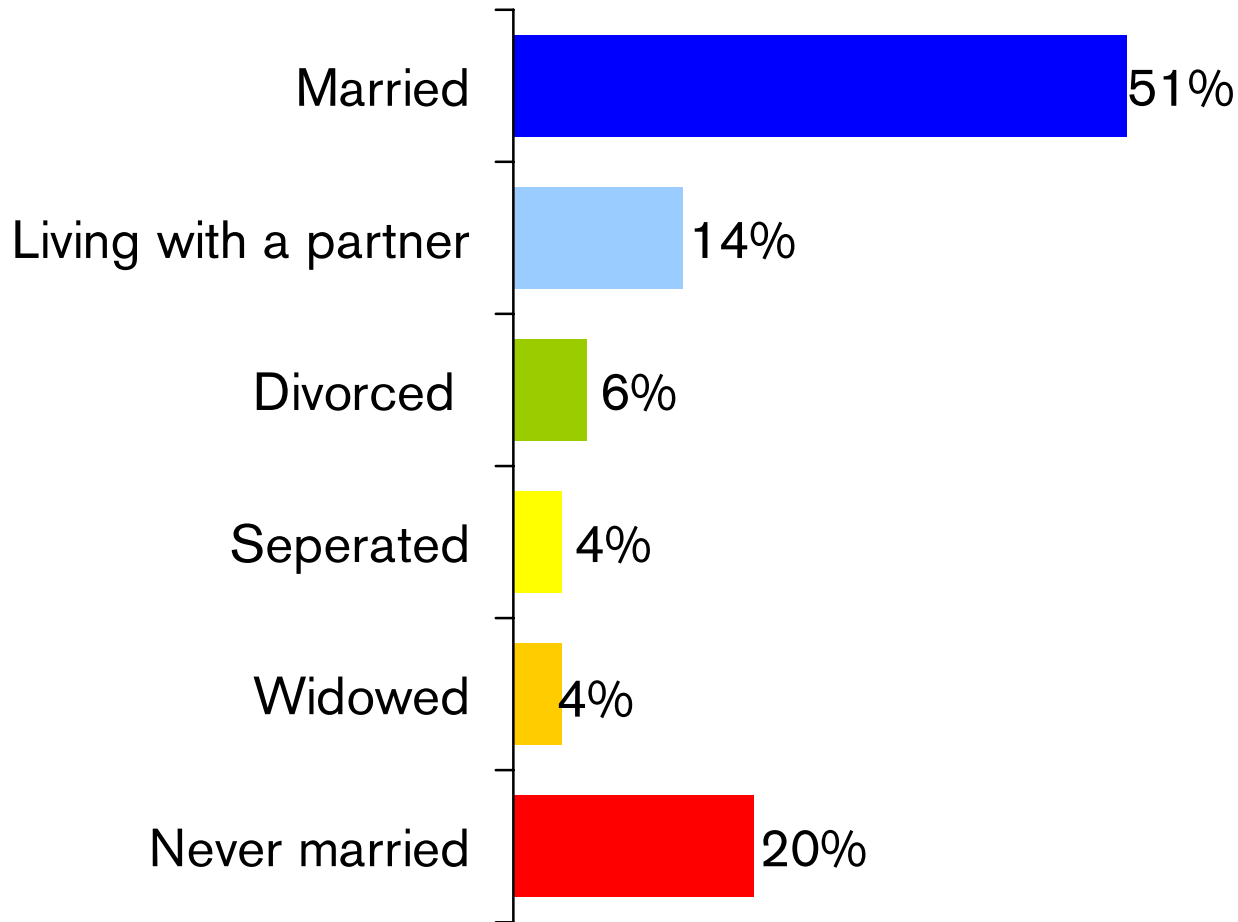
In the past 12 months, have you ever called in sick to your job, despite not being ill, in order to take a day off work?



Base: Working respondents n= 717

Two-thirds married or living with partner

Q Are you presently married, living with a partner, divorced, separated, widowed, or have you never been married?



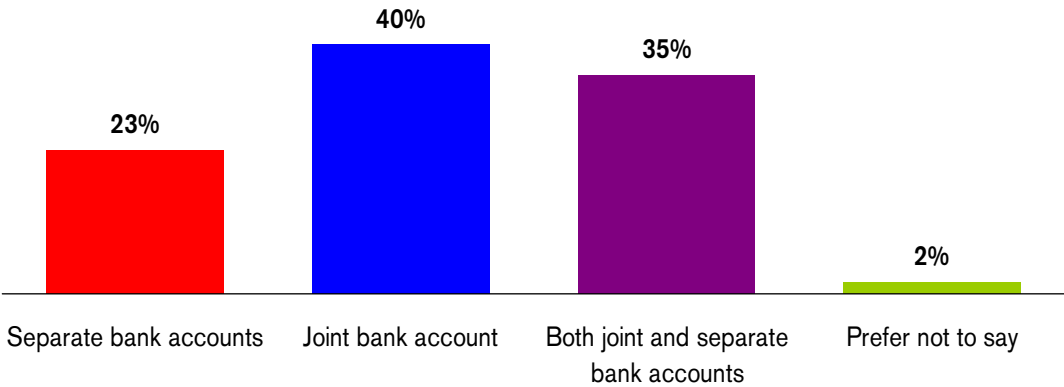
N= 1,222

Note: 'Don't know' (1%) not shown

Three-quarters have joint bank accounts, and most say it is their main account



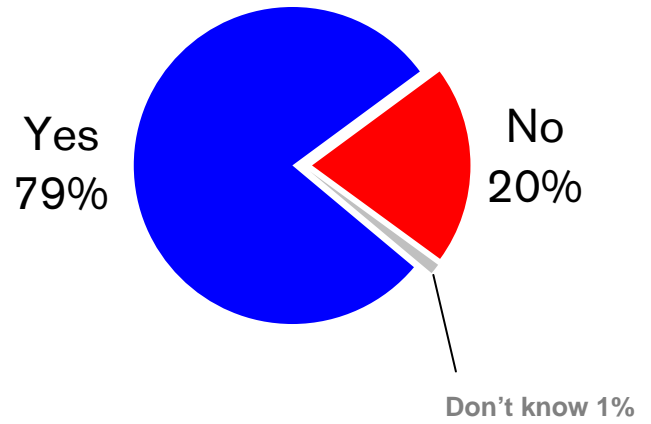
When it comes to banking for you and your spouse, do you have ...?



Base: Married/Living with partner
n= 867



Is the joint account your main bank account?



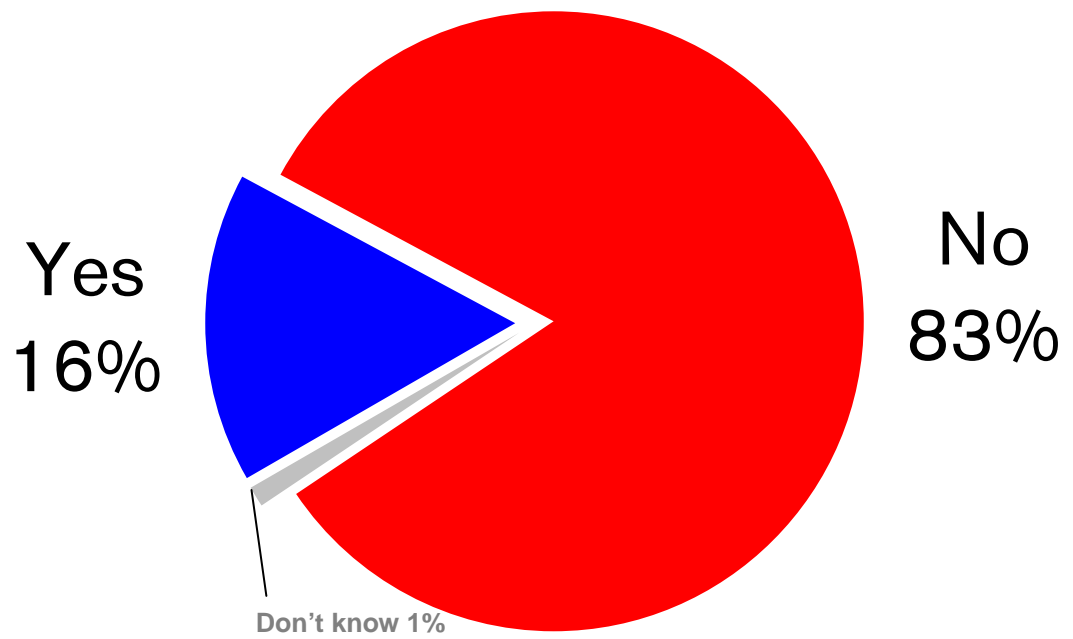
Base: Married/Living with partner and have joint account
n= 669



Over last year just under one-fifth have kept financial secret from partner



Over the past year, have you kept any financial secrets, such as purchases, assets, investments or debt, from your spouse?



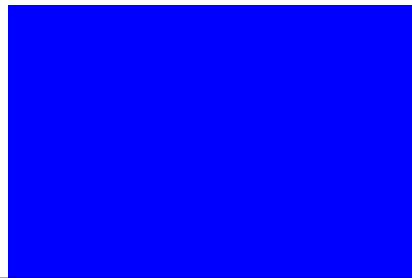
Base: Married/Living with partner
n= 867

Two-fifths have a mortgage

Q

Which of the following best represent your current housing situation?

29%



Own my home and have no mortgage

41%



Own my home and have a mortgage

30%



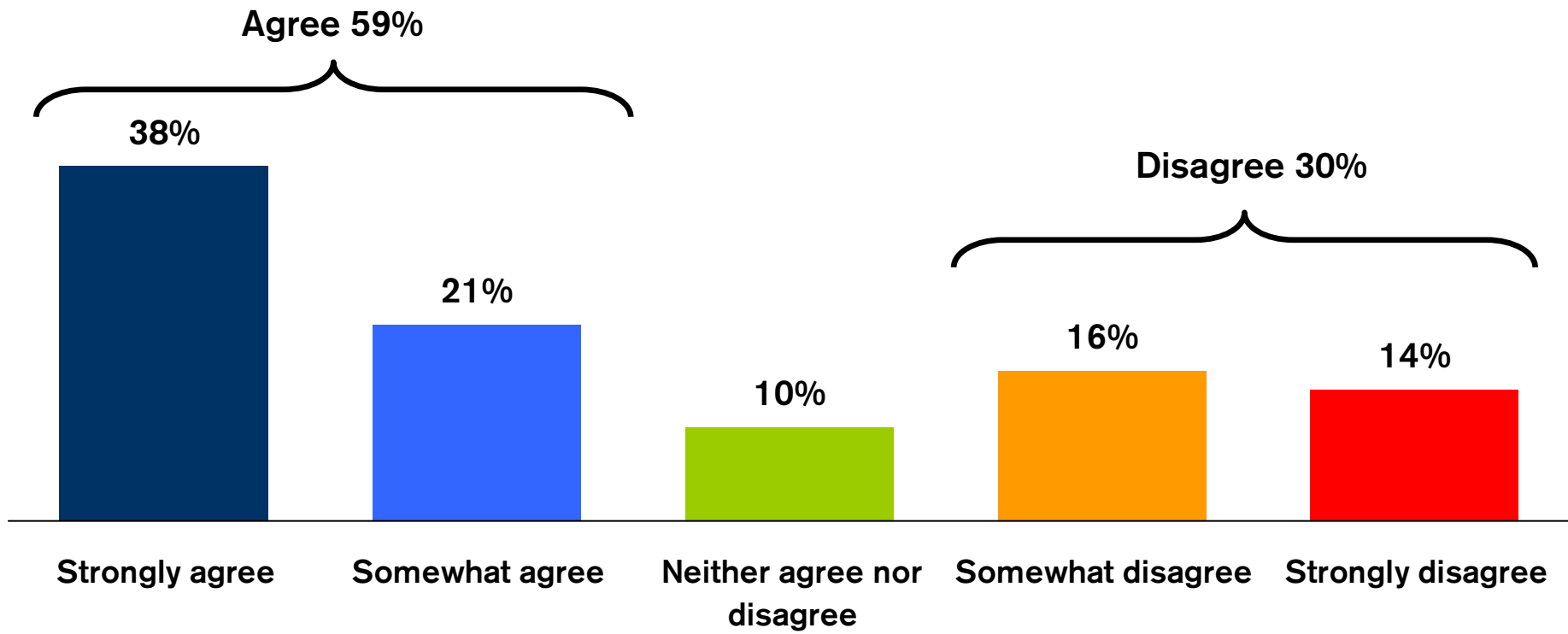
Rent my home

N= 1,222

Majority say they couldn't afford a house in their current community if looking

Q

Do you agree or disagree with each of the following statement: If I was looking at buying a house in my community, I don't think I could afford it

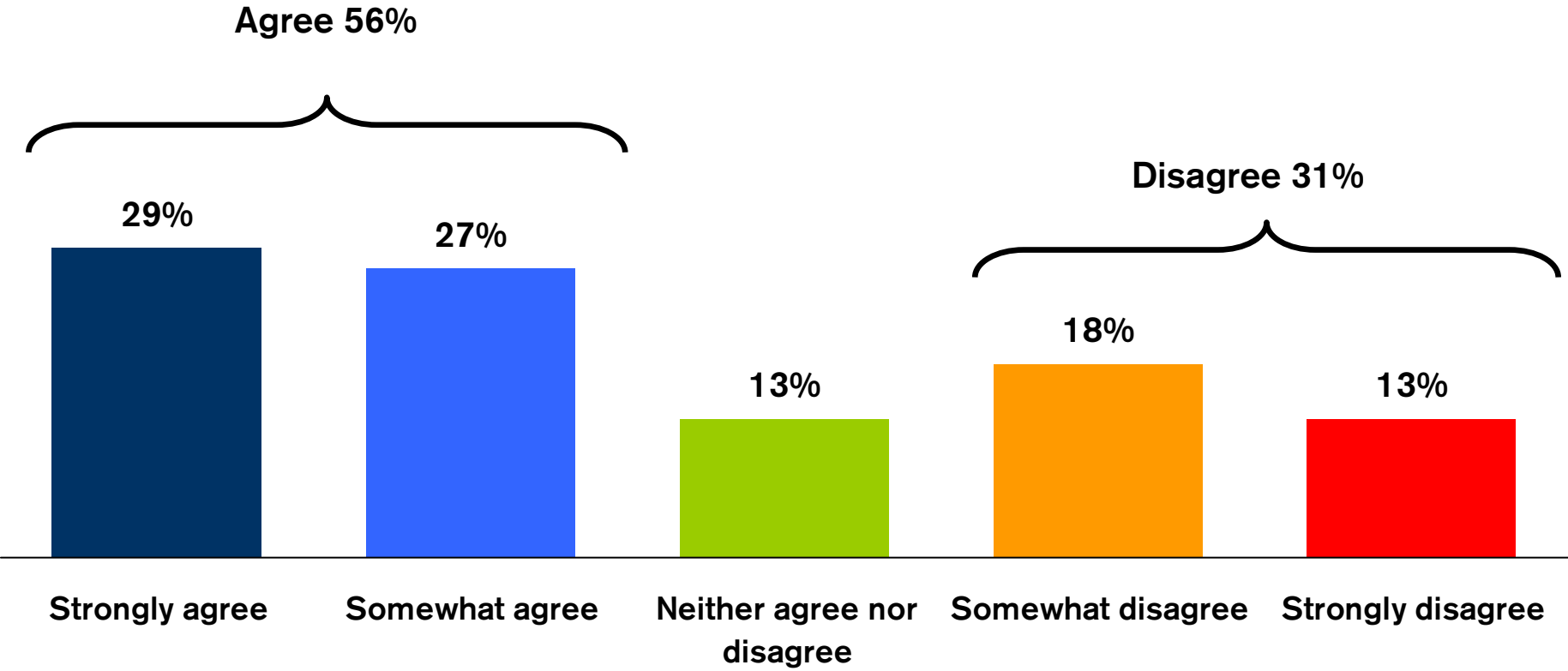


Note: 'Don't know' (1%) not shown

N= 1,222

More than half still feel it is tough getting by, despite robust economy

Q Do you agree or disagree with each of the following statement: Canada's economy may be doing well overall, but it is still tough for people like me to get by



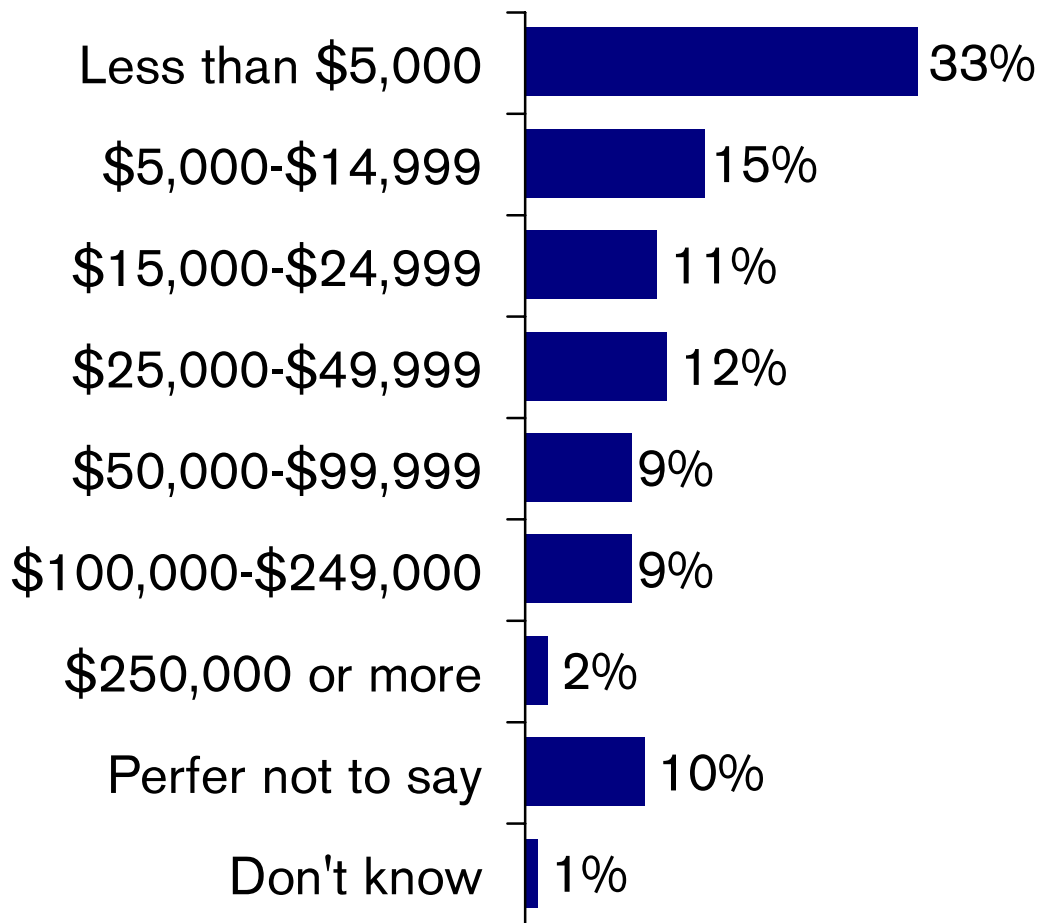
Note: 'Don't know' (<1%) not shown

N= 1,222

One-third have debt of less than \$5,000, while one-in-ten say they owe \$100,000 or more

Q

In general, how much debt do you have including credit cards, lines of credit, bank loans, car loans, student loans, etc.? Would you say it is ...



