



Yahoo! News

# Priorities, Values and Leadership: Canadian Public Opinion

APRIL 2017

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# Methodology

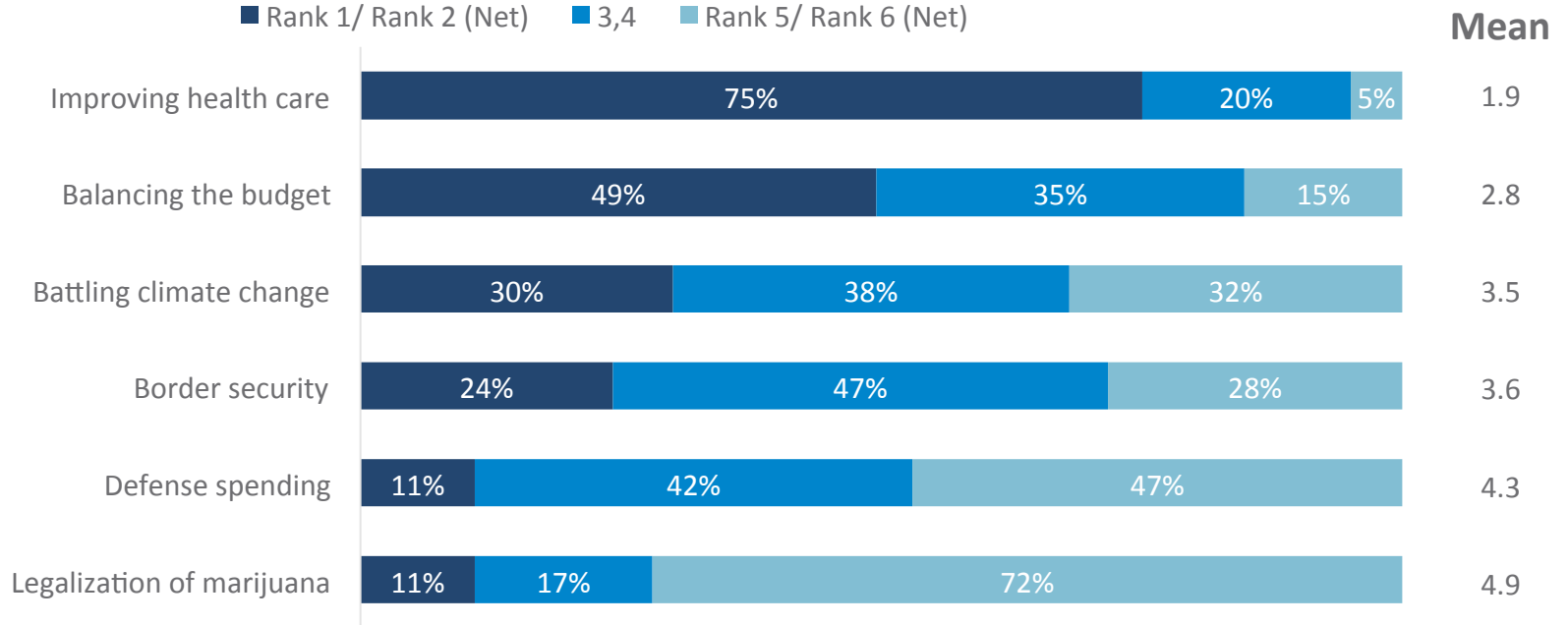
- These are findings of an Ipsos poll conducted on behalf of Yahoo News.
- For this survey, a sample of 2,000 Canadians from the Ipsos I-Say panel was interviewed from March 27<sup>th</sup> to April 2<sup>nd</sup>, 2017.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 2.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.

# EXECUTIVE SUMMARY

- Canadians have a strong sense of social solidarity, placing health care and poverty reduction as top priorities for federal government action and investment over the coming year.
  - Out of six possible priority areas, **improving healthcare** was ranked 1<sup>st</sup> or 2<sup>nd</sup> priority for the federal government by 75% of Canadians (average priority rank: 1.9). Balancing the budget came in second (49%, average priority rank of 2.8).
  - Asked to prioritize six areas where the federal government should be investing tax dollars to help various groups, Canadians overwhelmingly ranked **families living below the poverty line** (71%) as first or second priority (average rank of 2). Addressing **homelessness** followed at 39% (average rank of 3.1).
- A majority also see **Prime Minister Justin Trudeau** as the more effective leader compared to President Trump on many key issues (including protecting equal rights, protecting the environment, representing Canada, connecting with voters, and managing healthcare). Yet there are areas where the majority *doesn't* say Trudeau is more effective: immigration, keeping his country safe and secure, and keeping communities safe from crime. While Canadians are still more likely to think Trudeau is more effective than Trump in these areas, fewer than 50% picked Trudeau outright, meaning that many think *neither* leader is more effective on these issues.
- While many agree that Canada is better off overall because of immigrants (58%) and refugees (45%), others feel that Canadian values are being threatened by:
  - Refugees that settle in Canada (57%);
  - New immigrants that settle in Canada (55%);
- Meanwhile, half feel that Canada's security is also under threat from these groups:
  - Refugees (53%);
  - New immigrants (50%)
- With border issues in the headlines recently, four in ten Canadians (42%) say their **travel plans to the United States** have been impacted in some way, while a majority (58%) say there has been no impact. As many as two in ten (19%) say they plan to avoid travel to the US for the foreseeable future, though very few have cancelled trips they had already booked (2%).

