

May 2005

YWCA Women of Distinction 2nd Annual Survey



MUSTEL GROUP
MARKET RESEARCH

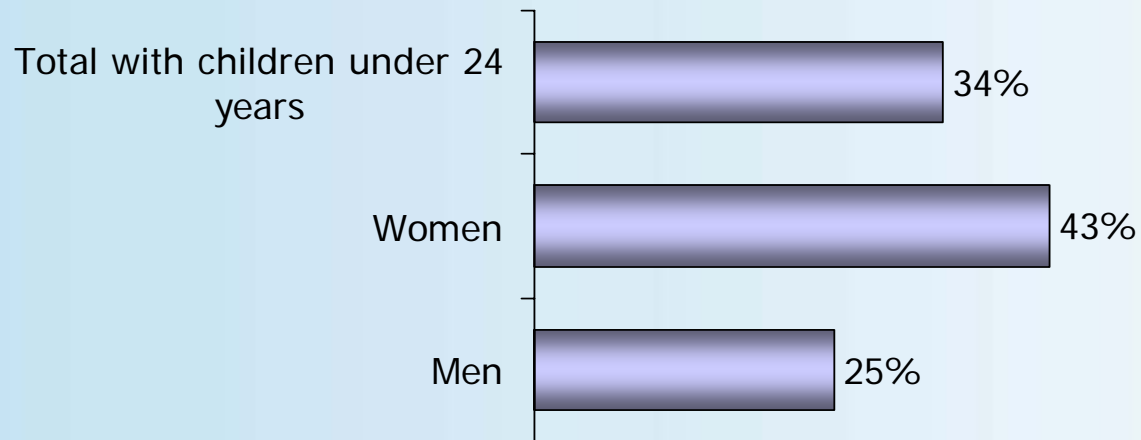


➤ Methodology

- ❖ Telephone survey of 624 BC adults 18 years of age or over
- ❖ Households with children under the 19 years of age identified.
- ❖ Margin of error on total sample: +/-4%, 19 times out of 20
- ❖ Interviews conducted April 5 to 12, 2005

