

In your opinion, what is free in life ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	248	77	286	421	268	463	538
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
Nothing	332 33%	34 26%	35 36%	22 32%	139 37%	76 31%	27 34%	102 35%	126 32%	94 32%	165 34%	167 32%
The air we breathe	185 18%	34 25%	15 15%	15 22%	80 21%	29 12%	12 16%	37 13%	60 16%	82 28%	97 20%	88 17%
Love/friendship	133 13%	22 17%	3 3%	5 7%	35 9%	62 25%	6 8%	41 14%	60 15%	31 11%	51 11%	82 16%
Nature/our environment	83 8%	14 11%	7 7%	4 5%	26 7%	28 11%	5 6%	24 8%	28 7%	30 10%	39 8%	44 9%
Happiness/ smiles	57 6%	13 10%	3 3%	2 3%	9 2%	26 10%	4 6%	11 4%	30 8%	15 5%	18 4%	39 8%
Freedom of choice	49 5%	6 5%	7 7%	7 11%	18 5%	1 0	10 12%	15 5%	19 5%	15 5%	14 3%	35 7%
Don't know/Refused	47 5%	3 3%	6 6%	5 8%	22 6%	3 1%	7 9%	19 6%	15 4%	10 4%	25 5%	22 4%
Be able to do anything you want/ anything within the law	40 4%	9 7%	6 6%	4 6%	17 4%	0 -	4 5%	12 4%	11 3%	15 5%	16 3%	24 5%
Thought	34 3%	6 4%	8 8%	3 4%	14 4%	3 1%	0 -	9 3%	12 3%	13 4%	15 3%	18 3%
Freedom of speech	23 2%	3 2%	6 6%	1 2%	11 3%	1 0	1 1%	6 2%	9 2%	7 2%	9 2%	14 3%
Health	17 2%	0 -	0 -	0 -	5 1%	11 4%	1 1%	0 -	9 2%	7 2%	7 1%	10 2%
Family	16 2%	4 3%	0 -	0 -	5 1%	7 3%	1 1%	7 2%	5 1%	3 1%	6 1%	10 2%

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		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Other	135	24	14	7	43	39	8	42	51	38	71	64
	13%	18% D	14%	10%	11%	16%	10%	14%	13%	13%	15%	12%
Life	16	1	1	0	5	9	0	1	13	2	6	9
	2%	1%	1%	-	1%	4% D	-	0	3% GI	1%	1%	2%
Advice	12	1	2	2	6	0	1	1	6	5	8	4
	1%	1%	2% E	3% E	2%	-	1%	0	1%	2%	2%	1%

In your opinion, what is free in life ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	REGION TYPE			EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All Respondents										
Unweighted Base	1001	797	202	147	216	358	274	254	271	360
Weighted Base	1001	796	204	151	216	353	275	254	271	362
Nothing	332 33%	261 33%	70 35%	56 37% F	82 38% F	116 33%	73 27%	82 32%	82 30%	119 33%
The air we breathe	185 18%	151 19%	34 16%	24 16%	34 16%	64 18%	60 22%	42 17%	51 19%	68 19%
Love/friendship	133 13%	112 14%	22 11%	13 9%	26 12%	46 13%	48 17% C	35 14%	37 13%	51 14%
Nature/our environment	83 8%	65 8%	17 8%	15 10%	11 5%	25 7%	32 12% D	22 9%	25 9%	28 8%
Happiness/ smiles	57 6%	44 6%	13 6%	9 6%	7 3%	26 7%	14 5%	13 5%	17 6%	20 6%
Freedom of choice	49 5%	36 5%	13 6%	6 4%	7 3%	17 5%	20 7%	11 4%	13 5%	22 6%
Don't know/Refused	47 5%	37 5%	10 5%	7 5%	8 4%	18 5%	14 5%	13 5%	8 3%	19 5%
Be able to do anything you want/ anything within the law	40 4%	34 4%	6 3%	9 6%	9 4%	15 4%	7 2%	13 5%	9 3%	11 3%
Thought	34 3%	28 4%	5 3%	1 1%	8 4%	11 3%	14 5% C	2 1%	8 3%	18 5% G
Freedom of speech	23 2%	18 2%	6 3%	4 3%	3 1%	9 3%	7 2%	4 2%	4 2%	12 3%
Health	17 2%	12 2%	5 2%	6 4%	3 1%	6 2%	3 1%	6 2%	6 2%	5 1%
Family	16 2%	12 1%	4 2%	1 1%	6 3%	6 2%	4 1%	3 1%	5 2%	7 2%

