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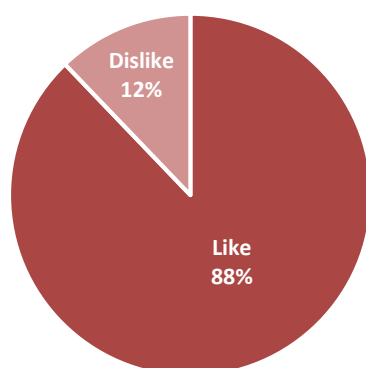
Most Canadians enjoy the holidays

Toronto, December 17th – In a random sampling of public opinion taken by The Forum Poll™ among 1601 Canadians, 18 years of age or older, the plurality (TOP2: 88%) say they like the holidays, with almost two-thirds (61%) saying they strongly like them. About 1-in-10 (BTM2: 12%) dislike the holidays, with about half of those (5%) saying they strongly dislike the holidays.

Those respondents more likely to enjoy the holidays include the young (93%), females (90%), those who completed college or university (92%), those earning \$40,000 to \$60,000 (92%), \$60,000 to \$80,000 (91%), \$80,000 to \$100,000 (89%), the wealthiest (89%), and those living in Manitoba/Saskatchewan (93%), Quebec (91%), and Atlantic Canada (90%).

Those respondents least likely to enjoy the holidays include the oldest (15%), those aged 35 to 44 (14%), 45 to 54 (14%), and 55 to 64 (13%), males (14%), those with some college or university education (16%), those with secondary school or less (14%), those earning \$20,000 or less (19%), those earning \$20,000 to \$40,000 (16%), and those living in Ontario (15%), Alberta (14%) and British Columbia (12%).

How do you feel about the holidays?



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“For most, the holidays are a season to be spent with family,” said Dr. Lorne Bozinoff, President of Forum Research. “Many Canadians also say that the holidays are stress free, which may come as a surprise to anyone shopping on December 24th...”



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Holiday stress? Not really.

A majority of respondents (BTM2: 57%) do not consider the holidays to be stressful, with one-fifth (19%) saying they are not stressful at all.

About 4 in 10 (TOP2: 43%) say the holidays are stressful, but only 1 in 10 (11%) say they are very stressful.

The plurality celebrates the holidays

9-in-10 (91%) Canadians celebrate the holidays. A little less than 1-in-10 (9%) does not.

Those respondents more likely to celebrate the holidays include the young (95%), those aged 45 to 54 (92%), those with children (95%), those with some college or university education (91%), those who completed college or university (94%), those earning \$80,000 to \$100,000 (98%), \$60,000 to \$80,000 (96%), and the wealthiest (95%), those living in Manitoba/Saskatchewan (94%), Alberta (94%), British Columbia (94%), and Atlantic Canada (92%).

Most will also celebrate the arrival of 2019

About two-thirds (65%) say they celebrate New Year's Eve. 4-in-10 (41%) will celebrate at their home with friends, and nearly 3-in-10 (28%) will celebrate at the home of friends.

About 1 in 10 (9%) say they will be out at a bar, restaurant, or banquet hall.

Few say they'll go to a public event (4%) or on vacation (3%).

About one-sixth (15%) have other plans.

Those respondents more likely to celebrate NYE include the youngest (77%), males (68%), those with children (71%), those with post-graduate degrees (71%), those earning \$100,000 to \$250,000 (77%), and those living in British Columbia (69%), Quebec (69%), and Alberta (67%).

The holiday season is about family

The majority of respondents (83%) will be spending the holiday season with family. A little less than 1-in-10 (9%) will be spending it with friends.

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1 in 20 (5%) say they'll be by themselves during the holiday, while few (1%) say they're planning to escape the holidays altogether, or spend it with someone else (1%).

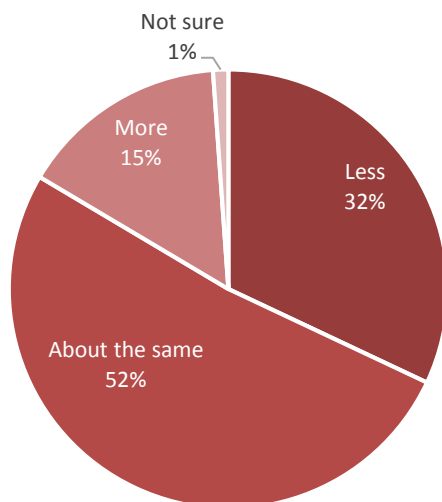
Those respondents more likely to spend it with family include those aged 45 to 54 (88%) and 55 to 64 (85%), females (89%), those with children (86%), the wealthiest (91%), those earning \$40,000 to \$60,000 (88%), and those living in Quebec (89%).

