

Two in Three (66%) Canadians Say Living Better Is More Than Just Physical or Mental Health

*While Six in Ten (61%) Admit They Need to Live Better, Seven in
Ten (69%) Agree Living Better is More Difficult Today
than Ever Before*

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Ipsos Reid

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While Six in Ten (61%) Admit They Need to Live Better, Seven in Ten (69%) Agree Living Better is More Difficult Today than Ever Before

Toronto, ON - Two in three (66%) Canadians 'agree' (16% strongly/ 50% somewhat) that living better is defined more holistically today and that it's not longer just about their physical or mental health, according to a new Ipsos Reid poll conducted on behalf of MSL Canada in support of its Living Better product offering. In fact, most (83%) believe that living better requires a plan, compared to just 17% who more closely believe that living better just happens – it's not something that can be planned.

But two in three (67%) 'agree' (15% strongly/51% somewhat) that they wish they had a plan or recipe for living better, perhaps a function of the fact that seven in ten (69%) 'agree' (23% strongly/46% somewhat) that living better is more difficult today than ever before.

So what is living better, if it isn't all about traditional measures of physical and mental health? The survey uncovered a wide variety of attitudes about what Canadians say it means to live better:

- Seven in ten (68%) Canadians say having a lot of friends is what living better means to them personally, compared to about three in ten (32%) who say having a lot of money describes what living better means to them.



- Nearly three quarters of Canadians (73%) prefer using more natural products and things found in nature to feel healthy and well compared to using all modern science has to offer.
- Nine in 10 Canadians (90%) say doing things to feel their best on the inside” best represents what living better means to them personally versus 10% who say “doing things to look their best on the outside best describes what living better means to them.
- Over half of Canadians (59%) agree that making the world a better place for future generations is what living better means to them personally compared to four in ten (41%) who say making their life better today best describes what living better means to them.
- Two in three Canadians (66%) believe that focusing on the health and well-being of your family and others is what defines better living over focusing on your own health and well-being (34%).

These are some of the findings of an Ipsos Reid poll conducted January 14 and 18, on behalf of MSL Canada. For this survey, a sample of 1,042 adults from Ipsos’ Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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