



the gandalf group

THE GLOBE AND MAIL 

Survey Of Canadians' Happiness

July 2018



An in-depth survey of 2000 Canadian adults.



Sample
n = 2000 general
population



Dates
June 18-24, 2018



Online study
Completed in French &
English

Interlocking targets were set for age & gender within province based on 2016 census data.

To minimize weighting of subgroups, a total of 2475 Canadians completed the survey with overrepresented populations weighted down. The weighted sample reflects n=2000 cases.

The margin of error for a probability sample of this size would be +/- 2%, 19 times out of 20.



the gandalf group

Canadians are happy and satisfied with their lives

Two thirds of Canadians report being very happy.

Just 5% of Canadians report being very unhappy.

Not surprisingly, a similar proportion is very satisfied with their lives.

Fewer are willing to assert that they are *happier than others* (54%).



Assessment of Happiness & Satisfaction with Life

Level of happiness



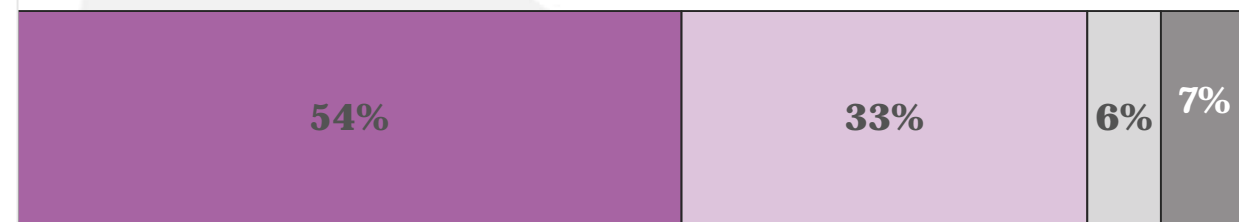
■ Very happy (7-9)
 ■ Somewhat happy (4-6)
 ■ Very unhappy (1-3)
 ■ Don't know

Level of satisfaction



■ Very satisfied (7-9)
 ■ Somewhat satisfied (4-6)
 ■ Very dissatisfied (1-3)
 ■ Don't know

Level of happiness compared to others



■ Much happier (7-9)
 ■ Somewhat happier (4-6)
 ■ Much less happy (1-3)
 ■ Don't know

Q5: Using a scale from 1 to 9, where 1 is 'very unhappy' and 9 is 'very happy', how would you rate your level of happiness these days, generally speaking? | **Q6:** All things considered, how satisfied are you in life? Please rate your satisfaction on scale of 1 to 9 when 1 means you are "very dissatisfied" and 9 means you are "very satisfied." | **Q7:** On a scale from 1 to 9 where 1 is 'much less happy' and 9 is 'much happier', how happy are you compared with other people you know?



Which Canadians are happiest?

The four most consistent demographic differences across the data are:

- Age
- Income
- Retirement & employment/unemployment status
- Residents of Quebec versus residents in the rest of the country.

Surprisingly few differences by gender, urban/suburban/rural, or whether first, second or third generation immigrant etc.



Which Canadians are happiest?

Canadians aged 55 and older are happier than younger Canadians.

- Retired Canadians are happier than either working or unemployed Canadians but employed Canadians are happier than the unemployed.

Canadians in a relationship are happier than those who are not.

Canadians with children are happier than those who do not have children; despite many instances in the data that evidence young children are a stressor, parents of children <18 are just as likely to be happy as those with no children.

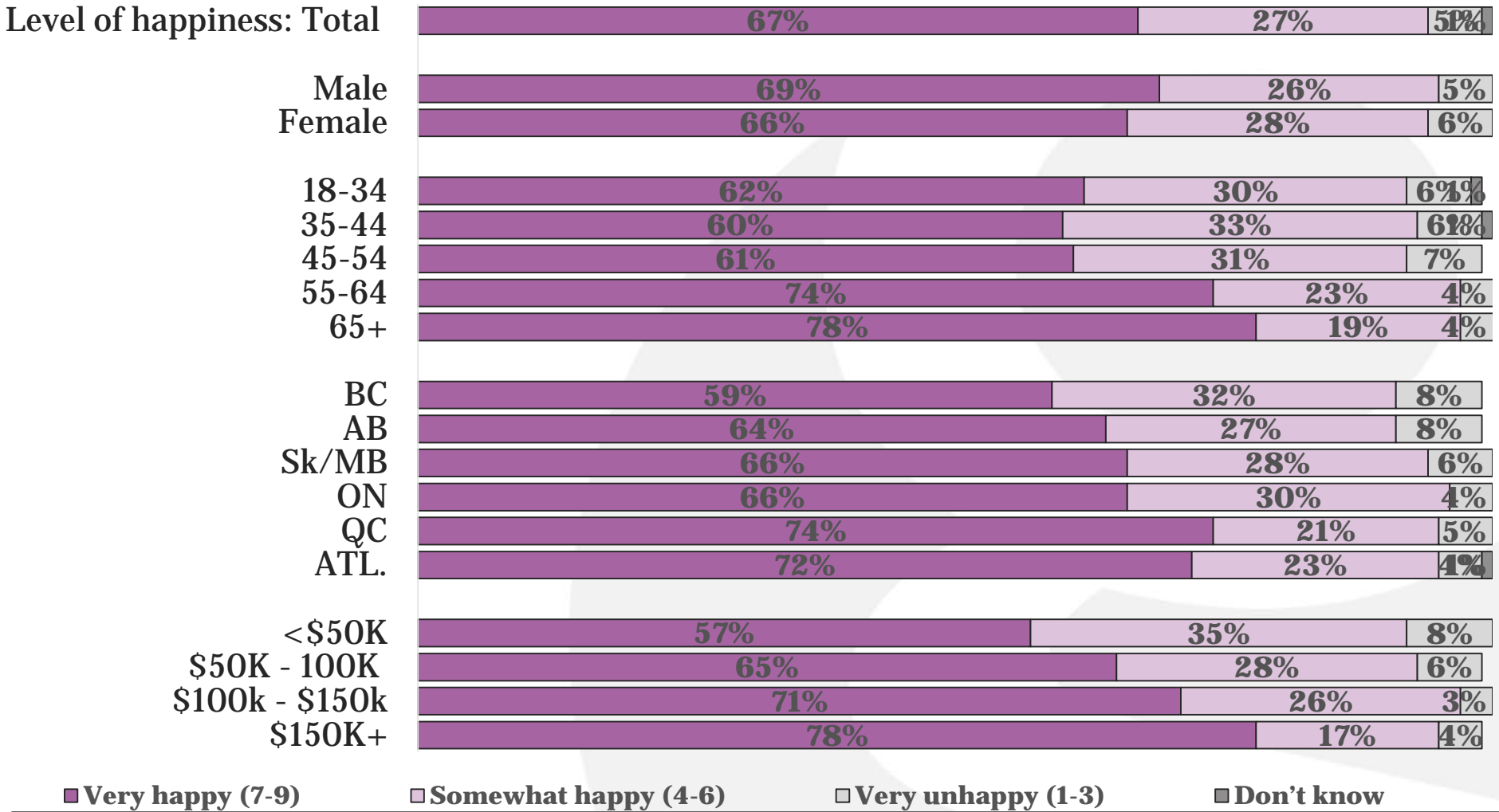
Residents of Quebec and the Atlantic provinces are happier than Canadians living elsewhere. Residents in BC are least likely to report being very happy (59%) but in fact the majority there are happy.

Happiness increases as income increases.

- Almost 80% of those households earning \$15k0k+ report being very happy compared to just 57% of those making less than \$50k.



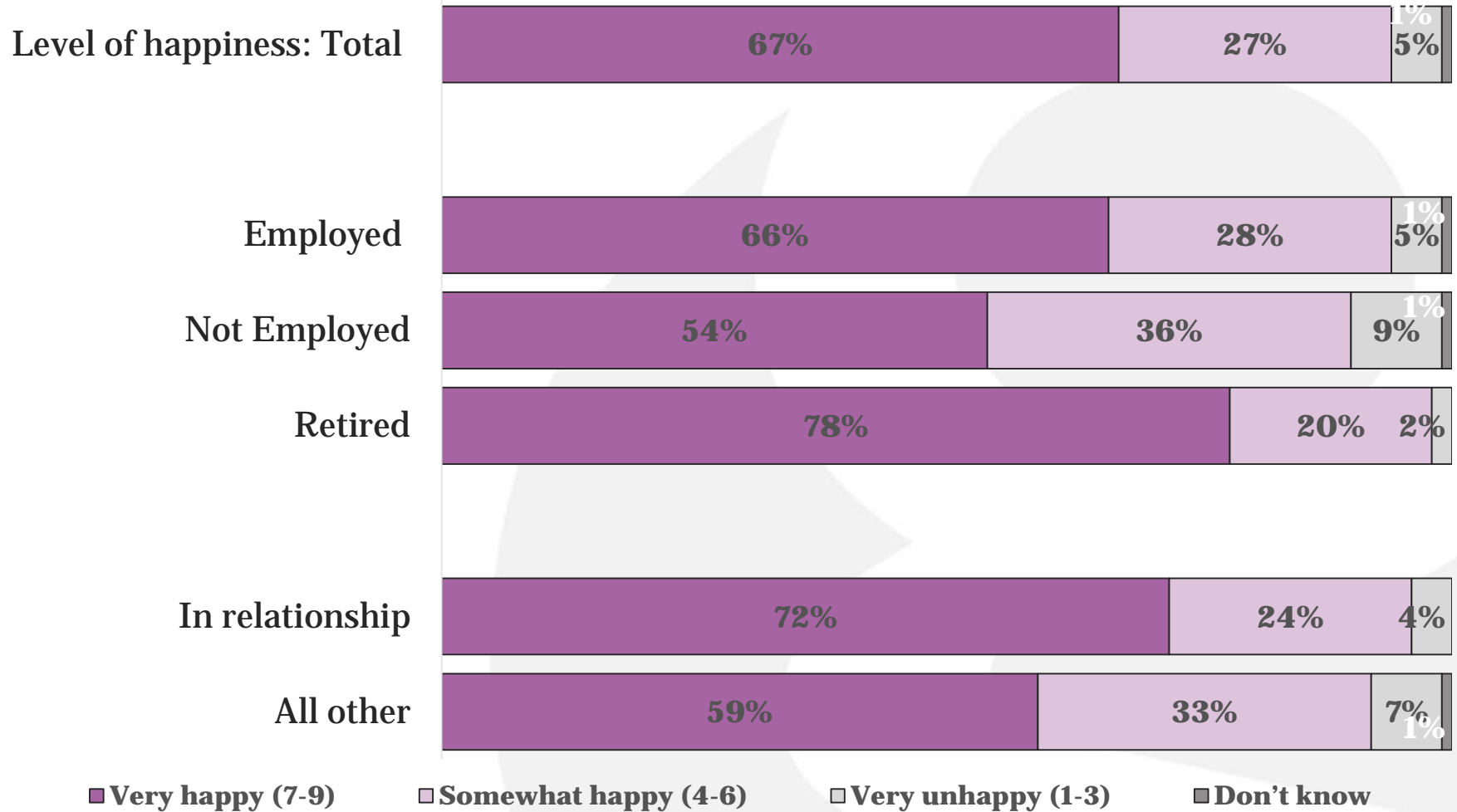
Which Canadians are happiest?



Q5: Using a scale from 1 to 9, where 1 is 'very unhappy' and 9 is 'very happy', how would you rate your level of happiness these days, generally speaking?



Which Canadians are happiest?

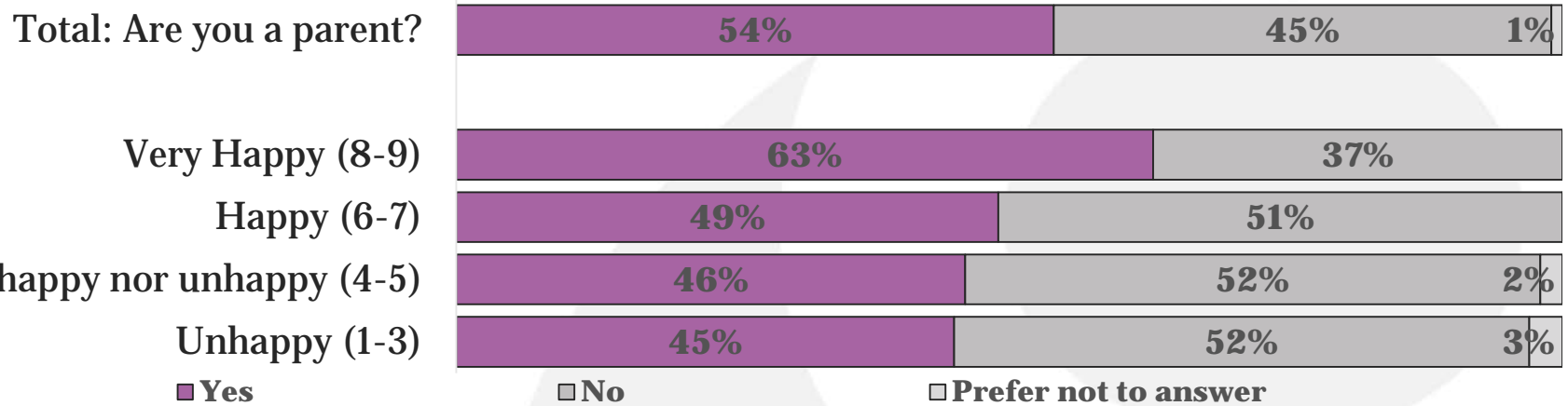


Q5: Using a scale from 1 to 9, where 1 is 'very unhappy' and 9 is 'very happy', how would you rate your level of happiness these days, generally speaking?

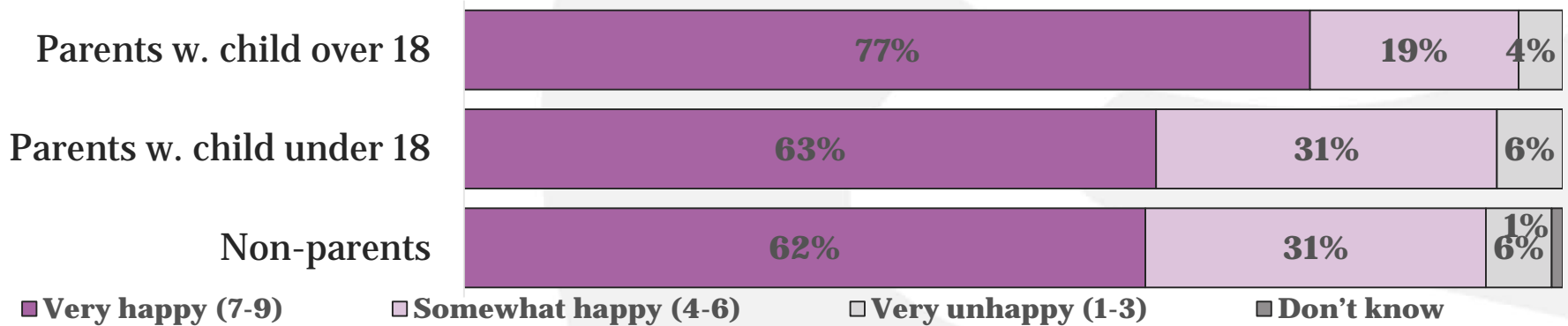


Are parents happier?

- Just over half of Canadians are parents, but they comprise 63% of the happiest cohort.



- Those without young children are significantly happier than others.



Q5: Using a scale from 1 to 9, where 1 is 'very unhappy' and 9 is 'very happy', how would you rate your level of happiness these days, generally speaking?



Which Canadians are most satisfied with their lives?

Canadians 55 and older are much more satisfied with their lives than others.

Retired Canadians are much more satisfied with their lives than either working or unemployed Canadians & the employed are more satisfied than the unemployed.

Canadians in a relationship are more satisfied than those who are not.

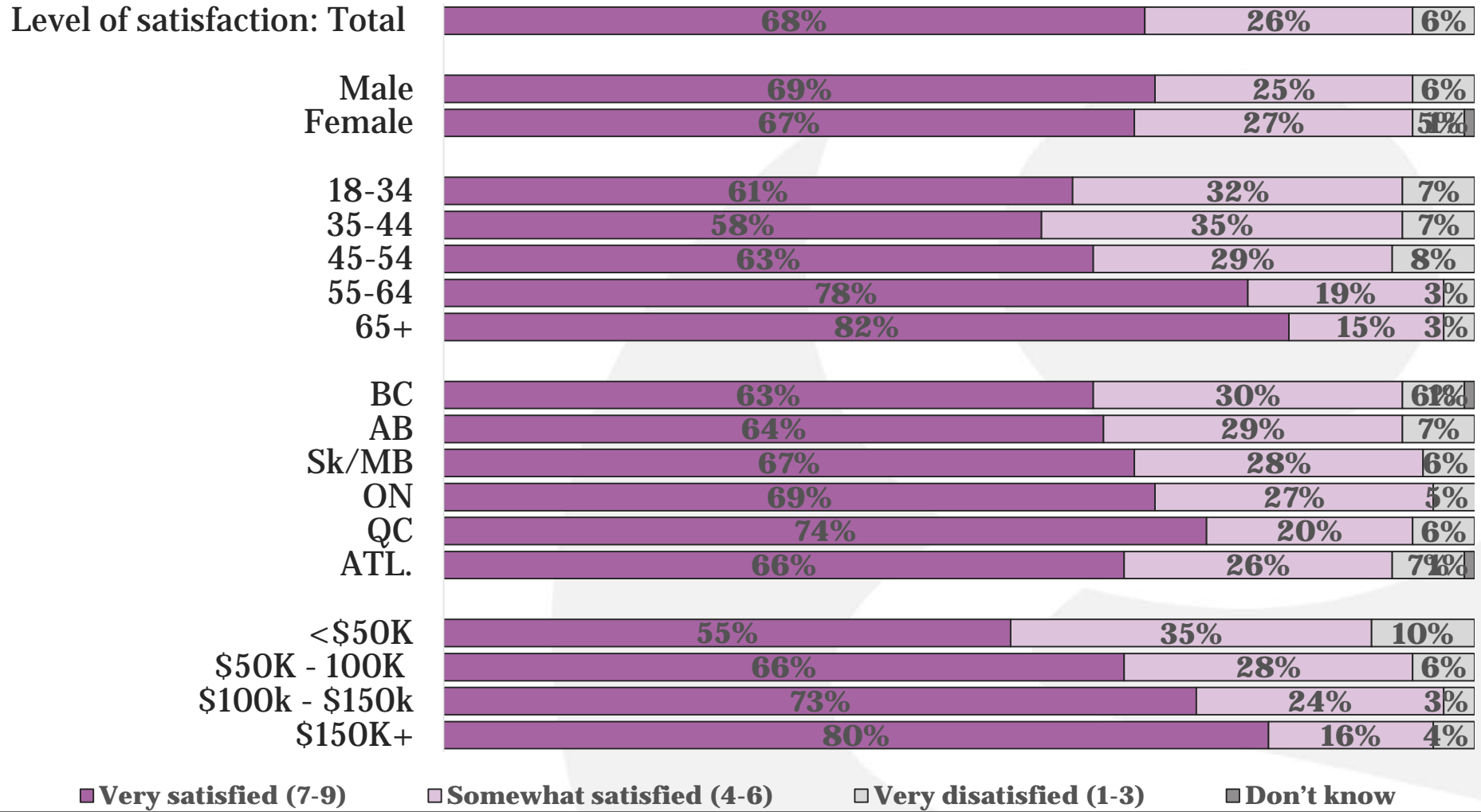
Canadians with children are more satisfied with their lives than those without.

There aren't large differences among the regions.

Satisfaction with life increases as income and value of investments increases.



Which are most satisfied with their lives?



Q6: All things considered, how satisfied are you in life? Please rate your satisfaction on scale of 1 to 9 when 1 means you are "very dissatisfied" and 9 means you are "very satisfied."



Which are most satisfied with their lives?



Q6: All things considered, how satisfied are you in life? Please rate your satisfaction on scale of 1 to 9 when 1 means you are “very dissatisfied” and 9 means you are “very satisfied.”



Determinants of Happiness & Satisfaction

The most powerful determinants of both happiness & also satisfaction with life:

- Mental health
- Having a sense of purpose
- Personal growth

“Your sex life” & “the work that you do” are also significant determinants of both.

Determinants of happiness per se also include physical health and work-life balance.

Determinants of being satisfied with your life also include the amount of leisure time you have and satisfaction with your personal appearance.



Determinants of Happiness & Satisfaction

Happiness:

(R²=.55)

- Physical health
- Work life balance

- Mental health
- Sense of purpose
- Personal growth
- Sex life
- Work that you do

Satisfaction

(R²=.58)

- Amount of leisure time
- Satisfaction with your appearance

Dependent Variables: “Using a scale from 1 to 9, where 1 is ‘very unhappy’ and 9 is ‘very happy’, how would you rate your level of happiness these days, generally speaking?” | “All things considered, how satisfied are you in life? Please rate your satisfaction on scale of 1 to 9 when 1 means you are “very dissatisfied” and 9 means you are “very satisfied.”

Independent variables: “How satisfied are you with the following aspects of your life on scale from 1 to 9, where 1 is ‘very dissatisfied’ and 9 is ‘very satisfied’?” | “Next, we would like you to rate how good a relationship you have with different people.”



