

Canadian Insights Survey - Fall 2011	TOTAL	GENDER		AGE				REGION						
		M	F	18-24	25-44	45-54	55+	BC	AB	SK	MN	ON	QC	ATL
Unweighted Count	1325	602	723	142	429	252	502	208	102	109	80	457	263	106
Weighted Count	1325	640	683	151	462	283	430	176	135	39	47	508	323	98
Overall, how much of a PRIORITY should it be for Canadian governments to invest in programs and services that benefit...?														
HIGH PRIORITY +	59	55	63	56	51	59	69	55	67	53	62	62	56	54
Seniors over age 75														
Top Priority	22	20	25	23	14	24	30	20	26	21	22	24	21	15
High	37	36	38	33	38	35	39	35	41	32	39	38	35	39
Medium	29	30	28	27	34	30	24	34	24	29	29	25	32	35
Low	9	10	8	11	11	9	4	8	8	14	8	10	7	8
Not a Priority	3	5	2	5	3	2	3	3	1	4	1	3	5	3
HIGH PRIORITY +	56	54	58	47	44	56	71	51	61	48	54	59	54	52
Retirees aged 65-75														
Top Priority	18	18	17	12	9	19	28	14	21	17	24	18	18	15
High	38	36	40	35	35	38	43	37	40	31	29	41	36	37
Medium	33	33	32	39	40	32	23	38	32	35	35	28	35	38
Low	9	10	8	10	12	10	4	9	6	12	8	11	7	8
Not a Priority	3	3	2	4	3	1	2	2	1	4	3	2	4	2
HIGH PRIORITY +	25	25	24	25	18	28	29	15	26	24	37	23	28	29
Pre-retirees														
Top Priority	5	7	4	4	4	8	5	3	8	4	13	6	3	5
High	19	19	20	21	15	20	24	12	19	20	25	17	25	24
Medium	44	45	43	42	48	41	42	51	43	39	31	44	44	42
Low	24	23	25	27	25	24	23	28	24	25	22	24	23	23
Not a Priority	7	7	8	6	9	7	6	7	7	12	10	9	5	6
HIGH PRIORITY +	27	29	25	45	34	23	16	23	29	22	28	27	28	32
Young adults														
Top Priority	6	5	6	11	7	3	4	5	6	3	7	5	6	7
High	21	24	19	34	26	20	12	18	23	19	21	21	22	26
Medium	43	42	44	35	38	42	52	41	41	39	39	44	46	38
Low	23	22	24	18	23	23	25	26	24	25	25	23	18	26
Not a Priority	7	7	7	2	5	12	8	10	6	13	8	6	7	4

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Overall, how much of a PRIORITY should it be for Canadian governments to invest in programs and services that benefit...?															
HIGH PRIORITY +		34	35	33	48	38	31	27	32	31	29	27	35	36	34
Post-secondary students	Top Priority	8	8	8	15	8	7	5	7	8	5	8	6	11	7
	High	26	27	26	33	30	24	22	25	23	24	19	29	25	26
	Medium	39	37	42	33	39	39	43	37	46	38	52	38	40	35
	Low	20	22	19	11	19	23	23	21	18	21	17	21	19	25
	Not a Priority	6	6	6	8	5	7	7	10	4	12	5	5	5	7
HIGH PRIORITY +		43	40	46	48	53	40	33	43	43	39	39	40	49	44
Families with school-age children	Top Priority	12	11	12	19	15	9	7	15	14	9	9	8	15	14
	High	31	29	33	29	37	31	26	28	29	30	30	32	34	30
	Medium	39	43	36	33	32	44	46	38	45	49	42	39	36	38
	Low	14	13	15	13	11	14	16	17	11	4	16	16	11	14
	Not a Priority	4	4	3	6	4	2	5	2	2	8	3	5	3	4
HIGH PRIORITY +		40	41	39	57	51	33	28	41	37	37	29	37	50	40
Families with pre-school children	Top Priority	9	10	9	17	11	7	5	9	8	13	9	6	12	13
	High	31	32	31	39	40	26	23	32	29	23	20	30	37	27
	Medium	41	41	41	29	36	50	45	37	45	47	50	42	38	41
	Low	15	14	15	11	11	13	22	19	14	14	16	16	10	18
	Not a Priority	4	3	4	4	2	3	5	3	3	3	5	5	3	1

