

August 2006

August 2006 Happiness Survey Results



MUSTEL GROUP
MARKET RESEARCH



JAMES HOGGAN
+ ASSOCIATES INC.



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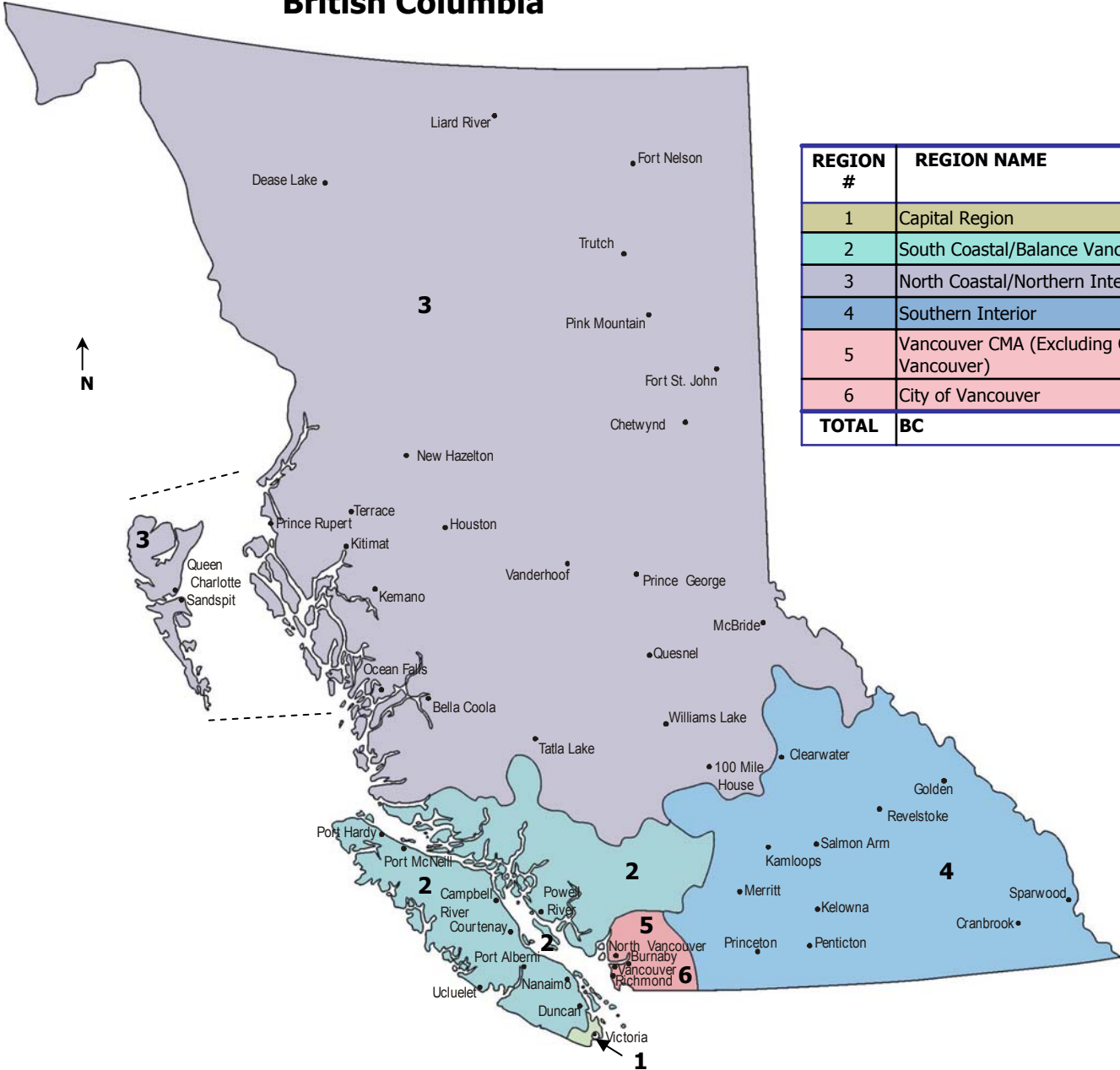
➤ Introduction

- 500 telephone interviews with BC adults, 18 years and over
- Margin of error: $\pm 4.5\%$ at 95% confidence level in the most conservative case; 6 percentage point spread required between measures
- Industry-standard, multi-stage random selection techniques employed
- Regional quotas ensure the population is represented according to its actual distribution
- At tabulation stage, weighting adjustments bring basic characteristics of age, gender and region into their correct known proportions based on Statistics Canada population figures
- Interviewing conducted August 8th to August 14th, 2006

British Columbia



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REGION #	REGION NAME	% OF POPULATION	SAMPLE SIZE (n)
1	Capital Region	8.7%	44
2	South Coastal/Balance Vancouver Island	10.6%	53
3	North Coastal/Northern Interior	7.9%	40
4	Southern Interior	21.4%	107
5	Vancouver CMA (Excluding City of Vancouver)	36.4%	182
6	City of Vancouver	15.0%	75
TOTAL	BC	100%	500



➤ Confidence Limits

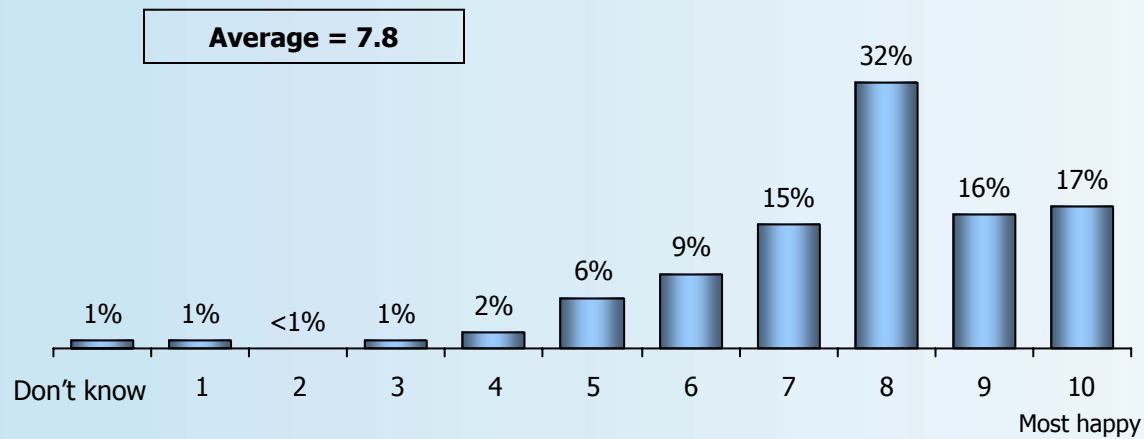
- A reported finding of 50% would fall between 45.5% and 54.5% most of the time. Accuracy increases for findings above and below 50%. The table below illustrates tolerance limits for various incidence levels at several subgroup sizes. This table applies to observed differences within one study.

TOLERANCE LIMITS (± range in percentage points)							
	n=500	n=400	n=300	n=250	n=200	n=100	n=50
50%	4.5	5.0	5.8	6.3	7.1	10.0	14.2
40 or 60%	4.4	4.9	5.7	6.2	7.0	9.8	13.9
30 or 70%	4.1	4.6	5.3	5.8	6.5	9.2	13.0
20 or 80%	3.6	4.0	4.6	5.0	5.7	8.0	11.4
10 or 90%	2.7	3.0	3.5	3.8	4.3	6.0	8.5
5 or 95%	2.0	2.2	2.5	2.7	3.1	4.4	6.2

- Exercise caution when interpreting data based on samples of less than 50. Such results must be treated as directional only.



➤ Overall Level of Happiness

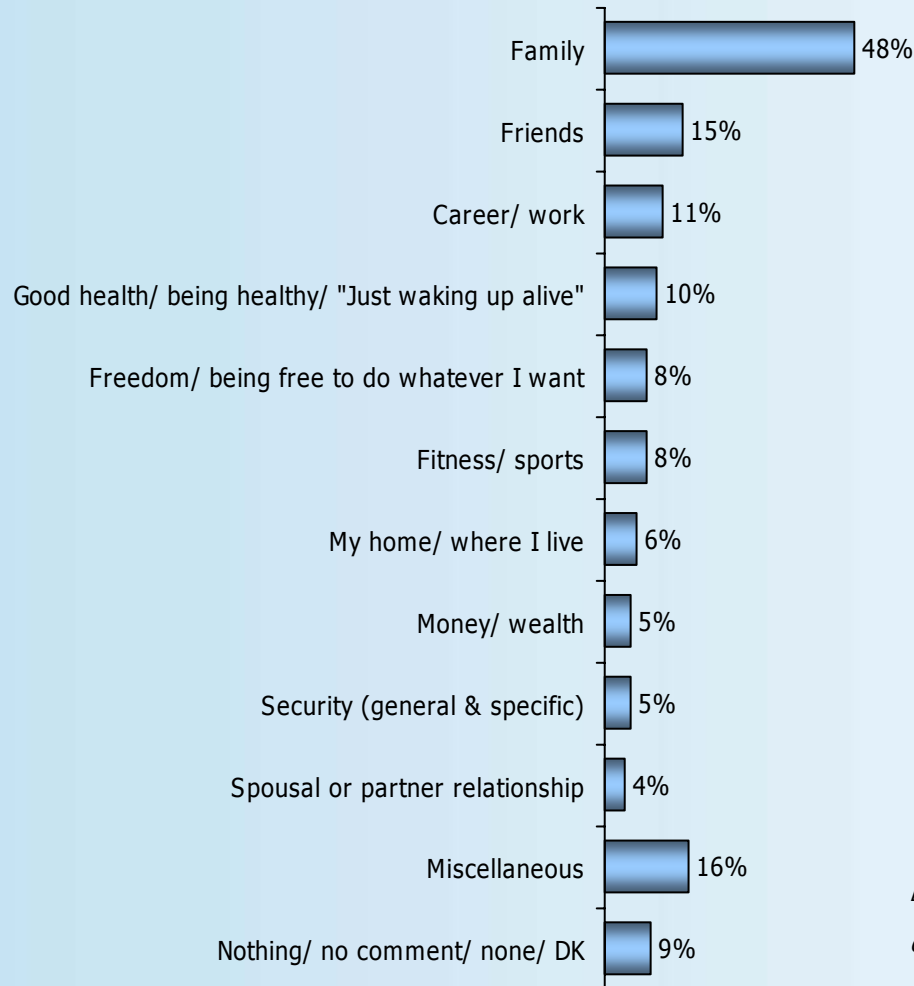


Base: Total August 2006 (n=502)

Q.1) On a scale of 1-10, where 10 means being most happy, how happy are you?



