

Focus on Improving Social and Physical Well-being

Importance re: personal goals and aspirations

% SAYING VERY IMPORTANT	% of Adult Canadians		
	Oct. 2001	Jan. 2002	% Point Change
Your health, keeping in good physical condition	86	87	+1
Cultivating friends	67	70	+3
Getting married / having a happy marriage	64	61	-3
Having children / raising a family	63	61	-2
Being highly educated, personal growth	63	60	-3
Helping others more than yourself	59	58	-1
Being outstanding in your field of work	54	52	-2
Having a full, satisfying, religious / spiritual life	38	38	0
Maximizing your personal leisure time / working as little as possible	28	28	0
Travel	18	19	+1
Being well-to-do, accumulating wealth	17	19	+2