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**THE GLOBE AND MAIL**  
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# A Report To The Globe and Mail

Globe Life Survey –  
Work/Life Balance, Child Rearing,  
Green Living, Restaurant Habits  
and Behaviours, and Genetic  
Screening

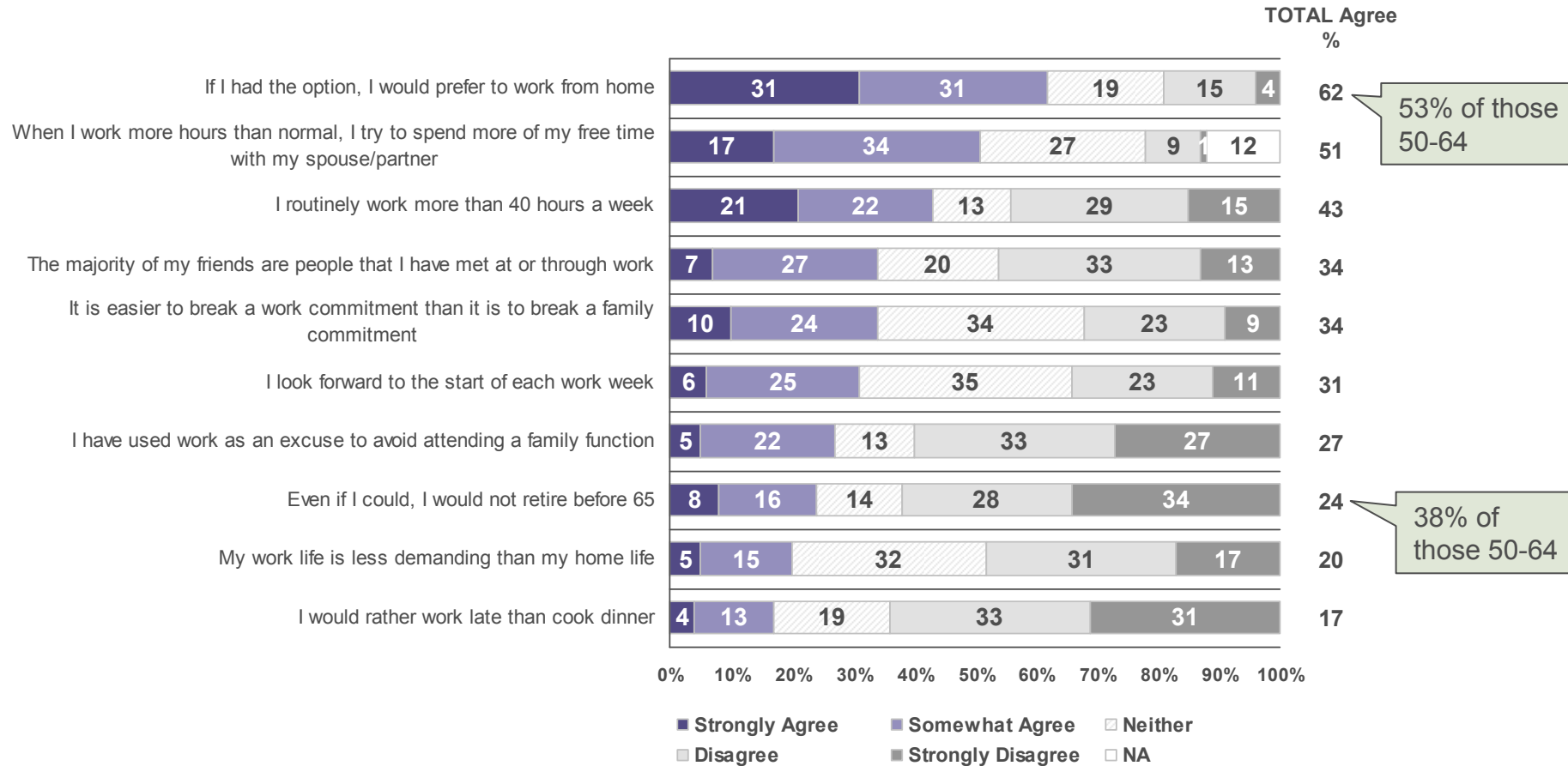
April 2007

## Background and Methodology

- ◆ *The Strategic Counsel* is pleased to present this summary of results for a recently completed survey for the Globe and Mail – R.O.B.
- ◆ The survey was conducted **online** among the following:
  - National Canada
  - English and French Canada interviewing
  - Age 18+
  - 50:50 male:female distribution
- ◆ Notes on reading the data: Stats testing has been shown on each of the accompanying charts. Relative to a corresponding column, capital letters indicate a significant difference at 98% confidence level, whereas lower case letters indicate a significant difference at 95%.

## Detailed Results

If given the option, close to two-thirds of Canadians would prefer to work from home. When working more hours than normal, more than half make an effort to spend more time with their spouses.



Q.2 For each of the following, please state whether you agree or disagree with the statement. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree that ... ?

Base: Those who are employed/self-employed full or part time (n=697)

If given the option, close to two-thirds of Canadians would prefer to work from home. When working more hours than normal, more than half make an effort to spend more time with their spouses.

- ◆ Men as well as younger Canadians are most likely to work more than 40 hours a week.
- ◆ It is interesting to note that Canadians over 35 are more likely than younger Canadians to look forward to the start of each work week. Is this a function of older Canadians likely being more established and clearer as to their career objectives.

**% Strongly Somewhat Agree**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	697	137	560	350	347
	A	B	C	D	E
	%	%	%	%	%
I would rather work late than cook dinner	17	21	16	15	20
The majority of my friends are people that I have met at or through work	34	33	34	35	32
It is easier to break a work commitment than it is to break a family commitment	34	27	36	32	36
When I work more hours than normal, I try to spend more of my free time with my spouse/partner	51	55	50	51	51
I routinely work more than 40 hours a week	43	49	42	51 <sup>E</sup>	35
Even if I could, I would not retire before 65	24	19	25	27 <sup>E</sup>	20
If I had the option, I would prefer to work from home	62	63	62	62	63
I look forward to the start of each work week	31	22	33 <sup>B</sup>	30	31
My work life is less demanding than my home life	20	18	21	15	25 <sup>D</sup>
I have used work as an excuse to avoid attending a family function	27	34 <sup>C</sup>	25	26	27

Q.2 For each of the following, please state whether you agree or disagree with the statement. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree that ... ?

Base: Those who are employed/self-employed full or part time

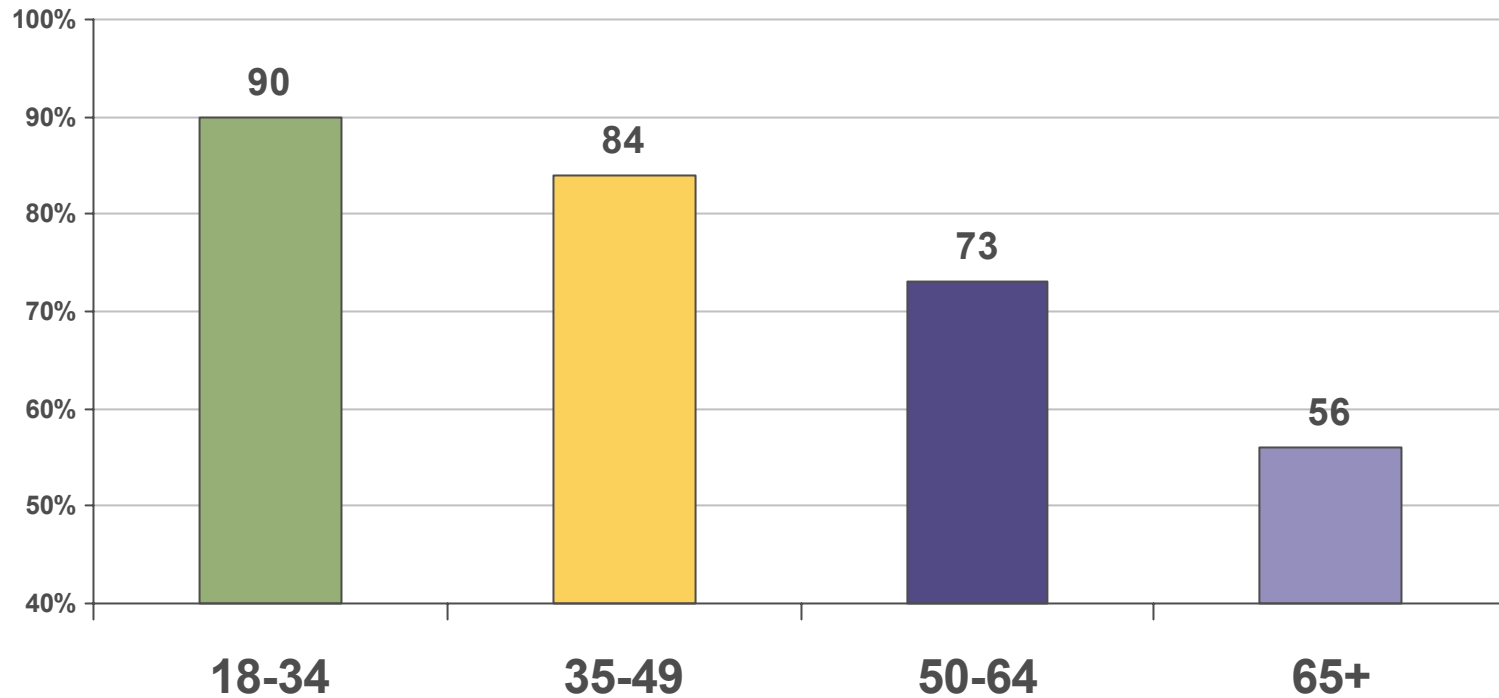
More than three-quarters of Canadians have access to a work related computer.