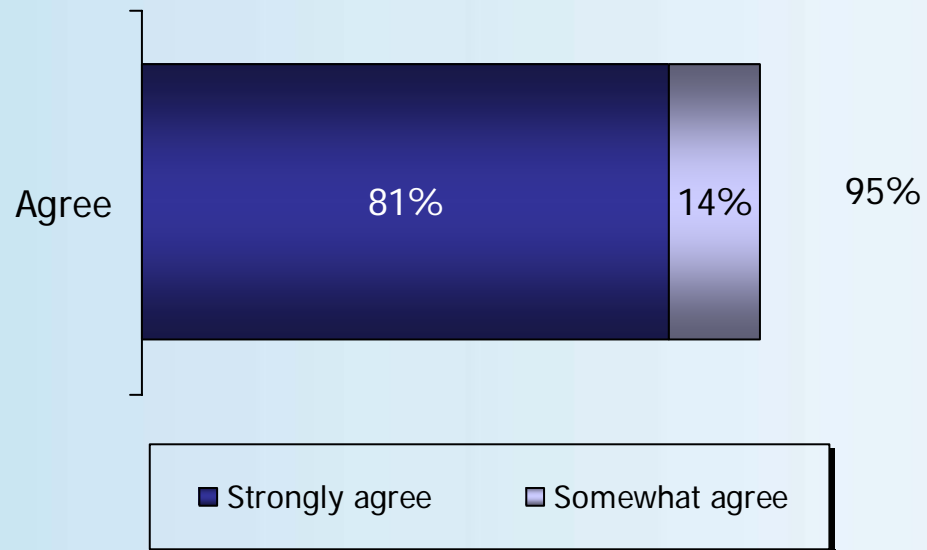


▶ Per Cent Have Difficulty Making Arrangements for Child Care



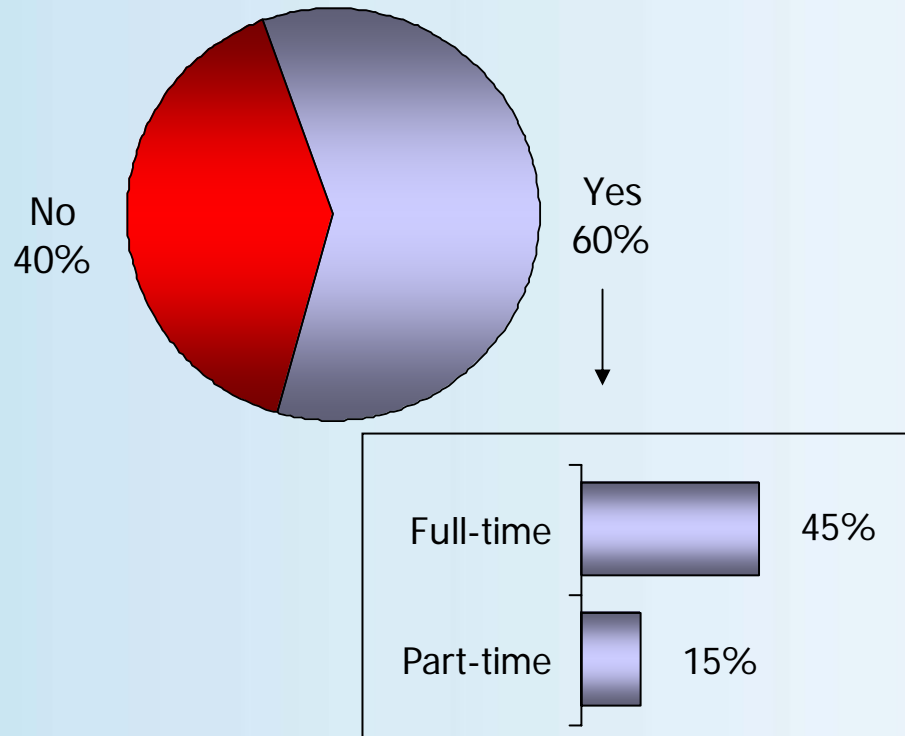


➤ Agreement That There Should be Standards to Ensure Safe and Stimulating Learning and Care