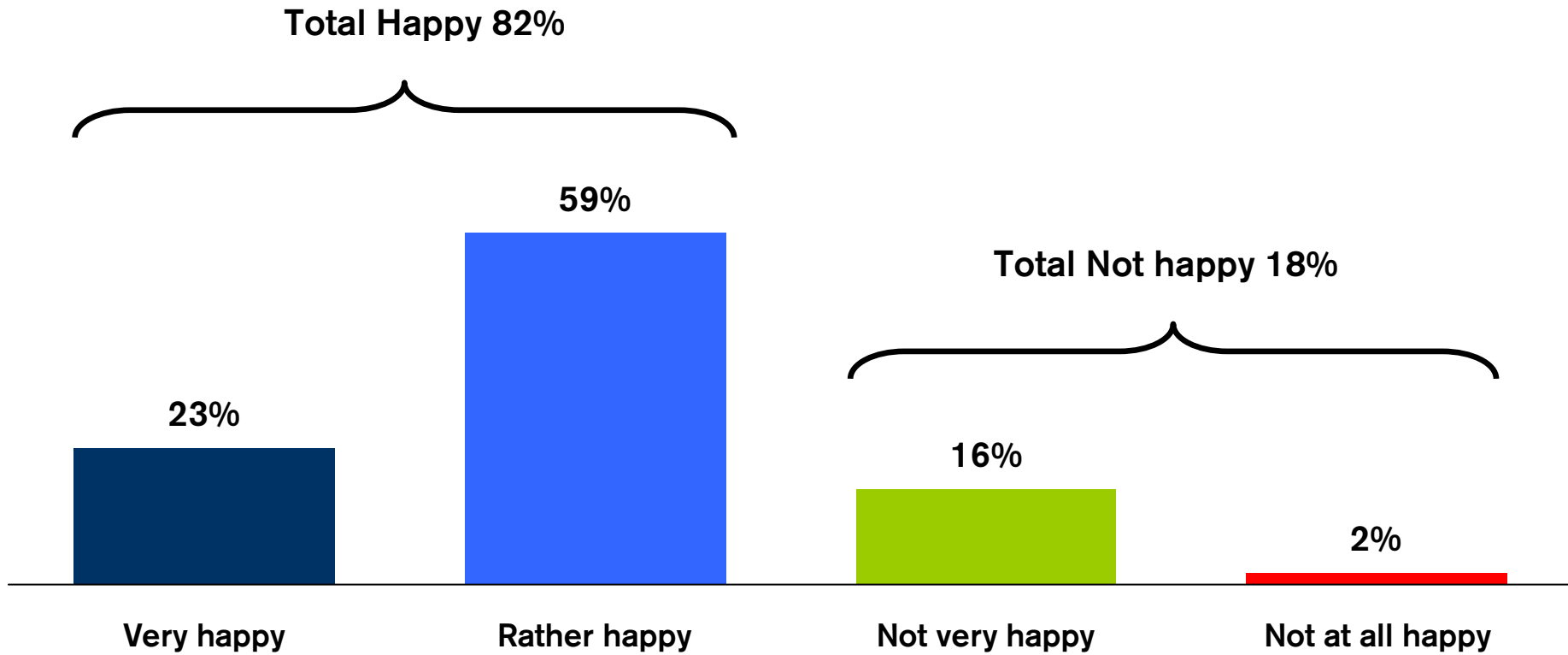
N= 1,222

Wave 2 – June 6th to 13th



Four-fifths say they are happy

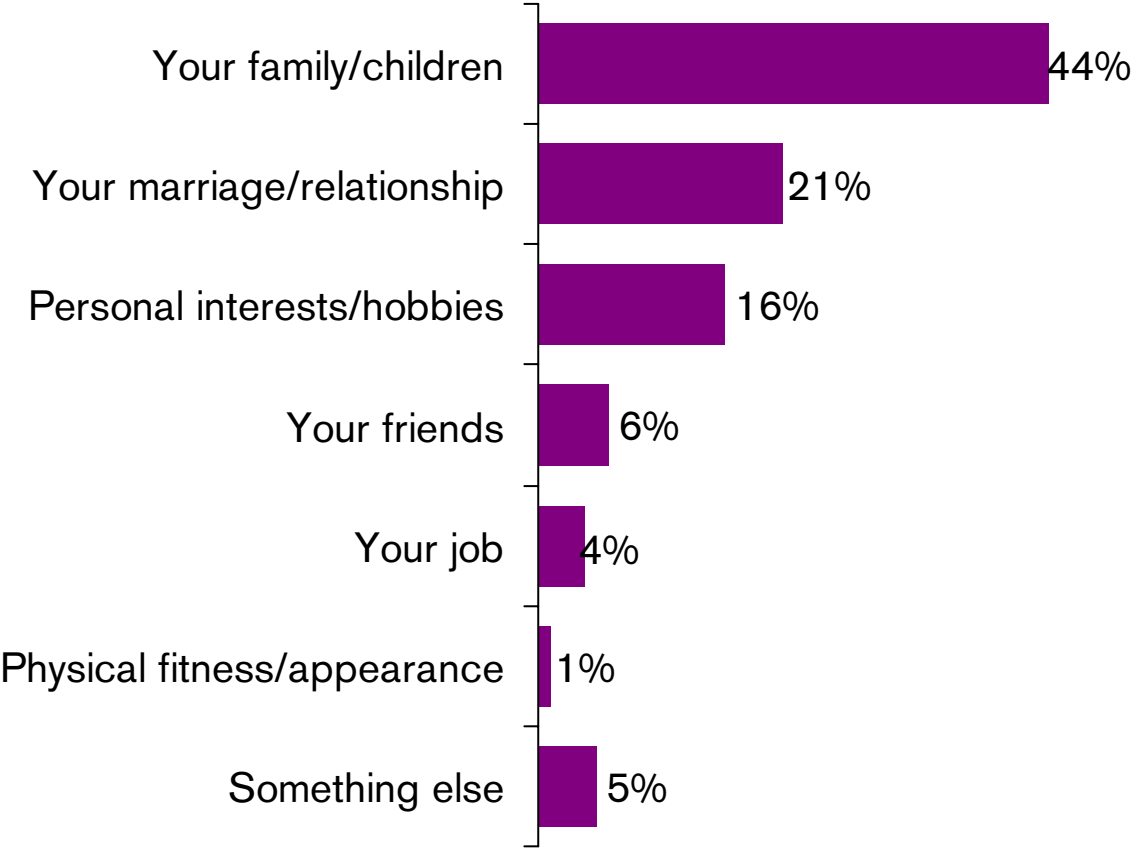
Q Taking all things together, would you say you are . . . ?



N= 1,172

Over two-fifths list family as area of life that gives most enjoyment ¹⁹

Q Which one of the following area of your life gives you the most enjoyment?

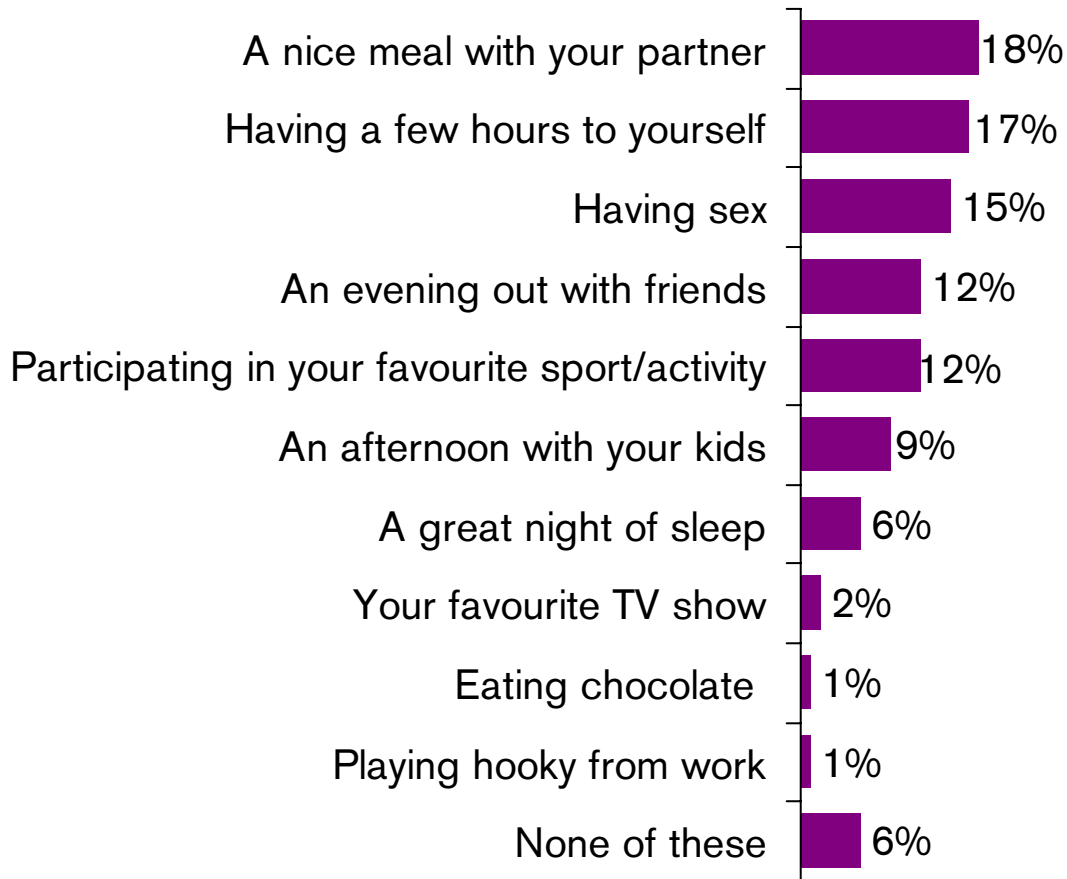


Note: 'Don't know' (3%) not shown

N= 1,172

Time with partner top list of most enjoyable activities

Q Of the following which activities do you enjoy the most?

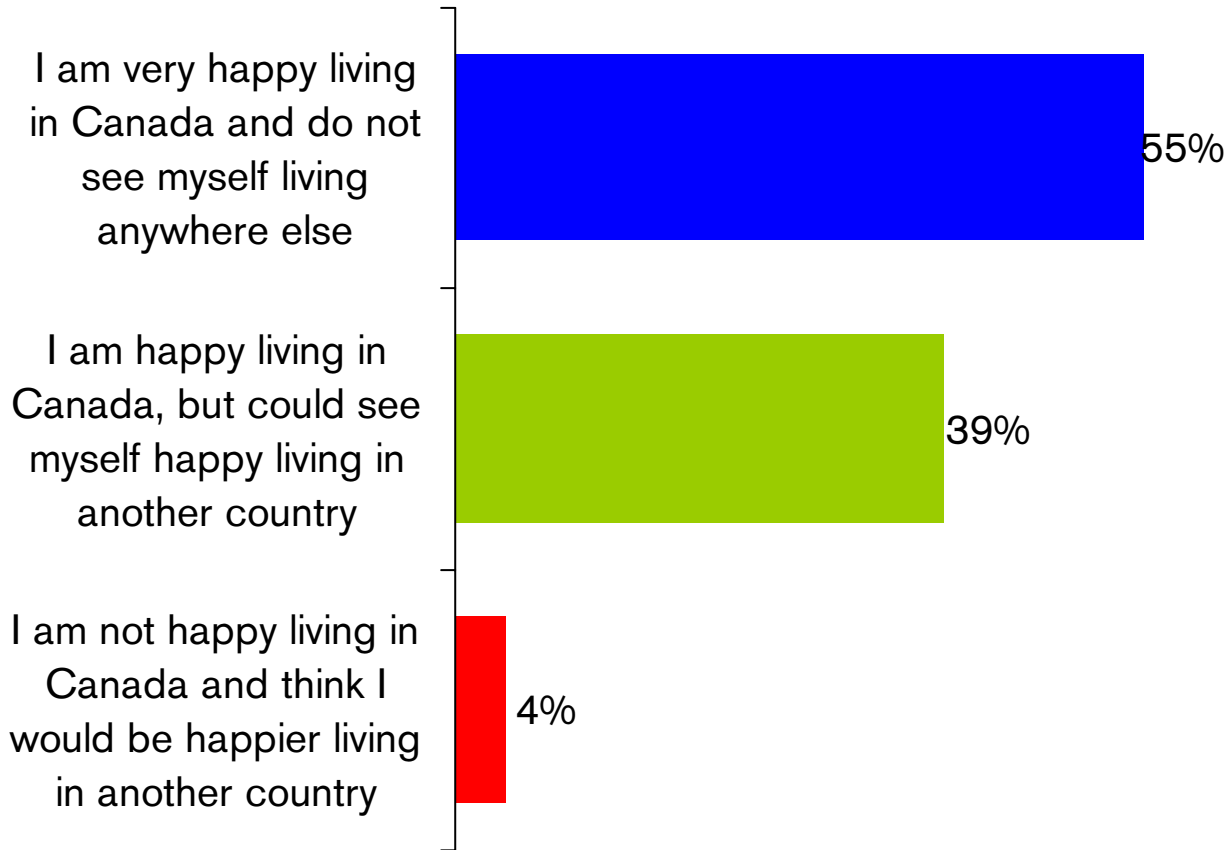


N= 1,172

Majority say they very happy in Canada and do not see themselves living elsewhere



Which of the following statements best describes your personal point of view?



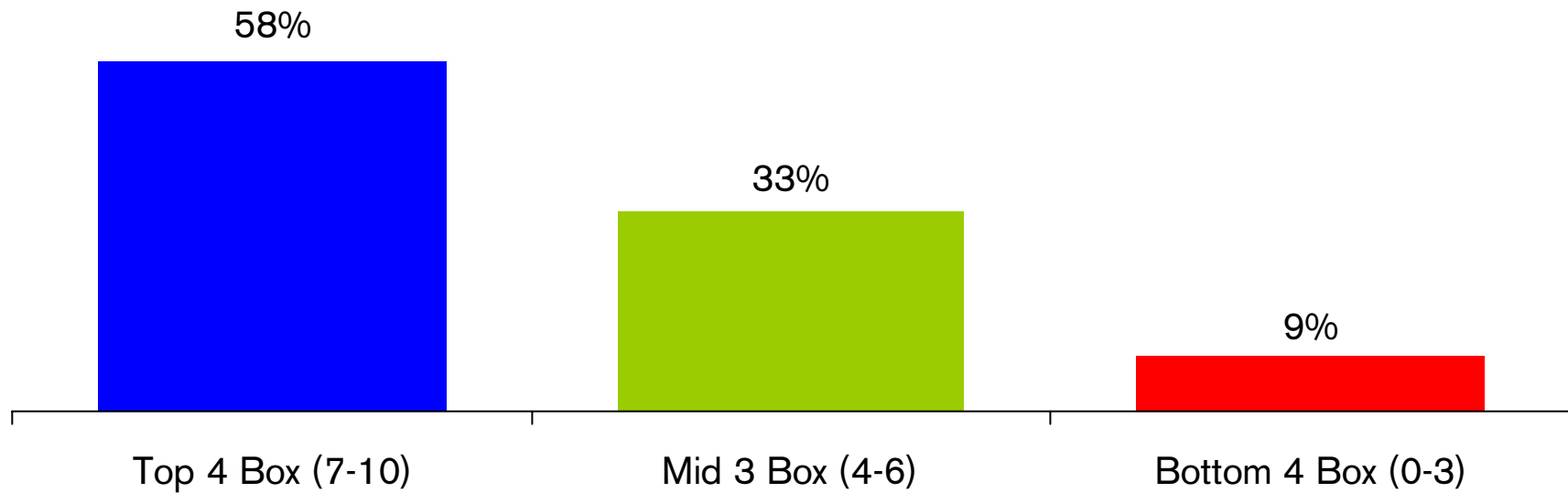
Note: 'Don't know' (3%) not shown

N= 1,172

Majority satisfied with way their physical appearance

Q

On a scale of 0 to 10, how satisfied are you with the way you look, with 0 meaning you are extremely dissatisfied and 10 meaning you are extremely satisfied with your physical appearance.