► Things in Life that Make Us Happy

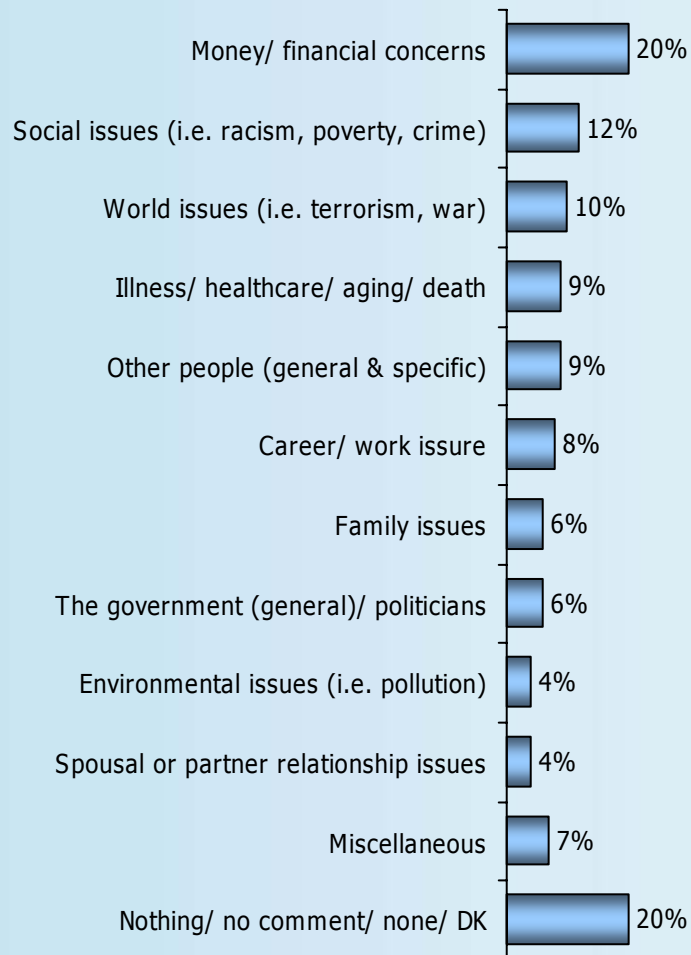


Base: Total August 2006 (n=502)

Q.2) What in your life makes you happy?



► Things in Life that Make Us Unhappy

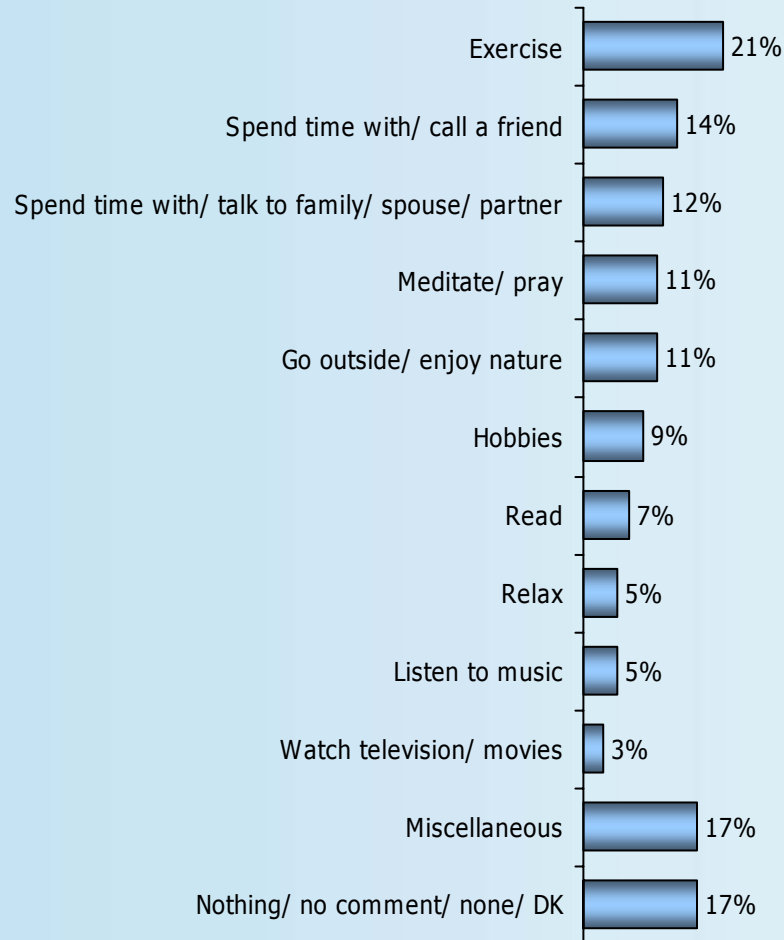


Base: Total August 2006 (n=502)

Q.3) And what in your life makes you unhappy?



► Things We Do to Make Us Feel Happier



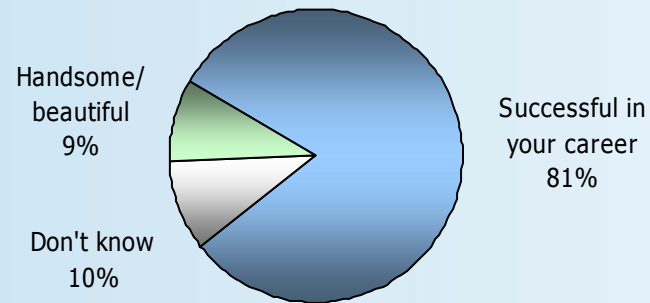
Base: Total August 2006 (n=502)

Q.4) What do you do when you are unhappy to feel happier?



➤ What Makes Us Happier: Success or Looks

To Be Handsome/ Beautiful Or To Be Successful in Your Career



Base: Total August 2006 (n=502)

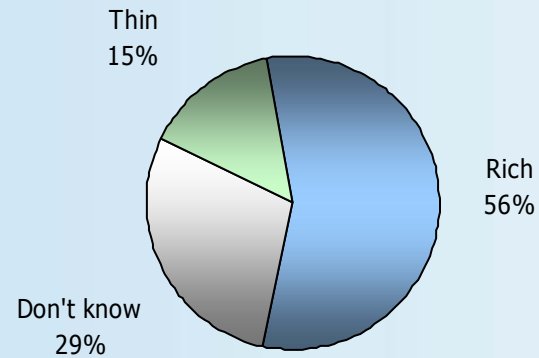
Q.5) Which of the following two things would make you happier:

continued...



➤ What Makes Us Happier: Wealth or Being Thin

To Be Rich Or To Be Thin



Base: Total August 2006 (n=502)

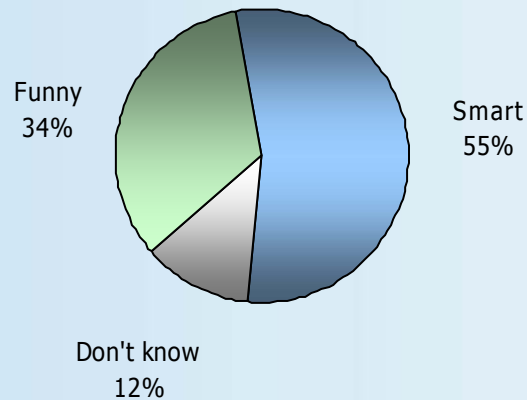
Q.5) Which of the following two things would make you happier:

continued...



➤ What Makes Us Happier: Being Smart or Funny

To Have People Say You Are Funny Or Say You Are Smart



Base: Total August 2006 (n=502)

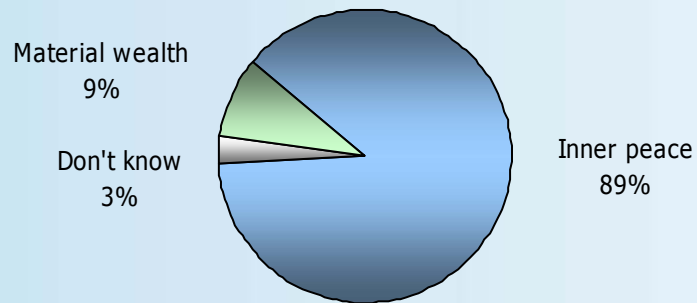
Q.5) Which of the following two things would make you happier:

continued...