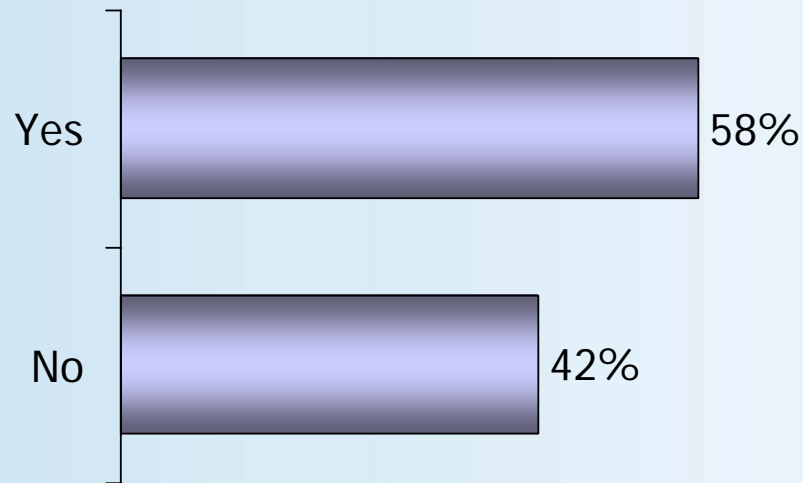


➤ Employed Outside the Home Full-Time or Part-Time



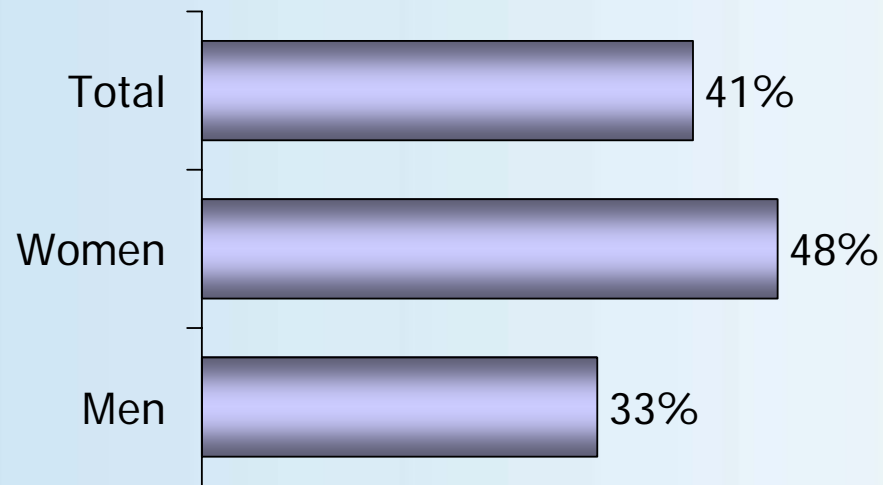


➤ Consider Workplace a Family Friendly Environment - Among Those Working w/ Children



