

May 16th 2008

The Modern Canadian Male: 96% eat meat, 98% avoid yoga

A new Canadian Press Harris/Decima survey explores some of the lifestyle behaviours embraced by Canadian men today.

The results reveal:

- Three quarters of Canadian men are trying to eat less fat (76%). Two thirds are trying to eat more fibre (67%) and less salt (63%). Most are trying to reduce their calorie intake (57%).
- One in three are trying to eat more organic foods (32%). 4% are vegetarians today, and another 6% were at some point in the past.
- One in three say they use after shave or cologne on a regular basis, including 53% of those under the age of 25. 7% have taken a medication for erectile dysfunction, such as Viagra or Cialis, including 14% of men over the age of 50. 3% have used a medication to prevent hair loss, a number that declines with age.
- 2% practice yoga today, and four times that number (9%) tried it in the past.

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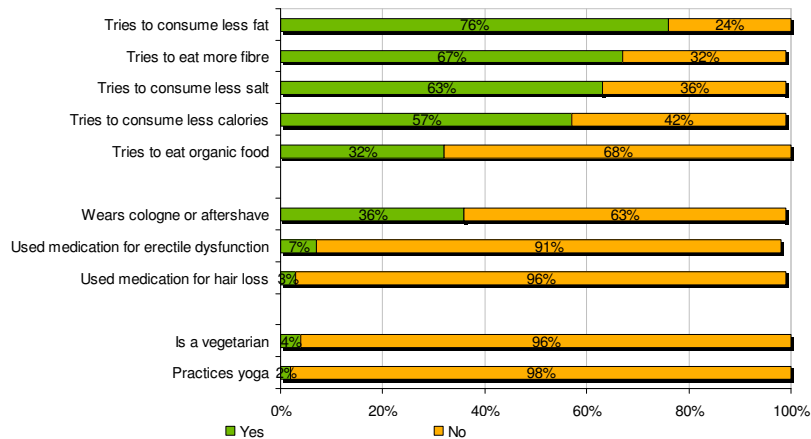
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The Modern Canadian Man



According to Harris Decima President Bruce Anderson, “As Canadian men get older some worry less about hair loss and more about sexual capacity. That fully one in 7 men over the age of 50 report taking ED medications reveals how large a market has developed for these products in a relatively short period of time. While women may outpace men in these respects, the typical Canadian man today is trying to improve their nutrition. When it comes to a meditative pursuit like yoga, 6 women practice yoga regularly for every man who does.”

Each week, Harris/Decima interviews just over 1000 Canadians through teleVox, the company's national omnibus survey. These data were gathered February 21st thru 24th 2008. The poll's margin of error is 3.1%, 19 times out of 20.