# PRIORITY FOR THE FEDERAL GOVERNMENT IN 2017

- Improving health care is seen as a top federal government priority by more Canadians than any other issue, with 75% ranking it first or second. Half (49%) feel the same about balancing the budget, while one in four (24%) think border security should be a top priority for Ottawa this year.



Q1. How would you rank the following in terms of their priority for the federal government in 2017, from top priority to lowest priority?

Base: All Respondents (unwtd) n=2000

# PRIORITY FOR THE FEDERAL GOVERNMENT IN 2017

- Health care is more of a priority for women than men, and for older Canadians than younger one. While all provinces are more likely than Alberta to rank improving healthcare as a top priority, Albertans are by far the most likely to say balancing the budget should come first or second. When it comes to border security, Ontarians and Quebecers are more inclined to say it should be a main priority for the federal government.

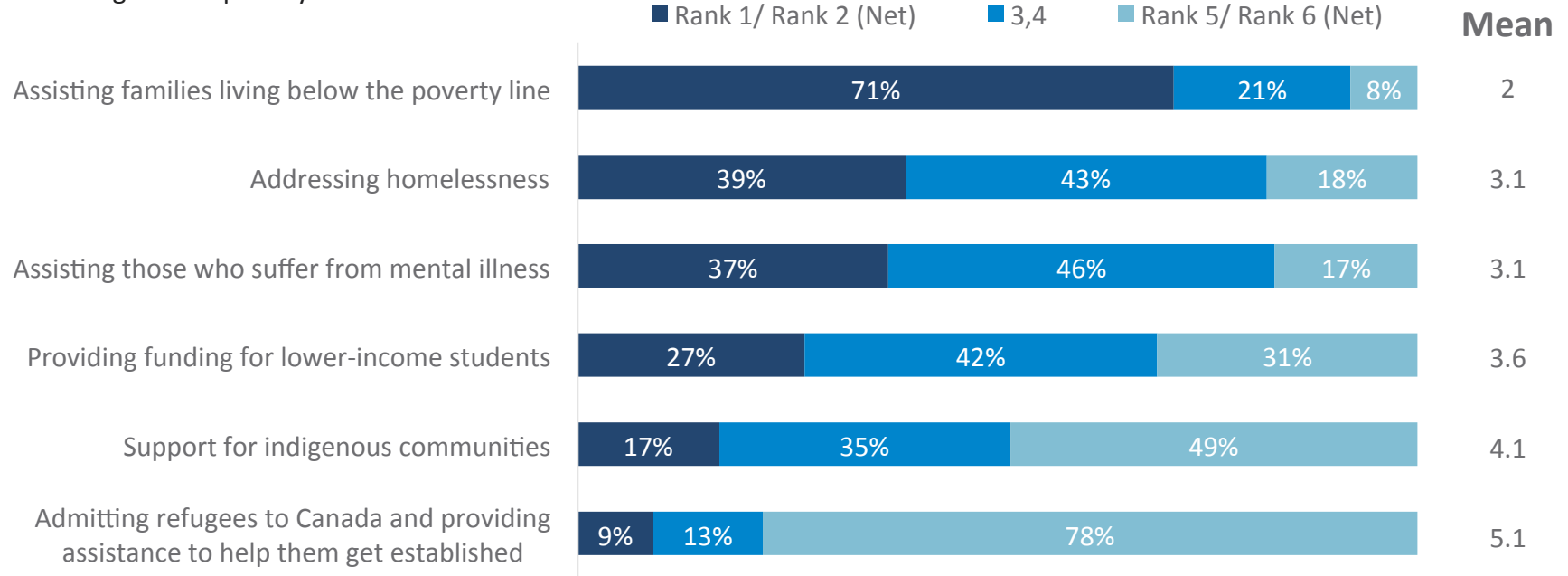
Rank 1 / Rank 2 Summary	Total	GENDER		AGE			REGION						HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+
		A	B	C	D	E	A	B	C	D	E	F	G	H	I	J
<i>Base: All Respondents</i>	2000	942	1058	527	766	707	246	203	162	720	468	201	568	375	544	322
Improving health care	75%	72%	<b>77%</b> <sub>A</sub>	65%	<b>75%</b> <sub>C</sub>	<b>82%</b> <sub>CD</sub>	<b>73%</b> <sub>B</sub>	61%	<b>72%</b> <sub>B</sub>	<b>71%</b> <sub>B</sub>	<b>87%</b> <sub>ABCD</sub>	<b>78%</b> <sub>B</sub>	71%	73%	<b>78%</b> <sub>G</sub>	76%
Balancing the budget	49%	50%	49%	46%	<b>53%</b> <sub>C</sub>	48%	46%	<b>68%</b> <sub>ACDEF</sub>	42%	50%	45%	47%	44%	48%	<b>54%</b> <sub>G</sub>	<b>55%</b> <sub>G</sub>
Battling climate change	30%	29%	31%	<b>40%</b> <sub>DE</sub>	25%	26%	35%	25%	28%	28%	33%	26%	31%	30%	26%	31%
Border security	24%	24%	25%	21%	26%	26%	20%	22%	22%	<b>27%</b> <sub>F</sub>	<b>27%</b> <sub>F</sub>	15%	<b>28%</b> <sub>I</sub>	<b>27%</b> <sub>I</sub>	20%	22%
Legalization of marijuana	11%	<b>14%</b> <sub>B</sub>	9%	<b>17%</b> <sub>DE</sub>	<b>11%</b> <sub>E</sub>	7%	<b>14%</b> <sub>E</sub>	<b>14%</b> <sub>E</sub>	<b>22%</b> <sub>DE</sub>	<b>10%</b> <sub>E</sub>	5%	<b>17%</b> <sub>DE</sub>	12%	9%	13%	10%
Defense spending	11%	12%	9%	11%	10%	11%	<b>12%</b> <sub>E</sub>	<b>10%</b> <sub>E</sub>	<b>13%</b> <sub>E</sub>	<b>13%</b> <sub>E</sub>	3%	<b>17%</b> <sub>E</sub>	<b>13%</b> <sub>IJ</sub>	<b>12%</b> <sub>J</sub>	8%	6%