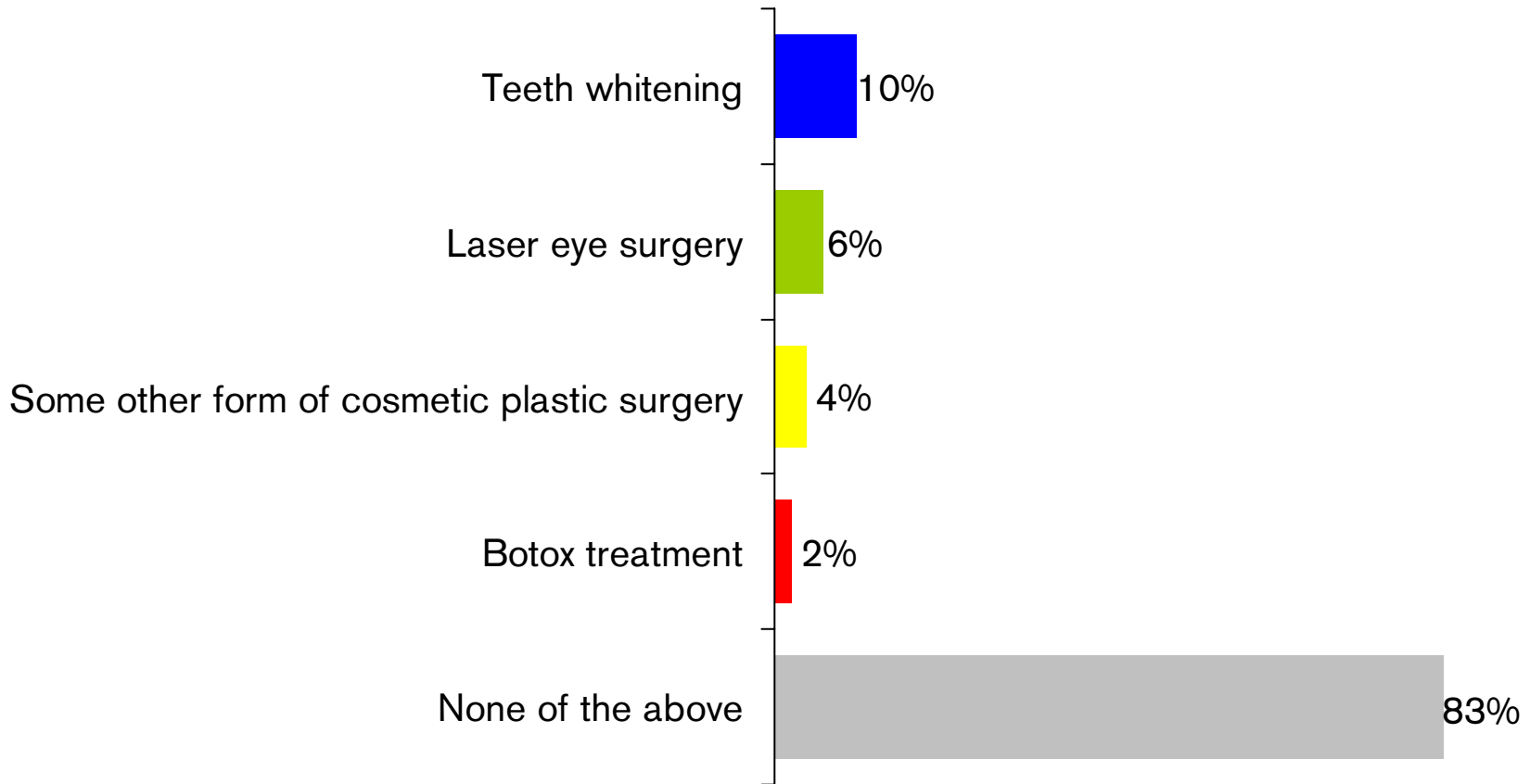


N= 1,172

Teeth Whitening and Laser Eye Surgery top list of procedures



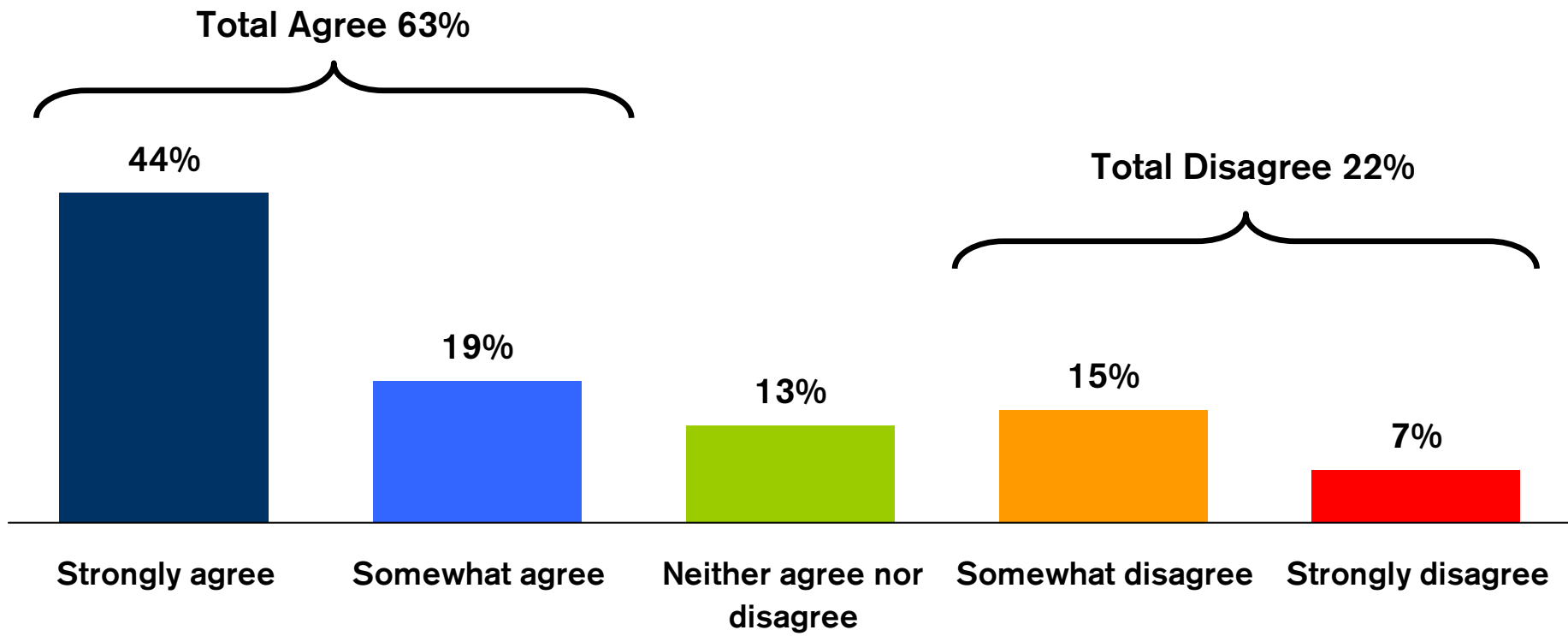
Have you ever had any of the following treatments? "Yes" Responses



N= 1,172

Two-thirds say could never image undergoing medical procedure to improve appearance

Q Do you agree or disagree with the following statement: I could never image myself undergoing a medical procedure to improve my physical appearance.

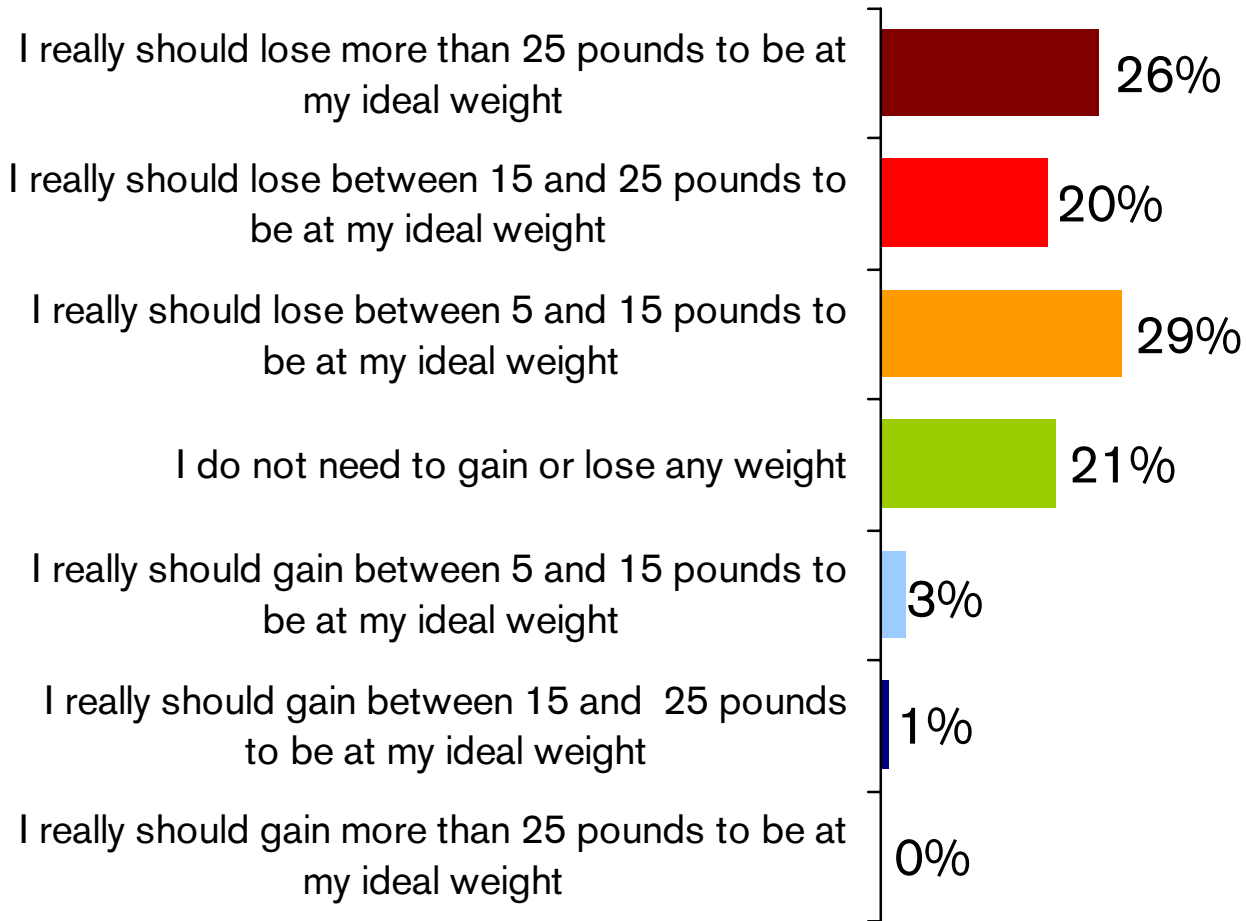


Note: 'Don't know' (2%) not shown

Base: Those who have not had any procedures
n= 973

One-quarter say they need to lose at least 25 pounds to be at ideal weight

Q Which of the following statements best describes you?



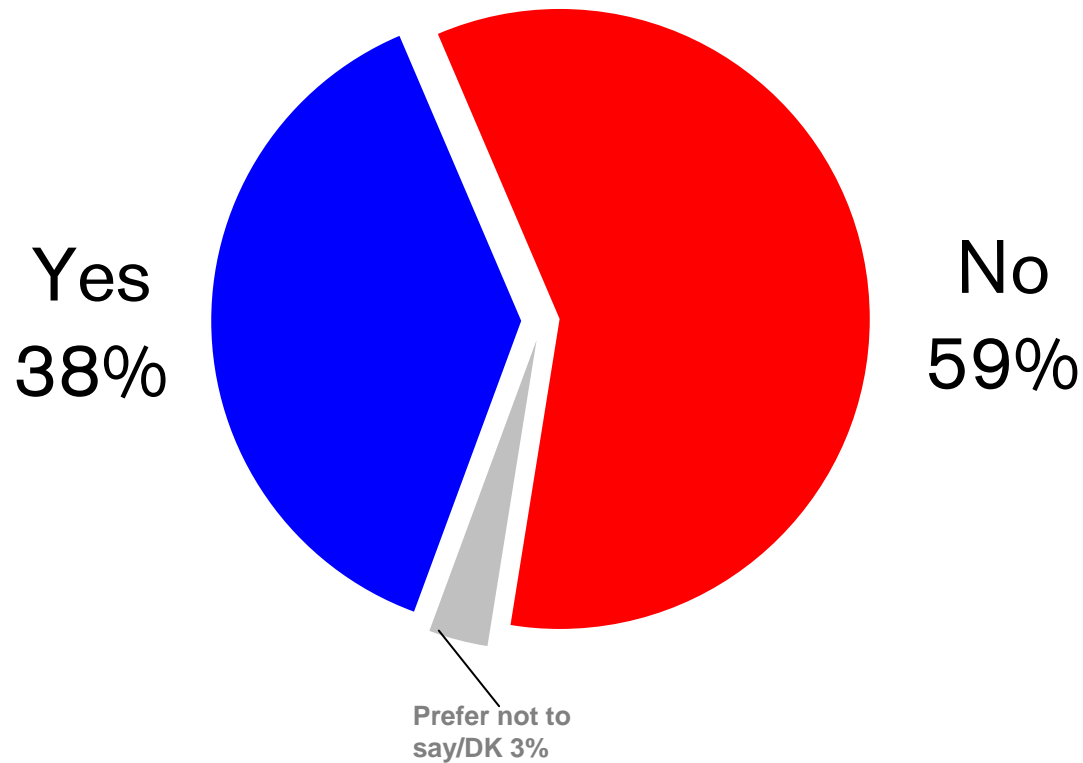
N= 1,172

Note: 'Don't know' (1%) not shown

Two-in-five say they've gone for professional counseling



Have you ever gone for counselling with a psychiatrist, psychologist or another type of counselling professional?

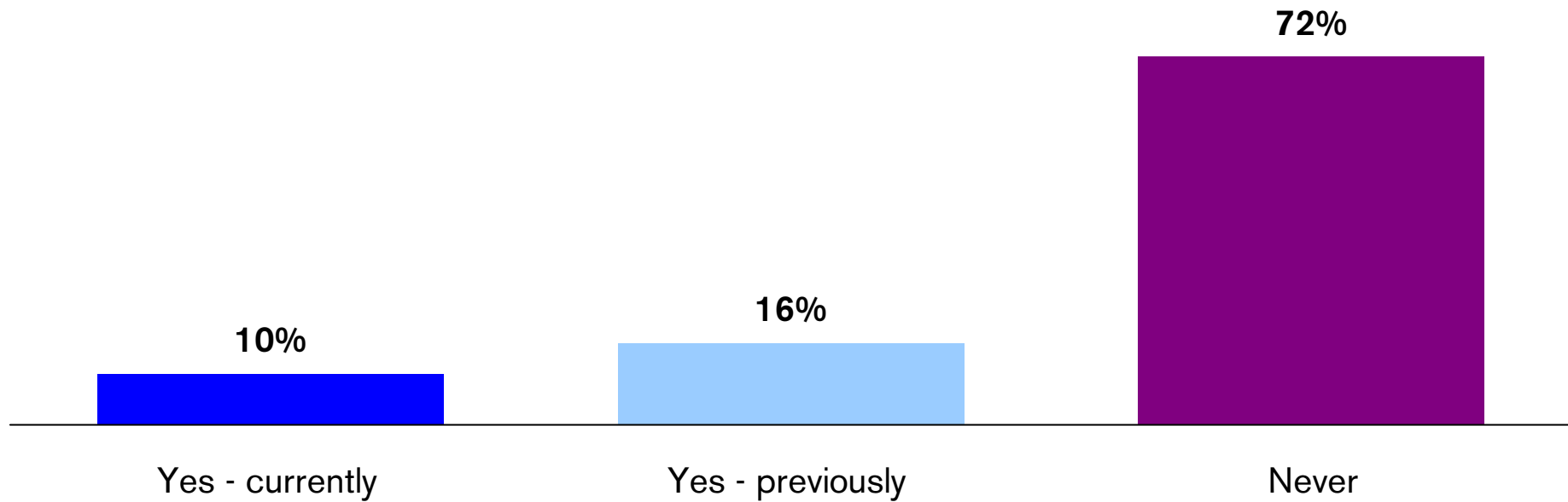


N = 1,172

One-in-four report having taken medication for depression/anxiety at some point

Q

Are you currently or have you ever taken prescription medication for depression or anxiety?



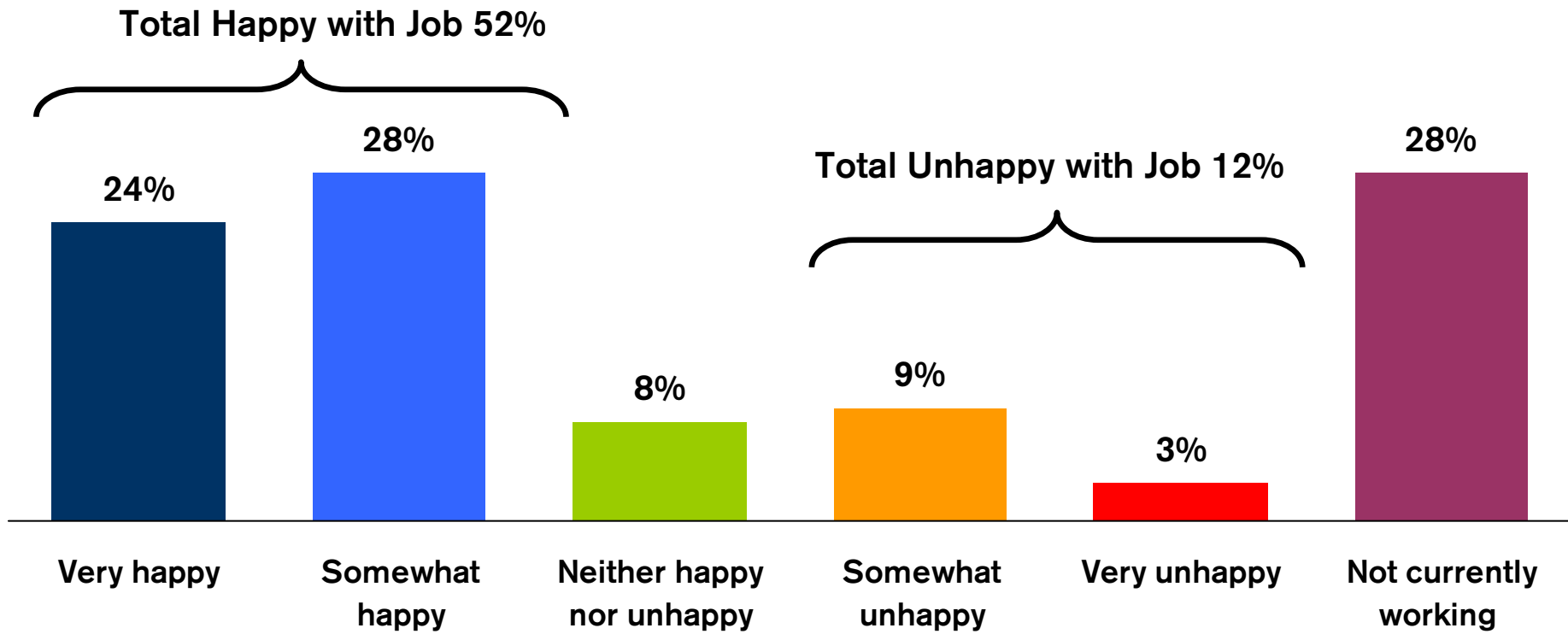
N= 1,172

Note: "Prefer not to say" (2%) and "Don't know" (1%) not shown

Majority are happy with current job

Q

Taking everything into consideration, how happy are you with your current job? Are you . . . ?