What matters in your personal life?

Of utmost importance to Canadians is:

- Mental & physical health
- Sleep
- A sense of purpose in life.

Personal growth and achieving goals are next in importance.

A third tier includes vacation time, leisure travel, exercise, being outdoors.

More Canadians value a successful career, music and reading than value sex.

- Careers are more important to Canadians aged 18-54, just behind “a sense of purpose” while informal learning is very important to most seniors.

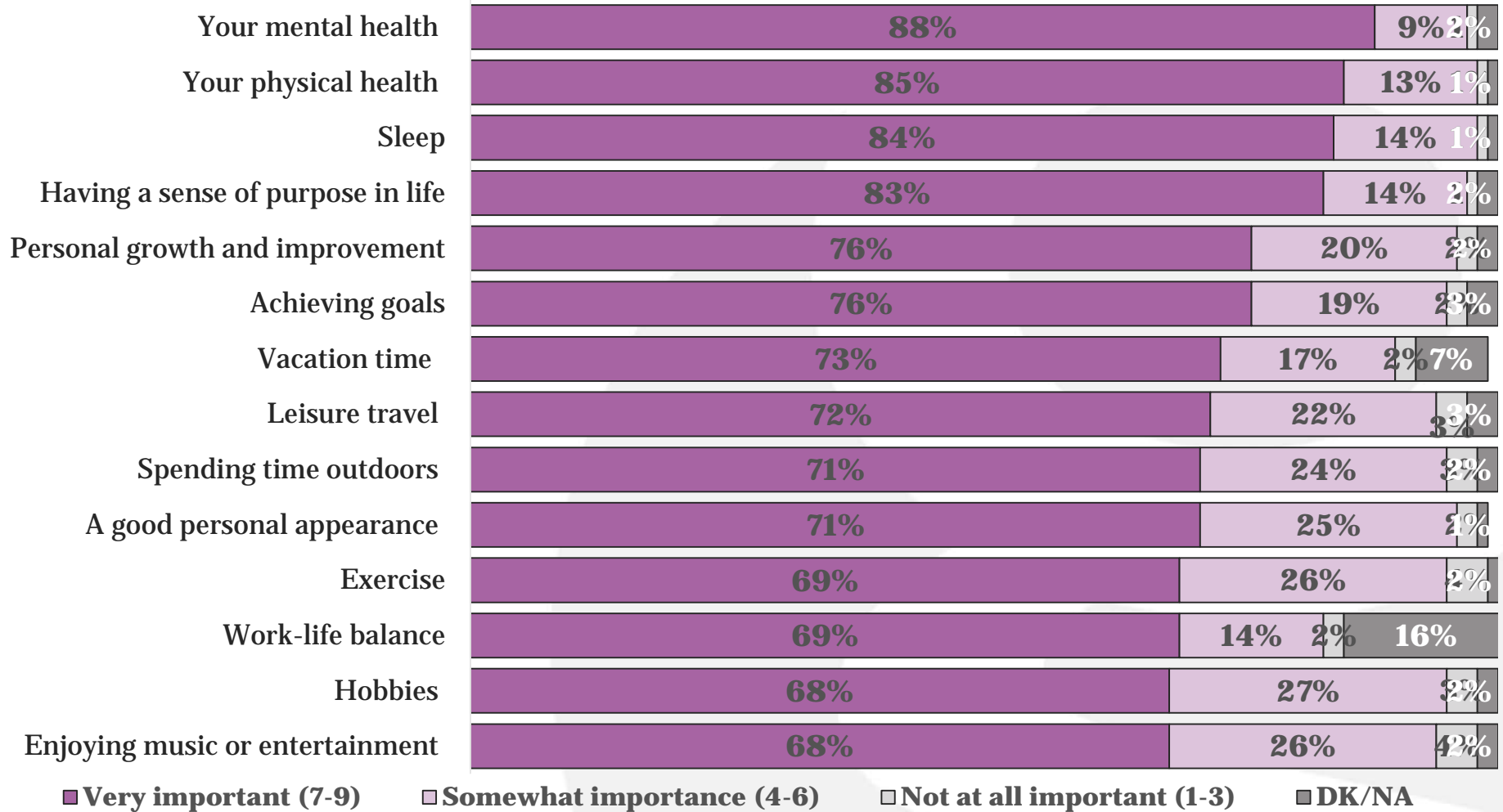
Spirituality is of less importance - just 45% saying it is very important.

- 1st generation Canadians place greater importance on spirituality than 3rd generation+.
- 2nd generation Canadians lag the 1st generation slightly but still find it more important than 3rd + generation Canadians do.



the gandalf group

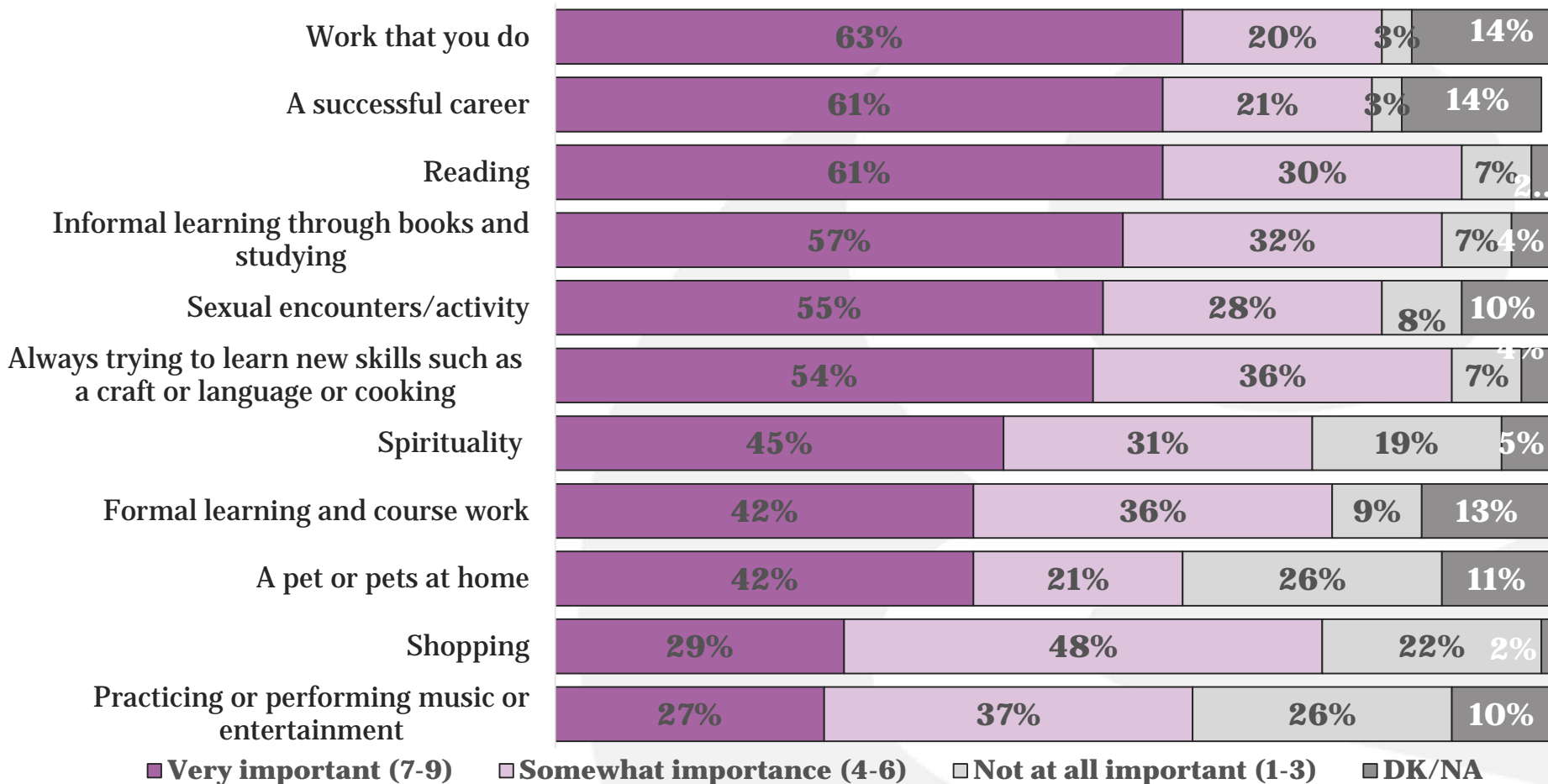
Canadians Prioritize Health & A Sense of Purpose



Q14: Now, we would like you to rate the importance of different things in order to know how important you think it is to have each in your life.



The Value of Work & Learning



Q14: Now, we would like you to rate the importance of different things in order to know how important you think it is to have each in your life.



Many Canadians are happy, in part, because they are very satisfied with their:

- Mental health – most saying this
- Sense of purpose in life
- Personal growth
- Amount of leisure time.

Just half are very satisfied with:

- Work-life balance
- Work they do
- The amount of sleep they get.

Conversely, only 37% are very satisfied with their sex life.

Older Canadians are more likely to be satisfied with virtually all aspects of their personal lives including both mental and physical health and are just as likely as younger Canadians to be satisfied with their sex lives.

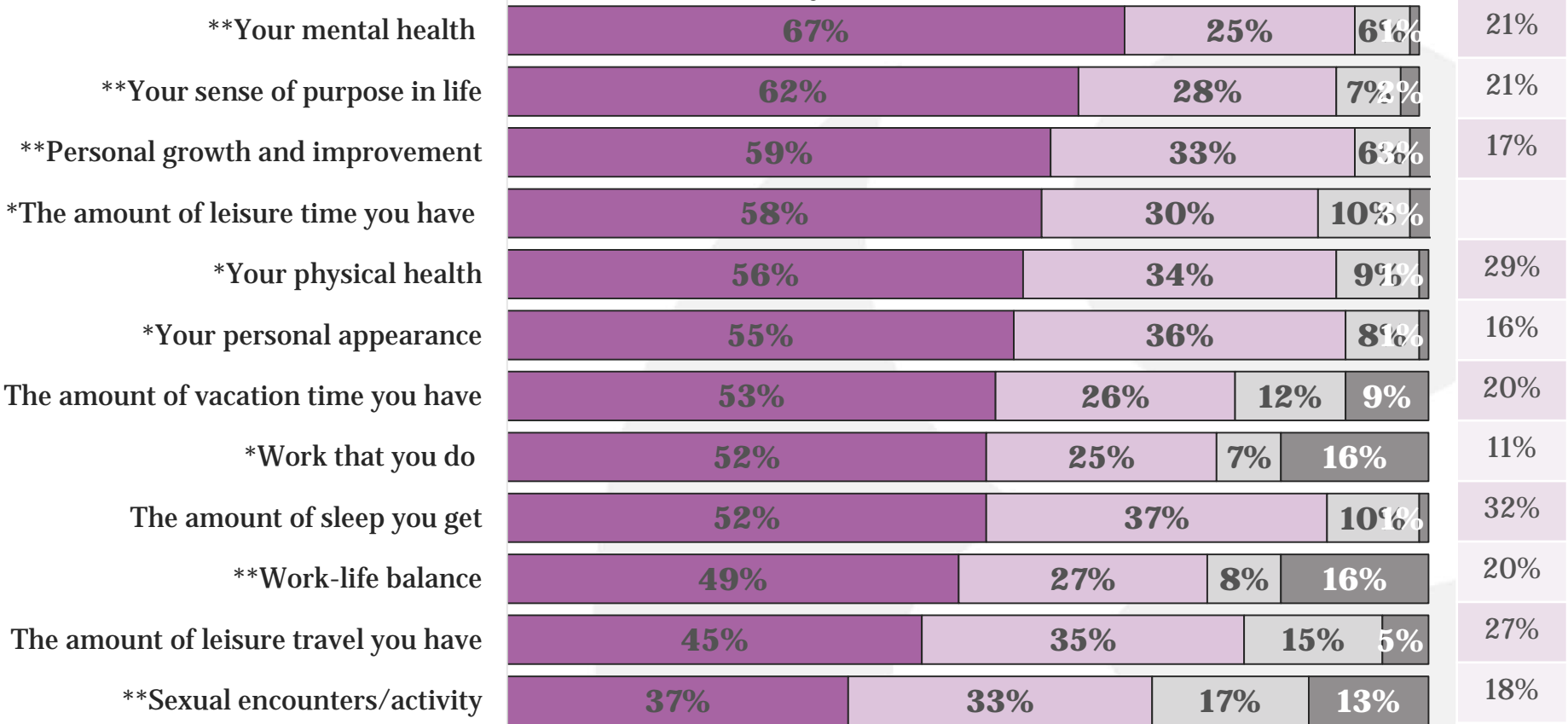
Residents of Quebec are more satisfied with most aspects of their personal lives than Canadians in the rest of the country.



Satisfaction With Personal Lives

- Canadians are most satisfied with their mental and physical health.
- Satisfaction is lowest with sexual activity.

****V.Imp vs. V.Sat (7-9)**



■ Very satisfied (7-9)
 ■ Somewhat satisfied (4-6)
 ■ Very dissatisfied (1-3)
 ■ DK/NA

Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'. **Satisfaction of each attribute (top3 box) was subtracted from importance to demonstrate the gap between what Canadians perceive as important versus their levels of satisfaction for each.



Income influences all of the determinants of happiness and satisfaction.

As income increases so too does satisfaction with:

- Mental health
- Sense of purpose
- Work-life balance
- Physical health
- Vacation time
- Leisure travel
- Sexual encounters/activity
- Personal growth
- Work that you do

The biggest gaps between the importance of the aspect and satisfaction with the aspect occurs re physical health, sleep, and leisure travel.



Older Canadians are more likely to be satisfied with virtually all aspects of their personal lives including both mental and physical health.

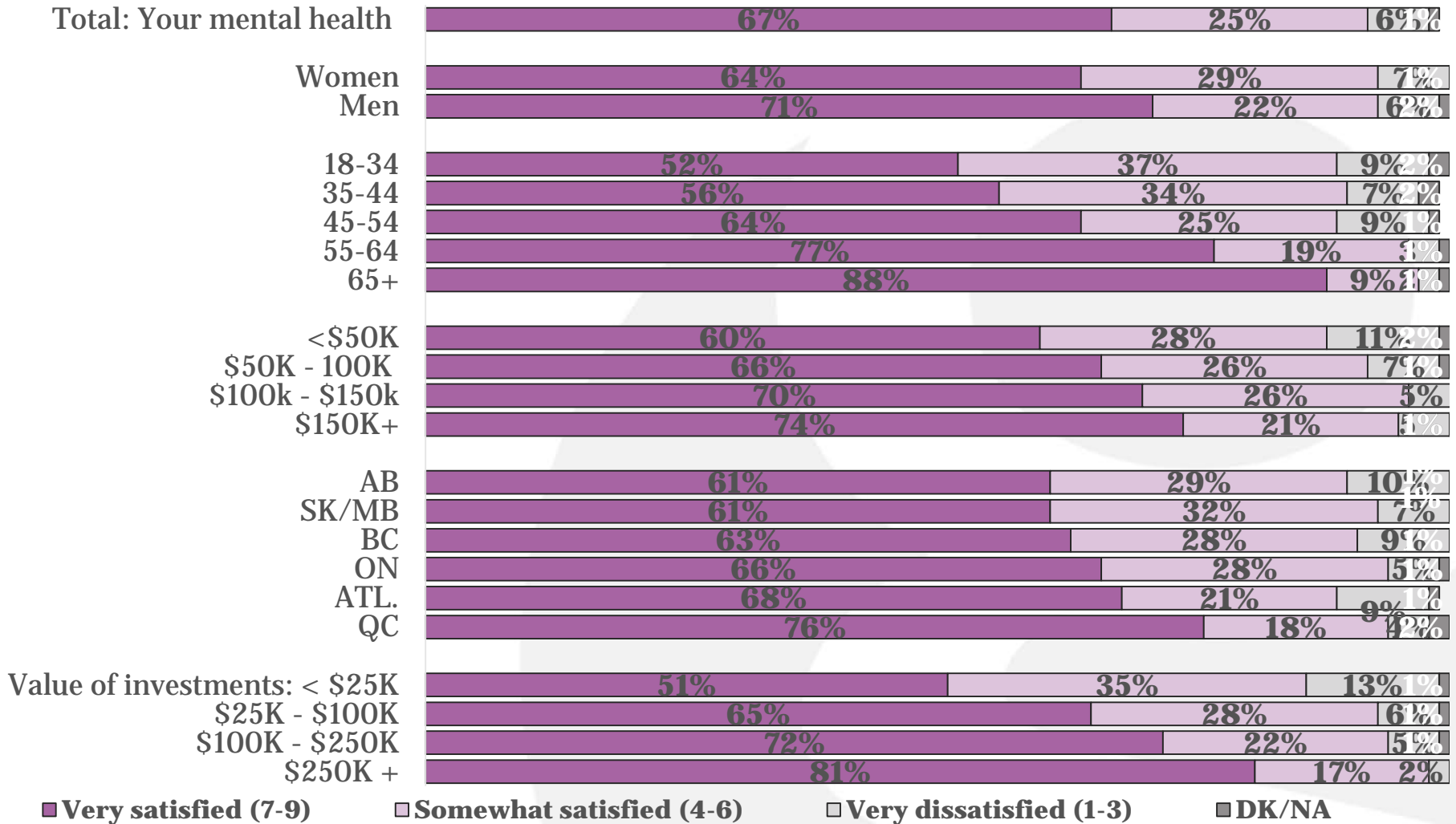
They are just as likely as younger Canadians to be satisfied with their sex lives.

Residents of Quebec are more satisfied with most aspects of their personal lives than Canadians in the rest of the country.

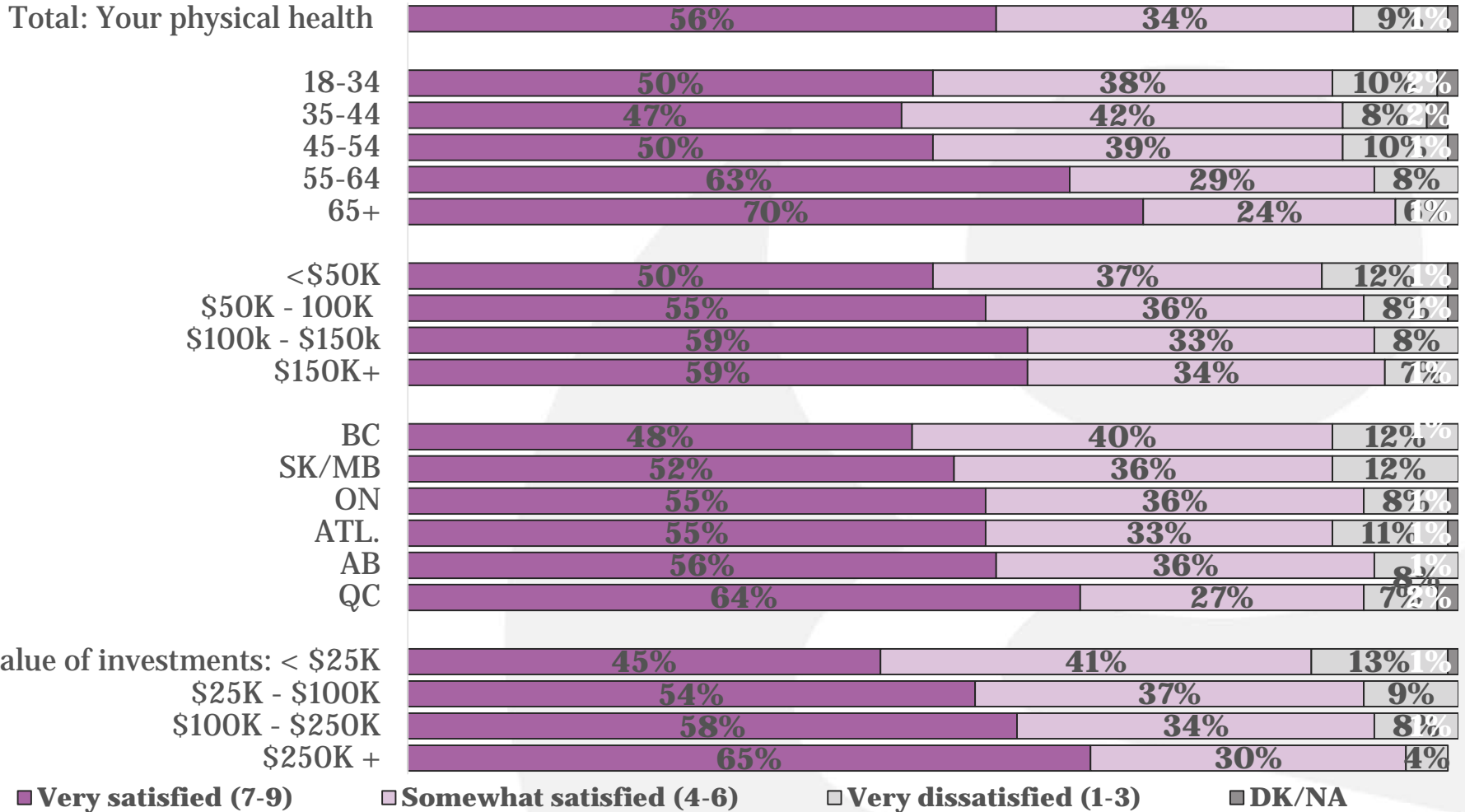
Canadians are mostly satisfied with their mental and physical health.