	Total Sample	Gender	
		Male	Female
n=	1028	513	516
	A	D	E
	%	%	%
Yes	78	78	78
No	22	22	22

Q.3 For work, do you currently have access to a computer?  
Base: Those who are employed/self-employed full or part time

Access to a work computer declines with age.

*% who have access to a computer at work*



Q.3 For work, do you currently have access to a computer?  
Base: Those who are employed/self-employed full or part time

Close to two-thirds admit to using their work computer for personal email. Related, more than half admit to accessing news or personal interest sites via their work computer. Those who have engaged in these activities at work, are likely to do so at least daily.

- ◆ This is relatively consistent both by age and gender across Canada.  
Younger Canadians are also more likely to access various Messenger services and to online shop.

	Total Sample		Age				Gender			
			18 – 34		35+		Male		Female	
	Within past month	At least once a day	Within past month	At least once a day	Within past month	At least once a day	Within past month	At least once a day	Within past month	At least once a day
	A		B		C		D		E	
n=	802	604	150	119	652	485	400	315	402	289
Personal email	62	62	67	66	61	61	64	58	59	65
Writing on your blog	2	<1	6 <sup>C</sup>	1	1	-	2	-	3	1
Online shopping	26	4	33 <sup>c</sup>	4	24	4	30 <sup>E</sup>	4	22	3
Online dating	2	1	2	1	2	1	3	1	2	<1
Fantasy sports	3	1	5	3	3	1	5 <sup>E</sup>	2 <sup>e</sup>	1	<1
Social networking sites	6	3	22 <sup>C</sup>	13 <sup>C</sup>	3	1	6	3	7	4
Messenger	27	21	39 <sup>C</sup>	27	25	19	28	20	26	21
Accessing news or personal interest sites	56	48	59	47	55	49	60 <sup>E</sup>	53 <sup>E</sup>	51	43
Online gaming	8	4	8	5	8	4	7	3	8	5
Other non-work related activities	8	7	5	5	8	7	7	6	8	8
None of the above	25	17	21	15	26	17	21	18	28 <sup>d</sup>	15

Q.4 Within the past month, which of the following have you used your work computer to do?

Base: Those who have access to a computer

Q.5 Which of these activities do you engage in at least once a day at your work computer?

Base: Those who engage in at least one of the activities listed in Q.4

More than 80% of Canadians claim to spend less than 10% of their work day engaged in non-work related computer activities.

- ◆ Younger Canadians are more likely than older Canadians to spend a larger portion of their day involved in non-work related computer activities, with close to 1 in 5 claiming to spend between 10% and 25% of their day involved in such activities.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	802	150	652	400	402
	A	B	C	D	E
	%	%	%	%	%
Less than 10% of my day	82	75	84 <sup>B</sup>	82	83
Between 10% and 25% of my day	12	18 <sup>C</sup>	11	13	12
25% to less than 50% of my day	4	5	3	4	4
50% or more of my day	2	3	2	2	2

Q.6 In an average work day, what percentage of your time are you involved in non-work related computer activities, such as accessing news or personal interest sites, engaging in messenger chats, or engaging in personal email correspondence?

Base: Those who have access to a computer

## Overall penetration of PDAs is fairly low nationally.

- ◆ Nonetheless, though still low, men are more likely than women to have access to work email via these devices.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	802	150	652	400	402
	A	B	C	D	E
	%	%	%	%	%
Yes	5	7	4	7 <sup>E</sup>	2
No	95	93	96	93	98 <sup>D</sup>

Q.7 Do you currently have access to your work email through a mobile device such as a Blackberry or Palm Trio?

Base: Those who have access to a work computer

Close to two-thirds of Canadians would prefer to work a standard work week as opposed to working overtime with financial compensation.

- ◆ Though still preferring to work a standard work week, men and younger Canadians are more receptive to the idea of working overtime with financial compensation.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Work a standard work week	63	55	64 <sup>b</sup>	55	71 <sup>D</sup>
Work overtime and receive financial compensation for the overtime worked	37	45 <sup>c</sup>	36	45 <sup>E</sup>	29

Q.11 If you had the choice, which of the following would you prefer? Would you prefer to ... ?

Base: Total sample

Close to half of Canadians socialize with their coworkers once a month or less often. An additional quarter never socialize with co-workers.

- ◆ Younger Canadians are more likely than older Canadians to socialize with colleagues outside of work. 39% claim to socialize with coworkers at least once a month relative to 27% of Canadians who are older than 35.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	697	137	560	350	347
	A	B	C	D	E
	%	%	%	%	%
Three times a week or more often	2	5	2	2	3
Once or twice a week	6	11	4	6	6
Once every couple weeks	10	13	9	12	8
Once a month	11	10	12	13	10
Less often than once a month	44	39	44	41	46
I never socialize after work with my co-workers	27	22	29	27	28

Q.12 How often do you socialize with your co-workers outside of work, by doing things such as going for food or a drink, or to a sporting event?

Base: Those who are employed

For almost half of Canadians, the ideal retirement age is between 55 and 60.

- ◆ Close to one-third of younger Canadians believe that retiring before they turn 55 is the ideal (relative to 17% of Canadians over 35).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Before you are 55	19	29 <sup>C</sup>	17	19	20
55 to 60 years	44	42	44	42	45
61 to 65 years	22	16	23	21	24
66 to 70 years	10	6	11 <sup>b</sup>	13 <sup>E</sup>	8
71 to 75 years	2	2	2	2	1
76 years or older	3	5	3	3	3

Q.13 What is your ideal retirement age?

Base: Total sample

More than one-third of Canadians claim to spend more than 6 hours a day directly with their children. Half spend between 2 and 6 hours per day with their children.

- ◆ Women are most likely to spend the most amount of time with their children, as close to half claim to spend more than 6 hours a day with their children (related, what percentage of women are stay at home moms?).

	Total Sample	Age		Gender		
		18 – 34	35+	Male	Female	
n=	1028	168	861	513	516	
	A	B	C	D	E	
	%	%	%	%	%	
<i>Parent or Guardian of children under 16?</i>						
Yes	31	35	30	24	38 <sup>D</sup>	
No	69	65	70	76 <sup>E</sup>	63	
<i>(If yes) How many hours spend with children per day?</i>	n=	(315)	(59)	(256)	(121)	(193)
Less than 2 hours	13	13	13	20 <sup>E</sup>	8	
2 to under 4 hours	25	34	23	34 <sup>E</sup>	19	
4 to 6 hours	25	12	28 <sup>B</sup>	25	26	
More than 6 hours	36	39	36	19	47 <sup>D</sup>	

Q.14 Are you the parent or guardian of any children under the age of 16?

Base: Total sample

Q.15 During the week (Monday to Friday), on average, how many hours per day do you spend directly with your child (children)?

Base: Those with children under the age of 16

Amongst parents of children under 16 who surf the Internet, almost all have spoken with their children about what they do online.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	315	59	256	121	193
	A	B	C	D	E
	%	%	%	%	%
<i>Do your children surf the Internet?</i>					
Yes	62	28	69	62	62
No	38	72	31	38	38
<i>(If yes) Have you talked to them about what they do online? n=</i>					
Yes	97	100	97	95	99
No	3	-	3	5	1

Q.16a Do your children surf the Internet?