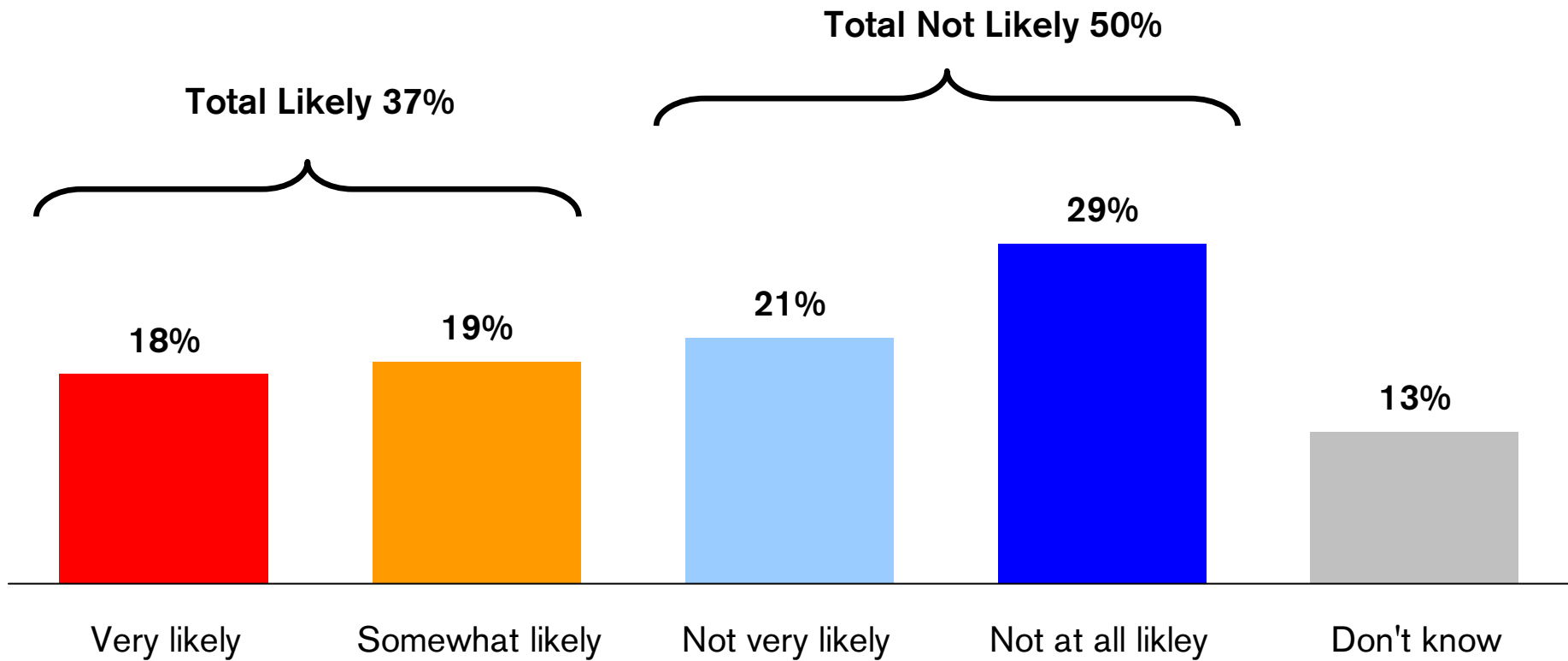
Note: 'Don't know' (1%) not shown

N= 1,172

Half would not change jobs right now if they could

Q

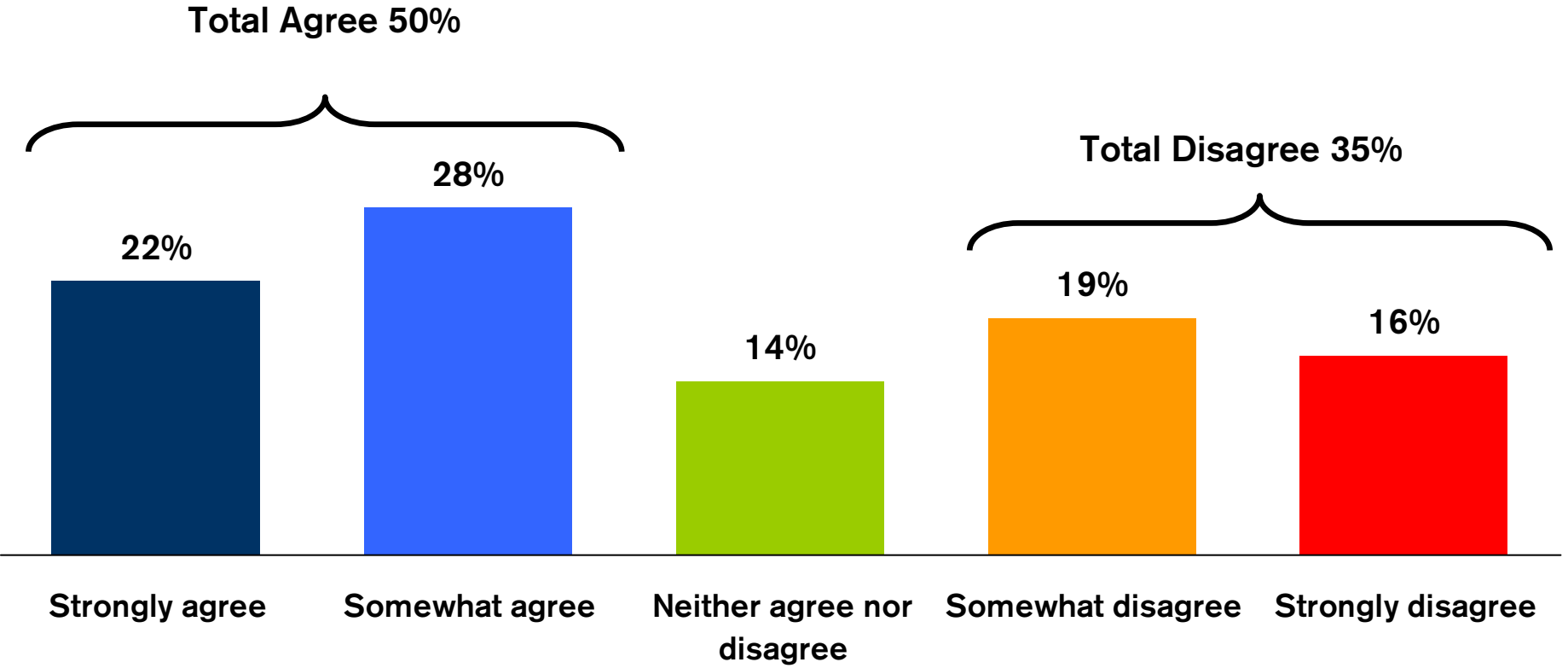
If given the chance, how likely would you be to change your job right now if you could? Would you be ... ?



N= 1,172

Half still feel it is tough getting by, despite robust ³⁰ economy

Q Do you agree or disagree with each of the following statement: Canada's economy may be doing well overall, but it is still tough for people like me to get by

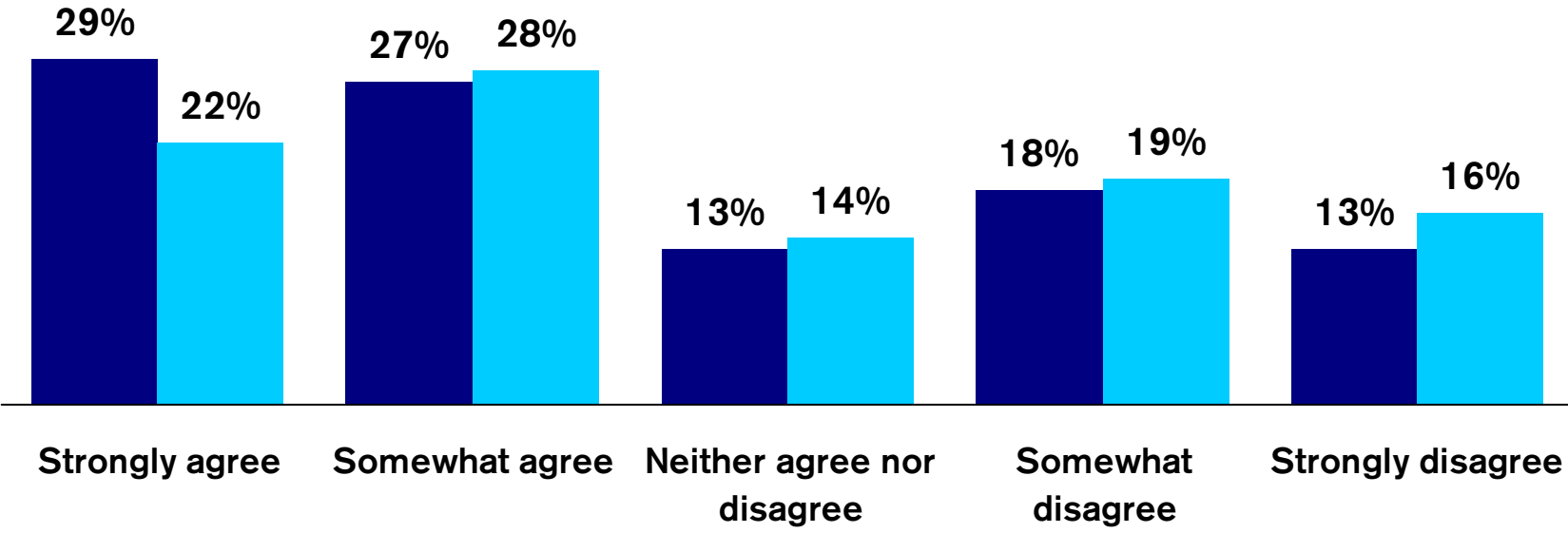


Note: 'Don't know' (<1%) not shown

N= 1,172

More than half still feel it is tough getting by, despite robust economy

Q Do you agree or disagree with each of the following statement: Canada's economy may be doing well overall, but it is still tough for people like me to get by



■ Wave 1 (May 31-June 6) ■ Wave 2 (June 6-13)



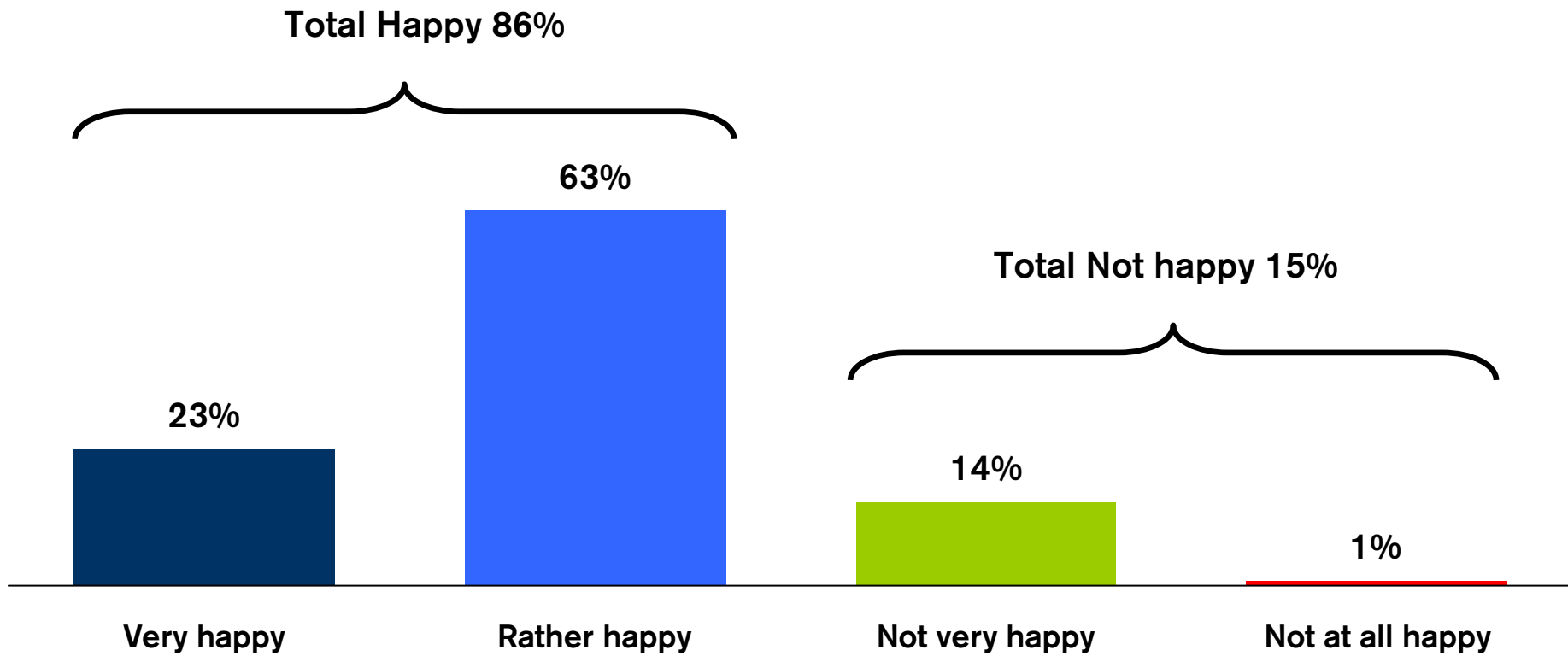
Note: 'Don't know' not shown

Wave 3 – June 13th to 18th



More than four-fifths say they are happy

Q Taking all things together, would you say you are . . . ?

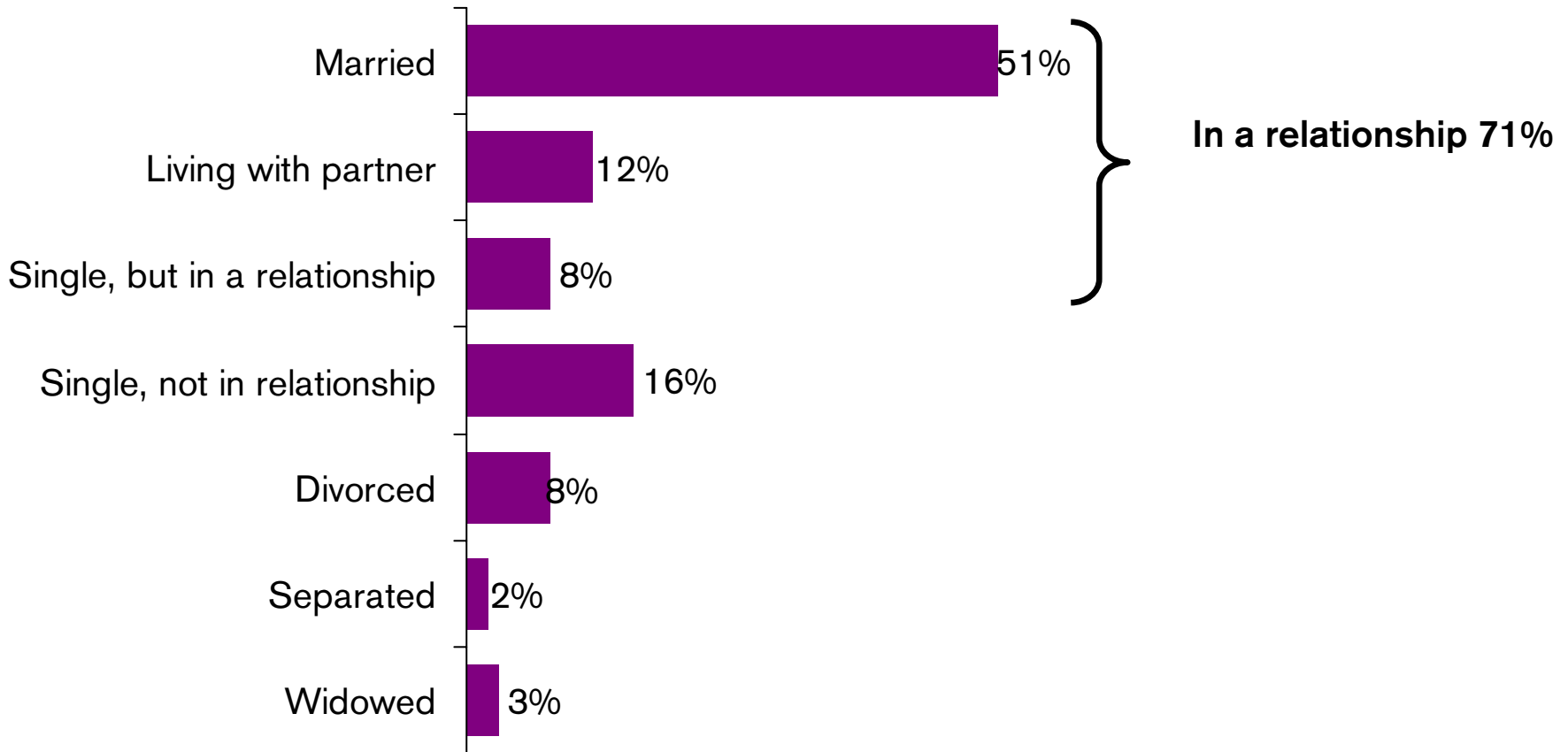


N= 946

Seven-in-ten in a relationship

Q

Which one of the following best describes your current situation?



N= 946

Nine-in-ten say they are happy in their relationship

Q How happy are you in your relationship? Are you ...?

Total Happy 89%

58%

31%

Total Unhappy 5%

6%

4%

1%

Very happy

Somewhat happy

Neither

Somewhat unhappy

Very unhappy

BASE: Those in a relationship

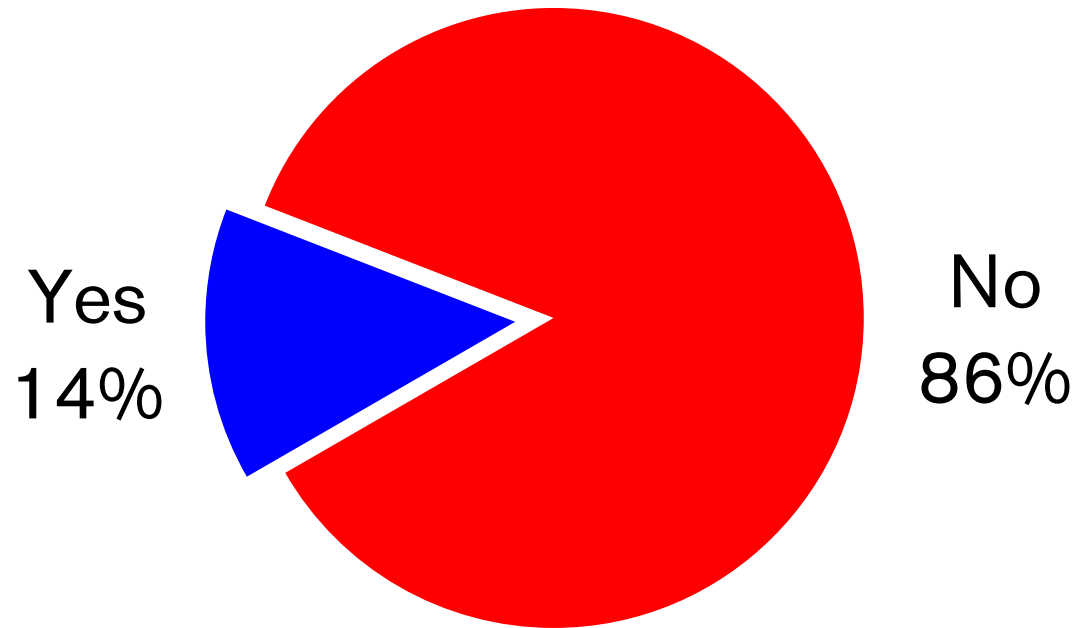
n= 705

Note: Don't know' (<1%) not shown

Just 14% report to having gone for couples counselling

Q

Have you ever gone for to a professional for couples counselling?