➤ What Makes Us Happier: Inner Peace or Material Wealth

**To Have Inner Peace Or To Have
Material Wealth**

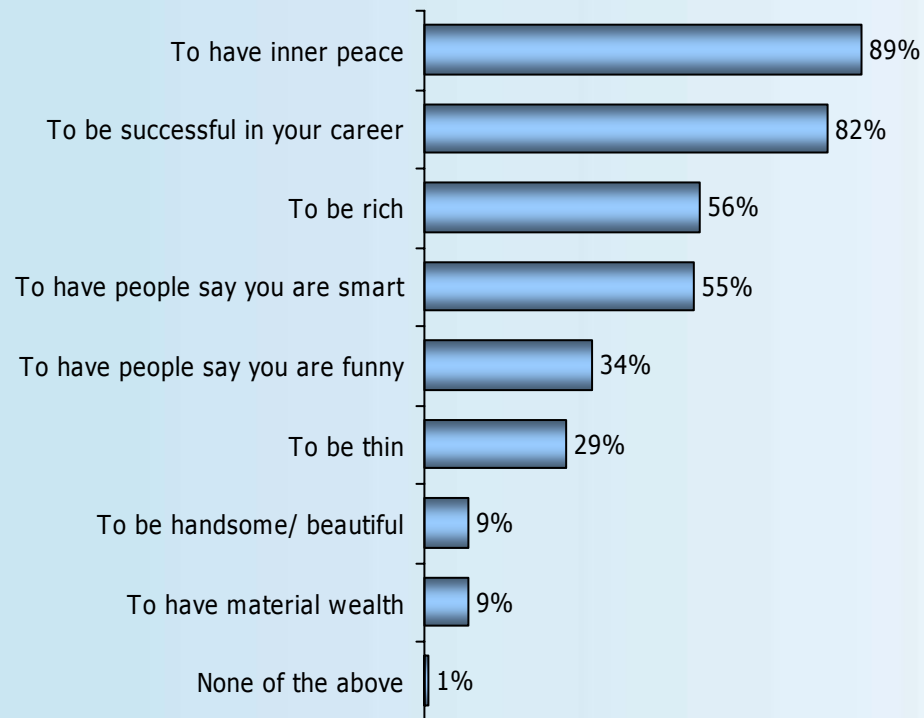


Base: Total August 2006 (n=502)

Q.5) Which of the following two things would make you happier:



➤ Summary of Choices for Happiness



Base: Total August 2006 (n=502)

Q.5) Which of the following two things would make you happier? Summary



➤ Distribution of Interviews

	Total BC Adults (502) %
Gender	
Male	49
Female	52
Age	
18 to 24	12
25 to 34	17
35 to 44	22
45 to 54	20
55 to 64	13
65 and over	18
Region	
Capital Region	9
South Coast/ Balance of Island	11
North Coast/ Interior	8
South Interior	21
Rest of GVRD	36
City of Vancouver	15



Questionnaire



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J A M E S H O G G A N
+ A S S O C I A T E S I N C .

Dalai Lama Center for Peace & Education

Vancouver Dialogues August Mustel Omnibus Questions

- 1. On a scale of 1-10, 10 where 10 means being most happy, how happy are you?**
- 2. What in your life makes you happy?**
Family, Friends, Career/work, Money/wealth, Volunteerism, Spousal or Partner Relationship, Love/romance, Spirituality, Hobbies, Fitness/sports, Shopping, Other (Specify)
- 3. And what in your life makes you unhappy? DO NOT READ LIST**
Family issues, Spousal or Partner Relationship issues, Friend issues, Career/work, Money/financial concerns, Other (Specify)
- 4. What do you do when you are unhappy to feel happier? DO NOT READ LIST**
Sleep, Eat, Drink, Spend time with or call a friend, watch television/movies, listen to music, read, exercise, shop, Other (Specify)
- 5. Which of the following two things would make you happier: ROTATE ORDER OF EACH PAIRING**
 - a. To be handsome/beautiful or to be successful in your career?
 - b. To be rich or to be thin?
 - c. To have people say you're funny or say you're smart?
 - d. To have inner peace or to have material wealth?



Computer Tables



MUSTEL GROUP
MARKET RESEARCH

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1. ON A SCALE OF 1-10, WHERE 10 MEANS BEING MOST HAPPY, HOW HAPPY ARE YOU?

	AGE						HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY	
	GENDER		18-34 YEARS D	35-54 YEARS E	55+ YEARS F	SINGLE NO CHILDREN G	COUPLE NO CHILDREN H	FAMILY I	YES J	NO K	H.S. OR LESS L	POST H.S. M	<55K N	\$55K+ O	YES P	NO Q	
	TOTAL A	MALE B															FEMALE C
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502	243	259	143	207	151	161	127	204	149	349	195	303	231	214	323	176
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEAN	7.79	7.68	7.89	7.77	7.57	8.12E	7.46	8.22GI	7.79	7.85	7.76	7.77	7.82	7.49	8.04N	7.71	7.92
STD. DEV.	1.74	1.83	1.65	1.67	1.70	1.83	1.91	1.63	1.64	1.52	1.83	1.85	1.68	1.86	1.49	1.67	1.87
STD. ERR.	0.08	0.12	0.10	0.14	0.12	0.15	0.15	0.15	0.12	0.13	0.10	0.13	0.10	0.12	0.10	0.09	0.14
MEDIAN	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00
10	86 17.2	39 15.9	48 18.4	24 16.8	26 12.6	36 23.9 E	23 14.2	32 25.4 GI	31 15.2	22 14.8	64 18.4	37 19.2	49 16.1	35 15.1	35 16.2	49 15.1	36 20.7
9	80 15.9	43 17.6	37 14.2	20 13.9	27 13.2	32 21.6 E	25 15.5	25 19.6	28 13.9	21 13.9	58 16.6	31 15.7	49 16.2	31 13.6	43 20.2	45 13.9	35 19.8
8	160 31.9	71 29.2	89 34.3	45 31.3	72 34.9	43 28.4	41 25.5	36 28.1	79 38.4 G	61 41.0 K	98 28.1	58 29.7	101 33.5	63 27.1	80 37.5 N	110 33.9	49 28.1
7	76 15.2	38 15.7	38 14.7	30 20.8 F	32 15.3	15 9.8	31 19.5	17 13.5	25 12.4	17 11.7	58 16.6	31 16.1	43 14.2	39 16.9	32 14.8	57 17.6 Q	19 10.9
6	44 8.7	22 9.1	22 8.4	12 8.3	23 11.1 F	8 5.2	20 12.2 H	3 2.5	20 9.8 H	15 10.2	28 7.9	14 7.4	27 9.0	27 11.6 O	12 5.6	29 8.9	14 8.1
5	29 5.7	15 6.2	14 5.4	5 3.5	18 8.6	6 4.0	8 5.2	8 6.5	12 6.0	9 6.1	20 5.7	11 5.9	17 5.8	19 8.3 O	8 3.7	19 5.9	10 5.6
4	7 1.5	4 1.8	3 1.2	4 2.7	1 0.5	2 1.6	5 2.9	1 0.5	2 1.0	1 0.8	6 1.8	4 1.8	4 1.3	6 2.5	2 0.7	5 1.7	2 1.1
3	7 1.3	6 2.5 C	1 0.3	1 0.9	3 1.6	2 1.4	4 2.6	1 1.1	1 0.5	-	7 1.9	4 2.3	2 0.7	4 1.9	1 0.5	4 1.3	2 1.4
2	2 0.3	-	2 0.6	-	-	2 1.0	1 0.5	1 0.6	-	-	2 0.4	1 0.4	1 0.3	1 0.3	1 0.4	-	2 0.9
1	5 1.0	3 1.3	2 0.7	1 0.9	2 1.1	1 0.9	3 1.6	-	2 1.2	1 0.8	4 1.1	2 1.1	3 1.0	3 1.1	1 0.5	3 0.9	2 1.2
DON'T KNOW	7 1.3	2 0.7	5 2.0	1 0.9	2 1.1	3 2.1	1 0.5	3 2.2	3 1.5	1 0.7	6 1.6	1 0.4	6 1.9	4 1.6	-	3 1.0	4 2.1

TOTAL 8-10	326 64.9	153 62.8	173 66.9	89 61.9	126 60.7	111 73.9 DE	89 55.1	93 73.1 G	138 67.5 G	104 69.7	220 63.0	126 64.6	199 65.9	129 55.8	158 73.8 N	203 62.8	120 68.6

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

1) ON A SCALE OF 1-10, WHERE 10 MEANS BEING MOST HAPPY, HOW HAPPY ARE YOU?