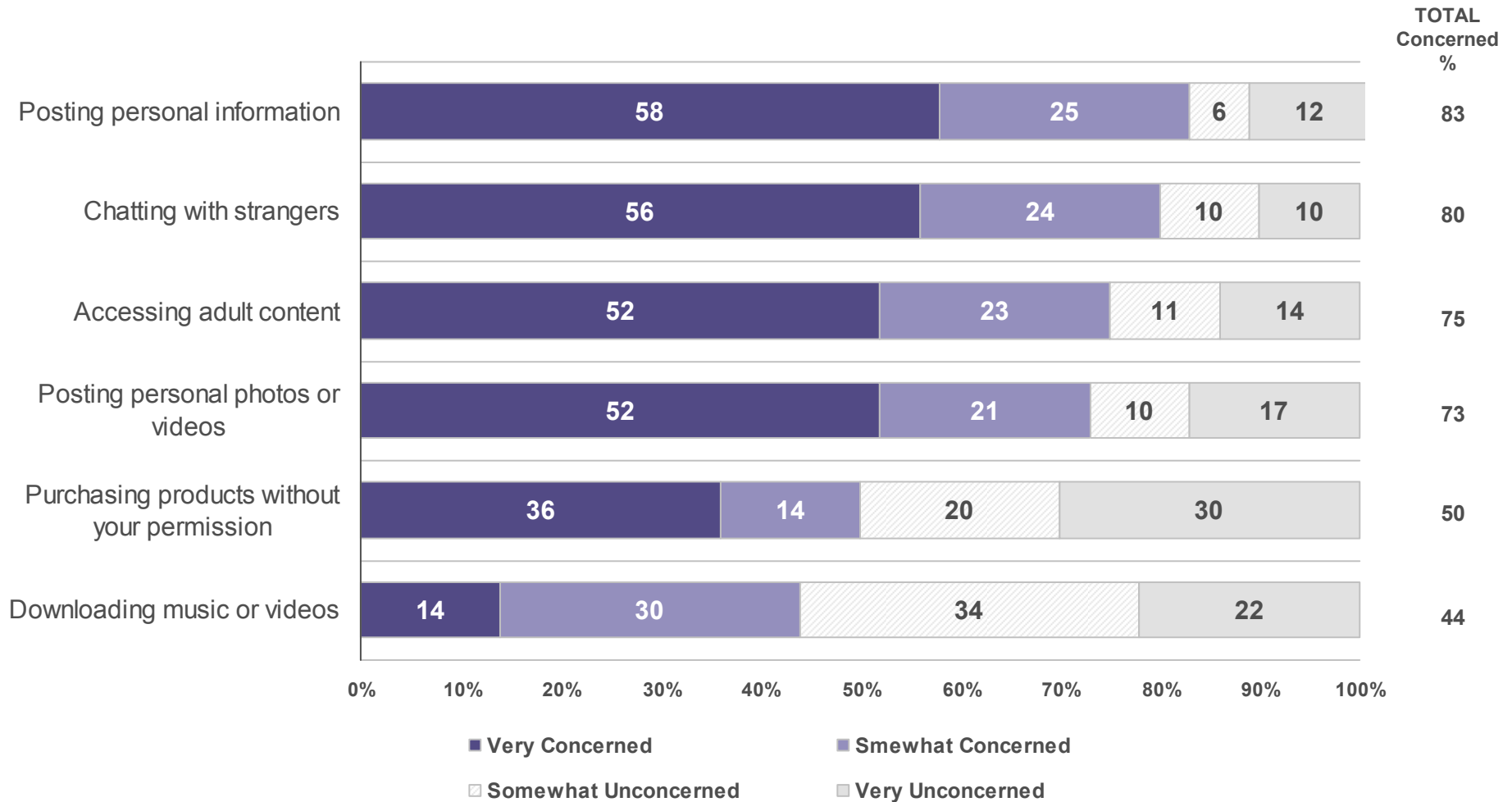
Base: Those with children under the age of 16

Q.16b Have you talked to your kids about what they do online?

Base: Those with children under the age of 16 who surf the Internet

<sup>c</sup> Caution, small base size

Parental concerns are most pronounced as related to their children posting personal information, and chatting with strangers.



Q.17 How concerned are you about your children doing the following online?

Base: Those with children under the age of 16 who surf the Internet and have spoken with their children about what they do online (n=189)

Parental concerns are most evident as related to their children sharing personal information and chatting with strangers. Concerns about their children downloading music or videos, as well as purchasing products online without their permission are still evident, though much softer.

**% Very/Somewhat Concerned**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	189	17 <sup>c</sup>	173	71	118
	A	B	C	D	E
	%	%	%	%	%
Posting personal information	83		86	84	83
Chatting with strangers	80		83	82	78
Accessing adult content	75		77	72	77
Posting personal photos or videos	73		76	73	73
Purchasing products without your permission	50		52	54	49
Downloading music or videos	44		46	31	52 <sup>D</sup>

Q.17 How concerned are you about your children doing the following online?

Base: Those with children under the age of 16 who surf the Internet

<sup>c</sup> Caution, Sample size too small

Half of Canadian parents spend \$300 or less per year on extra curricular activities for their children. Close to 1 in 5 spend \$900 or more on such activities.

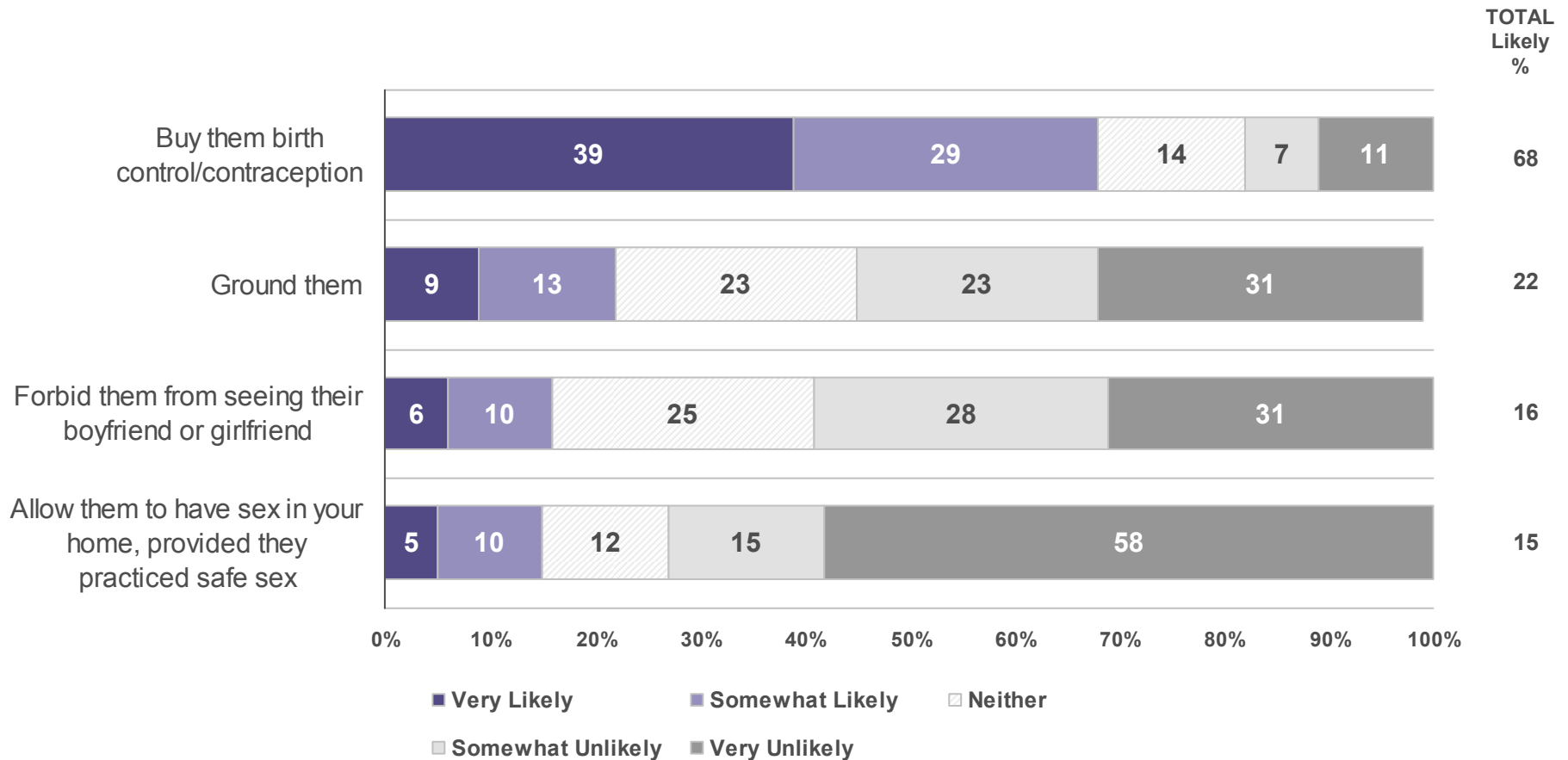
- ◆ Younger parents tend to spend less on their children’s activities (possibly because they are more likely to have younger children who aren’t of age for these activities; and/or financial, as younger parents likely have less disposable income than older parents).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	315	59	256	121	193
	A	B	C	D	E
	%	%	%	%	%
Less than \$100	20	35 <sup>C</sup>	17	23	19
\$100 to less than \$200	13	12	13	13	13
\$200 to less than \$300	18	20	18	18	18
\$300 to less than \$500	17	15	18	21	15
\$500 to less than \$700	11	6	12	5	15 <sup>D</sup>
\$700 to less than \$900	5	7	4	4	5
\$900 plus	17	4	20 <sup>B</sup>	17	16

Q.18a How much do you spend a year, per child, on extra curricular activities, such as organized league sports or music lessons?

Base: Those with children under the age of 16

Of the choices presented, parents are least likely to allow their children to have sex in their home (even though they are practicing safe sex). Nonetheless, more than two-thirds would be likely to provide them with some form of birth control.



Q.18b If you had a 16 year old child and knew that they were sexually active, how likely would you be to respond in the following ways?

Base: Total sample (n=1028)

Women are less likely than men to allow their kids to have safe sex in their homes (though less than one in five men would allow them to do so), yet are more likely to buy their kids birth control and contraception.

*% Very/Somewhat Likely*

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Buy them birth control/contraception	69	70	68	65	72 <sup>D</sup>
Ground them	22	21	22	25	21
Forbid them from seeing their boyfriend or girlfriend	16	13	17	17	16
Allow them to have sex in your home, provided they practiced safe sex	15	23 <sup>C</sup>	14	19 <sup>E</sup>	12

Q.18b If you had a 16 year old child and knew that they were sexually active, how likely would you be to respond in the following ways?

Base: Total sample

Close to one third believe that children should stop being breast fed when they are between 8 and 12 months of age. A comparable percent believe that children should stop being best friend when they are between 4 and 8 months of age.