Yes
14%

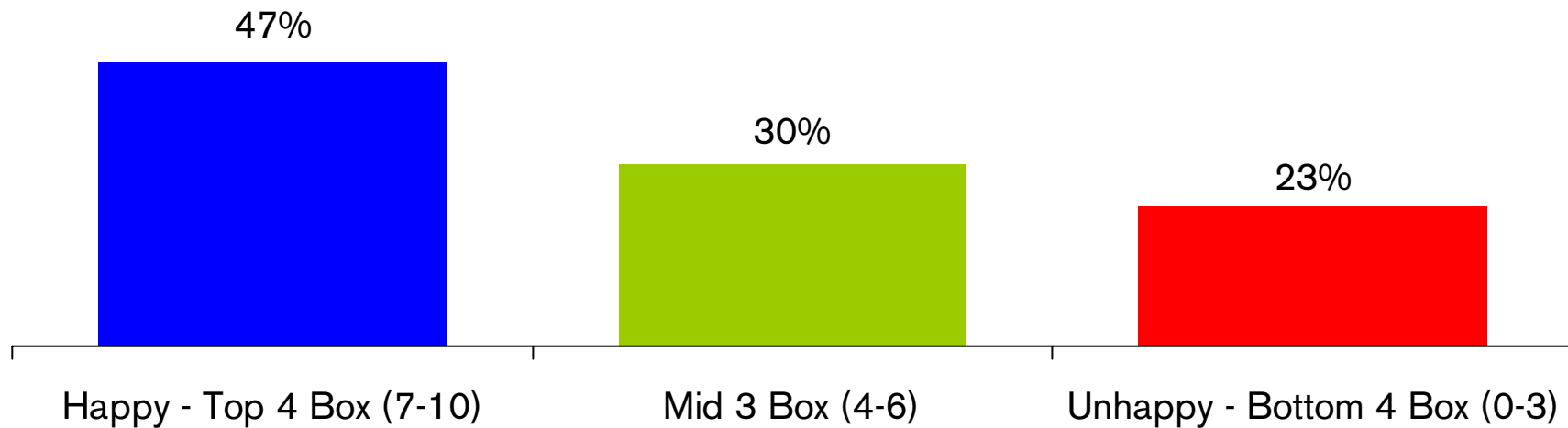
No
86%

N = 946

Majority satisfied with way their physical appearance

Q

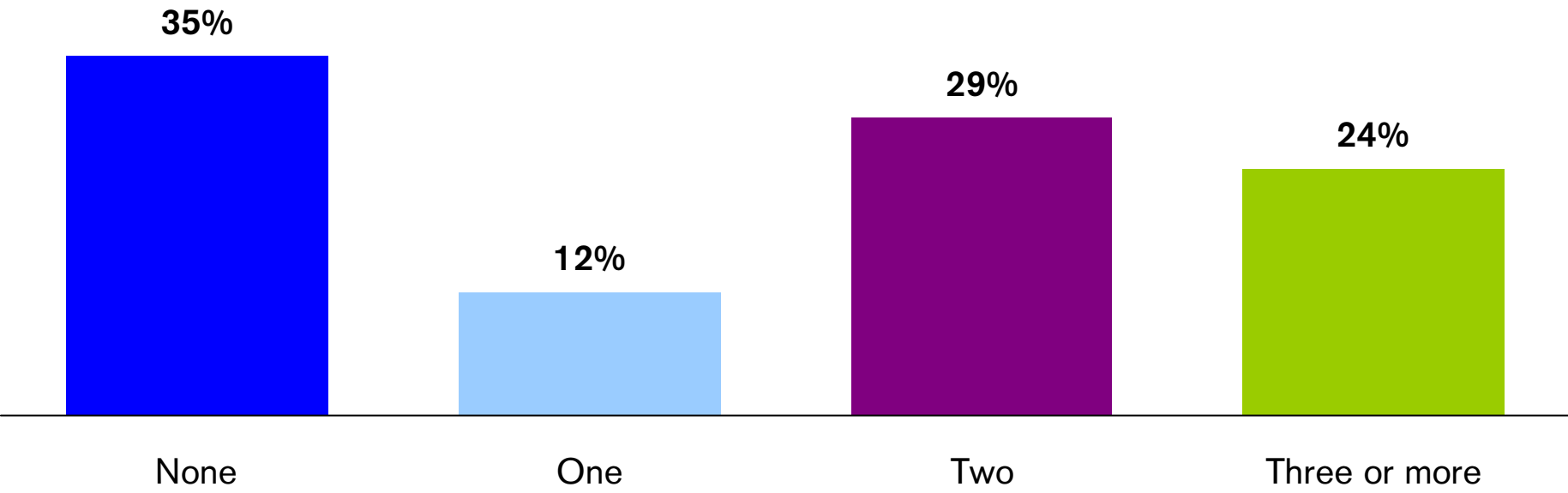
In general how happy are you with your sex life? Using a scale of 0 to 10, where 10 means you are extremely happy and 0 means you are extremely unhappy, how happy are you with your sex life?



N= 946

One-third have no children, while one-quarter has three or more ³⁸

Q How many children do, if any, do you have?



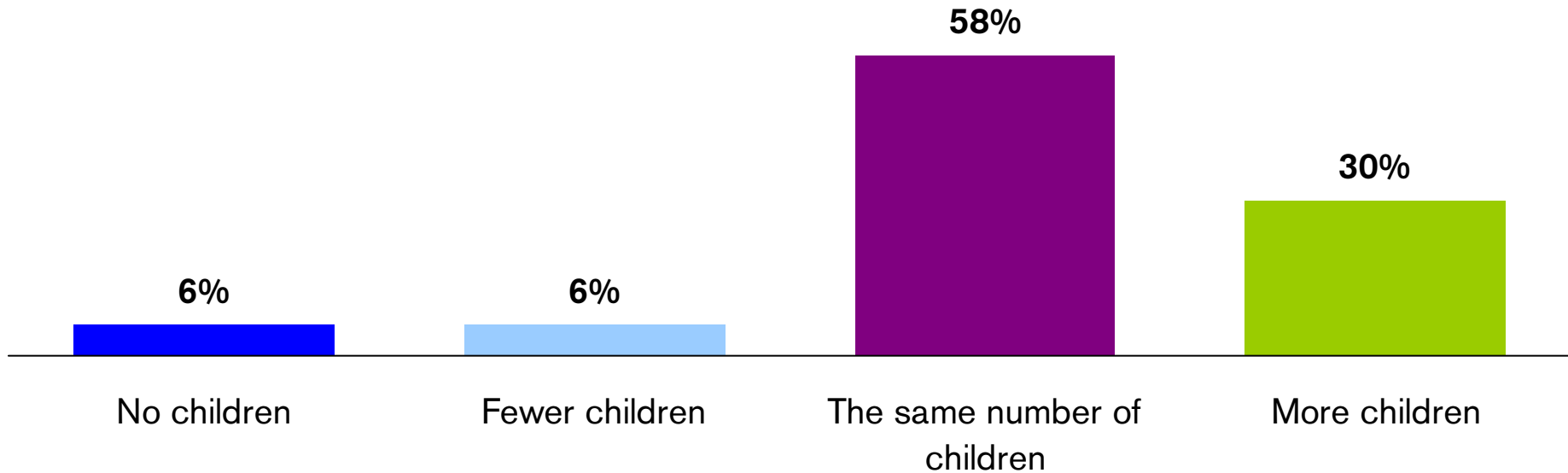
N= 946

Note: Don't know' (<1%) not shown

Majority would have same number of children

Q

If you were given your life to live over again, would you have . . .

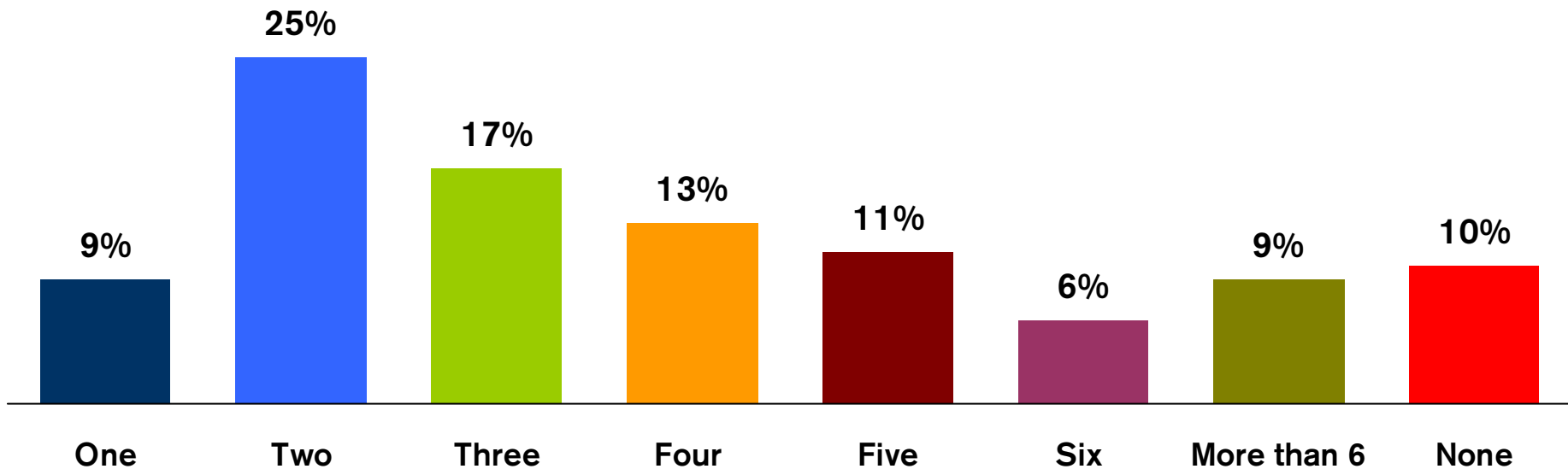


BASE: Those with children
n= 686

One-in-ten report not having any close friends to discuss personal problems with ⁴⁰

Q

How many close friends do you have that you can discuss personal problems with?



One

Two

Three

Four

Five

Six

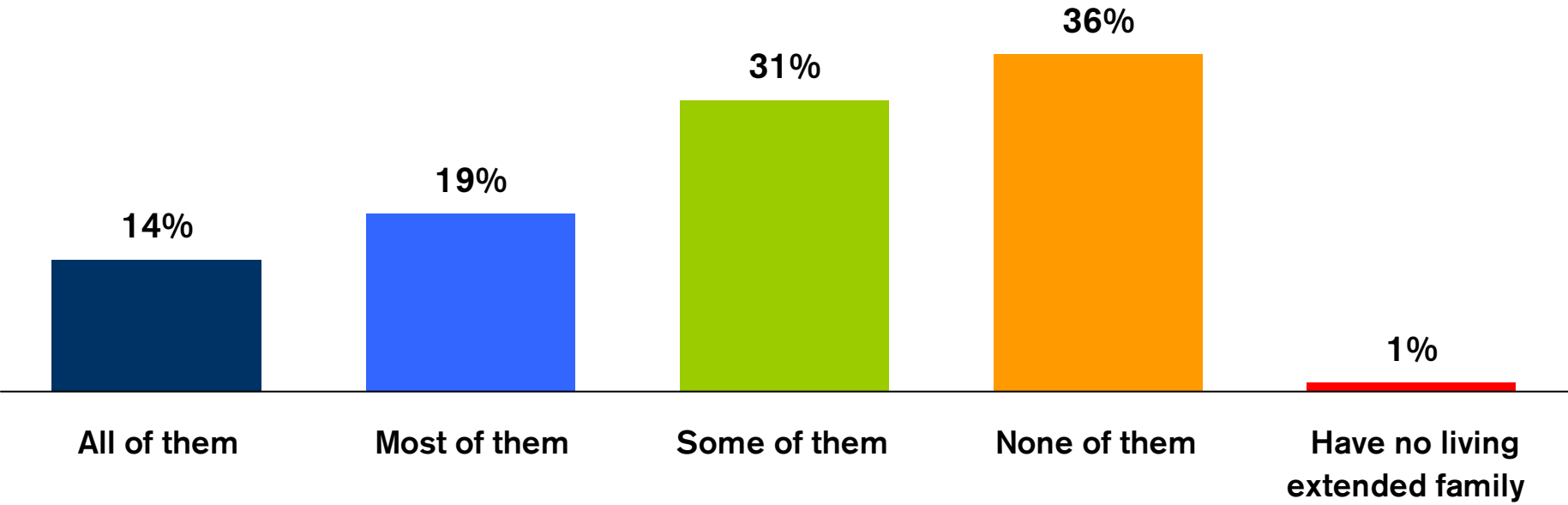
More than 6

None

N= 1,172

One-third say all or most of extended family live in same community as they do ⁴¹

Q Thinking about the adults in your extended family such as your parents, your brothers and sisters or any adult children you may have, how many live in the same community as you do?



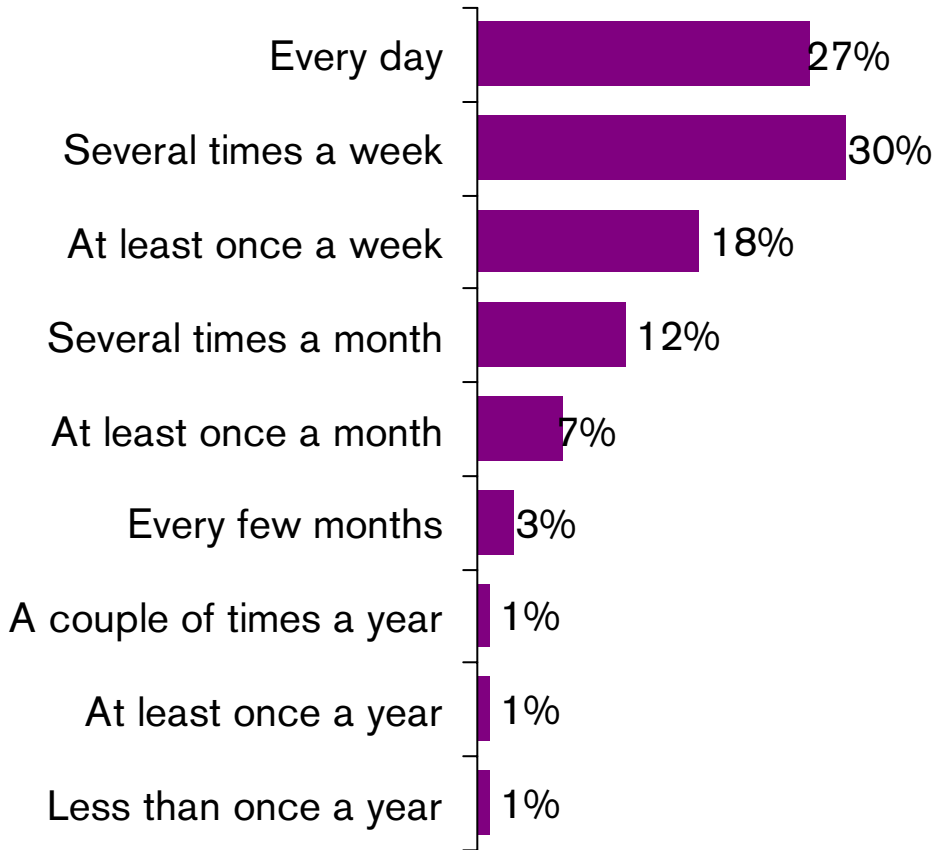
N= 946

Note: Don't know' (<1%) not shown

One-quarter communicate with family/close friends every day



How often do you see, talk with or communicate with your closest friends, or members of your extended family, such as your parents, adult children or siblings? Would you say . . . ?



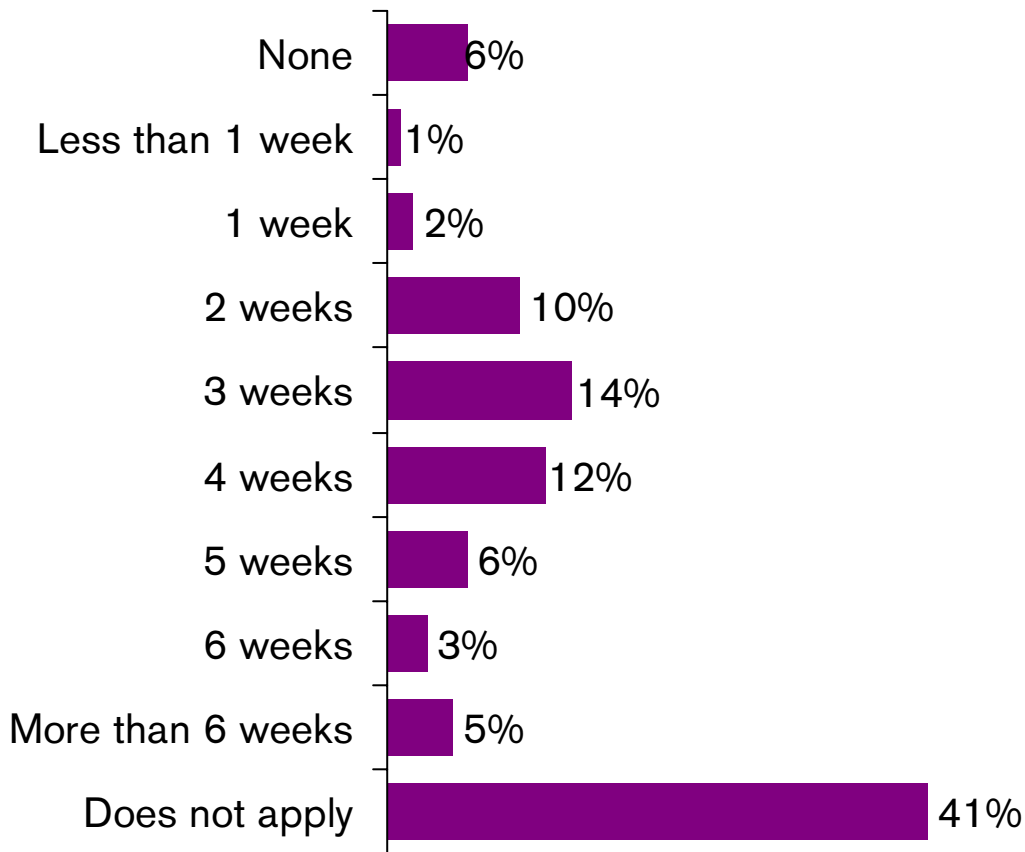
Note: 'Don't know' (1%) not shown

N= 946

Two-fifths are entitled to at least three weeks vacation per year



How many weeks of vacation per year are you entitled to from your current job?

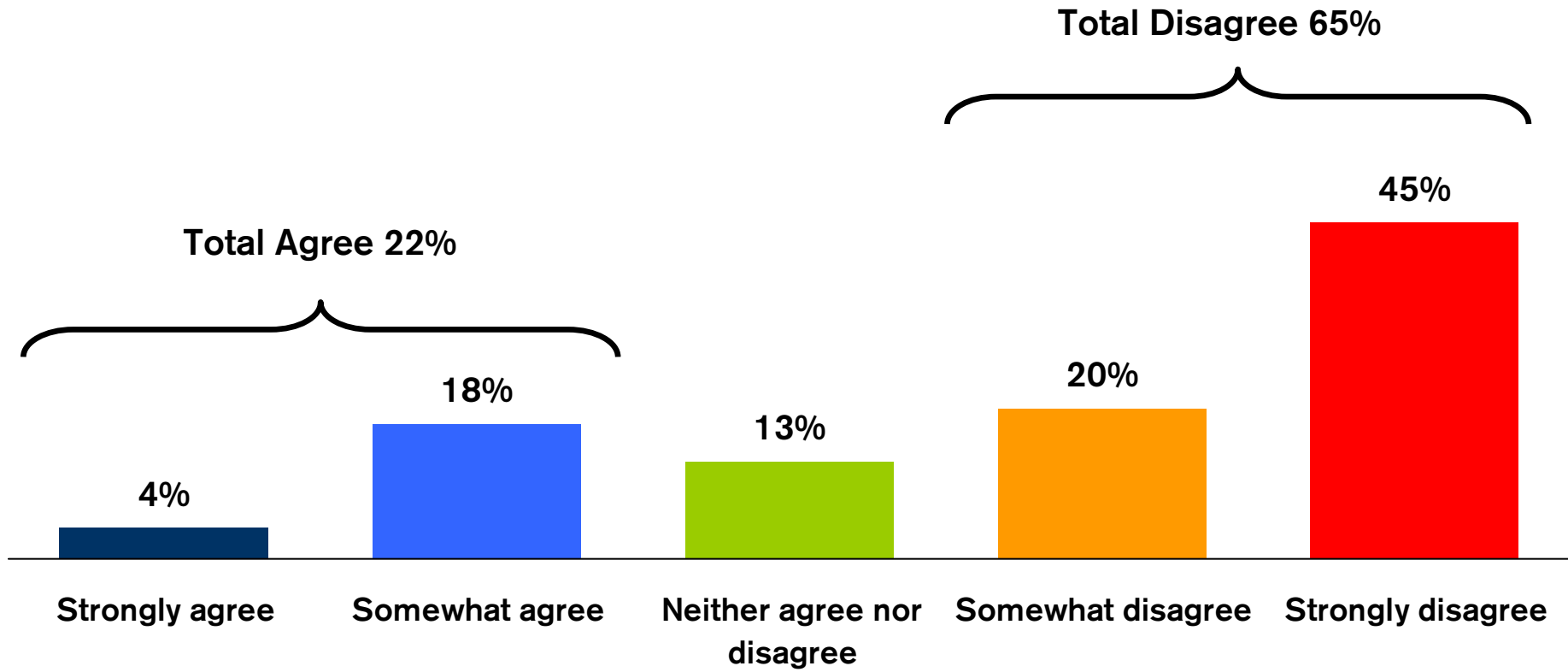


Note: 'Don't know' (1%) not shown

N= 946

One-in-five feel envious of other's possessions

Q Do you agree or disagree with each of the following statement: I often feel envious of the things that people I know have, such as their house, car or furniture.