	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY		
	TOTAL	MALE	FEMALE	18-34 YEARS	35-54 YEARS	55+ YEARS	SINGLE NO CHILDREN	COUPLE NO CHILDREN	FAMILY	YES	NO	H.S. OR LESS	POST H.S.	<55K	\$55K+	YES	NO
	=A=	=B=	=C=	=D=	=E=	=F=	=G=	=H=	=I=	=J=	=K=	=L=	=M=	=N=	=O=	=P=	=Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
TOTAL 5-7	149 29.7	76 31.0	73 28.4	47 32.6	73 35.0	29 19.1	60 36.9	29 22.5	58 28.1	42 28.0	105 30.1	57 29.4	88 29.0	85 36.8	51 24.0	105 32.4	43 24.7
TOTAL 1-4	21 4.1	13 5.5	7 2.8	7 4.6	7 3.2	7 4.9	12 7.5	3 HI	6 2.3	2 1.6	18 5.2	11 5.6	10 3.2	14 5.9	5 2.2	12 3.9	8 4.6

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

1) ON A SCALE OF 1-10, WHERE 10 MEANS BEING MOST HAPPY, HOW HAPPY ARE YOU?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
MEAN	7.79	7.68	7.41	7.79	7.90	7.95	7.89	7.29	8.11CH
STD. DEV.	1.74	1.69	2.11	1.47	1.80	2.06	1.87	2.09	1.48
STD. ERR.	0.08	0.11	0.24	0.11	0.12	0.32	0.26	0.33	0.14
MEDIAN	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00
10	86 17.2	35 13.5	12 15.7	23 12.6	51 21.1 B	14 33.0 CD	9 17.0	6 14.8	22 20.6
9	80 15.9	39 15.2	11 14.9	28 15.4	40 16.5	4 8.2	14 26.9 FH	4 9.8	19 17.2
8	160 31.9	89 34.5	24 31.8	65 35.6 F	71 29.1	8 18.4	14 25.6	12 29.6	38 35.0 F
7	76 15.2	43 16.8	8 10.3	36 19.5	33 13.5	6 14.1	6 10.9	7 17.0	14 13.2
6	44 8.7	21 8.3	3 4.5	18 9.8	22 9.2	3 7.0	6 11.0	6 14.4	8 7.4
5	29 5.7	17 6.6	9 11.7 D	8 4.6	12 4.8	3 6.4	2 3.5	3 6.7	4 4.1
4	7 1.5	4 1.6	3 4.6 D	1 0.4	3 1.3	1 2.6	-	1 3.1	1 0.8
3	7 1.3	3 1.1	2 3.0	1 0.4	4 1.6	2 4.3 D	2 3.7 D	-	-
2	2 0.3	1 0.3	1 1.1	-	1 0.3	-	-	-	1 0.7
1	5 1.0	2 0.9	1 1.4	1 0.7	3 1.1	-	1 1.4	2 4.6	-
DON'T KNOW	7 1.3	3 1.1	1 1.1	2 1.1	4 1.6	3 6.0 D	-	-	1 1.1

TOTAL 8-10	326 64.9	163 63.2	47 62.3	116 63.5	163 66.7	26 59.6	37 69.5	21 54.3	78 72.8 H
TOTAL 5-7	149 29.7	82 31.7	20 26.5	62 33.9	67 27.5	12 27.4	14 25.4	15 38.1	27 24.7

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

1) ON A SCALE OF 1-10, WHERE 10 MEANS BEING MOST HAPPY, HOW HAPPY ARE YOU?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
TOTAL 1-4	21 4.1	10 4.0	8 10.1 DI	3 1.5	10 4.2	3 6.9 D	3 5.1	3 7.6 D	2 1.5

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

2. WHAT IN YOUR LIFE MAKES YOU HAPPY?

	HOUSEHOLD COMPOSITION																			
	GENDER			AGE			SINGLE NO CHILDREN			COUPLE NO CHILDREN			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY	
	TOTAL A	MALE B	FEMALE C	18-34 YEARS D	35-54 YEARS E	55+ YEARS F	NO CHILDREN G	NO CHILDREN H	FAMILY I	YES J	NO K	H.S. OR LESS L	POST H.S. M	<55K N	\$55K+ O	YES P	NO Q			
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194			
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0			
FAMILY	242 48.3	89 36.7	153 59.2 B	69 48.2	116 55.9 F	58 38.3	56 34.6	51 39.7	134 65.5 GH	111 74.3 K	130 37.4	82 41.9	159 52.4 L	98 42.5	123 57.4 N	174 53.9 Q	68 38.8			
FRIENDS	74 14.7	27 10.9	47 18.2 B	38 26.8 EF	17 8.4	18 11.9	36 22.5 HI	15 11.8	22 10.9	13 8.5	61 17.5 J	25 12.7	49 16.1	30 12.9	32 15.1	56 17.2 Q	18 10.2			
CAREER / WORK	55 11.0	31 12.7	24 9.4	15 10.3	26 12.7	14 9.4	22 13.5	12 9.3	21 10.0	11 7.4	43 12.3	20 10.3	35 11.6	29 12.5	21 9.9	50 15.4 Q	5 3.0			
GOOD HEALTH / BEING HEALTHY / "JUST WAKING UP ALIVE"	50 10.0	27 10.9	24 9.1	6 4.4	18 8.5	26 17.4 DE	14 8.5	18 14.0	18 9.0	11 7.5	39 11.2	22 11.2	28 9.3	23 10.2	21 10.0	24 7.5	26 14.7 P			
FREEDOM / BEING FREE TO DO WHATEVER I WANT	42 8.3	25 10.1	17 6.6	8 5.6	13 6.3	21 13.7 DE	13 8.2	16 12.7 I	12 6.0	5 3.7	36 10.4 J	18 9.4	23 7.7	19 8.2	17 8.2	19 6.0	21 12.1 P			
FITNESS / SPORTS	38 7.5	24 10.1 C	13 5.1	20 13.9 EF	12 5.8	6 3.9	16 9.8 H	3 2.7	16 7.7	13 8.8	25 7.1	16 8.4	22 7.1	18 7.9	17 7.9	27 8.3	11 6.2			
MY HOME / WHERE I LIVE	29 5.8	11 4.4	18 7.1	4 2.5	12 5.9	14 9.0 D	13 8.0	7 5.4	9 4.6	7 4.4	23 6.5	12 6.1	17 5.7	14 6.1	11 5.2	19 5.9	10 5.7			
MONEY / WEALTH	25 4.9	17 7.1 C	7 2.8	7 4.9	8 3.7	9 5.9	10 6.4 I	9 7.3 I	4 1.9	2 1.4	21 6.1 J	7 3.5	17 5.5	9 3.7	11 5.1	15 4.7	8 4.8			
SECURITY (GENERAL & SPECIFIC)	24 4.8	11 4.5	13 5.0	5 3.4	12 5.8	6 4.0	5 3.3	7 5.3	11 5.3	7 4.5	16 4.6	9 4.5	14 4.7	12 5.1	9 4.3	14 4.2	9 5.2			
SPOUSAL OR PARTNER RELATIONSHIP	22 4.4	7 3.0	15 5.8	6 4.3	8 3.7	8 5.5	2 1.2	14 11.0 GI	6 3.0	6 4.2	16 4.6	6 3.2	16 5.3	7 3.1	13 6.2	11 3.3	12 6.6			
SPIRITUALITY	21 4.1	4 1.8	16 6.3 B	7 4.5	8 3.8	6 4.1	6 3.9	6 4.3	9 4.2	9 5.8	12 3.4	5 2.7	15 5.1	13 5.6	5 2.1	10 3.2	9 5.1			
SUNNY DAYS / NICE WEATHER / CLIMATE	14 2.9	8 3.3	6 2.4	2 1.6	3 1.6	9 5.8 E	9 5.6 I	4 3.3 I	1 0.5	1 0.7	13 3.8	6 3.0	9 2.8	10 4.4 O	2 1.1	6 1.8	9 4.9 P			
PETS / ANIMALS	10 2.0	1 0.3	9 3.6 B	-	5 2.6	4 2.9	9 5.5 H	1 0.8	-	-	10 2.8	5 2.8	4 1.5	7 3.2	2 0.8	4 1.2	6 3.4			
TRAVEL / HOLIDAYS / VACATION	8 1.6	2 0.8	6 2.3	3 1.8	4 2.1	1 0.5	-	3 2.6	5 2.2	3 2.3	4 1.2	3 1.6	5 1.5	1 0.5	6 2.6	6 1.8	2 1.2			

(CONTINUED)

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

2. WHAT IN YOUR LIFE MAKES YOU HAPPY?

	TOTAL =A=	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY	
		MALE =B=	FEMALE =C=	18-34 YEARS =D=	35-54 YEARS =E=	55+ YEARS =F=	SINGLE NO CHILDREN =G=	COUPLE NO CHILDREN =H=	FAMILY =I=	YES =J=	NO =K=	H.S. OR LESS =L=	POST H.S. =M=	<55K =N=	\$55K+ =O=	YES =P=	NO =Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
HOBBIES	8 1.5	6 2.3	2 0.8	4 2.7	2 1.1	2 1.0	2 1.1	1 0.7	4 1.7	4 2.4	4 1.2	5 2.3	3 1.0	2 0.8	5 2.2	5 1.4	3 1.8
VOLUNTEERISM	5 1.0	3 1.4	1 0.6	1 0.8	-	4 2.5	2 1.2	3 2.3	-	-	5 1.4	-	5 1.6	2 0.9	3 1.4	3 0.8	2 1.3
MISCELLANEOUS	17 3.3	10 4.3	6 2.5	9 6.6 E	4 2.1	3 2.0	4 2.8	1 0.6	10 4.9 H	2 1.5	15 4.2	9 4.8	7 2.4	7 3.1	5 2.3	9 2.7	8 4.6
NOTHING/NO COMMENT/NONE	27 5.4	15 6.3	12 4.6	5 3.7	12 5.9	10 6.4	12 7.3	4 3.0	10 4.9	2 1.6	24 6.9 J	8 3.9	18 6.0	16 6.9	10 4.6	16 4.9	11 6.4
DON'T KNOW	16 3.2	8 3.3	8 3.1	4 3.0	9 4.2	3 2.1	9 5.7 I	5 3.8	2 1.0	2 1.4	14 4.0	8 4.3	8 2.5	9 4.0	5 2.3	13 4.1	3 1.6