◆ Differences by age and gender are minimal.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
When the child is 1 month old or younger	1	1	1	2	1
When the child is 1 month to less than 2 months old	3	3	4	5 <sup>E</sup>	2
When the child is 2 month to less than 4 months old	10	10	11	12	9
When the child is 4 month to less than 8 months old	29	22	30 <sup>b</sup>	27	30
When the child is 8 month to less than 12 months old	29	31	28	27	31
When the child is 12 month to less than 18 months old	16	20	16	14	18
When the child is 18 month to less than 24 months old	6	6	6	7	5
When the child is 24 months or older	4	5	3	3	4
Children shouldn't be breastfed	2	2	2	3 <sup>e</sup>	1

Q.19 At what age do you feel that children should stop being breastfed?

Base: Total sample

More than two-thirds of Canadians believe that it is better for a child's development if at least one parent stays home, as opposed to working outside the home. 81% believe that children do not receive enough discipline.

- ◆ Men, more so than women see the benefits of having children raised directly by at least one parent. Men are also more likely than women to believe that children raised by non-family caregivers are prone to social problems as they get older.
- ◆ Older Canadians are more likely to believe that it is better for children if at least one parent stays at home.

**% Strongly Agree/Agree**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Parents do not discipline their children enough these days	81	77	81	82	80
It is better for a child's development if at least one parent stays at home instead of having both working outside of the home	68	60	70 <sup>B</sup>	73 <sup>E</sup>	63
Children cared for by non-family caregivers (such as a nanny or daycare) are more likely to act out and encounter social problems as they grow older	30	26	30	36 <sup>E</sup>	23

63% among those 18-49  
75% among those 50+

Q.20 For each of the following, do you agree or disagree with the statement? Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree that ...?

Base: Total sample

Awareness of the various child rearing techniques is high. Canadians are most familiar with spanking, and least familiar with 'ferberizing'.

- ◆ Women tend to be more familiar than men with the 'modern' techniques, as are Canadians under 50

*% Yes, have heard of*

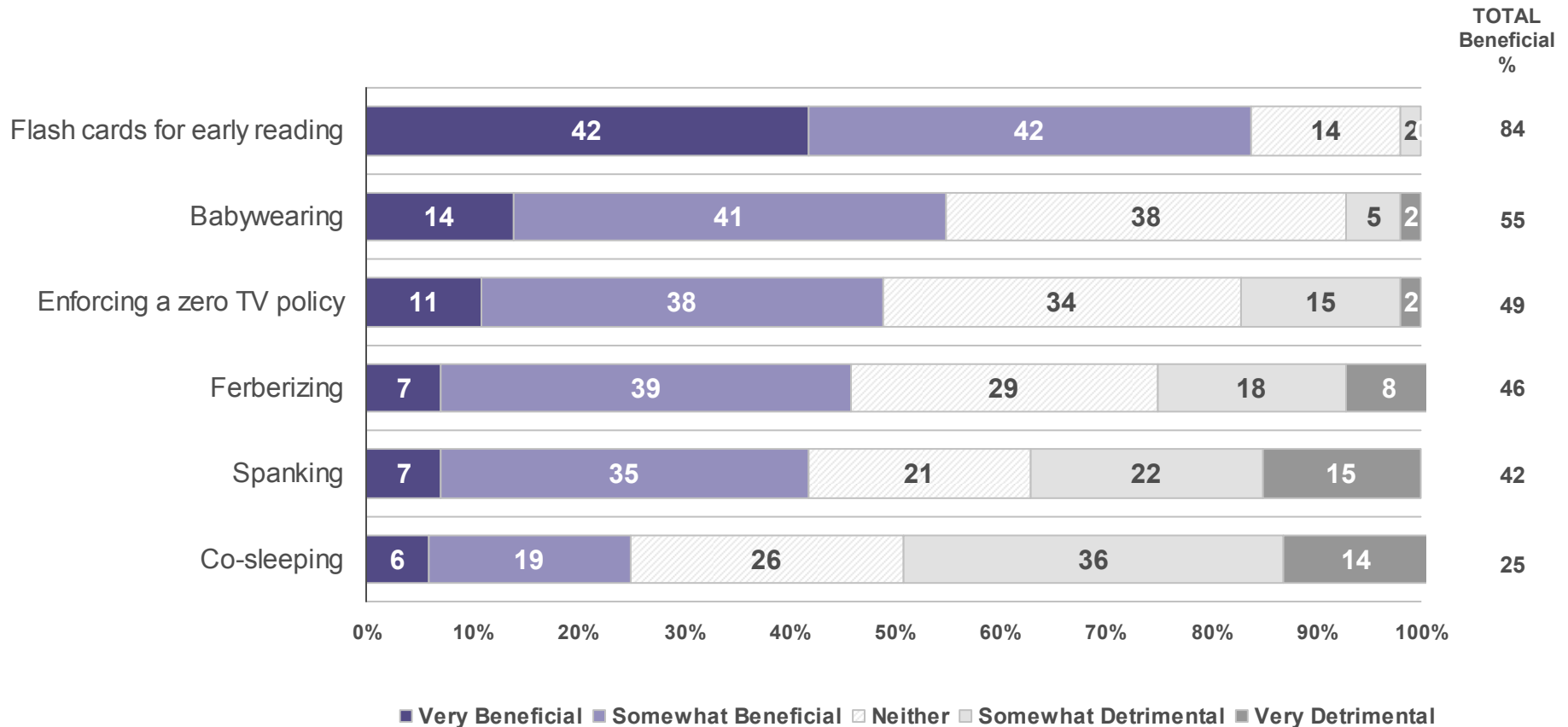
	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Spanking	86	90	85	85	87
Flash cards for early reading	76	82	75	72	80 <sup>D</sup>
Babywearing (the act of wearing or carrying a baby or child in a sling or other form of carrier)	75	73	76	70	81 <sup>D</sup>
Co-sleeping (where your baby sleeps with you)	71	75	70	62	79 <sup>D</sup>
Enforcing a zero TV policy	69	70	69	69	69
Ferberizing (teaching your children to sleep by letting them cry it out)	61	61	61	53	70 <sup>D</sup>

76% among those 18-49  
64% among those 50+

68% among those 35-49  
49% among those 65+

Q.21 Which of the following techniques in child raising have you heard of?  
Base: Total sample

While co-sleeping is seen as having the most detrimental affect on a child's development, Flash cards are seen as having the most positive impact.



Q.22 What impact do you think each of the following techniques have on a child's development?

Base: Those who have heard of technique (base sizes vary)

Though men are less aware of the various techniques, they are more likely to believe that there are benefits to these techniques on children's development.

*% Very/Somewhat Beneficial*

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Flash cards for early reading	84	86	83	87 <sup>E</sup>	81
Babywearing	55	51	56	50	60 <sup>D</sup>
Enforcing a zero TV policy	49	41	50 <sup>b</sup>	52 <sup>e</sup>	45
Ferberizing	46	49	46	52 <sup>E</sup>	42
Spanking	42	46	41	51 <sup>E</sup>	33
Co-sleeping	24	29	23	27	22

Q.22 What impact do you think each of the following techniques have on a child's development?

Base: Those who have heard of technique (base sizes vary)

The majority of Canadians believe that their homes operate in an environmentally friendly manner. This is consistent by age and gender.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
<b>TOTAL Environmentally Friendly</b>	<b>81</b>	<b>78</b>	<b>81</b>	<b>81</b>	<b>80</b>
Very environmentally friendly	18	13	18	21 <sup>E</sup>	14
Somewhat environmentally friendly	63	65	63	61	66
<b>Neither</b>	<b>16</b>	<b>15</b>	<b>16</b>	<b>15</b>	<b>16</b>
Somewhat environmentally unfriendly	3	7 <sup>E</sup>	3	4	3
Very environmentally unfriendly	<1	1	<1	<1	<1
<b>TOTAL Environmentally Unfriendly</b>	<b>4</b>	<b>7<sup>E</sup></b>	<b>3</b>	<b>4</b>	<b>4</b>

Q.23 How environmentally friendly do you think your home is? Would you say that your home is ... ?

Base: Total sample

Nationally, Canadians are most likely to recycle, and to use energy efficient light bulbs and appliances. Composting and the use of environmentally friendly cleaners have been implemented much less frequently in their homes.

- ◆ Older Canadians are more likely to actively manage their homes in an environmentally responsible manner than are younger Canadians.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Ensure that all recyclable products are recycled	86	79	87 <sup>B</sup>	88	84
Use energy efficient compact fluorescent bulbs	79	73	80	82 <sup>E</sup>	76
Installed energy efficient appliances	67	58	68 <sup>B</sup>	68	65
Set the thermostat below 20 degrees in the winter	64	47	67 <sup>B</sup>	65	62
Weather strip or reinsulated your home	56	42	59	57	56
Using environmentally friendly cleaners and detergents	45	34	47 <sup>B</sup>	49 <sup>E</sup>	41
Compost whenever possible	38	27	40 <sup>B</sup>	41 <sup>e</sup>	35

Q.24 Which of the following do you do (or have done) at your home?

Base: Total sample

Close to two-thirds of Canadians find it acceptable to pay up to 10% more for an energy efficient appliance. Nonetheless, only about one in ten Canadians are willing to pay 20% or more for an energy efficient appliance.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Zero %	27	21	28 <sup>b</sup>	24	30 <sup>d</sup>
1% to 10%	37	39	37	37	38
11% to 20%	23	26	23	26 <sup>e</sup>	20
21% to 30%	6	9	6	8	5
31% to 40%	3	3	3	2	4 <sup>d</sup>
41% to 50%	1	1	1	1	1
51% or higher	2	1	2	3	2

Q.25 How much more, if any, is acceptable to pay for an energy efficient appliance compared to a regular appliance?