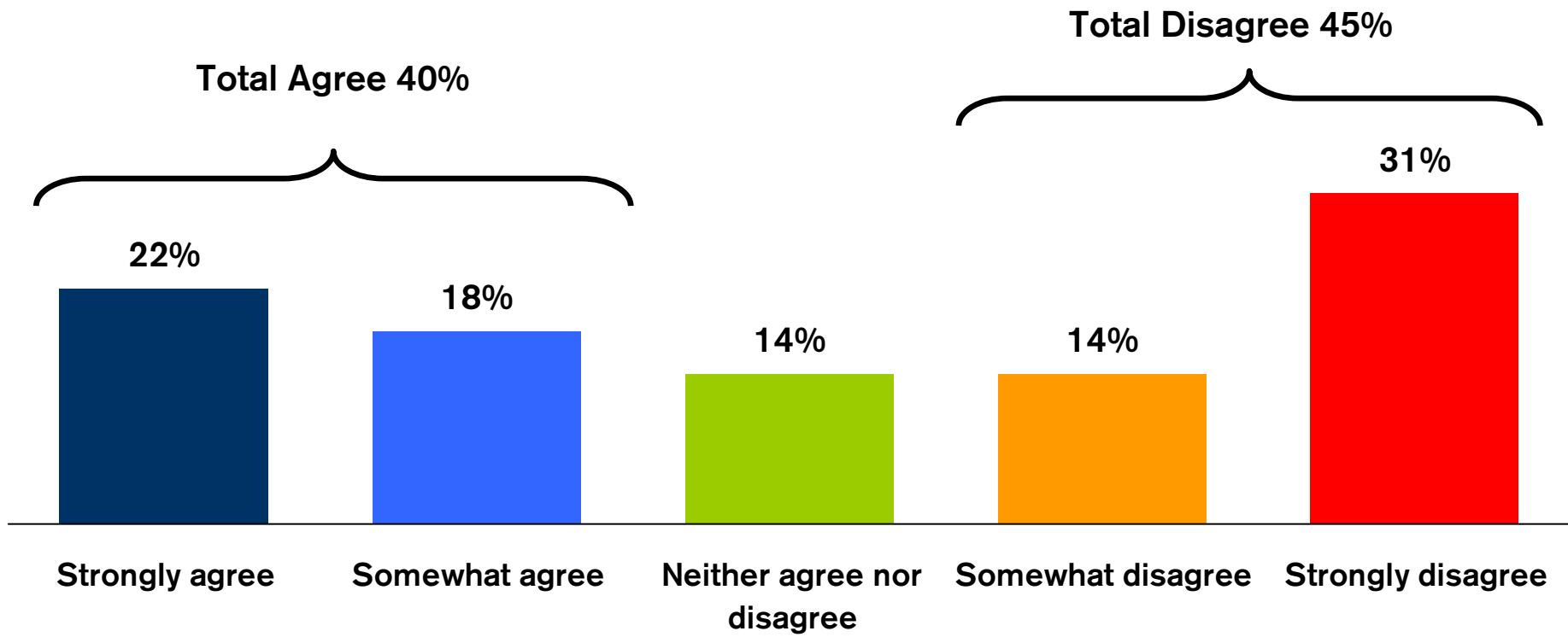
Note: 'Don't know' (<1%) not shown

N= 946

Two-fifths say God and spirituality are an important part of their daily life

Q

Do you agree or disagree with each of the following statement: God and spirituality is an important part of my daily life



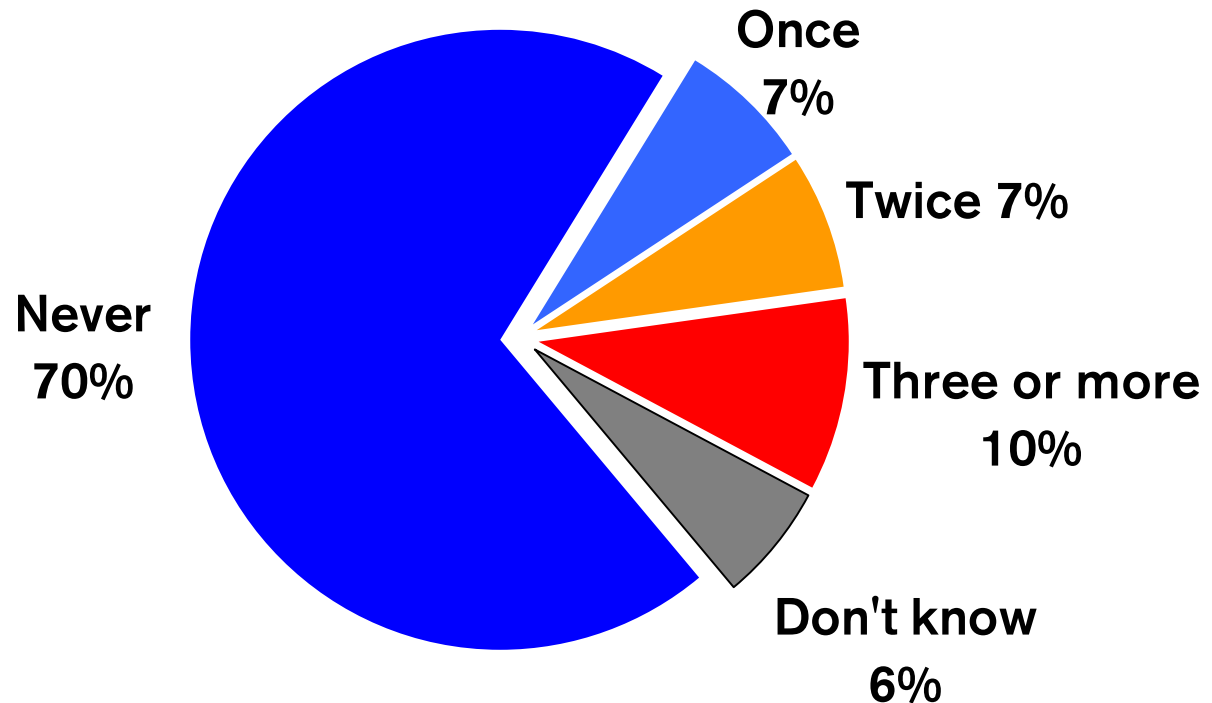
Note: 'Don't know' (1%) not shown

N= 946

One-in-ten say they have called in sick when they weren't three or more times in last 3 years⁴⁶

Q

In the past three years, how many times have you called in sick to your job, despite not being ill?

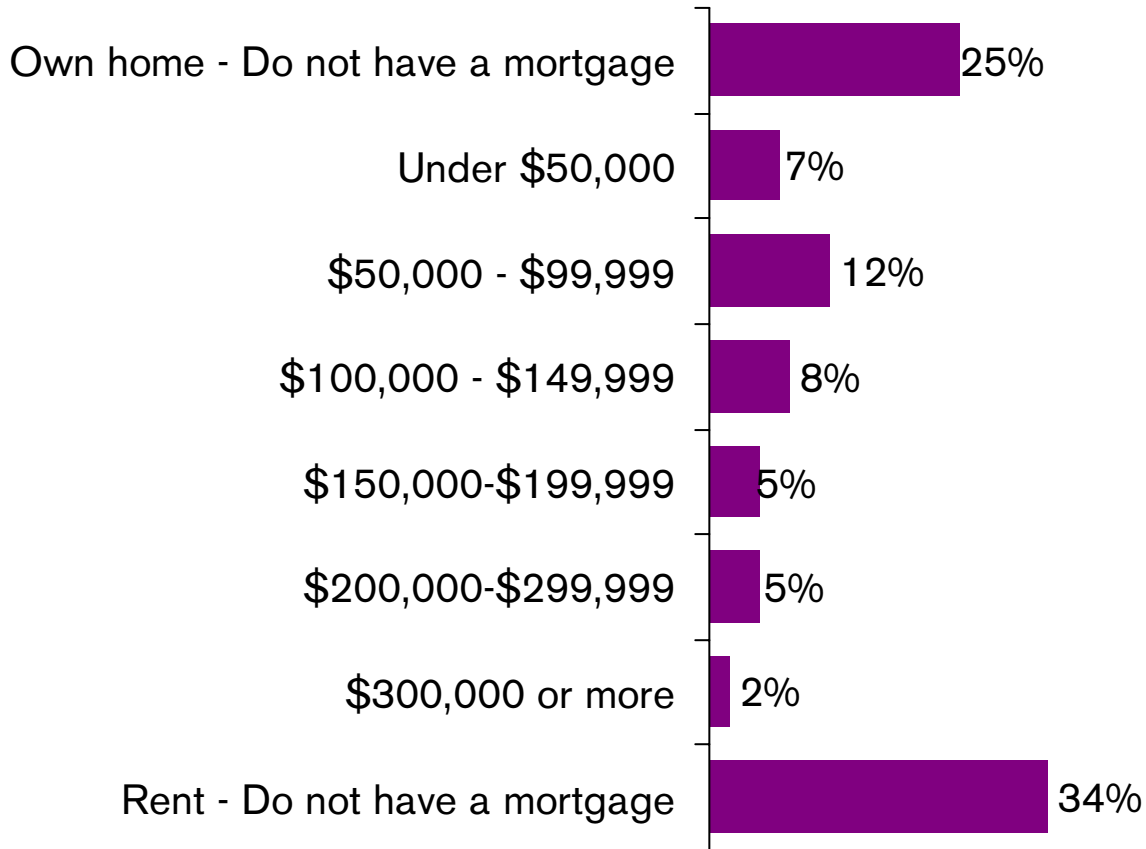


N = 946

One-quarter own home mortgage free

Q

Thinking about your mortgage, how much do you currently owe in total (not your monthly payment)?



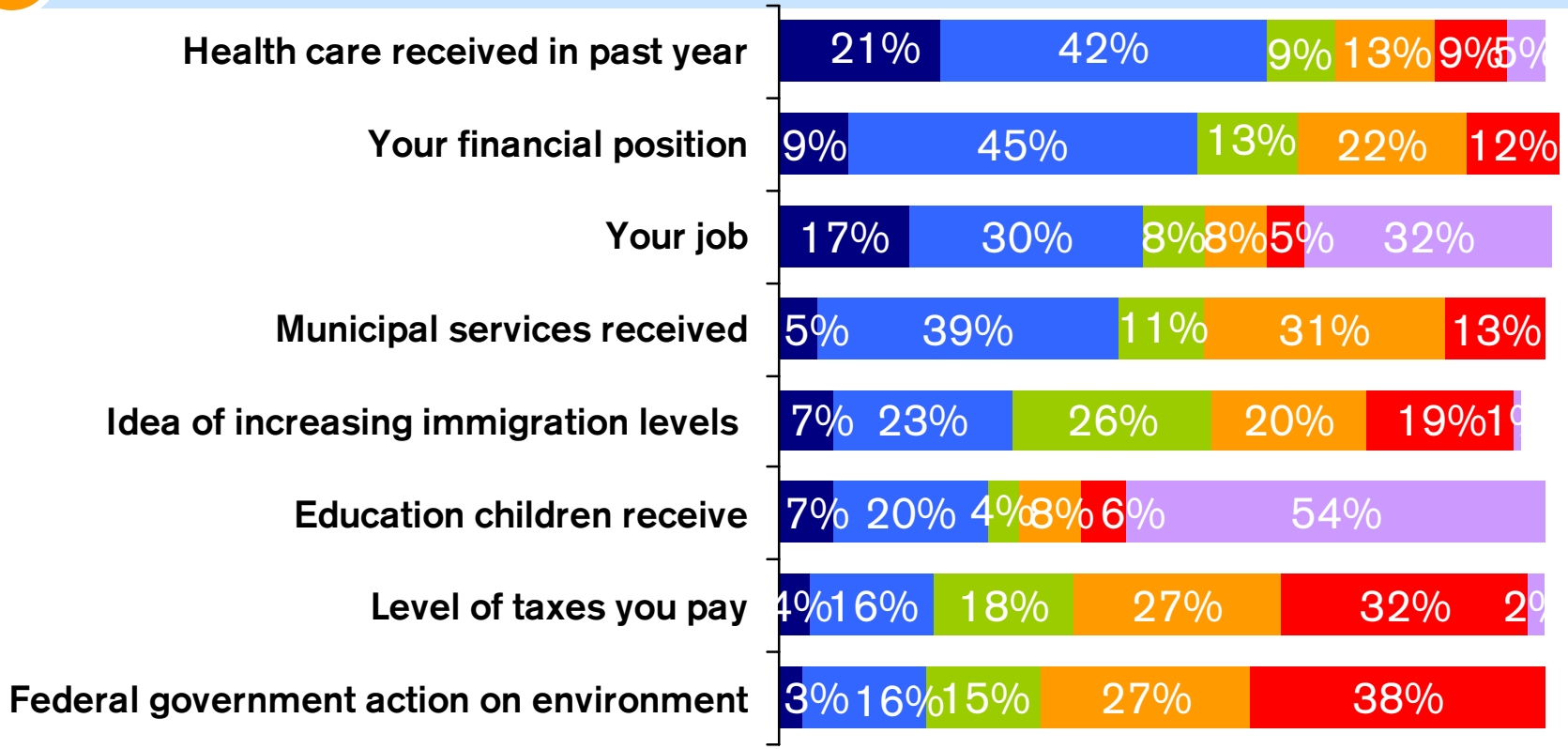
Note: 'Don't know' (3%) not shown

N= 946

Majority satisfied with health care and financial position, least satisfied with action on environment



How satisfied are you with each of the following?



■ Extremely satisfied ■ Somewhat satisfied
■ Neither satisfied/dissatisfied ■ Somewhat dissatisfied
■ Extremely dissatisfied ■ Does not apply



