

## Paper anniversary challenges

**TORONTO, February 6, 2024**—A [Maru Public Opinion](#) survey conducted for Kruger Products, Canada’s leading paper manufacturer of Cashmere®, Purex®, Scotties®, and SpongeTowels® finds that by the time married or common law/civil partnership couples commemorate their first year “paper anniversary” of living together, just over three quarters (77%) said they faced challenges topped by managing money (27%), adjusting to living together (25%), and communication (22%). But what’s also apparent is that getting along with their partner’s family (13%) was also experienced by many while one quarter (23%) lived in relative bliss.

### Challenges first year of marriage

A majority (77%) of Canadians who have been in either a current/previous marriage or common law/civil partnership, admit to having challenges during their first year of “togetherness”. Reflecting on having achieved their first year “paper anniversary”, those Canadians admitted the top challenges they’d experienced in that first year included:

- Managing money (27%)
- Adjusting to living together (25%)
- Communication (22%)
- Work-life balance (20%)
- House chores (17%)
- Getting along with their partner’s family (13%)
- Raising kids (13%)
- Differences in eating/cooking (9%)
- Differences in values or beliefs (8%)
- Other (2%)
- None of the above (23%)

And, while couples agreed on most of those ranked challenges, it was men who were more likely to cite a work-life balance as a challenge (22% versus women 18%) compared to women who believed communication (26% versus men 18%) caused some friction.

But where the biggest differences accumulated was in the comparison of the age groupings, with the youngest partnered Canadians (aged 18-34)—the closest to having experienced their first “paper anniversary”—who ranked communication (35%), managing money (31%), raising kids (28%), work-life balance (22%), and house chores (22%), as the highest on their conflict list among all age groups. In that respect, their top ranked categories were only exceeded by those who are the oldest (aged 55+) concerning the adjustment to living together/sharing common spaces (31%), and those who are middle aged (35-54) who they tie with on the ability to get along with their partner’s family (16%), and differences in eating/cooking (10%).

## Methodology

These are the findings from [Maru Public Opinion](#) online panel survey undertaken by its sample and data collection experts at [Maru/Blue](#) from January 8-9, 2024, among a random selection of 1,026 adult Canadians who are either married, living in a common law relationship/civil partnership, separated, divorced, or widowed and are [Maru Voice Canada](#) panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 3.1%, 19 times out of 20. Respondents could respond in either English or French. Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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