

A Renewed Commitment to the Things That Matter

Importance re: personal goals and aspirations

% SAYING VERY IMPORTANT	% of Adult Canadians		
	Feb. 2001	Oct. 2001	% Point Change
Your health, keeping in good physical condition	66	86	+20
Cultivating friends	52	67	+15
Getting married / having a happy marriage	67	64	-3
Having children / raising a family	66	63	-3
Being highly educated, personal growth	39	63	+24
Helping others more than yourself	33	59	+26
Being outstanding in your field of work	36	54	+18
Having a full, satisfying, religious / spiritual life	33	38	+5
Maximizing your personal leisure time / working as little as possible	17	28	+11
Travel	31	18	-13
Being well-to-do, accumulating wealth	14	17	+3