Spending remains about the same

One-half (52%) of respondents are spending about the same they did last year on gift-giving. One-third (32%) of respondents are spending less than they did last year and about 2-in-10 (15%) are spending more.

Those respondents spending about the same include the oldest (56%), those aged 35 to 44 (54%), those aged 55 to 64 (56%), females (54%), the wealthiest (58%), those earning \$60,000 to \$80,000 (57%), and \$100,000 to \$250,000 (55%), those living in Quebec (61%) and Manitoba/Saskatchewan (58%).

When it comes to spending money on gifts, compared to last year, are you spending more, less or about the same?



Those respondents spending less include the young (34%), those aged 45 to 54 (34%), those earning less than \$20,000 (40%), and those living in British Columbia (40%).

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3-in-10 list personal financial reasons as the explanation for spending less this year compared to the past year. Other popular explanations include: the holiday season isn't about spending more (26%), the economy (13%), blatant consumerism (13%), or something else (12%). Few are spending less because people are saying they should cut down (3%).

The majority will not include vegan options or gluten-free options for the holidays

The majority of respondents (78%) will not include vegan options for the holidays or gluten-free options for the holidays (80%). 2-in-10 (22%; 20%) will include vegan options and gluten-free options respectively.

Just over half (57%) of those preparing vegan options say they are doing so for someone else, while 4 in 10 (43%) say they are doing it for themselves.

And two-thirds (67%) of those preparing gluten free options say they're doing it for someone else, while a third (33%) say they're doing it for themselves.

Those most likely to include vegan options include those aged 65 and over (27%) and 45 to 54 (24%), females (24%), those who completed some college or university education (23%), those who completed college or university (23%), those earning less than \$20,000 (30%), and those living in British Columbia (30%).

Those most likely to include gluten free options include those aged 35 to 44 (23%), 55 to 64 (22%), and the young (20%), females (23%), those with some college or university education (25%), those earning \$60,000 to \$80,000 (27%), less than \$20,000 (26%), and \$80,000 to \$100,000 (24%), and those living in British Columbia (24%), Atlantic Canada (24%), and Ontario (22%).

"For most, the holidays are a season to be spent with family," said Dr. Lorne Bozinoff, President of Forum Research. "Many Canadians also say that the holidays are stress free, which may come as a surprise to anyone shopping on December 24th..."

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1601 randomly selected Canadians. The poll was conducted between December 14 to 16, 2018.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.



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Feelings Towards Holidays

Overall, how do you feel about the holidays?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1601	247	218	239	377	520	701	867
NET: TOP2	88	93	86	86	87	85	86	90
NET: BTM2	12	7	14	14	13	15	14	10
Strongly like	61	64	57	63	62	55	56	65
Somewhat like	27	29	29	23	25	30	29	25
Somewhat dislike	7	3	10	8	8	10	8	6
Strongly dislike	5	5	4	6	5	5	6	3

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1601	125	385	605	121	164	201
NET: TOP2	88	90	91	85	93	86	88
NET: BTM2	12	10	9	15	7	14	12
Strongly like	61	62	60	59	63	63	60
Somewhat like	27	27	31	26	29	23	28
Somewhat dislike	7	4	7	7	7	8	8
Strongly dislike	5	6	2	8	0	6	4

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1601	200	289	211	193	124	239	41
NET: TOP2	88	81	84	92	91	89	89	88
NET: BTM2	12	19	16	8	9	11	11	12
Strongly like	61	58	49	65	67	57	62	76
Somewhat like	27	22	35	27	24	32	27	12
Somewhat dislike	7	8	9	7	5	10	6	2
Strongly dislike	5	11	6	1	4	1	5	11



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Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1601	340	436	574	251
NET: TOP2	88	86	84	92	88
NET: BTM2	12	14	16	8	12
Strongly like	61	62	59	62	58
Somewhat like	27	24	26	29	30
Somewhat dislike	7	8	10	4	7
Strongly dislike	5	6	6	4	5

