

# Are Canadians Happy?



Report



## Table of Contents

---

1.	<b>STUDY HIGHLIGHTS</b>	3
2.	<b>STUDY RESULTS</b>	5
2.1	The vast majority of Canadians are happy	5
2.2	Nearly three-quarters of Canadians are happier than they were five years ago	5
2.3	More than six out of ten Canadians consider that having a close-knit family is the most important element of happiness	6
2.4	Six out of ten Canadians feel they have succeeded in life	7
2.5	For a quarter of Canadians, succeeding in life is having a happy family	7
3.	<b>METHODOLOGY</b>	9

## 1. Study Highlights

---

The vast majority of Canadians are happy.

Question: Would you say you are VERY HAPPY, SOMEWHAT HAPPY, SOMEWHAT UNHAPPY or VERY UNHAPPY?

N=1503	Happy	Unhappy	Don't know/refused
Canada	96%	3%	1%

Nearly three-quarters of Canadians are happier than they were five years ago.

Question: Are you happier or less happy compared to five years ago?

N=1503	Happier	Less happy	Don't know/refused
Canada	73%	17%	10%

Having a close-knit family is the most important element of happiness.

Question: From among the following list, what are the things that personally make you happier today?

N=1503	Close-knit Family	Good health	Children
Canada	61%	43%	37%

Two-thirds of Canadians feel they have succeeded in life.

Question: As of today, do you feel that you have made your life a complete success, an acceptable success, a moderate success or it is not a success at all?

N=1503	Complete success	Not a success	Don't know/refused
Canada	60%	39%	1%

For a quarter of Canadians, succeeding in life is having a happy family.

N=1503	Having a happy family	To feel good about yourself	Having a professional career	Not depending on money	Other	Don't know/refused
Canada	26%	14%	8%	5%	9%	38%



## 2. Study Results

---

### 2.1 The vast majority of Canadians are happy

96% of the Canadian population as a group say they are happy, 54% say they are very happy and 42% somewhat happy, while 3% say they are somewhat unhappy and 1% very unhappy.

Question: Would you say you are VERY HAPPY, SOMEWHAT HAPPY, SOMEWHAT UNHAPPY or VERY UNHAPPY?

N=1503	Very happy	Somewhat happy	Somewhat unhappy	Very unhappy	Don't know/refusal
Canada	54%	42%	3%	1%	1%

### 2.2 Nearly three-quarters of Canadians are happier than they were five years ago

73% of Canadians feel they are personally happier than they were five years ago, while 17% are less happy and 10% do not have an opinion.

Among the people who say they are happier compared to five years ago, we find mostly 80% of 18-44 year olds, 79% of francophones, 84% of people from the Maritimes and 81% of those with incomes between \$60,000 and \$80,000.

However, only 54% of people over 65 years of age are happier than they were five years ago.

Question: Are you happier or less happy compared to five years ago?

N=1503	Happier	Less happy	Don't know/refusal
Canada	73%	17%	10%

2.3 More than six out of ten Canadians consider that having a close-knit family is the most important element of happiness

Among the main elements of happiness mentioned by the Canadian population, we find mainly a close-knit family (61%), good health (43%), children (37%), love (27%) and friends (24%).

Among those who are more likely to choose a close-knit family, we find 77% of people who stay at home and 65% of women. Health is the element of happiness for 50% of retirees, 49% of respondents older than 45, and 51% of francophones and Quebeckers. Children are mainly the element of happiness for 35-44 year olds (50%), people who live in the Maritimes (51%) and homemakers (58%).

Question: What are the things that personally make you happier today?

N=1053

MAIN ELEMENTS	%
A close-knit family	61%
Good health	43%
Children	37%
Love	27%
Friends	24%
Having time to take care of yourself	18%
A fulfilling professional life	16%
Money	15%
Leisure activities	13%
Other/don't know/refusal	4%

NB: Several choices possible

## 2.4 Six out of ten Canadians feel they have succeeded in life

60% of the entire population have a sense of having succeed in life, while 39% think the opposite. 17% have made their life a complete success, 42% have made it an acceptable success, 37% a moderate success, while for 2% it is not a success at all.

Among those who say they have made their life a success, we find 63% of women, 67% of Quebecers, 67% of people whose income is above \$80,000, 65% of university graduates and 67% of professionals.

As for those who say they have not made their life a success, we find 48% of people whose income is below \$40,000 and of course 51% of those under the age of 24.

Question: As of today, do you feel that you have made your life a complete success, an acceptable success, a moderate success or it is not a success at all?

N= 1503	Success	Not a success	Don't know/refusal
Canada	60%	39%	1%
Maritimes	61%	39%	-
Quebec	67%	32%	1%
Ontario	58%	41%	1%
Prairies	60%	40%	-
Alberta	54%	46%	-
British Columbia	56%	44%	-

## 2.5 For a quarter of Canadians, succeeding in life is having a happy family

For 26% of Canadians, succeeding in life means having a happy family, while for 14% it is feeling good about yourself, 8% put more emphasis on a professional career and 5% say it is not having to depend on money. 9% indicated other reasons, while 35% advocate other reasons without identifying them.

Having a happy family is most mentioned in British Columbia (32%) while Quebecers prefer to feel good about themselves (18%) and 15% of Albertans are more interested in a professional career.

Finally, 21% of francophones consider that succeeding in life is feeling good about yourself, while this proportion is 12% among anglophones and 10% among allophones.

Question: In your opinion, what does it mean to make a success of your life?

N=1053

What does it mean to make a success of your life?	%
Having a happy family	26%
To feel good about yourself	14%
To have a professional career	8%
Not to depend on money	5%
Helping others	3%
To have a passion	2%
To be surrounded by friends	2%
To be creative (artistic, enterprising, etc)	1%
To abide by moral or religious principles	1%
Other (less than 1% each)	35%
Don't know/refusal	3%

### 3. Methodology

---

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1503 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from March 8 to March 13, 2005. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, 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 1503 respondents is of  $\pm 2.6\%$ , 19 times out of 20.