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

2. WHAT IN YOUR LIFE MAKES YOU HAPPY?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST / INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
FAMILY	242 48.3	117 45.5	27 35.7	90 49.5 C	125 51.3	27 62.1 C	27 50.4	16 41.5	55 50.9 C
FRIENDS	74 14.7	42 16.3	13 17.5	29 15.8	32 12.9	13 29.3 DGI	6 11.8	-	12 11.6
CAREER / WORK	55 11.0	29 11.1	5 7.0	23 12.7	27 10.9	6 14.1	3 5.2	5 13.6	12 11.4
GOOD HEALTH / BEING HEALTHY / "JUST WAKING UP ALIVE"	50 10.0	27 10.7	7 9.0	21 11.3	23 9.2	4 8.9	5 8.5	2 5.6	12 11.1
FREEDOM / BEING FREE TO DO WHATEVER I WANT	42 8.3	24 9.4	10 13.2	14 7.9	17 7.1	2 5.3	4 8.1	2 4.8	9 8.3
FITNESS / SPORTS	38 7.5	17 6.7	6 8.0	11 6.2	20 8.4	1 3.1	6 10.9	4 11.2	9 8.3
MY HOME / WHERE I LIVE	29 5.8	11 4.4	5 6.5	7 3.6	18 7.3	3 7.2	4 7.6	5 12.3 D	6 5.3
MONEY / WEALTH	25 4.9	15 6.0	4 5.9	11 6.0	9 3.7	1 1.7	4 7.3	1 2.7	3 3.2
SECURITY (GENERAL & SPECIFIC)	24 4.8	15 5.8	5 6.5	10 5.5	9 3.7	2 5.4	2 3.3	1 2.9	4 3.4
SPOUSAL OR PARTNER RELATIONSHIP	22 4.4	10 4.1	2 2.5	9 4.7	12 4.8	1 2.5	5 10.2	1 3.6	4 3.6
SPIRITUALITY	21 4.1	11 4.3	6 7.9	5 2.8	9 3.8	1 1.7	2 2.8	1 2.9	6 5.6
SUNNY DAYS / NICE WEATHER / CLIMATE	14 2.9	7 2.6	3 3.7	4 2.1	8 3.2	1 3.1	5 8.6 DI	1 2.7	1 0.7
PETS / ANIMALS	10 2.0	6 2.4	1 0.9	6 3.0	4 1.5	-	2 3.4	1 2.9	1 0.7
TRAVEL / HOLIDAYS / VACATION	8 1.6	4 1.7	1 1.8	3 1.7	3 1.4	-	2 4.1	1 2.9	-

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

2. WHAT IN YOUR LIFE MAKES YOU HAPPY?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
HOBBIES	8 1.5	3 1.2	1 1.9	2 1.0	4 1.8	1 2.6	-	-	3 3.1
VOLUNTEERISM	5 1.0	3 1.1	2 2.7	1 0.4	2 0.9	-	-	1 1.8	1 1.3
MISCELLANEOUS	17 3.3	13 5.0 E	4 4.8	9 5.1 I	4 1.5	1 2.5	2 3.7	-	1 0.7
NOTHING/NO COMMENT/NONE	27 5.4	20 7.7 E	7 9.0 I	13 7.1	7 3.0	1 1.8	-	5 11.5 I	2 1.9
DON'T KNOW	16 3.2	8 3.3	1 2.0	7 3.8	8 3.1	2 4.2	1 2.0	-	5 4.4

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

3. AND WHAT IN YOUR LIFE MAKES YOU UNHAPPY?

	HOUSEHOLD COMPOSITION																			
	GENDER			AGE			SINGLE NO CHILDREN			COUPLE NO CHILDREN			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY	
	TOTAL =A=	MALE =B=	FEMALE =C=	18-34 YEARS =D=	35-54 YEARS =E=	55+ YEARS =F=	SINGLE NO CHILDREN =G=	COUPLE NO CHILDREN =H=	FAMILY =I=	YES =J=	NO =K=	H.S. OR LESS =L=	POST H.S. =M=	<55K =N=	\$55K+ =O=	YES =P=	NO =Q=			
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194			
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0			
MONEY / FINANCIAL CONCERNS (I.E. TAXES, COST OF LIVING, GAS PRICES)	100 19.9	53 21.9	46 17.9	38 26.7	44 21.2	16 10.9	24 14.8	23 17.8	52 25.5	42 28.3	56 16.2	34 17.6	63 20.9	47 20.2	46 21.7	77 23.9	21 12.2			
SOCIAL ISSUES (I.E. RACISM, POVERTY, DRUGS, CRIME)	58 11.6	24 9.9	34 13.1	14 10.0	23 11.1	21 13.8	18 11.2	16 12.6	23 11.1	17 11.4	40 11.4	18 9.0	40 13.4	30 12.8	19 9.0	33 10.2	24 13.7			
WORLD ISSUES (I.E. TERRORISM, WAR)	49 9.8	22 9.2	27 10.3	4 3.1	23 11.0	22 14.6	19 12.0	17 13.2	12 6.0	9 5.8	40 11.4	19 9.8	29 9.7	23 10.1	19 9.0	28 8.6	21 12.2			
ILLNESS / HEALTHCARE / AGING / DEATH	46 9.1	18 7.6	27 10.5	5 3.4	19 9.0	22 14.7	22 13.9	10 7.8	13 6.6	9 5.9	37 10.6	13 6.8	33 10.7	24 10.3	17 8.0	19 5.8	27 15.5			
OTHER PEOPLE (GEN. & SPECIFIC)	45 9.1	19 7.9	26 10.2	12 8.5	24 11.7	9 5.9	13 8.1	10 7.6	23 11.1	17 11.5	28 8.1	16 8.2	29 9.7	17 7.5	21 9.7	32 9.8	14 7.8			
CAREER / WORK ISSUES	40 8.0	18 7.6	22 8.5	12 8.5	24 11.6	4 2.7	8 4.8	4 3.1	27 13.4	24 16.4	16 4.5	15 7.6	24 8.1	15 6.6	22 10.3	35 10.9	5 2.8			
FAMILY ISSUES	29 5.8	9 3.7	20 7.8	9 6.0	14 6.9	6 4.2	9 5.3	4 3.0	15 7.4	13 8.4	17 4.7	12 6.3	16 5.2	12 5.1	12 5.8	14 4.4	15 8.5			
THE GOVERNMENT (GENERAL) / POLITICIANS	29 5.7	16 6.6	13 4.8	1 0.9	13 6.3	14 9.5	9 5.7	6 4.9	11 5.5	6 4.1	20 5.9	8 4.2	19 6.2	13 5.7	13 5.9	19 5.8	10 5.7			
ENVIRONMENTAL ISSUES (I.E. POLLUTION, CLIMATE CHANGE, OVER CROWDING)	20 4.0	10 4.2	10 3.8	7 4.5	9 4.2	5 3.4	8 4.9	8 6.0	5 2.3	2 1.6	18 5.1	6 3.0	14 4.8	9 3.8	10 4.5	14 4.3	5 3.1			
SPOUSAL OR PARTNER RELATIONSHIP ISSUES	18 3.6	9 3.5	10 3.7	8 5.7	6 2.7	4 2.9	3 1.9	7 5.8	8 3.7	8 5.1	10 3.0	7 3.8	11 3.5	9 3.8	9 4.3	14 4.2	5 2.6			
BEING ALONE / LONELINESS	10 2.1	6 2.5	4 1.6	2 1.6	2 1.0	6 3.9	7 4.5	2 1.4	1 0.6	- 3.0	10 3.0	7 3.6	3 1.1	5 2.3	5 2.3	3 1.1	7 3.9			
BAD WEATHER / RAINY DAYS	6 1.1	4 1.7	2 0.6	1 0.8	2 1.0	2 1.6	3 1.7	2 1.4	1 0.6	1 0.8	5 1.3	2 1.0	4 1.2	2 0.9	3 1.3	3 1.0	2 1.4			
FRIEND ISSUES	3 0.6	1 0.6	2 0.6	3 2.1	-	-	1 0.9	2 1.2	-	-	3 0.9	3 1.5	-	1 0.6	2 0.7	3 0.9	-			

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

3. AND WHAT IN YOUR LIFE MAKES YOU UNHAPPY?

	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY		
	TOTAL	MALE	FEMALE	18-34 YEARS	35-54 YEARS	55+ YEARS	SINGLE NO CHILDREN	COUPLE NO CHILDREN	FAMILY	YES	NO	H.S. OR LESS	POST H.S.	<55K	\$55K+	YES	NO
	=A=	=B=	=C=	=D=	=E=	=F=	=G=	=H=	=I=	=J=	=K=	=L=	=M=	=N=	=O=	=P=	=Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
MISCELLANEOUS	13 2.7	9 3.9	4 1.6	6 4.3	4 2.1	3 2.0	6 3.5	5 4.2	2 1.2	1 0.7	12 3.6	6 3.2	7 2.4	4 1.7	6 3.0	7 2.0	7 3.9
NOTHING/NO COMMENT/NONE	80 15.8	44 18.0	36 13.8	24 16.7	24 11.7	31 20.7	23 14.1	21 16.2	34 16.6	16 11.0	63 18.1	38 19.6	41 13.7	42 18.0	31 14.5	45 14.0	34 19.4
DON'T KNOW	20 3.9	5 2.2	14 5.5	10 6.7	8 3.7	2 1.5	5 3.2	6 4.4	9 4.3	9 5.9	11 3.1	10 5.3	9 3.1	6 2.7	9 4.2	15 4.6	5 2.7