Children

%	TOTAL	Yes	No
TOTAL (u/w)	1601	430	1171
NET: TOP2	88	89	87
NET: BTM2	12	11	13
Strongly like	61	66	57
Somewhat like	27	23	30
Somewhat dislike	7	5	8
Strongly dislike	5	6	5



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Celebrating Holidays

Do you celebrate the holidays?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1601	247	218	239	377	520	701	867
Yes	91	95	91	92	90	87	91	93
No	9	5	9	8	10	13	9	7

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1601	125	385	605	121	164	201
Yes	91	92	90	90	94	94	94
No	9	8	10	10	6	6	6

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1601	200	289	211	193	124	239	41
Yes	91	83	87	92	96	98	95	89
No	9	17	13	8	4	2	5	11

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1601	340	436	574	251
Yes	91	89	91	94	88
No	9	11	9	6	12

Children

%	TOTAL	Yes	No
TOTAL (u/w)	1601	430	1171
Yes	91	95	89
No	9	5	11



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Spending on Gifts

When it comes to spending money on gifts, compared to last year, are you spending more, less, or about the same?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1451	234	197	220	341	459	624	805
Less	32	34	30	34	30	29	32	32
About the same	52	45	54	52	56	56	49	54
More	15	21	14	13	12	12	17	13
Not sure	1	0	1	1	2	2	1	1

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1451	114	336	544	116	155	186
Less	32	34	27	33	25	33	40
About the same	52	42	61	50	58	48	45
More	15	21	11	16	16	18	14
Not sure	1	3	1	1	1	1	1



Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1451	162	250	195	184	120	227	36
Less	32	40	35	30	28	35	27	11
About the same	52	45	50	49	57	48	55	58
More	15	13	13	20	14	16	17	31
Not sure	1	2	2	1	1	1	1	0

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1451	302	394	536	219
Less	32	32	33	32	29
About the same	52	51	52	51	52
More	15	15	14	16	18
Not sure	1	2	1	1	1

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Children

%	TOTAL	Yes	No
TOTAL (u/w)	1451	405	1046
Less	32	31	32
About the same	52	49	53
More	15	19	13
Not sure	1	1	1



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Spending Less This Year

Which of the following options, if any, best describe why you're spending less on gifts than last year?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	452	84	60	75	102	131	189	253
The economy	13	16	9	6	17	16	14	9
Personal financial reasons	32	38	31	29	30	26	32	33
Blatant consumerism	13	14	17	11	9	12	10	16
People are saying we should cut down	3	1	0	9	3	6	5	2
The holiday season isn't about spending more	26	23	26	31	26	26	25	28
Something else	12	6	18	15	14	14	13	12



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	452	37	86	171	31	56	71
The economy	13	17	13	12	11	12	13
Personal financial reasons	32	37	32	31	47	37	23
Blatant consumerism	13	10	25	9	6	19	9
People are saying we should cut down	3	8	1	3	0	0	9
The holiday season isn't about spending more	26	18	20	30	22	18	35
Something else	12	11	9	15	14	14	11

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Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	452	66	82	59	51	40	58	5
The economy	13	15	19	7	12	11	8	47
Personal financial reasons	32	38	50	31	25	28	26	0
Blatant consumerism	13	14	6	15	16	10	18	31
People are saying we should cut down	3	8	0	3	6	1	7	0
The holiday season isn't about spending more	26	21	19	30	24	40	23	0
Something else	12	4	5	14	16	10	18	22

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	452	88	126	172	66
The economy	13	8	19	13	7
Personal financial reasons	32	32	33	34	24
Blatant consumerism	13	11	13	14	14
People are saying we should cut down	3	3	2	4	5
The holiday season isn't about spending more	26	28	23	26	31
Something else	12	18	10	9	19

Children

%	TOTAL	Yes	No
TOTAL (u/w)	452	126	326
The economy	13	11	14
Personal financial reasons	32	35	30
Blatant consumerism	13	14	12
People are saying we should cut down	3	4	3
The holiday season isn't about spending more	26	25	27
Something else	12	12	13



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Spending Time With...