- E.g. more likely to be very satisfied with their mental & physical health.

Men are more likely than women to be satisfied with their mental health



Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'.



Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'.



What Do Canadians Want At Work?

The top aspects of work Canadians desire are:

- A good salary
- Work that is worthwhile & interesting

These are equally important.

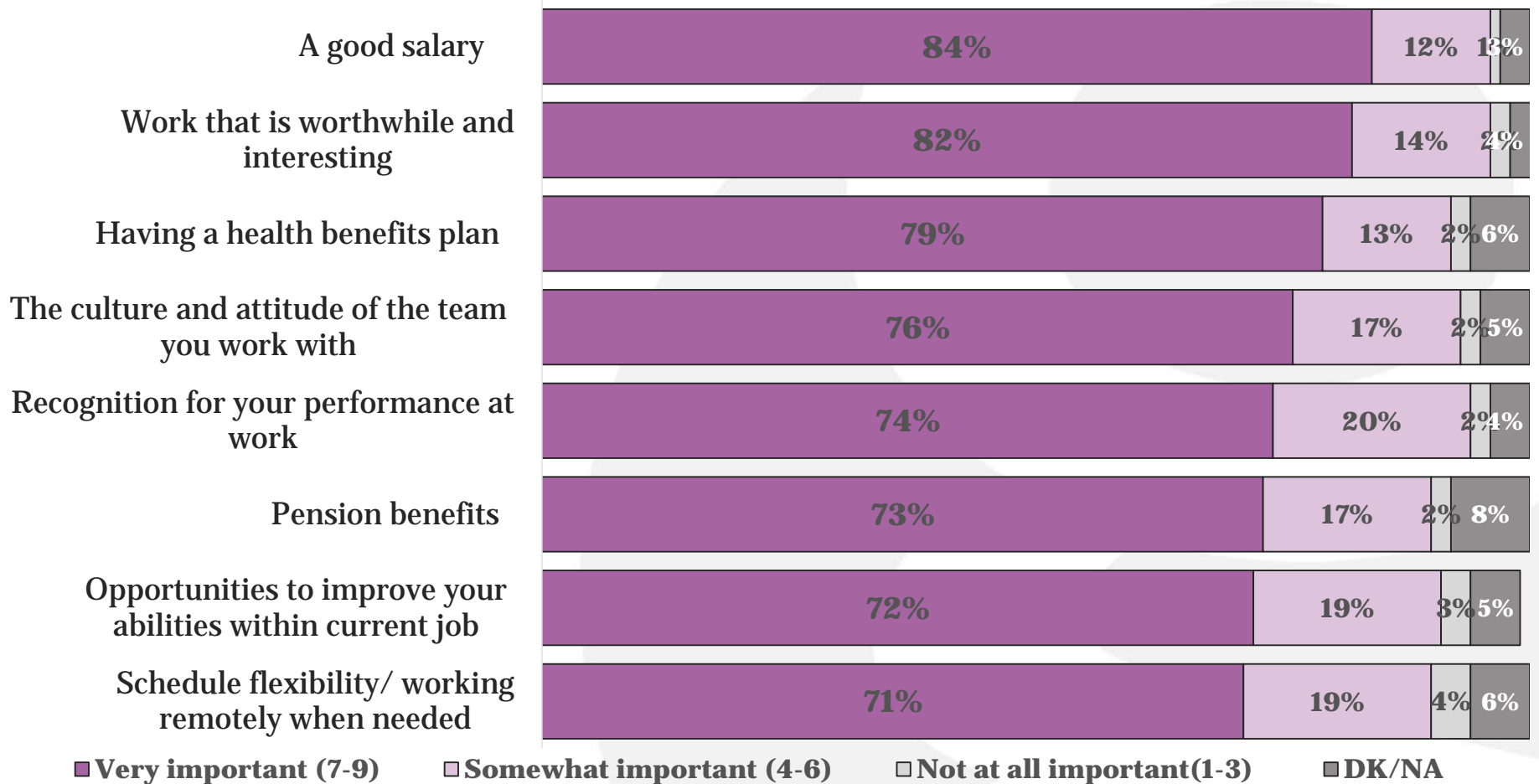
Health benefits are almost as important and more so than pensions.

The culture/attitude of colleagues and recognition for your performance at work are also highly valued.

There are no differences in the importance of these among men and women.



Canadians Value Salary & Interesting Work



Q17: Now we would like you to rate some aspects of your work life in terms of how important it is to you to have each in your life.



Will I Be Harassed?

Women's satisfaction with their work life is affected by sexual harassment.

- This is a make or break for women.
- Not commute time, not salary nor benefits but sexual harassment at work.
- Women don't report more sexual harassment than men, but their satisfaction with their work life is directly affected by it.

When looking at men and women, the key determinant is whether the work is interesting and worthwhile.

- When holding income constant, the advanced analysis finds this to be the overriding determinant of satisfaction with work.

Satisfaction among both men and women is also affected by:

- Satisfaction with the field they've chosen
- Opportunities for advancement



Satisfaction With Work Gender Differences

- While sexual harassment is a determinant for women, for men it is stress & satisfaction with coworkers that is important.
- Older Canadians are more satisfied at work. The association is significant among women.

Male:

(n=335 R2= .57)

- Stress levels at work
- Your coworkers

- Work worthwhile and interesting
- Your professional field
- Career advancement

Female:

(n=623 R2= .60)

- Sexual harassment
- Your current job
 - Age

“How satisfied are you with the following aspects of your personal life on scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied?’” [Work that you do] | “Using a scale from 1 to 9, where 1 is 'very unhappy' and 9 is 'very happy', how would you rate your level of happiness these days, generally speaking?” | How satisfied are you with the following aspects of your work life, on a 1 to 9 scale, where 1 is 'very dissatisfied' and 9 is 'very satisfied’?”



A majority of Canadian workers are very satisfied with

- Their current job
- Their professional field
- Work hours
- Commute time
- Work that is worthwhile and interesting
- Culture and attitude of the team they work with

Less than half are satisfied with their:

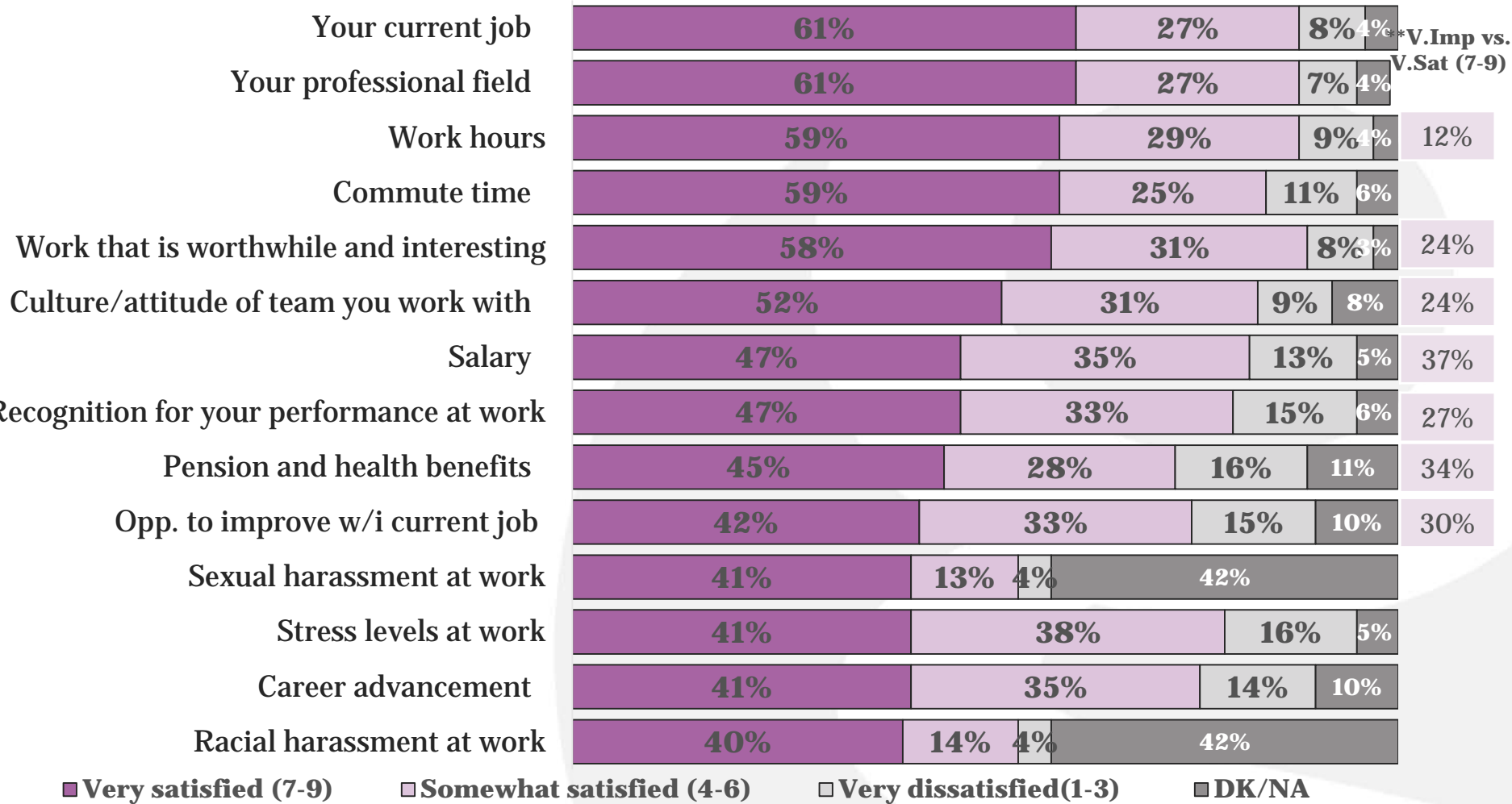
- Salary
- Recognition of their work
- Pension and health benefits
- Opportunities to improve your abilities
- Career advancement
- Stress level

The biggest gaps in stated expectations: pay, benefits & opportunities to improve.



the gandalf group

Working Canadians Mostly Very Satisfied



Q16: How satisfied are you with the following aspects of your work life, on a 1 to 9 scale, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? ** Satisfaction of each attribute (top3 box) was subtracted from importance to demonstrate the gap between what Canadians perceive as important versus their levels of satisfaction for each.



Making More Makes Work Better

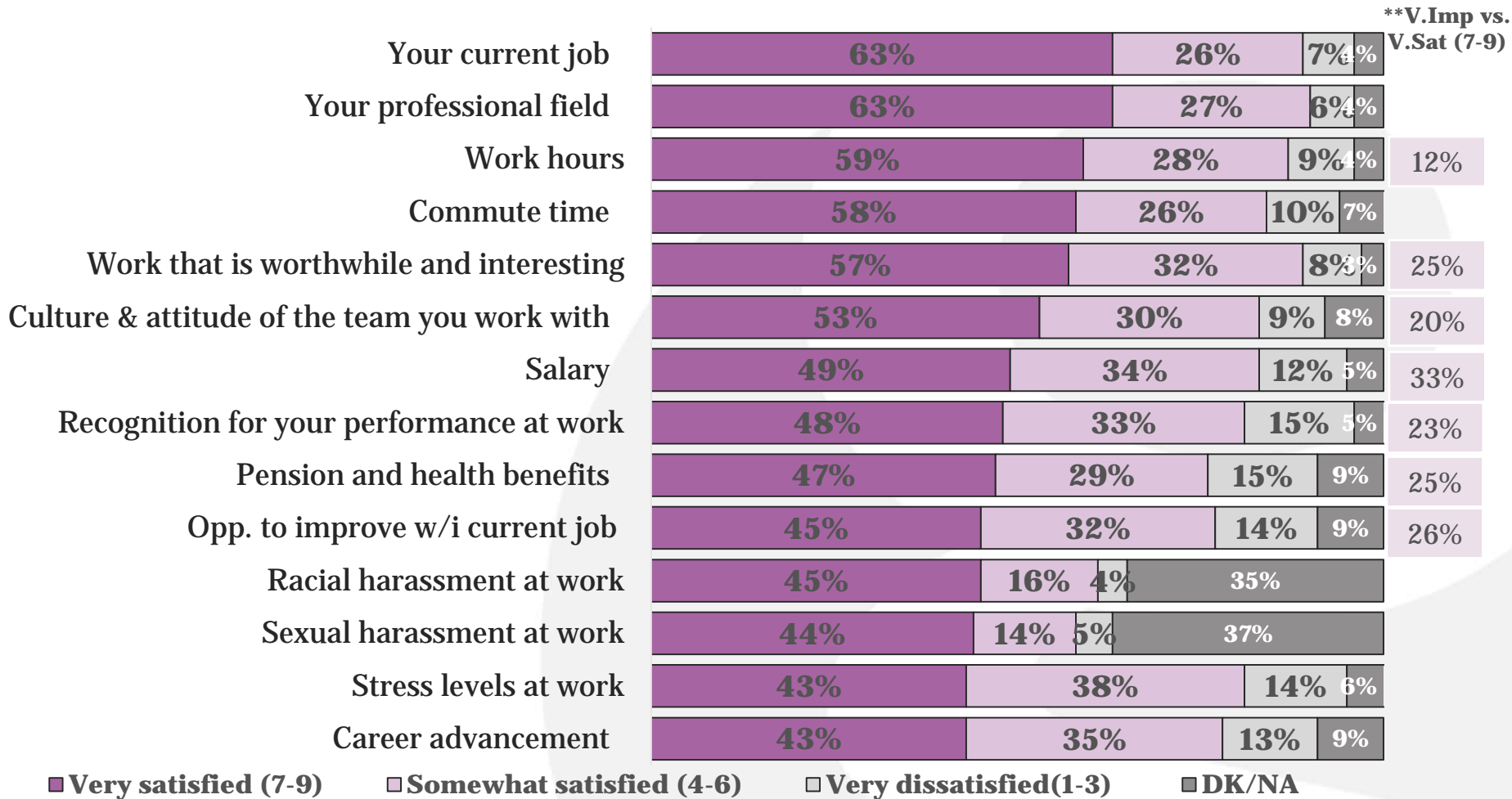
Across all workplace satisfaction measures (excepting racial & sexual harassment), as income increases satisfaction increases.

- The higher the income the more satisfied workers are with their field, job, workplace culture, salary, benefits, opportunities, recognition & commute.

Many men and women could not offer an opinion on harassment at work. Among those that did, women were less likely to be satisfied with their experience of sexual (-7 points less satisfied) & racial harassment (-11) at work.



Common Ground: Men

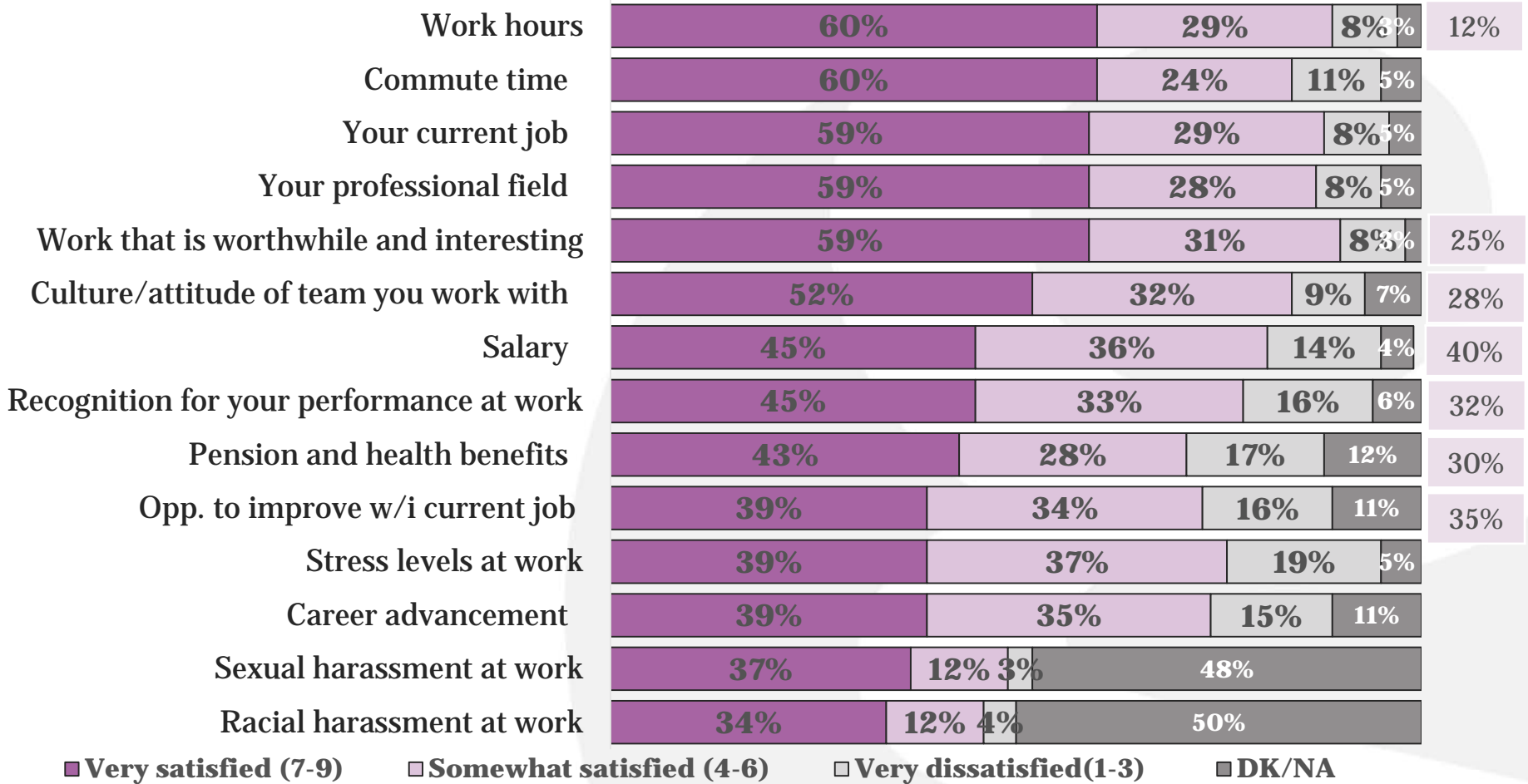


Q16: How satisfied are you with the following aspects of your work life, on a 1 to 9 scale, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? ** Satisfaction of each attribute (top3 box) was subtracted from importance to demonstrate the gap between what Canadians perceive as important versus their levels of satisfaction for each.



Common Ground: Women

****V.Imp vs. V.Sat (7-9)**



Q16: How satisfied are you with the following aspects of your work life, on a 1 to 9 scale, where 1 is 'very dissatisfied' and 9 is 'very satisfied'?



Stellar Relationships

The vast majority of parents report a very good relationship with their children.

Almost the same proportion of couples report a very good relationship. And there is no gender difference in assessments of the quality of these partner relationships.

Three quarters of Canadians report having very good relationships with their best friends, parents and close family members.

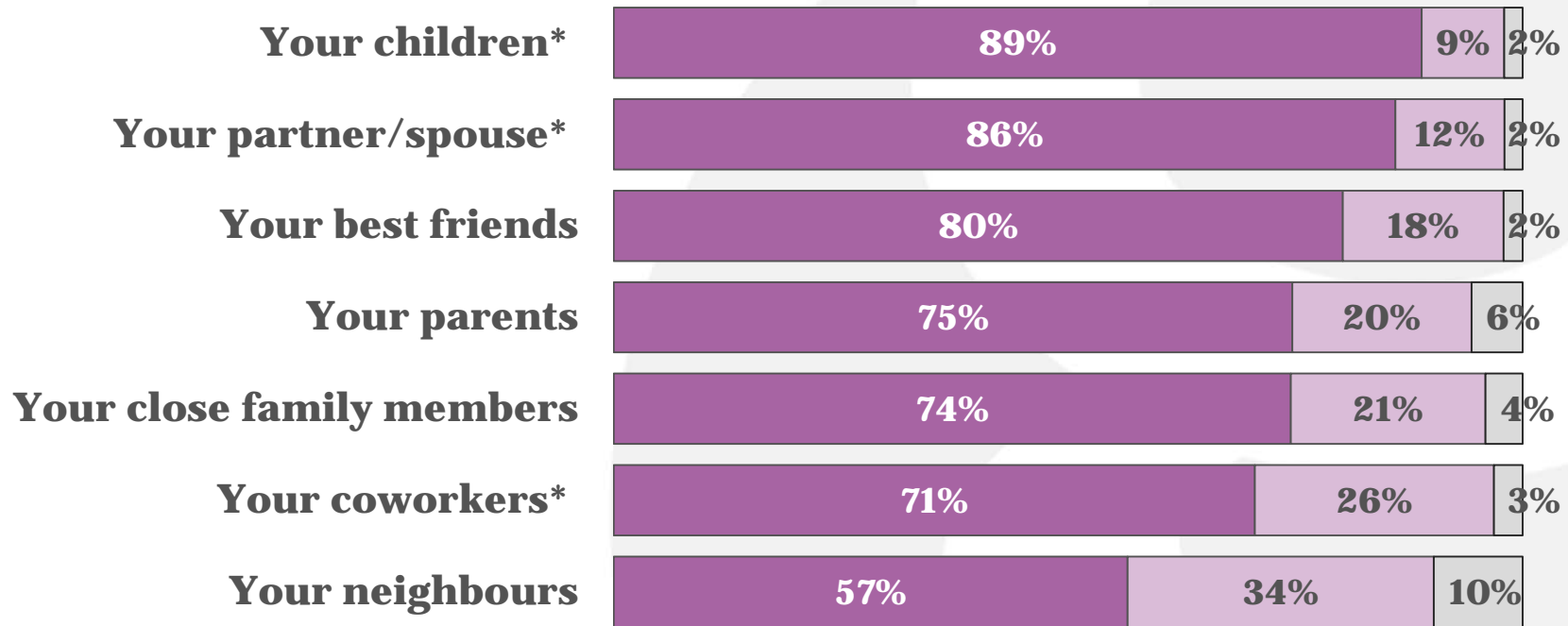
Two thirds report having very good relationships with their co-workers.