Base: Total sample

It is interesting to note that relative to the other products purchased, Canadians were least concerned about the efficiency of the vehicle they considered. Canadians were most concerned about the efficiency of their light fixtures and home appliances.

- ◆ Older Canadians are consistently more concerned about the efficiency of the various products they have purchased.

*% Very/Somewhat Important*

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Home appliances	78	64	81 <sup>B</sup>	79	77
Light fixtures	78	70	80 <sup>B</sup>	78	78
Windows and coverings	68	56	70 <sup>B</sup>	70	66
Car, truck or SUV	62	51	65 <sup>B</sup>	64	61

Q.27a The last time you purchased each of these products, how important was it to you that the product was more green and energy efficient than competitive products?  
Base: Total sample

Almost all Canadians claim to have made efforts to be more environmentally friendly around their homes. About one-third, have consciously made efforts to be more green as related to their commuting behaviours.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Around your home	94	88	95 <sup>B</sup>	93	96 <sup>d</sup>
When commuting	36	42	35	41 <sup>E</sup>	31
With pet care	21	10	23 <sup>B</sup>	19	23
With clothing purchases	19	17	19	17	21

Q.27b In which of the following areas have you made efforts to be more green?

Base: Total sample

Close to 80% of Canadians would devote up to 5 hours a week or less to living green. This is fairly consistent both by age and gender.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Zero hours	15	25 <sup>C</sup>	13	17	14
Between 1 and 5 hours per week	64	56	65 <sup>b</sup>	60	68 <sup>D</sup>
Between 6 and 10 hours per week	15	14	15	17	13
Between 11 and 20 hours per week	3	2	4	3	4
Between 21 and 30 hours per week	1	3 <sup>C</sup>	1	2 <sup>E</sup>	1
Between 31 and 40 hours per week	<1	<1	1	<1	1
Between 41 and 50 hours per week	<1	-	<1	<1	<1
51 hours or more per week	1	-	1	2	1

Q.27c How much more time, if any, per week would you devote to greener living?

Base: Total sample

Close to three-quarters believe that the Internet has made it easier to stay connected with the people that matter in our lives. Nonetheless, two-thirds of Canadians believe that mobile devices have made us too accessible.

**% Strongly Agree/Agree**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
The Internet has made it easier for me to stay connected with the important people in my life	72	81	70	70	73
Cell phones and other mobile devices make us too accessible	65	61	66	64	67
It is easier to meet new people on social networking sites like Facebook and Myspace than it is to meet new people in real life	17	34 <sup>E</sup>	14	19	16
It is easier to bond with new people on social networking sites like Facebook and Myspace than it is to bond with new people in real life	12	24 <sup>E</sup>	10	13	11
I would rather watch YouTube or other online videos than regular TV if I had a spare hour	7	15 <sup>E</sup>	5	9 <sup>E</sup>	4

Q.28 For each of the following, do you agree or disagree with the statement?

Base: Total sample

When shopping for fruits and vegetables, consumers are most concerned about the fruit looking good, the price and that they are locally produced. Only one third of Canadians believe that it is important that the produce is organically produced.

- ◆ Relative to younger Canadians, older Canadians tend to be more concerned with fruits and vegetables being locally produced.
- ◆ Relative to men, women tend to be more concerned with the various aspects of the produce purchase decision.

*% Very/Somewhat Important*

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
That they are organically produced	33	34	33	33	33
That they are locally produced	69	58	71 <sup>B</sup>	65	72 <sup>D</sup>
That they are inexpensive	79	78	79	76	82 <sup>d</sup>
That they look good	90	91	90	88	93 <sup>D</sup>

65% among those 35-49  
75% among those 50+

Q.29a When shopping for fruits and vegetables, how important are each of the following when deciding which to buy?  
Base: Total sample

Close to two-thirds of Canadians never eat cereal for dinner. Those who do, tend to do so infrequently.

- ◆ Though still not very frequent, younger Canadians are more likely than older Canadians to eat cereal for dinner.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Never	62	51	65 <sup>B</sup>	61	63
At least once a week	9	14 <sup>B</sup>	8	10	8
Once every couple weeks	6	8	5	7	5
Once a month	7	10	6	8	5
Less often than once a month	17	17	17	14	19

Q.29b How often, if at all, do you eat cereal for supper?

Base: Total sample

Within the past 6 months, close to 60% of Canadians have consumed white bread, half have had Kraft Dinner.

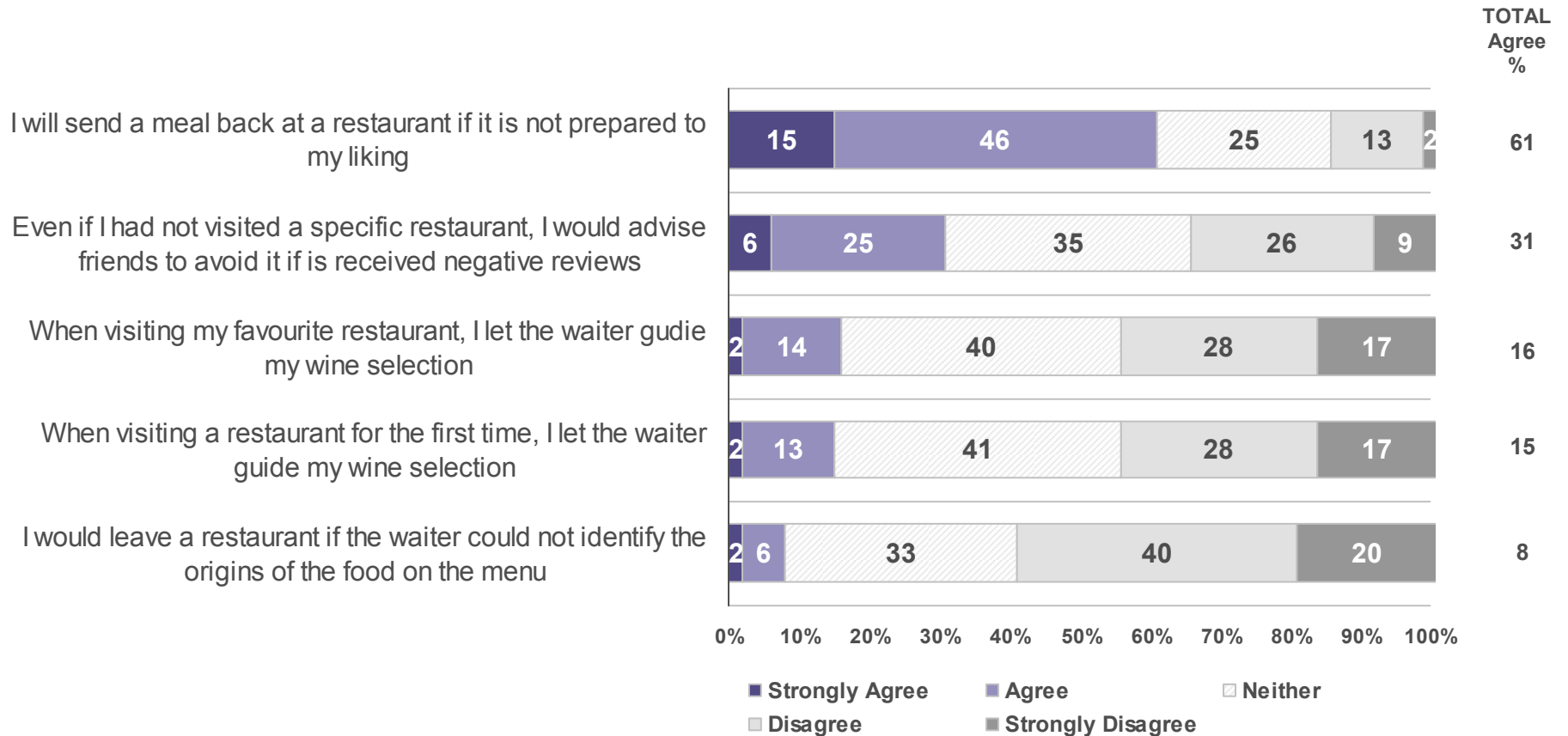
- Consumption of the products is relatively consistent both by age and gender, though younger Canadians are more likely to have consumed Doritos and Sashimi (though Sashimi consumption is still low).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
White bread	59	60	59	59	59
Kraft Dinner	47	49	46	44	50
Doritos	40	58 <sup>C</sup>	36	40	39
Cheez Whiz	34	31	35	33	36
Lobster	16	17	16	18	15
Sashimi	9	16 <sup>C</sup>	8	11	8
Heirloom tomatoes	6	6	5	6	5
Foie gras	6	6	6	6	5
Duck confit	3	2	3	4	2
Black Truffles	3	2	3	4	2
None of the above	13	12	13	14	13

48% among those 35-49  
29% among those 50-64  
15% among those 65+

Q.30 Within the past 6 months, which of the following products have you personally eaten?  
Base: Total sample

Close to two-thirds of Canadians would send a meal back if it was not prepared to their liking. Canadians are unlikely to advise against visiting a restaurant based solely on 3rd party reviews.



