



Canadian Online Omni January 10-January 17, 2011

Living Better Banner 1

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10	3. Which of the following statements best reflects your personal view about living better?

1. Please read the following sets of paired statements and choose the one statement in each pair that best represents what 'living better' means to you personally?

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Having a lot of money	328	183	145	109	143	76	34	118	104	72	49	148
	32%	36%	27%	38%	35%	23%	31%	29%	31%	38%	36%	30%
		B		E	E							
Having a lot of friends	714	321	392	182	271	262	75	286	235	117	89	353
	68%	64%	73%	62%	65%	77%	69%	71%	69%	62%	64%	70%
			A			CD						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

1. Please read the following sets of paired statements and choose the one statement in each pair that best represents what 'living better' means to you personally?

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Using all modern science has to offer to feel healthy and well	277	176	100	77	93	107	23	101	94	58	17	117
	27%	35%	19%	26%	22%	32%	21%	25%	28%	31%	12%	23%
		B				D						
Using more natural products and things found in nature to feel healthy and well	765	328	437	214	321	230	87	303	245	130	120	384
	73%	65%	81%	74%	78%	68%	79%	75%	72%	69%	88%	77%
			A		E							

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1. Please read the following sets of paired statements and choose the one statement in each pair that best represents what 'living better' means to you personally?

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Focusing on your own health and well-being	357	195	161	105	140	111	39	115	119	83	28	165
	34%	39%	30%	36%	34%	33%	36%	29%	35%	44%	20%	33%
		B							G	G		
Focusing on the health and well-being of your family and others	685	309	377	185	274	227	70	289	220	106	109	336
	66%	61%	70%	64%	66%	67%	64%	71%	65%	56%	80%	67%
			A					HI				

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1. Please read the following sets of paired statements and choose the one statement in each pair that best represents what 'living better' means to you personally?

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Doing things to look your best on the outside	109	58	50	55	36	18	14	35	33	27	15	35
	10%	12%	9%	19%	9%	5%	12%	9%	10%	14%	11%	7%
				DE								
Doing things to feel your best on the inside	933	446	487	236	377	320	96	369	306	162	122	466
	90%	88%	91%	81%	91%	95%	88%	91%	90%	86%	89%	93%
					C	C						

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1. Please read the following sets of paired statements and choose the one statement in each pair that best represents what 'living better' means to you personally?

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Making your life better today	423	227	195	126	171	126	45	156	132	89	44	194
	41%	45%	36%	43%	41%	37%	41%	39%	39%	47%	32%	39%
		B										
Making the world a better place for future generations	619	277	342	165	243	212	64	248	207	100	94	307
	59%	55%	64%	57%	59%	63%	59%	61%	61%	53%	68%	61%
			A									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2_1. (For me, living better is defined more holistically today - it's no longer just about physical or mental health) To what extent do you agree or disagree with the following statements.

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Strongly agree	167	67	99	56	66	44	16	57	54	40	27	72
	16%	13%	18%	19%	16%	13%	14%	14%	16%	21%	20%	14%
			A									
Somewhat agree	525	256	269	149	206	170	61	199	170	95	67	255
	50%	51%	50%	51%	50%	50%	55%	49%	50%	50%	49%	51%
Somewhat disagree	271	119	152	59	114	98	27	122	86	35	42	143
	26%	24%	28%	20%	28%	29%	25%	30%	25%	19%	31%	29%
						C		I				
Strongly disagree	79	62	18	27	27	26	6	25	29	19	1	31
	8%	12%	3%	9%	7%	8%	6%	6%	9%	10%	1%	6%
		B										
Summary												
Top2Box (Agree)	692	323	368	205	273	215	76	257	224	135	94	327
	66%	64%	69%	70%	66%	64%	70%	64%	66%	71%	69%	65%
Low2Box (Disagree)	350	181	169	86	141	123	33	147	115	54	43	174
	34%	36%	31%	30%	34%	36%	30%	36%	34%	29%	31%	35%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2_6. (I wish I had a plan or recipe for living better) To what extent do you agree or disagree with the following statements.

