

For Immediate Release

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## **What's at the Heart of the Canadian Family?**

**OTTAWA:** According to 77% of Canadians, raising a family is more difficult today than it was a generation ago. In a study released by the Institute of Marriage and Family Canada (IMFC), almost 4000 Canadians at key lifestages were asked about their perceptions of family life today.

“This is one of the most complete pictures of Canadian family life and the material and value based challenges that go with it,” stated Dave Quist, IMFC’s Executive Director.

There have been a variety of changes to the structure of the North American family. Not all of these changes have had positive outcomes. Not surprisingly, the biggest challenge at almost every stage of life is financial. The biggest disagreement within a relationship is child discipline – only 15% of couples are able to agree on how to carry this out. But a clear majority of families also place a high importance on resolving spousal conflict and passing on moral values was a priority for 9 out of 10 Canadian parents.

This study presents a comprehensive snapshot of the debates at the heart of the Canadian family. “Politicians, social agencies, non-governmental organizations and other decision makers will all learn from the data, especially as it relates to the moral health and wellbeing of children,” closed Quist.

The research was completed by Sensus Research Inc. one of the largest privately owned and operated marketing research firms in Western Canada.

The full results of the survey are available on-line at [www.imfcanada.org](http://www.imfcanada.org).

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