Q.31 For each of the following, please state whether you agree or disagree with the statement. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

Base: Total sample

Older Canadians appear to feel more comfortable sending a meal back if it wasn't to their liking. Men are more likely than women to advise a friend not to go to a restaurant based on negative reviews.

**% Strongly Agree/Agree**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
I send a meal back at a restaurant if it is not prepared to my liking	61	44	64 <sup>B</sup>	62	60
Even if I had not visited a specific restaurant, I would advise friends to avoid it if it received negative reviews	31	37	30	34 <sup>e</sup>	28
When visiting my favourite restaurant, I let the waiter guide my wine selection	16	17	15	15	16
When visiting a restaurant for the first time, I let the waiter guide my wine selection	15	16	14	15	14
I would leave a restaurant if the waiter could not identify the origins of the food on the menu	8	5	8	9	6

9% among those 65+

Q.31 For each of the following, please state whether you agree or disagree with the statement. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?

Base: Total sample

The majority of Canadians have not sent a bottle or glass of wine back at a restaurant.

- ◆ Inline with their comfort of sending a meal back that wasn't to their liking, older Canadians are more likely to have sent wine back at a restaurant (21% vs 6%).

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Yes	18	6	21 <sup>B</sup>	20	16
No	82	94 <sup>C</sup>	79	80	84

24% among those 50-64

Q.32a Have you ever sent a glass or bottle of wine back at a restaurant?  
Base: Total sample

When selecting a type of wine, price, followed by the region and the specific winery are most important to their purchase decision. Wine consumers tend not to be concerned with the design of the bottle or how 'cool' the name is.

- ◆ Men and older Canadians tend to be relatively more concerned with the winery in which the wine is produced as well as the specific varietal. Older Canadians tend to also be more concerned with price.

**% Very/Somewhat Important**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
The price	56	46	58 <sup>B</sup>	54	58
The region	38	33	39	39	37
The winery	35	27	37 <sup>b</sup>	39 <sup>E</sup>	31
The varietal	27	19	29 <sup>B</sup>	31 <sup>E</sup>	24
Critics' rankings and recommendations	24	22	25	25	23
The design of the label/bottle	6	10	6	5	8
That it has a cool name	5	7	4	6	4

53% among those 35-49 & 65+  
64% among those 50-64

Q.32b When choosing a specific wine, how important are each of the following to your decision?  
Base: Total sample

## More than half of Canadians typically spend less than \$25 on a bottle of wine.

- ◆ While older Canadians are more likely to purchase a bottle of wine under \$25, younger Canadians are slightly more likely than older Canadians to spend between \$25 and \$49 on a bottle of wine.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Less than \$25	57	40	60 <sup>B</sup>	55	58
\$25 – \$49	15	21 <sup>B</sup>	13	16	13
\$50 – \$99	1	2	1	2	1
\$100 – \$149	<1	<1	<1	-	<1
\$150 – \$199	<1	-	<1	<1	<1
\$200 – \$249	-	-	-	-	-
\$250 – \$299	-	-	-	-	-
\$300 or more	<1	-	<1	1	-
I do not buy wine	27	38 <sup>C</sup>	25	26	28

Q.32c On average, how much do you spend on a bottle of wine?

Base: Total sample

More than one-third of Canadians claimed to have detected blackberries in their wine. Less than one-in-five claim to have detected the other elements.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Blackberries	35	31	36	36	34
Passion Fruit	17	12	18	21 <sup>E</sup>	13
Lemon zest	13	12	13	12	13
Petrol	3	1	4	4	3
Barnyard	3	2	4	5 <sup>E</sup>	2
Minerals	7	1	8 <sup>B</sup>	8	6
I do not drink wine	41	56 <sup>C</sup>	38	39	43

Q.32c Have you ever claimed to detect any of the following scents in a glass of wine?

Base: Total sample

The majority of Canadians do not have a favourite Chef.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Yes	12	14	11	11	12
No	89	86	89	89	88

Q.34 Do you have a favourite chef?

Base: Total sample

40% of Canadians spent between \$50 and \$99 the last time they had dinner for two. One-third spent between \$25 and \$49 the last time they had dinner for two.

- ◆ Relative to older Canadians, younger Canadians are more likely to have spent between \$25 and \$49 on their last dinner for two.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Less than \$25	10	7	10	9	10
\$25 – \$49	33	40 <sup>c</sup>	32	34	32
\$50 – \$99	40	40	40	40	39
\$100 – \$149	13	11	14	12	15
\$150 – \$199	3	1	3	2	3
\$200 – \$249	1	1	1	2 <sup>e</sup>	<1
\$250 – \$299	<1	1	<1	<1	<1
\$300 or more	1	-	1	1	<1

15% among those 65+

Q.36a The last time you went out for dinner for two, how much was your total meal (including food, beverages, and tip)?

Base: Total sample

More than half of Canadians typically tip between 11% and 15%. A quarter tip between 16% and 20%.

- Older Canadians are slightly more likely to tip between 11% and 15%, whereas younger Canadians tipping behaviour tends to skew lower.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
0%	1	3	1	1	2
1% to 5%	4	7 <sup>c</sup>	4	5	4
6% to 10%	13	14	12	12	13
11% to 15%	55	48	57 <sup>b</sup>	57	54
16% to 20%	24	24	23	23	24
21% to 25%	2	3	2	2	3

65% among those 65+

Q.36b When dining out, how much, on average do you tip?  
Base: Total sample

## Comparable proportions of Canadians tip based on pre or post tax amounts.

- ◆ Younger Canadians are more likely to tip based on the after tax amount of the bill.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1016	163	852	507	508
	A	B	C	D	E
	%	%	%	%	%
Before Tax	52	36	55 <sup>B</sup>	51	52
After Tax	48	64 <sup>C</sup>	45	49	48

Q.36c When calculating the tip, is it usually before or after tax?

Base: Those who tip when dining out

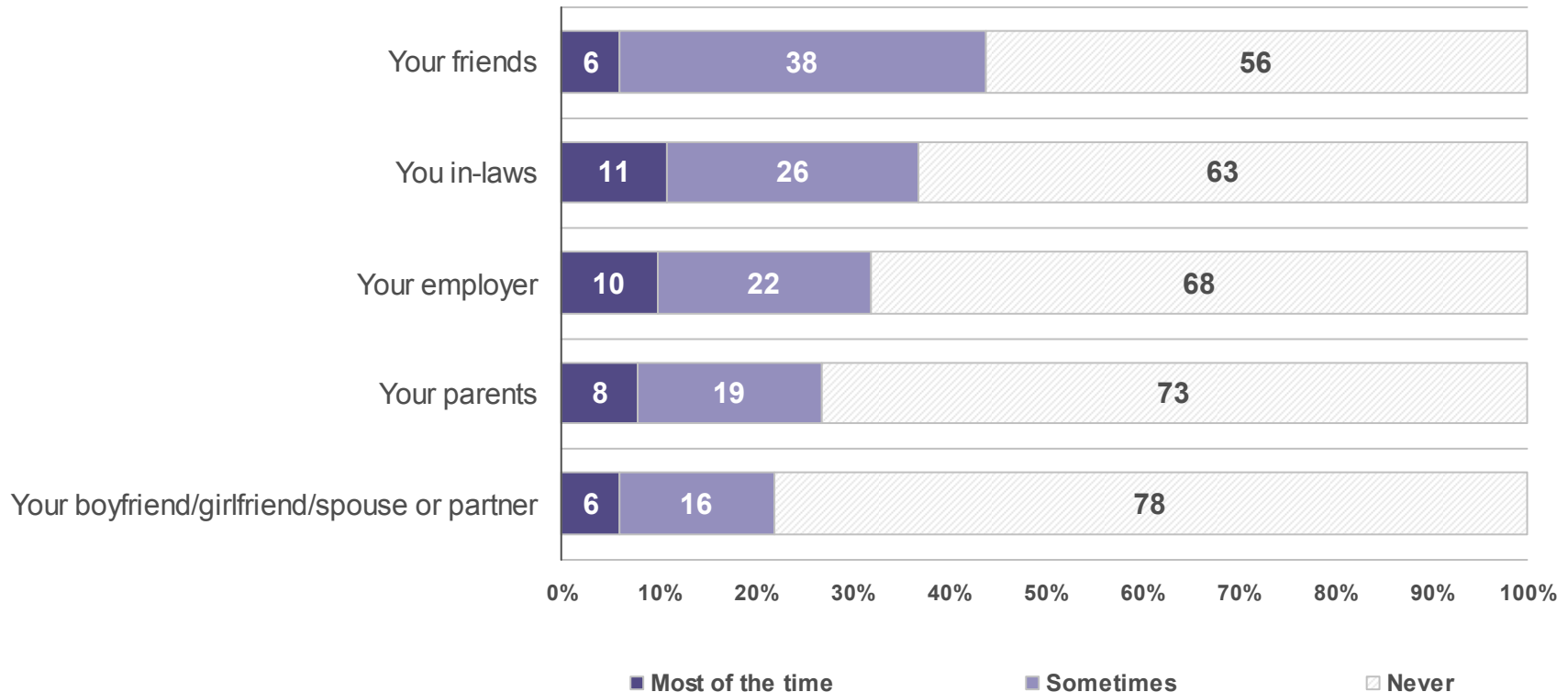
Roughly half of Canadians have 2 types of cooking oil on hand. Another quarter have only one. This is consistent by age and gender.