Q1. How would you rank the following in terms of their priority for the federal government in 2017, from top priority to lowest priority?

Base: All Respondents (unwtd) n=2000

# PRIORITY OF TAX-DOLLARS INVESTMENTS

- Fighting poverty is a priority area for many Canadians: asked to rank areas of tax-dollar investment in terms of their priority, seven in ten (71%) say helping families living below the poverty line should be a main priority (1<sup>st</sup> or 2<sup>nd</sup>) for the federal government, while four in ten (39%) say the same about addressing homelessness. Just one in ten (9%) think admitting and helping refugees should be a leading federal priority.



Q2. If you were to prioritize where the federal government of Canada should be investing tax-dollars to help various groups, how would you rank the following from top priority to lowest priority?

Base: All Respondents (unwtd) n=2000

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# PRIORITY OF TAX-DOLLARS INVESTMENTS

- Poverty is more likely to be seen as a priority area for investing tax-dollars by Canadians aged 55 and over, while those aged 18-34 are the most likely to think the government should prioritize investing in admitting refugees to Canada and providing assistance to help them get established. Regionally, investing in low-income families is much more likely to be seen as a top priority in Quebec.

Rank 1/ Rank 2 Summary	Total	GENDER		AGE			REGION						HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+
		A	B	C	D	E	A	B	C	D	E	F	G	H	I	J
<i>Base: All Respondents</i>	2000	942	1058	527	766	707	246	203	162	720	468	201	568	375	544	322
Assisting families living below the poverty line	71%	70%	72%	59%	<b>72%</b> <sub>C</sub>	<b>81%</b> <sub>CD</sub>	62%	70%	68%	68%	<b>84%</b> <sub>ABCD</sub>	<b>75%</b> <sub>A</sub>	71%	<b>76%</b> <sub>J</sub>	71%	64%
Addressing homelessness	39%	37%	<b>42%</b> <sub>A</sub>	39%	41%	37%	<b>44%</b> <sub>E</sub>	<b>48%</b> <sub>E</sub>	<b>45%</b> <sub>E</sub>	<b>42%</b> <sub>E</sub>	25%	<b>44%</b> <sub>E</sub>	40%	36%	39%	41%
Assisting those who suffer from mental illness	37%	36%	38%	34%	40%	37%	43%	36%	37%	36%	36%	35%	<b>38%</b> <sub>H</sub>	30%	<b>41%</b> <sub>H</sub>	<b>42%</b> <sub>H</sub>
Providing funding for lower-income students	27%	29%	25%	<b>32%</b> <sub>DE</sub>	26%	24%	22%	26%	27%	24%	<b>36%</b> <sub>ABDF</sub>	22%	25%	30%	26%	28%
Support for indigenous communities	17%	18%	16%	19%	15%	17%	17%	11%	15%	<b>22%</b> <sub>BE</sub>	12%	17%	17%	19%	15%	18%
Admitting refugees to Canada and providing assistance to help them get established	9%	<b>10%</b> <sub>B</sub>	7%	<b>17%</b> <sub>DE</sub>	<b>7%</b> <sub>E</sub>	4%	12%	10%	9%	8%	8%	6%	8%	9%	9%	8%

