

NEWS RELEASE



FOR IMMEDIATE RELEASE

Two thirds “extremely/very” happy with life

Blue Jays favourite team, poor health biggest fear

TORONTO December 2nd, 2015 – In a random sampling of public opinion taken by The Forum Poll™ among 1001 Ontario adults, as many as two thirds (63%) say they are extremely (28%) or very happy (35%) with their lives, while a further one quarter say they are happy (27%). Fewer than one tenth are not happy with life (9%), and very few are not at all happy (2%).

Biggest fear is poor health

The biggest fear mentioned from the list presented was poor health for the respondent or their family (28%), followed by economic collapse or death of a loved one (17% each). Other fears not as commonly mentioned include terrorism (8%), job loss or one’s own death (5% each) and a romantic break up (3%).

Kindness most important in children

When asked what value they would most wish they instilled in their children and or grandchildren, kindness is mentioned most often (30%), followed by a good work ethic (25%). Other values much less commonly mentioned include ambition (8%), leadership (7%), curiosity or courage (5% each) and, least of all, teamwork (4%).

Blue Jays team with most fans, Leafs second

When asked which team they will root for, most say the Toronto Blue Jays (28%), and about half as many say the Maple Leafs (12%). Other Ontario teams which do not do as well include the Ottawa Senators and the Toronto Raptors (6% each), the Hamilton Tiger Cats (4%), the Ottawa Red Blacks (3%), the Toronto Football Club or the Toronto Argonauts (2% each).

Europe most desirable travel destination, then Canada

When asked where they would most like to travel, most Ontarians say Europe (29%), closely followed by travel in Canada (23%). The Caribbean is favoured (16%), as is Australia (10%), both more so than the US or Asia (6% each), Latin America (5%) or Africa (4%).

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

December 2nd, 2015

HIGHLIGHTS:

- Two thirds (63%) say they are extremely (28%) or very happy (35%) with their lives, while a further one quarter say they are happy (27%).
- The biggest fear mentioned from the list presented was poor health for the respondent or their family (28%).
- When asked what value they would most wish they instilled in their children and or grandchildren, kindness is mentioned most often (30%).
- When asked which team they will root for, most say the Toronto Blue Jays (28%), and about half as many say the Maple Leafs (12%).
- When asked where they would most like to travel, most Ontarians say Europe (29%), closely followed by travel in Canada (23%).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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lbozinoff@forumresearch.com
416.960.9603

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HIGHLIGHTS:

- Satisfaction with life in general is common to virtually all Ontarians (85%), of whom more than 4-in-10 are very satisfied (41%) or somewhat satisfied (44%).
- When asked which behaviours they would try to stop or limit in the new year, the largest group (41%) say “none of these”.
- On average, 2015 takes a score of 6 out of 10, while 2016 is seen to have more promise, with an average score of 7 out of 10.
- Ontarians are equally likely to say they love their spouse (32%) or a child (30%).
- Well more than half (57%) say the world is a more dangerous place this year than last.
- When asked what goals they had set for the new year, relatively equal proportions mention exercising more (18%) or saving more money (15%).

Satisfaction with life very high, also job, work/life balance and sex life

Satisfaction with life in general is common to virtually all Ontarians (85%), of whom more than 4-in-10 are very satisfied (41%) or somewhat satisfied (44%). About two thirds are satisfied overall with their job security (64%), their sex life (62% and their work/life balance (62%). There is less satisfaction for the amount of stress experienced (55%) and few say they are very satisfied (14%).

Most won't give up any vices, most common is overeating

When asked which behaviours they would try to stop or limit in the New Year, the largest group (41%) say “none of these”. The most commonly mentioned is overeating (20%), followed by overspending (14%). Smoking (8%) and drinking (3%) are targets for few, while 1-in-6 says more than one vice will be tackled (14%).

Next year seen to be more promising than last

Ontarians are asked to rate how promising 2015 was on a 10 point scale, and do the same for their hopes for 2016. On average, 2015 takes a score of 6 out of 10, while 2016 is seen to have more promise, with an average score of 7 out of 10. The youngest and wealthiest see 2015 in the most positive light (average score of 7). The mid aged and the less wealthy see 2016 in a slightly less positive light (average score of 6).

Child or spouse are most loved of all

Ontarians are equally likely to say they love their spouse (32%) or a child (30%) most of all, followed by a parent (10%). After these come a boyfriend or girlfriend (8%), a pet (4%) or a fiancée (1%). Few are in the unhappy position of having no one to love (4%).

6-in-10 say world is now a more dangerous place

Well more than half (57%) say the world is a more dangerous place this year than last, compared to one tenth this proportion who say it is less dangerous (6%). Close to 4-in-10 believe the world is neither more nor less dangerous now than last year (37%).

Exercising, saving money are goals for New Year

When asked what goals they had set for the New Year, relatively equal proportions mention exercising more (18%) or saving more money (15%). After this comes getting a job (or a better job - 13%), spending time with family (12%), travelling (10%), starting or improving a relationship (9%) or doing home renovations (8%).

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Good health is greatest wish

When asked what their one wish might be, most choose good health for themselves and their families (31%), followed by an end to global conflict (26%). Other wishes include winning a lottery (14%), the discovery of a cure for cancer or another disease (10%), a better economy (5%), immortality (4%) and to be more physically attractive (2%).

Most would be the Bat-Man or Wonder Woman

If given their choice of superheroes, most Ontarians think they would be Wonder Woman (12%) and a similar proportion would be the Bat-Man (10%). Curiously, a small percentage of men want to be Wonder Woman (2%) and an equally small percentage of women want to be the Bat-Man (3%). Other well-known superheroes, including Spider-Man and Superman, are not chosen by more than one twentieth.

Travelling most common entertainment for 2016

The largest group of Ontarians say travelling is what they will chiefly do for entertainment in 2016 (29%), followed by entertaining at home (20%). Other, less commonly cited diversions include attending concerts (8%), playing sports (7%), attending sports (6%), visiting museums and galleries (4%) or going out to clubs and bars (3%).

Spare time in 2016 will be spent with family

The most common response to the question of what will fill respondents' free time is spending time with family (30%), and nothing else is mentioned this frequently. Other pastimes will include hobbies (14%), exercising (12%), reading (10%), on the internet or watching TV (9% each).

"There is a lot of depth in these findings, but many of the activities people engage in now or will engage in in the next year are centred on the home and the family, which may be a reaction to a world which many see getting more dangerous," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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HIGHLIGHTS:

- When asked what their one wish might be, most choose good health for themselves and their families (31%).
- If given their choice of superheroes, most Ontarians think they would be Wonder Woman (12%).
- The largest group of Ontarians say travelling is what they will chiefly do for entertainment in 2016 (29%), followed by entertaining at home (20%).
- The most common response to the question of what will fill respondents' free time is spending time with family (30%).
- "There is a lot of depth in these findings, but many of the activities people engage in now or will engage in in the next year are centred on the home and the family, which may be a reaction to a world which many see getting dangerous," said Forum Research President, Dr. Lorne Bozinoff.

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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 1001 randomly selected Ontarians 18 years of age and older. The poll was conducted from November 27th to December 2nd, 2015.

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 www.forumresearch.com/polls.asp

Satisfaction

%	Quality of Life	Job Security	Sex Life	Work-Life Balance	Level of Stress
Very satisfied	41	34	32	26	14
Somewhat satisfied	44	30	30	36	41
Not very satisfied	10	17	13	21	25
Not at all satisfied	4	14	13	11	15
Don't know	1	5	13	6	4

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Happy With Your Life

'How happy are you with your life?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Extremely happy	28	21	30	29	26	37	28	28
Very happy	35	37	30	33	35	37	33	36
Somewhat happy	27	33	25	25	31	18	28	26
Not very happy	7	4	11	9	6	5	8	6
Not at all happy	2	3	2	3	1	2	2	2
Prefer not to answer	2	1	2	1	1	2	2	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Extremely happy	28	20	19	22	31	38	32
Very happy	35	27	31	35	32	32	42
Somewhat happy	27	32	39	36	24	21	19
Not very happy	7	13	7	5	12	7	5
Not at all happy	2	5	3	0	2	2	1
Prefer not to answer	2	3	2	2	0	0	1

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Extremely happy	28	26	26	28	27	29	29
Very happy	35	31	30	36	34	37	37
Somewhat happy	27	30	31	28	29	23	23
Not very happy	7	10	8	5	6	7	8
Not at all happy	2	2	1	3	2	3	1
Prefer not to answer	2	1	2	1	1	3	2

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Biggest Fear

‘What is your biggest fear?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Losing a job	5	4	8	7	4	2	6	4
Death of a loved one	17	25	15	13	14	14	13	21
Your own death	5	7	4	3	6	5	7	4
Poor health for you or your family	28	22	26	31	26	40	28	29
Act of terrorism or random violence	8	6	8	7	12	10	7	9
Economic collapse	17	12	18	20	21	15	17	16
A romantic breakup	3	5	3	3	3	1	5	2
Something else	16	20	17	16	14	12	17	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Losing a job	5	9	1	7	7	9	5
Death of a loved one	17	16	13	15	17	17	25
Your own death	5	3	7	5	4	6	4
Poor health for you or your family	28	29	28	27	32	29	26
Act of terrorism or random violence	8	11	11	14	5	5	3
Economic collapse	17	15	17	18	14	21	17
A romantic breakup	3	2	4	3	4	4	4
Something else	16	16	19	11	17	10	16

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Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
Losing a job		5	6	7	3	4	6	5
Death of a loved one		17	14	14	16	15	22	18
Your own death		5	5	5	7	7	2	6
Poor health for you or your family		28	28	24	32	29	30	23
Act of terrorism or random violence		8	6	9	11	10	7	5
Economic collapse		17	16	21	17	19	12	18
A romantic breakup		3	6	3	2	2	3	5
Something else		16	19	16	13	14	18	20

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Children or Grandchildren

'Do you have children or grandchildren?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Children	45	24	63	62	52	33	45	45
Children and grandchildren	20	3	6	16	32	56	18	21
Have no children or grandchildren	35	73	30	22	17	10	37	33

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Children	45	31	34	42	48	53	57
Children and grandchildren	20	13	25	24	17	22	12
Have no children or grandchildren	35	55	41	34	35	25	31

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Children	45	37	50	50	50	43	41
Children and grandchildren	20	23	12	21	17	19	23
Have no children or grandchildren	35	40	38	30	33	37	36

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Values

‘What value do you most hope to instill or have you instilled in your children or grandchildren?’

[Have children or grandchildren]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	708	60	90	135	206	217	378	330
Kindness	30	34	30	31	27	29	26	33
Curiosity	5	5	3	5	6	5	5	5
Teamwork	4	6	3	4	4	5	5	4
Leadership	7	9	10	3	6	7	8	5
Ambition	8	7	4	14	8	7	11	6
Courage	5	6	5	5	3	6	2	8
Good work ethic	25	14	25	26	28	25	29	21
Something else	16	18	19	13	18	15	14	18

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	708	55	100	107	93	76	125
Kindness	30	24	35	31	24	30	33
Curiosity	5	2	3	6	1	7	4
Teamwork	4	8	10	5	1	5	1
Leadership	7	12	6	8	5	6	7
Ambition	8	12	5	11	11	2	7
Courage	5	7	6	9	6	3	4
Good work ethic	25	13	20	22	33	28	27
Something else	16	23	14	8	19	19	16

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	708	106	112	197	309	167	126
Kindness	30	32	32	28	30	35	20
Curiosity	5	14	5	2	3	2	6
Teamwork	4	2	3	6	5	4	4
Leadership	7	3	10	8	9	5	6
Ambition	8	7	6	9	8	9	9
Courage	5	7	9	5	6	2	5
Good work ethic	25	19	24	26	25	25	28
Something else	16	16	13	16	15	17	22

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Local Sports Team Support

'Which of the following local sports teams will you be cheering for in 2016?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
The Toronto Blue Jays	28	23	26	26	30	39	32	25
The Toronto Maple Leafs	12	14	12	18	8	9	14	11
The Toronto Raptors	6	7	10	4	5	2	6	6
Toronto Football Club, or TFC	2	3	1	2	2	2	1	3
The Toronto Argonauts	2	0	2	2	3	1	2	2
The Hamilton Tiger Cats	4	4	2	5	4	7	4	4
The Ottawa Red Blacks	3	4	0	3	2	6	3	3
The Ottawa Senators	6	4	6	7	5	7	6	5
None of these	36	40	41	33	39	27	32	40

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
The Toronto Blue Jays	28	20	25	28	35	30	35
The Toronto Maple Leafs	12	14	15	13	14	16	7
The Toronto Raptors	6	7	5	9	5	8	8
Toronto Football Club, or TFC	2	3	3	3	0	2	2
The Toronto Argonauts	2	2	2	2	0	2	0
The Hamilton Tiger Cats	4	0	6	4	7	6	2
The Ottawa Red Blacks	3	5	5	3	4	1	1
The Ottawa Senators	6	1	5	9	3	14	4
None of these	36	47	34	29	31	20	40

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Region

Region	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
The Toronto Blue Jays		28	11	39	32	34	29	23
The Toronto Maple Leafs		12	6	12	16	14	11	15
The Toronto Raptors		6	1	11	8	9	4	2
Toronto Football Club, or TFC		2	1	3	2	2	4	0
The Toronto Argonauts		2	0	3	2	2	2	1
The Hamilton Tiger Cats		4	2	0	9	6	3	2
The Ottawa Red Blacks		3	15	0	0	0	1	4
The Ottawa Senators		6	26	1	2	2	3	2
None of these		36	38	31	28	29	44	50

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Travel

'Where do you most want to travel?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Travel in Canada	23	13	21	27	29	35	23	24
The United States	6	3	4	10	8	11	9	4
The Caribbean	16	13	23	21	14	11	16	16
Europe	29	35	30	24	31	23	27	31
Australia	10	13	7	6	11	11	9	11
Asia	6	12	6	3	6	2	9	4
Africa	4	4	6	2	1	4	3	4
Latin America	5	8	3	7	1	3	5	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Travel in Canada	23	25	33	23	18	21	20
The United States	6	6	8	7	6	6	7
The Caribbean	16	14	14	15	15	25	16
Europe	29	23	20	33	37	24	34
Australia	10	14	10	10	5	8	9
Asia	6	10	6	6	6	5	8
Africa	4	3	4	3	4	1	3
Latin America	5	5	5	4	8	9	3

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Travel in Canada	23	27	14	26	21	24	27
The United States	6	8	4	8	7	6	5
The Caribbean	16	12	24	16	19	13	17
Europe	29	27	28	27	27	34	28
Australia	10	7	8	12	10	10	9
Asia	6	5	10	5	7	4	8
Africa	4	3	6	3	4	2	3
Latin America	5	11	5	4	4	6	2

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Satisfaction: Quality of Life

‘Please tell me how satisfied with each of the following. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with...?’
 + ‘Your quality of life in general’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Very satisfied	41	39	42	39	38	50	39	44
Somewhat satisfied	44	46	40	46	49	38	45	42
Not very satisfied	10	12	10	10	9	7	10	10
Not at all satisfied	4	3	8	4	3	2	5	3
Don't know	1	1	0	2	0	2	2	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Very satisfied	41	25	23	36	45	48	63
Somewhat satisfied	44	48	53	53	45	41	29
Not very satisfied	10	13	17	11	9	9	4
Not at all satisfied	4	11	6	0	1	2	2
Don't know	1	3	1	0	0	0	2

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Very satisfied	41	44	39	38	39	48	37
Somewhat satisfied	44	42	45	48	47	38	44
Not very satisfied	10	10	8	9	9	10	13
Not at all satisfied	4	4	6	3	4	3	5
Don't know	1	1	2	1	1	1	0

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Satisfaction: Sex Life

'Please tell me how satisfied with each of the following. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with...?'
 + 'Your sex life'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Very satisfied	32	30	36	35	28	28	26	36
Somewhat satisfied	30	29	30	32	37	25	34	27
Not very satisfied	13	16	12	11	11	11	17	9
Not at all satisfied	13	15	13	9	12	12	14	11
Don't know	13	10	8	13	12	22	9	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Very satisfied	32	30	22	21	40	33	40
Somewhat satisfied	30	20	31	32	26	37	34
Not very satisfied	13	18	10	17	16	16	9
Not at all satisfied	13	16	17	17	11	8	12
Don't know	13	16	21	13	6	6	4

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Very satisfied	32	26	31	36	34	29	32
Somewhat satisfied	30	31	29	33	31	30	26
Not very satisfied	13	10	14	11	12	14	18
Not at all satisfied	13	13	15	12	13	11	13
Don't know	13	20	11	9	10	15	11

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TORONTO

December 2nd, 2015

Satisfaction: Job Security

'Please tell me how satisfied with each of the following. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with...?'
 + 'Your job security'

[Currently working]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	819	199	127	162	192	139	455	364
Very satisfied	34	36	30	29	34	49	36	33
Somewhat satisfied	30	30	29	32	31	26	29	31
Not very satisfied	17	16	20	22	16	4	17	16
Not at all satisfied	14	14	17	16	13	5	14	13
Don't know	5	4	3	2	6	16	3	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	819	79	113	119	103	89	156
Very satisfied	34	15	19	25	47	46	45
Somewhat satisfied	30	23	33	33	28	34	28
Not very satisfied	17	22	28	21	16	9	16
Not at all satisfied	14	36	14	12	5	11	9
Don't know	5	5	6	9	3	2	1

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	819	119	151	209	360	203	137
Very satisfied	34	36	26	40	35	34	32
Somewhat satisfied	30	29	29	31	30	29	31
Not very satisfied	17	15	23	15	18	16	17
Not at all satisfied	14	15	17	10	13	16	12
Don't know	5	5	5	4	4	5	8

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December 2nd, 2015

Satisfaction: Stress

'Please tell me how satisfied with each of the following. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with...?'

+ 'The level of stress in your life'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Very satisfied	14	11	10	12	18	25	16	12
Somewhat satisfied	41	40	37	42	40	47	43	40
Not very satisfied	25	28	30	26	25	15	25	25
Not at all satisfied	15	17	18	17	14	8	11	19
Don't know	4	4	5	3	3	5	4	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Very satisfied	14	7	16	11	16	16	16
Somewhat satisfied	41	39	32	42	48	51	42
Not very satisfied	25	22	26	31	23	17	32
Not at all satisfied	15	26	20	10	14	13	9
Don't know	4	6	6	6	0	4	2

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Very satisfied	14	16	10	13	12	15	20
Somewhat satisfied	41	42	39	48	45	35	37
Not very satisfied	25	22	27	20	23	33	24
Not at all satisfied	15	14	19	15	17	13	15
Don't know	4	6	4	3	4	4	5

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December 2nd, 2015

Satisfaction: Work-Life Balance

'Please tell me how satisfied with each of the following. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with...?'
 + 'Your work-life balance'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Very satisfied	26	22	24	19	32	40	29	24
Somewhat satisfied	36	35	30	41	34	38	37	34
Not very satisfied	21	27	25	26	16	6	19	23
Not at all satisfied	11	10	16	11	10	5	9	12
Don't know	6	5	5	3	8	10	6	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Very satisfied	26	12	20	21	35	32	28
Somewhat satisfied	36	28	36	41	32	38	40
Not very satisfied	21	30	24	23	22	14	23
Not at all satisfied	11	20	13	11	7	11	7
Don't know	6	10	8	4	4	5	3

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Very satisfied	26	29	21	26	24	28	29
Somewhat satisfied	36	33	29	41	37	35	36
Not very satisfied	21	20	26	17	21	25	19
Not at all satisfied	11	10	15	10	12	8	10
Don't know	6	7	9	5	6	5	6

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December 2nd, 2015

Behaviours to Give Up in the New Year

‘Which of the following behaviours do you hope to give up or modify in the New Year?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Smoking	8	10	8	9	7	5	10	7
Drinking	3	2	1	5	3	3	2	3
Overeating	20	18	20	18	22	23	18	21
Overspending	14	22	17	14	7	5	13	15
More than one of these	14	18	13	14	14	12	15	14
None of these	41	31	42	40	47	53	42	40

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Smoking	8	18	10	10	5	7	5
Drinking	3	3	5	4	1	2	2
Overeating	20	8	18	25	22	27	22
Overspending	14	19	14	12	17	10	18
More than one of these	14	14	16	14	17	15	10
None of these	41	38	37	36	39	39	43

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Smoking	8	7	5	11	8	7	10
Drinking	3	5	3	3	3	2	1
Overeating	20	19	17	22	20	21	18
Overspending	14	15	16	13	14	11	18
More than one of these	14	13	13	11	12	18	20
None of these	41	42	46	41	43	41	33

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 lbozinoff@forumresearch.com
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December 2nd, 2015

Rating 2015

'How would you rate the year 2015 on a scale of one to ten, where one is extremely disappointing and ten is extremely promising?'

[All Respondents]

Age / Gender

	%							
	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
1 - Extremely Disappointing	4	3	5	6	5	5	5	4
2	3	3	2	3	3	4	3	4
3	5	2	4	8	7	3	6	4
4	5	6	2	4	7	5	4	6
5	20	13	25	19	23	27	19	22
6	10	10	10	11	10	9	11	9
7	17	17	15	22	14	15	18	15
8	18	21	15	19	17	14	19	17
9	10	13	10	3	8	13	9	10
10 - Extremely Promising	8	11	11	6	6	6	7	10
Mean	6	7	6	6	6	6	6	6

Income

	%						
	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
1 - Extremely Disappointing	4	9	5	2	4	6	2
2	3	4	5	2	3	3	1
3	5	3	5	3	5	7	6
4	5	8	5	5	6	5	1
5	20	18	29	26	18	14	16
6	10	7	19	7	10	5	9
7	17	18	12	20	15	20	18
8	18	18	9	19	18	22	22
9	10	6	7	12	16	8	9
10 - Extremely Promising	8	8	4	5	6	9	16
Mean	6	6	6	6	6	6	7

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Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
1 - Extremely Disappointing		4	4	6	6	6	2	4
2		3	5	5	1	2	5	2
3		5	6	2	5	4	6	2
4		5	4	1	7	5	5	5
5		20	17	21	22	21	18	25
6		10	12	7	12	10	8	11
7		17	16	21	17	19	16	11
8		18	21	22	15	18	18	16
9		10	10	4	11	8	12	10
10 - Extremely Promising		8	5	11	5	7	10	13
Mean		6	6	6	6	6	7	7

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December 2nd, 2015

Expectations for 2016

‘How would you rate your expectations for the year 2016 on a scale of one to ten, where one is extremely disappointing and ten is extremely promising?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
1 - Extremely Disappointing	4	3	2	5	4	4	5	2
2	2	2	2	4	3	1	3	2
3	4	2	5	1	7	4	5	3
4	4	4	2	5	4	2	4	3
5	16	12	16	18	19	19	14	17
6	9	5	7	15	9	10	9	9
7	17	18	17	17	14	16	19	15
8	20	17	18	19	20	26	18	22
9	13	18	15	7	12	9	13	13
10 - Extremely Promising	12	18	15	8	7	8	10	14
Mean	7	7	7	6	6	7	7	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
1 - Extremely Disappointing	4	1	5	2	2	5	3
2	2	6	1	2	2	1	2
3	4	5	3	1	4	7	4
4	4	4	4	6	4	4	2
5	16	22	28	17	6	8	12
6	9	6	10	8	13	6	7
7	17	18	14	14	20	22	20
8	20	16	16	24	23	19	18
9	13	11	7	18	18	16	16
10 - Extremely Promising	12	11	11	8	10	11	18
Mean	7	7	6	7	7	7	7

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Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
1 - Extremely Disappointing		4	5	2	3	3	3	6
2		2	2	3	2	3	1	2
3		4	4	3	6	5	1	4
4		4	4	3	2	2	7	2
5		16	24	13	13	13	16	17
6		9	8	11	9	10	9	6
7		17	19	17	19	18	15	13
8		20	16	22	20	21	19	22
9		13	12	13	14	14	12	13
10 - Extremely Promising		12	7	14	11	12	16	16
Mean		7	6	7	7	7	7	7

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December 2nd, 2015

Love the Most

'Whom do you love the most?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Your spouse	30	15	29	38	39	39	35	25
A child or children	32	19	36	35	35	42	24	39
A girlfriend or boyfriend	7	13	9	3	5	2	7	7
Your fiancée	1	2	2	1	1	2	2	1
A parent	10	24	6	5	4	0	11	8
A pet	4	8	3	5	3	1	2	6
No one	4	5	4	4	3	4	5	3
Don't know	11	14	11	10	11	10	13	9

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Your spouse	30	12	24	23	39	38	43
A child or children	32	26	31	44	32	35	32
A girlfriend or boyfriend	7	15	9	5	5	7	4
Your fiancée	1	2	0	2	3	1	1
A parent	10	20	14	8	8	5	8
A pet	4	11	5	4	2	1	2
No one	4	3	7	4	1	1	3
Don't know	11	11	11	10	10	12	7

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
Your spouse	30	29	28	33	31	30	29
A child or children	32	31	30	37	35	30	26
A girlfriend or boyfriend	7	11	10	4	6	6	9
Your fiancée	1	1	0	2	1	2	1
A parent	10	11	10	7	8	12	10
A pet	4	4	3	5	4	4	8
No one	4	6	5	2	3	4	7
Don't know	11	8	15	11	12	12	10

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December 2nd, 2015

World More or Less Dangerous

'Is the world a more dangerous or less dangerous place now than it was one year ago?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
More dangerous place	54	52	45	56	62	60	54	54
Less dangerous place	6	6	11	4	5	4	7	5
Neither more nor less dangerous place	37	38	41	39	30	32	36	38
Don't know	3	4	4	1	3	4	3	3

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
More dangerous place	54	52	60	60	50	48	53
Less dangerous place	6	7	7	5	8	4	7
Neither more nor less dangerous place	37	33	31	31	41	47	38
Don't know	3	8	3	4	1	1	2

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1001	157	171	257	428	243	173
More dangerous place	54	52	48	56	53	57	53
Less dangerous place	6	8	9	4	6	4	7
Neither more nor less dangerous place	37	38	38	37	37	35	35
Don't know	3	2	5	2	3	3	5

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December 2nd, 2015

Main Goal for 2016

'Which of the following is your main goal for 2016?'

[All Respondents]

Age / Gender

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		1001	210	130	172	247	242	544	457
Spending more time with family		12	5	11	13	10	24	11	13
Getting a job or a better job		13	20	15	13	6	3	15	10
Exercising more		18	14	20	17	18	21	16	19
Saving more money		15	20	15	19	14	6	15	16
Travelling		10	5	7	12	15	15	12	9
Starting a relationship or improving the relationship I'm in		9	15	9	3	7	7	8	10
Home improvements		8	5	7	11	13	8	9	8
Something else		15	15	16	12	17	16	14	16

Income

	%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample		1001	105	153	148	130	97	172
Spending more time with family		12	11	13	9	12	13	9
Getting a job or a better job		13	30	16	10	9	7	12
Exercising more		18	13	15	19	17	26	19
Saving more money		15	9	17	13	20	13	20
Travelling		10	7	7	12	16	5	11
Starting a relationship or improving the relationship I'm in		9	10	10	19	7	8	3
Home improvements		8	5	7	7	7	11	11
Something else		15	15	15	11	11	17	16

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Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
Spending more time with family		12	11	10	12	11	14	12
Getting a job or a better job		13	13	21	11	14	11	9
Exercising more		18	23	19	15	17	18	14
Saving more money		15	15	13	16	15	15	18
Travelling		10	11	10	10	10	9	11
Starting a relationship or improving the relationship I'm in		9	6	10	10	10	8	13
Home improvements		8	4	3	12	9	10	9
Something else		15	17	14	15	15	15	14

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lbozinoff@forumresearch.com

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December 2nd, 2015

One Wish

'If you were given one wish, what would it be?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
End to conflict in the world	26	23	27	25	31	28	20	32
Good health for my family and myself	31	22	23	33	38	45	30	31
Winning the lottery	14	16	17	15	11	7	15	13
Immortality	4	7	7	2	1	2	7	2
Be more physically attractive	2	6	1	1	0	0	3	1
Cure for cancer or another disease	10	9	11	11	11	9	10	10
Better economy	5	5	5	4	5	5	4	5
Something else	9	14	11	8	3	3	11	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
End to conflict in the world	26	30	26	30	24	29	23
Good health for my family and myself	31	23	29	30	27	37	36
Winning the lottery	14	15	15	17	15	13	9
Immortality	4	5	5	2	3	1	8
Be more physically attractive	2	4	2	2	1	0	2
Cure for cancer or another disease	10	10	7	9	12	14	10
Better economy	5	3	7	6	8	1	4
Something else	9	10	9	4	11	5	8

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Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
End to conflict in the world		26	25	26	25	25	29	26
Good health for my family and myself		31	30	30	34	32	28	30
Winning the lottery		14	12	15	11	12	14	20
Immortality		4	7	6	1	3	5	4
Be more physically attractive		2	2	2	2	2	2	2
Cure for cancer or another disease		10	9	8	15	13	8	4
Better economy		5	5	6	4	5	3	8
Something else		9	10	7	7	7	11	8

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MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

December 2nd, 2015

Superheroes

‘Which of the following superheroes do you most resemble?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
The Bat-Man	10	16	13	9	6	2	17	3
Cat Woman	5	10	4	4	2	1	2	8
Superman	5	5	6	4	5	4	8	2
Poison Ivy	1	2	3	0	1	0	1	1
Spider-man	5	11	5	5	2	1	9	2
Black Widow	1	3	2	0	1	0	1	2
Captain America	4	6	3	6	4	2	7	2
Wonder Woman	12	12	12	14	9	11	2	21
Don't follow superheroes or don't know	56	35	53	59	70	79	54	58

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
The Bat-Man	10	14	9	10	13	11	11
Cat Woman	5	7	8	2	5	4	3
Superman	5	7	4	2	6	5	8
Poison Ivy	1	3	0	2	2	0	1
Spider-man	5	13	3	6	6	5	4
Black Widow	1	1	2	2	0	2	1
Captain America	4	3	4	3	8	6	5
Wonder Woman	12	9	12	16	12	13	10
Don't follow superheroes or don't know	56	44	59	57	47	54	56

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

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Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

December 2nd, 2015

Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
The Bat-Man		10	11	11	9	10	11	8
Cat Woman		5	6	8	5	6	3	3
Superman		5	2	6	7	6	4	4
Poison Ivy		1	0	1	2	2	1	2
Spider-man		5	7	7	3	5	6	5
Black Widow		1	2	1	1	1	1	3
Captain America		4	5	7	4	5	3	5
Wonder Woman		12	9	12	8	10	14	20
Don't follow superheroes or don't know		56	59	48	61	56	57	51

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 Toronto, ON M5S 2V6
 T 416.960.9600
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 lbozinoff@forumresearch.com
 416.960.9603

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December 2nd, 2015

Entertainment in 2016

'Which one of the following are you most likely to do for fun or entertainment in 2016?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Entertaining at home	20	22	21	18	19	19	17	23
Travelling	29	27	25	33	29	30	28	29
Attending concerts or recitals	8	8	4	7	7	14	7	9
Visiting museums, galleries or exhibits	4	5	5	5	5	2	3	6
Playing recreational sports	7	9	9	8	5	4	10	5
Attending sports events	6	4	6	10	5	4	8	4
Going to clubs or bars	3	7	1	2	3	1	4	3
Something else	22	18	29	18	25	25	22	23

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Entertaining at home	20	20	21	15	21	14	27
Travelling	29	20	26	33	28	34	29
Attending concerts or recitals	8	11	7	6	14	6	5
Visiting museums, galleries or exhibits	4	8	3	5	4	9	3
Playing recreational sports	7	4	5	14	5	11	8
Attending sports events	6	5	4	5	6	11	8
Going to clubs or bars	3	5	3	4	4	1	4
Something else	22	26	31	18	18	15	17

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 T 416.960.9600
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416.960.9603

TORONTO

December 2nd, 2015

Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
Entertaining at home		20	22	14	21	18	24	18
Travelling		29	24	30	30	30	29	30
Attending concerts or recitals		8	10	9	7	8	9	4
Visiting museums, galleries or exhibits		4	4	6	4	5	2	6
Playing recreational sports		7	8	9	7	8	7	7
Attending sports events		6	2	6	7	6	7	6
Going to clubs or bars		3	4	5	2	3	3	4
Something else		22	26	21	23	22	20	25

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lbozinoff@forumresearch.com

416.960.9603

TORONTO

December 2nd, 2015

Spare Time in 2016

'Which one activity is most likely to fill your spare time in 2016?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	210	130	172	247	242	544	457
Spending time with family	30	22	36	38	25	30	28	31
Spending time on the internet	9	17	5	7	7	5	12	7
Spending time watching television	9	9	5	7	10	13	8	9
Spending time reading	10	7	5	11	16	15	6	14
Spending time on a hobby	14	14	15	13	14	15	19	10
Spending time exercising	12	13	17	9	12	8	11	13
Something else	12	12	15	11	14	10	12	12
Don't know	4	5	2	5	2	3	3	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1001	105	153	148	130	97	172
Spending time with family	30	21	29	29	26	32	36
Spending time on the internet	9	17	7	4	8	10	10
Spending time watching television	9	4	12	11	12	7	10
Spending time reading	10	11	9	12	7	15	10
Spending time on a hobby	14	20	14	14	17	11	14
Spending time exercising	12	14	13	12	13	10	10
Something else	12	10	10	13	15	9	10
Don't know	4	4	7	6	2	5	1

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Region

	%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample		1001	157	171	257	428	243	173
Spending time with family	30	24	29	31	30	32	31	
Spending time on the internet	9	6	10	8	9	10	11	
Spending time watching television	9	8	8	9	9	9	7	
Spending time reading	10	12	5	13	10	10	9	
Spending time on a hobby	14	18	16	12	14	13	14	
Spending time exercising	12	12	14	14	14	9	11	
Something else	12	10	15	11	12	13	14	
Don't know	4	8	3	2	3	4	3	

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com