

PARENTS IN WESTERN CANADA FEELING SQUEEZED FOR TIME

*Majority (61%) Worry They Don't Spend Enough Quality Time
With Their Child*

*Three-quarters (76%) Say If They Could Change One Thing About
Their Life, It Would Be That They Be Able To Spend More
Quality Time With Their Child*



Ipsos Reid

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Calgary, AB – According to a newly released Ipsos Reid survey of over 1600 parents from Manitoba, Saskatchewan, Alberta and British Columbia, there is a strong sense among parents in Western Canada that their busy schedules are squeezing them for their time and energy and thus most worry they aren't able to spend enough quality time with their child.

More specifically, the survey, conducted for tire and automotive service retailer Fountain Tire (www.fountaintire.com), reports that a majority feel "there just aren't enough hours in the day to do all the things I want to do" (85%) and that they are "burned out by (their) busy schedule" (68%). Further, a majority (61%) agree with the statement that "I worry that I am not spending enough quality time with my child" (22% strongly agree with this statement).

In fact, thinking about their typical work-week day, half (47%) of parents say they spend 2 hours or less of quality time, on average, with their family and child.

Three-quarters (76%) of the parents surveyed agree with the statement "if I could change one thing about my life, it would be that I could spend more quality time with my child" (32% strongly agree).

So, what do are the barriers for parents when it comes to spending time with their child? Tops on their list are "time spent taking care of household responsibilities" (85%), followed by "time spent at work in the office away from home" (66%).



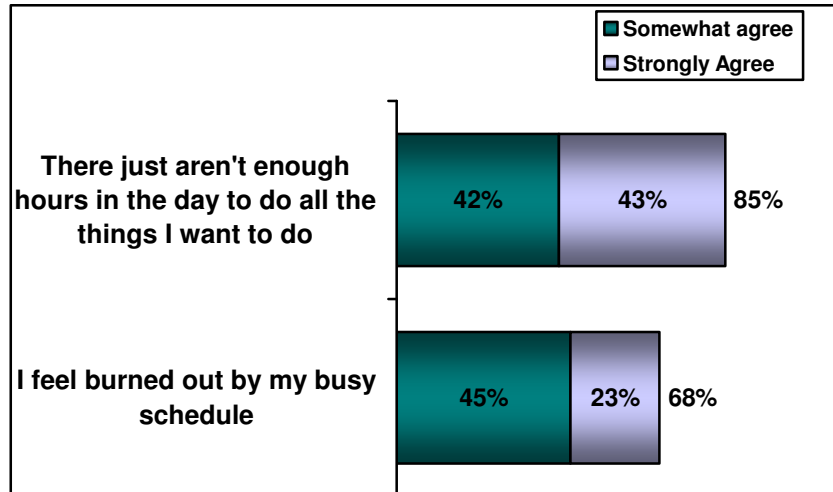
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If they could spend more time with their child, half say they would most like to spend it “taking a family holiday together” (49%) and “participating in an outdoors leisure activity together – like catch, baseball, soccer, hockey, fishing or going on a picnic” (47%) .

These are the findings of an Ipsos Reid poll conducted for Fountain Tire and fielded from May 4th to May 11th, 2006. For the survey, a representative sample of 1662 parents in Western Canada (Manitoba, Saskatchewan, Alberta and British Columbia) were interviewed via an on-line survey vehicle. The sample used in this study has been weighted according to Census data to accurately reflect the population of Canadians. With a sample of this size, the aggregate results are considered accurate to within ± 2.4 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.

Most Parents Feel Their Time/Schedules Are Stretched To The Limit...

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements...



There are no notable variations in opinion for parents across the different provinces of Western Canada. But there are some differences when it comes to age and gender:

- Younger parents aged 18-34 are the most likely to “strongly agree” with the statement that “there just aren’t enough hours in the day to do all the things I want to do” (54% vs. 40% among those age 35-54, and 21% among those aged 55 and over); and
- Women are more likely than men to “strongly agree” that there aren’t enough hours in the day (45% vs. 38%).

And Majority (61%) Worry They Don't Spend Enough Quality Time With Their Child...

Sixty-one percent agree with the statement “I worry that I am not spending enough quality time with my child” (22% “strongly agree”) –39% disagree with this statement (13% strongly disagree).



- Parents in Saskatchewan (68%) are the most likely to agree with this statement.
- Women are more likely to “strongly agree with this statement than are men (24% vs. 17%).

Half (47%) Of Parents Say, On Average, They Spend Two Hours Or Less Of Quality Time With Their Family Or Child...

Thinking about their typical work-week day, half (47%) of parents say they spend 2 hours or less of quality time, on average, with their family and child.

The median average of the amount of time parents in Western Canada say they spend with their child during an average work-day, is 2.2 hours. Parents in Saskatchewan/Manitoba (median 2.6 hours) and Manitoba (median 2.5 hours) claim to spend the most quality time with their child and family during the average work-day.

In Fact, Three-quarters (76%) Say If They Could Change One Thing About Their Life, It Would Be That They Be Able To Spend More Quality Time With Their Child...

