

# CANADIANS RATE HAVING CLOSE FRIENDS AND A CAREER THEY ENJOY AS MORE IMPORTANT FOR A FULFILLING LIFE THAN HAVING CHILDREN

FEBRUARY 29, 2024

## JOB AND FRIENDS ARE KEY TO A FULFILLING LIFE

As Canadian fertility rates hit lowest levels since records began, Canadians currently see having an enjoyable career and having close friends as more important to leading a fulfilling life than having children, including Canadians with kids in their household. In fact, three in ten Canadians overall (30%) rate having children as *not important*. Being married falls to the bottom of the list.

**In general, how important is each of the following in order for you to live a fulfilling life?**

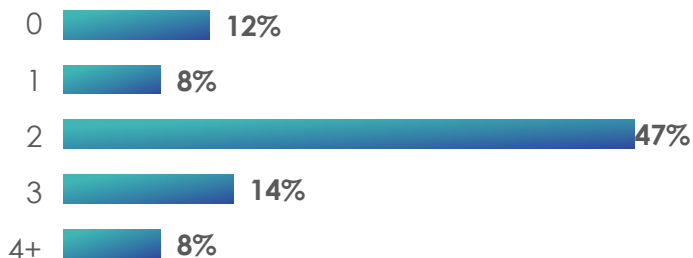
% EXTREMELY/VERY/SOMEWHAT IMPORTANT



## FINANCIAL CONCERNS CITED FOR WHY CANADIANS EXPECT TO HAVE FEWER THAN IDEAL NUMBER OF KIDS

Almost half of Canadians say 2 is the ideal number of children to have, yet three in ten expect to have fewer children than their ideal number in their lifetime, higher among Millennials (37%). Just over half think they will have their perfect number.

**What is the ideal number of children to have?**



**51%** Expect to have their "ideal number" of children.

**31%** Expect to have fewer children than their "ideal number" of children during their lifetime.

Among those who said they expected to have fewer than their ideal number of children in their lifetime, four in ten (38%) say their main reason for this is due to finances. Three in ten (32%) say they are too old. Just over one-quarter cite lack of affordable housing (27%) and medical reasons (27%), while 21% say they "just don't want to."

# ABOUT THIS MEDIA RELEASE

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## ABOUT THE STUDY

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These are some of the findings of an Ipsos poll between February 16 and 20, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.8$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. 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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