

LIFE

Having Enough Time to Do What They Want is Key for Canadians

Religion and wealth at bottom end of scale; men place more importance on marriage than women.

[VANCOUVER – Jun. 9, 2008] – Having enough leisure time, being successful in their careers and doing volunteer work are all more important to Canadians than following their religious beliefs, being wealthy and getting married, a new Angus Reid Strategies poll reveals.

In the online survey of a representative national sample, 96 per cent of respondents say having enough free time to do what they want is very important or moderately important to them. Achieving career success (89%), volunteering (74%) and having children (72%) are also high on the scale of accomplishments.

Following their religious beliefs (46%), being wealthy (53%) and tying the knot (55%) are not valued as highly by Canadians across the nation.

Regionally, Albertans are the least likely to place importance on having children (59%), while Quebecers are the least likely to regard marriage as a significant goal (38%).

While respondents in Manitoba and Saskatchewan (56%) and the Atlantic Provinces (57%) attach high importance to religion, Quebecers (32%) hold very different views.

The differences between men and women are worth noting. While more males (58%) than females (53%) view marriage as a very important component of life, women are more likely to attach significance to having children (76% versus 68%), pursuing volunteer work or donating to charity (81% versus 68%) and following their religious beliefs (54% versus 37%).

KEY FINDINGS

- **96% of Canadians think it is very important to have enough leisure time**
- **Quebecers not keen on marriage (38%) or religion (32%)**
- **More men (58%) than women (53%) view marriage as an important part of life**
- **Females (81%) and older Canadians (84%) attach importance to volunteering**

Full topline results are at the end of this release.

*From May 28 to May 29, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of **1,006 adult Canadians**. The margin of error for the total sample is +/- **3.1 %**, **19 times out of 20**. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

An analysis across the different age groups further reveals that more Canadians over the age of 55 favour volunteering (84%), getting married (61%) and following their religious beliefs (60%) than respondents in the remaining two demographics. In turn, more respondents aged 18-34 regard having children (76%) and advancing their careers (90%) as key components of their lives.

University graduates (95%) as well as respondents with a household income of more than \$100,000 (96%) view a successful career as an important part of their lives. Respondents with a high school education or less are more likely to view being wealthy as a very important part of life (56%), compared to respondents with a college diploma (52%) and university graduates (51%).