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SEPTEMBER 11TH,
40% SAY LIFE HAS CHANGED IN A LASTING WAY**



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WHILE 84% OF CANADIANS SAY THEIR LIFE AND ROUTINE IS BACK TO THE WAY THEY WERE PRIOR TO SEPTEMBER 11TH, 40% SAY LIFE HAS CHANGED IN A LASTING WAY

Toronto, ONTARIO – An Ipsos-Reid/CTV/Globe and Mail poll released tonight indicates that while a full majority (84%) of Canadians say that things in their life and routine are back to the way they were prior to the terrorist attacks of September 11, 2001, a substantial number (40%) say that their life has changed in a lasting way since the event.

These are the findings of an Ipsos-Reid/CTV/Globe and Mail poll conducted between August 27th and August 29th, 2002. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

While 84% indicate that their life and routine are back to the way they were prior to 9/11 – with Atlantic Canadians (92%) Albertans (91%) and those in Saskatchewan/Manitoba (91%) leading the way, 16% indicate that they have the opposite view. Those most likely to disagree that their life is back to the way it was prior to 9/11 are from Quebec (21%), Ontario (17%) and British Columbia (15%). Further, it appears that those who are over the age of 55

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are most likely to admit that their routine has not returned to pre-9/11 (21%) compared to those aged 35-54 (18%) and those 18-34 (9%).

While the routine may have returned for the substantial majority of Canadians, the impact and effects of the event have had a significant impact. Four in ten (40%) Canadians indicate that their life has changed in a lasting way since 9/11.

- This is most evident among those in Atlantic Canada (46%), Alberta (45%) and British Columbia (44%) with the least amount of impact expressed by those in Quebec (34%), followed by Ontario (40%) and those from Saskatchewan/Manitoba (41%).
- Demographically, those aged 35-54 indicate more of an impact (44%) than those younger (38%) or older (37%). More women (47%) share this view than men (33%).

So what has changed?

Of the 40% who indicated that their life has changed in a lasting way, each were asked a non-prompted or pre-coded question as to how their life has changed. In their own words, respondents indicated:

- 29% indicate that they are less willing to travel/afraid of airline travel (13%) and don't travel/have cancelled travel plans (13%)/inconvenienced (3%) – with the highest impact in Alberta (36%) and British Columbia (33%), and among those 35-54 years of age (33%).
- 24% are more alert and aware of what's going on around them – 35% in Atlantic Canada, 28% in Alberta, 30% of those aged 55+.
- 19% are more nervous and insecure – 28% in Quebec, 25% of those aged 55+.



- 12% indicate that they have a greater appreciation for family and friends – highest in British Columbia (17%) and Atlantic Canada (15%).
- 12% indicate that it has had an economic impact on them – 15% in each of British Columbia, Alberta, Ontario and those aged 35-54, with 18% of men stating this view.
- 11% indicate that their life has been changed in a lasting way by being suspicious of people, minorities and Arabs – most likely from Alberta and Atlantic Canada (both at 16%).
- 6% indicate that they “don’t take life for granted” – highest in Saskatchewan/Manitoba 11% and Atlantic Canada (10%) and also among youth (9%).
- 3% indicate that they are mentally or emotionally affected – 5% in Ontario.
- 12 % indicate that it has changed their life in “other ways”. This is not recorded in the attached tables since the responses, when combined for each reason, given totaled less than 1%.

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