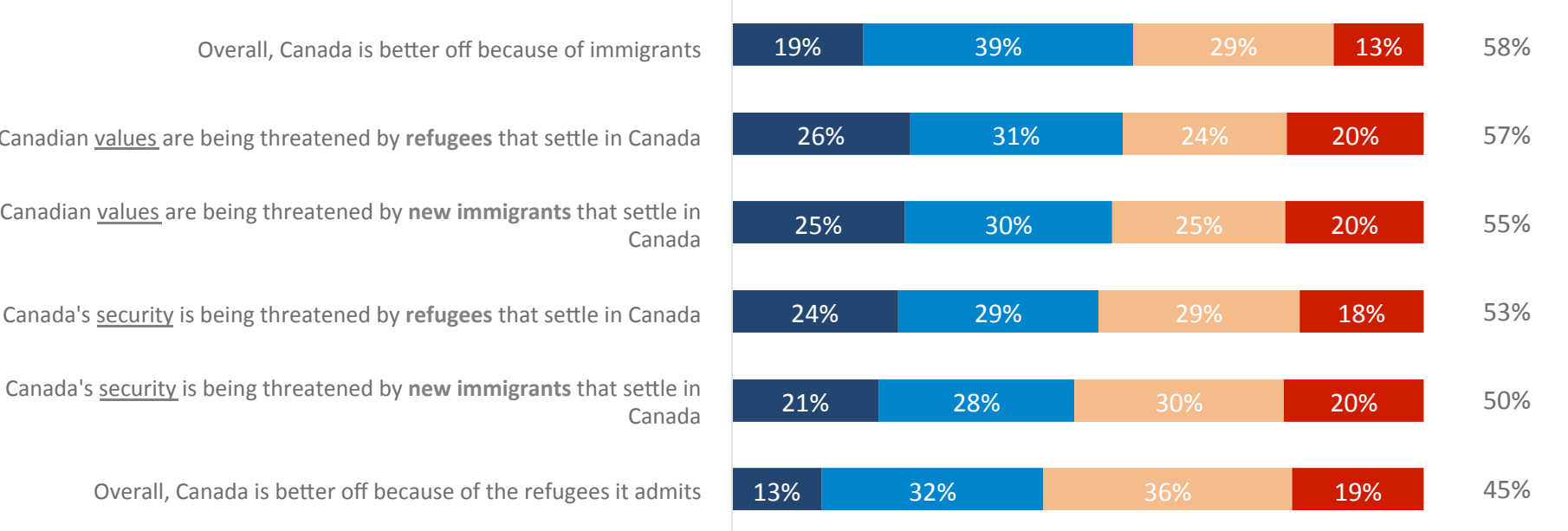
Q2. If you were to prioritize where the federal government of Canada should be investing tax-dollars to help various groups, how would you rank the following from top priority to lowest priority?

Base: All Respondents (unwtd) n=2000

# CANADIAN VALUES AND SECURITY

- More than half of respondents say Canadian values and security are being threatened by new immigrants and refugees. At the same time, six in ten (58%) think Canada is better off because of immigrants, while nearly half (45%) think Canada is better off because of the refugees it admits.

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Strongly disagree   
 % Agree



Q3. To what extent do you agree or disagree with the following:  
 Base: All Respondents (unwtd) n=2000



# CANADIAN VALUES AND SECURITY

- These two very different points of view are largely held by different groups of Canadians: in general, younger Canadians aged 18-34 and residents of British Columbia are significantly more likely to feel Canada is better off because of immigrants and refugees. Those in the Baby Boomer (55+) and Gen X (35-54) generations, and residents of virtually all other provinces outside BC are more inclined to think that Canadian values and security are at risk.