Note: 'Don't know' not shown

N= 946

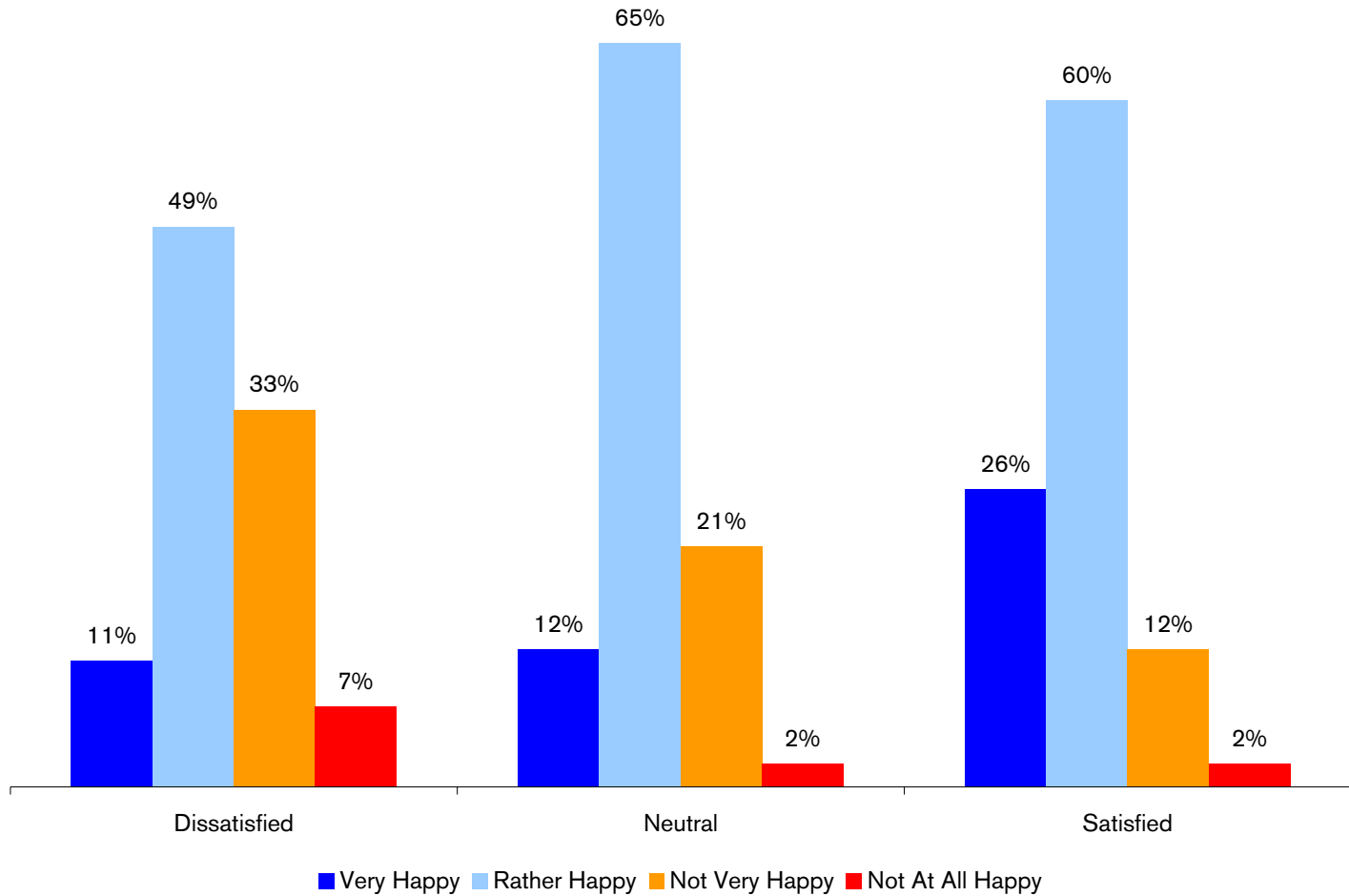


Additional – Happiness x Various



Appearance and Happiness

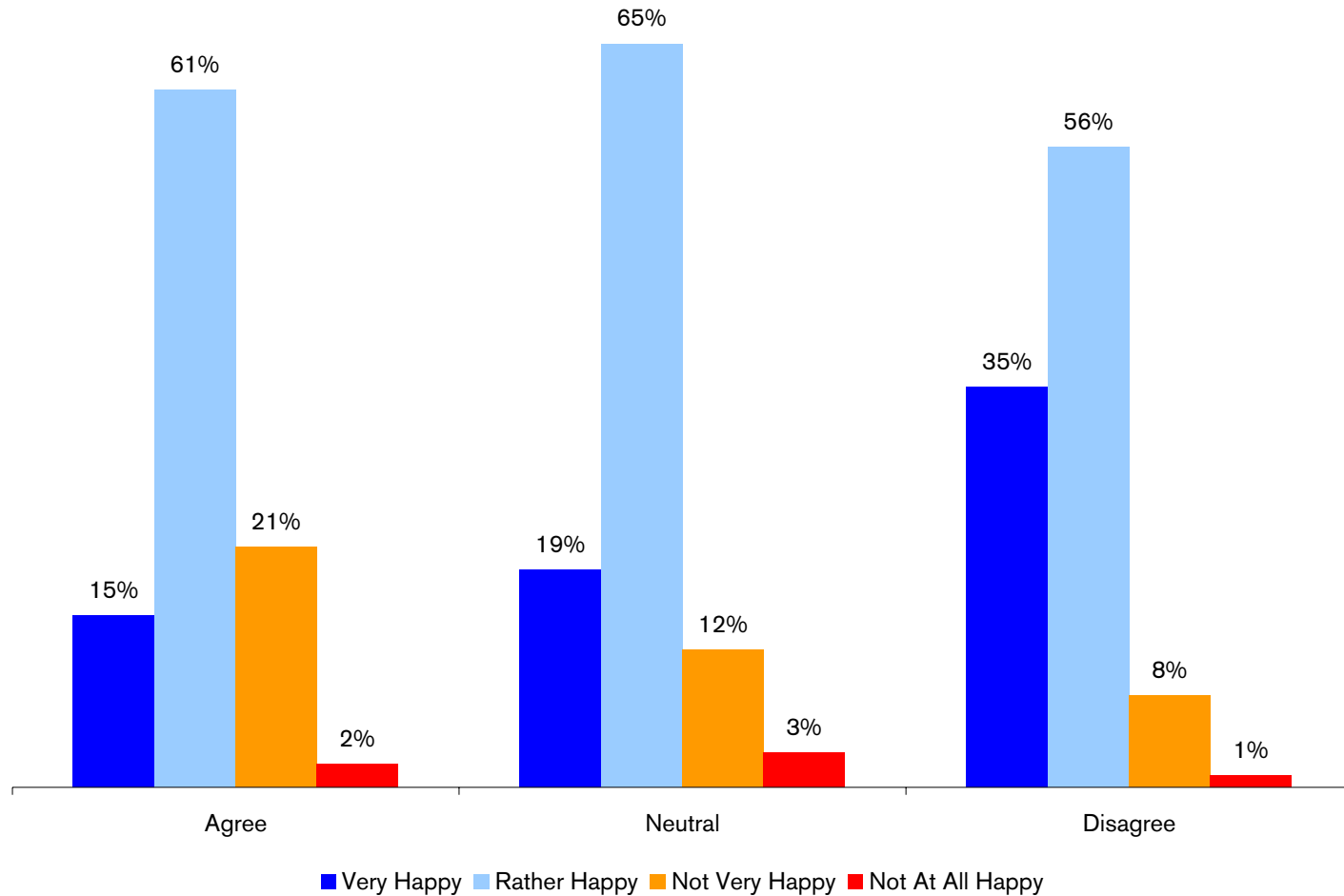
XT Overall happiness x Satisfaction with personal appearance



Feeling left out and happiness

XT

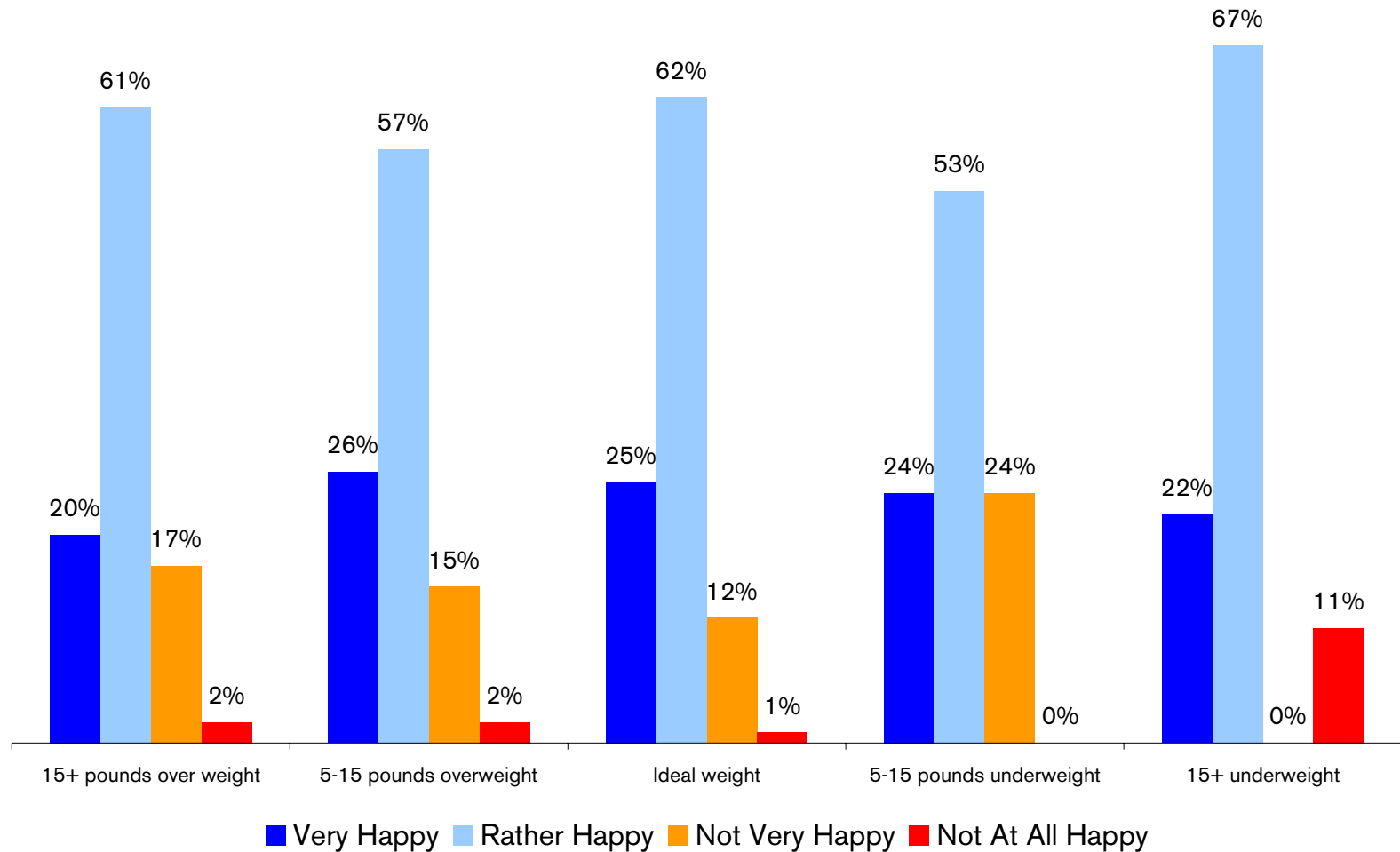
Overall happiness x Strong economy but still tough for people like me to get by