Half report having very good relationships with their neighbours.



Good Relationship With Children & Partners

- Most all parents feel they have a good relationship with their children but fewer children think they have a good relationship with their parents.
- Women were more likely than men to report having a better relationship with their children, close family members, and best friends.



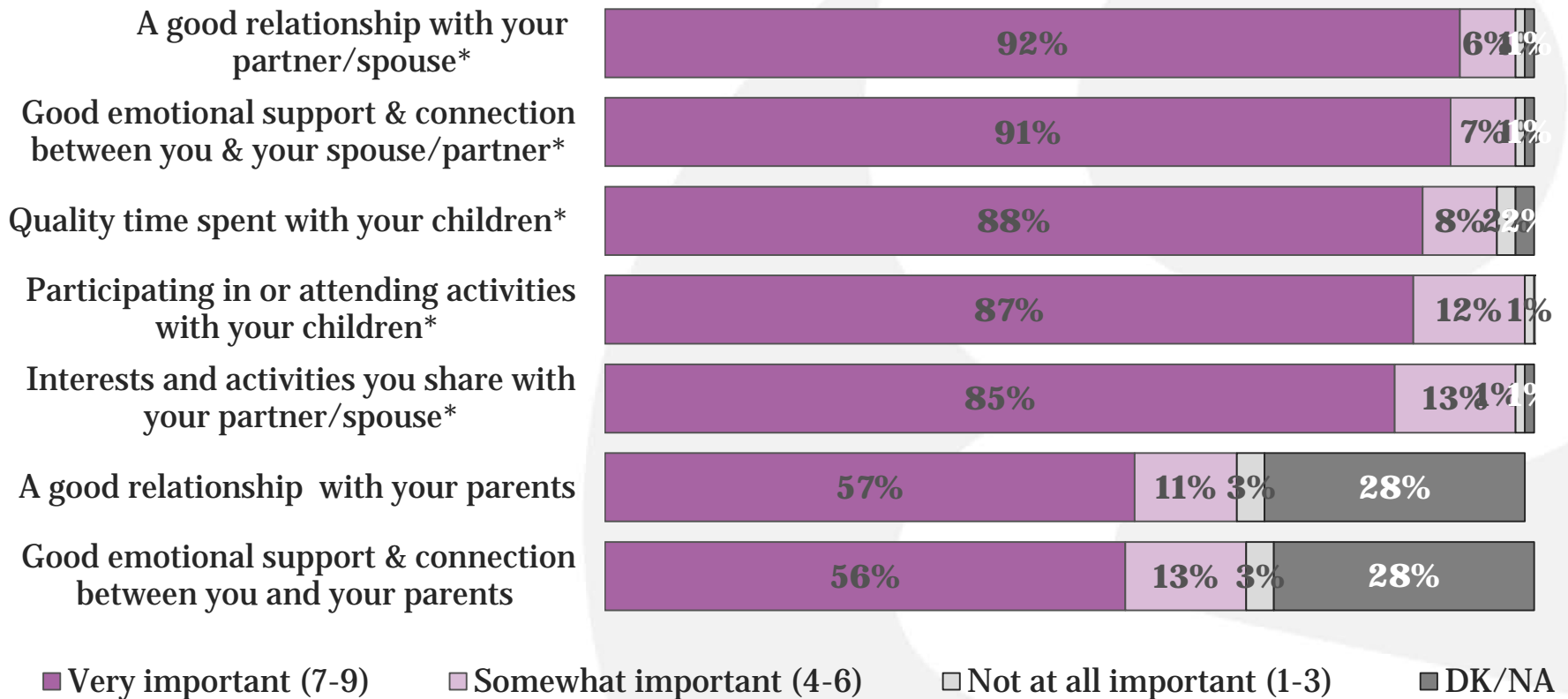
■ Very good relationship (7-9) ■ Somewhat good relationship (4-6) □ Very poor relationship (1-3)

Q19: Next, we would like you to rate how good a relationship you have with different people. (1 to 9 scale 1= you have a very poor relationship 9= you have a very good relationship)



What aspects of family life are important to Canadians?

- Canadians highly value almost all aspects of family life.
- More strongly valued aspects are good relations with children and the emotional support /connection they feel with spouses.

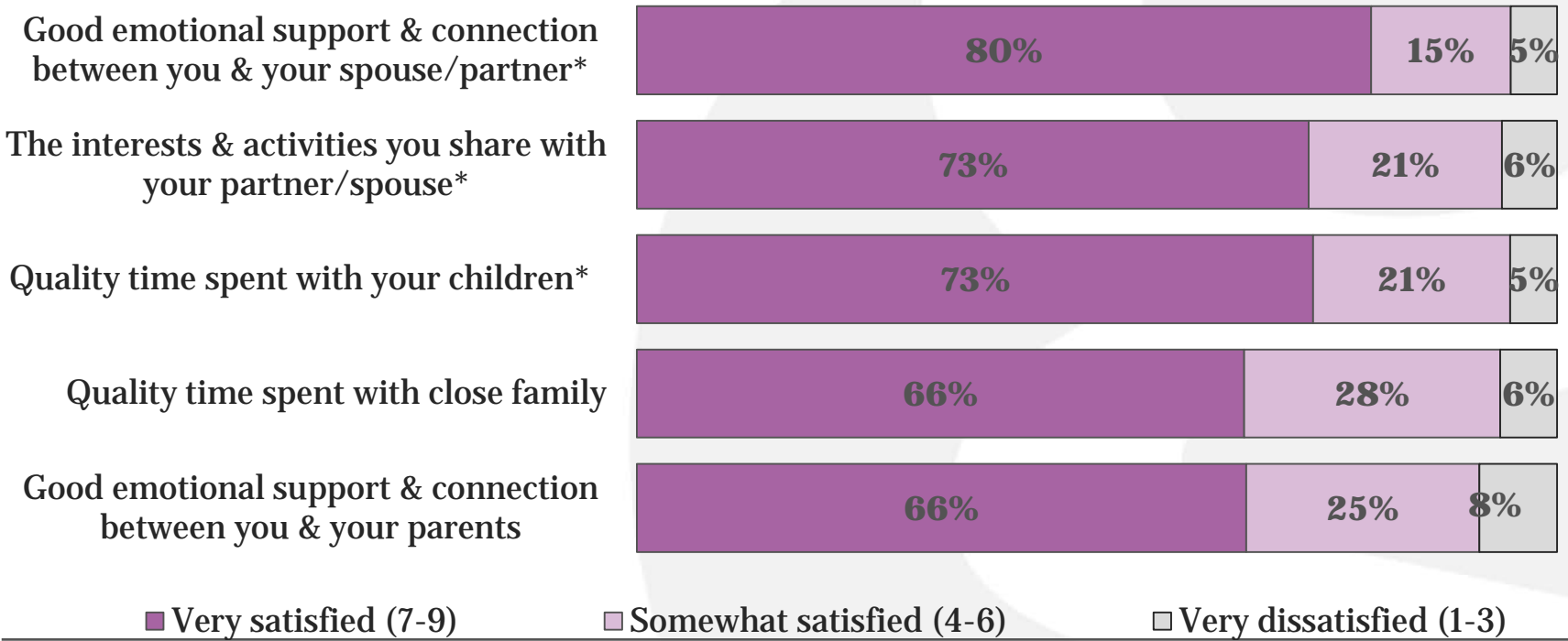


Q21. Now we would like you to rate some aspects of your life in terms of how important it is to you to have each in your life.



Majority Satisfied With Close Relationships

- Canadians not only have close family relations, most that do are satisfied with them.
 - E.g. 86% have a “close partnership” & 80% are very satisfied with the support/connection within it.
 - Most all parents (88%) said time with children was very important – not as many (73%) were very satisfied with the time spent together.
 - Men and women are almost equally satisfied with most aspects of their family life, except women are more satisfied with quality time with their children.



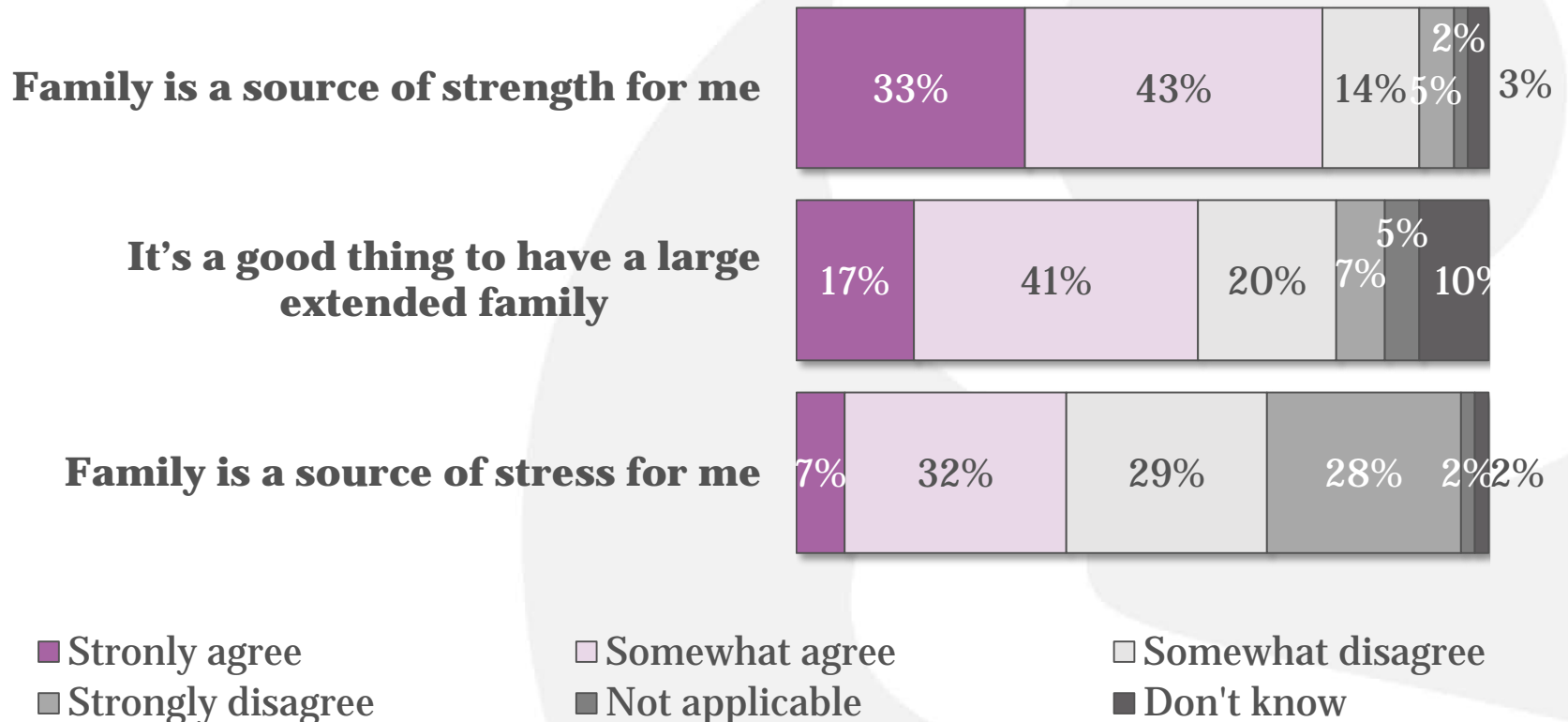
Q20: How satisfied are you with the following aspects of your life, on a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'?

* Parents, those in the workforce & couples were asked these. “Not applicable” & “don't know” suppressed above. Those with children n=1023 | Interests/Activities w/ Partner n= 1204 | Close family n = 1930 | Support/Connection w/ Partner n = 1205 | Support/Connection w/ Parents = 1427



Family is a Source of Strength

- Close family are a source of strength for – albeit a plurality of Canadians say only ‘somewhat’.
- Very few do not see family as a supportive aspect of their lives.



“Thinking about your family life, please tell us whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.”



Family Life Influencing Happiness and Satisfaction

Advanced analysis of the data confirms that key family life aspects are drivers overall happiness:

- How good a relationship Canadians have with best friends
- Relationships with partners/spouses & sharing interests with partners
- Quality time with close family

Satisfaction with life is affected by some of those too along with relationships with your children.

Happiness:

(n=408 R2= .30)

- Relation'p with partner/spouse
- Relation'p with best friends

- The interests shared with partner/spouse
- Quality time with close family
- Household income

Satisfaction

(n=408 R2= .33)

- Relation'p w. your children
- Age

Dependent Variables: “Using a scale from 1 to 9, where 1 is ‘very unhappy’ and 9 is ‘very happy’, how would you rate your level of happiness these days, generally speaking?” | “All things considered, how satisfied are you in life? Please rate your satisfaction on scale of 1 to 9 when 1 means you are “very dissatisfied” and 9 means you are “very satisfied.”

Independent variables: “How satisfied are you with the following aspects of your life on scale from 1 to 9, where 1 is ‘very dissatisfied’ and 9 is ‘very satisfied’?” | “Next, we would like you to rate how good a relationship you have with different people.”



Canadians strongly value the freedom and tolerance of Canadian society.

They strongly value close friends and yet value time alone almost as much.

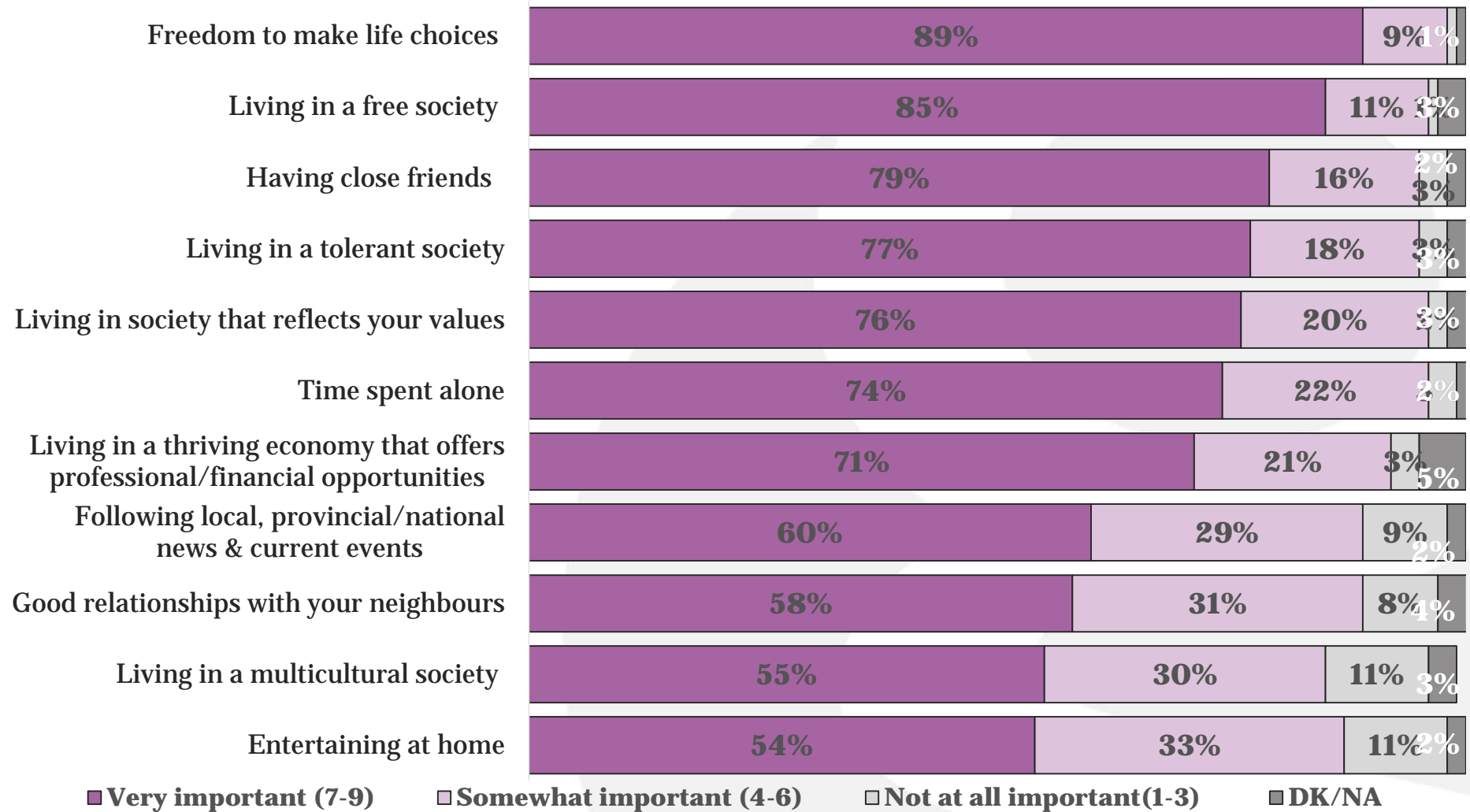
The majority values the independence they have and choices they can make, while a smaller proportion values broader social interaction or networking.

- Half strongly value meeting new people & having many friendships.
- They equally value donating to charities (46%) and volunteering (43%).
- While one third say engaging in club or group activity is very important, just one quarter highly value being politically active or religiously active.
- Online social media & religious service attendance are of least importance.



the gandalf group

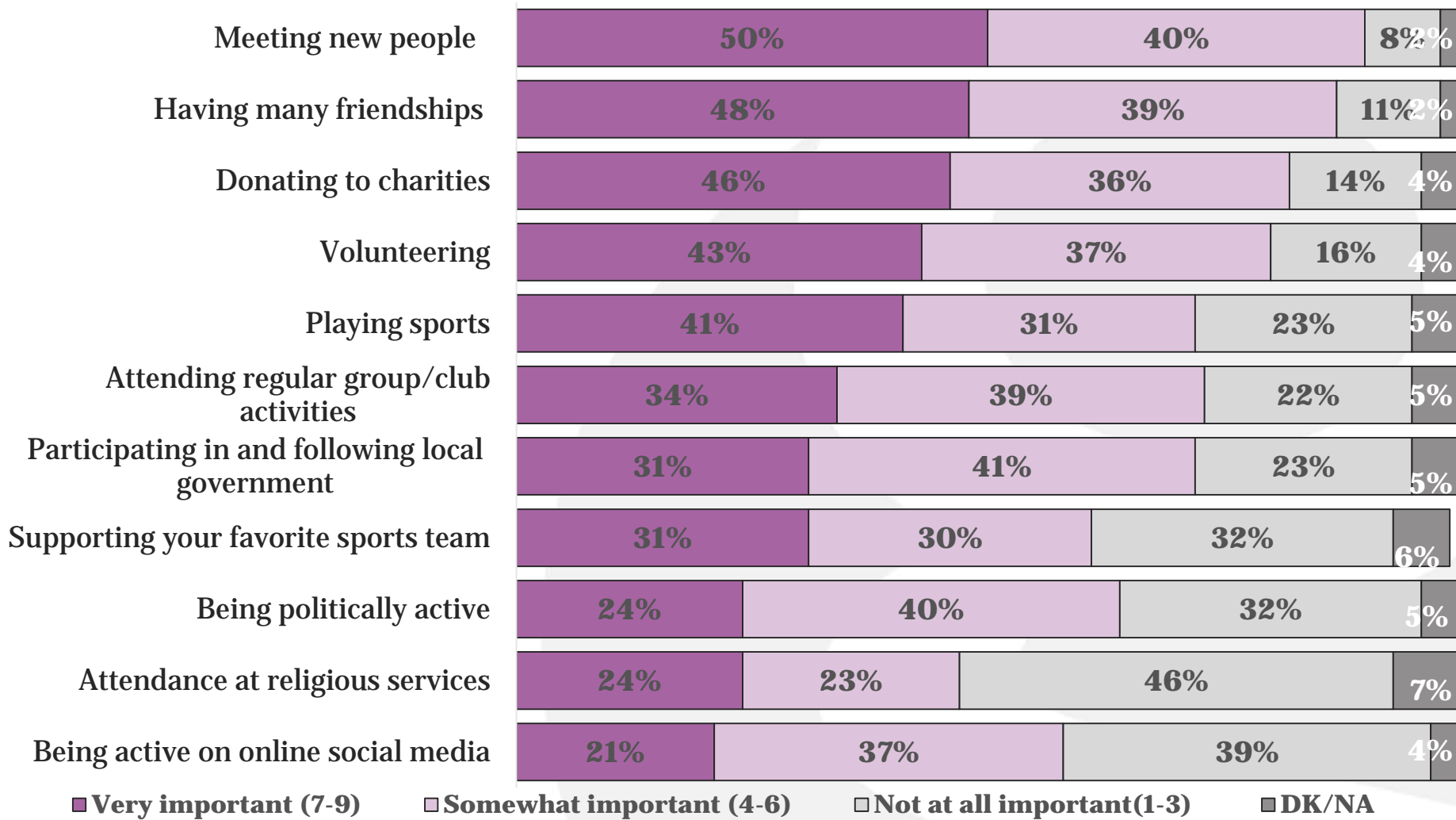
Canadians Value Choice Tolerance, Close Friendships



Q25: Now we would like you to rate different aspects of your social life in terms of how important it is to you to have each in your life.