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In your view, how believable are each of the following statements?															
Families raising young kids today are significantly more squeezed for time than in the 1970s when in most cases, just one parent worked.	Believable	83	78	86	74	82	83	85	81	86	72	85	83	81	84
	Not Believable	12	15	9	16	11	14	11	13	13	19	8	11	14	12
	Unsure	5	6	4	10	6	3	4	6	1	9	6	6	5	4
New technologies and massive increases in worker productivity mean that Canada's economy today generates nearly 50% more wealth per citizen than it did in the 1970s, even after adjusting for inflation.	Believable	40	44	36	43	41	36	39	33	36	29	36	42	46	30
	Not Believable	38	38	39	35	37	41	39	45	44	36	40	38	29	50
	Unsure	22	18	26	21	22	23	21	22	19	35	24	21	25	20
Household incomes for young families today, after controlling for inflation, are no higher than they were in the 1970s, despite the spread of dual-income households.	Believable	62	60	64	54	61	64	65	69	58	66	63	61	60	65
	Not Believable	27	28	25	25	24	27	30	22	28	24	26	27	29	30
	Unsure	11	12	10	21	15	9	5	9	15	10	11	12	11	5
After adjusting for inflation, housing costs in Canada comprise an average of 2-3 times more family income today than in the 1970s.	Believable	72	70	73	63	70	74	76	80	75	76	82	71	66	70
	Not Believable	17	19	14	22	16	17	16	14	18	15	7	17	19	18
	Unsure	11	10	12	16	14	9	9	5	8	9	11	12	15	12

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In your view, how believable are each of the following statements?															
Canada's corporate tax rates are now among the lowest in the industrialized world - less than the US, the UK, Australia, Germany, the Netherlands & Japan.	Believable	42	47	39	38	39	48	44	48	39	45	39	41	43	44
	Not Believable	35	35	36	33	36	34	36	34	35	20	38	34	39	36
	Unsure	22	19	26	29	25	18	19	18	26	35	23	25	17	20
A UN report recently ranked Canada in last place among industrialized countries when it comes to investing in families with young children.	Believable	45	46	44	51	45	48	41	50	51	41	49	44	40	51
	Not Believable	35	37	33	26	33	33	41	30	34	32	40	37	36	31
	Unsure	20	16	23	23	21	18	18	20	15	26	11	19	24	18
In Canada today, the poverty rate among families raising children is twice that of seniors.	Believable	53	53	53	65	57	55	43	55	50	48	57	52	52	61
	Not Believable	25	27	24	22	17	24	37	24	27	31	25	25	26	22
	Unsure	22	20	24	13	25	22	21	21	23	21	17	23	22	18
In Canada today, child care for children under the age of six costs families the equivalent of a second mortgage.	Believable	60	59	62	59	64	59	57	68	67	55	67	60	50	72
	Not Believable	24	28	20	20	21	28	26	17	23	25	23	24	31	20
	Unsure	16	13	18	20	15	13	16	15	10	20	11	16	20	8

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<p>Which is closer to your point of view?</p> <p>With all the amenities of modern life, the current generation of Canadian parents has it EASY compared to their own parents.</p>	34	39	30	46	28	37	35	29	32	37	41	35	35	32
	66	61	70	54	72	63	65	71	68	63	59	65	65	68
<p>Which is closer to your point of view?</p> <p>Families are more squeezed for time and money today, because of increasing costs and the need for both parents to work in order maintain a decent standard of living.</p>	64	64	65	67	73	62	57	66	71	61	65	65	59	69
	36	36	35	33	27	38	43	34	29	39	35	35	41	31

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Which is closer to your point of view? A greater share of the wealth produced in Canada should be invested in the next generation of families and children; less should be spent on programs, benefits and tax breaks for retirees. Seniors and the Boomer generation earned their fair share of the wealth produced by the Canadian economy and deserve to enjoy the benefits; younger Canadians can wait their turn.	44	47	42	70	63	38	20	49	46	49	43	43	46	38
	56	53	58	30	37	62	80	51	54	51	57	57	54	62