In your opinion, what is free in life ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Other	135 13%	115 15%	19 9%	22 14%	29 13%	46 13%	38 14%	39 15%	50 19%	38 11%
Life	16 2%	14 2%	2 1%	4 2%	2 1%	5 1%	5 2%	4 2%	5 2%	6 2%
Advice	12 1%	7 1%	4 2%	2 1%	3 2%	5 1%	1 0	2 1%	4 1%	3 1%

If you had no bills to pay for one year would you? YES SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	248	77	286	421	268	463	538
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
1) Walk into your boss's office and quit	142 14%	17 13%	14 14%	6 9%	61 16%	35 14%	8 11%	42 14%	52 13%	46 16%	62 13%	80 15%
2) Wipe the financial slate clean and pay off debt	794 79%	115 87%	82 85%	56 83%	309 82%	161 65%	71 91%	250 85%	329 85%	196 67%	369 76%	426 82%
3) Become your own boss by investing in or starting a new business	321 32%	47 36%	34 35%	19 28%	128 34%	71 29%	22 28%	121 41%	130 34%	61 21%	169 35%	152 29%
4) Travel	771 77%	106 80%	74 76%	48 71%	308 81%	175 71%	60 78%	255 87%	283 73%	217 74%	362 75%	409 79%
5) Study or go back to school	385 38%	56 42%	41 42%	22 33%	152 40%	91 37%	23 30%	159 54%	138 36%	75 25%	172 35%	213 41%
6) Buy a new car	365 36%	49 37%	33 34%	29 43%	146 38%	78 32%	30 38%	121 41%	139 36%	96 33%	176 36%	189 37%
7) Renovate your house or purchase a new home or cottage	594 59%	74 56%	55 57%	45 66%	227 60%	139 56%	54 70%	187 64%	254 65%	142 48%	265 55%	329 64%
8) Spend more time with family and friends	830 83%	114 86%	85 87%	64 94%	311 82%	195 79%	62 80%	255 87%	328 84%	225 77%	393 81%	437 85%
9) Live the same life but step it up a notch	729 73%	81 61%	59 61%	44 65%	269 71%	223 90%	53 68%	228 78%	265 68%	222 76%	338 70%	391 76%
10) Not change a single thing	283 28%	32 24%	22 22%	18 26%	104 27%	84 34%	24 30%	69 24%	101 26%	105 36%	146 30%	137 26%

If you had no bills to pay for one year would you? YES SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	797	202	147	216	358	274	254	271	360
Weighted Base	1001	796	204	151	216	353	275	254	271	362
1) Walk into your boss's office and quit	142 14%	114 14%	28 14%	29 19% F	31 15% F	58 16% F	22 8%	47 19% I	43 16%	39 11%
2) Wipe the financial slate clean and pay off debt	794 79%	633 80%	159 78%	114 76%	182 84% CF	292 83% F	202 74%	208 82%	219 81%	285 79%
3) Become your own boss by investing in or starting a new business	321 32%	266 33%	54 27%	51 34%	74 34%	119 34%	76 28%	98 38% I	88 33%	101 28%
4) Travel	771 77%	625 79% B	145 71%	97 64%	163 75% C	279 79% C	226 82% C	186 73%	202 75%	296 82% GH
5) Study or go back to school	385 38%	320 40% B	64 31%	48 32%	69 32%	162 46% CD	105 38%	116 45% I	117 43% I	121 33%
6) Buy a new car	365 36%	295 37%	70 35%	58 38% F	98 45% EF	129 36% F	78 28%	102 40%	99 36%	122 34%
7) Renovate your house or purchase a new home or cottage	594 59%	459 58%	133 66% A	88 58%	129 60%	225 64% F	150 55%	155 61%	167 62%	212 59%
8) Spend more time with family and friends	830 83%	671 84% B	157 77%	127 84%	181 84%	293 83%	223 81%	221 87%	224 83%	294 81%
9) Live the same life but step it up a notch	729 73%	593 75% B	134 66%	117 77% F	164 76% F	258 73%	185 67%	199 78% I	206 76%	250 69%
10) Not change a single thing	283 28%	216 27%	66 32%	62 41% EF	68 32% F	86 24%	65 23%	85 33%	76 28%	98 27%