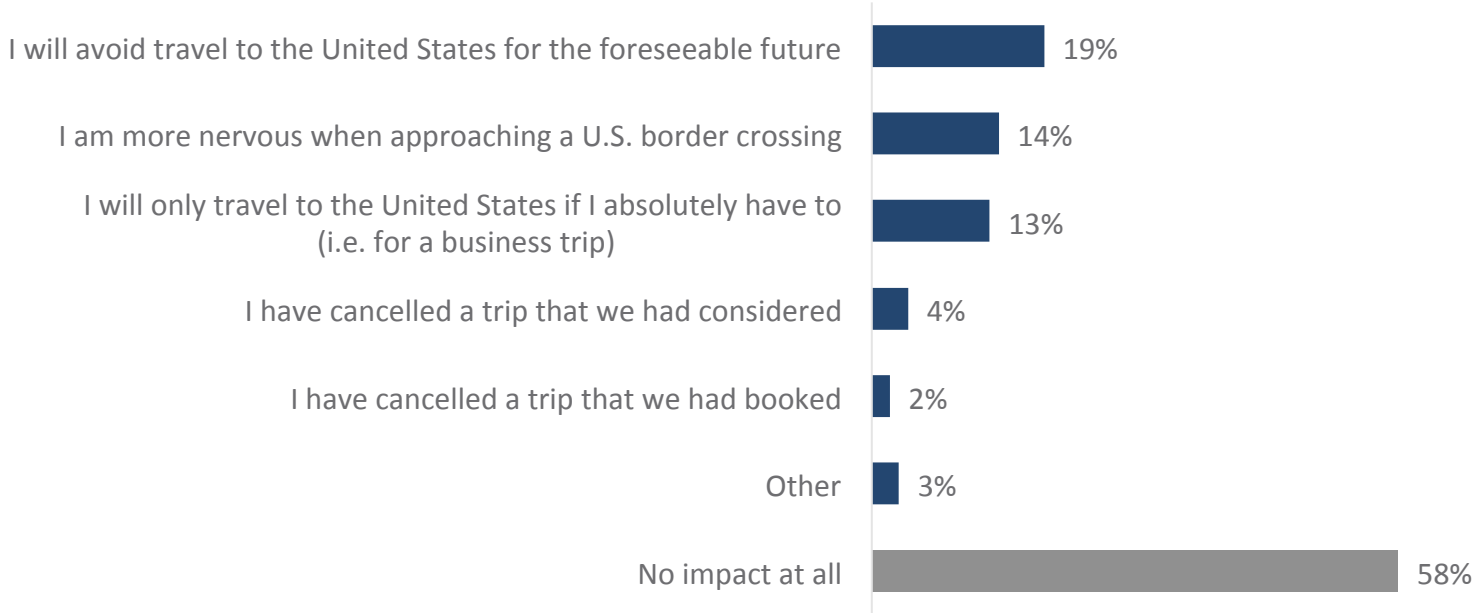
% Agree	Total	GENDER		AGE			REGION						HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+
		A	B	C	D	E	A	B	C	D	E	F	G	H	I	J
<i>Base: All Respondents (unwtd)</i>	2000	942	1058	527	766	707	246	203	162	720	468	201	568	375	544	322
Overall, Canada is better off because of immigrants	58%	61% <sub>B</sub>	55%	65% <sub>DE</sub>	57%	53%	71% <sub>BDEF</sub>	58% <sub>E</sub>	62% <sub>E</sub>	63% <sub>EF</sub>	42%	53% <sub>E</sub>	54%	56%	61%	66% <sub>GH</sub>
Canadian values are being threatened by refugees that settle in Canada	57%	58%	56%	49%	57% <sub>C</sub>	63% <sub>CD</sub>	43%	60% <sub>A</sub>	56% <sub>A</sub>	55% <sub>A</sub>	66% <sub>AD</sub>	58% <sub>A</sub>	59% <sub>J</sub>	60% <sub>J</sub>	55% <sub>J</sub>	46%
Canadian values are being threatened by new immigrants that settle in Canada	55%	57%	54%	50%	55%	60% <sub>C</sub>	43%	56% <sub>A</sub>	55% <sub>A</sub>	55% <sub>A</sub>	64% <sub>ADF</sub>	53%	58% <sub>J</sub>	57% <sub>J</sub>	54% <sub>J</sub>	46%
Canada's security is being threatened by refugees that settle in Canada	53%	55%	51%	45%	55% <sub>C</sub>	56% <sub>C</sub>	38%	56% <sub>A</sub>	51% <sub>A</sub>	54% <sub>A</sub>	58% <sub>A</sub>	55% <sub>A</sub>	54% <sub>J</sub>	57% <sub>J</sub>	54% <sub>J</sub>	43%
Canada's security is being threatened by new immigrants that settle in Canada	50%	51%	48%	44%	52% <sub>C</sub>	52% <sub>C</sub>	40%	50%	49%	49% <sub>A</sub>	56% <sub>AD</sub>	50%	51% <sub>J</sub>	54% <sub>J</sub>	50% <sub>J</sub>	38%
Overall, Canada is better off because of the refugees it admits	45%	46%	43%	54% <sub>DE</sub>	42%	40%	58% <sub>BCDEF</sub>	42%	45%	48% <sub>E</sub>	36%	40%	43%	42%	48%	54% <sub>GH</sub>

Q3. To what extent do you agree or disagree with the following:

Base: All Respondents (unwtd) n=2000

# TRAVEL PLANS TO THE U.S. IN LAST 3 MONTHS

- A majority of Canadians (58%) say their US travel plans haven't been impacted at all in the past three months, which means that 42% have been impacted in some way. Two in ten (19%) plan to avoid travel to the US for the time being, while 14% are more nervous about being near the border. Some have even cancelled trips they had been considering (4%) or had already booked (2%).



Q4. In the last 3 months, how have your travel plans to the United States been impacted, if at all:  
Base: All Respondents (unwtd) n=2000

# TRAVEL PLANS TO THE U.S. IN LAST 3 MONTHS

- Women are more likely than men to say they plan to avoid travel to the US for the foreseeable future, while Millennials are more likely to be nervous about approaching the border.