Weight and happiness

XT

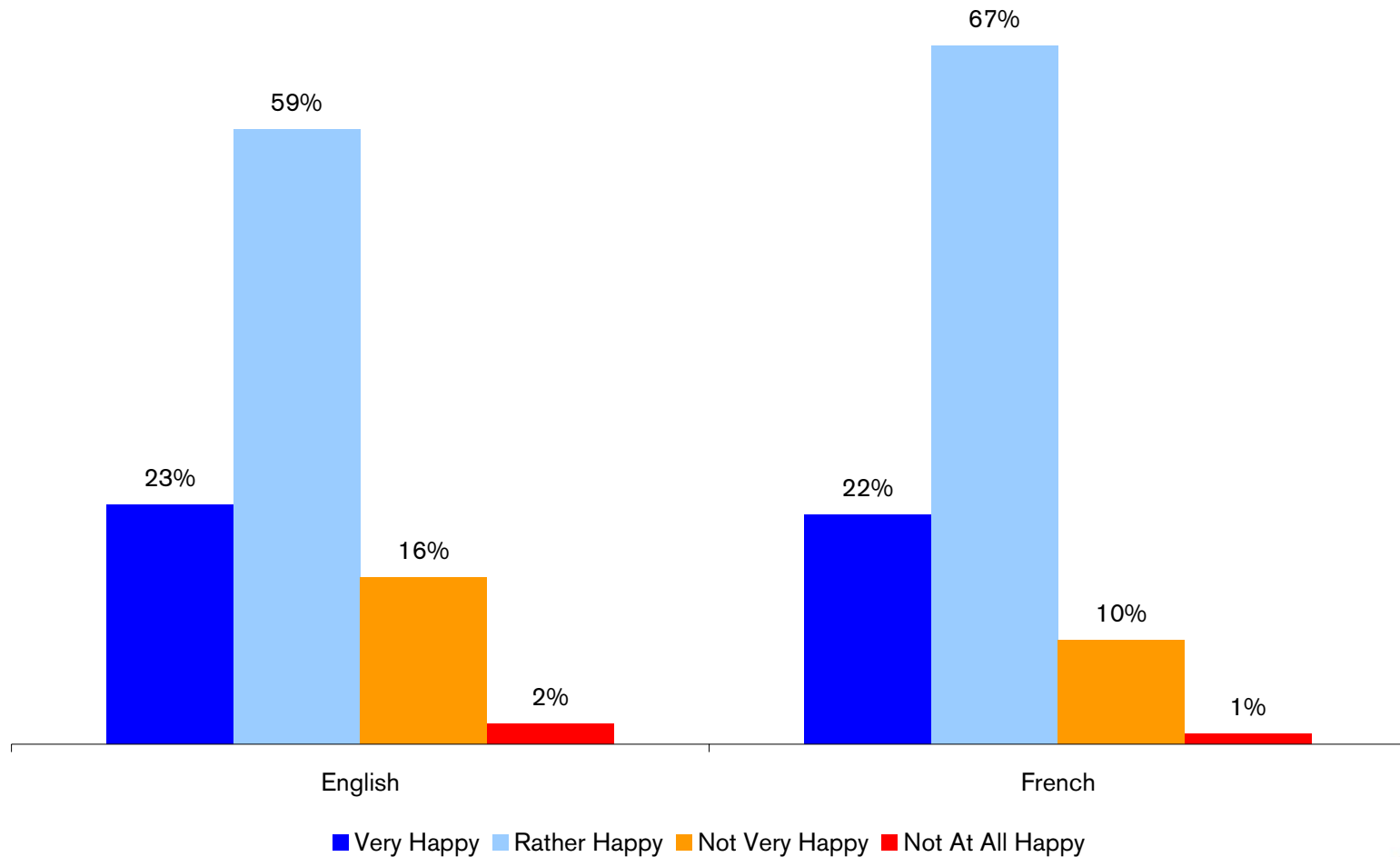
Overall happiness x Ideal weight



Language and happiness

XT

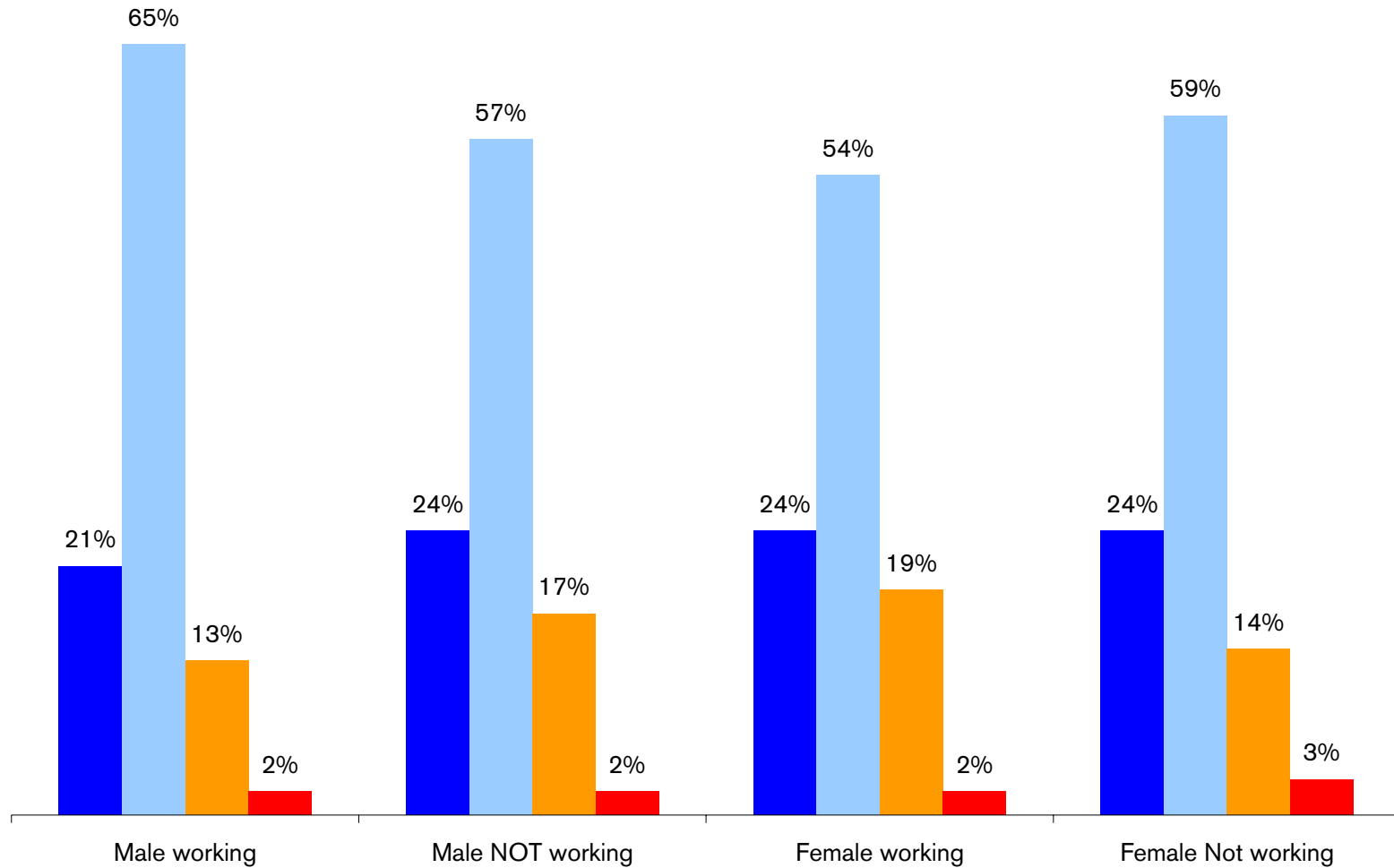
Overall happiness x Language



Gender-work and happiness

XT

Overall happiness x Gender-work status

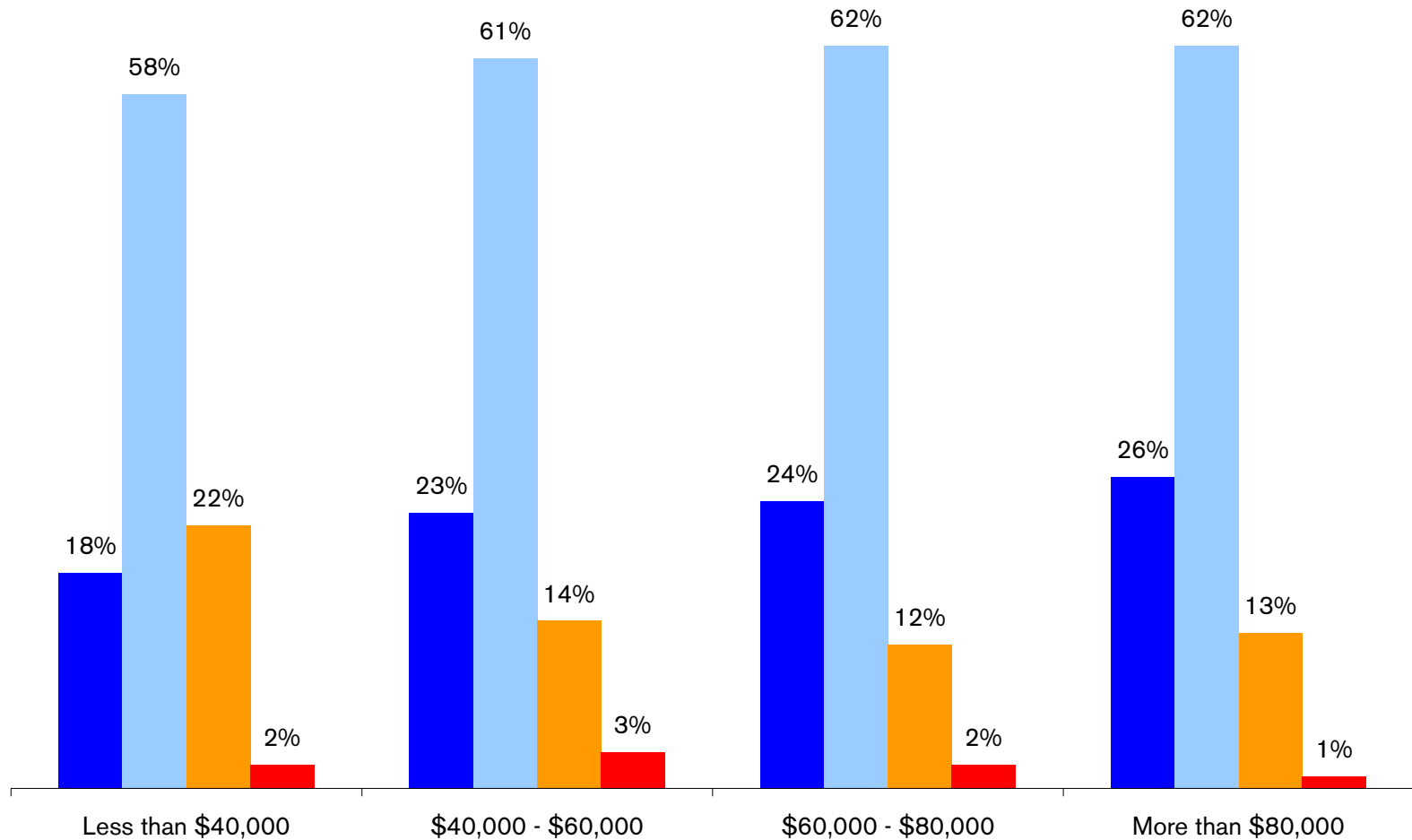


■ Very Happy
 ■ Rather Happy
 ■ Not Very Happy
 ■ Not At All Happy

Income and happiness

XT

Overall happiness x Household income

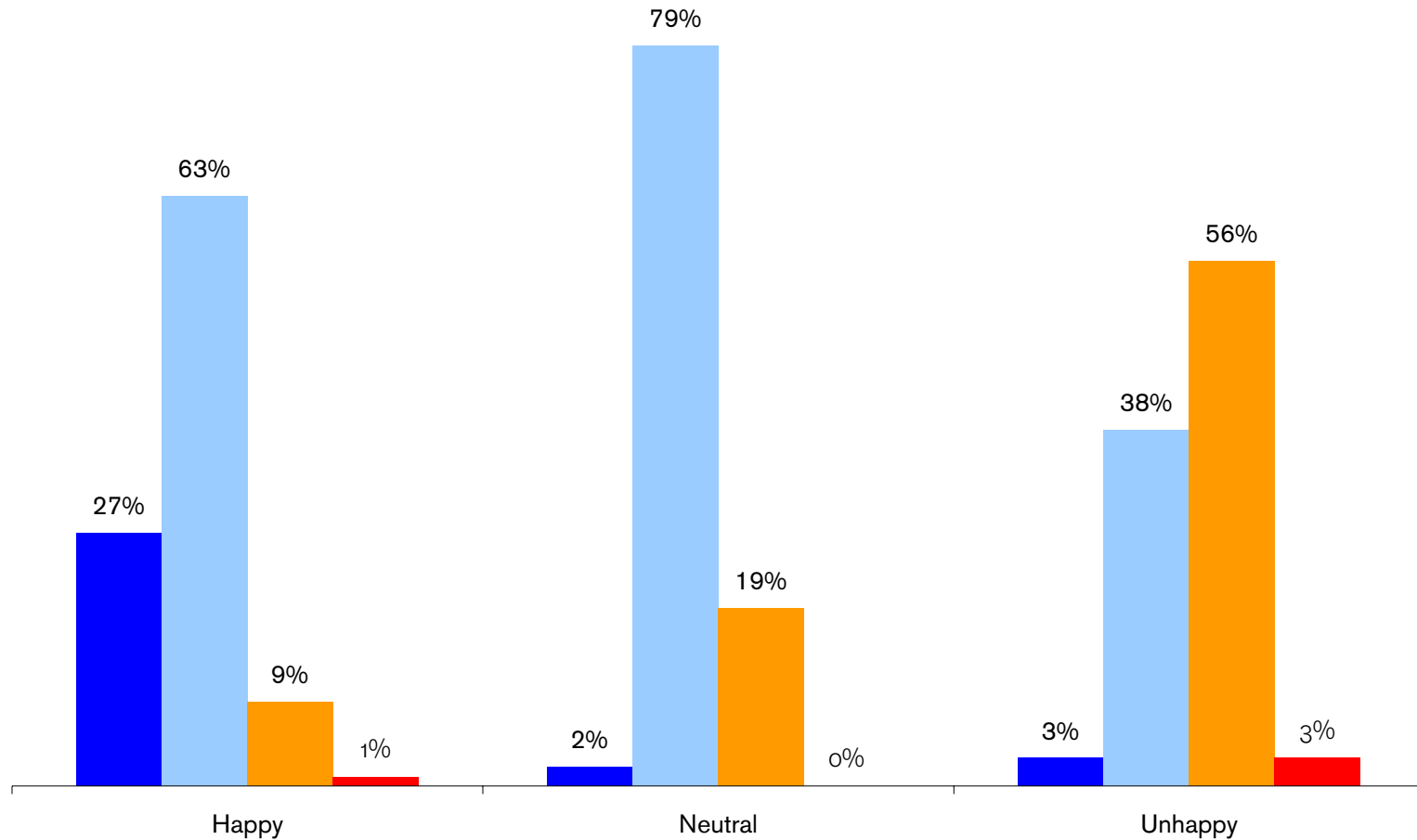


Very Happy Rather Happy Not Very Happy Not At All Happy

Relationship and happiness

XT

Overall happiness x Relationship happiness

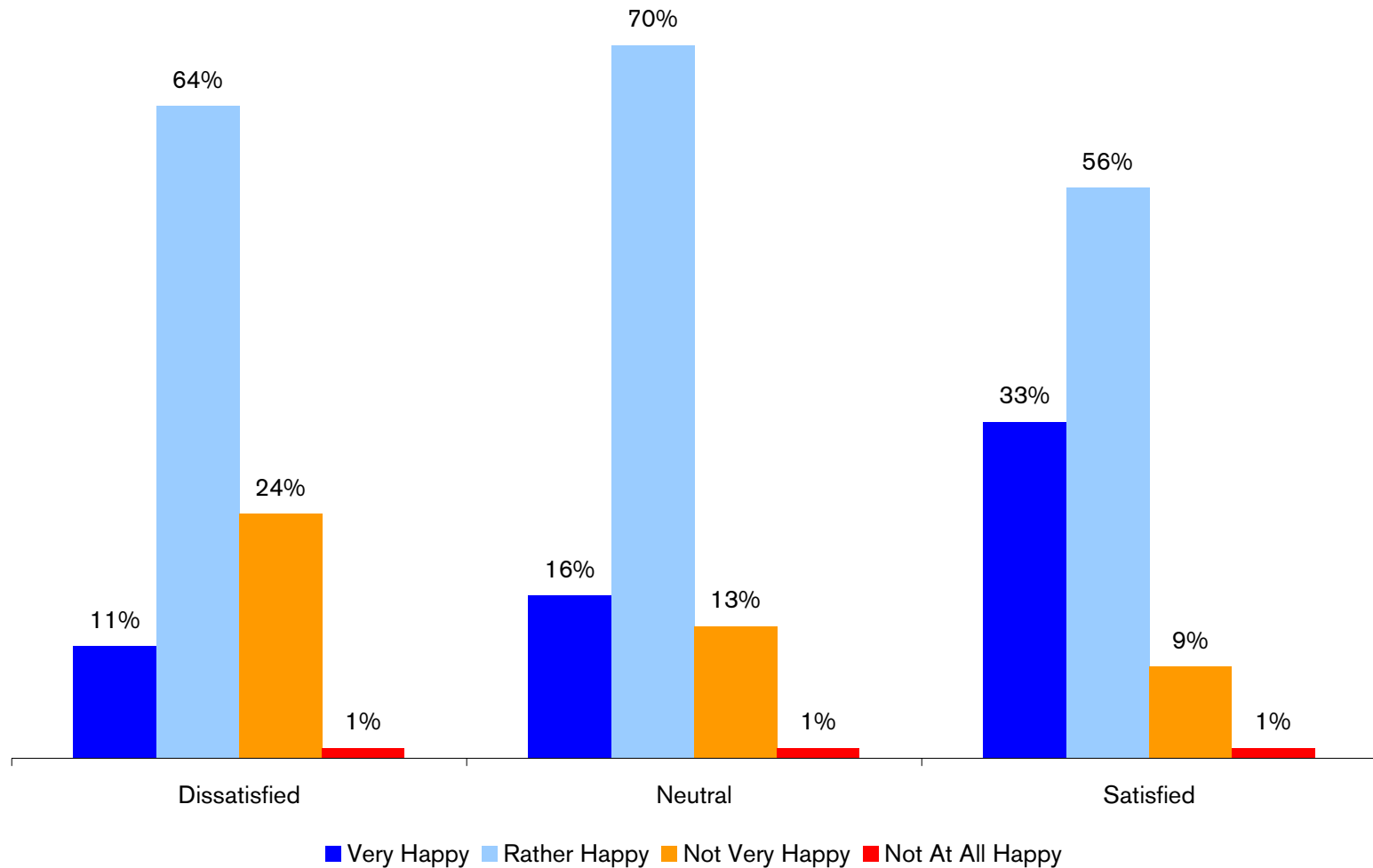


Very Happy Rather Happy Not Very Happy Not At All Happy

Sex life and happiness

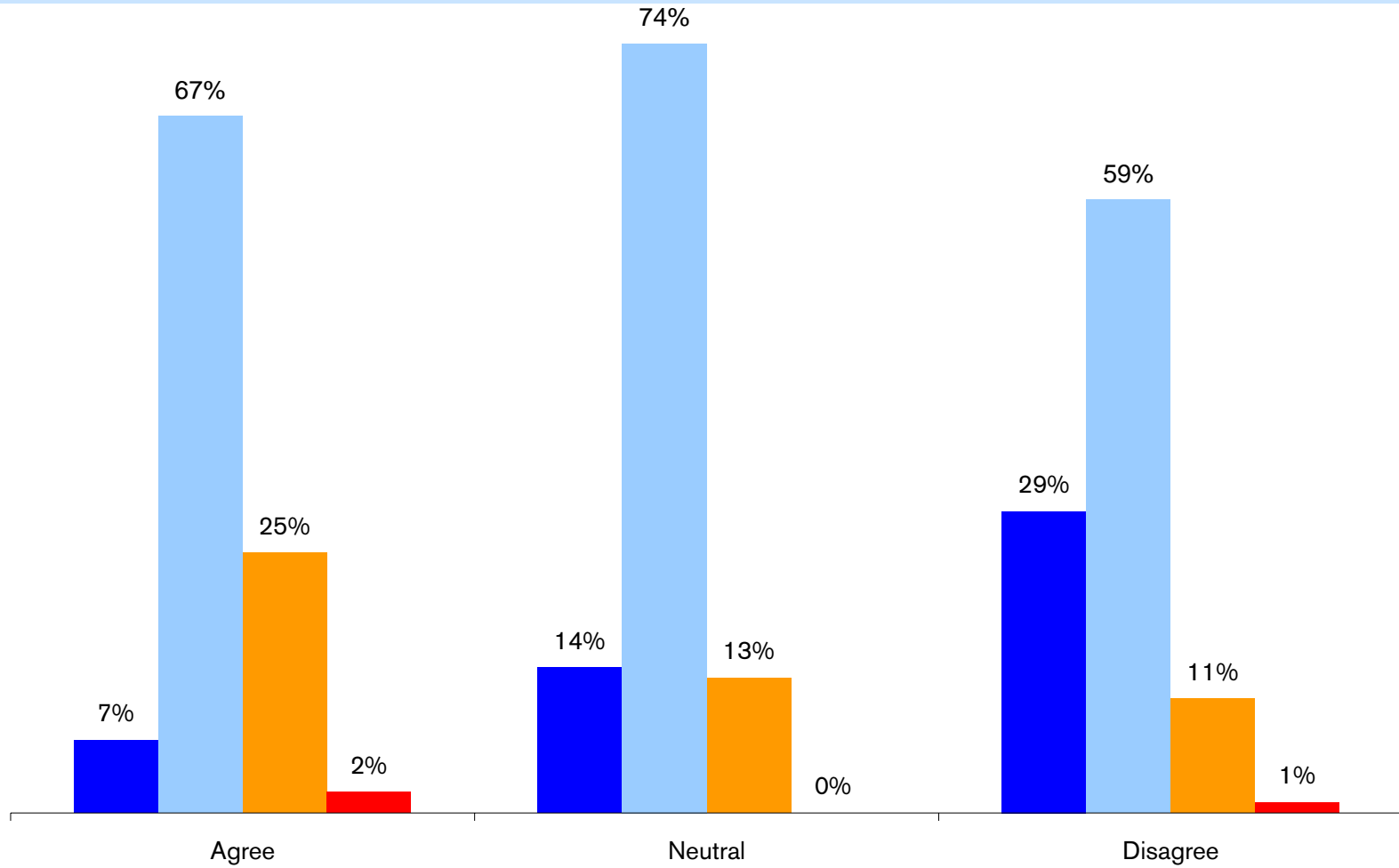
XT

Overall happiness x Satisfaction with sex life



Envy and happiness

XT Overall happiness x Envy of others possessions

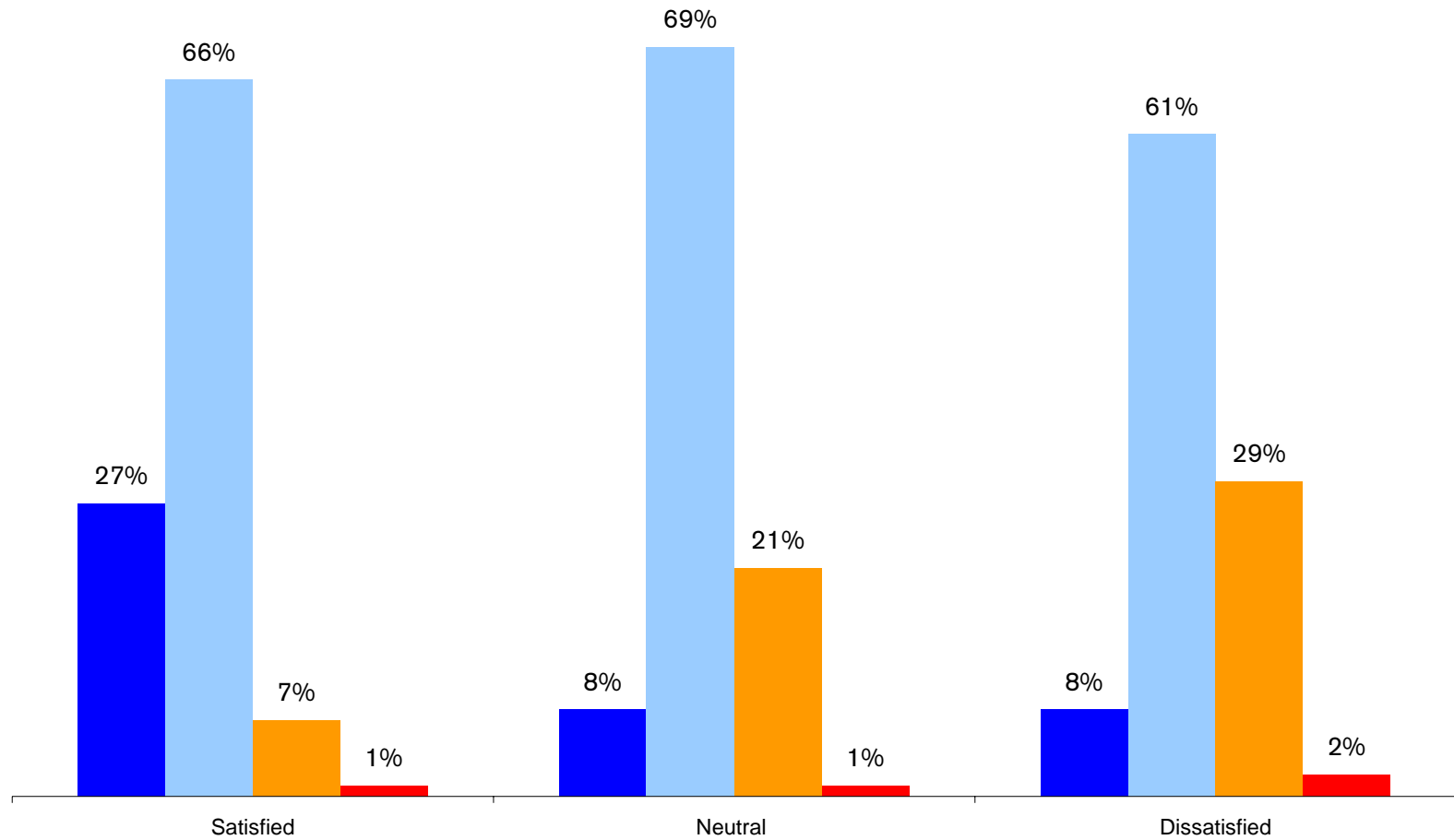


■ Very Happy
 ■ Rather Happy
 ■ Not Very Happy
 ■ Not At All Happy

Job and happiness

XT

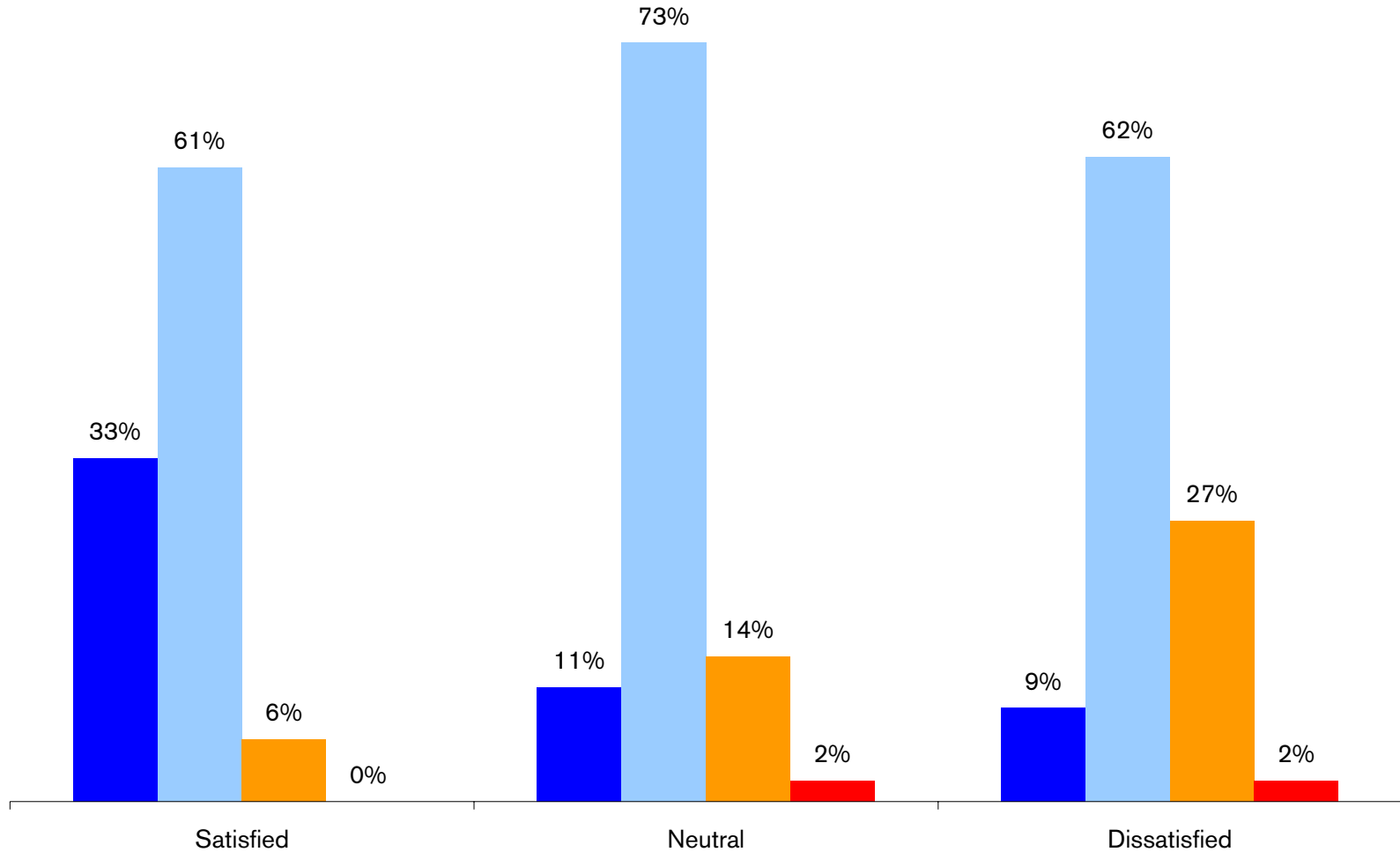
Overall happiness x Satisfaction with job



■ Very Happy
 ■ Rather Happy
 ■ Not Very Happy
 ■ Not At All Happy

Financial position and happiness

XT Overall happiness x Satisfaction with financial position



■ Very Happy ■ Rather Happy ■ Not Very Happy ■ Not At All Happy