If you had no bills to pay for one year would you? NO SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	248	77	286	421	268	463	538
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
1) Walk into your boss's office and quit	836 83%	113 85%	82 85%	60 89%	303 80%	212 86%	66 85%	251 85%	332 86% I	233 79%	409 85%	427 82%
2) Wipe the financial slate clean and pay off debt	192 19%	16 12%	12 13%	12 17%	61 16%	84 34% ABCD	7 9%	41 14%	55 14%	93 32% GH	105 22% K	87 17%
3) Become your own boss by investing in or starting a new business	665 66%	83 62%	62 64%	49 72%	243 64%	174 71%	55 71%	170 58%	252 65%	228 78% GH	306 63%	360 70% J
4) Travel	224 22%	25 19%	23 24%	20 29% D	69 18%	71 29% AD	17 22%	37 12%	104 27% G	76 26% G	118 24%	106 21%
5) Study or go back to school	605 60%	73 55%	55 57%	46 67%	222 58%	155 63%	54 70% A	131 44%	245 63% G	218 74% GH	303 63%	302 58%
6) Buy a new car	632 63%	83 63%	64 66%	39 57%	231 61%	168 68%	48 62%	172 58%	247 63%	198 67% G	305 63%	327 63%
7) Renovate your house or purchase a new home or cottage	402 40%	58 44%	41 43%	23 34%	149 39%	108 44% F	23 30%	105 36%	133 34%	151 52% GH	215 44% K	187 36%
8) Spend more time with family and friends	163 16%	17 13%	12 13%	4 6%	64 17% C	52 21% C	13 16%	37 13%	57 15%	66 22% GH	84 17%	79 15%
9) Live the same life but step it up a notch	265 26%	50 37% DE	37 38% E	24 35% E	106 28% E	23 9%	25 32% E	63 22%	119 31% G	72 24%	139 29%	125 24%
10) Not change a single thing	712 71%	99 75%	74 76%	50 74%	271 72%	164 66%	54 70%	223 76% I	285 73% I	187 64%	332 69%	380 74%

If you had no bills to pay for one year would you? No SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	797	202	147	216	358	274	254	271	360
Weighted Base	1001	796	204	151	216	353	275	254	271	362
1) Walk into your boss's office and quit	836 83%	665 84%	169 83%	117 77%	183 85%	283 80%	247 90% CE	201 79%	223 82%	317 88% G
2) Wipe the financial slate clean and pay off debt	192 19%	148 19%	44 22%	34 22%	31 15%	57 16%	69 25% DE	42 17%	50 19%	73 20%
3) Become your own boss by investing in or starting a new business	665 66%	517 65%	147 72%	98 65%	140 65%	228 65%	194 70%	154 61%	182 67%	256 71% G
4) Travel	224 22%	166 21%	57 28% A	53 35% DEF	54 25% F	72 20%	46 17%	66 26% I	69 25% I	65 18%
5) Study or go back to school	605 60%	467 59%	137 67% A	102 68% E	144 67% E	187 53%	167 61%	136 53%	151 56%	239 66% GH
6) Buy a new car	632 63%	498 63%	132 65%	92 61%	117 54%	223 63% D	196 71% CDE	151 59%	171 63%	239 66%
7) Renovate your house or purchase a new home or cottage	402 40%	333 42% B	69 34%	62 41%	87 40%	125 35%	124 45% E	97 38%	103 38%	150 41%
8) Spend more time with family and friends	163 16%	121 15%	42 20%	23 15%	34 16%	56 16%	49 18%	31 12%	46 17%	64 18%
9) Live the same life but step it up a notch	265 26%	195 24%	70 34% A	34 22%	51 24%	92 26%	87 32% C	52 21%	64 23%	112 31% GH
10) Not change a single thing	712 71%	573 72%	138 68%	88 59%	145 67%	266 75% CD	209 76% CD	169 66%	192 71%	264 73%