Networks Are Less Important

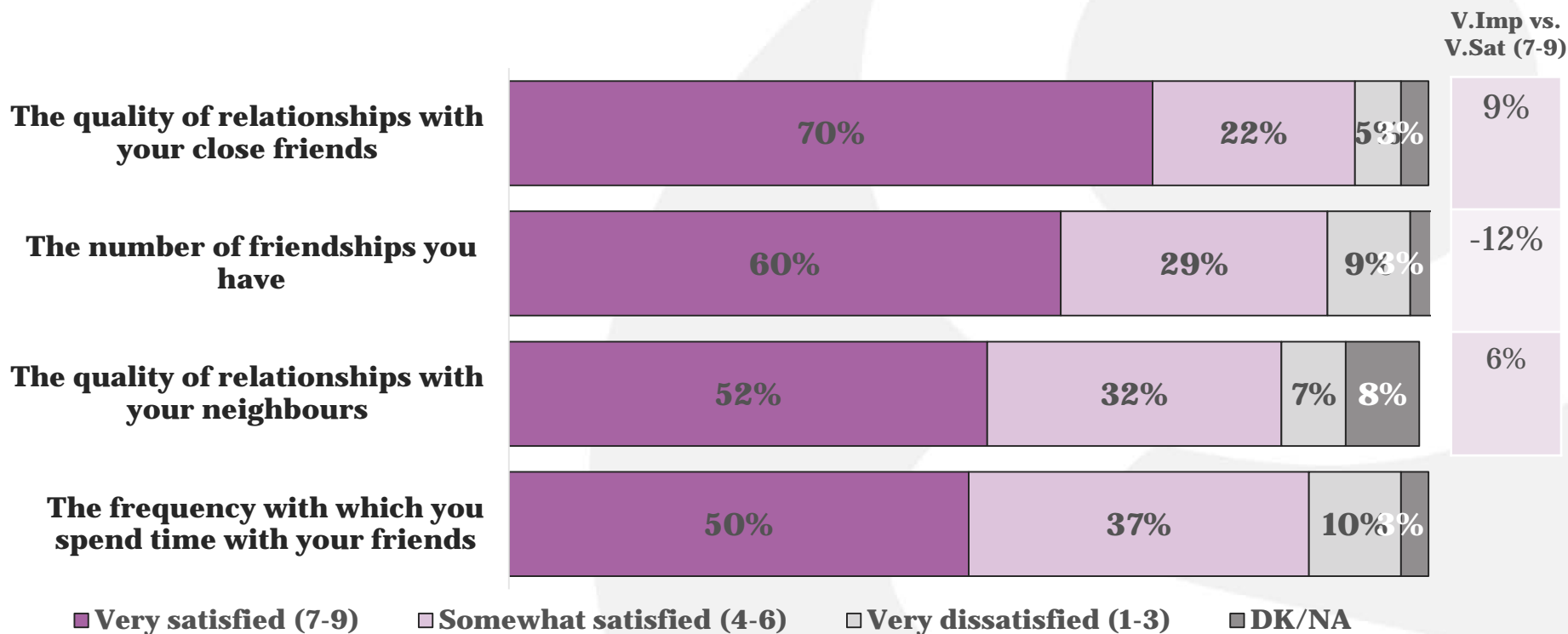


Q25: Now we would like you to rate different aspects of your social life in terms of how important it is to you to have each in your life.



Are Canadians satisfied with personal relationships?

- Canadians are more satisfied with the quality of their relationships with their friends than they are with the amount of time they have with them.

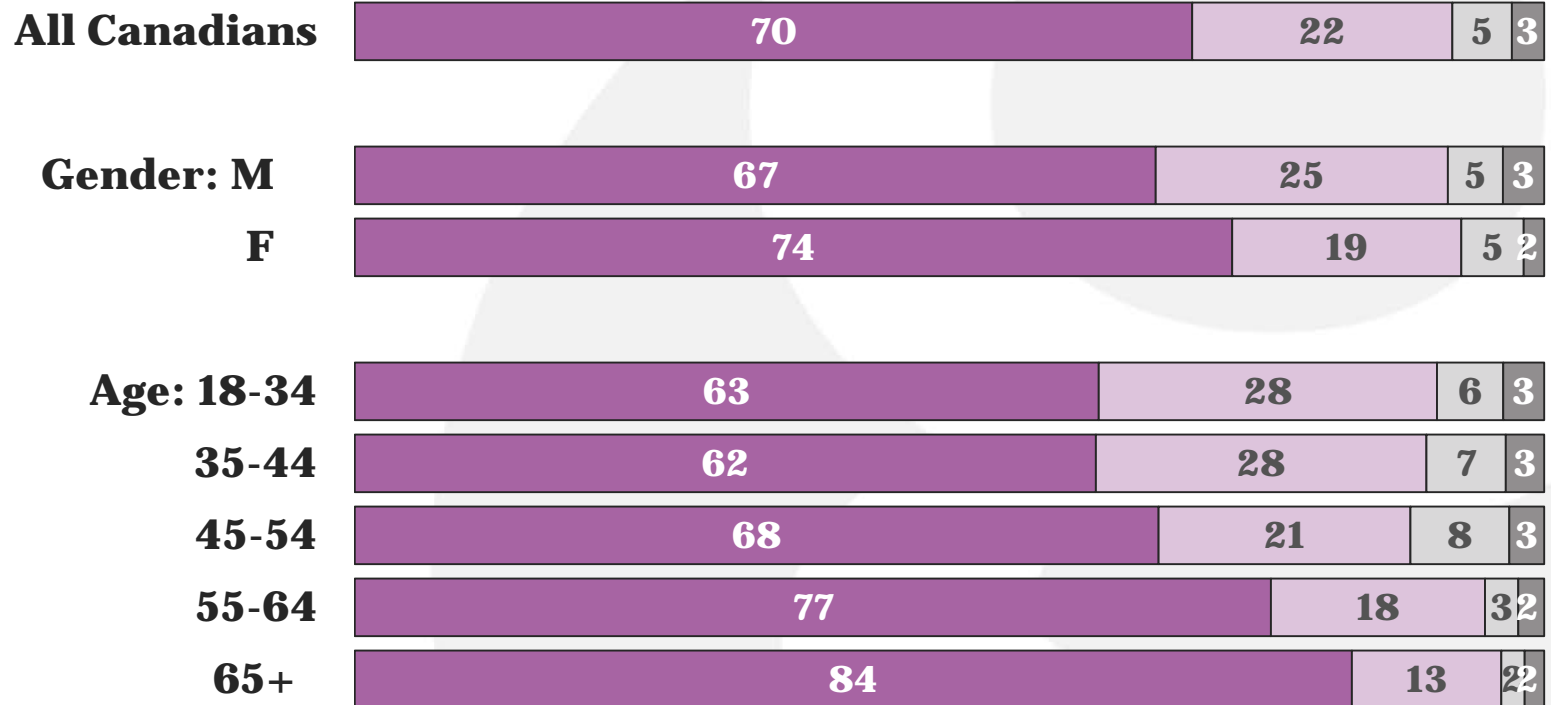


Q24: How satisfied are you with the following aspects of your social life on scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? ** Importance of each attribute (top3 box) was subtracted from satisfaction to demonstrate the gap between what Canadians perceive as important versus their levels of satisfaction for each.



Quality of Friendships

- Women are more satisfied than men with the quality of their friendships.
- While a clear majority all age groups are satisfied with those friendships, quality improves with age.



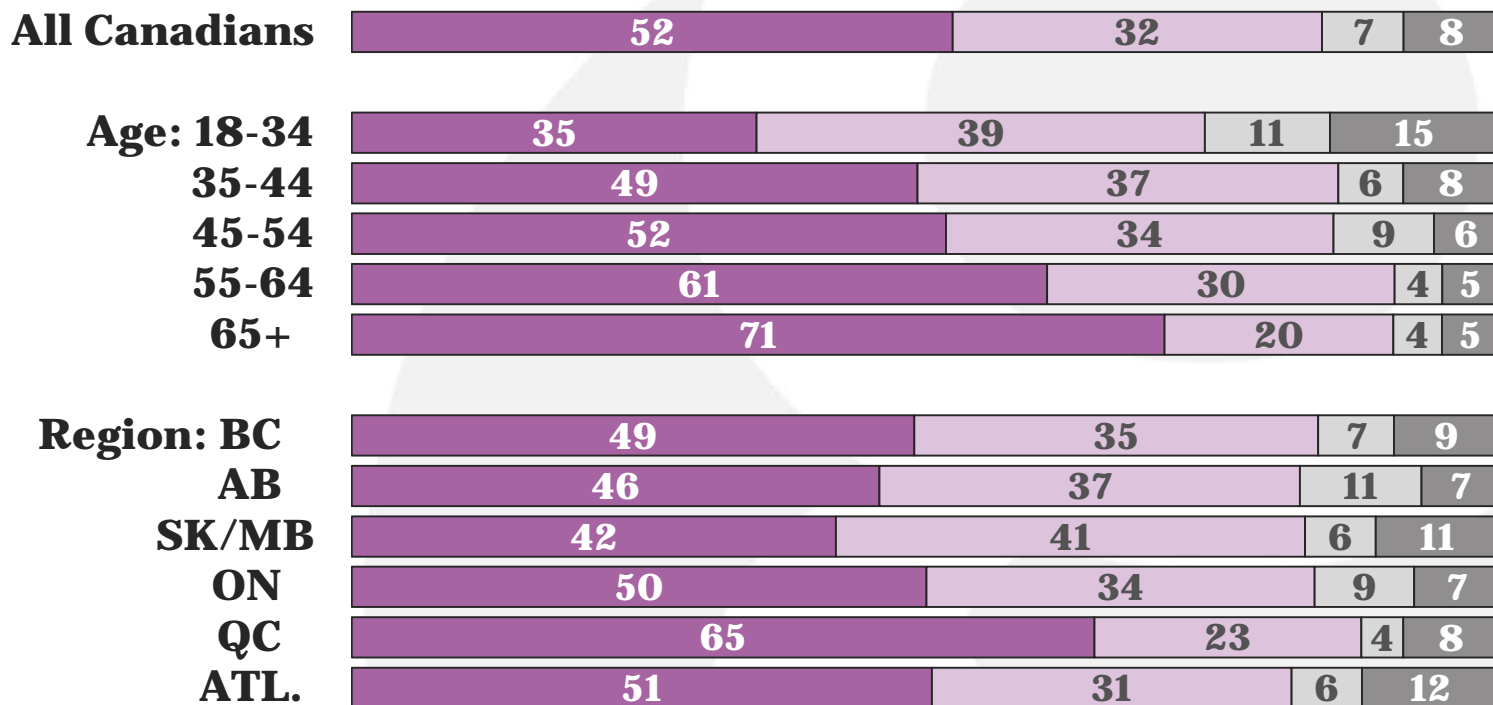
Very satisfied (7-9)
 Somewhat satisfied (4-6)
 Very dissatisfied (1-3)
 DK/NA

Q24: How satisfied are you with the following aspects of your social life on scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? [The quality of relationships with your close friends]



Relations With Neighbours

- Relations with neighbours varies tremendously by age. Younger Canadians are far less likely than older Canadians to say they are satisfied with relations with their neighbours.
- Residents of Quebec are far more likely to be satisfied with their neighbours.

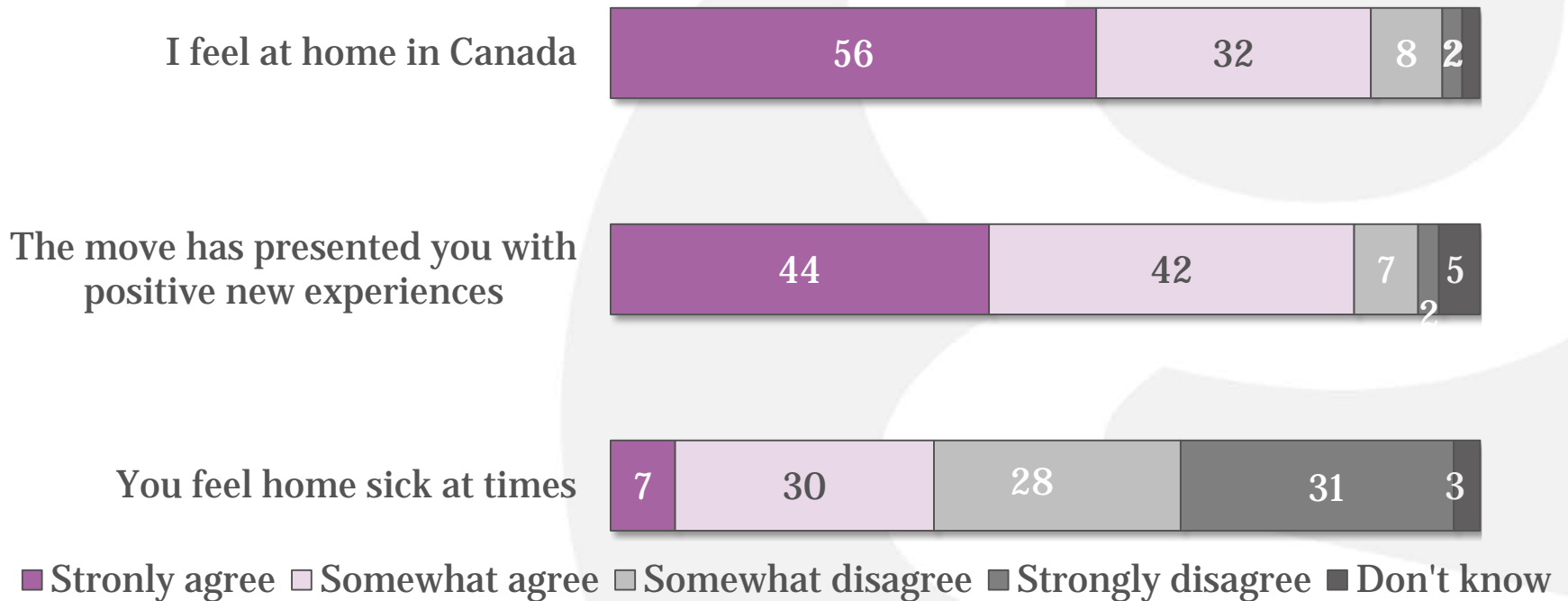


Very satisfied (7-9)
 Somewhat satisfied (4-6)
 Very dissatisfied (1-3)
 DK/NA

Q24: How satisfied are you with the following aspects of your social life on scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? [The quality of relationships with your neighbours]



- Almost all new Canadians report they feel at home in Canada, however 40% report feeling home sick.



Q29: “And considering that you now live somewhere different than where you’re originally from, please tell us if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.”



This survey finds most Canadians are very satisfied with their family, personal and social lives. It is a different picture when it comes to people's finances.

Most feel they can get by. Only about half are very satisfied with their ability to save for the future and fewer are happy with the financial advice they receive.

Middle-aged Canadians are especially dissatisfied with financial advice and concerned about their retirement savings.

Older cohorts are far more satisfied with their disposable income.



Financial Issues Influence Happiness

- Advanced analysis confirms that happiness tends to be associated with one's ability to cover costs, plan for the future & the advice available to achieve that.
- Debt does not come up as associated with higher or lower happiness.
- Satisfaction with life is more associated with long-term goals e.g. if wealth accumulation for the next generation is important to you.

Happiness:

(n=786 R2= .25)

- Financial advice
- Cost of housing
- Disposable income to enjoying life
- Ability to manage cost of living
- Importance of having enough to retire on
- Home ownership

Satisfaction

(n=408 R2= .34)

- Ability to save/plan for future
- Importance of having enough to leave behind
- Household income
 - Age
- Importance of accumulating wealth (-.08)

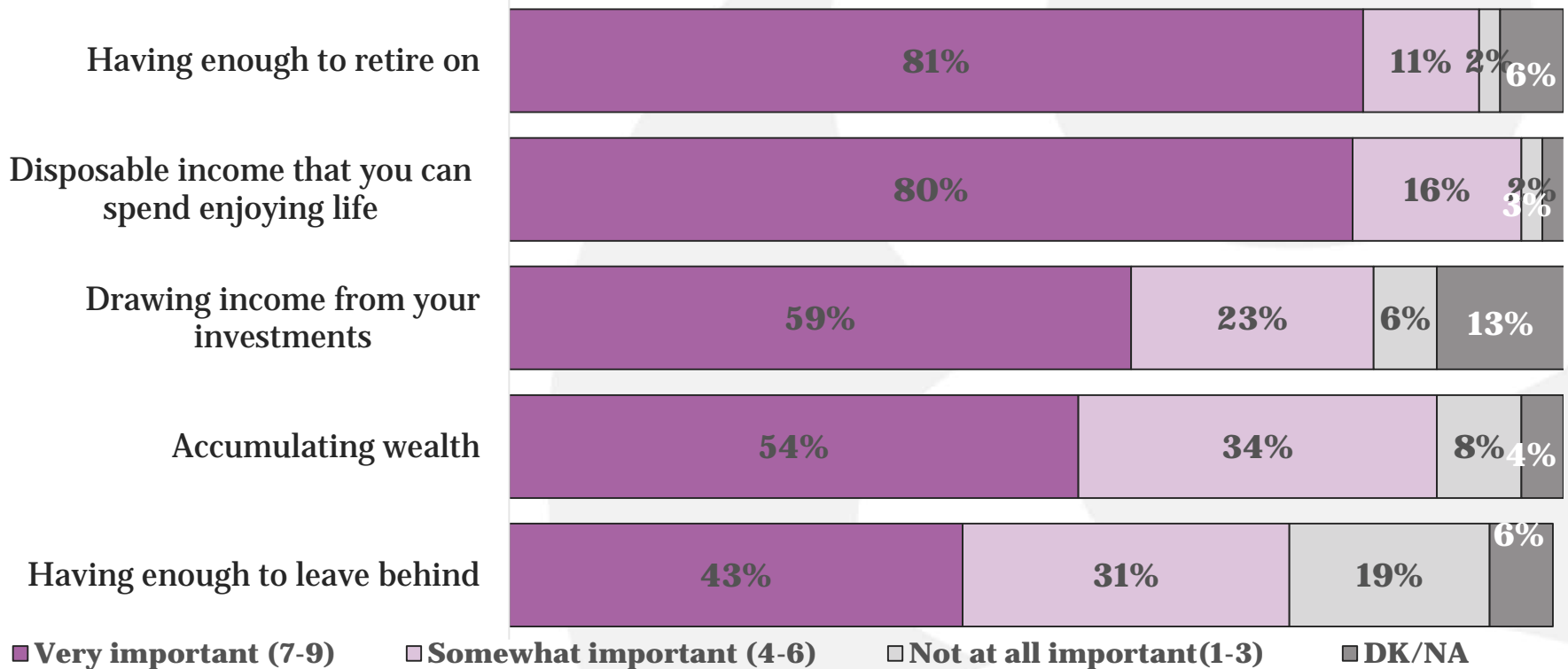
Dependent Variables: “Using a scale from 1 to 9, where 1 is ‘very unhappy’ and 9 is ‘very happy’, how would you rate your level of happiness these days, generally speaking?” | “All things considered, how satisfied are you in life? Please rate your satisfaction on scale of 1 to 9 when 1 means you are “very dissatisfied” and 9 means you are “very satisfied.”

Independent variables: “How satisfied are you with the following aspects of your financial life on a scale from 1 to 9, where 1 is ‘very dissatisfied’ and 9 is ‘very satisfied’?” | “Now we would like you to rate aspects of your financial life in terms of how important you think it is to have each in your life. (1-9 scale)”



Aspects of Financial life

- Canadians are focused on two very different objectives in equal measures – retirement and having enough disposable income to enjoy life.
- Most are looking to investments for income but tends to be a focus of older Canadians with more saved.
- Leaving money behind for the next generation is less important.



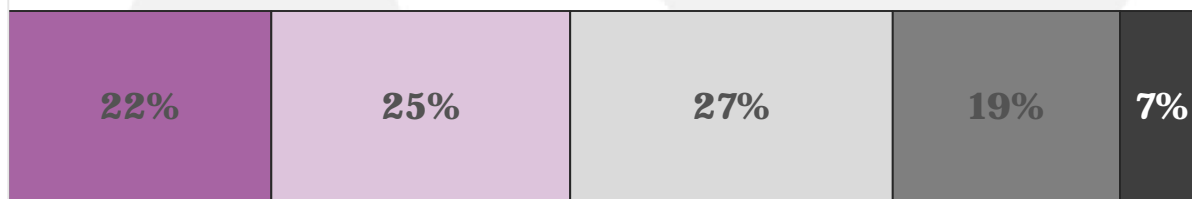
Q31: Now we would like you to rate aspects of your financial life in terms of how important you think it is to have each in your life.