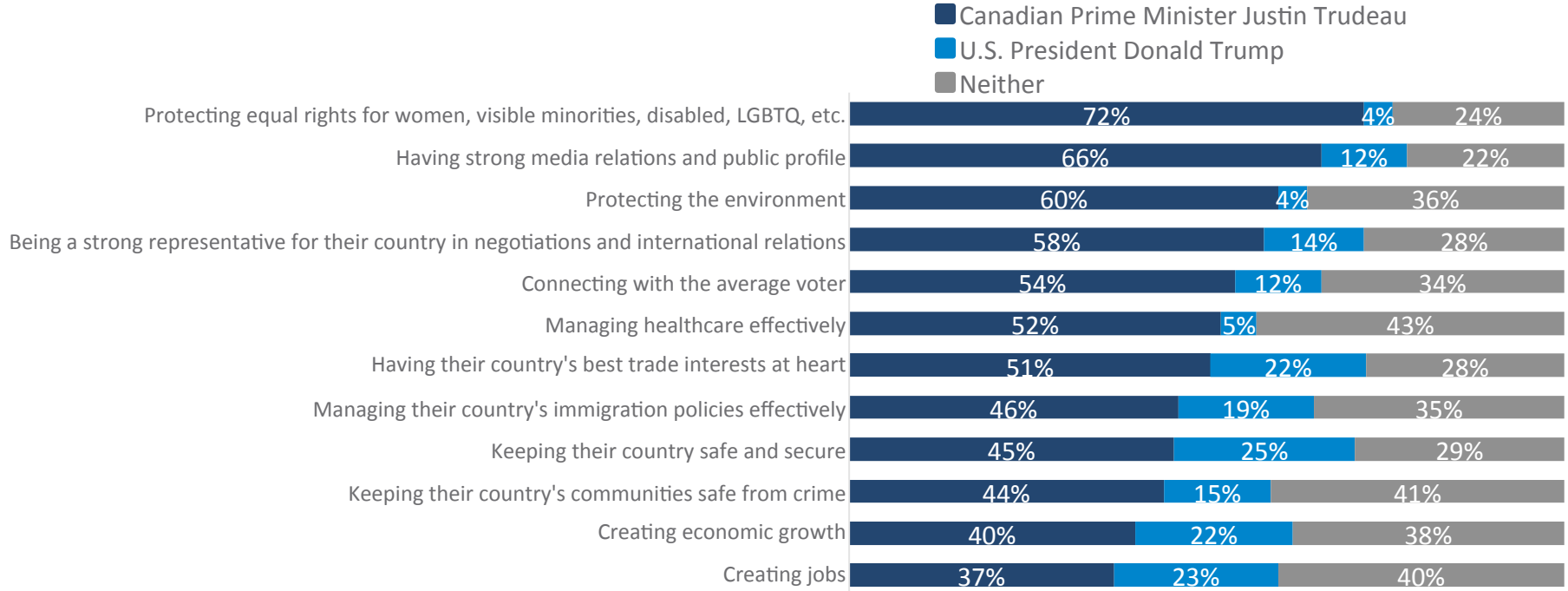
Mentions	Total	GENDER		AGE			REGION						HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+
		A	B	C	D	E	A	B	C	D	E	F	G	H	I	J
<i>Base: All Respondents (unwtd)</i>	2000	942	1058	527	766	707	246	203	162	720	468	201	568	375	544	322
I will avoid travel to the United States for the foreseeable future	19%	16%	<b>21%</b> <sub>A</sub>	19%	19%	18%	19%	13%	<b>26%</b> <sub>BE</sub>	<b>21%</b> <sub>BE</sub>	16%	17%	17%	16%	<b>23%</b> <sub>GH</sub>	20%
I am more nervous when approaching a U.S. border crossing	14%	12%	15%	<b>19%</b> <sub>DE</sub>	14%	10%	<b>16%</b> <sub>EF</sub>	12%	<b>16%</b> <sub>E</sub>	<b>16%</b> <sub>EF</sub>	10%	9%	13%	17%	14%	14%
I will only travel to the United States if I absolutely have to (i.e. for a business trip)	13%	14%	11%	<b>16%</b> <sub>E</sub>	13%	10%	15%	11%	13%	14%	12%	11%	11%	13%	15%	<b>17%</b> <sub>G</sub>
I have cancelled a trip that we had considered	4%	5%	4%	6%	4%	4%	6%	2%	4%	4%	5%	3%	5%	5%	3%	5%
I have cancelled a trip that we had booked	2%	<b>3%</b> <sub>B</sub>	1%	<b>5%</b> <sub>DE</sub>	1%	1%	<b>5%</b> <sub>BDE</sub>	1%	<b>3%</b> <sub>E</sub>	2%	1%	3%	1%	3%	2%	1%
Other	3%	2%	4%	4%	3%	2%	2%	5%	1%	3%	4%	3%	5%	2%	2%	2%
No impact at all	58%	60%	57%	51%	<b>58%</b> <sub>C</sub>	<b>64%</b> <sub>CD</sub>	54%	64%	58%	55%	62%	61%	58%	60%	55%	56%

Q4. In the last 3 months, how have your travel plans to the United States been impacted, if at all:

Base: All Respondents (unwtd) n=2000

# PROVIDING EFFECTIVE LEADERSHIP

- Canadians see Justin Trudeau as a more effective leader than Donald Trump in all policy areas, particularly when it comes to protecting equal rights. When it comes to creating jobs, however, four in ten (40%) think neither leader is more effective.



