

# Who Has The Last Word in Your House?

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Only 38% Believe the Woman in the Household is the 'Boss of  
Everybody'*

*Half (47%) of Those Aged 55+ Want  
Closer Physical Relationship, More Sex*

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**Ipsos Reid**

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## Who Has The Last Word in Your House?

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**Toronto, ON** – A new Ipsos Reid poll conducted on behalf of CanWest News Service and Global Television finds that a majority (56%) of Canadians believe that when it comes to making the big decisions in their family, they themselves have the final word. With a majority of Canadians claiming to make the big decisions, the data suggests that some Canadians might *think* they're making the decisions when in fact someone else is in charge.

Interestingly, women (56%) and men (56%) are equally as likely to agree that they have the final word on important decisions, however women are more likely to 'strongly agree' (29%) than are men (23%).

Thinking about the degree to which the woman of the household is 'the boss of everybody and ruler of the household', four in ten (38%) Canadians believe that this is the case. But in this instance, women (46%) are much more inclined to suggest that this is true for their household than are men (31%).

- Albertans are the most likely to believe that the woman is the boss of everybody (42%), while those in Ontario (40%), Saskatchewan and Manitoba (38%), Quebec (37%), British Columbia (36%) and Atlantic Canada (34%) are less likely to believe this.

### ***One Half (49%) Want More Physical Closeness, Sex...***

Moving into the bedroom, one half (49%) of Canadians claim to want more physicality and sex in their relationship. However, it appears that the stereotype is a reality as men are much more inclined (62%) to agree (33% strongly/29% somewhat) that they want more physical love than are women (38% agree, 15% strongly/23% somewhat).

- A majority (53%) of middle-aged Canadians wish they could have more of a physical relationship or sex, while nearly one half of younger Canadians (49%) and, interestingly, older Canadians (47%) also feel this way.
- Atlantic Canadians (53%) are the most likely to mention that they want more, followed by Ontarians (52%), British Columbians (50%), Albertans (49%), and Quebecers (48%). Residents of Saskatchewan and Manitoba are much less likely (32%) to claim to want more physical contact or sex.

The data also reveals that men and women have differing preferences on what to wear while in the sack. A majority (52%) of men say that they prefer to sleep naked as opposed to wearing pajamas, which compares quite starkly with only three in ten (30%) women who say that they prefer to sleep naked rather than wear pajamas.

- Quebecers are the most likely to sleep naked (51%), followed distantly by Canadians living in British Columbia (41%), Ontario (38%), Atlantic Canada (37%), Saskatchewan and Manitoba (36%), and finally Alberta (29%).



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*These are the findings of an Ipsos Reid poll conducted on behalf of CanWest News Service and Global Television from Dec 11 to Dec 13, 2007. For the survey, a representative randomly selected sample of 1001 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

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