

NEWS RELEASE



FOR IMMEDIATE RELEASE

Instagram tops in user satisfaction

Facebook leads in penetration, LinkedIn shows most growth

TORONTO January 6th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1741 Canadians 18 years of age and older, while Facebook has the most users of the top social media platforms, it is Instagram which garners the highest customer satisfaction scores. Among the platforms tested, LinkedIn has grown the most in popularity over the past two years.

Facebook is used by close to 6-in-10 Canadian adults (59%) who visit it, on average, about 9 times a week, or slightly more often than once a day. Three quarters of users are satisfied with Facebook overall (77%), and about one quarter are "very satisfied" (27%). Incidence of using Facebook is highest among the youngest (75%), the wealthier (\$80K to \$100K - 75%), in Quebec (65%), New Democrats (63%), Green Party voters (65%) and Bloc Quebecois supporters (78%), college grads (68%), Francophones (65%) and mothers of kids under 18 (70%). Facebook's penetration was 6-in-10 (60%) two years ago, in December, 2012, so growth has not occurred with this platform. Satisfaction with Facebook is essentially the same now (27%) as it was in 2012 (31%).

LinkedIn is used by 3-in-10 (30%), and is visited or checked about twice a week on average. Overall, two thirds are satisfied with LinkedIn (69%), while one fifth are "very satisfied" (20%). LinkedIn use is common to Gen X (45 to 54 - 41%), males (37%), the very wealthiest (\$100K to \$250K - 46%), in BC (39%), Liberal voters (36%), the best educated (post grad - 48%) and those with children under 18 years old (36%). LinkedIn use has grown from one fifth two years ago (December, 2012 - 21%) to its current level of 3-in-10 (30%). Satisfaction with LinkedIn has not changed dramatically in 2 years (24% then, 20% now).

Twitter is used by one quarter of Canadians (25%), who visit about 5 times a week, on average, or just less than once a day. Overall, 7-in-10 are satisfied with Twitter (71%), and one quarter are "very satisfied" (24%). Twitter use is characteristic of the youngest (36%), males (27%), the wealthiest (\$80K or more - 31%), in the prairies (31%), among New Democrats (29%), college grads (30%) and parents of children (29%). Twitter usage has stayed essentially stable since 2012 (22% then, 25% now). Twitter satisfaction is down over the last two years (from 33% to 24% very satisfied).

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

January 6th, 2015

HIGHLIGHTS:

- While Facebook has the most users of the top social media platforms, it is Instagram which garners the highest customer satisfaction scores.
- Facebook is used by close to 6-in-10 Canadian adults (59%) who visit it, on average, about 9 times a week, or slightly more often than once a day.
- LinkedIn is used by 3-in-10 (30%), and is visited or checked about twice a week on average.
- Twitter is used by one quarter of Canadians (25%), who visit about 5 times a week, on average, or just less than once a day.

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

NEWS RELEASE



Just one eighth use Instagram (16%), although it is used about 6 times a week on average, or about once a day. Overall, as many as 8-in-10 are satisfied with this platform (81%), and a full 4-in-10 are "very satisfied" (39%). Instagram use is especially common to the youngest (32%), females (18%), the least wealthy and the wealthy (less than \$20K and \$80K to \$100K - 18% each), in the prairies (22%), among New Democrats (18%) and Green Party voters (23%), college grads (18%) and mothers of children under 18 (25%).

"Instagram is something of an upstart among social media platforms, compared to Facebook, which is like the grandfather of the family. In this case, age gets no respect, and youth is in the top spot. However, it is interesting to note that LinkedIn has seen its penetration levels continue to increase, while Facebook and Twitter seem to have levelled off in the past two years," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

January 6th, 2015

HIGHLIGHTS:

- Just one eighth use Instagram (16%), although it is used about 6 times a week on average, or about once a day.
- "Instagram is something of an upstart among social media platforms, compared to Facebook, which is like the grandfather of the family. In this case, age gets no respect, and youth is in the top spot," said Forum Research President, Dr. Lorne Bozinoff.