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

3. AND WHAT IN YOUR LIFE MAKES YOU UNHAPPY?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
MONEY / FINANCIAL CONCERNS (I.E. TAXES, COST OF LIVING, GAS PRICES)	100 19.9	40 15.3	11 14.6	29 15.7	60 24.6 B	11 25.4	16 29.9 CD	10 25.3	23 21.5
SOCIAL ISSUES (I.E. RACISM, POVERTY, DRUGS, CRIME)	58 11.6	33 12.8	9 11.4	25 13.4	25 10.2	4 9.1	5 8.7	5 12.0	12 10.7
WORLD ISSUES (I.E. TERRORISM, WAR)	49 9.8	32 12.2	7 9.4	24 13.4 I	18 7.2	5 11.5	5 8.6	2 4.5	6 5.8
ILLNESS / HEALTHCARE / AGING / DEATH	46 9.1	20 7.8	6 7.8	14 7.8	26 10.5	5 12.6	5 10.2	4 9.7	11 10.1
OTHER PEOPLE (GEN. & SPECIFIC)	45 9.1	30 11.7 E	12 16.1 FH	18 9.8	15 6.3	1 3.1	5 10.0	1 2.9	8 7.0
CAREER / WORK ISSUES	40 8.0	22 8.7	8 10.3	15 8.0	18 7.3	3 7.8	5 9.2	4 9.1	6 5.6
FAMILY ISSUES	29 5.8	15 5.7	5 6.8	9 5.2	14 5.9	2 4.2	3 5.2	-	10 9.2
THE GOVERNMENT (GENERAL) / POLITICIANS	29 5.7	17 6.6	5 7.0	12 6.5	12 4.7	-	3 5.4	3 6.6	6 5.6
ENVIRONMENTAL ISSUES (I.E. POLLUTION, CLIMATE CHANGE, OVER CROWDING)	20 4.0	15 5.8 E	4 5.3	11 6.0	5 2.2	-	2 3.1	1 3.1	2 2.3
SPOUSAL OR PARTNER RELATIONSHIP ISSUES	18 3.6	7 2.9	1 0.9	7 3.7	11 4.4	-	1 1.9	1 3.1	8 7.8 C
BEING ALONE / LONELINESS	10 2.1	8 2.9	2 2.9	5 2.9	3 1.1	1 2.6	1 1.4	-	1 0.8
BAD WEATHER / RAINY DAYS	6 1.1	5 1.9	-	5 2.6	1 0.3	-	-	-	1 0.8
FRIEND ISSUES	3 0.6	-	-	-	3 1.2	-	-	1 3.6	2 1.5

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

3. AND WHAT IN YOUR LIFE MAKES YOU UNHAPPY?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
MISCELLANEOUS	13 2.7	9 3.4	2 3.2	6 3.5	5 1.9	2 5.0	-	-	3 2.4
NOTHING/NO COMMENT/NONE	80 15.8	34 13.1	11 14.6	23 12.4	46 18.8	8 17.5	6 11.8	11 26.9 D	21 19.8
DON'T KNOW	20 3.9	9 3.3	4 5.2	5 2.5	11 4.5	2 5.4	4 6.6	1 2.9	4 3.7

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

4. WHAT DO YOU DO WHEN YOU ARE UNHAPPY TO FEEL HAPPIER?

	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY		
	TOTAL	MALE	FEMALE	18-34 YEARS	35-54 YEARS	55+ YEARS	SINGLE NO CHILDREN	COUPLE NO CHILDREN	FAMILY	YES	NO	H.S. OR LESS	POST H.S.	<55K	\$55K+	YES	NO
	=A=	=B=	=C=	=D=	=E=	=F=	=G=	=H=	=I=	=J=	=K=	=L=	=M=	=N=	=O=	=P=	=Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
EXERCISE	106 21.1	46 18.8	60 23.3	27 18.5	56 26.8	23 15.1	27 16.6	30 23.6	46 22.3	38 25.6	65 18.8	35 17.8	68 22.4	41 17.6	51 23.9	67 20.8	38 21.5
SPEND TIME WITH / CALL A FRIEND	69 13.7	25 10.3	44 16.9 B	25 17.4 F	32 15.3 F	12 8.2	28 17.1 H	11 8.4	30 14.4	22 15.0	45 13.0	22 11.2	46 15.2	36 15.7	25 11.5	47 14.6	22 12.3
SPEND TIME WITH / TALK TO FAMILY/SPOUSE/PARTNER	60 11.9	23 9.5	37 14.1	17 11.8	30 14.7	12 8.2	7 4.6	14 11.2 G	38 18.6 G	37 25.1 K	22 6.4	26 13.3	34 11.2	21 8.9	35 16.5 N	44 13.5	16 9.2
MEDITATE / PRAY	55 10.9	26 10.6	29 11.1	17 12.0	17 8.4	20 13.3	16 10.1	14 11.2	24 11.7	19 13.0	35 10.1	17 8.8	37 12.4	21 9.3	28 13.0	30 9.3	23 13.2
GO OUTSIDE / ENJOY NATURE	53 10.5	30 12.4	23 8.8	14 9.9	22 10.6	17 11.1	19 11.9	14 11.1	20 9.6	15 9.8	38 11.0	22 11.5	30 10.1	27 11.6	23 10.8	34 10.5	19 10.7
HOBBIES	47 9.4	31 12.6 C	17 6.4	12 8.1	20 9.5	16 10.5	18 11.2	17 13.0 I	11 5.6	7 4.5	40 11.6 J	21 10.7	26 8.7	20 8.6	25 11.8	31 9.7	15 8.4
READ	37 7.3	11 4.5	26 9.9 B	8 5.9	15 7.4	13 8.4	16 9.8	9 7.0	12 5.8	9 5.7	28 8.0	9 4.6	27 9.1	24 10.3 O	8 3.6	21 6.4	16 9.1
RELAX (I.E. TAKE A BATH, STAY AT HOME, DON'T WATCH TV)	24 4.7	9 3.6	15 5.7	9 6.6	5 2.6	8 5.3	10 6.1	5 4.0	8 3.8	4 2.6	19 5.4	9 4.5	14 4.6	14 6.2	6 2.8	16 5.0	7 3.8
LISTEN TO MUSIC	23 4.7	11 4.6	12 4.8	11 7.6	7 3.1	6 4.0	12 7.1 H	2 1.5	10 4.9	6 4.0	17 5.0	12 6.1	11 3.8	15 6.4	8 4.0	13 4.0	10 5.9
WATCH TELEVISION / MOVIES	17 3.4	7 2.9	10 4.0	6 4.4	7 3.2	4 2.9	7 4.5	1 1.2	7 3.5	6 3.8	12 3.3	9 4.6	7 2.3	17 7.5	-	9 2.7	9 4.9
TRY TO KEEP BUSY (I.E. WORK AROUND THE HOUSE, CONCENTRATE ON CAREER)	14 2.9	5 2.2	9 3.5	6 3.8	4 2.2	4 2.9	4 2.8	3 2.3	7 3.5	5 3.1	10 2.8	5 2.6	9 3.1	7 2.9	7 3.2	13 4.0 Q	2 0.9
SHOP	14 2.7	5 1.9	9 3.4	7 4.6	3 1.6	4 2.5	4 2.5	3 2.2	7 3.3	6 4.0	8 2.2	4 2.1	9 3.1	2 1.0	9 4.1 N	8 2.4	6 3.2
DRINK	11 2.3	8 3.4	3 1.2	4 2.7	5 2.6	2 1.4	5 3.3	1 1.1	5 2.3	5 3.1	7 1.9	3 1.7	8 2.7	6 2.7	5 2.3	8 2.5	3 1.8

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

4. WHAT DO YOU DO WHEN YOU ARE UNHAPPY TO FEEL HAPPIER?

	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY		
	TOTAL	MALE	FEMALE	18-34 YEARS	35-54 YEARS	55+ YEARS	SINGLE NO CHILDREN	COUPLE NO CHILDREN	FAMILY	YES	NO	H.S. OR LESS	POST H.S.	<55K	\$55K+	YES	NO
	=A=	=B=	=C=	=D=	=E=	=F=	=G=	=H=	=I=	=J=	=K=	=L=	=M=	=N=	=O=	=P=	=Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
SLEEP	9 1.9	5 1.9	5 1.9	5 3.7 E	1 0.5	3 2.1	6 3.6	1 1.1	2 1.1	1 1.0	8 2.3	5 2.7	4 1.4	6 2.6	3 1.2	4 1.2	6 3.2
TAKE A HOLIDAY / DAY OFF / GET AWAY	8 1.7	6 2.4	3 1.0	1 0.8	4 2.1	3 2.0	2 1.4	5 4.0 I	1 0.5	-	8 2.4	3 1.5	6 1.9	1 0.3	7 3.2 N	6 1.9	2 1.3
EAT	7 1.5	2 0.7	6 2.2	2 1.1	4 2.1	1 0.9	6 3.8 I	-	1 0.6	1 0.8	6 1.8	3 1.7	4 1.3	3 1.4	3 1.5	6 1.7	2 1.0
VOLUNTEER WORK / HELP OTHERS	4 0.9	2 0.8	3 1.0	-	2 1.0	2 1.5	3 1.7	1 0.5	1 0.5	1 0.7	3 1.0	1 0.6	3 1.1	2 0.8	2 0.9	2 0.6	3 1.5
MISCELLANEOUS	17 3.4	9 3.7	8 3.2	4 2.8	11 5.3	2 1.5	4 2.5	7 5.3	6 3.1	4 2.8	13 3.7	8 4.1	9 3.1	6 2.7	8 4.0	12 3.7	5 2.9
NOTHING/NO COMMENT/NONE	56 11.1	33 13.5	23 8.8	7 5.2	21 10.1	27 18.2 DE	19 12.0	15 11.6	20 9.8	9 6.1	46 13.2 J	25 12.8	29 9.7	26 11.4	22 10.1	30 9.4	25 14.4
DON'T KNOW	28 5.7	15 6.2	13 5.2	5 3.8	15 7.4	8 5.1	12 7.5	6 4.9	10 4.9	7 4.4	22 6.3	8 4.3	20 6.6	12 5.3	8 3.9	20 6.1	9 4.9