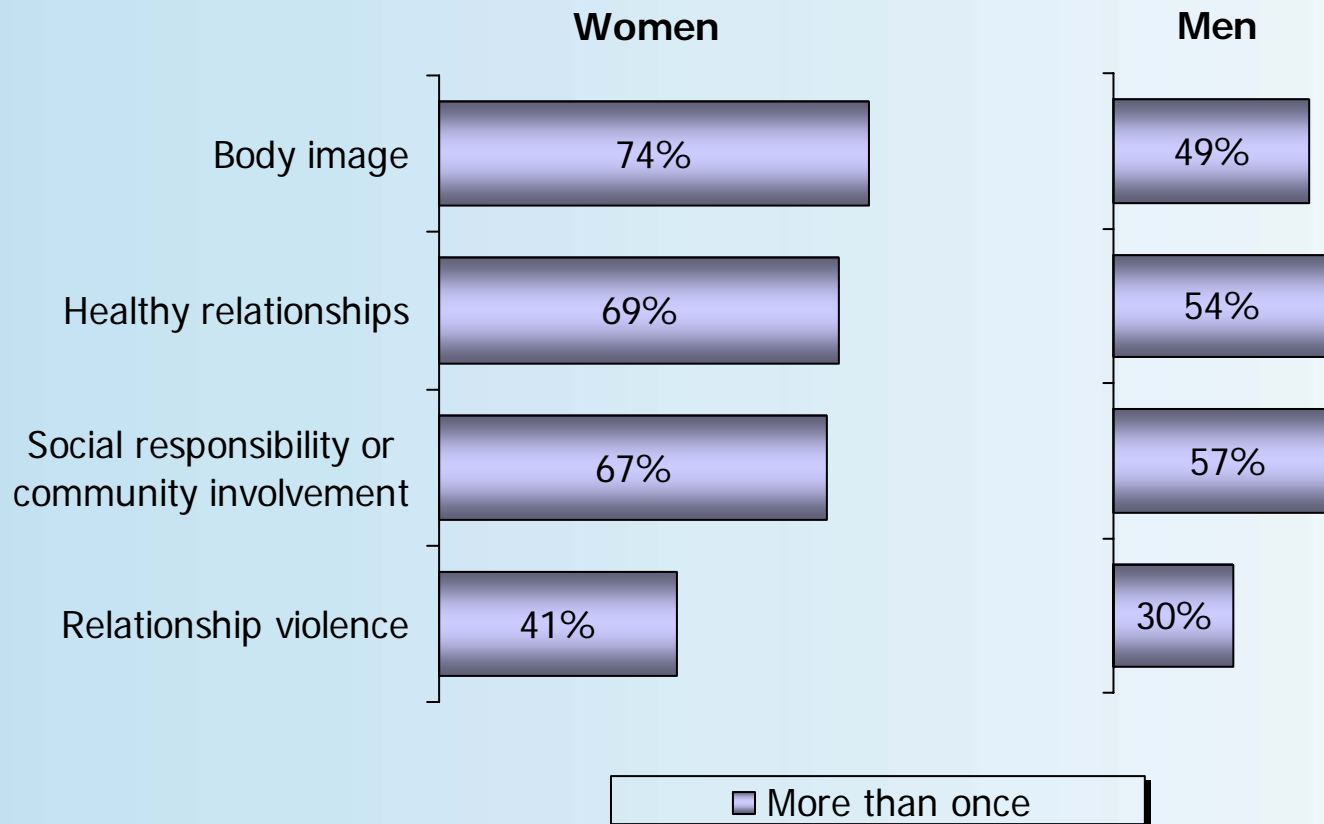


► Per Cent Consider Themselves Mentor to Female 10-18 yrs



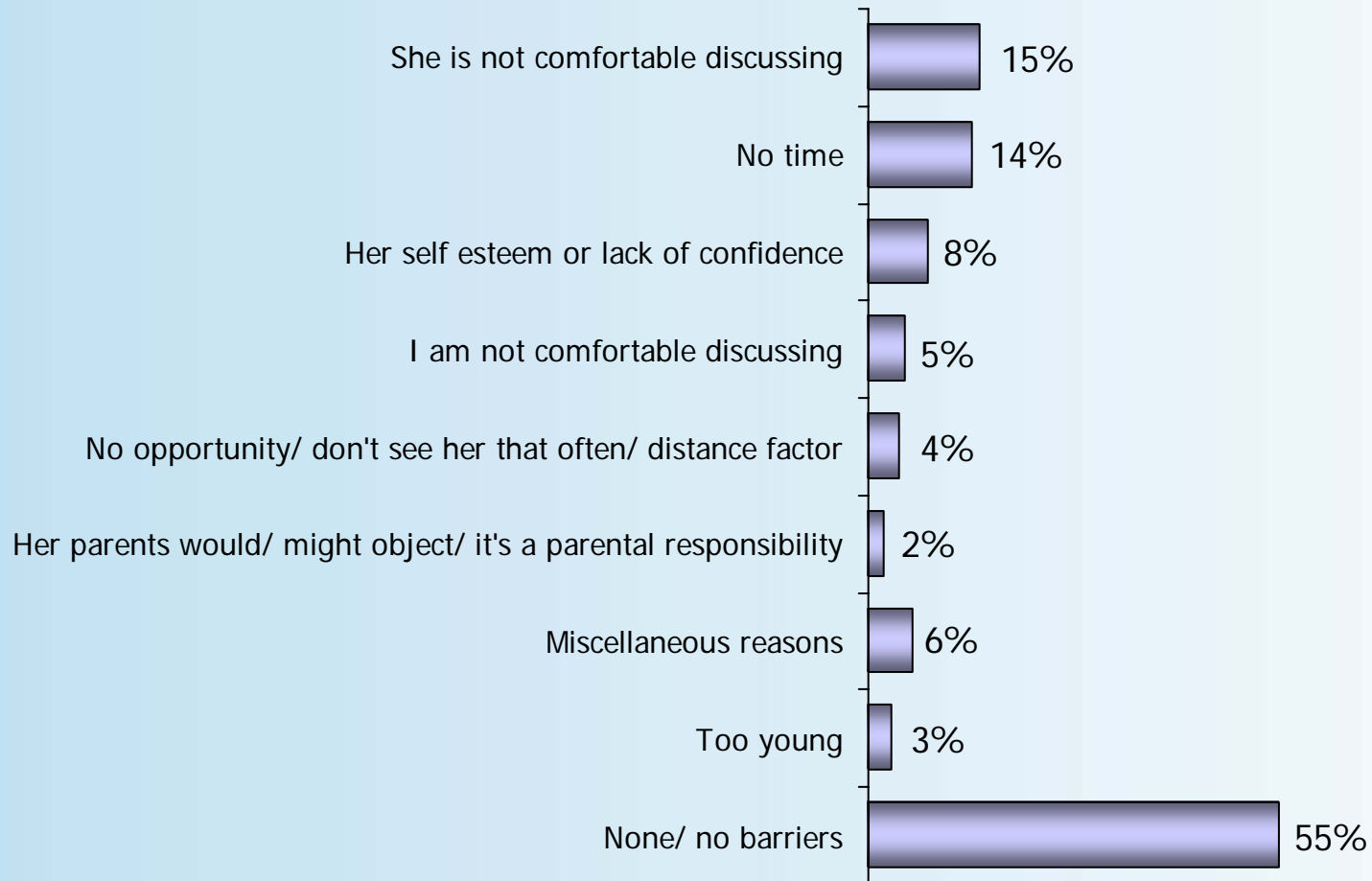


➤ Frequency of Discussions on Social Issues



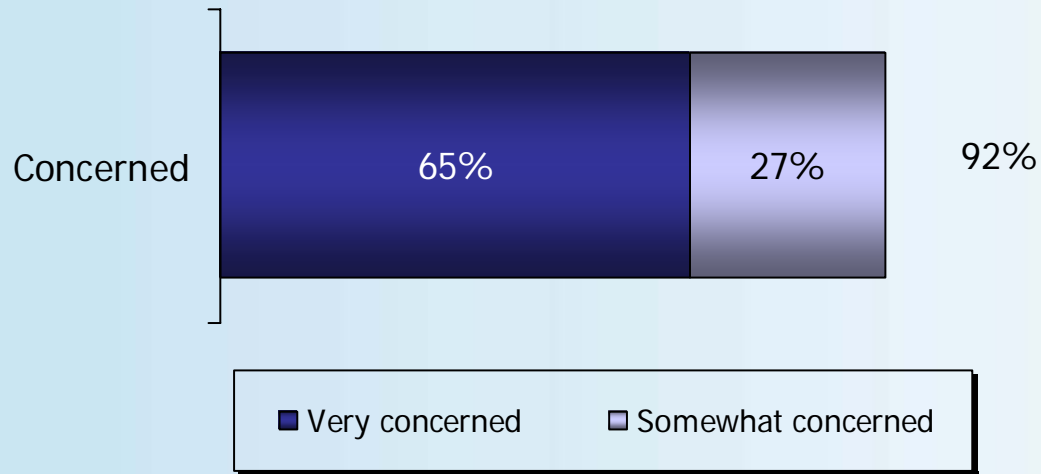


➤ Barriers that Prevent Discussions