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

NEWS RELEASE

**MEDIA INQUIRIES:**

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1741 randomly selected Canadians 18 years of age or older. The poll was conducted on January 5 - 6th, 2015.

Results based on the total sample are considered accurate +/- 2%, 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

TORONTO**January 6th, 2015**

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

NEWS RELEASE

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO**January 6th, 2015*****Social Media – Summary Trending Table***

	Have (%)		Very satisfied (%)		Average Use (Times/Week)
	2012	2015	2012	2015	2015
Facebook	60	59	31	27	9
LinkedIn	21	30	24	20	2
Twitter	22	25	33	24	5
Instagram	-	16	-	39	6

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

January 6th, 2015

Facebook Profile

'Do you have a Facebook profile?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1741	358	283	353	364	383	937	804
Yes	59	75	68	63	47	32	59	60
No	41	25	32	37	53	68	41	40

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1741	117	428	647	150	170	229	1345	396
Yes	59	60	65	57	57	51	63	58	65
No	41	40	35	43	43	49	37	42	35

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1741	521	557	320	113	67	72
Yes	59	54	59	63	65	78	52
No	41	46	41	37	35	22	48

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

January 6th, 2015

Facebook: Visit Frequency

'How often do you visit your Facebook profile?'

[Has a Facebook profile]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	972	270	193	221	169	119	515	457
More often than once a day	47	60	51	38	29	30	46	48
Once a day or so	26	21	26	26	37	30	27	25
Once a week or so	16	12	15	19	18	28	15	17
Once a month or so	6	4	5	9	8	9	8	5
Less often than once a month	4	3	2	8	9	3	5	4
Average # of times per week	9	10	9	7	7	7	8	9

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	972	66	260	346	79	84	137	731	241
More often than once a day	47	57	50	43	57	41	47	46	51
Once a day or so	26	17	26	30	13	27	25	26	26
Once a week or so	16	20	17	14	22	13	16	16	17
Once a month or so	6	2	5	8	3	11	6	7	4
Less often than once a month	4	3	2	5	5	10	6	5	1
Average # of times per week	9	9	9	8	9	8	8	8	9

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	972	265	310	188	75	49	34
More often than once a day	47	43	48	53	39	58	51
Once a day or so	26	25	27	27	29	21	33
Once a week or so	16	17	16	13	19	17	9
Once a month or so	6	7	7	4	7	5	3
Less often than once a month	4	7	2	3	5	0	4
Average # of times per week	9	8	9	9	8	10	9

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

January 6th, 2015

Facebook Satisfaction

'How satisfied are you with Facebook?'

[Has a Facebook profile]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	972	270	193	221	169	119	515	457
Very satisfied	27	29	28	26	19	25	24	29
Somewhat satisfied	50	46	53	51	56	54	52	49
Not very satisfied	18	19	17	18	21	18	18	18
Not at all satisfied	5	6	3	5	5	4	6	3

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	972	66	260	346	79	84	137	731	241
Very satisfied	27	27	34	22	29	19	28	24	35
Somewhat satisfied	50	47	48	54	47	55	46	52	45
Not very satisfied	18	24	16	18	18	20	19	18	18
Not at all satisfied	5	2	2	6	6	6	7	6	2

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	972	265	310	188	75	49	34
Very satisfied	27	26	26	26	23	52	18
Somewhat satisfied	50	55	53	48	39	31	55
Not very satisfied	18	15	18	20	33	12	17
Not at all satisfied	5	4	2	7	5	4	10

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

January 6th, 2015

LinkedIn Profile

'Do you have a LinkedIn profile?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1741	358	283	353	364	383	937	804
Yes	30	30	37	41	31	12	37	25
No	70	70	63	59	69	88	63	75

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1741	117	428	647	150	170	229	1345	396
Yes	30	30	23	33	21	33	39	33	23
No	70	70	77	67	79	67	61	67	77

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1741	521	557	320	113	67	72
Yes	30	33	36	29	22	26	21
No	70	67	64	71	78	74	79

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

January 6th, 2015

LinkedIn: Visit Frequency

'How often do you visit your LinkedIn profile?'