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
0	2	4	2	3	1
1	26	28	26	27	26
2	47	50	47	47	47
3	17	13	18	16	19
4	5	4	5	4	5
5	2	2	2	2	2
6 or more	1	-	1	1	<1

Q.37 How many different types of cooking oil do you have at home (by type of oil we are referring to olive, canola, walnut, sesame, etc)?

Base: Total sample

It is interesting to note that Canadians are more likely to ignore a call or message from their employer than they would a call or message from their partner or parents. Friends are most likely to be ignored.



Q.39 How often, if at all, do you ignore cell phone calls or text messages from each of the following individuals?

Base: Total sample

Though still infrequent, older Canadians are relatively more likely to ignore calls from their spouse and in laws relative to younger Canadians. Relative to women, men are more likely to ignore calls from each of the groups mentioned.

**% Most of the time**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Your boyfriend/girlfriend/spouse or partner	6	2	6 <sup>b</sup>	7	5
Your parents	8	4	8	10 <sup>E</sup>	6
You in-laws	11	6	11 <sup>b</sup>	12	9
Your friends	6	3	6	8 <sup>E</sup>	4
Your employer	10	9	11	12 <sup>E</sup>	8

Q.39 How often, if at all, do you ignore cell phone calls or text messages from each of the following individuals?

Base: Total sample

The majority of Canadians do not see any situations which justify cheating on one's partner or spouse.

**% Strongly Agree/Agree**

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
It is not acceptable to cheat on your spouse or partner under any circumstance	80	81	80	76	84 <sup>D</sup>
It is always wrong to have sexual relations with someone other than your partner or spouse	73	77	73	70	77 <sup>d</sup>
Someone who has cheated on a spouse or partner in the past is likely to cheat again in the future	69	74	68	65	73 <sup>D</sup>
If a friend or relative was cheating, I would tell their spouse/partner	20	29 <sup>C</sup>	17	16	22 <sup>D</sup>
It is OK to cheat on your spouse or partner if they refuse to have sexual relations with you	8	7	8	12 <sup>E</sup>	4
It is OK to cheat on your spouse or partner if your partner has cheated on you in the past	5	5	5	7 <sup>E</sup>	3
It is OK to cheat on your spouse or partner if you are on a business trip	3	2	3	4 <sup>E</sup>	2
It is OK to cheat on your spouse or partner if they are out of town	2	2	3	3	2
It is OK to cheat on your spouse or partner if you do not have children	2	1	2	3	2

22% among those 35-49  
14% among those 50-64  
10% among those 65+

Q.40 For each of the following, please state whether you agree or disagree with the statement. Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree that ...?

Base: Total sample

Though the majority of Canadians perceive genetic testing as being accurate, only 15% believe that it is very accurate.

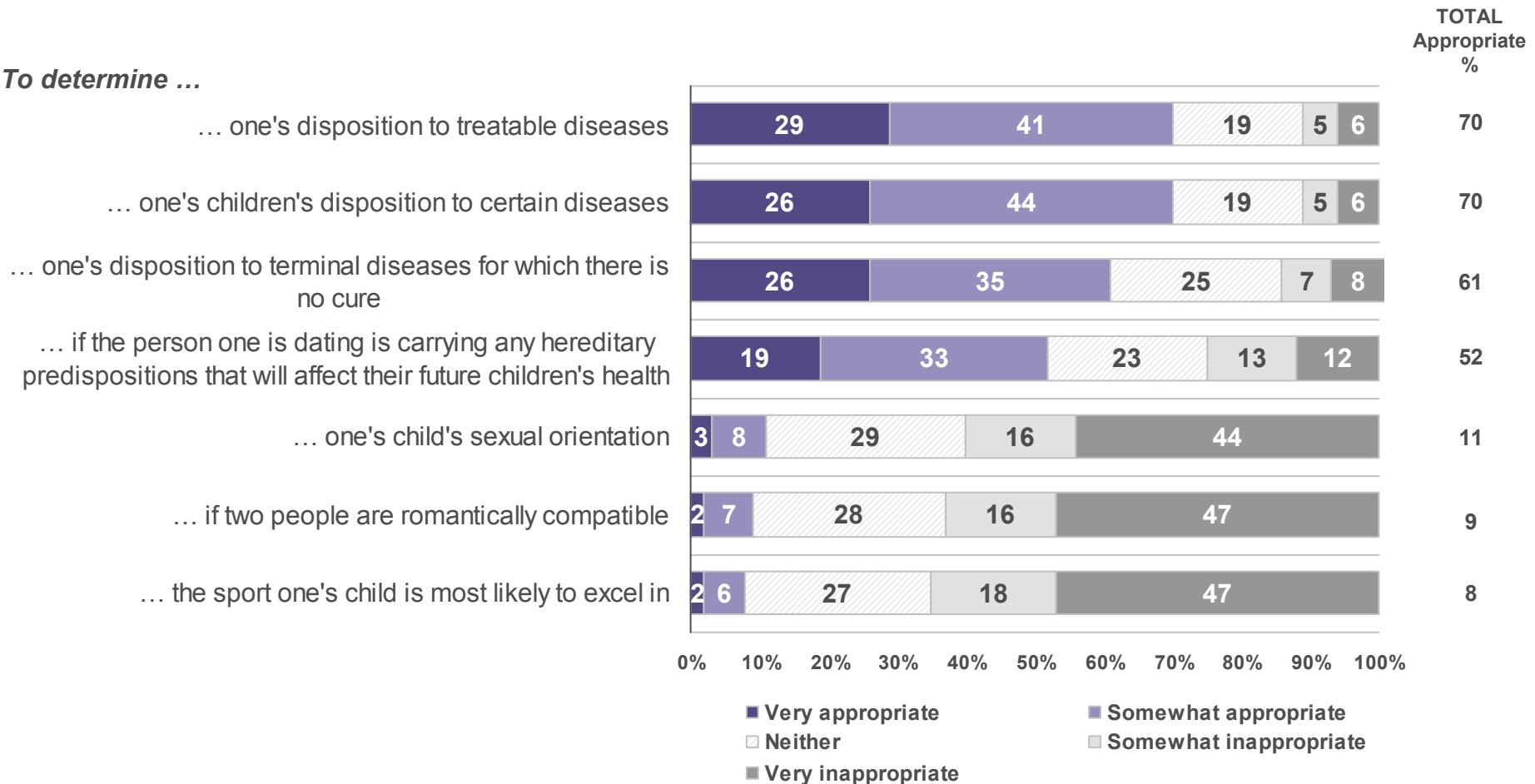
	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
<b>TOTAL Accurate</b>	<b>83</b>	<b>82</b>	<b>83</b>	<b>78</b>	<b>87<sup>D</sup></b>
Very accurate	15	11	15	16	13
Somewhat accurate	68	71	68	62	74 <sup>D</sup>
Neither accurate nor inaccurate	14	10	14	17 <sup>E</sup>	10
Somewhat inaccurate	3	8 <sup>C</sup>	2	3	3
Very inaccurate	1	1	1	2	-
<b>TOTAL Inaccurate</b>	<b>4</b>	<b>9<sup>C</sup></b>	<b>3</b>	<b>5</b>	<b>3</b>

Q.41 How accurate do you think genetic tests are at predicting one's risk of developing a disease?

Base: Total sample

The majority of Canadians are open to genetic testing if related to testing for diseases. Genetic testing intended to determine romantic compatibility, a child's sexual orientation or potential in sports is seen as being quite inappropriate.

**To determine ...**



Q.42 Do you think that using genetic screening to determine each of the following is ... ?

Base: Total sample

Though still low, men are more likely to see the appropriateness of genetic testing to determine romantic compatibility, their child's sexual orientation and which sports they are likely to excel at.

*% Very/Somewhat Appropriate*

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
... one's disposition to treatable diseases	70	72	69	66	74 <sup>D</sup>
... one's children's disposition to certain diseases	70	70	70	67	72
... one's disposition to terminal diseases for which there is no cure	61	62	61	59	63
... if the person one is dating is carrying any hereditary predispositions that will affect their future children's health	52	51	52	50	53
... one's child's sexual orientation	11	14	10	14 <sup>E</sup>	8
... if two people are romantically compatible	9	10	9	13 <sup>E</sup>	6
... the sport one's child is most likely to excel in	7	9	7	11 <sup>E</sup>	4

Q.42 Do you think that using genetic screening to determine each of the following is ... ?

Base: Total sample

Canadians place greater value on genetic testing for their and their children's susceptibility to contracting treatable forms of cancer. For the other incurable diseases, there appears to be more of an attitude that if they can not do anything about it, then they would rather not know.

	Your risk of contracting a treatable cancer	Your risk of contracting an incurable cancer	Your risk of developing heart disease	Your risk of developing a neurological disease (non-curable)	Your child's risk of contracting a treatable cancer	Your child's risk of contracting incurable cancer	Your child's risk of developing heart disease
n=	1028	1028	1028	1028	1028	1028	1028
	%	%	%	%	%	%	%
Less than \$50	45	59	55	58	45	56	52
\$50-99	4	4	5	5	4	4	4
\$100 – 149	17	14	16	13	15	12	14
\$150-199	<1	<1	-	<1	<1	<1	<1
\$200-299	4	3	3	3	5	5	5
\$300-399	2	1	1	1	1	1	1
\$400-499	-	-	-	<1	<1	<1	<1
\$500-999	8	5	6	6	8	6	6
\$1,000+	18	10	11	10	20	13	13

Q.43 How much, if anything, would you be willing to pay for genetic testing that would tell you ...?