What does FREE mean to you ?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
CHECK ALL THAT APPLY												
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	248	77	286	421	268	463	538
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
Getting something without paying or working for it	519	94	65	42	241	28	50	156	210	139	250	269
	52%	71%	67%	62%	63%	11%	64%	53%	54%	47%	52%	52%
		E	E	E	E		E					
No money problems/ having enough money	74	0	0	1	1	72	0	24	29	20	39	35
	7%	-	-	1%	0	29%	-	8%	7%	7%	8%	7%
						ABCDF						
Be able to do anything you want/ anything within the law	55	9	4	7	22	5	8	21	11	22	22	33
	6%	7%	4%	11%	6%	2%	11%	7%	3%	8%	5%	6%
		E		E	E		E	H		H		
No obligations/ no strings attached	44	5	5	3	26	2	3	13	16	11	18	26
	4%	4%	5%	4%	7%	1%	4%	5%	4%	4%	4%	5%
			E		E		E					
Healthy/ no health problems	42	0	0	0	0	42	0	13	19	10	18	24
	4%	-	-	-	-	17%	-	4%	5%	3%	4%	5%
						ABCDF						
No difficulties/ problems	40	0	0	0	1	39	0	14	14	13	16	24
	4%	-	-	-	0	16%	-	5%	3%	4%	3%	5%
						ABCDF						
A state of mind/feeling	34	5	1	3	16	6	3	10	14	9	19	15
	3%	4%	1%	4%	4%	3%	4%	4%	4%	3%	4%	3%
Freedom of speech	27	7	2	4	11	2	1	9	11	8	7	20
	3%	5%	2%	5%	3%	1%	2%	3%	3%	3%	2%	4%
		E		E							J	
Freedom of choice	26	2	4	2	10	4	4	3	14	9	6	20
	3%	2%	4%	3%	3%	1%	5%	1%	3%	3%	1%	4%
									G			J
No restrictions/ limits	14	4	1	0	7	1	1	4	6	5	4	10
	1%	3%	1%	-	2%	0	1%	1%	1%	2%	1%	2%
		E										
Spirituality	12	3	4	1	2	3	0	2	8	2	6	6
	1%	2%	4%	1%	1%	1%	-	1%	2%	1%	1%	1%
			D									
Other	140	8	9	6	27	82	8	44	52	41	77	63
	14%	6%	9%	9%	7%	33%	10%	15%	13%	14%	16%	12%
						ABCDF						

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		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Nothing/ Nothing is free		A	B	C	D	E	F	G	H	I	J	K
	64 6%	8 6%	6 6%	4 6%	25 7%	17 7%	4 6%	8 3%	22 6%	33 11% GH	40 8% K	23 5%
Don't know/Refused		2	1	4	15	16	3	14	14	12	21	20
	41 4%	1% 1%	1% 1%	5% 5%	4% 4%	6% 6% AB	4% 4%	5% 5%	4% 4%	4% 4%	4% 4%	4% 4%

Detailed Tables

What does **FREE** mean to you ?

Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	797	202	147	216	358	274	254	271	360
Weighted Base	1001	796	204	151	216	353	275	254	271	362
Getting something without paying or working for it	519 52%	412 52%	106 52%	49 32%	112 52% C	197 56% C	159 58% C	100 39%	141 52% G	216 60% G
No money problems/ having enough money	74 7%	64 8%	9 5%	16 10%	15 7%	22 6%	21 8%	18 7%	25 9%	29 8%
Be able to do anything you want/ anything within the law	55 6%	38 5%	17 8%	10 7%	7 3%	20 6%	18 6%	18 7%	10 4%	20 5%
No obligations/ no strings attached	44 4%	37 5%	7 4%	4 2%	9 4%	19 5%	12 4%	7 3%	14 5%	16 5%
Healthy/ no health problems	42 4%	32 4%	10 5%	4 2%	8 4%	15 4%	15 5%	11 4%	11 4%	19 5%
No difficulties/ problems	40 4%	31 4%	9 4%	9 6% F	13 6% F	12 3%	5 2%	15 6%	12 4%	10 3%
A state of mind/feeling	34 3%	28 4%	6 3%	7 4%	7 3%	12 3%	8 3%	9 4%	14 5% I	8 2%
Freedom of speech	27 3%	22 3%	5 2%	5 3%	4 2%	9 3%	9 3%	7 3%	9 3%	6 2%
Freedom of choice	26 3%	17 2%	9 4%	4 3%	5 2%	8 2%	8 3%	8 3%	8 3%	6 2%
No restrictions/ limits	14 1%	13 2%	1 0	1 1%	0 -	6 2%	7 2% D	4 2%	4 2%	5 1%
Spirituality	12 1%	11 1%	1 1%	1 1%	0 -	3 1%	8 3% D	2 1%	4 1%	6 2%
Other	140 14%	113 14%	26 13%	23 15%	34 16%	47 13%	35 13%	44 17%	37 14%	47 13%

Detailed Tables

What does *FREE* mean to you ?

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Nothing/ Nothing is free	64 6%	53 7%	10 5%	20 13% DEF	14 6%	20 6%	8 3%	20 8%	18 6%	19 5%
Don't know/Refused	41 4%	30 4%	10 5%	10 7% F	11 5%	13 4%	6 2%	15 6% I	8 3%	8 2%

Detailed Tables

In your opinion, which of the following five statements best defines the term, LIVE FREE ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

								AGE				
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	I	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Unweighted Base	1001	132	97	68	379	248	77	286	421	268	463	538
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
Having time to do what you want	153 15%	22 16%	17 18%	10 15%	45 12%	49 20% D	10 13%	61 21% HI	58 15%	30 10%	71 15%	82 16%
Having enough money to do what you want	109 11%	15 12%	11 11%	6 9%	40 11%	28 11%	9 11%	29 10%	42 11%	37 12%	61 13%	48 9%
Having peace of mind or no worries	550 55%	65 49%	56 58%	39 58%	222 58%	123 50%	45 58%	139 47%	218 56%	179 61% G	239 49%	312 60% J
Having no obligations	52 5%	5 4%	4 4%	0 -	19 5%	20 8% C	3 4%	18 6%	14 4%	18 6%	31 6%	20 4%
Having everything you want in life	108 11%	23 17% BE	6 6%	11 16% BE	44 12%	18 7%	7 9%	42 14% I	47 12% I	19 6%	64 13% K	45 9%
None of the above	21 2%	1 1%	1 1%	1 1%	7 2%	9 3%	3 4%	6 2%	7 2%	7 2%	14 3%	8 2%
Don't know/Refused	7 1%	1 1%	2 2% E	1 1%	3 1%	0 -	0 -	0 -	3 1%	4 1%	4 1%	3 1%