[Has a LinkedIn profile]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	525	112	111	143	111	48	329	196
More often than once a day	6	8	6	4	5	2	5	7
Once a day or so	13	11	15	13	11	7	15	8
Once a week or so	29	32	29	24	32	25	28	29
Once a month or so	28	27	27	31	23	38	30	26
Less often than once a month	25	22	23	28	28	28	22	29
Average # of times per week	2	2	2	2	2	1	2	2

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	525	34	100	211	33	57	90	434	91
More often than once a day	6	9	4	5	10	6	4	6	4
Once a day or so	13	5	19	11	16	22	6	12	17
Once a week or so	29	20	40	24	24	28	35	26	40
Once a month or so	28	45	19	30	25	31	26	30	19
Less often than once a month	25	21	18	30	25	14	29	26	20
Average # of times per week	2	2	2	2	3	3	1	2	2

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	525	168	198	86	26	17	14
More often than once a day	6	3	7	3	15	0	21
Once a day or so	13	14	15	10	0	14	4
Once a week or so	29	30	25	28	35	35	33
Once a month or so	28	32	26	34	23	28	16
Less often than once a month	25	21	26	26	27	23	26
Average # of times per week	2	2	2	1	3	1	4

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

January 6th, 2015

LinkedIn Satisfaction

'How satisfied are you with LinkedIn?'

[Has a LinkedIn profile]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	525	112	111	143	111	48	329	196
Very satisfied	20	27	21	16	16	11	19	21
Somewhat satisfied	49	51	47	52	52	39	53	44
Not very satisfied	23	16	26	25	24	31	24	22
Not at all satisfied	8	6	7	8	8	19	5	13

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	525	34	100	211	33	57	90	434	91
Very satisfied	20	5	28	16	25	21	24	18	27
Somewhat satisfied	49	53	51	53	36	43	45	49	53
Not very satisfied	23	29	16	23	30	25	25	25	15
Not at all satisfied	8	13	5	8	9	11	6	8	5

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	525	168	198	86	26	17	14
Very satisfied	20	21	15	20	21	30	43
Somewhat satisfied	49	53	55	42	26	53	38
Not very satisfied	23	18	23	30	46	17	5
Not at all satisfied	8	7	7	8	7	0	14

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Twitter Account

'Do you have a Twitter account?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1741	358	283	353	364	383	937	804
Yes	25	36	31	23	15	9	27	22
No	75	64	69	77	85	91	73	78

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1741	117	428	647	150	170	229	1345	396
Yes	25	27	20	26	31	23	26	26	19
No	75	73	80	74	69	77	74	74	81

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1741	521	557	320	113	67	72
Yes	25	22	27	29	26	21	22
No	75	78	73	71	74	79	78

TORONTO
January 6th, 2015

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

January 6th, 2015

Twitter: Visit Frequency

'How often do you visit your Twitter account?'

[Has a Twitter account]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	390	132	89	82	53	34	230	160
More often than once a day	23	26	31	12	17	19	28	18
Once a day or so	15	9	20	24	14	10	13	18
Once a week or so	23	26	15	27	28	19	23	23
Once a month or so	16	12	13	20	30	22	15	18
Less often than once a month	23	28	21	17	11	30	22	24
Average # of times per week	5	5	6	4	4	4	5	4

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	390	27	80	153	38	37	55	319	71
More often than once a day	23	21	17	28	17	28	20	24	19
Once a day or so	15	15	16	17	15	14	8	15	15
Once a week or so	23	21	22	24	22	15	28	23	24
Once a month or so	16	21	21	15	16	16	8	15	19
Less often than once a month	23	23	23	15	30	28	36	23	23
Average # of times per week	5	4	4	5	4	5	4	5	4

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	390	103	136	81	30	14	14
More often than once a day	23	14	30	30	17	13	16
Once a day or so	15	19	16	10	10	24	5
Once a week or so	23	26	17	26	18	31	52
Once a month or so	16	17	19	12	21	7	4
Less often than once a month	23	24	18	21	35	25	23
Average # of times per week	5	4	6	5	3	4	3

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

January 6th, 2015

Twitter Satisfaction

'How satisfied are you with Twitter?'