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

4. WHAT DO YOU DO WHEN YOU ARE UNHAPPY TO FEEL HAPPIER?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
EXERCISE	106 21.1	49 19.0	18 23.6	31 17.1	57 23.3	7 16.5	10 19.1	10 26.5	29 26.9 D
SPEND TIME WITH / CALL A FRIEND	69 13.7	47 18.3 E	12 15.5 G	35 19.4 GI	22 8.9	7 16.1 G	2 3.6	3 6.6	10 9.4
SPEND TIME WITH / TALK TO FAMILY/SPOUSE/PARTNER	60 11.9	29 11.1	5 6.2	24 13.1	31 12.8	6 14.1	8 15.1	5 12.4	12 11.2
MEDITATE / PRAY	55 10.9	32 12.5	13 17.2	19 10.5	22 9.1	3 7.7	7 13.7	2 4.8	10 9.1
GO OUTSIDE / ENJOY NATURE	53 10.5	19 7.3	5 7.1	13 7.3	34 14.0 B	5 11.9	10 19.2 CD	4 11.2	14 13.3
HOBBIES	47 9.4	16 6.1	2 3.1	13 7.3	32 12.9 B	5 11.2	6 11.5	4 9.1	17 15.8 CD
READ	37 7.3	19 7.5	6 7.6	14 7.4	17 7.1	1 2.5	3 5.3	3 8.2	10 9.4
RELAX (I.E. TAKE A BATH, STAY AT HOME, DON'T WATCH TV)	24 4.7	14 5.4	2 2.5	12 6.5	10 4.0	3 7.2	2 2.8	2 5.3	3 2.9
LISTEN TO MUSIC	23 4.7	20 7.7 E	3 4.6	16 9.0 I	3 1.4	-	2 3.6	1 2.2	1 0.7
WATCH TELEVISION / MOVIES	17 3.4	9 3.3	-	9 4.7	9 3.6	1 2.6	3 5.1	-	5 4.6
TRY TO KEEP BUSY (I.E. WORK AROUND THE HOUSE, CONCENTRATE ON CAREER)	14 2.9	6 2.3	2 2.0	4 2.3	9 3.5	1 1.8	1 1.4	3 8.4	4 3.5
SHOP	14 2.7	9 3.5	1 1.8	8 4.3	4 1.8	1 1.7	-	-	4 3.4
DRINK	11 2.3	6 2.3	1 0.9	5 2.8	5 2.2	2 4.3	1 2.0	1 2.7	1 1.3
SLEEP	9 1.9	7 2.6	-	7 3.6	3 1.2	1 2.6	-	-	2 1.6

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

4. WHAT DO YOU DO WHEN YOU ARE UNHAPPY TO FEEL HAPPIER?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST / INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
TAKE A HOLIDAY / DAY OFF / GET AWAY	8 1.7	3 1.1	1 1.4	2 1.0	6 2.3	1 2.3	2 4.2	1 1.7	2 1.5
EAT	7 1.5	6 2.1	3 4.5	2 1.2	2 0.7	-	1 1.1	-	1 1.1
VOLUNTEER WORK / HELP OTHERS	4 0.9	1 0.4	-	1 0.6	3 1.4	2 4.3	1 1.2	-	1 0.8
MISCELLANEOUS	17 3.4	13 4.9	4 5.7	8 4.6	4 1.8	1 1.8	-	2 5.8	1 1.3
NOTHING/NO COMMENT/NONE	56 11.1	27 10.5	10 13.9	17 9.1	29 11.7	6 13.0	6 11.4	6 15.4	11 10.0
DON'T KNOW	28 5.7	12 4.6	5 6.4	7 3.9	17 6.8	2 4.8	4 7.9	3 7.5	7 6.7

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
 A) TO BE HANDSOME/BEAUTIFUL OR TO BE SUCCESSFUL IN YOUR CAREER?

	TOTAL =A=	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY	
		MALE =B=	FEMALE =C=	18-34 YEARS =D=	35-54 YEARS =E=	55+ YEARS =F=	SINGLE NO CHILDREN =G=	COUPLE NO CHILDREN =H=	FAMILY =I=	YES =J=	NO =K=	H.S. OR LESS =L=	POST H.S. =M=	<55K =N=	\$55K+ =O=	YES =P=	NO =Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
SUCCESSFUL IN YOUR CAREER	410 81.7	198 81.5	212 81.8	121 84.5	173 83.6	115 76.1	124 76.8	107 83.9	172 84.3	128 85.7	279 79.9	158 81.1	249 82.3	179 77.5	181 84.9 N	275 85.0 Q	132 75.2
HANDSOME/BEAUTIFUL	44 8.7	22 9.0	22 8.4	15 10.4	15 7.4	13 8.9	14 8.6	5 4.0	23 11.3 H	15 9.9	29 8.3	23 11.9 M	20 6.7	20 8.7	19 8.9	22 6.8	21 12.2 P
DON'T KNOW	49 9.7	23 9.6	25 9.8	7 5.1	19 9.0	23 15.0 D	24 14.6 I	15 12.1 I	9 4.4	7 4.4	41 11.8 J	14 7.0	33 11.0	32 13.7 O	13 6.2	26 8.2	22 12.6

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
 A) TO BE HANDSOME/BEAUTIFUL OR TO BE SUCCESSFUL IN YOUR CAREER?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
SUCCESSFUL IN YOUR CAREER	410 81.7	207 80.2	57 75.0	150 82.3	203 83.2	32 74.2	45 83.7	30 77.1	96 88.9 CF
HANDSOME/BEAUTIFUL	44 8.7	27 10.6	10 12.7 G	18 9.7	16 6.6	4 8.6	1 2.4	5 13.6 G	6 5.4
DON'T KNOW	49 9.7	24 9.2	9 12.3	14 7.9	25 10.1	8 17.2 I	7 13.9	4 9.2	6 5.7

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Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
 B) TO BE RICH OR TO BE THIN?

	GENDER			AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY	
	TOTAL =A=	MALE =B=	FEMALE =C=	18-34 YEARS =D=	35-54 YEARS =E=	55+ YEARS =F=	SINGLE NO CHILDREN =G=	COUPLE NO CHILDREN =H=	FAMILY =I=	YES =J=	NO =K=	H.S. OR LESS =L=	POST H.S. =M=	<55K =N=	\$55K+ =O=	YES =P=	NO =Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
RICH	282 56.2	146 60.1	136 52.4	99 68.9	118 EF57.2	64 F 42.4	84 51.8	60 47.0	135 66.1 GH	93 62.5	187 53.8	109 55.8	172 57.0	122 52.7	133 62.0 N	199 61.6 Q	81 46.1
THIN	145 29.0	62 25.7	83 32.1	29 20.0	56 26.9	61 40.6 DE	51 31.7	41 32.2	48 23.7	39 26.2	104 29.9	60 30.8	83 27.6	80 34.5 O	51 23.7	76 23.5	70 39.6 P
DON'T KNOW	75 14.9	34 14.2	40 15.5	16 11.1	33 15.9	26 17.1	27 16.5	26 20.8 I	21 10.2	17 11.3	57 16.3	26 13.5	47 15.5	30 12.8	31 14.3	48 15.0	25 14.3

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 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
 B) TO BE RICH OR TO BE THIN?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
RICH	282 56.2	153 59.3	45 60.1	108 58.9	129 52.9	27 62.4	29 54.0	18 46.0	55 50.9
THIN	145 29.0	66 25.7	15 19.9	51 28.2	79 32.4	13 29.2	15 28.0	16 41.2 C	35 32.6
DON'T KNOW	75 14.9	39 15.0	15 20.0	24 12.9	36 14.8	4 8.4	10 18.0	5 12.8	18 16.5

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
 C) TO HAVE POEPLA SAY YOU'RE FUNNY OR SAY YOU'RE SMART?

	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY		
	TOTAL =A=	MALE =B=	FEMALE =C=	18-34 YEARS =D=	35-54 YEARS =E=	55+ YEARS =F=	SINGLE NO CHILDREN =G=	COUPLE NO CHILDREN =H=	FAMILY =I=	YES =J=	NO =K=	H.S. OR LESS =L=	POST H.S. =M=	<55K =N=	\$55K+ =O=	YES =P=	NO =Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
SMART	273 54.5	125 51.5	148 57.3	72 50.1	126 60.9	74 49.4	78 48.4	67 52.5	125 60.9 G	95 63.8 K	177 50.8	100 51.5	171 56.5	120 52.1	126 58.9	182 56.3	91 51.6
FUNNY	171 34.0	90 37.1	81 31.2	60 41.6 E	62 30.1	49 32.5	63 39.0	40 31.7	64 31.4	47 31.4	122 34.9	76 38.9	94 31.1	84 36.3	66 31.1	109 33.6	60 34.3
DON'T KNOW	58 11.5	28 11.4	30 11.6	12 8.3	19 9.0	27 18.0 DE	20 12.6	20 15.9 I	16 7.6	7 4.8	50 14.3 J	19 9.6	37 12.4	27 11.6	21 10.0	33 10.2	25 14.1

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
 C) TO HAVE POEPL E SAY YOU'RE FUNNY OR SAY YOU'RE SMART?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
SMART	273 54.5	143 55.4	37 49.0	106 58.0	131 53.5	23 51.6	26 48.9	21 53.3	61 56.7
FUNNY	171 34.0	86 33.4	24 31.6	62 34.1	85 34.7	17 39.3	20 37.2	14 34.7	34 31.6
DON'T KNOW	58 11.5	29 11.2	15 19.4	14 7.9	29 11.7	4 9.2	7 13.9	5 12.0	12 11.6

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
D) TO HAVE INNER PEACE OR TO HAVE MATERIAL WEALTH?