Over the holidays, which of the following best describes who you'll be spending most of your time with?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1451	234	197	220	341	459	624	805
Family	83	80	83	88	85	83	78	89
Friends	9	11	11	7	8	6	13	5
By yourself	5	6	3	3	4	10	7	4
Planning to escape the holidays altogether	1	1	3	1	1	1	2	1
Someone else	1	2	0	1	2	1	1	1

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1451	114	336	544	116	155	186
Family	83	82	89	84	81	84	74
Friends	9	9	6	7	12	7	16
By yourself	5	5	4	5	4	7	7
Planning to escape the holidays altogether	1	2	0	2	0	1	1
Someone else	1	1	0	1	2	1	3



Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1451	162	250	195	184	120	227	36
Family	83	75	80	88	79	84	86	91
Friends	9	7	9	7	14	10	11	1
By yourself	5	12	8	4	5	5	1	2
Planning to escape the holidays altogether	1	4	1	0	1	0	1	5
Someone else	1	2	2	1	0	1	1	0

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Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1451	302	394	536	219
Family	83	78	83	86	85
Friends	9	9	10	8	6
By yourself	5	10	4	4	6
Planning to escape the holidays altogether	1	2	1	1	2
Someone else	1	1	2	1	1

Children

%	TOTAL	Yes	No
TOTAL (u/w)	1451	405	1046
Family	83	86	82
Friends	9	8	9
By yourself	5	3	7
Planning to escape the holidays altogether	1	2	1
Someone else	1	1	1



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Including Vegan Options

As you plan your holiday meal, do you think you will you include vegan options?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1451	234	197	220	341	459	624	805
Yes	22	19	23	24	20	27	20	24
No	78	81	77	76	80	73	80	76

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1451	114	336	544	116	155	186
Yes	22	13	20	23	26	20	30
No	78	87	80	77	74	80	70

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1451	162	250	195	184	120	227	36
Yes	22	30	23	23	24	23	16	26
No	78	70	77	77	76	77	84	74

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1451	302	394	536	219
Yes	22	19	23	23	21
No	78	81	77	77	79

Children

%	TOTAL	Yes	No
TOTAL (u/w)	1451	405	1046
Yes	22	23	22
No	78	77	78



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Who is eating the vegan options?

Are you including vegan options for yourself or someone else?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	331	44	45	51	68	123	130	194
Myself	43	49	54	41	29	37	36	48
Someone else	57	51	46	59	71	63	64	52

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	331	17	68	136	29	32	49
Myself	43	52	41	45	38	49	40
Someone else	57	48	59	55	62	51	60

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	331	49	56	50	44	27	38	10
Myself	43	52	54	28	38	53	38	17
Someone else	57	48	46	72	62	47	62	83

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	331	62	98	122	49
Myself	43	44	50	36	47
Someone else	57	56	50	64	53

Children

%	TOTAL	Yes	No
TOTAL (u/w)	331	96	235
Myself	43	46	41
Someone else	57	54	59



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Including Gluten-free Options

As you plan your holiday meal, do you think you will you include gluten-free options?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1451	234	197	220	341	459	624	805
Yes	20	20	23	19	22	18	18	23
No	80	80	77	81	78	82	82	77

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1451	114	336	544	116	155	186
Yes	20	24	16	22	19	19	24
No	80	76	84	78	81	81	76

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1451	162	250	195	184	120	227	36
Yes	20	26	21	22	27	24	13	12
No	80	74	79	78	73	76	87	88

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1451	302	394	536	219
Yes	20	15	25	20	19
No	80	85	75	80	81

Children

%	TOTAL	Yes	No
TOTAL (u/w)	1451	405	1046
Yes	20	21	20
No	80	79	80



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Who is eating the gluten-free options?

Are you including gluten free options for yourself or for someone else?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	293	46	46	42	76	83	105	182
Myself	33	30	30	43	30	33	33	32
Someone else	67	70	70	57	70	67	67	68

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	293	26	54	122	22	29	40
Myself	33	32	22	34	18	33	47
Someone else	67	68	78	66	82	67	53

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	293	41	48	44	48	29	32	6
Myself	33	35	49	20	34	34	24	48
Someone else	67	65	51	80	66	66	76	52

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	293	52	91	106	44
Myself	33	34	28	36	34
Someone else	67	66	72	64	66

Children

%	TOTAL	Yes	No
TOTAL (u/w)	293	87	206
Myself	33	35	32
Someone else	67	65	68



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Stress Over Holidays

How stressful do you consider the holidays to be?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1451	234	197	220	341	459	624	805
NET: TOP2	43	43	45	47	40	40	37	49
NET: BTM2	57	57	55	53	60	60	63	51
Very stressful	11	11	14	13	8	7	10	11
Somewhat stressful	33	32	32	33	32	34	27	38
Not very stressful	37	37	38	36	38	38	40	36
Not stressful at all	19	20	16	17	22	21	23	15

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1451	114	336	544	116	155	186
NET: TOP2	43	49	34	47	50	48	41
NET: BTM2	57	51	66	53	50	52	59
Very stressful	11	7	7	14	10	12	11
Somewhat stressful	33	42	27	33	40	36	30
Not very stressful	37	33	39	36	37	38	39
Not stressful at all	19	18	27	17	13	14	20

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1451	162	250	195	184	120	227	36
NET: TOP2	43	50	43	41	38	54	43	29
NET: BTM2	57	50	57	59	62	46	57	71
Very stressful	11	22	12	8	8	8	10	6
Somewhat stressful	33	28	30	33	30	46	33	23
Not very stressful	37	30	39	42	43	30	40	36
Not stressful at all	19	19	18	17	19	17	18	35



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Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1451	302	394	536	219
NET: TOP2	43	43	44	44	42
NET: BTM2	57	57	56	56	58
Very stressful	11	13	13	8	10
Somewhat stressful	33	30	30	36	32
Not very stressful	37	36	37	37	40
Not stressful at all	19	21	19	19	18

Children

%	TOTAL	Yes	No
TOTAL (u/w)	1451	405	1046
NET: TOP2	43	47	42
NET: BTM2	57	53	58
Very stressful	11	12	10
Somewhat stressful	33	34	32
Not very stressful	37	35	39
Not stressful at all	19	18	20



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New Year's Eve

Do you celebrate on New Year's Eve?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	1601	247	218	239	377	520	701	867
Yes	65	77	69	67	61	42	68	62
No	35	23	31	33	39	58	32	38

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1601	125	385	605	121	164	201
Yes	65	69	69	62	46	67	69
No	35	31	31	38	54	33	31

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	1601	200	289	211	193	124	239	41
Yes	65	62	53	58	72	73	77	61
No	35	38	47	42	28	27	23	39

Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	1601	340	436	574	251
Yes	65	57	67	64	71
No	35	43	33	36	29

Children

%	TOTAL	Yes	No
TOTAL (u/w)	1601	430	1171
Yes	65	71	61
No	35	29	39



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New Year's Eve Plans

Which of the following best describes how you'll spend New Year's Eve?

Age/gender

%	TOTAL	16 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
TOTAL (u/w)	937	189	148	157	226	217	439	481
Out at a public event such as at city hall	4	5	3	5	1	4	3	5
Out at a restaurant, bar, or banquet at hall	9	10	10	8	11	8	9	9
At my home with friends	41	36	39	44	48	43	42	40
At the home of my friends	28	31	32	23	25	22	30	26
On vacation	3	2	5	2	5	3	3	3
Something else	15	15	12	18	9	19	12	17

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	937	75	241	350	50	99	122
Out at a public event such as at city hall	4	5	3	5	1	3	4
Out at a restaurant, bar, or banquet at hall	9	18	11	9	0	12	5
At my home with friends	41	37	36	39	48	43	54
At the home of my friends	28	29	25	32	24	28	22
On vacation	3	1	5	4	1	3	1
Something else	15	10	21	12	26	11	14

Income

%	TOTAL	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K	\$250K +
TOTAL (u/w)	937	107	132	115	132	87	174	26
Out at a public event such as at city hall	4	6	9	3	3	2	1	0
Out at a restaurant, bar, or banquet at hall	9	11	11	10	9	6	8	12
At my home with friends	41	35	43	40	43	40	43	35
At the home of my friends	28	25	26	30	33	34	29	22
On vacation	3	6	0	2	4	1	6	7
Something else	15	17	10	14	9	17	13	24



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Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	937	172	256	347	162
Out at a public event such as at city hall	4	3	7	2	2
Out at a restaurant, bar, or banquet at hall	9	8	8	11	11
At my home with friends	41	44	40	39	44
At the home of my friends	28	25	29	29	26
On vacation	3	2	3	4	3
Something else	15	18	12	16	14

Children

%	TOTAL	Yes	No
TOTAL (u/w)	937	294	643
Out at a public event such as at city hall	4	4	4
Out at a restaurant, bar, or banquet at hall	9	8	10
At my home with friends	41	46	37
At the home of my friends	28	27	28
On vacation	3	3	3
Something else	15	12	17



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