

# PULSE OF TORONTO: PART V

## LIFE IN THE CITY: WORK, FAMILY AND FUN



# Ipsos Reid

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## **PULSE OF TORONTO: PART V**

### **LIFE IN THE CITY: WORK, FAMILY AND FUN**

**Toronto, ON** – The hustle and bustle of Toronto appears to affect many of those who live within the city, with six in ten (58%) agreeing that they’re really stressed out nowadays”, according to a survey of Torontonians conducted by Ipsos Reid for the National Post, Global News and CFRB.

Further, half of Torontonians (55%) disagree with the statement that “the economic situation for my family has improved over the past year or so”.

Even though most are stressed out and cannot see improvement in their economic situation from a year ago, a strong majority of three in four (73%) agree that they really like their job – this despite the fact that half (53%) don’t feel they are paid enough for the work they do.

Seven in ten (68%) disagree with the statement that “mothers who work outside of the home should stay at home to raise their children”, but a good portion (32%) do agree with this.

Only 30% of those with children say they don’t spend enough time with their kids. In fact, two-thirds of Torontonians (67%) have a sit down dinner with their family most evenings.

After dinner you may find a good portion of Torontonians taking in a NHL hockey game: 25% say they are excited about hockey being back and a further 27% say they are somewhat interested in hockey being back. Others might be out walking the family pet as half (51%) believe Toronto should set aside more pet parks.

But come bed-time, Torontonians are split between whether they would prefer a good night of sleep (53%) versus a good night of sex (47%).



*These are the findings of an Ipsos Reid poll conducted for the National Post, Global News and CFRB fielded from October 6th to October 12<sup>th</sup> 2005. For the survey, a representative sample of 500 residents of the City of Toronto was interviewed via an on-line survey vehicle. The sample used in this study has been weighted according to 2001 Census data to accurately reflect the general population of the City of Toronto (see chart below). With a sample of this size, the aggregate results are considered accurate to within  $\pm 4.4$  percentage points, 19 times out of 20, of what they would have been had the entire population of Toronto been polled. The margin of error will be larger within each sub-grouping of the survey population.*

		On-line sample	General population	Variance
Sex	Male	48%	48%	0
	Female	52%	52%	0
Age	18-34	29%	33%	-4
	35-54	41%	39%	+2
	55+	29%	28%	+1
Educ.	High school or less	18%	23%	-5
	Post-secondary	83%	79%	+4
Income	<\$30K	13%	16%	-3
	\$30K-<\$60K	30%	31%	-1
	>\$60K	56%	53%	+3



### ***Six In Ten (58%) Agree They Are Really Stressed Out Nowadays...***

Six in ten (58%) agree with the statement that “I’m really stressed out nowadays” (25% strongly agree) – 42% disagree with this statement (13% strongly disagree).

- Those with children in their household are significantly more likely than those without children to agree with this statement (63% vs. 51%).
- Those age 55 and over are significantly more likely to disagree with this statement than are their younger counterparts (56% vs. 36% among those age 18-54).

### ***Slightly More Than Half (55%) Disagree That Their Family’s Economic Situation Has Improved Over The Past Year...***

Slightly more than half (55%) disagree with the statement that “the economic situation for my family and me has improved over the past year or so” (26% strongly disagree). Nearly half (45%) agree with this statement (10% strongly agree).

Those with children living in their household are significantly more likely to disagree with this statement than are those who do not have children living in their household (61% vs. 49%).

### ***Three In Four (73%) Agree That They Really Like Their Job...***

Seventy-three percent agree that “I really like my job” (32% strongly agree) – while 27% disagree (12% strongly disagree).

- As household income rises the propensity to agree with this statement also rises (56% among those with household income of less than \$30,000, 68% among those with income of \$30,000 to less than \$60,000, and 80% among those with income of \$60,000 or more).



## ***Half (53%) Don't Feel They Are Paid Enough For The Work They Do...***

Fifty-three percent disagree with the statement that "I am paid enough for the work I do" (25% strongly disagree) – 47% agree (11% strongly).

- As household income rises, agreement also rises with this statement (28% less than \$30,000, 34% \$30,000 to less than \$60,000, and 58% \$60,000 or more).

## ***Seventy Percent Believe It Should Be Made Mandatory That Any Employee Working After 11 p.m. Be Offered Free Accommodation For A Ride Home By Their Employer...***

Seventy percent agree with the statement "it should be mandatory that any employee working after 11 p.m. be offered free accommodation for a ride home by their employer". The remaining 30% disagree with this statement.

- Women are more likely than men to agree with this statement (82% vs. 58%).

## ***Most (68%) Don't Think That Mothers Who Work Should Stay At Home And Raise Their Children...***

Most (68%) disagree with the statement that "mothers who work outside of the home should stay at home to raise their children" (38% strongly disagree). But a good portion (32%) agree with this statement (10% strongly agree).

## ***Of Those With Children, Only 30% Say They Don't Spend Enough Time With Their Kids...***

Seven in ten (70%) agree that they spend enough time with their children (25% strongly agree) – the remaining 30% disagree (7% strongly disagree).



### ***Two-Thirds Of Torontonians (67%) Have A Sit Down Dinner With Their Family Most Evenings...***

Two-thirds of Torontonians (67%) agree with the statement that “most evenings my family and I have a sit-down dinner together” (39% strongly agree). The remaining third (33%) disagree with this statement (12% strongly disagree).

### ***One-Quarter (25%) Are Excited About Hockey – But Half (48%) Say They Don’t Really Care And Never Did...***

One-quarter of Torontonians (25%) say they are excited about hockey being back, 27% say they are somewhat interested in hockey being back but the lockout year turned them off from the NHL, and 48% say that they never really cared about hockey even before the lockout.

### ***Walking The Dog - Half (51%) Believe Toronto Should Set Aside More Pet Parks...***

Torontonians are split when it comes to pet parks – half (51%) believe the city should set aside more pet parks (15% strongly agree), and half (49%) don’t think they should (18% strongly disagree).

### ***Half (53%) Prefer A Good Night Of Sleep Versus A Good Night Of Sex (47%)...***

Half (53%) agree that they prefer “a good night of sleep versus a good night of sex” (23% strongly agree) – 47% disagree with this statement (17% strongly disagree).

- As household income rises the level of agreement with this statement declines (68% among those with less than \$30,000, 57% among those with \$30,000 to less than \$60,000, 47% among those with \$60,000 or more).
- Women are significantly more likely than men to agree with this statement (62% vs. 43%).
- Men are more likely than women to disagree with this statement (57% vs. 38%).



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- As the age of Torontonians increases, their likelihood to agree with this statement also increases (46% among those age 18-34, 53% among those age 35-54, and 59% among those age 55 and over).

-30-

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