Three-quarters (76%) agree with the statement “if I could change one thing about my life, it would be that I could spend more quality time with my child” (32% “strongly agree”). The remaining quarter (24%) disagree with this statement.

- Approximately the same percentage of parents in British Columbia (79%), Alberta and Saskatchewan (both at 77%) agree with this statement, but a substantially lower percentage of those in Manitoba (69%) agree with this statement.

So, What Are The Major Barriers For Parents When It Comes To Spending Time With Their Child?

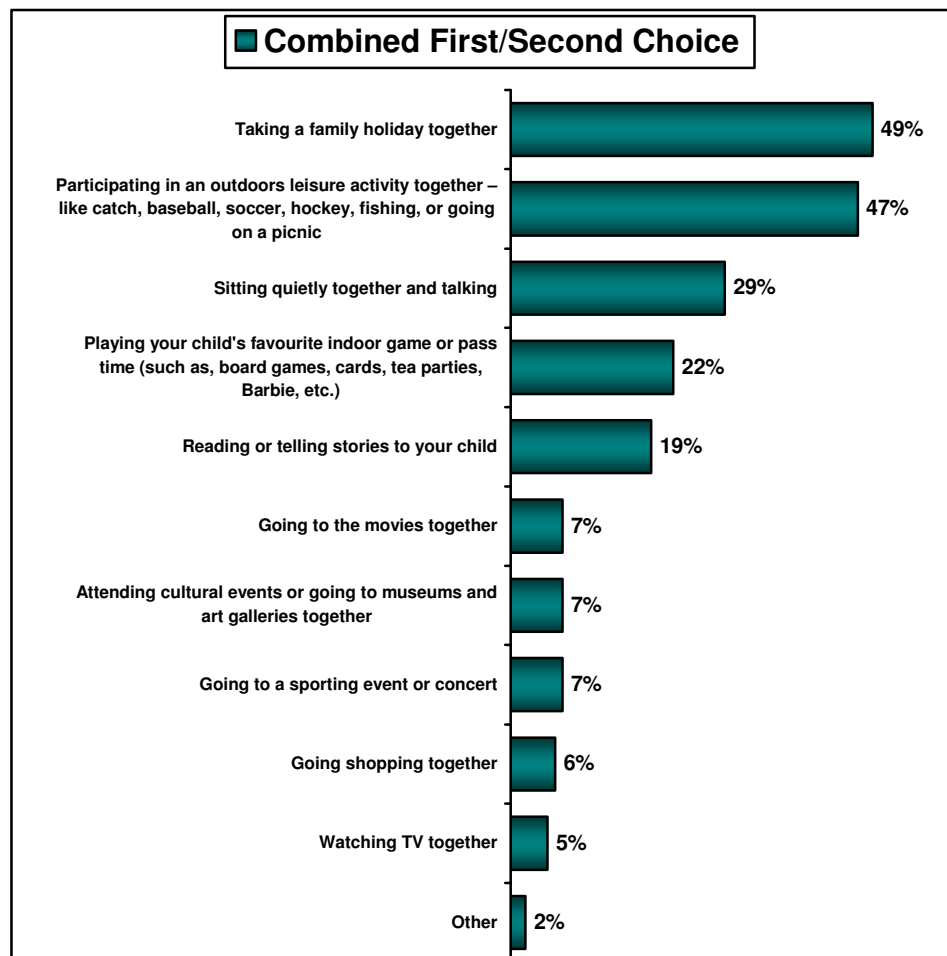
There are a number of barriers that people often have to deal with when it comes to spending time with their child. For each of the following factors, please indicate whether it is a major barrier, a minor barrier or no barrier at all when it comes to you and the time you get to spend with your child ...

	No Barrier at all	Major Barrier	Minor Barrier	Barrier (Total)
Time spent taking care of household responsibilities	15%	30%	55%	85%
Time spent at work in the office away from home	34%	34%	32%	66%
My child's busy schedule when it comes to social, academic, artistic or athletic activities	47%	12%	41%	53%
The time my child spends 'plugged-in' to video games or the internet	52%	11%	37%	48%
My child and I have different interests in how we like to spend our time	53%	8%	39%	47%
The amount of homework my child is required to do	57%	7%	36%	43%

- Those parents with annual household income of less than \$60,000 are more likely to point to “time spent taking care of household responsibilities” as a major barrier than are those whose income is more than \$60,000 (33% vs. 27%).
- Parents in British Columbia (13%) and Saskatchewan (14%) are significantly more likely than those in Manitoba (7%) to point to “the time my child spends ‘plugged-in’ to video games or the internet”.
- Parents in British Columbia (8%) and Alberta (8%) are significantly more likely than those in Manitoba (4%) to say “the amount of homework my child is required to do”.

If Parents Could Spend More Time With Their Child, Half Would Take A Family Holiday (49%) And Participate In An Outdoor Leisure Activity (47%)...

If you could spend more time with your child, how would you most like to spend it? And what would be your second choice?





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