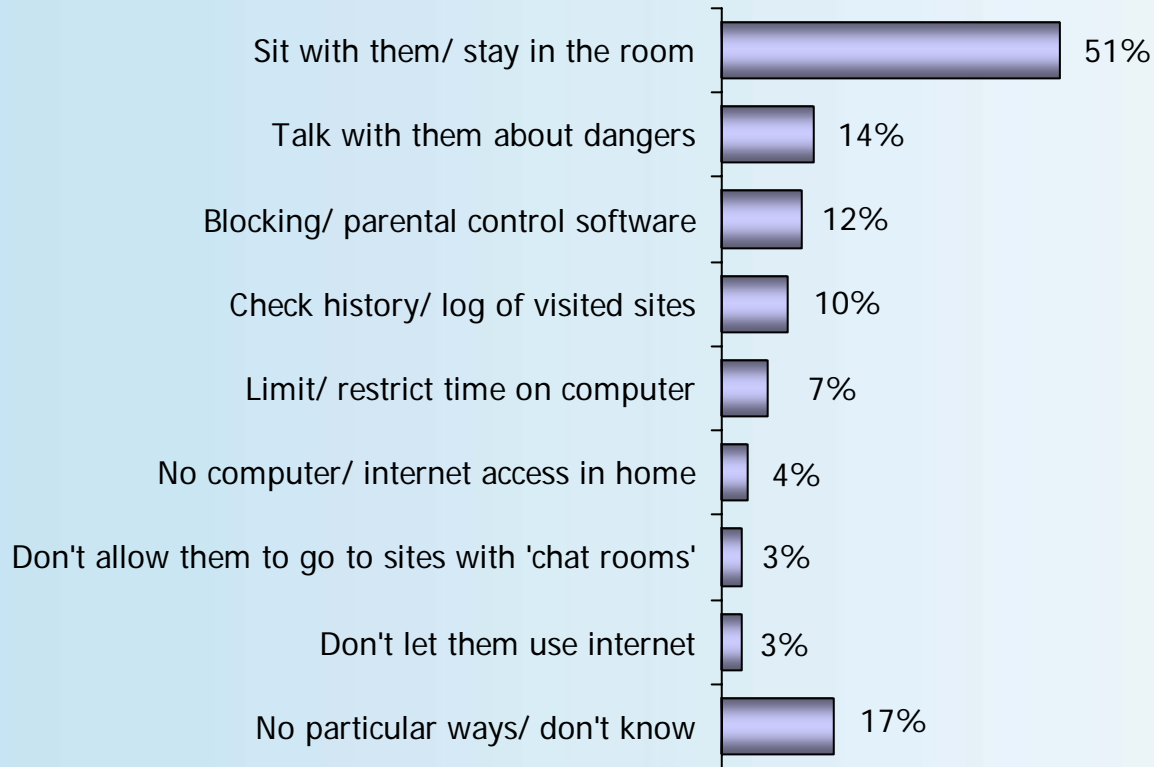


➤ Concern About Children's Use of Internet



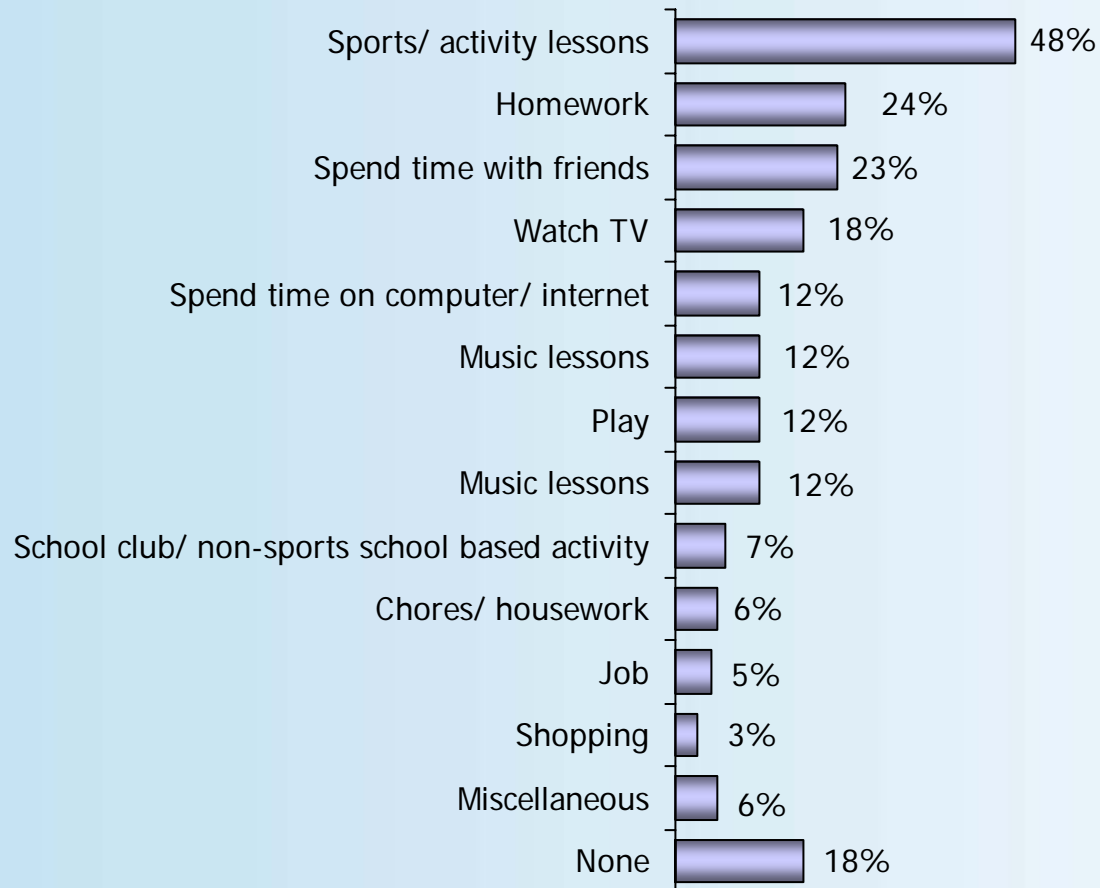


► How Monitor Children's Use of On-line Services





➤ Activities of Female Children After School





► Demographics

	Total Interviews (624) %
Gender	
Male	49
Female	51
Age	
18-34 years	29
35-54 years	41
55 years of better	30
Region	
GVRD	51
Capital Region	9
Balance Vancouver Island/ South Coast	11
Southern Interior	21
Northern Interior	8
Children in Household	
Children under 14 years	27
Children 14-18 years	11