Q5. Who do you think provides the more effective leadership when it comes to the following:  
 Base: All Respondents (unwtd) n=2000

# PROVIDING EFFECTIVE LEADERSHIP: TRUDEAU

- Trudeau's effectiveness resonates more strongly among women, Millennials, and Canadians living outside Alberta and the Prairies. Those in the highest income bracket are also more likely to back his effectiveness in many areas (including job creation) than those who earn less.

Canadian Prime Minister Justin Trudeau Summary	Total	GENDER		AGE			REGION						HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+
		A	B	C	D	E	A	B	C	D	E	F	G	H	I	J
<i>Base: All Respondents (unwtd)</i>	2000	942	1058	527	766	707	246	203	162	720	468	201	568	375	544	322
Protecting equal rights for women, visible minorities, disabled, LGBTQ, etc.	72%	72%	72%	73%	72%	71%	81% <sub>BDE</sub>	58%	74% <sub>B</sub>	71% <sub>B</sub>	72% <sub>B</sub>	78% <sub>B</sub>	67%	74%	74% <sub>G</sub>	79% <sub>G</sub>
Having strong media relations and public profile	66%	64%	68%	59%	69% <sub>C</sub>	68% <sub>C</sub>	64%	54%	61%	63% <sub>B</sub>	78% <sub>ABCDF</sub>	69% <sub>B</sub>	64%	64%	67%	76% <sub>GHI</sub>
Protecting the environment	60%	61%	60%	62%	58%	61%	65% <sub>B</sub>	50%	55%	61% <sub>B</sub>	63% <sub>B</sub>	64% <sub>B</sub>	58%	56%	62%	68% <sub>GH</sub>
Being a strong representative for their country in negotiations and international relations	58%	54%	61% <sub>A</sub>	58%	58%	58%	61% <sub>B</sub>	40%	53% <sub>B</sub>	56% <sub>B</sub>	69% <sub>BCDF</sub>	58% <sub>B</sub>	57%	57%	57%	61%
Connecting with the average voter	54%	50%	58% <sub>A</sub>	58% <sub>E</sub>	54%	51%	62% <sub>BD</sub>	40%	52%	50% <sub>B</sub>	61% <sub>BD</sub>	61% <sub>BD</sub>	52%	50%	57%	62% <sub>GH</sub>
Managing healthcare effectively	52%	52%	51%	57% <sub>E</sub>	52%	47%	66% <sub>BCDE</sub>	42%	51%	51%	47%	57% <sub>BE</sub>	47%	54%	54%	57% <sub>G</sub>
Having their country's best trade interests at heart	51%	46%	55% <sub>A</sub>	51%	50%	51%	61% <sub>BCD</sub>	40%	46%	47%	56% <sub>BCD</sub>	50%	46%	50%	51%	58% <sub>G</sub>
Managing their country's immigration policies effectively	46%	46%	47%	55% <sub>DE</sub>	42%	44%	59% <sub>BCDEF</sub>	32%	43%	46% <sub>B</sub>	48% <sub>B</sub>	48% <sub>B</sub>	46%	46%	46%	51%
Keeping their country safe and secure	45%	42%	49% <sub>A</sub>	53% <sub>DE</sub>	40%	45%	53% <sub>BD</sub>	31%	42% <sub>B</sub>	44% <sub>B</sub>	50% <sub>B</sub>	48% <sub>B</sub>	47%	45%	42%	50%
Keeping their country's communities safe from crime	44%	45%	43%	54% <sub>DE</sub>	39%	40%	52% <sub>BD</sub>	34%	41%	42%	48% <sub>B</sub>	47% <sub>B</sub>	43%	43%	43%	51%
Creating economic growth	40%	40%	40%	43%	40%	38%	45% <sub>B</sub>	30%	43% <sub>B</sub>	37%	46% <sub>BD</sub>	38%	41%	38%	40%	43%
Creating jobs	37%	34%	40% <sub>A</sub>	44% <sub>DE</sub>	35%	33%	42% <sub>B</sub>	28%	33%	36%	42% <sub>BF</sub>	33%	38%	33%	36%	44% <sub>H</sub>

Q5. Who do you think provides the more effective leadership when it comes to the following:

Base: All Respondents (unwtd) n=2000

# PROVIDING EFFECTIVE LEADERSHIP: TRUMP

- Conversely, Trump's leadership style appeals more to men, Albertans and Prairie residents. Interestingly, Millennials (21%) are significantly more likely to think Trump has strong media relations and public profile, compared Gen X'ers (9%) or Boomers (8%).