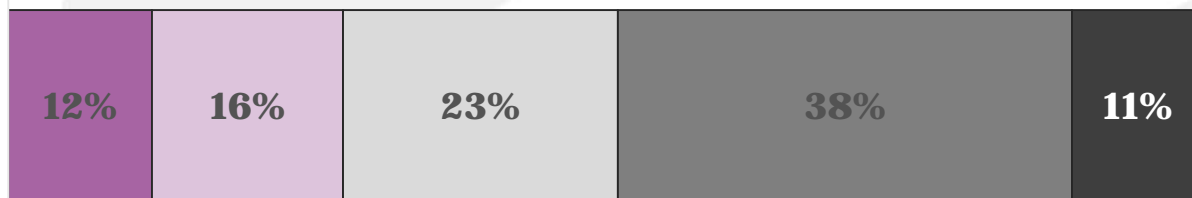
Are Canadians concerned about finances?

- Nearly half of Canadians are very concerned about their ability to save for retirement.
- Just over half surveyed have non-mortgage debt and about a third have mortgages.
- Despite debt loads, concern about retirement is far greater than concern about debt.
- Concern about debt is higher though among the middle aged – peaking at 42% among those aged 45-54 compared to 28% overall.

Having enough money for retirement



The amount of debt you have



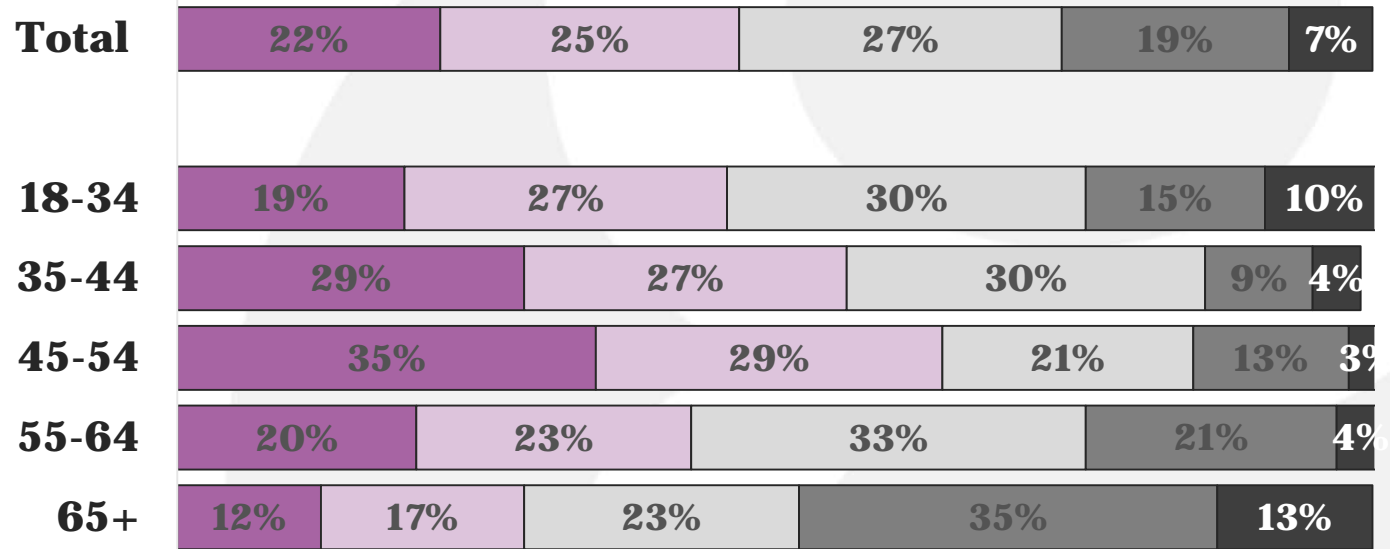
■ Very concerned ■ Somewhat concerned □ Slightly concerned ■ Not at all concerned ■ DK/NA

Q32: How concerned are you personally about each of the following?



Retirement Concerns

- Concern about retirement is especially acute among those aged 35-54.
- Otherwise most are at worst somewhat concerned – even though far more said this was a priority.



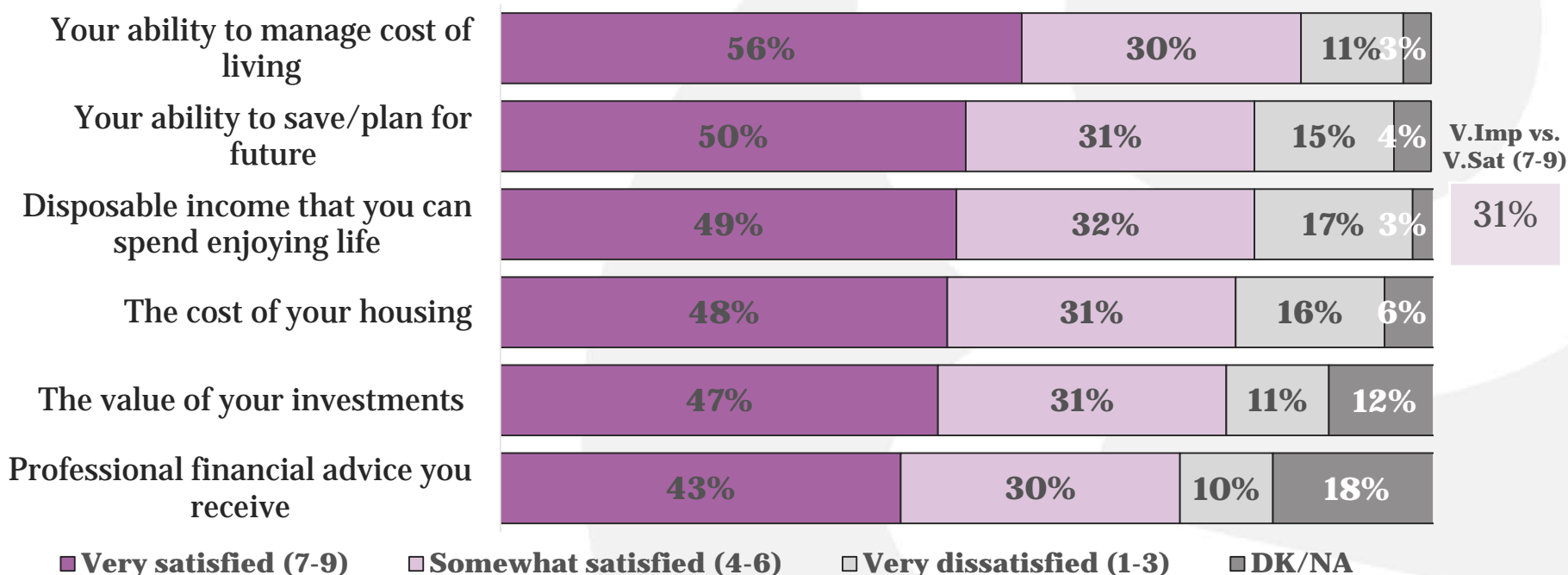
■ Very concerned □ Somewhat concerned □ Slightly concerned ■ Not at all concerned ■ DK/NA

Q32: How concerned are you personally about each of the following? Having enough for retirement.



How are Canadians managing?

- Most say they can cover cost of living but a substantial proportion is less certain (4 in 10).
- A roughly similar proportion (43%) agreed they are falling behind.
- They were least satisfied with financial advice they receive. Fewer were satisfied with their professional advice than were satisfied with their own ability plan and save.

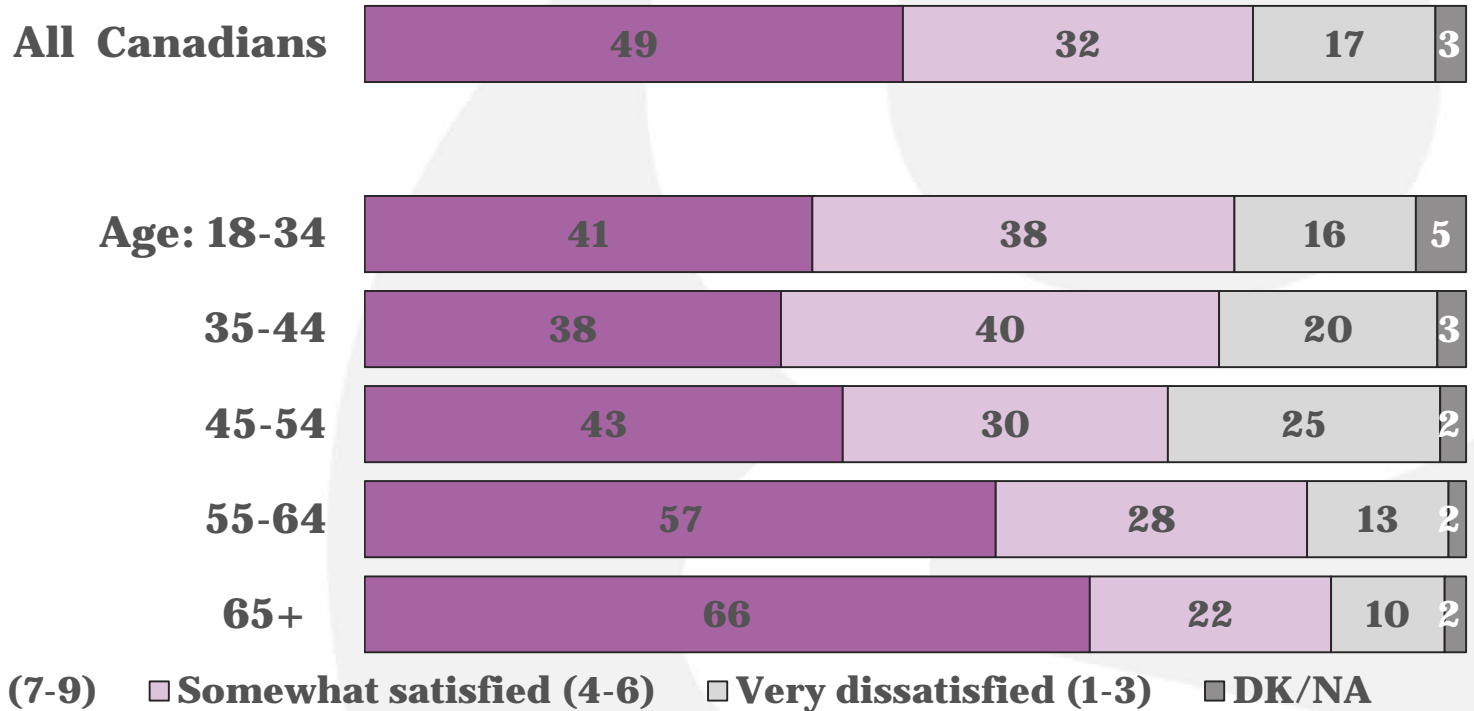


Q30: How satisfied are you with the following aspects of your financial life on a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? ** Satisfaction of each attribute (top3 box) was subtracted from importance to demonstrate the gap between what Canadians perceive as important versus their levels of satisfaction for each.



Satisfaction With Disposable Income

- Seniors are substantially more satisfied with the disposable income they have to enjoy life.
- Among those 18-54 satisfaction drops to just over 40%.

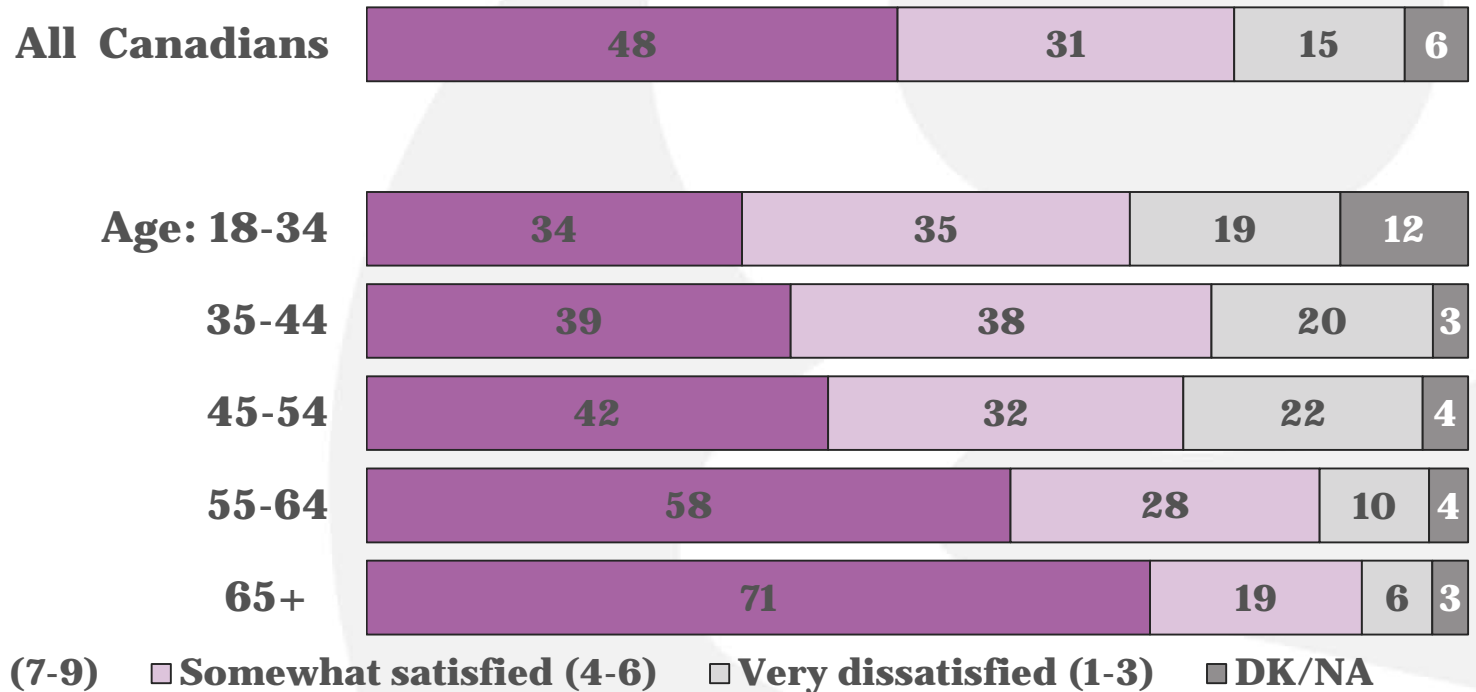


Q30: How satisfied are you with the following aspects of your financial life on a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? [Disposable income that you can spend enjoying life]



Satisfaction With The Cost Of Your Housing

- Mitigating their ability to save or spend is the cost of housing.
- Younger Canadians are far less satisfied with their cost of housing – dropping below 40%.
- Seniors are unique: satisfaction rises with age but even the difference between those aged 55-64 and 65+ is substantial.

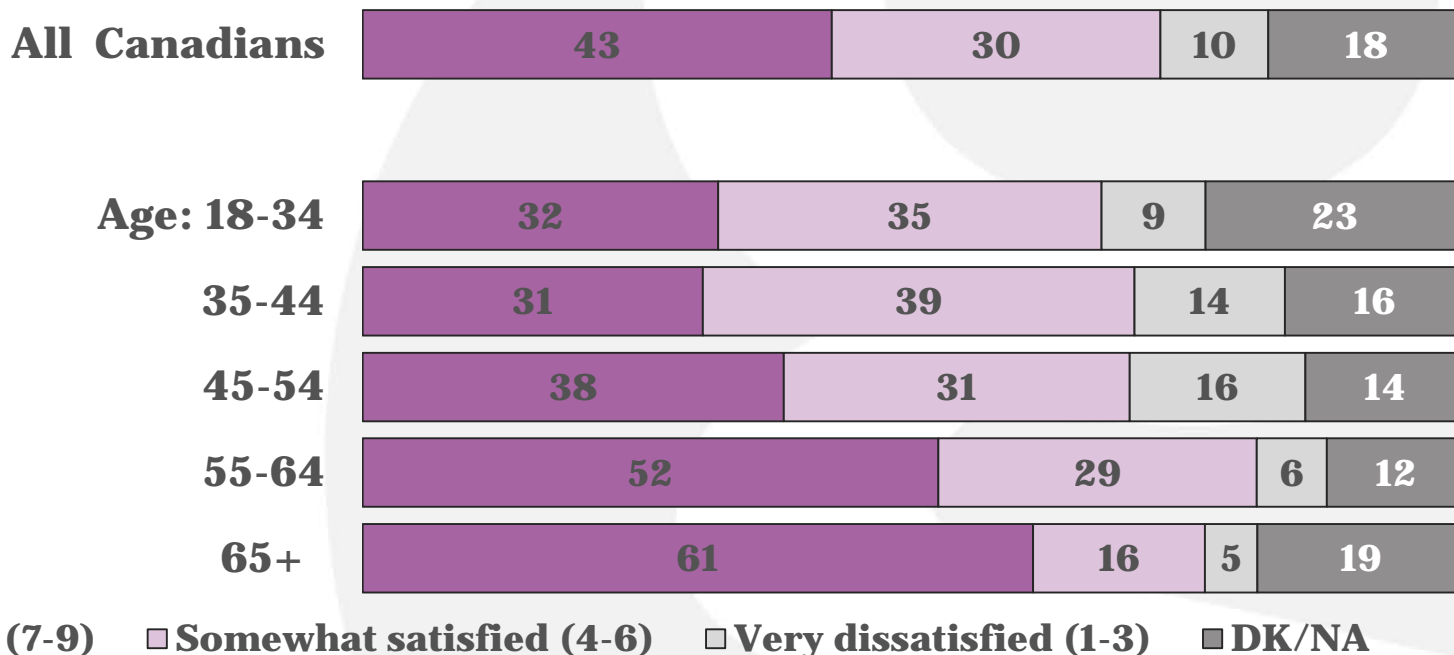


Q30: How satisfied are you with the following aspects of your financial life on a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? [The cost of your housing]



Satisfaction With Professional Financial Advice

- Retired Canadians are significantly more satisfied with the financial advice they get.
- Middle aged Canadians are least satisfied with the advice they receive.
 - Arguably they are more likely to receive financial advice, especially closer to retirement. Younger Canadians tend to say they don't receive such advice – with nearly 1 in 4 of those aged 18-34 saying this is not applicable to them.



Q30: How satisfied are you with the following aspects of your financial life on a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'? [Professional financial advice]



Canadians are happy and satisfied with their lives.

This is in large measure because the vast majority are very satisfied with their personal, family and social lives.

Family life and personal life in particular are sources of strength. In fact, more Canadians feel good about their family relationships than about life in general.

Having children is also a determinant of happiness. In fact, parents of children over 18 are the happiest Canadians. Interestingly despite the obvious stressors of having children under 18 – disposable income, less sex, less sleep, etc. – These Canadians are just as happy as those without children.



Across nearly all determinants of happiness and satisfaction generally and in each aspect of life – personal, work and financial – as age increases, so too does your happiness and satisfaction.

Income is a strong determinant of satisfaction with personal life, work and finances.

Satisfaction with work life is not as high as satisfaction with family life. Particularly with stress levels and opportunities for advancement.

