

City Women Satisfied:

Survey of 10 Major Canadian Cities Finds Toronto Women Are Top Satisfied in More Life Areas than Urban Counterparts

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Ipsos Reid

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Survey of 10 Major Canadian Cities Finds Toronto Women Are Top Satisfied in More Life Areas than Urban Counterparts

Toronto, ON – A new Ipsos poll conducted on behalf of Kellogg's *Special K* of women aged 25 to 64 in ten major Canadian cities has found that City of Toronto women came out tops in a majority (4/7) of the seven life areas tested compared with their urban counterparts in the study. Two other cities where their female respondents came out at the top of a particular category were Vancouver (2/7) and Quebec City (1/7).

The urban female respondents were surveyed in Halifax, Québec City, Montréal, Ottawa, Toronto, Hamilton, Winnipeg, Edmonton, Calgary and Vancouver.

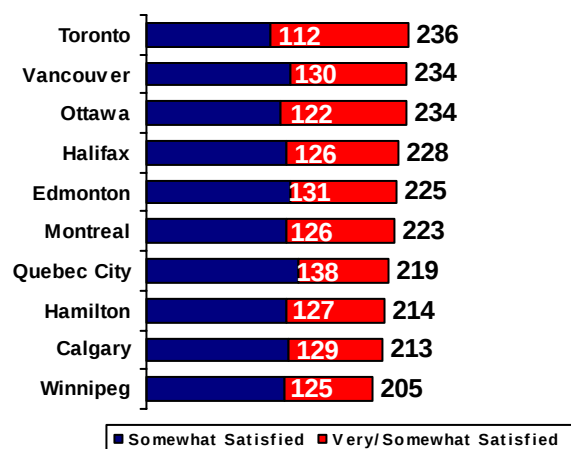
The seven life areas tested and the city where the population of urban women in that city voted themselves into top spot (*satisfied* with the life area surveyed where *very satisfied* was assigned a vote weighting of 2 points and *somewhat satisfied* a vote weighting of 1 point) in comparison to their counterparts are:

1. Overall self-satisfaction: Toronto
2. Satisfaction with personal health: Toronto
3. Satisfaction with personal body image: Toronto
4. Satisfaction with personal love life: Toronto

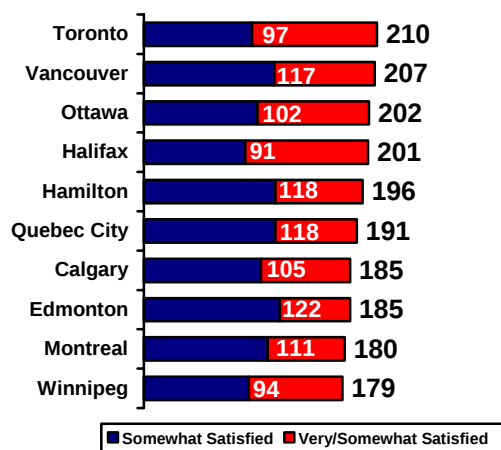
5. Satisfaction with personal relationships with friends and family: Vancouver
6. Satisfaction with the work they do: Vancouver
7. Satisfaction with their city overall: Quebec City

The voting was very close in some of the categories as the following charts portray where each city ranked on each of the life experiences as voted on by each urban woman city cohort:

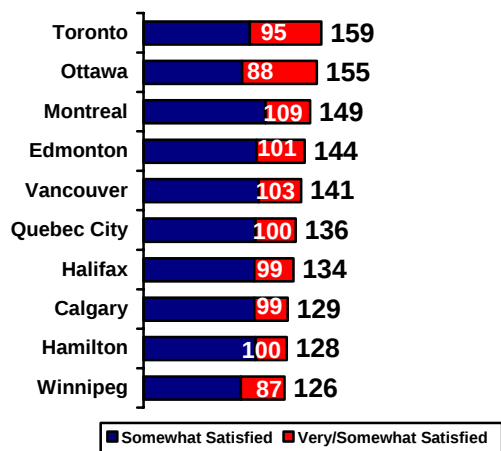
Satisfaction with Yourself Overall



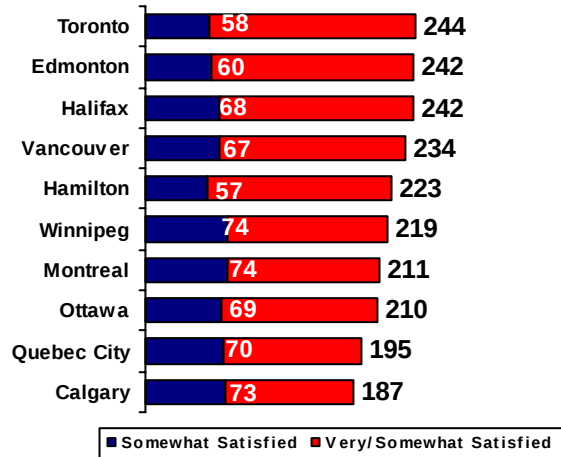
Satisfaction with Your Health



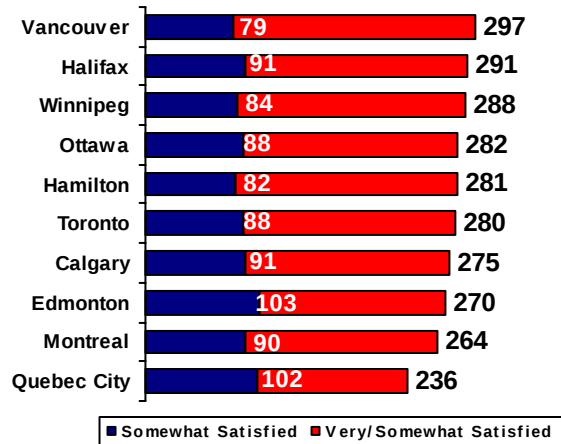
Satisfaction with Your Body Image



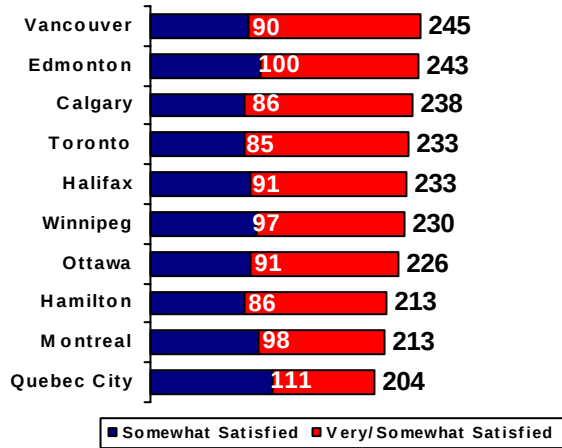
Satisfaction with Your Love Life



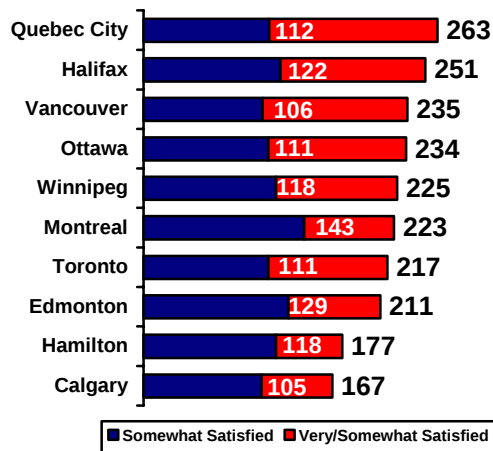
Satisfaction with Your Relationships



Satisfaction with the Work you do



Satisfaction with your City Overall





These are the findings of a poll conducted on behalf of Kellogg's Special K from November 25 to December 1, 2008. This online survey of 2102 Canadian women aged 25-64 was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of these polls are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Each city sample was then weighted to a comparable sample of 200 and respondents were then asked to assess their personal satisfaction in seven (7) life experience areas. Those respondents indicating 'very satisfied' were assigned a vote weighting of 2 points and somewhat satisfied a 1 point weighting. The 'votes' were then tallied to determine a category winner. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to this poll as it is the result of a tallied vote and therefore not prescribed a percentage value.

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