		GENDER		AGE			EDUCATION				Mothers with children in household	Baby boomers
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Strongly agree	160	81	79	58	65	38	17	73	50	20	18	67
	15%	16%	15%	20%	16%	11%	16%	18%	15%	10%	13%	13%
				E				I				
Somewhat agree	533	247	286	141	227	165	63	218	172	80	75	274
	51%	49%	53%	49%	55%	49%	58%	54%	51%	42%	54%	55%
							I	I				
Somewhat disagree	257	122	135	68	96	93	19	86	91	61	37	126
	25%	24%	25%	23%	23%	28%	17%	21%	27%	32%	27%	25%
									F	FG		
Strongly disagree	92	54	38	24	26	42	11	27	26	28	8	35
	9%	11%	7%	8%	6%	13%	10%	7%	8%	15%	6%	7%
						D				GH		
Summary												
Top2Box (Agree)	693	328	365	199	292	202	80	291	222	100	93	341
	67%	65%	68%	68%	71%	60%	73%	72%	65%	53%	68%	68%
				E	E		I	HI	I			
Low2Box (Disagree)	349	176	173	92	122	135	29	113	117	89	45	160
	33%	35%	32%	32%	29%	40%	27%	28%	35%	47%	32%	32%
						CD			G	FGH		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2_7. (Living better is more difficult today than ever before) To what extent do you agree or disagree with the following statements.

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Strongly agree	236	114	122	79	97	60	32	91	81	32	30	96
	23%	23%	23%	27%	23%	18%	29%	23%	24%	17%	22%	19%
				E			I					
Somewhat agree	480	232	247	137	179	163	52	196	150	82	65	246
	46%	46%	46%	47%	43%	48%	47%	48%	44%	44%	47%	49%
Somewhat disagree	256	120	136	53	119	84	22	93	85	56	35	130
	25%	24%	25%	18%	29%	25%	20%	23%	25%	30%	25%	26%
					C							
Strongly disagree	70	38	33	22	19	30	4	24	24	18	7	30
	7%	7%	6%	7%	5%	9%	3%	6%	7%	10%	5%	6%
						D						
Summary												
Top2Box (Agree)	716	346	369	216	276	223	84	287	231	114	96	342
	69%	69%	69%	74%	67%	66%	77%	71%	68%	60%	70%	68%
				E			I	I				
Low2Box (Disagree)	326	158	168	74	138	114	26	117	109	75	42	159
	31%	31%	31%	26%	33%	34%	23%	29%	32%	40%	30%	32%
						C				FG		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2_10. (My life is fine the way it is I don't need to live better) To what extent do you agree or disagree with the following statements.

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Strongly agree	55	32	22	17	19	19	8	27	9	10	5	19
	5%	6%	4%	6%	5%	5%	7%	7%	3%	5%	4%	4%
							H	H				
Somewhat agree	356	172	184	107	116	133	30	143	113	70	43	152
	34%	34%	34%	37%	28%	39%	27%	35%	33%	37%	31%	30%
				D		D						
Somewhat disagree	484	231	253	114	216	154	60	176	163	85	64	263
	46%	46%	47%	39%	52%	46%	55%	43%	48%	45%	47%	52%
					C		G					
Strongly disagree	147	69	79	53	62	32	11	58	55	23	25	68
	14%	14%	15%	18%	15%	10%	10%	14%	16%	12%	18%	14%
				E	E							
Summary												
Top2Box (Agree)	411	204	206	124	135	152	38	170	122	80	48	171
	39%	41%	38%	43%	33%	45%	34%	42%	36%	43%	35%	34%
				D		D						
Low2Box (Disagree)	631	300	331	167	278	186	72	234	217	108	89	330
	61%	59%	62%	57%	67%	55%	66%	58%	64%	57%	65%	66%
					CE							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3. Which of the following statements best reflects your personal view about living better?

		GENDER		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Mothers with children in household	Baby boomers
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	502	540	220	419	403	98	346	479	119	119	545
Weighted	1042	504	538	291	414	338	110*	404	340	189	137	501
Living better requires a plan	861	407	453	250	337	274	83	325	288	165	119	404
	83%	81%	84%	86%	82%	81%	75%	80%	85%	88%	86%	81%
									F	F		
Living better just happens it's not something you can plan	181	97	84	41	76	64	27	79	52	24	19	97
	17%	19%	16%	14%	18%	19%	25%	20%	15%	12%	14%	19%
							HI					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base