U.S. President Donald Trump Summary	Total	GENDER		AGE			REGION						HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+
		A	B	C	D	E	A	B	C	D	E	F	G	H	I	J
<i>Base: All Respondents (unwtd)</i>	2000	942	1058	527	766	707	246	203	162	720	468	201	568	375	544	322
Keeping their country safe and secure	25%	<b>31%</b> <sub>B</sub>	20%	26%	26%	25%	24%	<b>38%</b> <sub>ADE</sub>	<b>32%</b> <sub>D</sub>	22%	23%	29%	22%	<b>29%</b> <sub>G</sub>	<b>30%</b> <sub>G</sub>	25%
Creating jobs	23%	<b>30%</b> <sub>B</sub>	17%	25%	21%	24%	25%	27%	27%	21%	23%	25%	21%	<b>28%</b> <sub>G</sub>	<b>27%</b> <sub>G</sub>	22%
Creating economic growth	22%	<b>28%</b> <sub>B</sub>	16%	<b>27%</b> <sub>DE</sub>	20%	20%	24%	<b>33%</b> <sub>CDE</sub>	21%	20%	20%	26%	20%	26%	25%	25%
Having their country's best trade interests at heart	22%	<b>27%</b> <sub>B</sub>	16%	23%	21%	21%	18%	25%	23%	<b>24%</b> <sub>E</sub>	17%	24%	21%	22%	24%	21%
Managing their country's immigration policies effectively	19%	<b>22%</b> <sub>B</sub>	16%	19%	20%	18%	15%	<b>30%</b> <sub>ADE</sub>	19%	18%	17%	23%	18%	21%	20%	20%
Keeping their country's communities safe from crime	15%	<b>18%</b> <sub>B</sub>	13%	16%	15%	14%	12%	17%	15%	15%	16%	16%	15%	14%	18%	15%
Being a strong representative for their country in negotiations and international relations	14%	<b>19%</b> <sub>B</sub>	9%	17%	12%	14%	<b>16%</b> <sub>E</sub>	<b>22%</b> <sub>DE</sub>	<b>22%</b> <sub>DE</sub>	<b>14%</b> <sub>E</sub>	6%	<b>18%</b> <sub>E</sub>	14%	13%	17%	15%
Having strong media relations and public profile	12%	13%	11%	<b>21%</b> <sub>DE</sub>	9%	8%	<b>17%</b> <sub>E</sub>	<b>17%</b> <sub>E</sub>	<b>17%</b> <sub>E</sub>	<b>12%</b> <sub>E</sub>	6%	<b>15%</b> <sub>E</sub>	12%	13%	14%	10%
Connecting with the average voter	12%	<b>16%</b> <sub>B</sub>	8%	13%	11%	12%	13%	<b>16%</b> <sub>E</sub>	10%	<b>13%</b> <sub>E</sub>	8%	13%	12%	16%	11%	12%
Managing healthcare effectively	5%	<b>7%</b> <sub>B</sub>	3%	<b>7%</b> <sub>D</sub>	4%	5%	3%	7%	5%	5%	5%	5%	7%	5%	4%	4%
Protecting equal rights for women, visible minorities, disabled, LGBTQ, etc.	4%	<b>6%</b> <sub>B</sub>	2%	<b>6%</b> <sub>D</sub>	2%	4%	4%	5%	5%	4%	3%	3%	4%	5%	4%	3%
Protecting the environment	4%	<b>5%</b> <sub>B</sub>	2%	<b>6%</b> <sub>DE</sub>	3%	3%	5%	5%	3%	4%	3%	3%	<b>5%</b> <sub>J</sub>	4%	3%	1%

Q5. Who do you think provides the more effective leadership when it comes to the following:

Base: All Respondents (unwtd) n=2000

# DEMOGRAPHICS

Gender	
Male	48%
Female	52%

Age	
18-34 (Net)	28%
35-54 (Net)	37%
55+ (Net)	35%

Marital Status	
Single, never married	32%
Living with partner	13%
Married	40%
Widowed	4%
Divorced or separated	11%

Household Composition	
Kids	23%
No Kids	77%

Education	
<HS	10%
HS	35%
Post Sec	39%
Univ Grad	15%

Income	
Under \$40K	33%
\$40K to less than \$60K	19%
\$60K to less than \$100K	25%
\$100K or more	12%

Employment Status	
Employed full-time	35%
Employed part-time	11%
Self employed	7%
Unemployed but looking for a job	5%
Unemployed and not looking for a job/Long-term sick or disabled	5%
Full-time parent, homemaker	6%
Retired	22%
Student/Pupil	6%
Prefer not to answer	2%

Region	
BC	13%
AB	11%
SK/MB	7%
Ontario	38%
Quebec	24%
Atlantic	7%

Responsibility for Groceries	
All of it	52%
Almost all of it	21%
About half of it	17%
Less than half of it	7%
None	3%

Household Number	
1	26%
2	39%
3	16%
4	12%
5	4%
6	2%
7	1%

# Contact



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## GAME CHANGERS

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