[Has a Twitter account]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	390	132	89	82	53	34	230	160
Very satisfied	24	24	30	26	17	11	26	22
Somewhat satisfied	47	45	44	50	51	49	44	50
Not very satisfied	21	21	22	20	22	19	21	21
Not at all satisfied	8	10	4	3	9	21	8	7

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	390	27	80	153	38	37	55	319	71
Very satisfied	24	28	31	22	27	29	15	23	30
Somewhat satisfied	47	42	38	52	40	44	51	49	38
Not very satisfied	21	21	23	18	27	24	23	21	23
Not at all satisfied	8	8	9	8	7	3	11	8	9

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	390	103	136	81	30	14	14
Very satisfied	24	20	30	23	13	34	24
Somewhat satisfied	47	55	42	49	42	55	38
Not very satisfied	21	17	22	20	29	11	38
Not at all satisfied	8	8	5	9	16	0	0

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

January 6th, 2015

Instagram Account

'Do you have an Instagram account?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1741	358	283	353	364	383	937	804
Yes	16	32	19	11	4	2	14	18
No	84	68	81	89	96	98	86	82

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1741	117	428	647	150	170	229	1345	396
Yes	16	6	16	16	22	15	17	16	16
No	84	94	84	84	78	85	83	84	84

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1741	521	557	320	113	67	72
Yes	16	13	16	18	23	15	13
No	84	87	84	82	77	85	87

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

January 6th, 2015

Instagram: Visit Frequency

'How often do you visit your Instagram account?'

[Has an Instagram account]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	224	111	51	39	15	8	109	115
More often than once a day	27	31	17	25	7	48	25	28
Once a day or so	28	29	27	27	21	0	22	32
Once a week or so	20	18	23	20	33	20	21	20
Once a month or so	14	10	22	10	33	16	19	11
Less often than once a month	12	11	10	17	6	15	14	10
Average # of times per week	6	7	5	6	3	7	5	6

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	224	5	57	83	25	22	32	173	51
More often than once a day	27	59	13	28	41	23	33	30	14
Once a day or so	28	0	36	28	29	18	23	25	35
Once a week or so	20	0	24	18	7	42	15	19	25
Once a month or so	14	21	8	16	10	17	17	16	7
Less often than once a month	12	20	19	9	13	0	13	10	19
Average # of times per week	6	8	5	6	8	5	6	6	5

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	224	55	75	46	22	8	9
More often than once a day	27	25	28	31	33	12	12
Once a day or so	28	23	25	35	25	28	37
Once a week or so	20	29	17	10	14	35	32
Once a month or so	14	14	19	12	11	8	0
Less often than once a month	12	8	11	12	17	17	19
Average # of times per week	6	5	6	7	7	4	5

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
January 6th, 2015

Instagram Satisfaction

'How satisfied are you with Instagram?'

[Has an Instagram account]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	224	111	51	39	15	8	109	115
Very satisfied	39	44	37	32	14	12	31	44
Somewhat satisfied	42	36	51	37	67	73	47	38
Not very satisfied	16	18	6	27	13	15	18	14
Not at all satisfied	4	3	6	3	6	0	4	3

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	224	5	57	83	25	22	32	173	51
Very satisfied	39	59	34	34	63	35	42	40	35
Somewhat satisfied	42	21	47	40	32	53	37	41	44
Not very satisfied	16	0	15	22	5	9	15	16	17
Not at all satisfied	4	20	3	3	0	4	5	4	3

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	224	55	75	46	22	8	9
Very satisfied	39	30	37	47	52	25	20
Somewhat satisfied	42	49	46	29	34	56	36
Not very satisfied	16	17	17	16	14	19	25
Not at all satisfied	4	4	0	8	0	0	19

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

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

January 6th, 2015

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com