Detailed Tables

In your opinion, which of the following five statements best defines the term, LIVE FREE ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Unweighted Base	1001	797	202	147	216	358	274	254	271	360
Weighted Base	1001	796	204	151	216	353	275	254	271	362
Having time to do what you want	153 15%	129 16%	24 12%	17 11%	26 12%	51 14%	57 21% CDE	31 12%	41 15%	60 17%
Having enough money to do what you want	109 11%	87 11%	21 10%	25 16% EF	35 16% EF	28 8%	20 7%	36 14% I	34 13%	31 9%
Having peace of mind or no worries	550 55%	431 54%	118 58%	72 48%	111 51%	206 58% C	158 58%	138 54%	140 52%	210 58%
Having no obligations	52 5%	43 5%	8 4%	13 9% F	9 4%	19 5%	11 4%	12 5%	14 5%	17 5%
Having everything you want in life	108 11%	83 10%	25 12%	16 11%	28 13%	40 11%	25 9%	28 11%	33 12%	37 10%
None of the above	21 2%	17 2%	4 2%	5 3%	7 3%	6 2%	4 1%	6 2%	7 3%	6 2%
Don't know/Refused	7 1%	4 1%	3 1%	3 2% F	1 0	3 1%	0 -	3 1%	1 0	0 -

Detailed Tables

Which one of the following nine things do you most dream of doing sometime in your lifetime ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	248	77	286	421	268	463	538
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
Spending more time with family	419 42%	60 45%	40 41%	31 46%	142 37%	109 44%	37 48%	89 30%	180 46% G	136 46% G	176 36%	243 47% J
Building your own home or cottage	160 16%	25 19%	18 18%	12 18%	49 13%	41 17%	15 19%	72 24% HI	59 15% I	28 9%	79 16%	81 16%
Living in another country	122 12%	12 9%	15 16%	5 7%	56 15%	30 12%	5 6%	48 16% I	45 12%	28 10%	62 13%	60 12%
Becoming your own boss	67 7%	6 4%	13 13% AEF	3 4%	33 9% E	10 4%	3 4%	36 12% HI	24 6% I	5 2%	37 8%	30 6%
Learning a new language	62 6%	11 8%	3 3%	3 5%	24 6%	18 7%	4 5%	20 7%	16 4%	25 9% H	37 8%	25 5%
Learning to play a musical instrument	53 5%	8 6%	3 3%	5 8%	18 5%	14 6%	4 6%	8 3%	20 5%	22 8% G	29 6%	24 5%
Planning a family reunion	31 3%	6 4%	2 2%	2 3%	9 2%	7 3%	5 6%	4 1%	6 1%	20 7% GH	17 3%	14 3%
Owning a sports car	20 2%	0 -	1 1%	3 5% A	10 3%	5 2%	1 1%	4 1%	13 3%	3 1%	13 3%	8 1%
Running a marathon	19 2%	1 1%	1 1%	1 1%	12 3%	3 1%	2 2%	9 3%	7 2%	3 1%	9 2%	10 2%
None of the above	40 4%	5 4%	1 1%	2 3%	19 5%	10 4%	2 3%	3 1%	16 4% G	18 6% G	22 4%	18 4%
Don't know/Refused	7 1%	0 -	1 1%	0 -	5 1%	1 0	0 -	0 -	2 0	4 1% G	4 1%	3 1%

Detailed Tables

Which one of the following nine things do you most dream of doing sometime in your lifetime ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K		\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	797	202	147	216	358	274	254	271	360
Weighted Base	1001	796	204	151	216	353	275	254	271	362
Spending more time with family	419 42%	320 40%	97 48%	80 53% EF	100 46% E	131 37%	105 38%	112 44%	116 43%	144 40%
Building your own home or cottage	160 16%	130 16%	30 15%	21 14%	27 13%	72 20% D	39 14%	51 20%	43 16%	52 14%
Living in another country	122 12%	106 13% B	16 8%	11 7%	19 9%	45 13%	46 17% CD	24 9%	33 12%	55 15% G
Becoming your own boss	67 7%	59 7%	8 4%	5 3%	22 10% CF	27 8%	12 4%	15 6%	20 7%	23 6%
Learning a new language	62 6%	51 6%	11 5%	6 4%	12 5%	24 7%	20 7%	16 6%	16 6%	22 6%
Learning to play a musical instrument	53 5%	42 5%	11 5%	8 5%	9 4%	17 5%	20 7%	11 5%	12 5%	21 6%
Planning a family reunion	31 3%	20 2%	11 6% A	7 5%	9 4%	7 2%	6 2%	7 3%	13 5% I	6 2%
Owning a sports car	20 2%	16 2%	5 2%	3 2%	5 2%	7 2%	6 2%	4 1%	7 3%	8 2%
Running a marathon	19 2%	14 2%	6 3%	1 1%	6 3%	7 2%	5 2%	1 0	4 1%	12 3% G
None of the above	40 4%	33 4%	7 3%	7 5%	7 3%	16 4%	11 4%	12 5%	6 2%	16 4%
Don't know/Refused	7 1%	5 1%	2 1%	2 1%	0 -	1 0	5 2%	1 0	0 -	3 1%