Of most trouble to Canadians is their financial life. Most are at least somewhat satisfied with their ability to manage the cost of living. But only about half of Canadians are very satisfied with most financial aspects such as their ability to save, enough disposable income, cost of housing etc.



the gandalf group

For more information contact:

Alex Swann,

T: 416.644.4125

swann@gandalfgroup.ca

THANK YOU



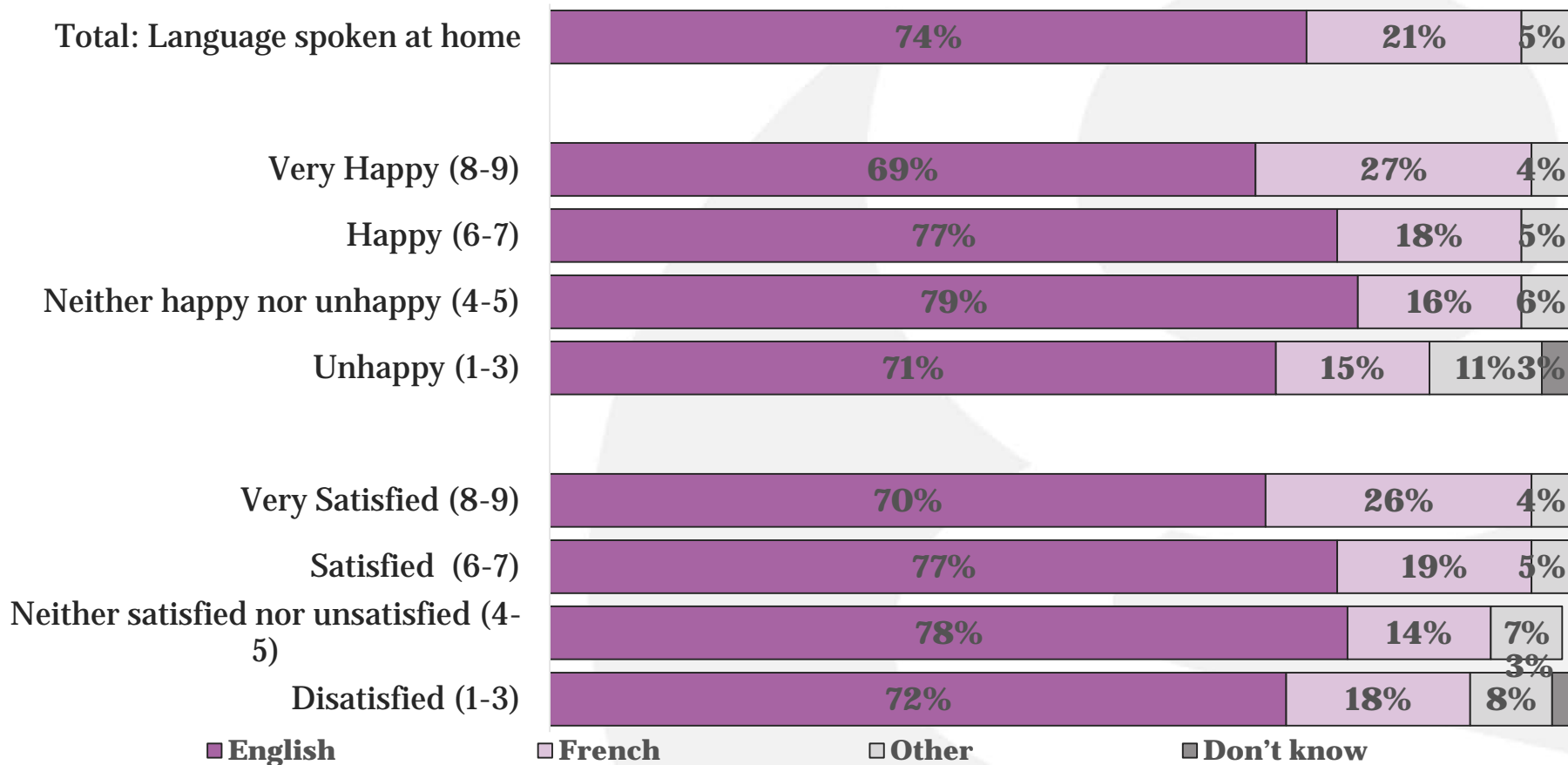
the gandalf group

info@gandalfgroup.ca | gandalfgroup.ca



Does language impact overall happiness and satisfaction?

- Those who are happiest are far more likely to be francophones than those who are unhappy.

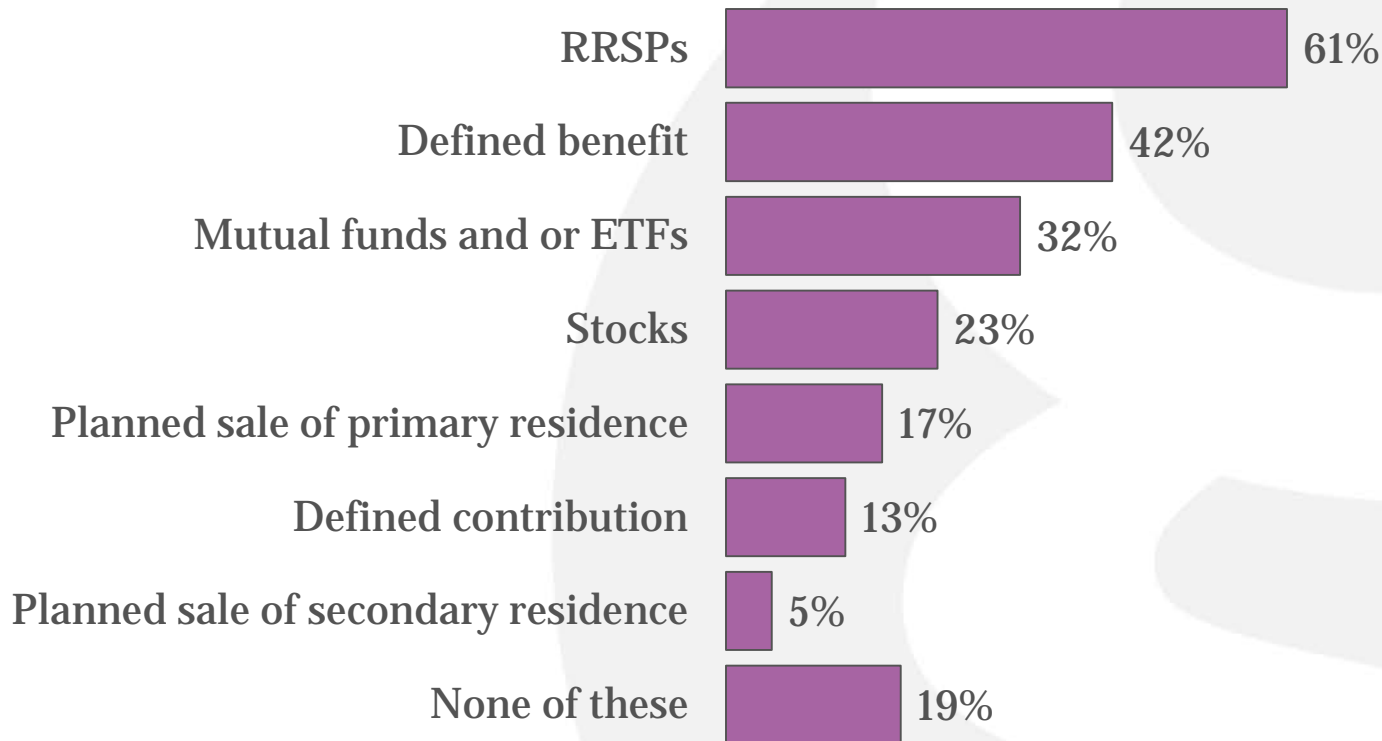


Q3: What is the language most often spoken at your home?



Financial Life – Investments/Sources of Retirement

- Most surveyed have an RRSP but nearly four in ten do not.
- Far fewer however stocks or mutual funds.
- Many have a defined benefit pension.
- Surprisingly few think of their home as a retirement savings vehicle, perhaps because so many are paying mortgages.



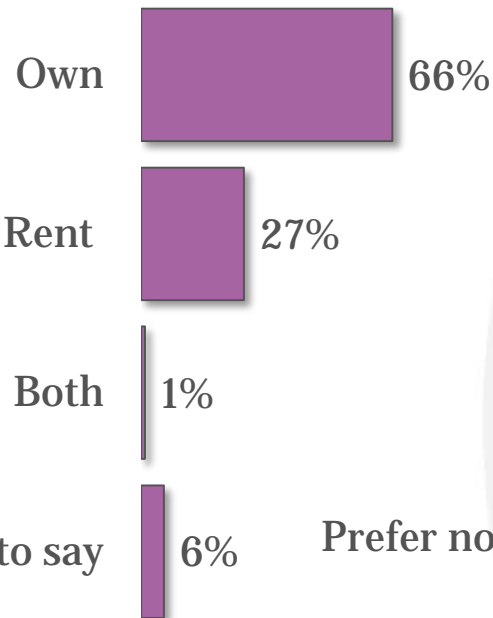
Q34. Which of the following investments or sources of retirement income do you have? Select all that apply.



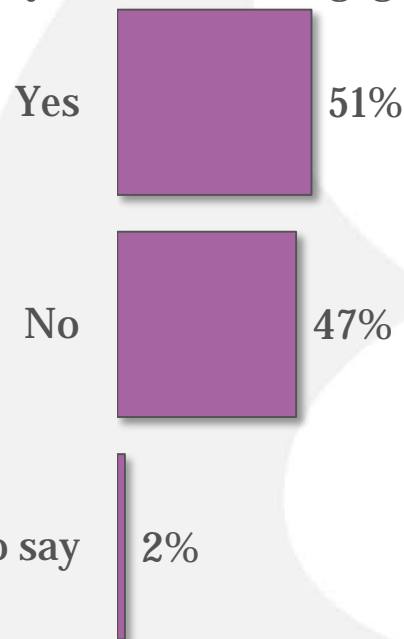
Financial Life – Home Ownership/Debt

- A clear majority (66%) of Canadian adults live in homes they own and half of them have a mortgage.
- Four in ten are carrying non-mortgage debt.

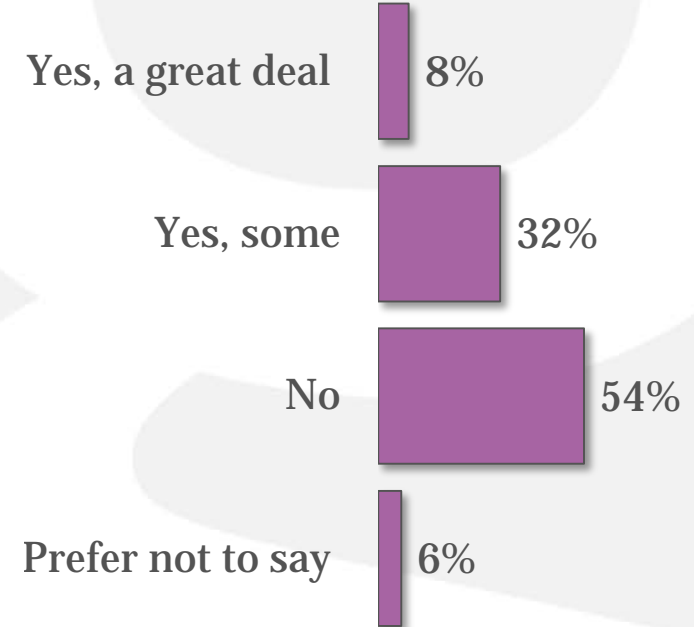
Do you own your home or rent the home you live in?



If you're a home owner, do you have a mortgage?



Do you have any non-mortgage debt?



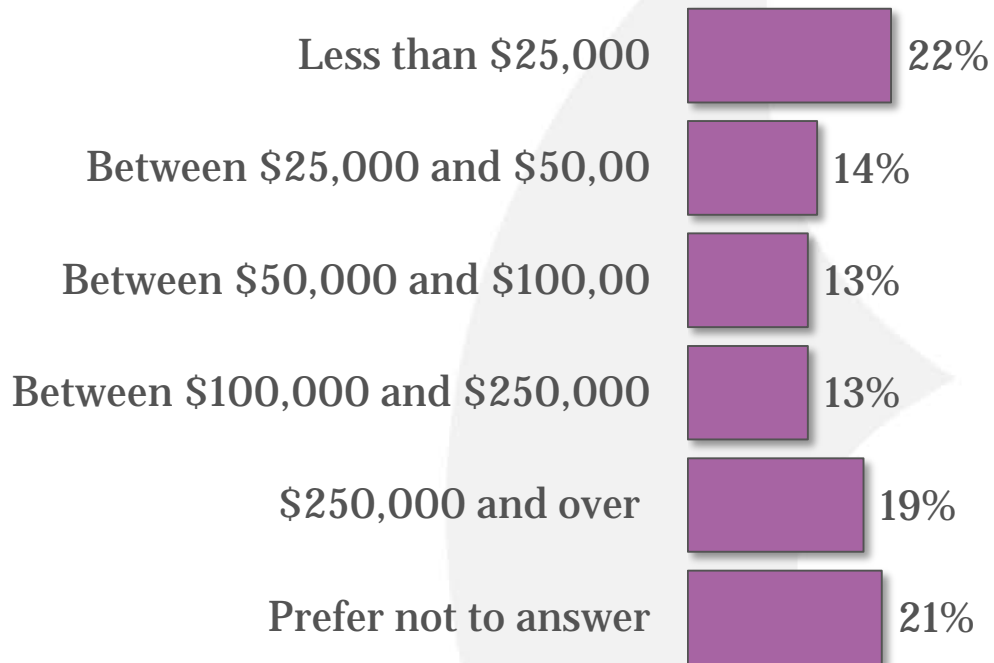
Q35: Do you own your own home or rent the home you live in? | Q36: Do you have a mortgage? | Q38: Do you have any non-mortgage debt?



Financial Life – Value of Investments

- At least half of Canadians have less than \$100,000 invested – 48% surveyed plus an additional portion of those who preferred not to say the size of their investments.

Value of people's investments - % saying they have each



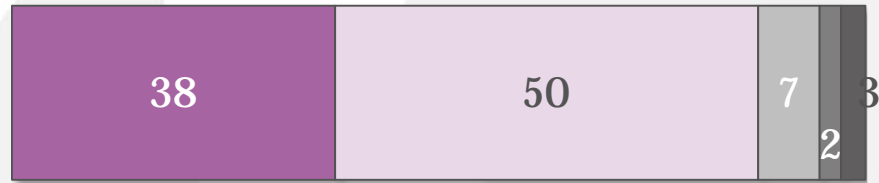
Q37: So we may categorize your answers, please tell us the approximate value of your investments not including real estate or a workplace retirement plan. These investments together would include bank accounts and investments such as stocks, bonds, mutual funds, ETFs, RRIFs, TFSA accounts & RRSP holdings. Please give us a rough estimate if you're unsure.



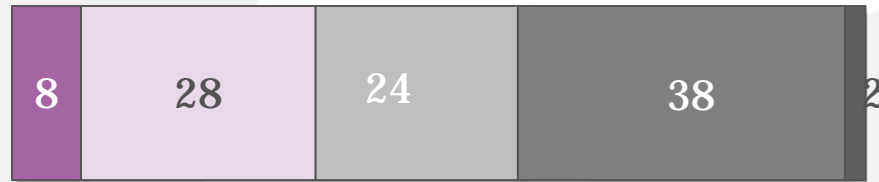
Canadians Who Have Moved Within Canada Yet Far From Home

- As was the case with 1st generation Canadians, 3rd plus generation Canadians who have had to move for work or moved far from where they and their parents were born, mostly feel positively about the move.

The move has presented you with positive new experiences



You feel home sick at times



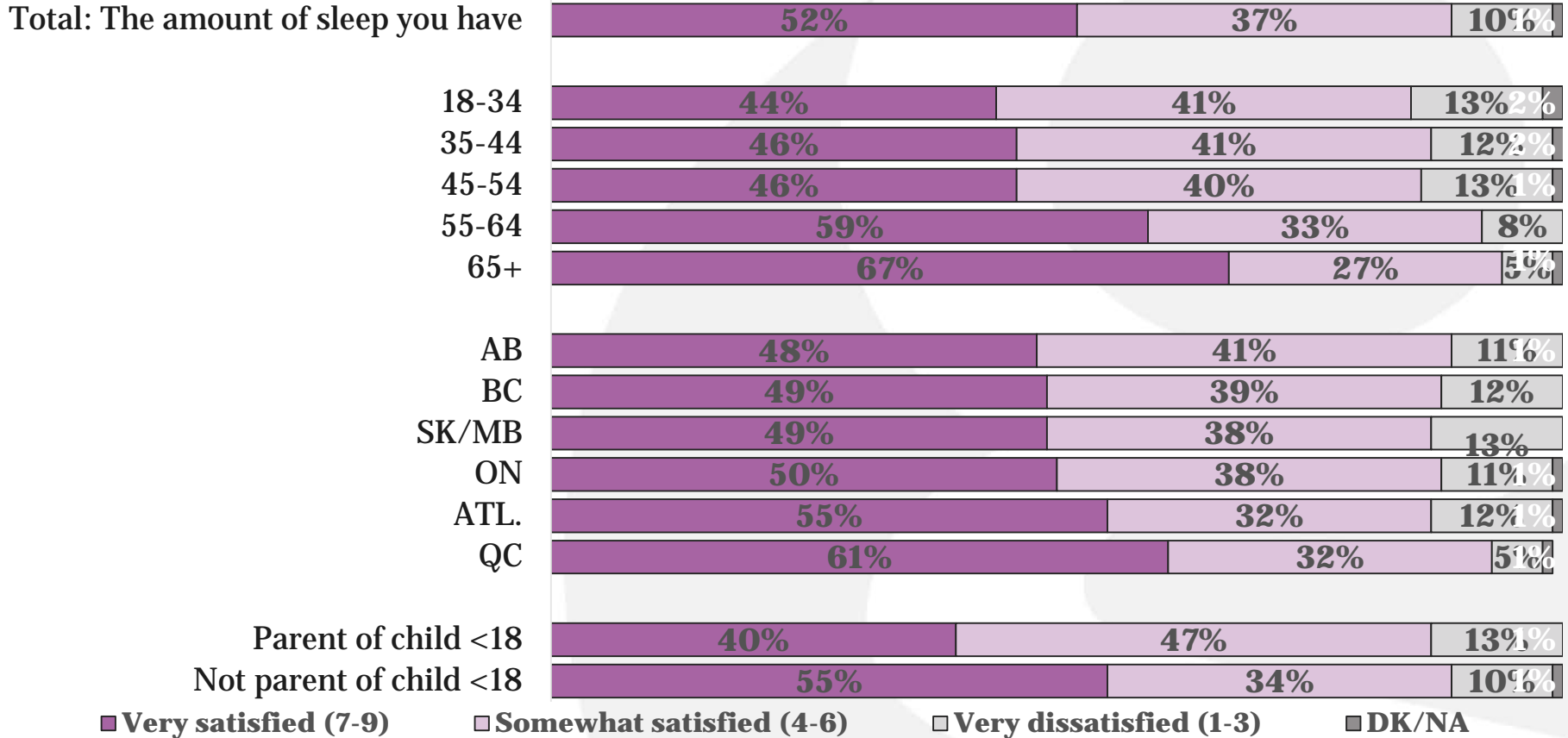
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

“And considering that you now live somewhere different than where you’re originally from, please tell us if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.”



Amount of Sleep

- Only about half are very satisfied with how much sleep they get.
- This improves among those aged 55+.
- It is lowest among those with young children.

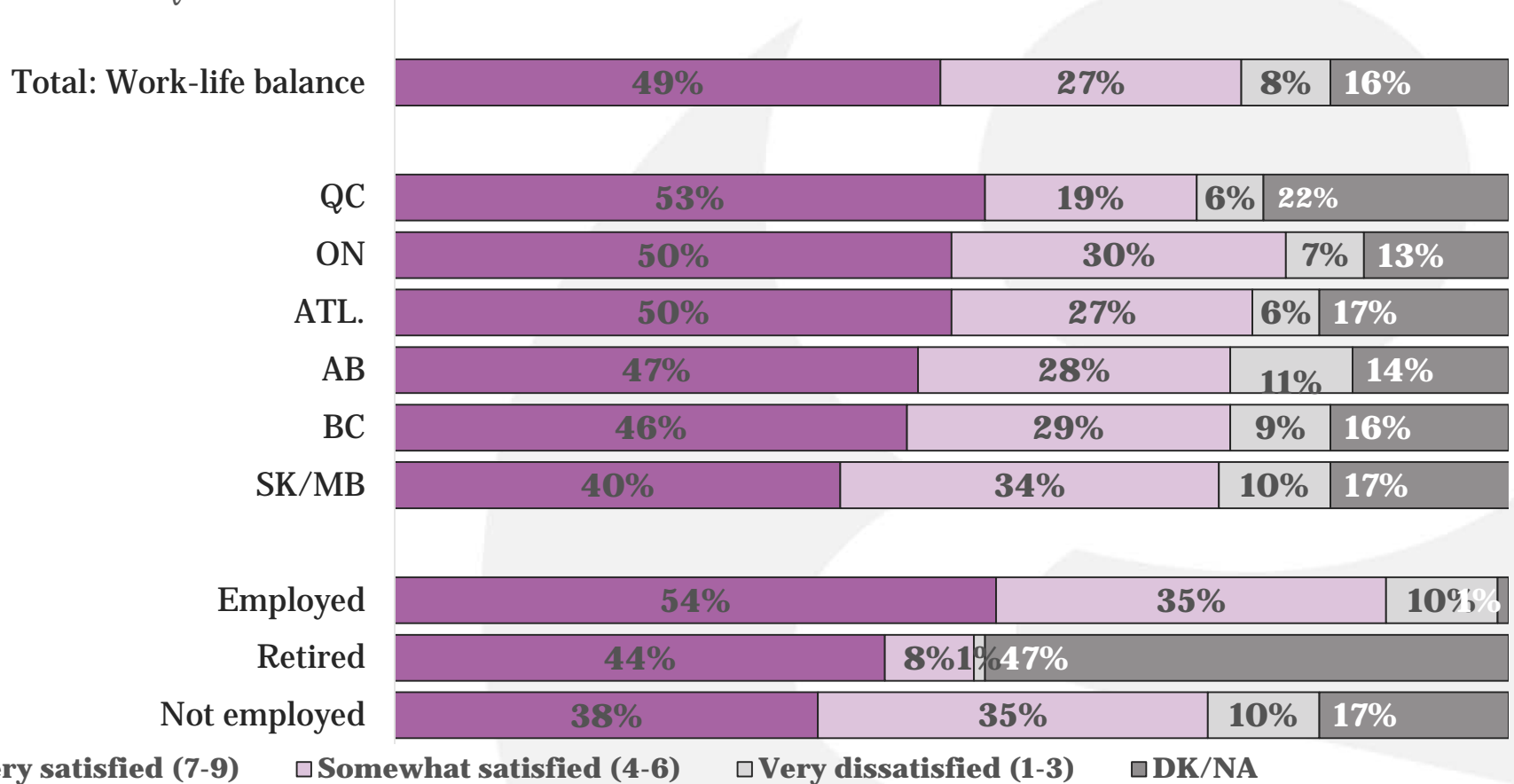


Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'.