	GENDER		AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY		
	TOTAL =A=	MALE =B=	FEMALE =C=	18-34 YEARS =D=	35-54 YEARS =E=	55+ YEARS =F=	SINGLE NO CHILDREN =G=	COUPLE NO CHILDREN =H=	FAMILY =I=	YES =J=	NO =K=	H.S. OR LESS =L=	POST H.S. =M=	<55K =N=	\$55K+ =O=	YES =P=	NO =Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	243 100.0	259 100.0	143 100.0	207 100.0	151 100.0	161 100.0	127 100.0	204 100.0	149 100.0	349 100.0	195 100.0	303 100.0	231 100.0	214 100.0	323 100.0	176 100.0
INNER PEACE	444 88.5	201 82.5	244 94.1 B	124 86.2	187 90.1	133 88.3	144 89.0	115 90.3	179 87.4	139 92.7	303 86.9	166 85.5	275 90.9	205 88.8	190 88.8	283 87.6	158 90.0
MATERIAL WEALTH	43 8.6	32 13.3 C	11 4.2	13 9.0	17 8.3	13 8.7	14 8.7	10 7.7	18 9.0	8 5.6	34 9.7	23 11.8 M	18 6.1	20 8.8	16 7.4	30 9.3	13 7.5
DON'T KNOW	15 2.9	10 4.2	4 1.7	7 4.7	3 1.6	4 3.0	4 2.3	3 2.0	7 3.6	2 1.6	12 3.5	5 2.8	9 3.0	6 2.4	8 3.8	10 3.1	4 2.5

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
 D) TO HAVE INNER PEACE OR TO HAVE MATERIAL WEALTH?

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
INNER PEACE	444 88.5	216 83.5	61 81.4	154 84.4	229 93.8 B	40 91.0	50 94.0 C	39 98.3 CD	100 93.2 CD
MATERIAL WEALTH	43 8.6	32 12.4 E	9 11.7 I	23 12.7 HI	11 4.6	4 9.0	3 4.8	1 1.7	4 3.8
DON'T KNOW	15 2.9	11 4.1	5 6.9	5 3.0	4 1.6	-	1 1.2	-	3 3.0

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
SUMMARY

	GENDER			AGE			HOUSEHOLD COMPOSITION			CHILDREN UNDER 18 AT HOME		EDUCATION		HOUSHOLD INCOME		EMPLOYED FOR PAY	
	TOTAL	MALE	FEMALE	18-34 YEARS	35-54 YEARS	55+ YEARS	SINGLE NO CHILDREN	COUPLE NO CHILDREN	FAMILY	YES	NO	H.S. OR LESS	POST H.S.	<55K	\$55K+	YES	NO
	=A=	=B=	=C=	=D=	=E=	=F=	=G=	=H=	=I=	=J=	=K=	=L=	=M=	=N=	=O=	=P=	=Q=
TOTAL INTERVIEWS (ACTUAL)	502	246	256	109	189	203	167	141	186	130	368	200	297	234	209	305	194
TOTAL INTERVIEWS (WEIGHTED)	502	243	259	143	207	151	161	127	204	149	349	195	303	231	214	323	176
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO HAVE INNER PEACE	444	201	244	124	187	133	144	115	179	139	303	166	275	205	190	283	158
	88.5	82.5	94.1 B	86.2	90.1	88.3	89.0	90.3	87.4	92.7	86.9	85.5	90.9	88.8	88.8	87.6	90.0
TO BE SUCCESSFUL IN YOUR CAREER	410	198	212	121	173	115	124	107	172	128	279	158	249	179	181	275	132
	81.7	81.5	81.8	84.5	83.6	76.1	76.8	83.9	84.3	85.7	79.9	81.1	82.3	77.5	84.9 N	85.0 Q	75.2
TO BE RICH	282	146	136	99	118	64	84	60	135	93	187	109	172	122	133	199	81
	56.2	60.1	52.4	68.9	EF57.2 F	42.4	51.8	47.0	66.1 GH	62.5	53.8	55.8	57.0	52.7	62.0 N	61.6 Q	46.1
TO HAVE PEOPLE SAY YOU'RE SMART	273	125	148	72	126	74	78	67	125	95	177	100	171	120	126	182	91
	54.5	51.5	57.3	50.1	60.9	DF49.4	48.4	52.5	60.9 G	63.8 K	50.8	51.5	56.5	52.1	58.9	56.3	51.6
TO HAVE PEOPLE SAY YOU'RE FUNNY	171	90	81	60	62	49	63	40	64	47	122	76	94	84	66	109	60
	34.0	37.1	31.2	41.6 E	30.1	32.5	39.0	31.7	31.4	31.4	34.9	38.9	31.1	36.3	31.1	33.6	34.3
TO BE THIN	145	62	83	29	56	61	51	41	48	39	104	60	83	80	51	76	70
	29.0	25.7	32.1	20.0	26.9	40.6 DE	31.7	32.2	23.7	26.2	29.9	30.8	27.6	34.5 O	23.7	23.5	39.6 P
TO BE HANDSOME/BEAUTIFUL	44	22	22	15	15	13	14	5	23	15	29	23	20	20	19	22	21
	8.7	9.0	8.4	10.4	7.4	8.9	8.6	4.0	11.3 H	9.9	8.3	11.9 M	6.7	8.7	8.9	6.8	12.2 P
TO HAVE MATERIAL WEALTH	43	32	11	13	17	13	14	10	18	8	34	23	18	20	16	30	13
	8.6	13.3 C	4.2	9.0	8.3	8.7	8.7	7.7	9.0	5.6	9.7	11.8 M	6.1	8.8	7.4	9.3	7.5
NONE OF THE ABOVE	5	3	2	1	2	2	1	2	2	1	4	-	5	1	3	5	-
	1.0	1.2	0.8	0.9	1.0	1.1	0.8	1.5	0.9	0.7	1.2		1.7	0.5	1.4	1.6	

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ
Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

5. WHICH OF THE FOLLOWING TWO THINGS WOULD MAKE YOU HAPPIER:
SUMMARY

	GVRD				OUTSIDE GVRD				
	TOTAL A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	502	256	73	183	246	45	56	39	106
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	258 100.0	76 100.0	183 100.0	244 100.0	44 100.0	53 100.0	40 100.0	107 100.0
TO HAVE INNER PEACE	444 88.5	216 83.5	61 81.4	154 84.4	229 93.8 B	40 91.0	50 94.0 C	39 98.3 CD	100 93.2 CD
TO BE SUCCESSFUL IN YOUR CAREER	410 81.7	207 80.2	57 75.0	150 82.3	203 83.2	32 74.2	45 83.7	30 77.1	96 88.9 CF
TO BE RICH	282 56.2	153 59.3	45 60.1	108 58.9	129 52.9	27 62.4	29 54.0	18 46.0	55 50.9
TO HAVE PEOPLE SAY YOU'RE SMART	273 54.5	143 55.4	37 49.0	106 58.0	131 53.5	23 51.6	26 48.9	21 53.3	61 56.7
TO HAVE PEOPLE SAY YOU'RE FUNNY	171 34.0	86 33.4	24 31.6	62 34.1	85 34.7	17 39.3	20 37.2	14 34.7	34 31.6
TO BE THIN	145 29.0	66 25.7	15 19.9	51 28.2	79 32.4	13 29.2	15 28.0	16 41.2 C	35 32.6
TO BE HANDSOME/BEAUTIFUL	44 8.7	27 10.6	10 12.7 G	18 9.7	16 6.6	4 8.6	1 2.4	5 13.6 G	6 5.4
TO HAVE MATERIAL WEALTH	43 8.6	32 12.4 E	9 11.7 I	23 12.7 HI	11 4.6	4 9.0	3 4.8	1 1.7	4 3.8
NONE OF THE ABOVE	5 1.0	5 2.0	3 3.7	2 1.3	-	-	-	-	-

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

DISTRIBUTION OF INTERVIEWS: GENDER/ AGE/ REGION

	TOTAL ACTUAL -----	TOTAL WEIGHTED -----
TOTAL INTERVIEWS (ACTUAL)	502	502
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	502 100.0
GENDER -----		
MALE	246 49.0	243 48.5
FEMALE	256 51.0	259 51.5
AGE ---		
18-24	40 8.0	58 11.5
25-34	69 13.7	85 17.0
35-44	100 19.9	108 21.6
45-54	89 17.7	99 19.7
55-64	94 18.7	63 12.5
65+	109 21.7	88 17.5
REFUSED	1 0.2	1 0.2

(CONTINUED)
T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

DISTRIBUTION OF INTERVIEWS: GENDER/ AGE/ REGION

	TOTAL ACTUAL -----	TOTAL WEIGHTED -----
TOTAL INTERVIEWS (ACTUAL)	502	502
TOTAL INTERVIEWS (WEIGHTED)	502 100.0	502 100.0
REGION -----		
CAPITAL REGION	45 9.0	44 8.7
SOUTH COAST/BALANCE OF ISLAND	56 11.2	53 10.6
NORTH COAST/INTERIOR	39 7.8	40 7.9
SOUTH INTERIOR	106 21.1	107 21.4
BALANCE VANCOUVER CMA	183 36.5	183 36.4
CITY OF VANCOUVER	73 14.5	76 15.0

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI