

The Lifestyles of Canadians



October 2004



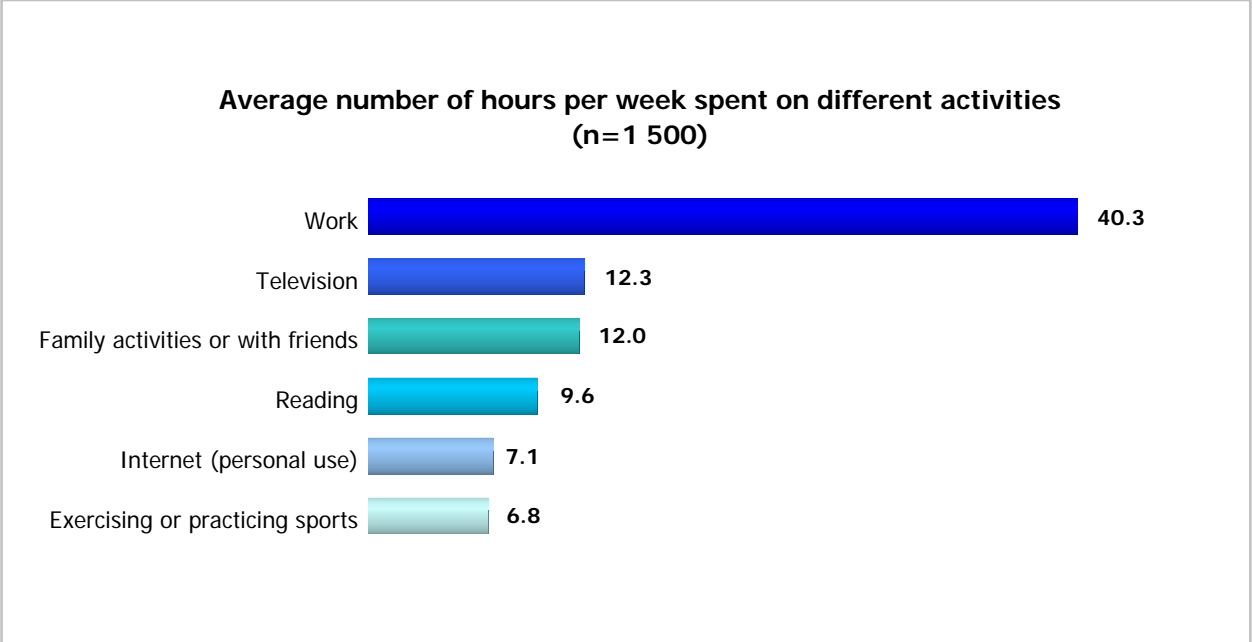
507, place d'Armes, bureau 700,
Montréal, Québec H2Y 2W8
Téléphone : 514-982-2464
Télécopieur : 514-987-1960
Courriel : www.legermarketing.com

Table of Contents

- Highlights 3**
- 1. Detailed Results 4**
 - 1.1 On average, Canadians work 40 hours a week 5
 - 1.2 An average of seven hours of sleep everyday 6
 - 1.3 Time spent with friends or doing family activities is almost equivalent to the time spent watching television..... 7
 - 1.4 Canadians spend more time reading than on the Internet or practicing sports 8
- 2. Methodology 10**
- 3. Questionnaire..... 12**
- 4. Cross Tabulations..... 15**

Highlights

- ⇒ For Canadians, work amounts to 40 hours a week on average.
- ⇒ The average Canadian sleeps 7 hours a day, in other words 49 hours a week. So, sleep occupies most of an average Canadian's time.
- ⇒ Other than the time spent working or sleeping, the lives of Canadians are divided between television and family activities or activities with friends. Reading, the Internet and physical exercise take up less of their time.



1. Detailed Results

1. Results

1.1 On average, Canadians work 40 hours a week

With an average of 40.3 hours a week, work is probably the activity that takes up the most time in the lives of Canadians. More than one Canadian out of five (22%) claims to work more than 40 hours a week, while 30% of the population say they do not work at all.

Canadians who spend the most time at work are men (43.3 hours on average), the 45–54 year olds (41.9 hours), Ontarians (41.7 hours), those with an annual household income above \$80,000 (43.5 hours), manual workers (44.4 hours), and professionals (41.9 hours). On the other hand, those who spend less time working are women (36.8 hours), the 18-24 year olds (34.4 hours), Francophones (38.9 hours), Quebecers (38.3 hours), those who have an annual household income below \$20,000 (30.9 hours), homemakers (27.1 hours), students (29.3 hours) and retirees (30.6 hours).

Question: *On average, how many hours a week **do you work?***

n=1500	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
25 hours or less	10%	4%	11%	9%	7%	16%	9%
26-39 hours	12%	10%	17%	10%	10%	10%	9%
40 hours	26%	26%	24%	28%	27%	25%	23%
More than 40 hours	22%	21%	17%	25%	18%	32%	19%
Does not work	30%	38%	31%	27%	37%	18%	39%
<i>Average (hours)</i>	<i>40.3</i>	<i>42.7</i>	<i>38.3</i>	<i>41.7</i>	<i>40.7</i>	<i>39.2</i>	<i>39.5</i>

1.2 An average of seven hours of sleep everyday

On average, Canadians sleep 7.0 hours a day. Nearly a third of the population (33%) sleeps 6 hours or less, with 9% sleeping less than 5 hours, while 29% sleep 7 hours and 37% spend 8 hours or more sleeping everyday.

Quebeckers are among those who spend the most time sleeping (on average 7.3 hours a day), and on the opposite side, Ontarians are among those who spend the least time sleeping (on average 6.8 hours a day).

It is also worth noting that manual workers (13%), the 35-44 year olds (14%), those who have a job (10%) and those with a high school education (11%) are among the Canadians who sleep less than 5 hours a day in the highest proportions.

Question: *On average, how many hours a day do you sleep?*

n=1500	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
5 hours or less	9%	7%	9%	9%	7%	12%	7%
6 hours	24%	26%	14%	30%	32%	21%	21%
7 hours	29%	27%	32%	30%	21%	30%	29%
8 hours	30%	31%	36%	26%	31%	28%	36%
More than 8 hours	7%	7%	10%	4%	8%	8%	6%
Don't know /Refusal	1%	2%	0%	1%	2%	1%	2%
<i>Average (hours)</i>	<i>7.0</i>	<i>7.1</i>	<i>7.3</i>	<i>6.8</i>	<i>7.0</i>	<i>7.0</i>	<i>7.2</i>

1.3 Time spent with friends or doing family activities is almost equivalent to the time spent watching television

On average, Canadians watch television 12.3 hours a week, which is slightly more than the time spent with friends or doing family activities (12.0 hours on average).

With an average of 10.6 hours per week spent in front of the television, Albertans are among the Canadians who watch television the least.

On average, respondents from Ontario spend more time with friends or doing family activities than other Canadians (on average 12.9 hours a week), while Quebecers are among those who spend the least time with family or friends (8.9 hours on average.)

Question: *On average, how many hours a week...?*

n=1500	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
...do you watch television							
4 hours or less	22%	16%	17%	25%	22%	25%	22%
5-9 hours	20%	22%	20%	18%	25%	28%	17%
10-15 hours	30%	34%	38%	29%	23%	21%	26%
15-25 hours	13%	18%	11%	13%	18%	12%	14%
More than 25 hours	9%	6%	10%	8%	5%	8%	14%
Less than an hour	2%	2%	1%	2%	3%	2%	2%
Never watches television	3%	2%	1%	4%	3%	3%	5%
Don't know / Refusal	1%	0%	2%	2%	1%	1%	2%
<i>Average (hours)</i>	<i>12.3</i>	<i>12.1</i>	<i>13.2</i>	<i>11.8</i>	<i>11.5</i>	<i>10.6</i>	<i>14.2</i>
...do you spend with friends or doing family activities							
1-3 hours	14%	12%	20%	13%	13%	14%	7%
4-5 hours	16%	14%	16%	15%	16%	17%	20%
6-9 hours	17%	14%	18%	16%	18%	14%	17%
10-12 hours	17%	20%	19%	16%	14%	17%	14%
13-20 hours	18%	21%	14%	17%	17%	21%	24%
More than 20 hours	11%	12%	4%	14%	12%	11%	11%
Less than an hour	3%	6%	4%	2%	1%	1%	3%
Never	2%	1%	4%	2%	0%	2%	0%
Don't know / Refusal	4%	2%	2%	5%	7%	3%	3%
<i>Average (hours)</i>	<i>12.0</i>	<i>13.5</i>	<i>8.9</i>	<i>12.9</i>	<i>12.8</i>	<i>11.7</i>	<i>13.4</i>

1.4 Canadians spend more time reading than on the Internet or practicing sports

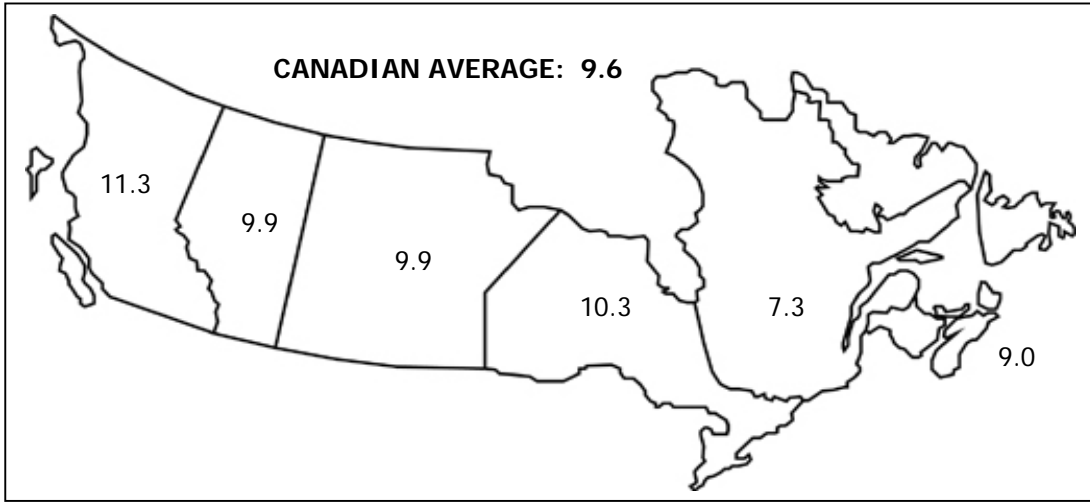
On average, reading takes up 9.6 hours a week among Canadians, compared to the 7.1 hours they spend on the Internet for personal use and the 6.8 hours spent practicing a sport. We must specify that 10% of Canadians say they spend less than one hour a week reading, while 6% do not read at all. Also, 16% of Canadians admit they never exercise or practice a sport.

Reading habits vary depending on Canadian regions. Thus, Quebeckers are among those who read the least (on average 7.3 hours a week). On the other hand, Ontarians (10.3 hours) and British Columbians (11.3 hours) are among the Canadians who spend the most time reading. Residents of Quebec are also among those who spend the least time practicing sports or exercising (5.6 hours).

Question: *On average, how many hours a week ... ?*

n=1500	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
...do you spend reading							
2 hours or less	17%	14%	26%	14%	18%	18%	10%
3-4 hours	14%	20%	15%	15%	12%	11%	13%
5-7 hours	17%	14%	17%	19%	13%	21%	15%
8-10 hours	14%	11%	13%	12%	21%	18%	19%
11-20 hours	18%	16%	12%	19%	18%	17%	25%
More than 20 hours	8%	8%	5%	8%	7%	10%	10%
Less than an hour	4%	9%	4%	4%	6%	3%	3%
Never reads	6%	5%	8%	7%	3%	2%	4%
Don't know / Refusal	1%	2%	0%	1%	3%	1%	2%
<i>Average (hours)</i>	<i>9.6</i>	<i>9.0</i>	<i>7.3</i>	<i>10.3</i>	<i>9.9</i>	<i>9.9</i>	<i>11.3</i>
...do you spend on the Internet for personal purposes							
1-2 hours	18%	14%	18%	18%	14%	28%	15%
3-7 hours	21%	19%	18%	23%	20%	19%	24%
8-20 hours	12%	11%	9%	16%	10%	6%	14%
More than 20 hours	3%	3%	2%	3%	3%	4%	5%
Less than an hour	10%	10%	10%	9%	11%	10%	9%
Never uses the Internet	35%	41%	42%	30%	41%	33%	32%
<i>Average (hours)</i>	<i>7.1</i>	<i>6.4</i>	<i>6.3</i>	<i>7.3</i>	<i>6.7</i>	<i>6.0</i>	<i>9.0</i>
...do you exercise or practice sports							
1-2 hours	16%	19%	22%	14%	17%	15%	7%
3-4 hours	20%	10%	19%	22%	25%	21%	20%
5-6 hours	15%	16%	14%	16%	11%	15%	18%
7-10 hours	18%	19%	13%	17%	18%	20%	25%
More than 10 hours	9%	8%	8%	11%	10%	9%	10%
Less than an hour	5%	6%	6%	5%	6%	2%	3%
Does not exercise / does not practice sports	16%	17%	17%	15%	14%	18%	15%
Don't know / Refusal	1%	5%	0%	1%	0%	0%	1%
<i>Average (hours)</i>	<i>6.8</i>	<i>6.8</i>	<i>5.6</i>	<i>7.1</i>	<i>7.0</i>	<i>6.8</i>	<i>8.0</i>

Average number of hours spent reading per week



2. Methodology

2. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between September 21 and September 26, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of $\pm 2.5\%$, 19 times out of 20.

3. Questionnaire

3. Questionnaire

PC4

PC4. On average, how many hours a week do you work?

NOTE NUMBER OF HOURS

Does not work	97
Refusal.....	99

PC5

PC5. On average, how many hours a day do you sleep?

NOTE NUMBER OF HOURS

Don't know.....	98
Refusal.....	99

PC6

PC6. On average, how many hours a WEEK do you watch television?

NOTE NUMBER OF HOURS A WEEK

Less than one hour a week.....	95
Never.....	97
Don't know.....	98
Refusal.....	99

PC7

PC7. On average, how many hours a WEEK do you spend reading?

NOTE NUMBER OF HOURS A WEEK

Less than one hour a week.....	95
Never.....	97
Don't know.....	98
Refusal.....	99

PC8

PC8. On average, how many hours a WEEK do you spend on the Internet for personal purposes?

NOTE NUMBER OF HOURS A WEEK

Less than one hour a week.....	95
Doesn't use the Internet.....	97
Don't know.....	98
Refusal.....	99

PC9

PC9. On average, how many hours a week do you exercise or practice sports?

NOTE NUMBER OF HOURS A WEEK

Less than one hour a week.....	95
Doesn't exercise/doesn't practice any sport	97
Don't know.....	98
Refusal.....	99

PC10

PC10. On average, how many hours a week do you spend with friends or doing family activities?

NOTE NUMBER OF HOURS A WEEK

Less than one hour a week..... 95
Never..... 97
Don't know..... 98
Refusal..... 99

4. Cross Tabulations