Detailed Tables

Which of the following five reasons best describes why you've been unable to pursue this dream ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

								AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Excluding respondents who said None of the above/Don't know/Refused												
Unweighted Base	954	127	95	66	355	237	74	283	401	247	438	516
Weighted Base	954	127	95*	66*	355	236	75*	290	370	271	458	496
Lack of time	326 34%	42 33%	29 30%	20 30%	126 36%	79 33%	29 39%	87 30%	119 32%	111 41% GH	166 36%	159 32%
Bills and expenses	274 29%	39 30%	28 30%	20 31%	100 28%	59 25%	28 37%	101 35% I	116 31% I	54 20% J	116 25%	158 32% J
Family responsibilities	143 15%	15 12%	13 13%	12 18% F	50 14%	48 20% AF	5 7%	31 11%	63 17% G	45 17% G	62 13%	82 16%
Career demands and ambitions	112 12%	14 11%	11 12%	5 8%	46 13%	29 13%	6 8%	49 17% I	47 13% I	14 5% GH	69 15% K	43 9%
Nothing is stopping me	29 3%	3 2%	6 6% F	4 7% DF	7 2%	9 4%	0 -	4 1%	4 1%	19 7% GH	14 3%	15 3%
Fear of change or failure	29 3%	2 1%	3 3%	2 3%	12 3%	8 4%	2 2%	10 3%	12 3%	7 3%	13 3%	16 3%
Some other reason	35 4%	11 8% DE	4 4%	2 3%	11 3%	3 1%	4 5% E	8 3%	8 2%	18 6% GH	15 3%	20 4%
Don't know/Refused	5 1%	2 2% E	1 1%	0 -	1 0	0 -	1 1%	1 0	1 0	3 1%	2 1%	3 1%

Detailed Tables

Which of the following five reasons best describes why you've been unable to pursue this dream ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	HS	Post sec	University		<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Unweighted Base	954	759	193	138	209	341	260	241	265	342
Weighted Base	954	757	195	142	210	336	259	242	265	343
Lack of time	326 34%	255 34%	71 36%	44 31%	74 36%	110 33%	95 37%	83 34%	93 35%	120 35%
Bills and expenses	274 29%	222 29%	50 26%	44 31% F	62 30% F	110 33% F	55 21%	87 36% I	89 33% I	79 23%
Family responsibilities	143 15%	111 15%	32 16%	19 13%	28 13%	50 15%	45 17%	27 11%	32 12%	63 18% GH
Career demands and ambitions	112 12%	97 13%	15 8%	9 7%	17 8%	38 11%	47 18% CDE	17 7%	19 7%	62 18% GH
Nothing is stopping me	29 3%	23 3%	6 3%	9 6% EF	8 4%	7 2%	6 2%	10 4%	4 1%	5 2%
Fear of change or failure	29 3%	21 3%	8 4%	6 5%	7 3%	9 3%	7 3%	7 3%	14 5% I	7 2%
Some other reason	35 4%	25 3%	10 5%	8 6% F	13 6% EF	9 3%	5 2%	10 4%	13 5% I	5 1%
Don't know/Refused	5 1%	2 0	3 2% A	3 2% DF	0 -	2 1%	0 -	1 0	1 0	1 0