Base: Total sample

About six-in-ten believe that their health is better than their parents' at this age. Only 10% believe that their health is worse.

- ◆ Relative to younger Canadians, older Canadians tend to believe that their health is better than their parents at this age.
- ◆ Though low (only 16%), younger Canadians are more likely to believe that their health is worse than their parents' at this age.

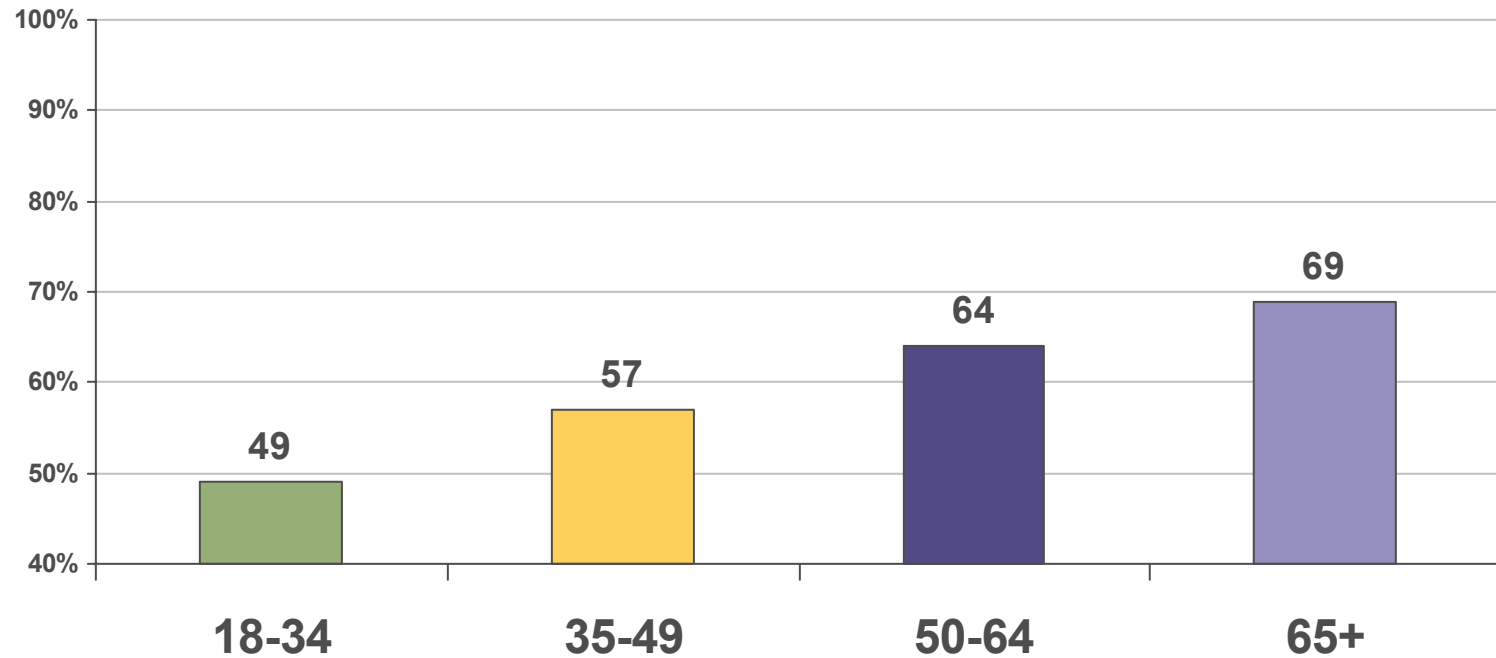
	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
TOTAL Better Than Parents'	59	49	61 <sup>B</sup>	60	58
Much better	24	19	26	23	26
Somewhat better	35	30	35	37	32
About the same	30	35	29	30	31
Somewhat worse	9	13 <sup>C</sup>	8	8	10
Much worse	1	3	1	2	1
TOTAL Worse Than Parents'	10	16 <sup>C</sup>	9	10	11

Q.45 When thinking about your health, how do you think it compares to your parents' health at the same age?

Base: Total sample

Relative to younger Canadians, older Canadians tend to believe that their health is better than their parents at this age.

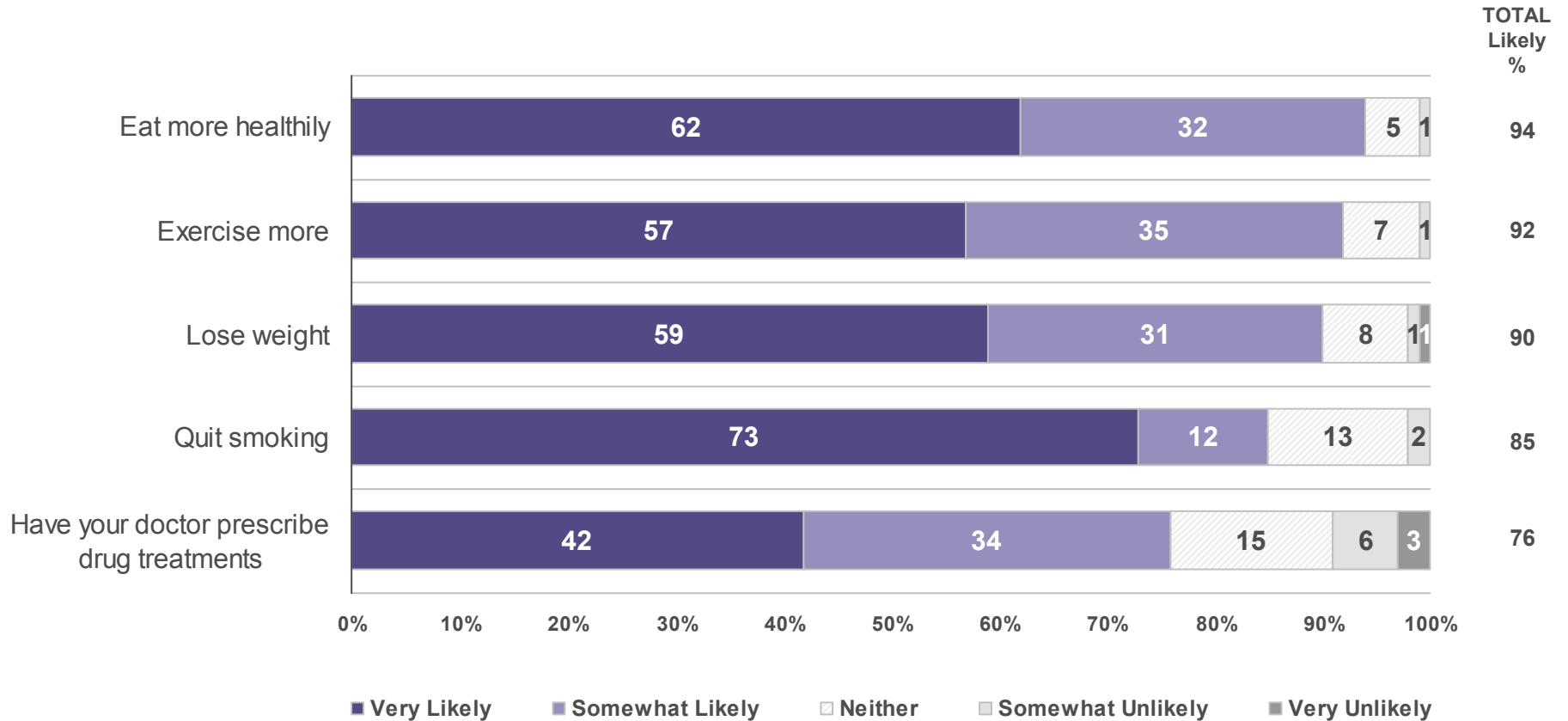
*% who think their health is much/somewhat better than their parents at the same age*



Q.45 When thinking about your health, how do you think it compares to your parents' health at the same age?

Base: Total sample

Canadians would be very likely to quit smoking if they knew that this would reduce their risks of developing certain diseases. Nonetheless, Canadians are also likely to exercise more, eat healthily and lose weight if this helps reduce their risk of getting specific diseases. Drug treatments, though considered, is the treatment least likely to be pursued.



Q.46 If you knew that you were at risk of developing a specific disease, and that you could reduce the risks associated with it by taking certain actions, how likely would you be to take the following actions?

Base: Total sample (n=1028)

Women are more likely than men to take actions that will reduce their risks of developing a specific disease. Older Canadians are more receptive to drug treatments to help reduce their risks of developing a specific disease than are younger Canadians.

*% Very/Somewhat Likely*

	Total Sample	Age		Gender	
		18 – 34	35+	Male	Female
n=	1028	168	861	513	516
	A	B	C	D	E
	%	%	%	%	%
Eat more healthily	94	95	94	92	97 <sup>D</sup>
Exercise more	92	94	91	91	93
Lose weight	90	88	90	87	93 <sup>D</sup>
Quit smoking	85	81	85	84	85
Have your doctor prescribe drug treatments	76	67	78 <sup>C</sup>	75	77

Q.46 If you knew that you were at risk of developing a specific disease, and that you could reduce the risks associated with it by taking certain actions, how likely would you be to take the following actions?

Base: Total sample