



Canadian Online Omni January 10-January 17, 2011

Living Better Banner 2

Table of Contents

1	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?
2	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?
3	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?
4	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?
5	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?
6	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.
7	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.
8	2_7. (Living better is more difficult today than ever before) To what extent do you agree or disagree with the following statements.
9	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.
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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Having a lot of money	328	30	27	27	126	89	30	65	99	164	95	233
	32%	22%	26%	39%	32%	35%	39%	31%	29%	33%	40%	29%
				A	A	A	A				K	
Having a lot of friends	714	108	79	41	273	165	47	141	245	328	145	569
	68%	78%	74%	61%	68%	65%	61%	69%	71%	67%	60%	71%
		CDEF										J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Using all modern science has to offer to feel healthy and well	277	38	24	18	104	74	19	42	101	134	45	232
	27%	27%	22%	26%	26%	29%	25%	20%	29%	27%	19%	29%
									G			J
Using more natural products and things found in nature to feel healthy and well	765	100	83	50	295	180	58	164	243	358	195	570
	73%	73%	78%	74%	74%	71%	75%	80%	71%	73%	81%	71%
								H			K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Focusing on your own health and well-being	357	59	30	18	145	74	31	76	116	165	54	302
	34%	43%	28%	27%	36%	29%	40%	37%	34%	34%	23%	38%
		BCE										J
Focusing on the health and well-being of your family and others	685	79	76	50	254	180	46	131	228	327	186	500
	66%	57%	72%	73%	64%	71%	60%	63%	66%	66%	77%	62%
			A	A		A					K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Doing things to look your best on the outside	109	10	11	2	43	30	12	26	40	42	25	84
	10%	7%	10%	3%	11%	12%	16%	13%	12%	9%	11%	10%
						C	C					
Doing things to feel your best on the inside	933	128	95	66	356	224	65	180	304	450	215	718
	90%	93%	90%	97%	89%	88%	84%	87%	88%	91%	89%	90%
				EF								

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Making your life better today	423	64	40	31	161	97	29	84	133	206	76	347
	41%	47%	38%	46%	40%	38%	37%	41%	39%	42%	32%	43%
												J
Making the world a better place for future generations	619	73	66	36	238	157	48	122	211	286	164	455
	59%	53%	62%	54%	60%	62%	63%	59%	61%	58%	68%	57%
											K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Strongly agree	167	15	13	9	67	51	13	42	51	73	46	120
	16%	11%	13%	13%	17%	20%	16%	20%	15%	15%	19%	15%
Somewhat agree						A						
	525	74	56	34	175	146	41	98	177	250	119	406
	50%	53%	53%	50%	44%	57%	53%	47%	52%	51%	50%	51%
Somewhat disagree						D						
	271	34	31	20	118	51	17	49	88	134	62	209
	26%	25%	29%	29%	30%	20%	22%	24%	26%	27%	26%	26%
Strongly disagree					E							
	79	15	6	6	40	7	6	17	27	35	13	66
	8%	11%	5%	8%	10%	3%	8%	8%	8%	7%	5%	8%
		E		E	E		E					
Summary												
Top2Box (Agree)	692	88	70	43	241	197	54	140	229	323	165	527
	66%	64%	66%	63%	60%	77%	69%	68%	67%	66%	69%	66%
Low2Box (Disagree)						ABCD						
	350	49	36	25	158	57	24	66	115	169	75	275
	34%	36%	34%	37%	40%	23%	31%	32%	33%	34%	31%	34%
		E	E	E	E							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Strongly agree	160	18	17	11	62	41	11	42	53	65	38	122
	15%	13%	16%	16%	16%	16%	14%	20%	15%	13%	16%	15%
								I				
Somewhat agree	533	69	49	32	211	126	46	111	179	243	127	406
	51%	50%	46%	47%	53%	50%	60%	54%	52%	49%	53%	51%
Somewhat disagree	257	33	28	19	94	67	15	40	82	135	57	200
	25%	24%	27%	28%	24%	26%	20%	19%	24%	27%	24%	25%
										G		
Strongly disagree	92	18	12	6	31	20	4	13	30	49	18	75
	9%	13%	11%	10%	8%	8%	6%	6%	9%	10%	7%	9%
Summary												
Top2Box (Agree)	693	87	66	42	274	167	57	153	232	308	165	528
	67%	63%	62%	63%	69%	66%	74%	74%	68%	63%	69%	66%
								I				
Low2Box (Disagree)	349	51	40	25	126	87	20	53	112	184	75	274
	33%	37%	38%	37%	31%	34%	26%	26%	32%	37%	31%	34%
										G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Strongly agree	236	20	18	12	113	57	17	65	77	93	56	180
	23%	14%	17%	17%	28%	22%	22%	32%	22%	19%	23%	22%
Somewhat agree					AB			HI				
	480	57	52	35	187	110	39	88	154	237	121	359
	46%	41%	49%	52%	47%	43%	51%	43%	45%	48%	50%	45%
Somewhat disagree												
	256	44	29	15	81	69	19	45	80	131	52	204
	25%	32%	27%	22%	20%	27%	25%	22%	23%	27%	22%	25%
Strongly disagree		D										
	70	18	8	7	18	19	2	8	32	30	11	59
	7%	13%	7%	10%	5%	7%	2%	4%	9%	6%	5%	7%
		DF							G			
Summary												
Top2Box (Agree)	716	76	70	46	300	167	56	153	231	331	176	539
	69%	56%	66%	69%	75%	66%	73%	74%	67%	67%	74%	67%
Low2Box (Disagree)					AE		A					
	326	61	36	21	99	88	21	53	113	161	64	263
	31%	44%	34%	31%	25%	34%	27%	26%	33%	33%	26%	33%
		DF				D						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Strongly agree	55	6	2	3	24	13	7	16	18	21	10	44
	5%	4%	2%	5%	6%	5%	9%	8%	5%	4%	4%	6%
							B					
Somewhat agree	356	42	35	22	130	106	20	62	119	175	74	282
	34%	30%	33%	33%	33%	42%	27%	30%	34%	36%	31%	35%
						ADF						
Somewhat disagree	484	66	52	34	179	113	40	96	148	239	116	368
	46%	48%	49%	50%	45%	45%	51%	47%	43%	49%	48%	46%
Strongly disagree	147	23	18	9	65	23	10	31	59	57	40	108
	14%	17%	17%	13%	16%	9%	13%	15%	17%	11%	17%	13%
		E	E		E				I			
Summary												
Top2Box (Agree)	411	48	37	26	154	118	28	78	136	196	84	326
	39%	35%	35%	38%	39%	47%	36%	38%	40%	40%	35%	41%
						AB						
Low2Box (Disagree)	631	90	69	42	245	136	50	128	208	296	156	476
	61%	65%	65%	62%	61%	53%	64%	62%	60%	60%	65%	59%
		E	E									

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1042	137	106	62	384	271	82	203	347	492	214	828
Weighted	1042	138	106*	68*	399	254	77*	206	344	492	240	802
Living better requires a plan	861	122	93	60	347	175	64	161	278	422	206	654
	83%	89%	87%	88%	87%	69%	83%	78%	81%	86%	86%	82%
		E	E	E	E		E			G		
Living better just happens it's not something you can plan	181	15	14	8	52	79	13	45	66	70	34	148
	17%	11%	13%	12%	13%	31%	17%	22%	19%	14%	14%	18%
						ABCDF		I				

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