Work-life balance

- Few are dissatisfied with work-life balance but among those in the workforce it's only about half that are very satisfied with this aspect of their life, even though 82% said it was very important to them.
- Residents of Quebec are the most satisfied with work life balance in their life.

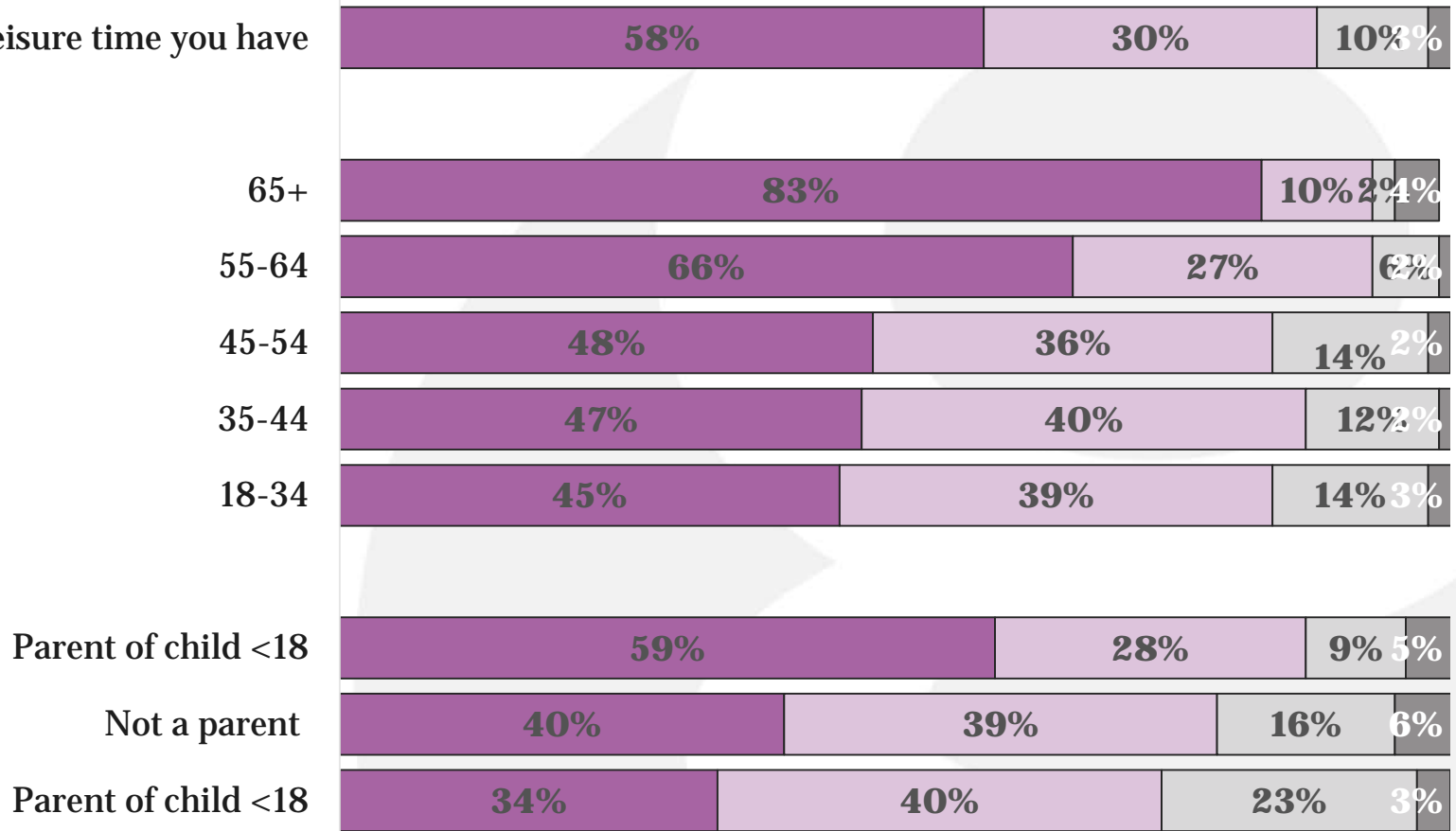


Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'.



- Older Canadians are far more satisfied with the amount of leisure time they have.
- Parents with young children are among the least satisfied.

Total: Leisure time you have



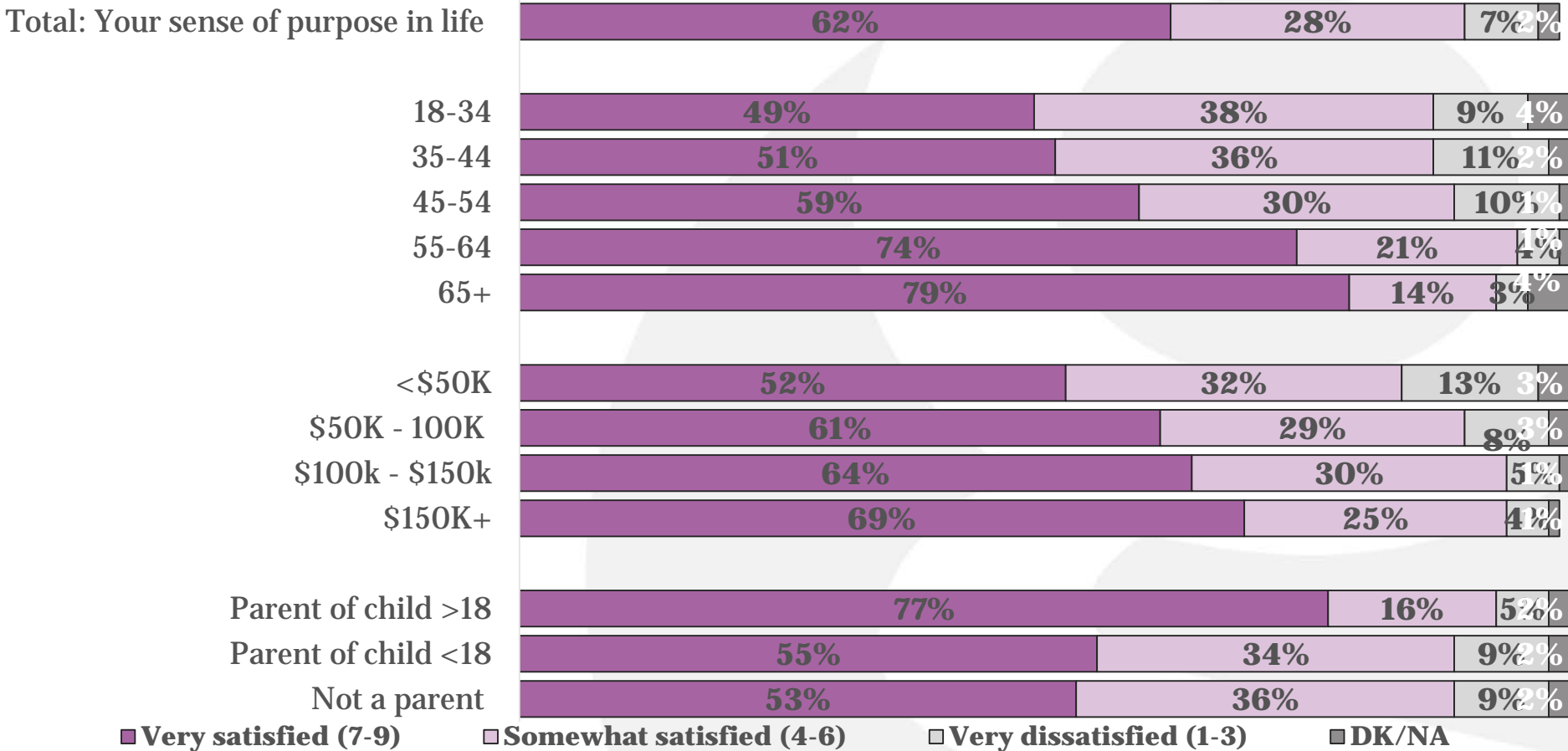
■ Very satisfied (7-9)
 ■ Somewhat satisfied (4-6)
 ■ Very dissatisfied (1-3)
 ■ DK/NA

Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'.



Sense of Purpose

- Older Canadians are far more likely to be satisfied with their sense of purpose in life.
- Those earning less are least satisfied with this.

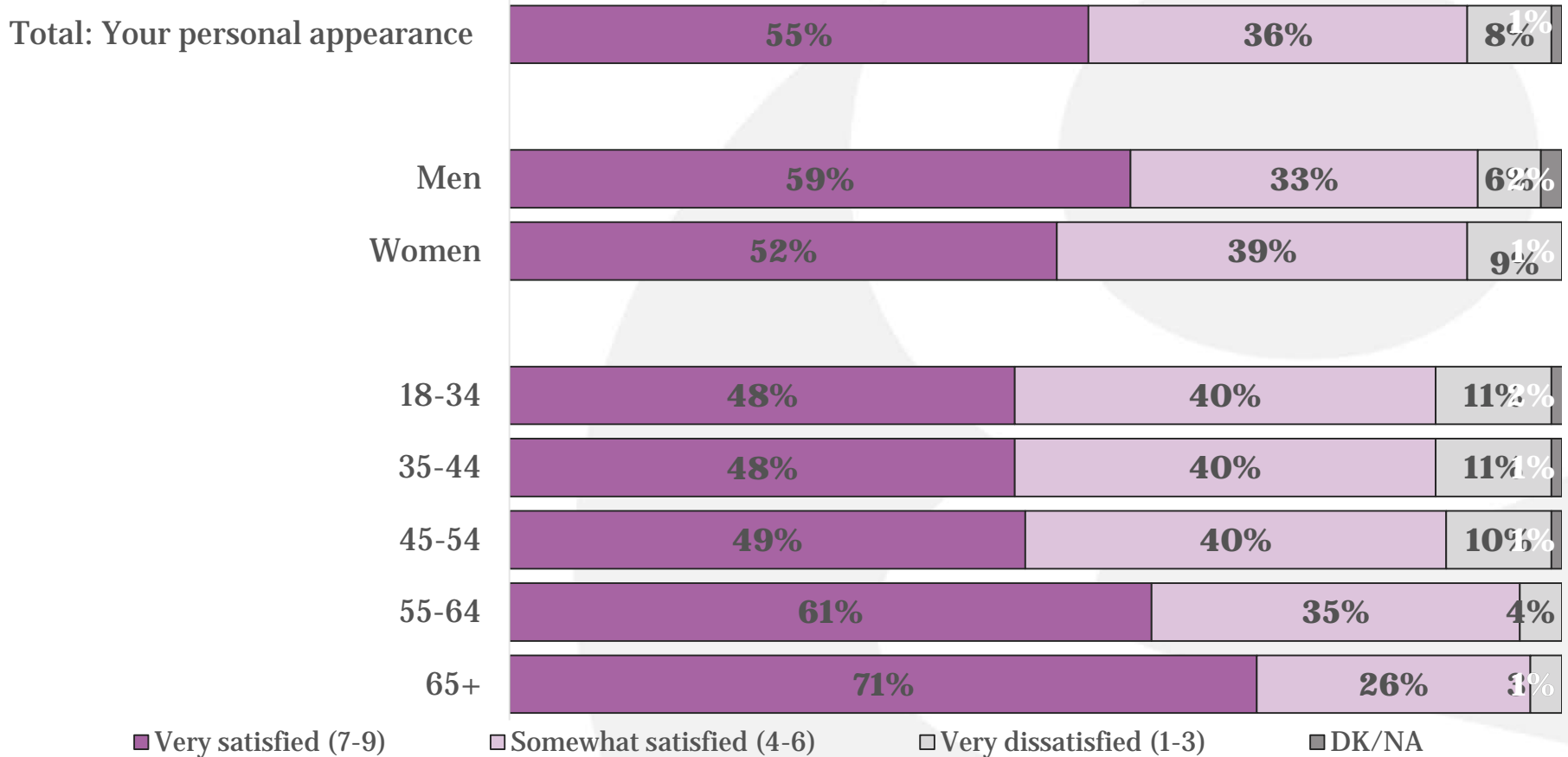


Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'.



Personal Appearance

- While most are satisfied with their personal appearance dissatisfaction is higher among those aged 18-55.



Q13: Now we would like to ask how satisfied you are with different aspects of your life, using a scale from 1 to 9, where 1 is 'very dissatisfied' and 9 is 'very satisfied'.



The happiest Canadians are more likely than others to say they:

- Are optimistic about the future – 90% vs. 76% among total
- Are up to date with chores – 79% vs. 68%
- Have accomplished a great deal in life – 86% vs. 74%

They are more likely than those who are not happy to say they:

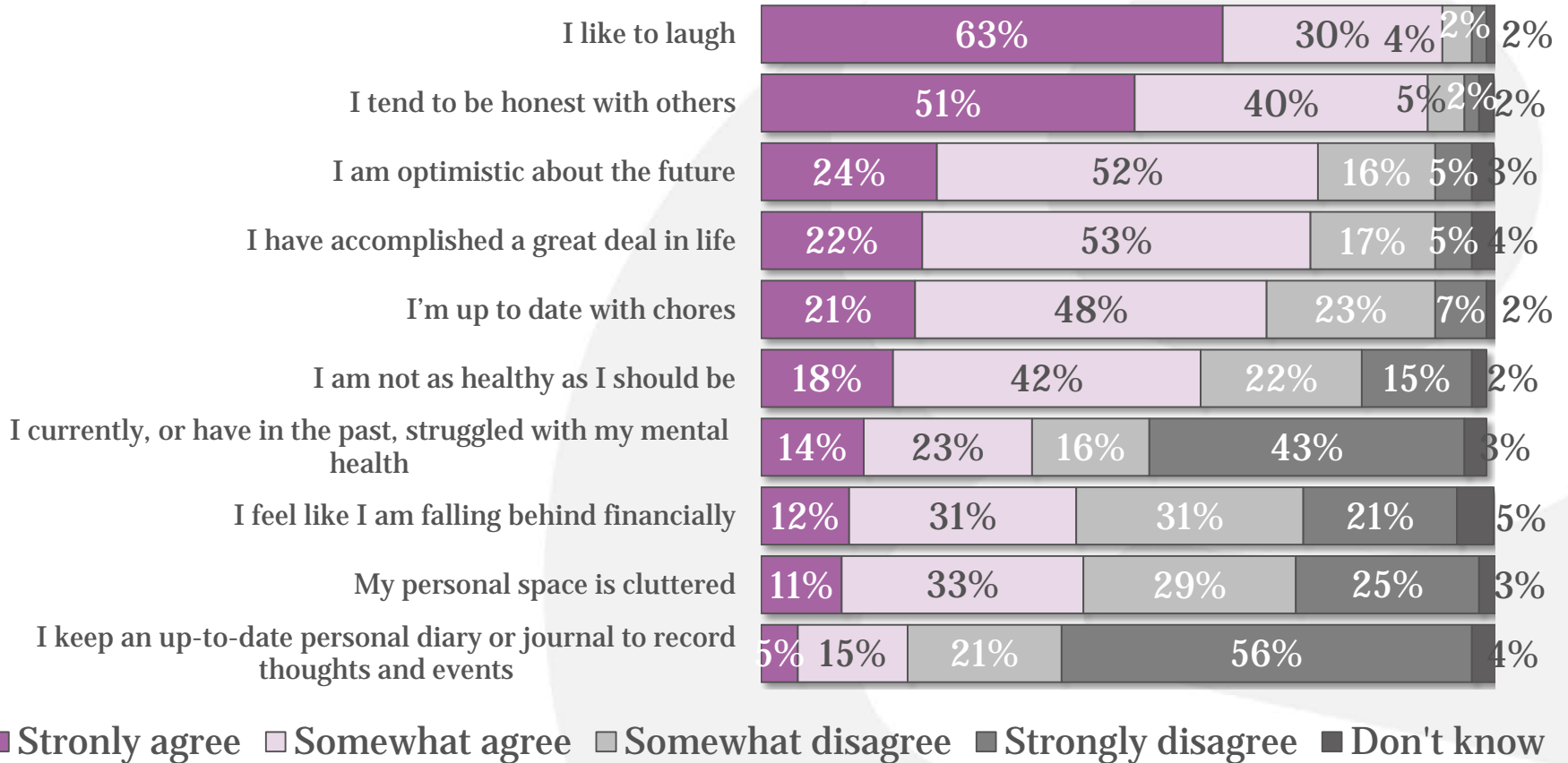
- Like to laugh – 96% vs. 93%
- Have a cluttered personal space – 37% vs. 44%

They are less likely to say they are not as healthy as they should be: 51% vs. 60% among total.

They are not more likely to keep a journal or say they tend to be honest.



Personal Life Sentiments



Q13: "Thinking about your personal life/financial life, please tell us whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements."



The happiest Canadians are much more likely than others to say they:

- Rarely feel lonely – 80% vs 62% among total
- Feel a sense of belonging where they live 85% vs. 75%
- Agree the country is headed in the right direction - 75% vs. 69%

They are more likely than those who are unhappy to:

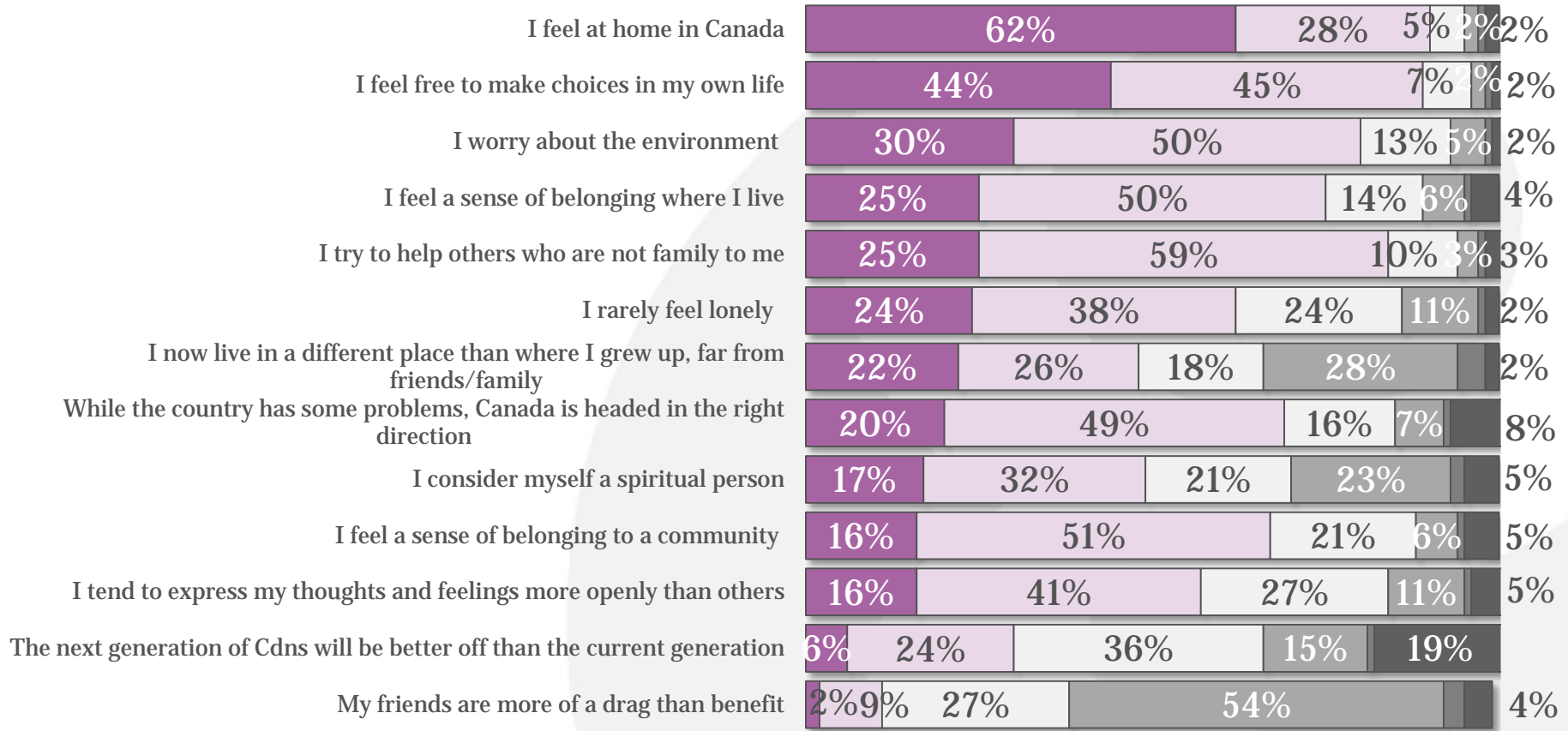
- Feel free to make choices – 94% vs. 89% among total
- Express thoughts and feelings – 62% vs. 57%
- Feel at home in Canada – 94% vs. 90
- Try to help others – 87% vs. 84%
- Agree the next generation will be better off – 35% vs. 30%

They are not substantially more likely to say they:

- Worry about the environment – 83% vs. 79%
- Are a spiritual person – 52% vs. 48% total



Social Life Sentiments



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Not applicable
 ■ Don't know

Q26: "Now please tell us if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements."