



Ipsos Reid



RBC Youth Optimism Study



November, 2014

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Introduction

- RBC commissioned Ipsos Reid Public Affairs to conduct a survey of youth-to-young-adult aged Canadians to gauge their levels of optimism.
- Data collected from October 20th to November 3rd, 2014
- National sample of n=2,387 youth and young adults, ages 10-25, was surveyed online. Quotas were set to achieve a target of n=100 completes for each of the following age groups (10-13, 14-17, 18-21, and 22-25) per region, falling just short in Saskatchewan and Manitoba.
- Respondents ages 10-17 were targeted through their parents to gain consent, no respondent obligated to answer.
- Advisory panel convened to review suitability of questions, methodology, with support offered following the survey for those who could be in distress.
- The precision of Ipsos online surveys is measured using a Bayesian credibility interval. In this case, the overall sample is considered accurate to within +/- 2.3 percentage points, 19 times out of 20, had the entire population of Canadians aged 10-25 been surveyed. Sub-sample credibility intervals are as followed:
 - ⇒ Age group within each region (n=100): +/- 11.2 percentage points
 - ⇒ Overall 10-25 per region (n=400): +/- 5.6 percentage points
 - ⇒ Boys ages 10-25 (n=882): +/- 3.8 percentage points
 - ⇒ Girls ages 10-25 (n=1,505): +/- 2.9 percentage points



Why Optimism?

- RBC's Early Warning program through Ipsos revealed a general pessimism among young adults – worried about everything, but caring about few things.
- Led to various questions:
 - ⇒ When is it that kids become less optimistic?
 - ⇒ What is it that causes kids to become less optimistic?
 - ⇒ What can be done to help prevent the decline of optimism?
- Potential to create optimism index – an amalgamation of variables that can be tracked to determine whether youth are becoming more optimistic or pessimistic over time.
- Research to determine the “drivers” of optimism. Key variables of investigation include:
 - ⇒ Currently Happy or Sad?
 - ⇒ Excitement or Worried about the future?
 - ⇒ Describe oneself as Optimistic or Pessimistic (ages 14+)
 - ⇒ Satisfaction with life (ages 14+)
- Attitudes and behaviours run against these variables to understand how people who are optimistic or pessimistic think or behave differently. Questions often derived from key international surveys of children/youth.
- Identify those key points of divergence → RBC and expert partners to establish thought leadership, inform programming decisions to have the most impact on those most vulnerable.



Executive Summary

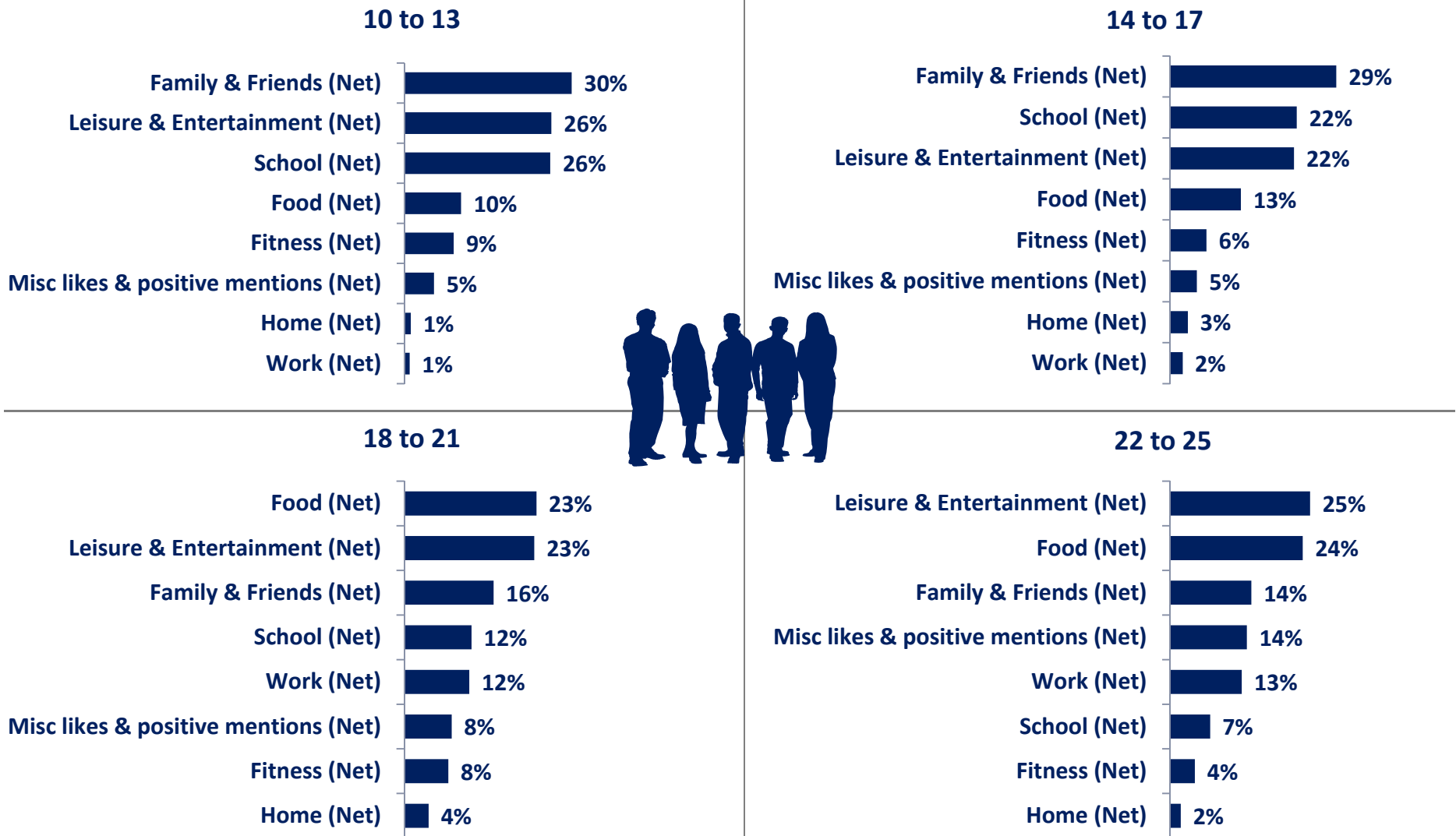
- Data show a dramatic shift in attitudes, behaviours and beliefs as teens age. Youth aged 18 to 21 are less happy, less optimistic, less excited about their future, smile less often, and are less likely to say their life has meaning and that they can achieve anything they want.
 - ⇒ Girls happier than boys, but more worried about future.
 - ⇒ Adulthood hits boys faster and harder, but often rebound quicker.
- The belief of being able to achieve anything you want is the strongest driver of excitement in the future among 18 to 21 year olds.
- The frequency of negative feelings increases among the 18 to 21 year old cohort. They're more likely to feel stressed, worried and frustrated.
 - ⇒ Boys experience a sharper decline in positive feelings; girls experience a greater increase in negative feelings.
- Statistical analysis has determined that the “ability to have fun” is an important variable for **every age group** and is linked to many other variables, such as: how they usually feel, positivity, having a good life, and the feeling of achievement – all key drivers of excitement.
- Regionally, Quebecers appear most happy and excited about the future, and most likely to describe themselves as a positive person. Other notable results include:
 - ⇒ Ontarians are the least happy and most likely to call themselves pessimistic.
 - ⇒ Atlantic Canadians are least excited about the future.
 - ⇒ Residents of Saskatchewan and Manitoba are most likely to call themselves optimistic.
 - ⇒ British Columbians least likely to call themselves optimistic.

Happiness and Excitement



What You Look Forward to Most When Waking Up Today

- Family and friends and leisure and entertainment are among the top 3 things to look forward to for all age groups, with food being more important to older youth.

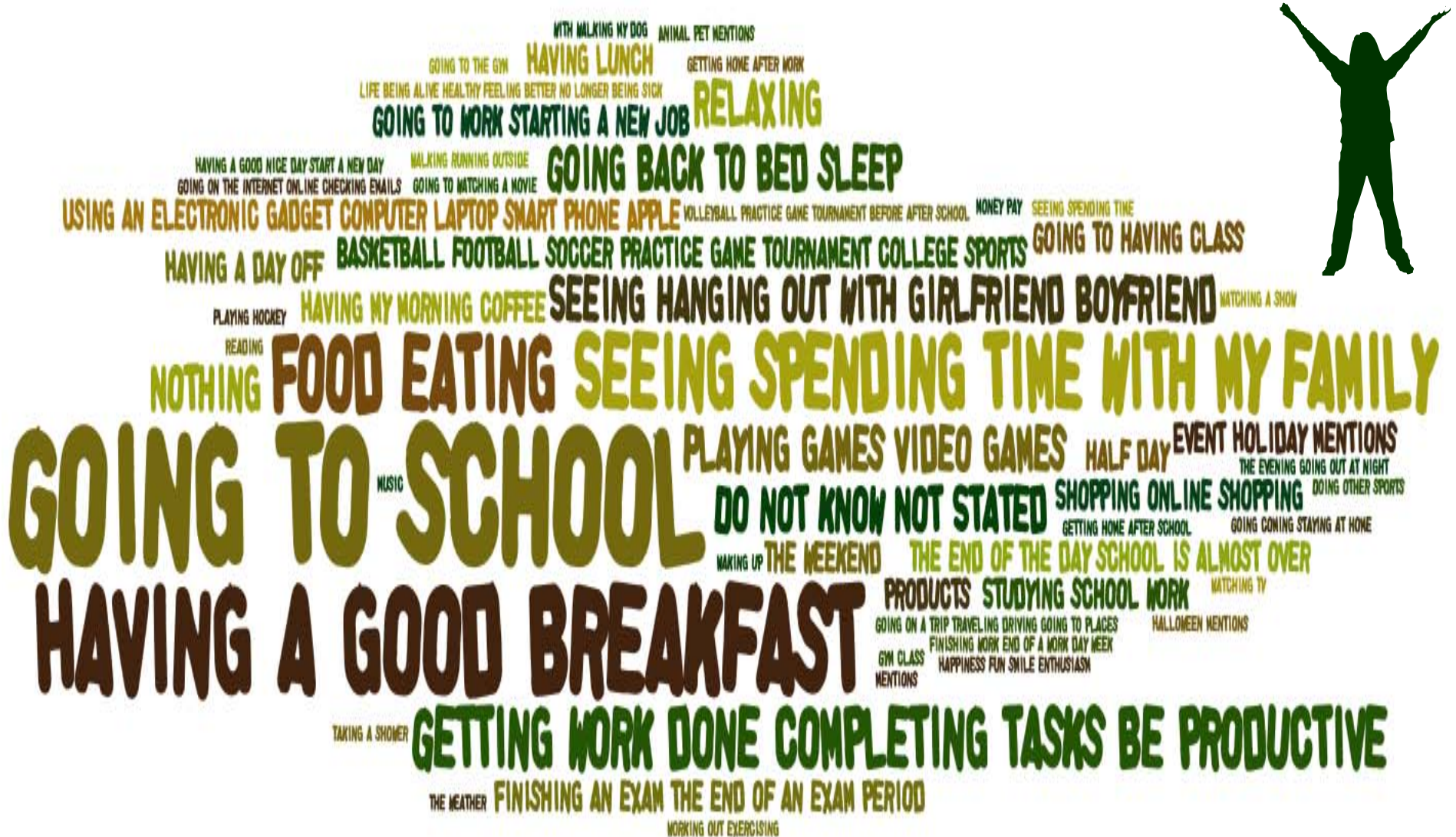


Q3. What did you look forward to the most when you woke up today?
 Base: All Answering. Total (n=2387) Age 10-13-(n=591); Age 14-17 (n=587); Age 18-21 (n=586); Age 22-25 (n=585)



What You Look Forward to Most When Waking Up Today

TOTAL



Q3. What did you look forward to the most when you woke up today?
Base: All Answering. Total (n=2387)



What You Look Forward to Most When Waking Up Today



AGE 10-13

Seeing hanging out with my friends at after school

Using an electronic gadget computer laptop smart phone Apple products
 Don't know not stated
 Seeing spending time with my family
 Basketball football soccer or arcade game tournament college sports
 Halloween mentions
 Doing other sports
 Music
 Playing hockey
 The weekend
 Animal Oct 10th 10th 10th
 Gum Cass
 Watching TV
 Playing games video games
 Nothing
 Having a day off
 Food eating
 Having a good breakfast
 Going to having class
 Event Holiday mentions



AGE 14-17

Seeing hanging out with my friends at after school or work

Nothing
 Going back to bed sleep
 The end of the day school is almost over half day
 Having a good breakfast
 Going to school
 Getting home after school
 Having lunch
 Playing games video games
 The weekend
 Seeing spending time with my family
 Using an electronic gadget computer laptop smart phone Apple products
 Food eating
 Having a day off
 Seeing hanging out with friends

Q3. What did you look forward to the most when you woke up today?
Base: All Answering. Total (n=2387)



What You Look Forward to Most When Waking Up Today

AGE 18-21



AGE 22-25



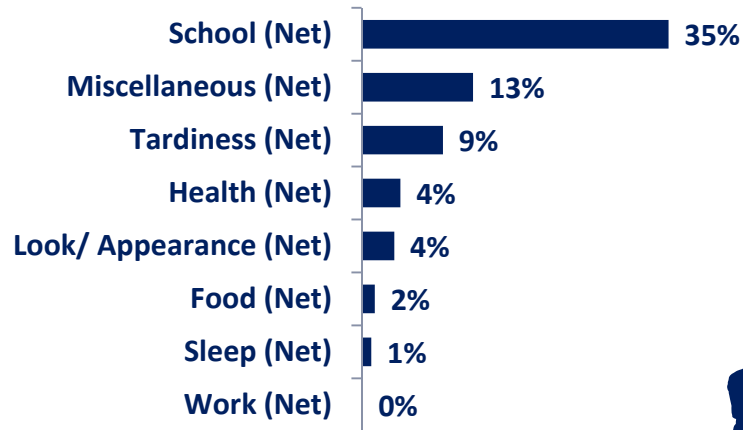
Q3. What did you look forward to the most when you woke up today?
 Base: All Answering. Total (n=2387)



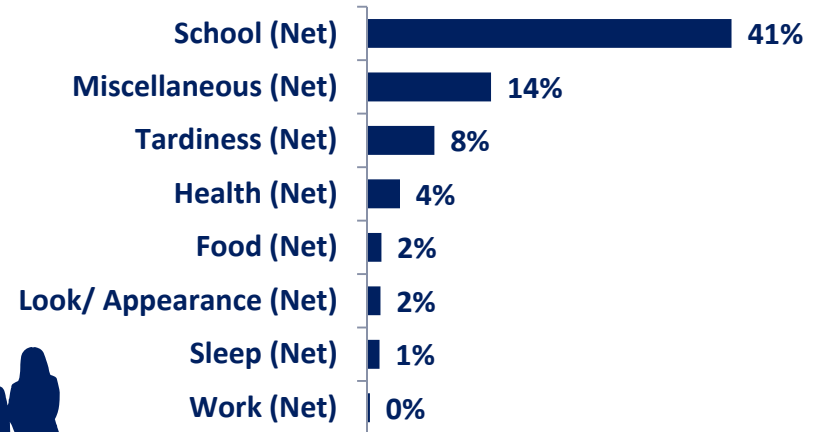
Biggest Worry for Today

- School is a top of mind worry for each age group, predominantly those in high school. Interestingly, health does not rank in the top three for any age group, although we know from further on in the survey that satisfaction with physical health is low among older youth.

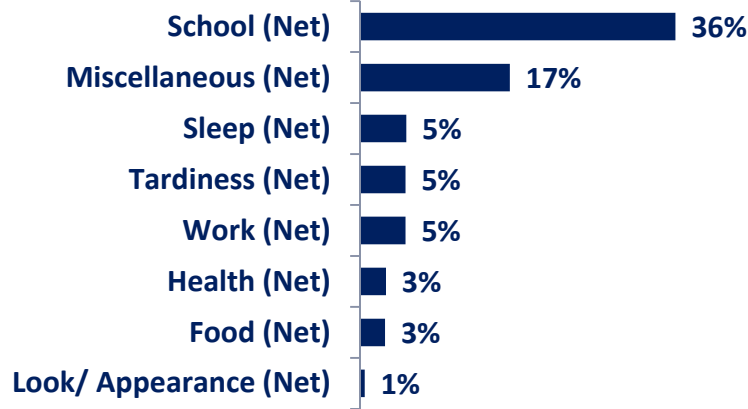
10 to 13



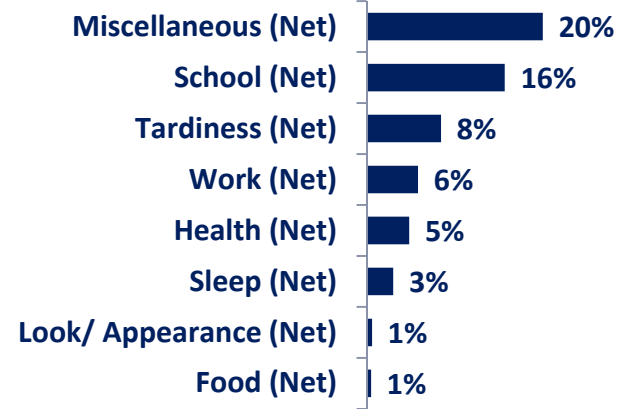
14 to 17



18 to 21



22 to 25



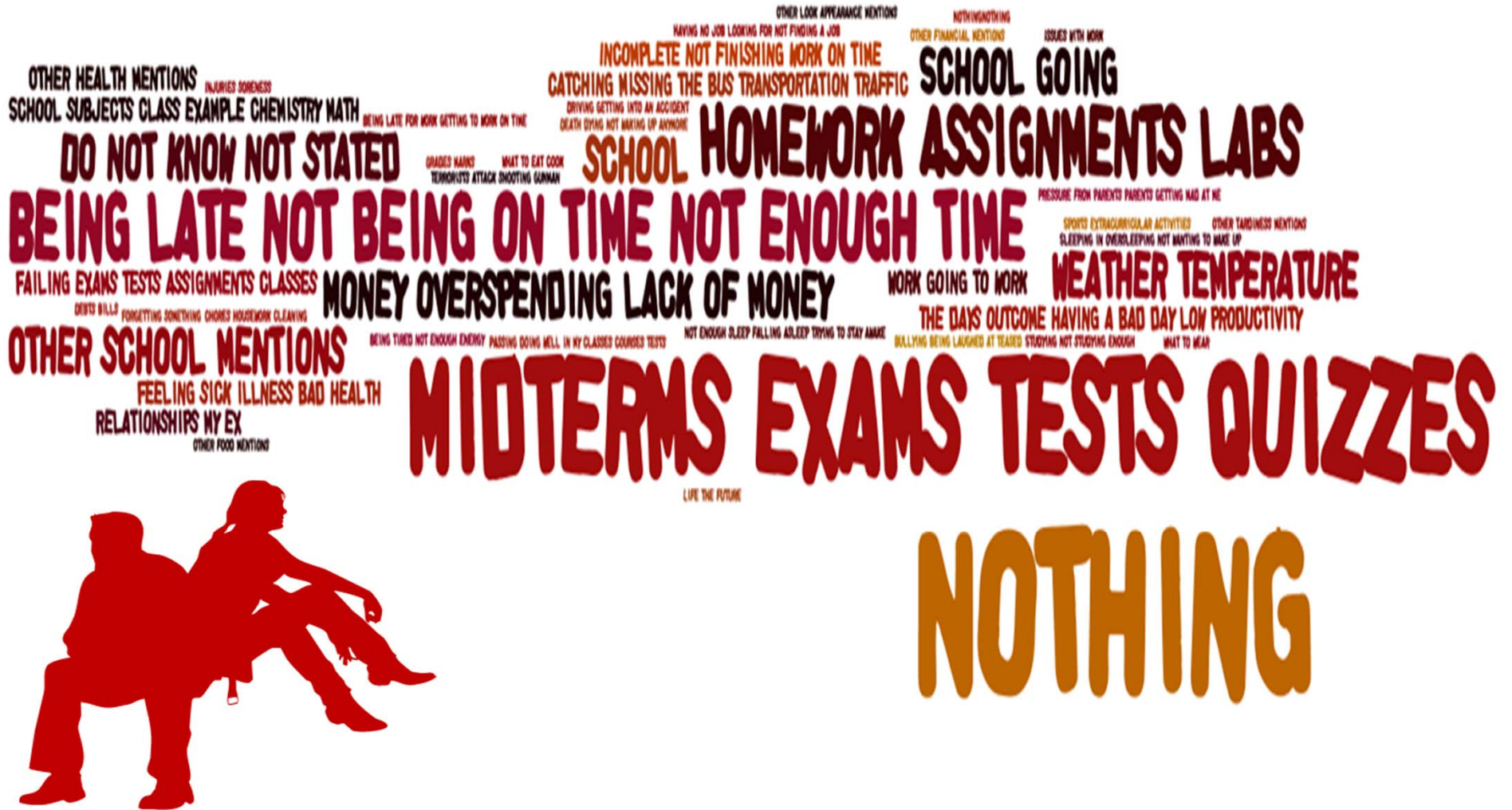
Q4. When you woke up today, what was your biggest worry?

Base: All Answering. Total (n=2387) Age 10-13-(n=591); Age 14-17 (n=587); Age 18-21 (n=586); Age 22-25 (n=585)



Biggest Worry for Today

TOTAL



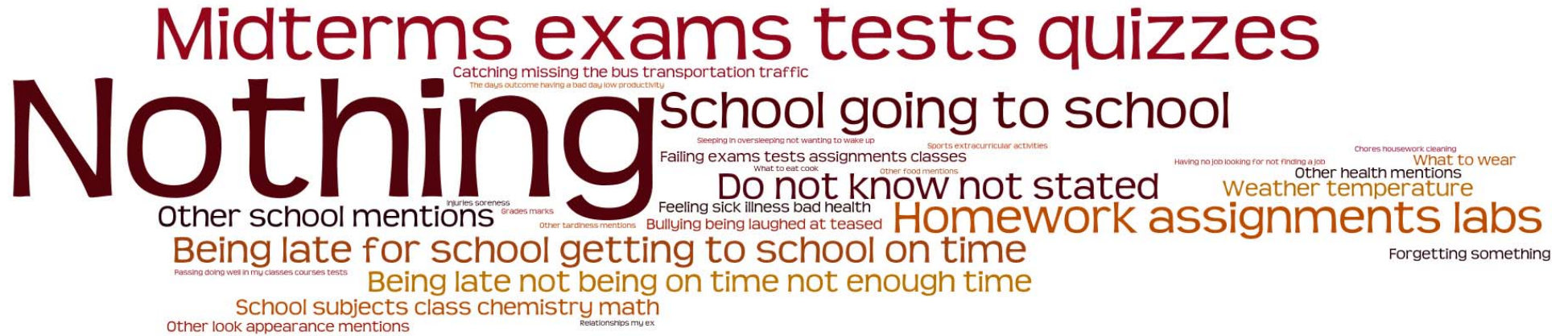
Q4. When you woke up today, what was your biggest worry?

Base: All Answering. Total (n=2387) Age 10-13-(n=591); Age 14-17 (n=587); Age 18-21 (n=586); Age 22-25 (n=585)

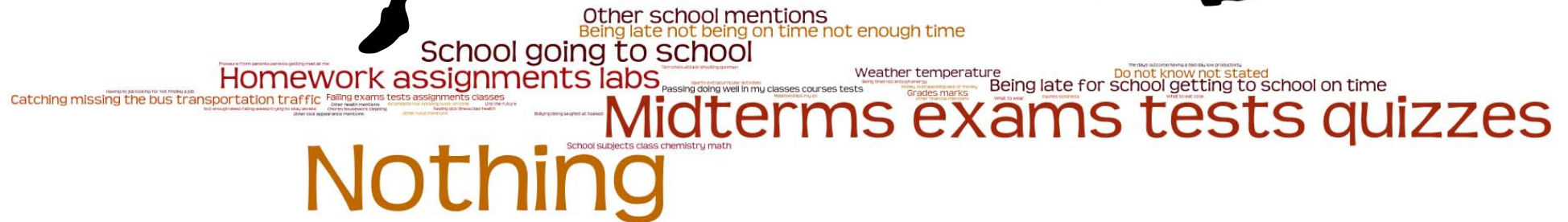


Biggest Worry for Today

AGE 10-13



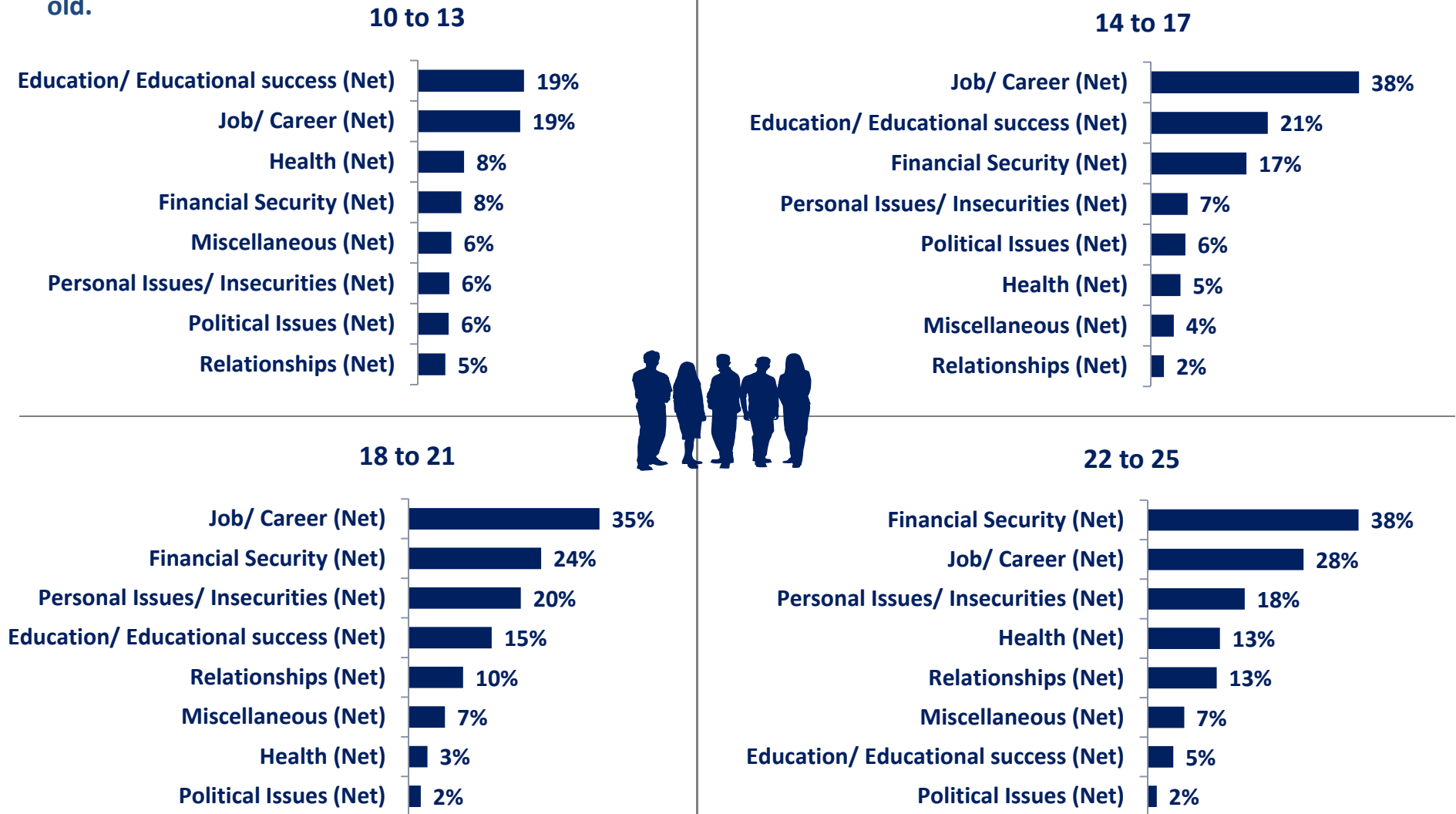
AGE 14-17





What Do You Worry About For Your Future?

- As respondents get older, educational success becomes less important, although jobs and careers are consistently important throughout, revealing that youth are beginning to worry about their job prospects starting at 10-13 years old.



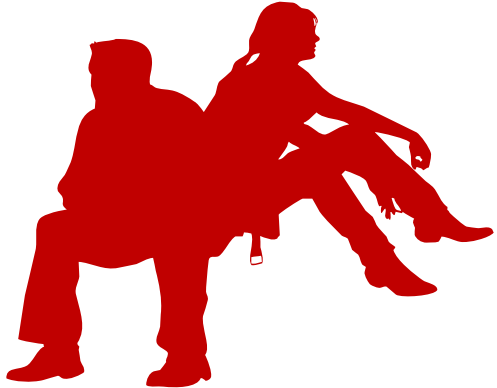
Q8. What do you worry about for your future?

Base: All Answering. Total (n=2387) Age 10-13-(n=591); Age 14-17 (n=587); Age 18-21 (n=586); Age 22-25 (n=585)



What Do You Worry About For Your Future?

TOTAL



Q8. What do you worry about for your future?
Base: All Answering. Total (n=2387)

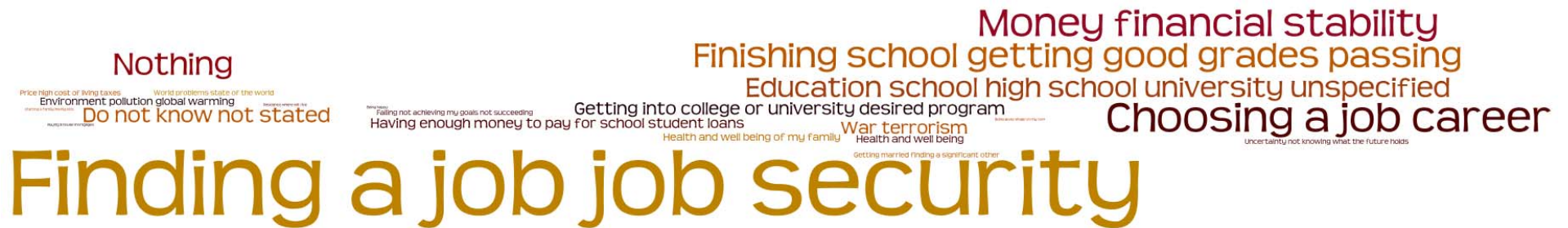


What Do You Worry About For Your Future?

AGE 10-13



AGE 14-17

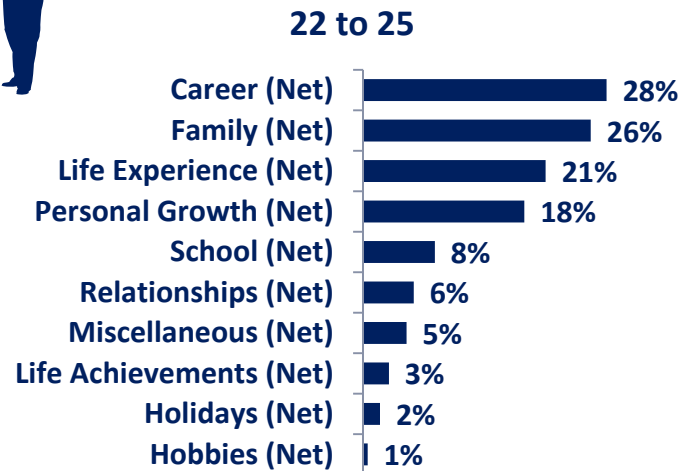
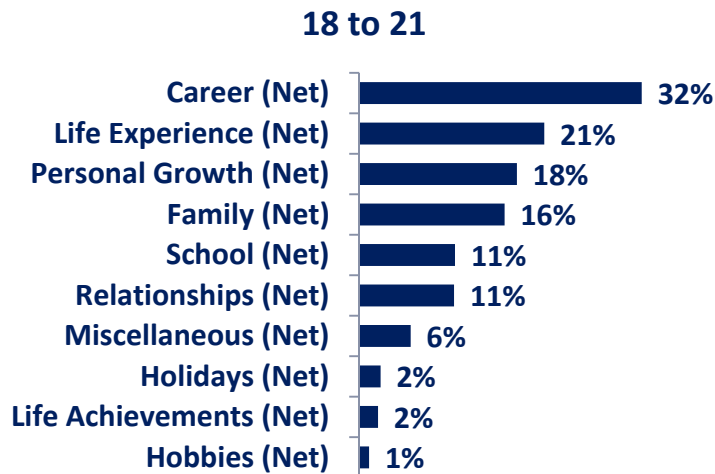
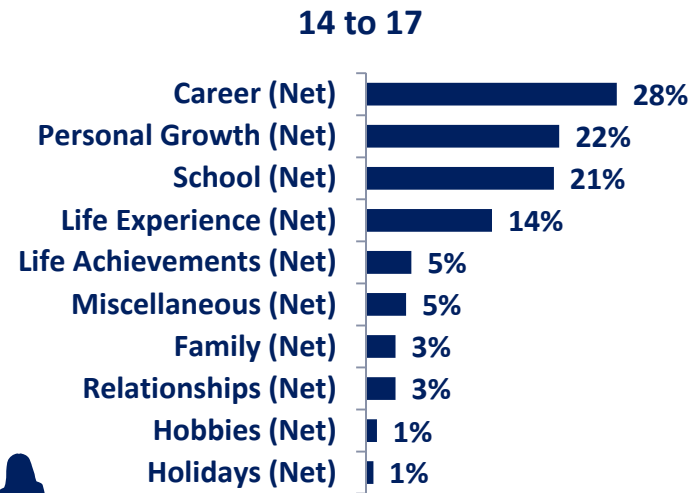
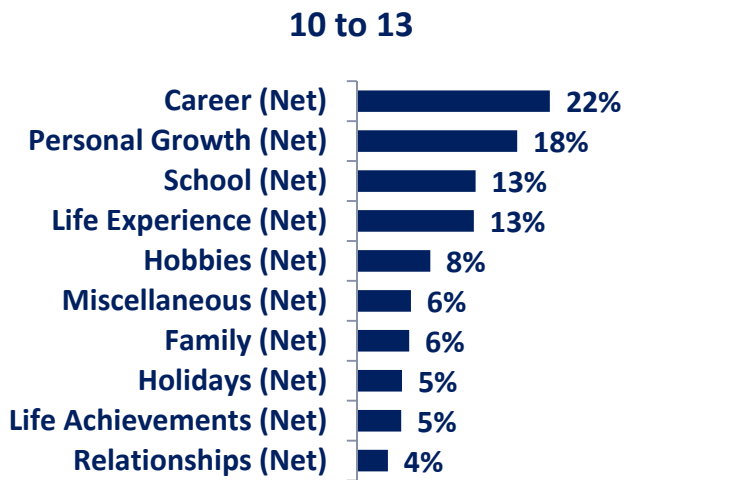


Q8. What do you worry about for your future?
Base: All Answering. Total (n=2387)



What Are You Excited About For the Future?

- While youth and young adults are worried about their careers in the future, it's also what they are most excited about, with personal growth and life experience following for most.

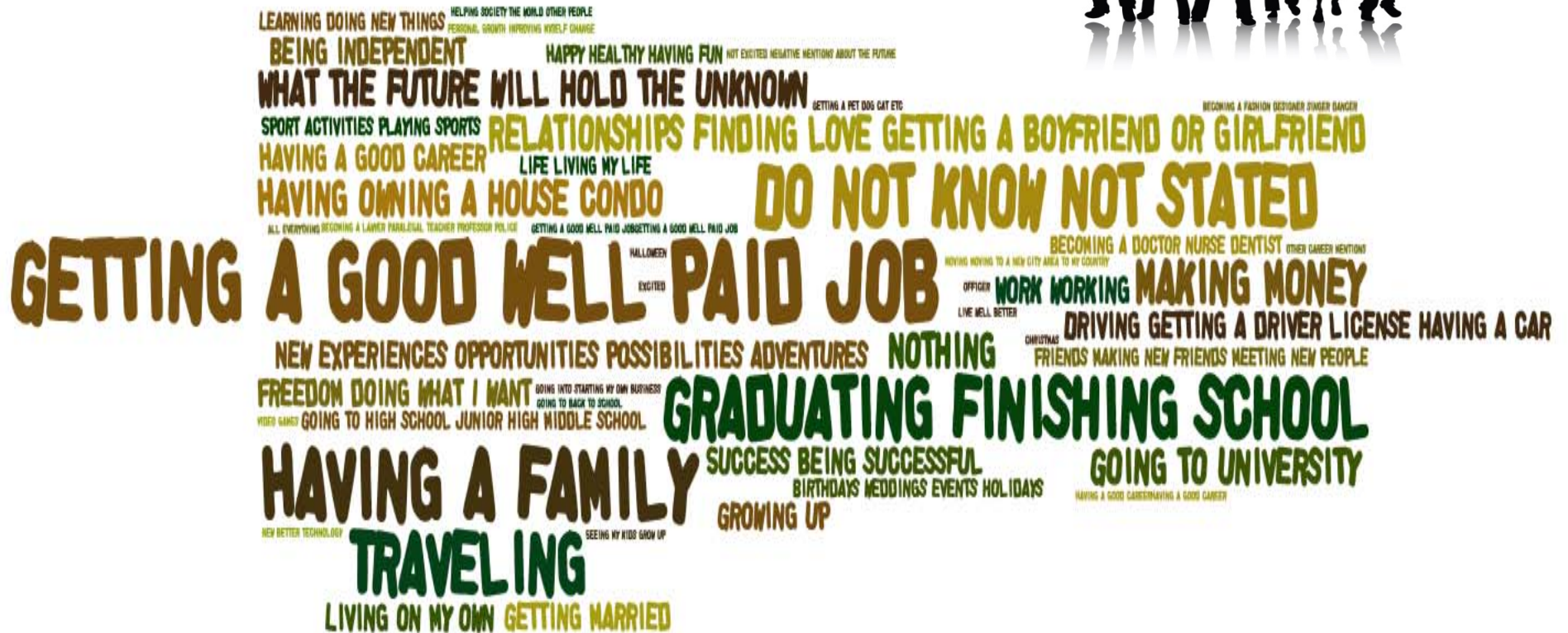


Q9. What are you excited about for your future?

Base: All Answering. Total (n=2387) Age 10-13-(n=591); Age 14-17 (n=587); Age 18-21 (n=586); Age 22-25 (n=585)



What Are You Excited About For the Future?

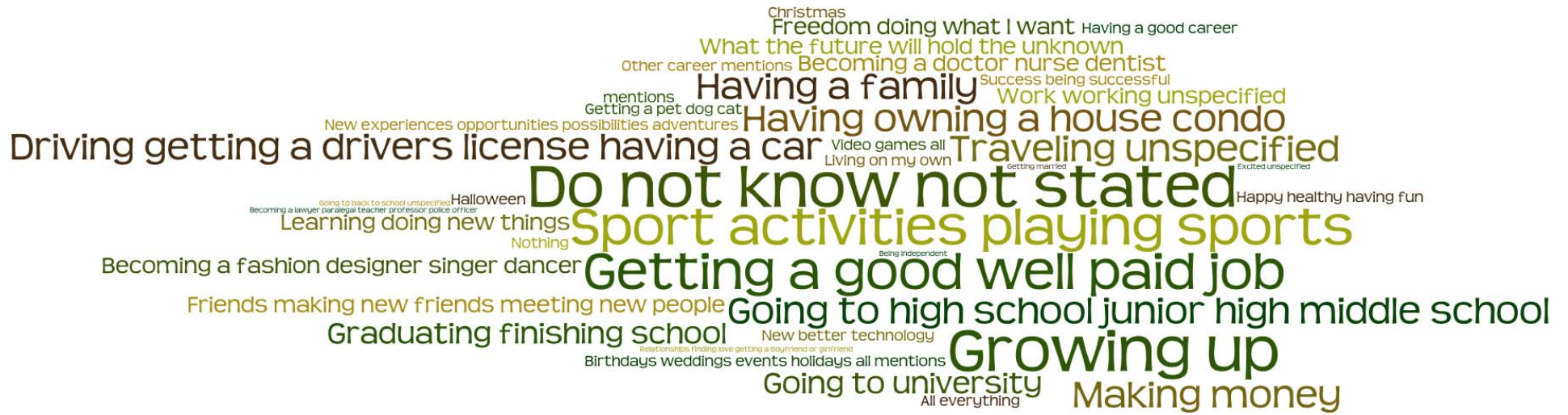


Q9. What are you excited about for your future?
Base: All Answering. Total (n=2387)

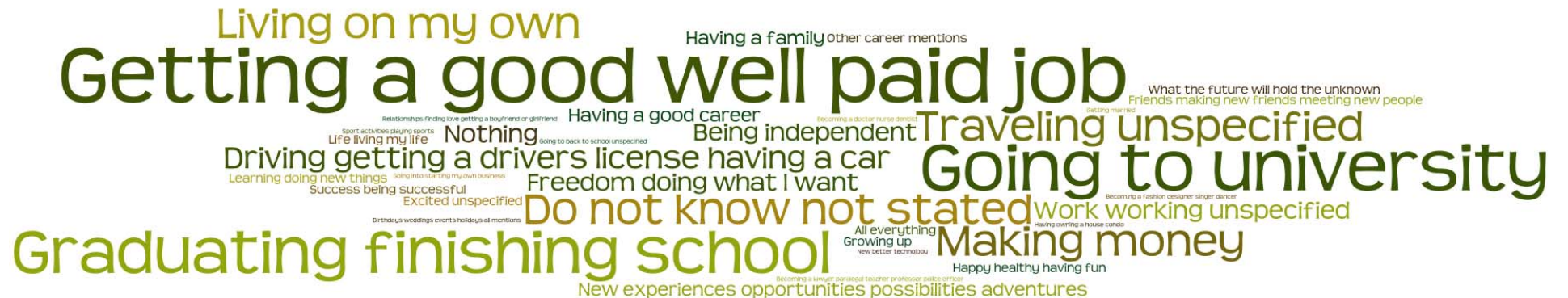


What Are You Excited About For the Future?

AGE 10-13



AGE 14-17

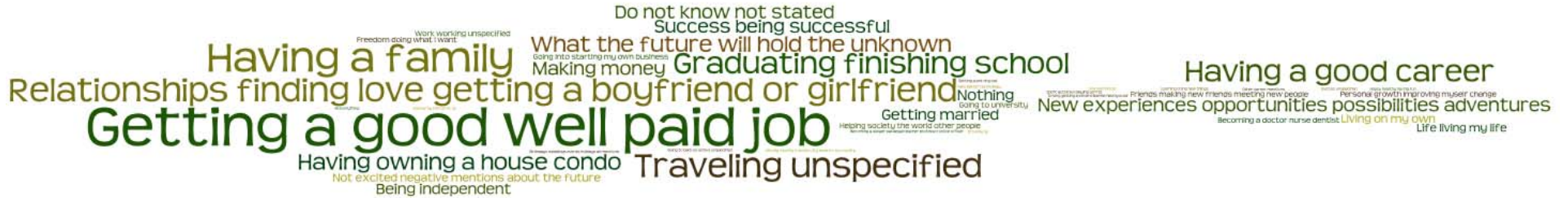


Q9. What are you excited about for your future?
 Base: All Answering. Total (n=2387)

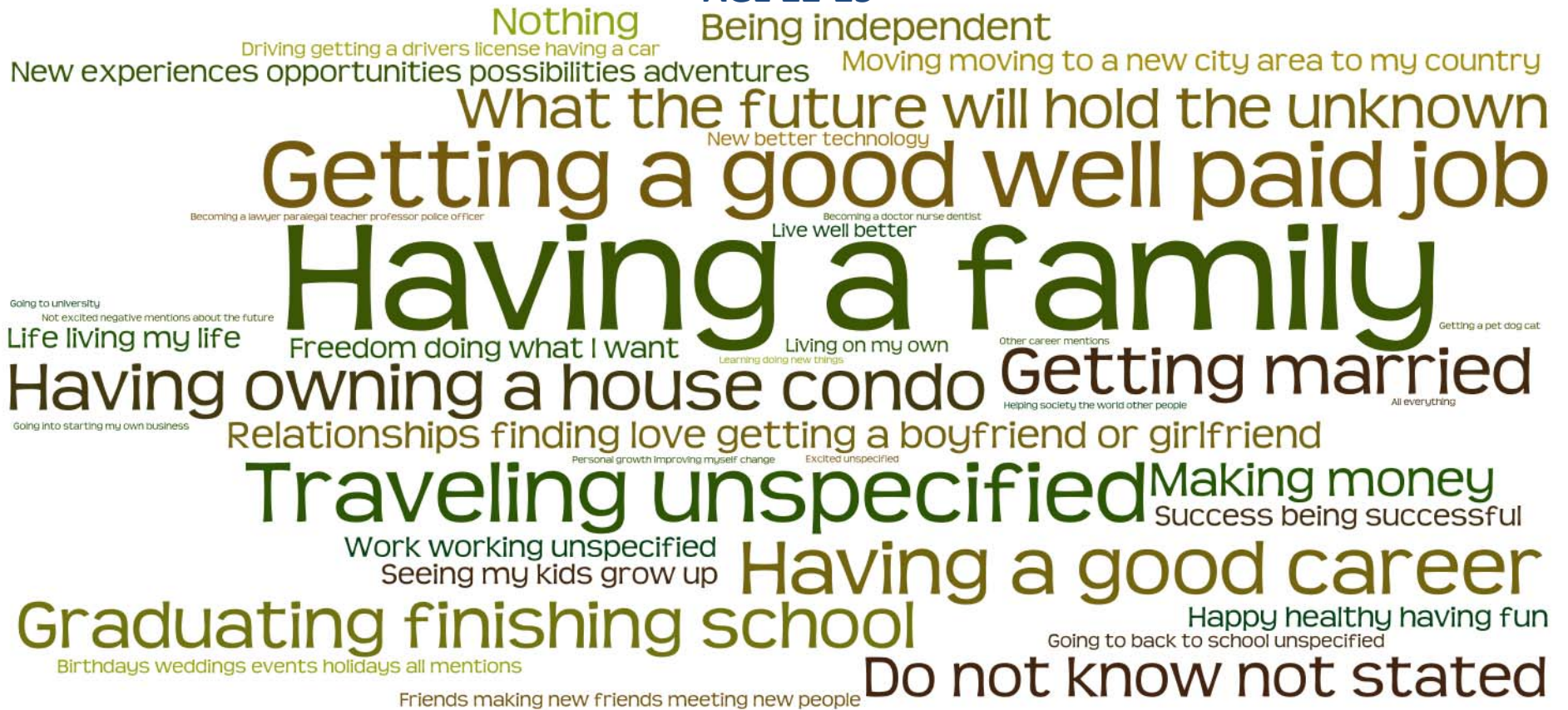


What Are You Excited About For the Future?

AGE 18-21



AGE 22-25

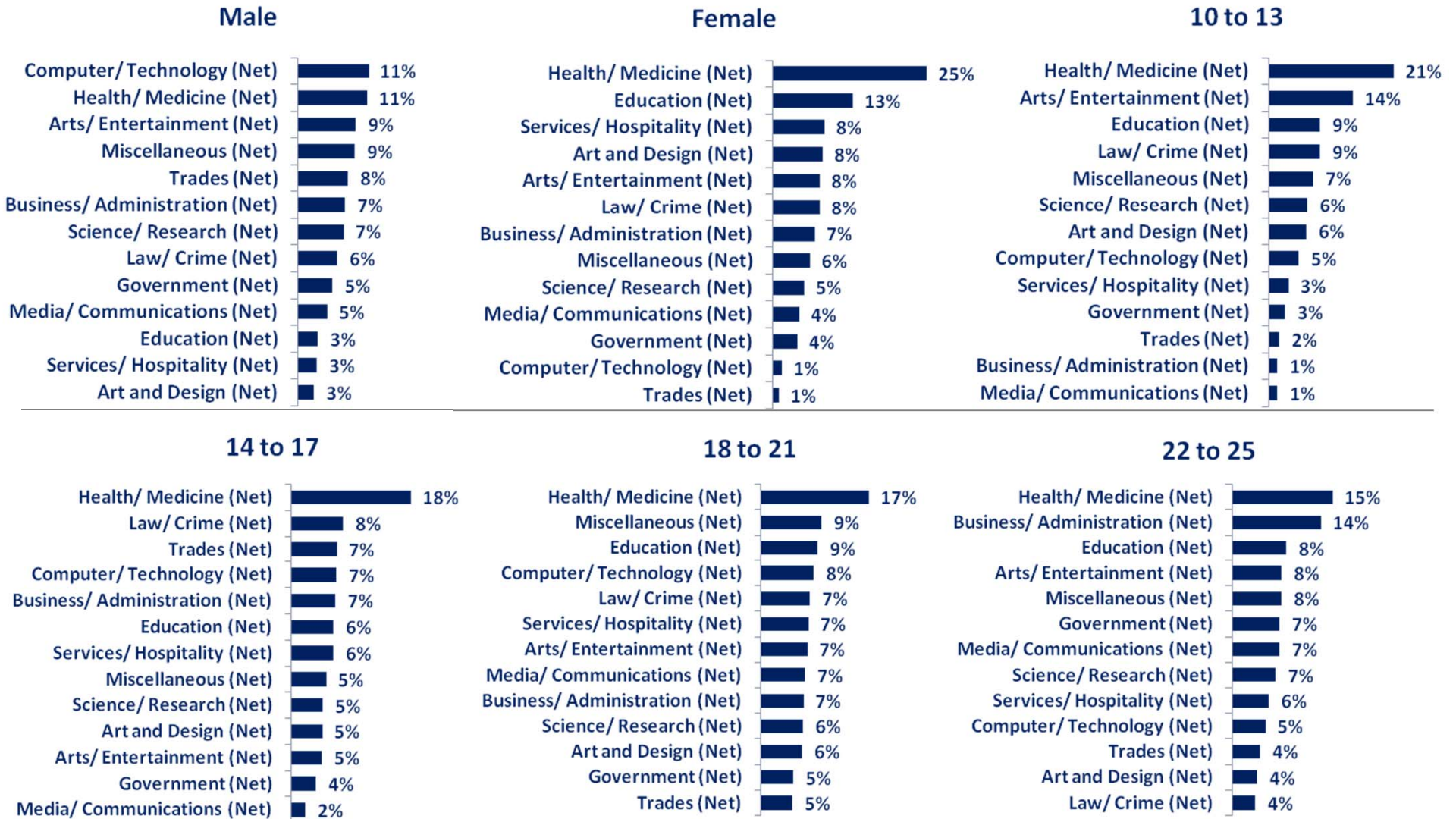


Q9. What are you excited about for your future?
 Base: All Answering. Total (n=2387)



What Do You Want to Be/Career Path

- Overall, health and medicine is the most desired career path for youth and young adults, notably females.

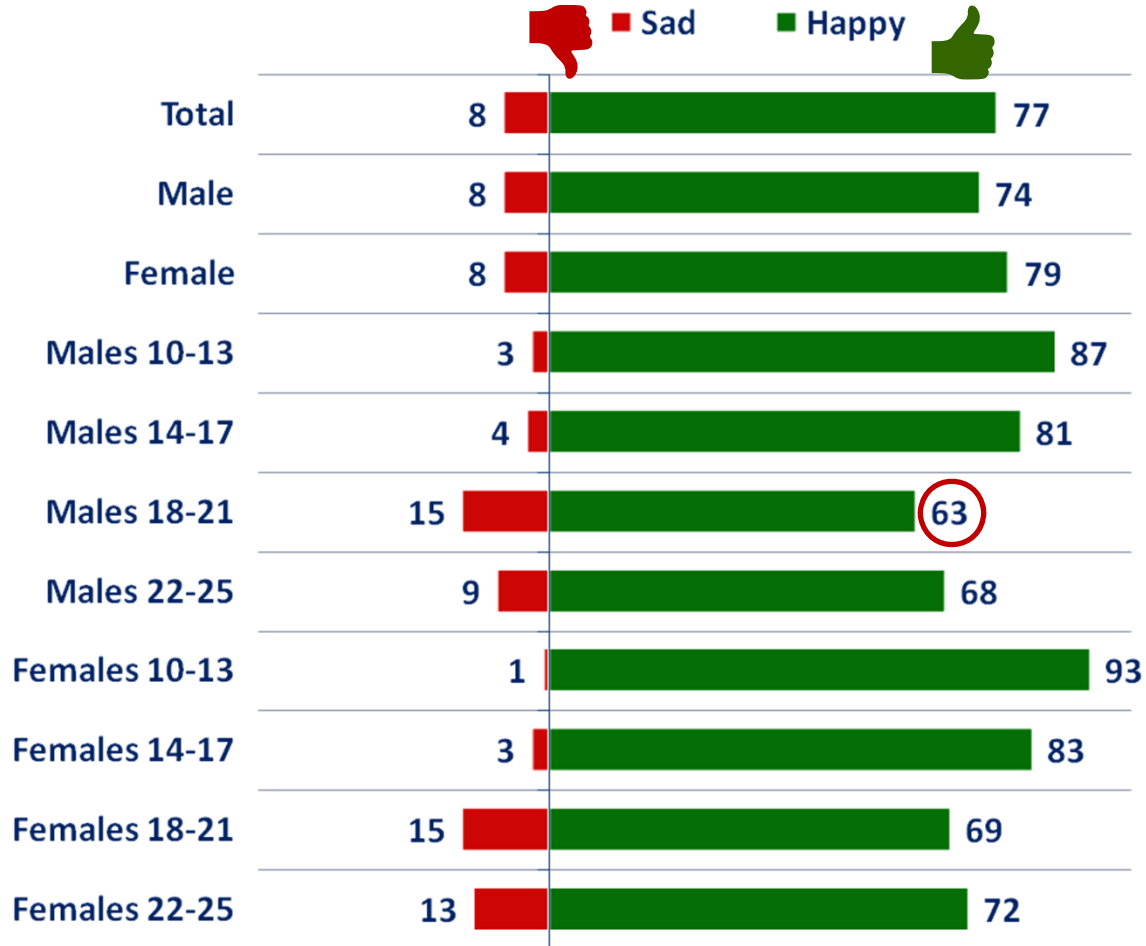


Q11. if elementary student: What do you want to be when you grow up?; If high school: What career would you like to pursue?; Otherwise: What occupation would you most like to work in? Base: All Answering



Usually Happy or Sad

- Overall, youth and young adults are nearly ten times more likely to say they are happy than sad, with females being slightly happier than males. The biggest dip in happiness (for both males and females) is seen between the 14-17 and 18-21 age ranges, but is more pronounced for males. %



	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Happy (5-7)	79%	76%	76%	72%	83%	79%

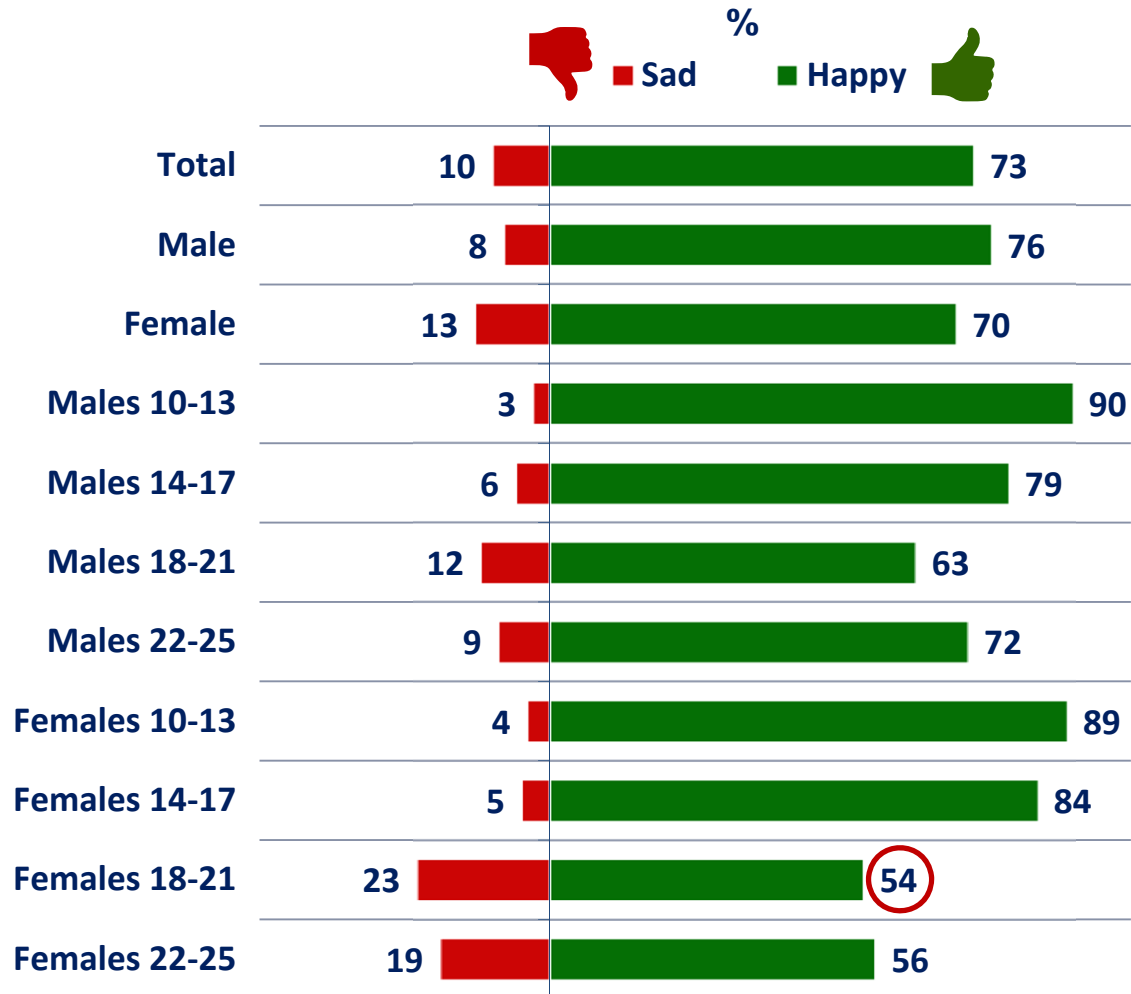
Q5. Using the scale below, where 1 is very sad and 7 is very happy, please show how you usually feel:

Base: All Answering. Total (n=2387)



Happy or Sad Today

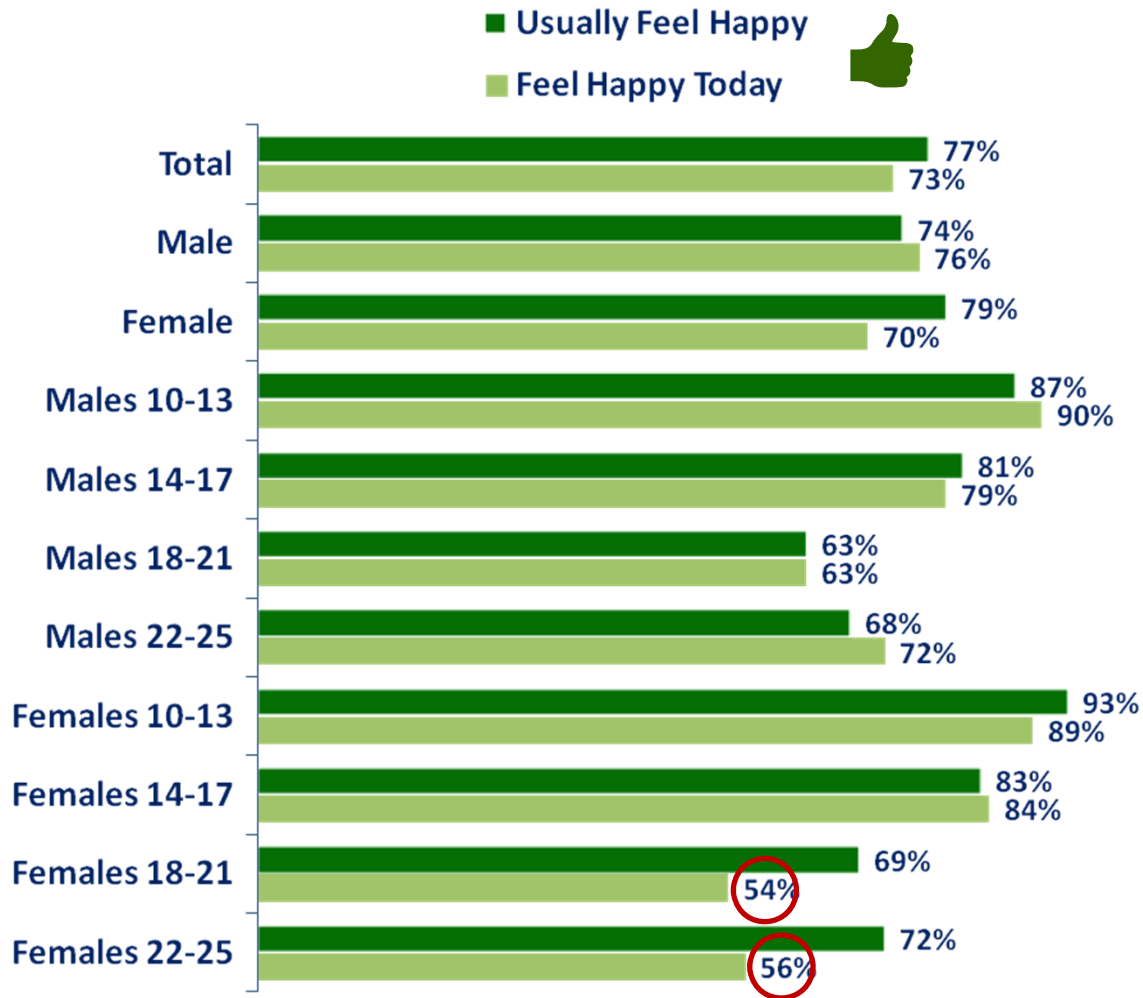
- Interestingly, when looking at happiness today, males are more likely to feel happy than females. There is a substantial dip in today's happiness for females aged 18+, which is in contrast to the previous slide.





Usual Feeling vs. Today – Happy vs. Sad

- The largest gap in usual happiness vs. happiness today is seen by females (9 point differential), most noticeably those ages 18+. That females are less likely to be happy “today” suggests that females are more impacted by “today’s” events than males.



Q5. Using the scale below, where 1 is very sad and 7 is very happy, please show how you usually feel:

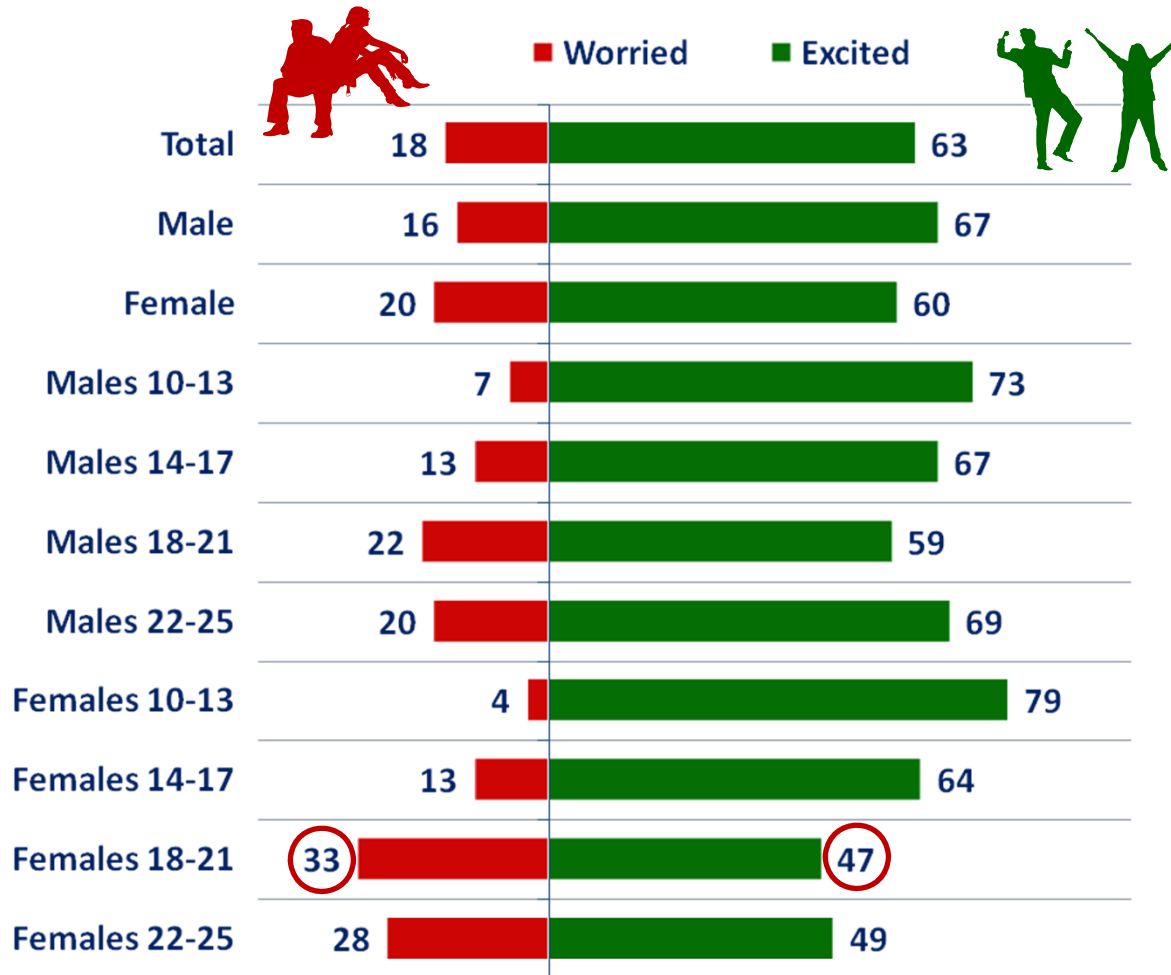
Q6. How do you feel today?

Base: All Answering. Total (n=2387)



Excited vs. Worried About the Future

- While most are excited for the future, one in five (18%) are still worried about it. This worry is led by females ages 18+, with the gap differential between excited and worried only 14 points in the 18-21 age range.



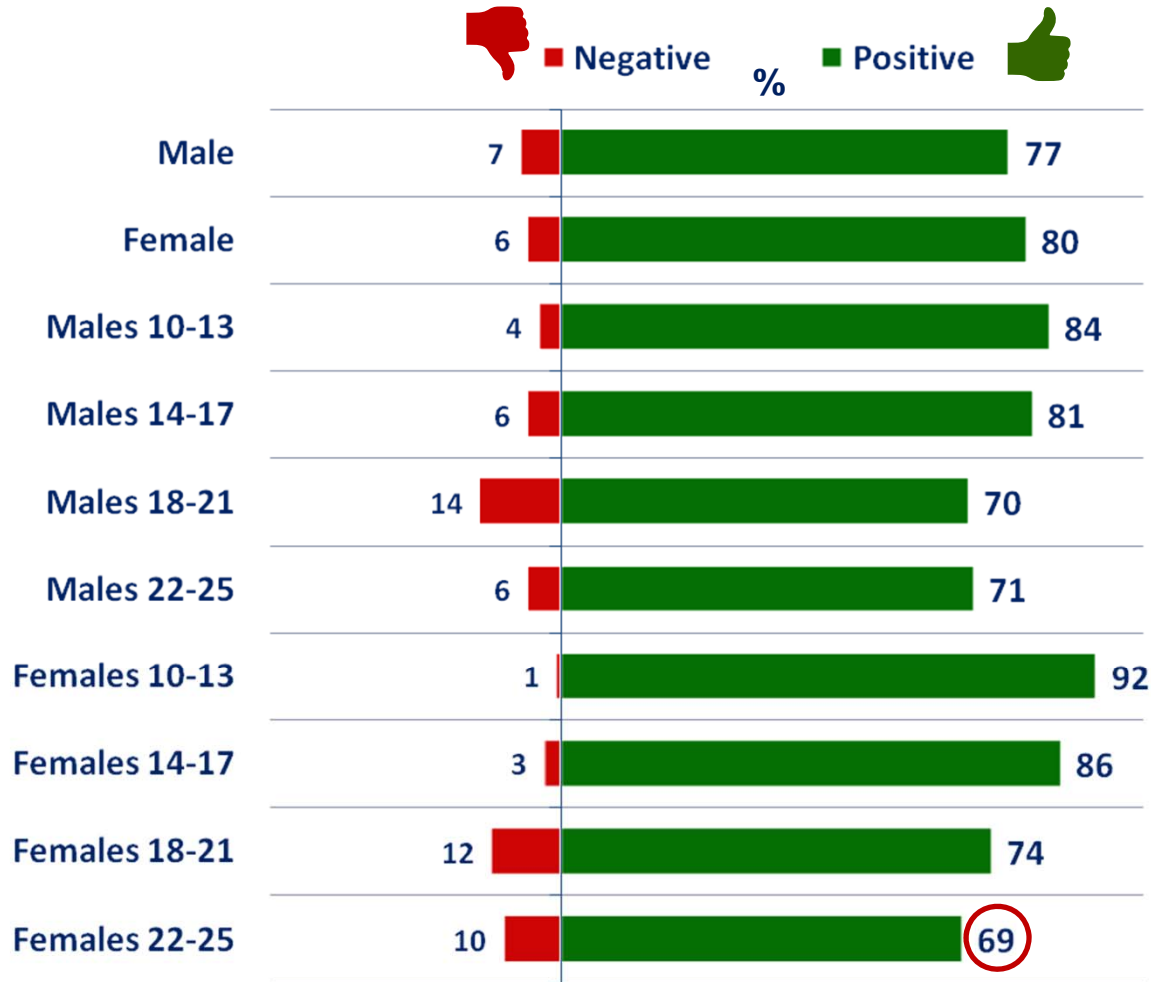
	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Excited (5-7)	62%	64%	61%	63%	67%	60%

Q7. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future, please show how you feel:
 Base: All Answering. Total (n=2387)



Description as Negative or Positive Person

- Canadian youth and young adults are eleven times more likely to consider themselves a positive rather than a negative person. Males 18 to 21 are most likely to describe themselves as a negative person, as are females ages 22 to 25.



	BC (n=306)	AB (n=258)	SK/MB (n=164)	ON (n=896)	QC (n=556)	ATL (n=163)
Base						
Positive (5-7)	78%	80%	75%	76%	84%	76%

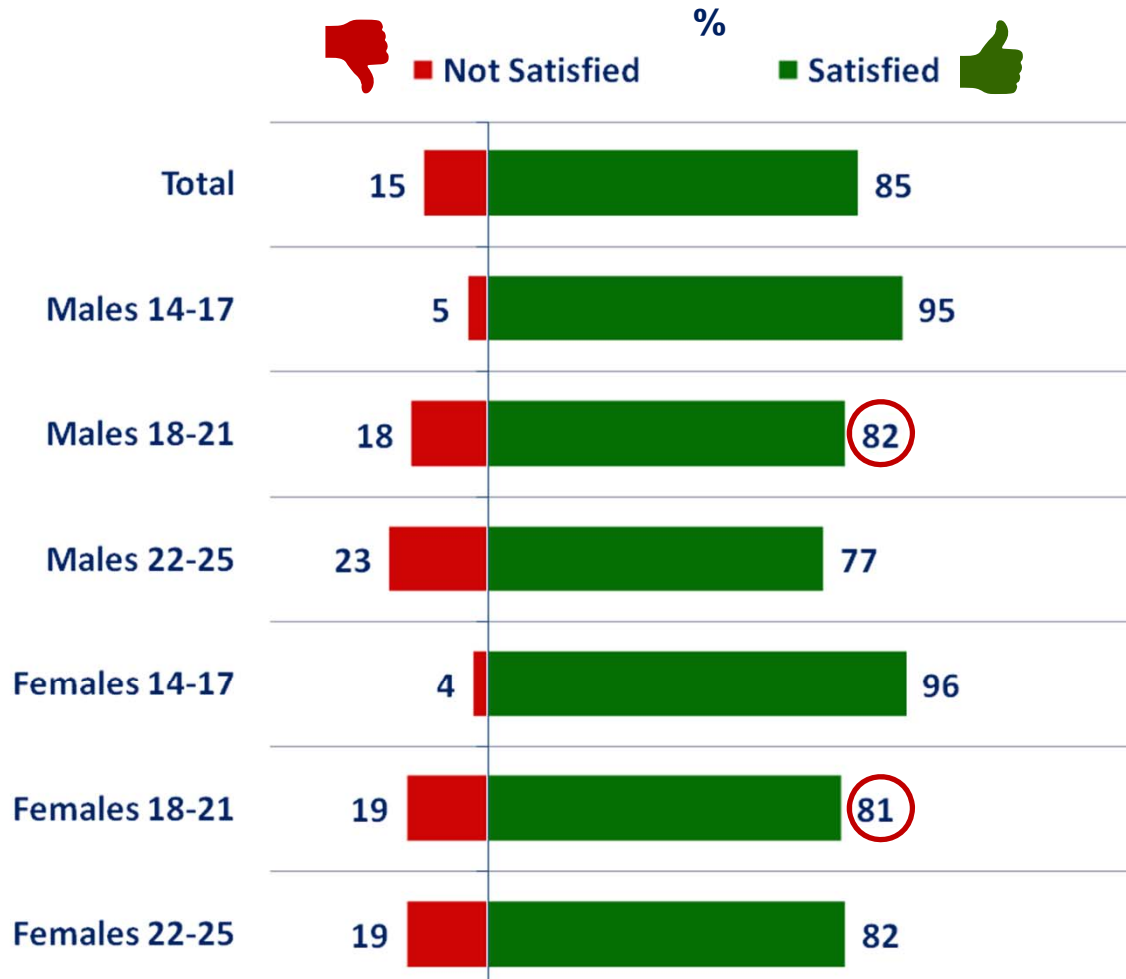
Q10. Using the scale below, where 1 is very negative and 7 is very positive, please show whether you describe yourself as a positive or negative person? Base: All Answering. Total (n=2387)

Life Satisfaction



Overall Life Satisfaction (Among 14+)

- Overall life satisfaction is high but dips as youth approach the 18-21 age range.



	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Satisfied (1-2)	87%	87%	88%	83%	86%	90%

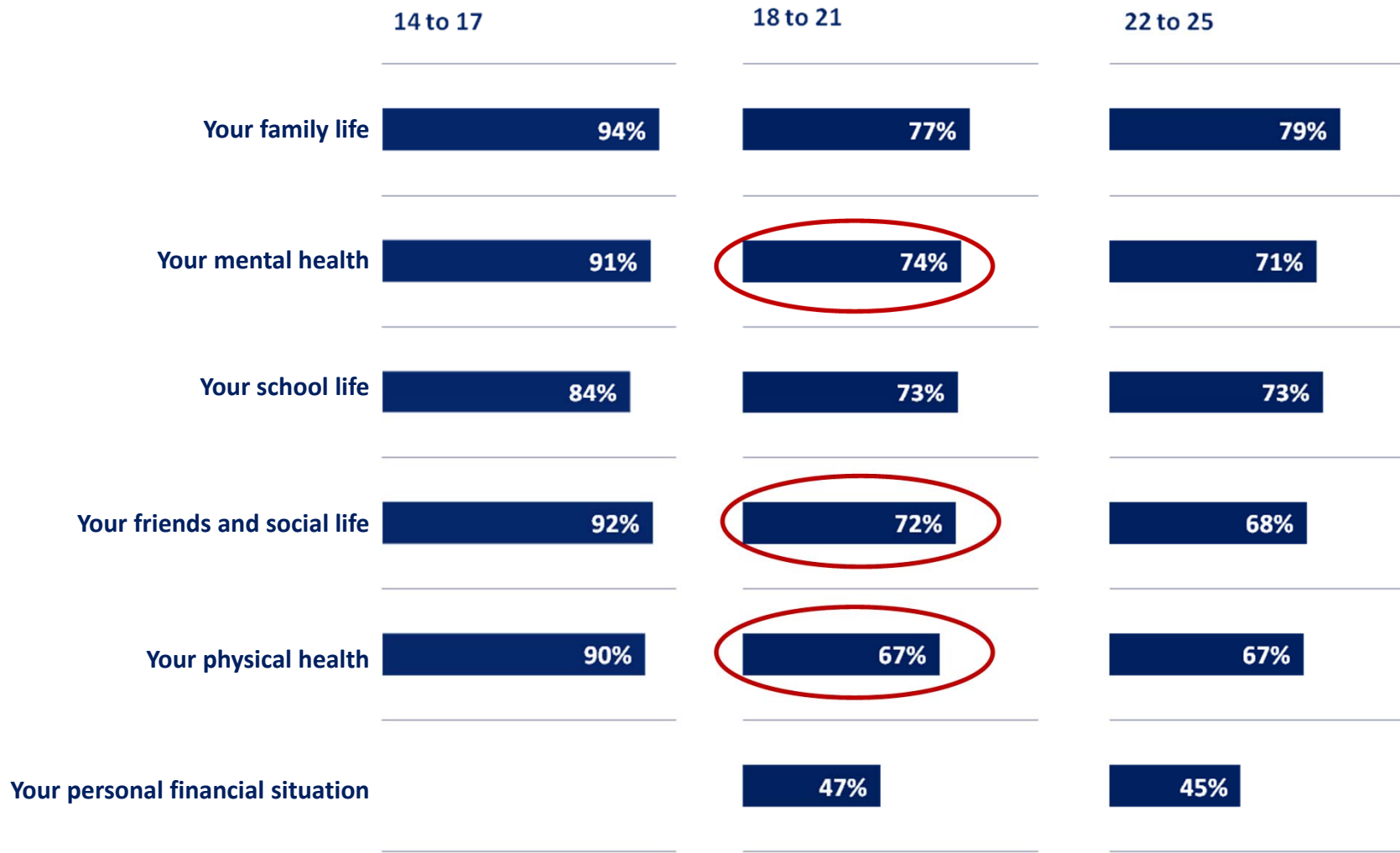
Q14. How satisfied are you with your life, overall?
 Base: All Answering. Total (n=2387)

Male and Females age 10-13 not asked



Specific Aspects of Life Satisfaction

- As seen on the previous slide, satisfaction dips after age 17 and remains fairly consistent for each of these life aspects after the age of 18. Physical health and social life see the most pronounced declines.



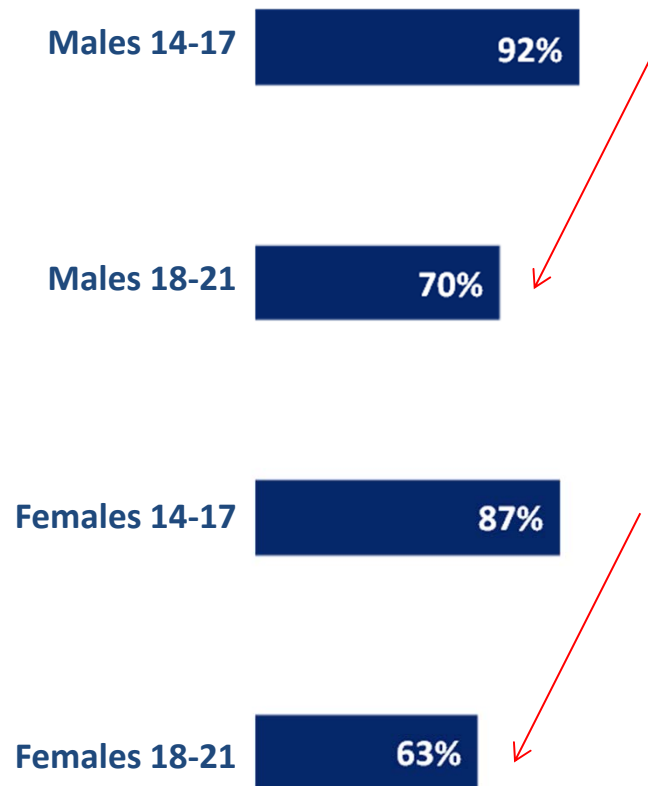
Q15. How satisfied are you with the following aspects of your life:
Base: All Answering

age 10-13 not asked



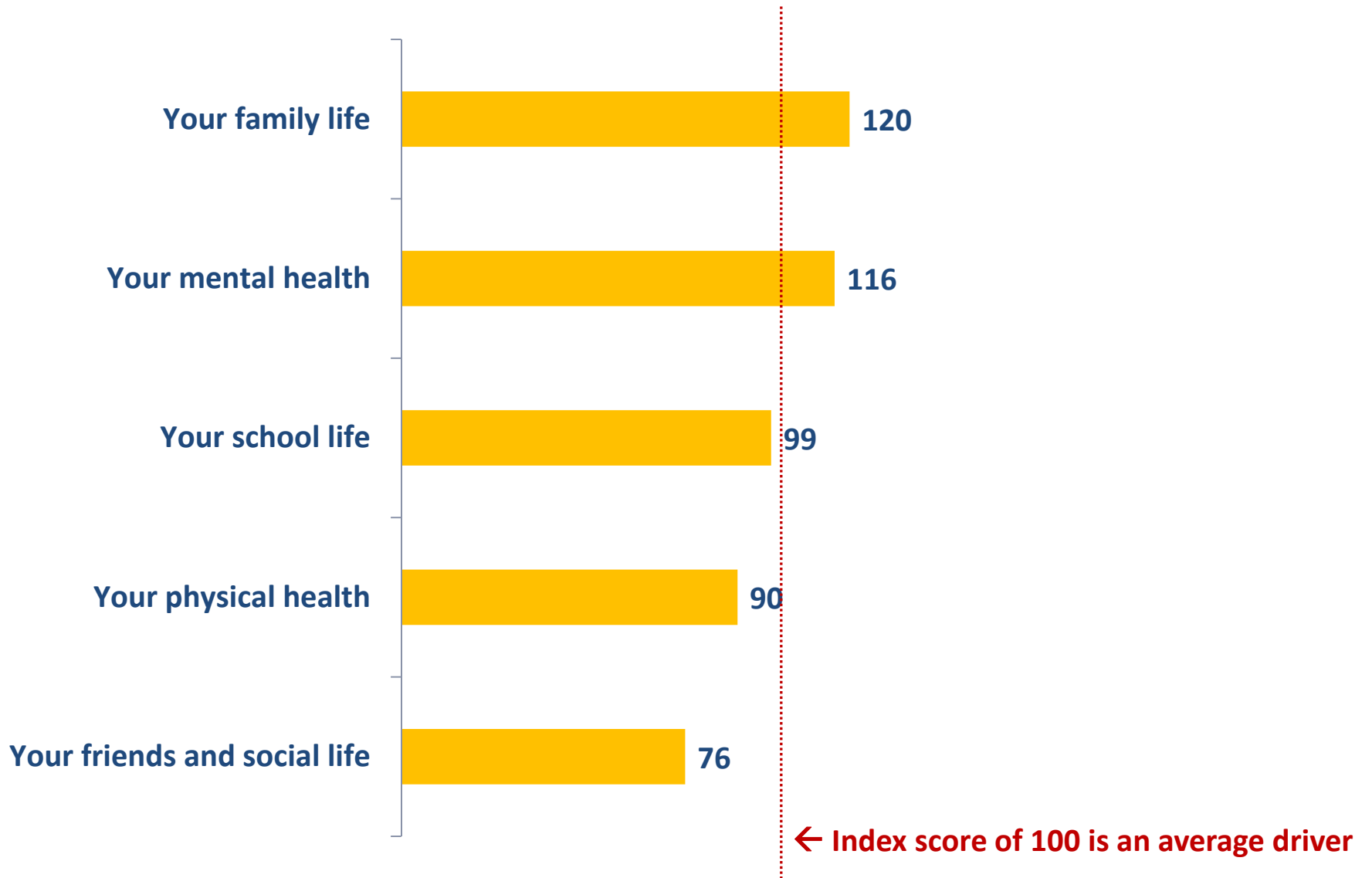
Satisfied with Physical Health

- Both men and women experience a dip in satisfaction with their physical health in the late teen years. For boys, the dip is 22 points, but for women, the dip is 24 points – and sits at only 63% of women aged 18 to 21 who are satisfied with their physical health.





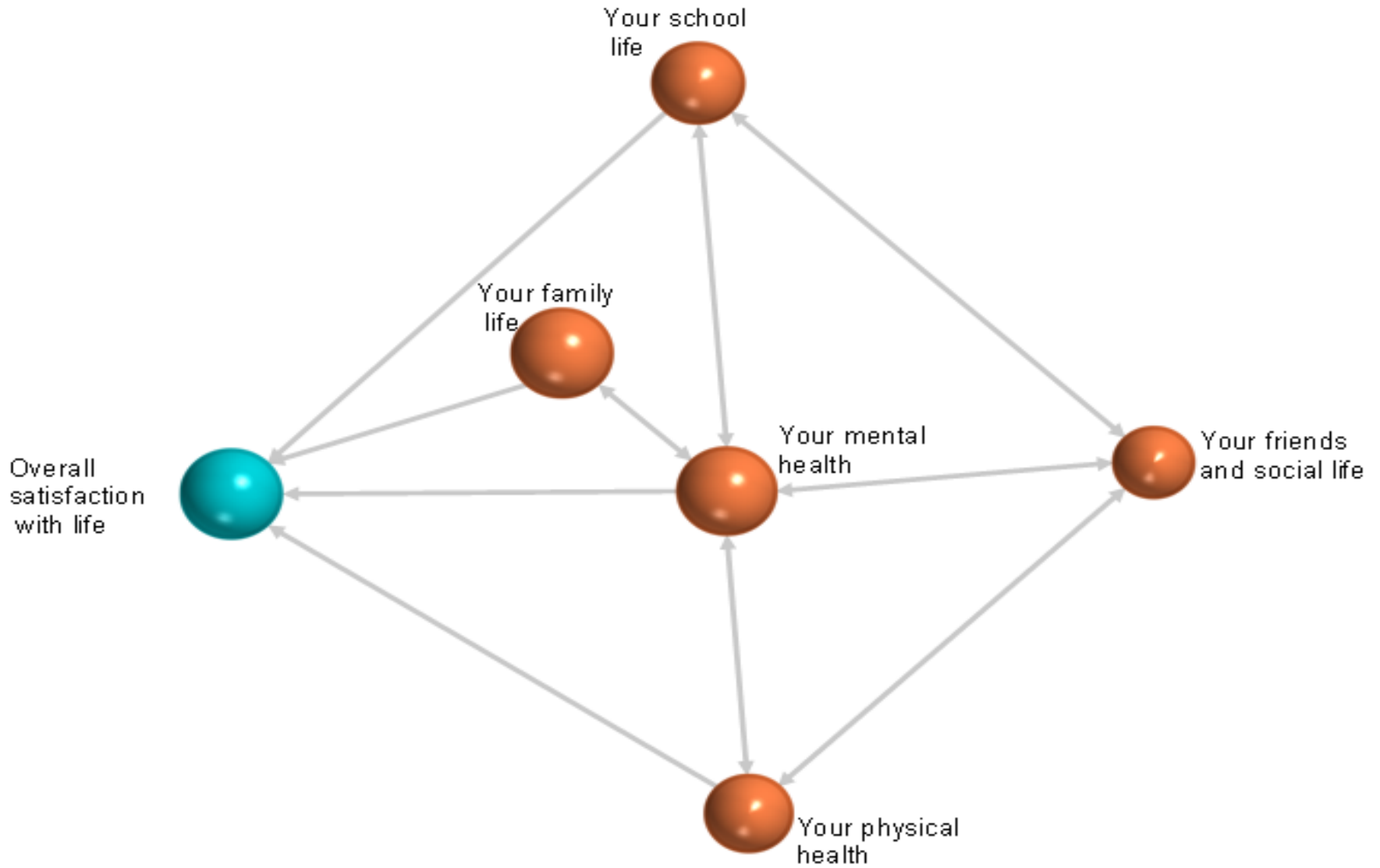
Driver Analysis on Overall Life Satisfaction – 14 to 17 Year Olds



Base: All Answering

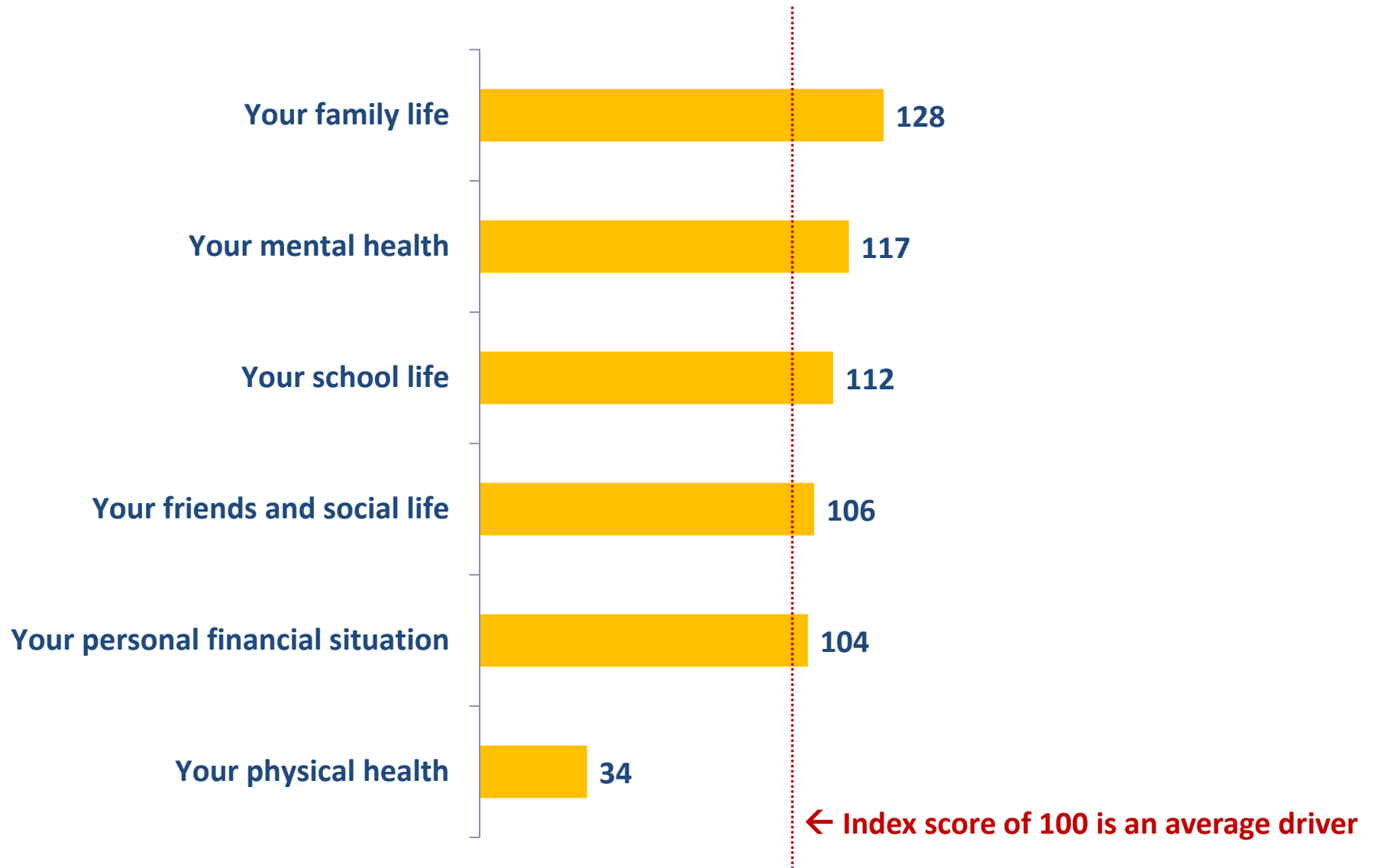


Structural Map – 14 to 17 Year Olds



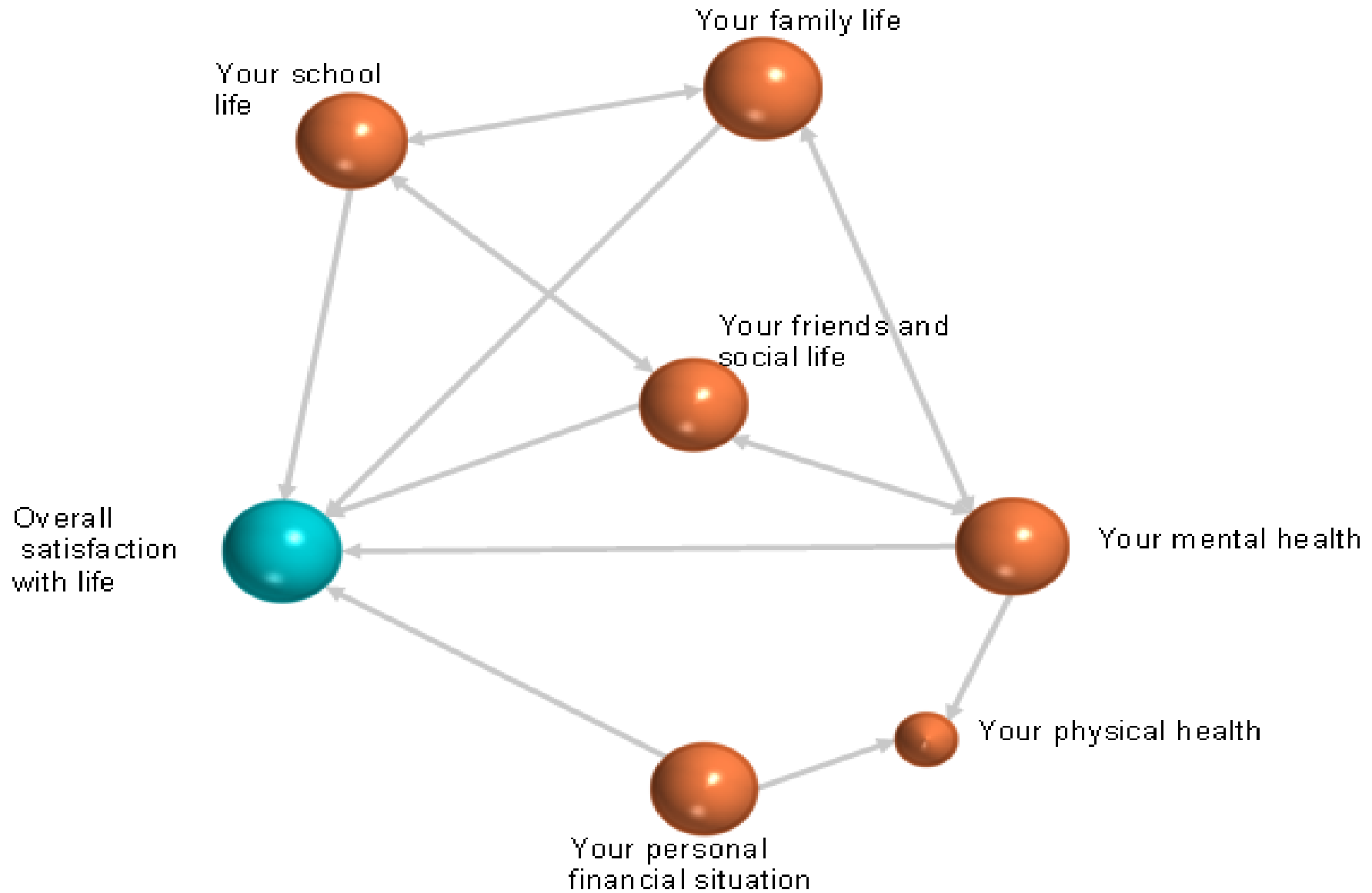


Driver Analysis on Overall Life Satisfaction – 18+ Year Olds



Base: All Answering

Structural Map – 18+ Years Old





Summary of Driver Analysis

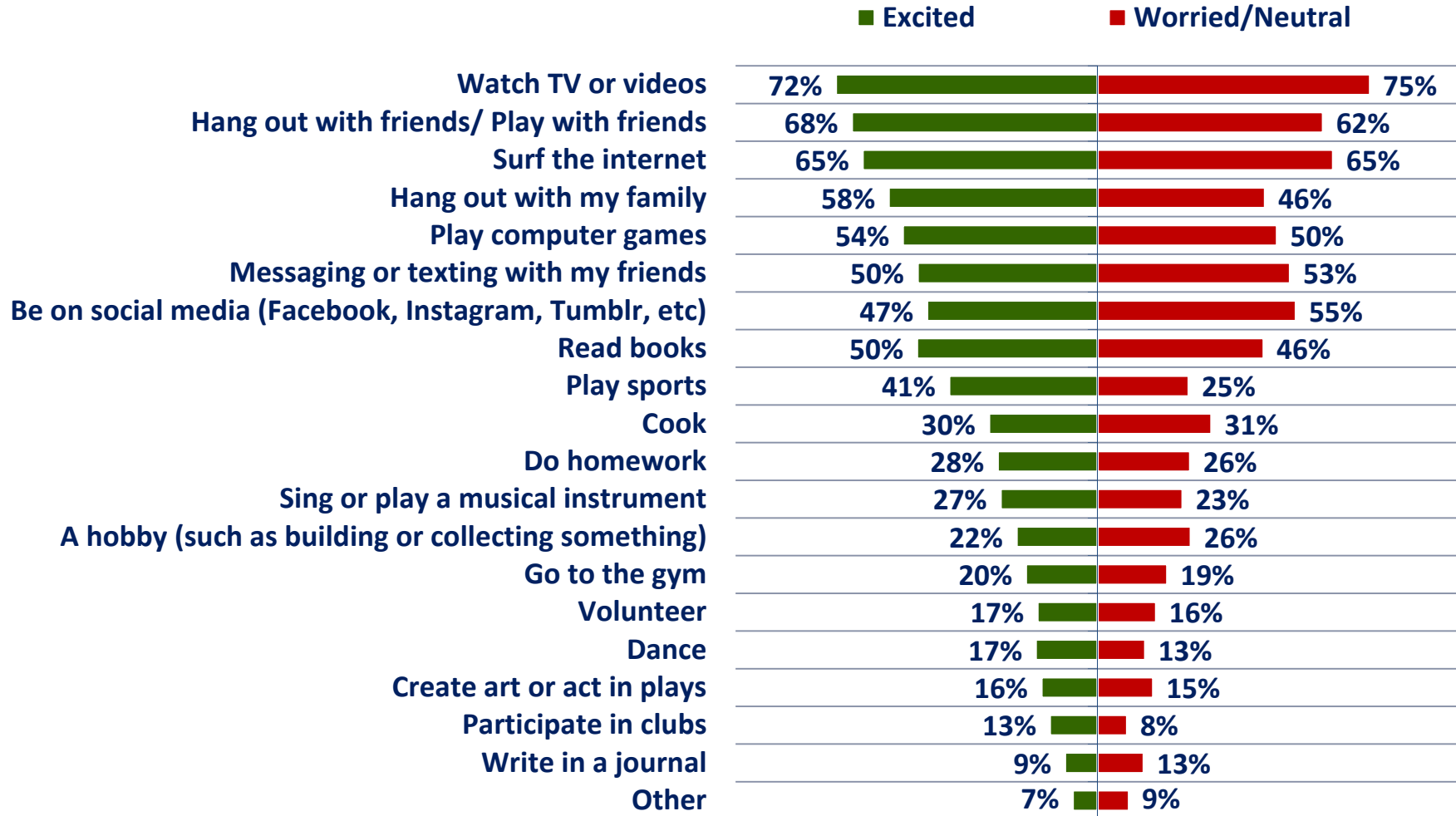
- For these models, overall satisfaction with life was the dependent variable.
 - ⇒ For 14 to 17 year olds, satisfaction with their family life and with their mental health were comparatively the more significant drivers – although there is much less differentiation with this model than with the previous models. Interestingly, satisfaction with their friends and social life is a less important driver of overall life satisfaction. Structurally, satisfaction with mental health is the one variable that is tied to all of the others, and should be a focus for improving overall satisfaction.
 - ⇒ For those aged 18+, the drivers are in a similar order of priority, with family life and mental health being the most important. However, the importance of one's physical health on their overall satisfaction with life is only about a third as important as the other variables – which perhaps suggests why satisfaction scores dip among this age range – it's just not as important to people in order to feel satisfied with their life. Structurally, social life appears to play a more prominent role in being linked with more variables. Interestingly, personal financial situation and mental health are linked to physical health– but they both drive physical health and not vice versa.

Activities and Attitudes



Activities in Spare Time

- If you're excited about the future, you're more likely to be spending time with your family, friends, play sports, dance and participate in clubs – in other words, group activities.

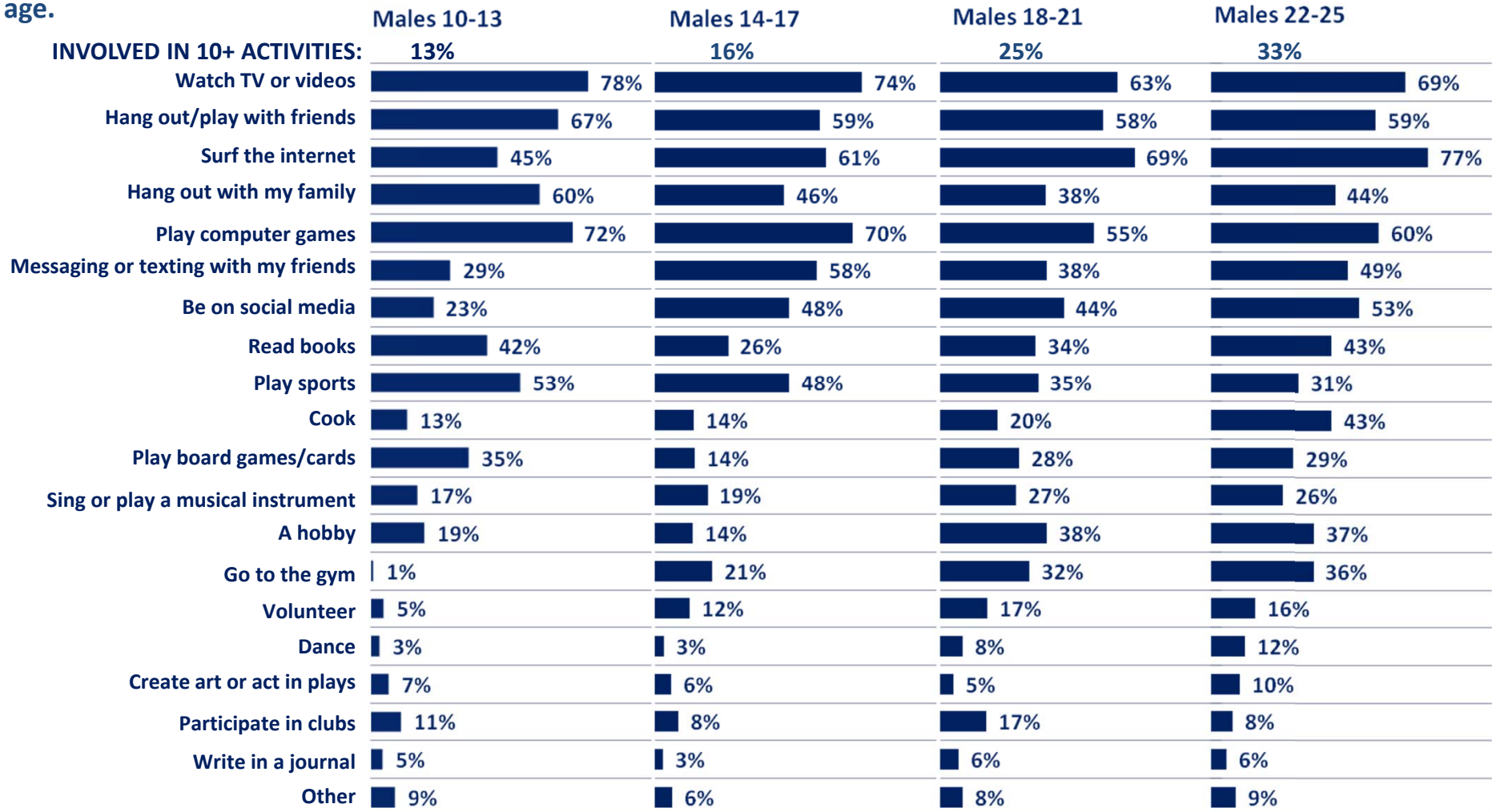


Q12. What things do you like to do in your spare time? Please select everything that you're involved in:
 Base: All Answering. Total (n=2387)



Spare Time Activities – Male Demographic

- Males like being in front of screens, especially younger males, with watching TV and playing computer games rating as the top and second choice activities. As males get older, surfing the Internet becomes their most sought after activity and they are less likely to participate in sports (but are more likely to volunteer). Boys become more involved as they age.

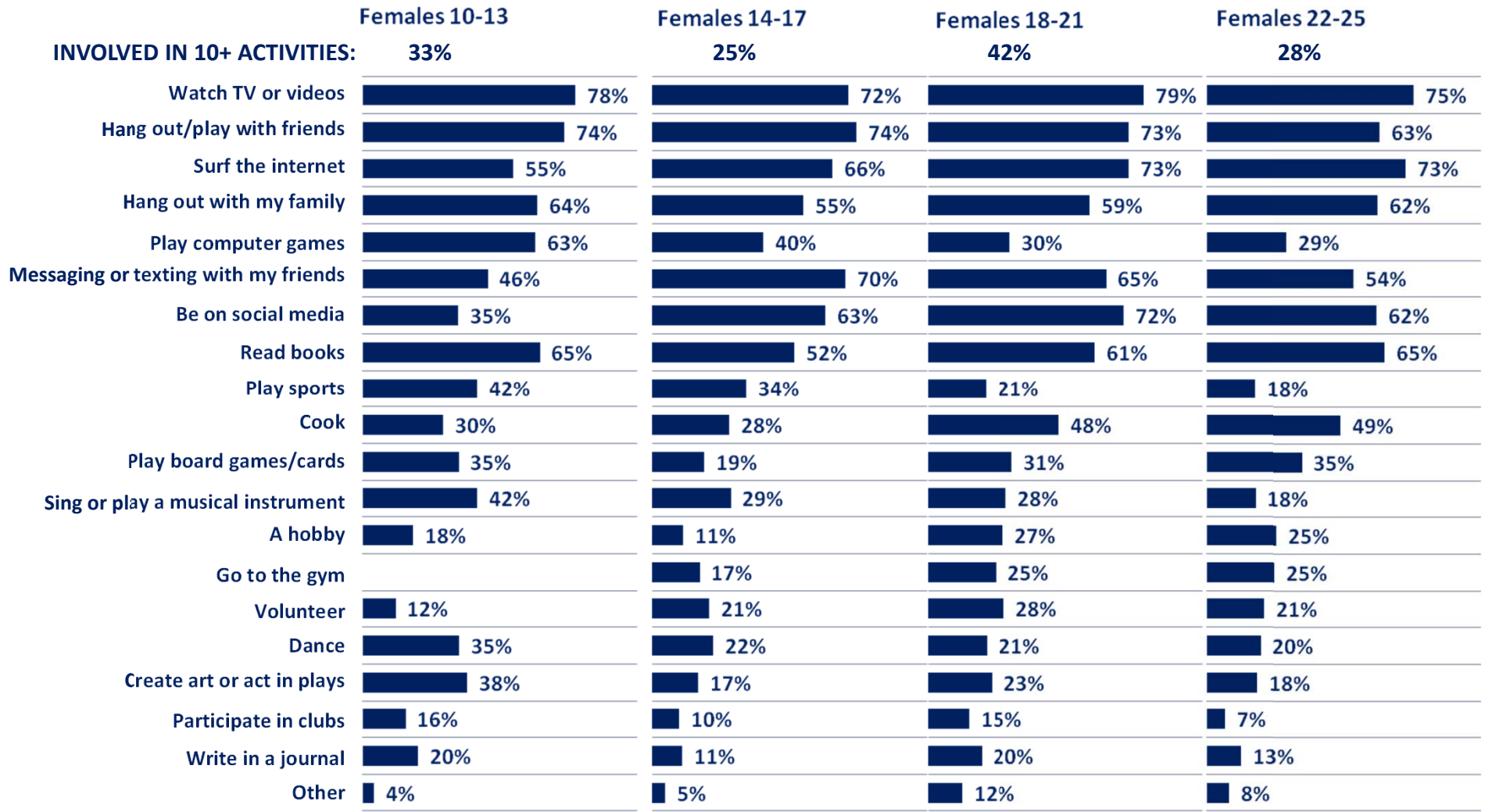


Q12. What things do you like to do in your spare time? Please select everything that you're involved in:
Base: All Answering



Spare Time Activities – Females

- Activities throughout the female youth to young adult life cycle remain fairly consistent. Being online grows as females age, while being involved with social media peaks at the 18-21 age group.

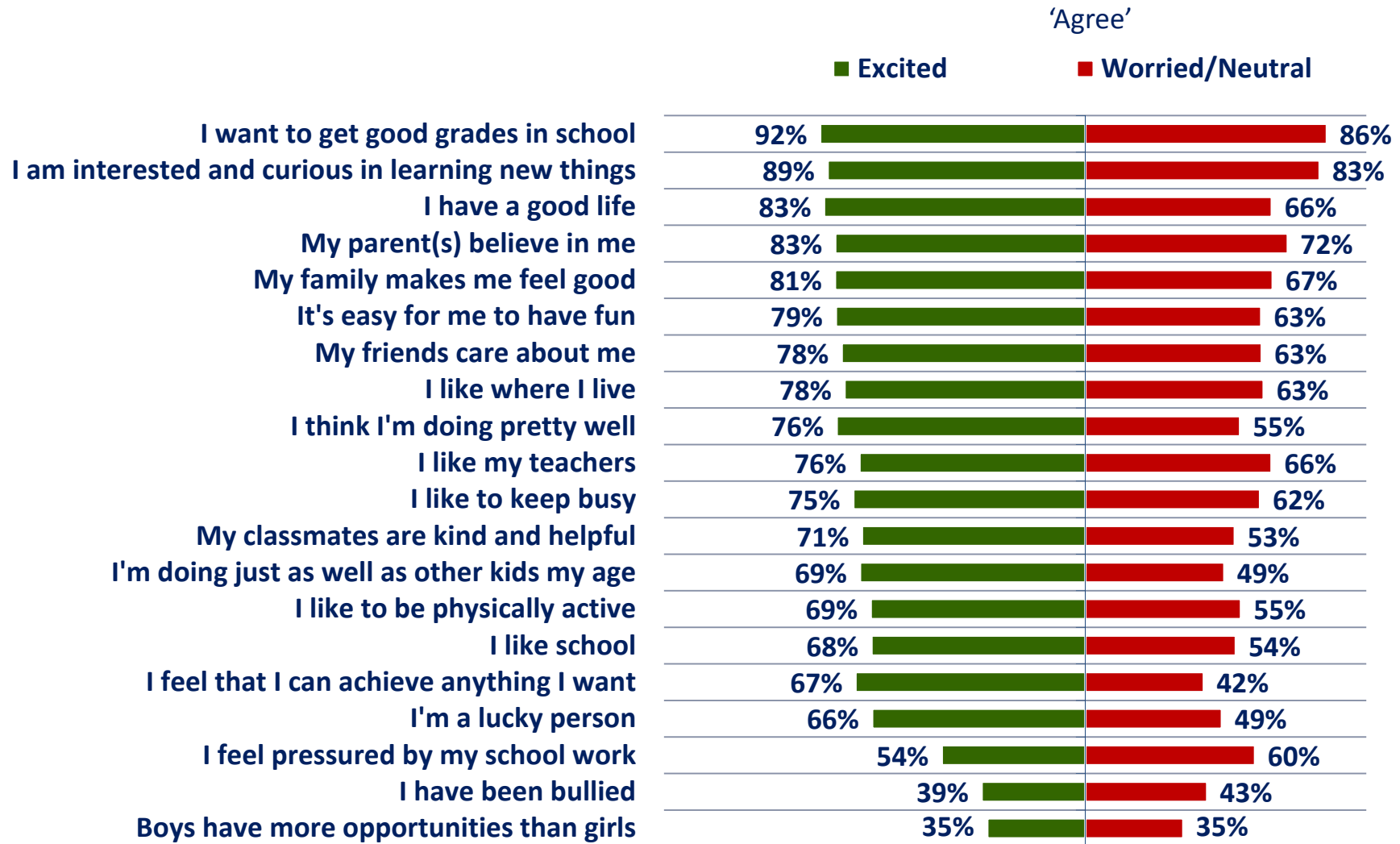


Q12. What things do you like to do in your spare time? Please select everything that you're involved in:
Base: All Answering



Attitudes Towards Life

- Those excited about the future are more likely to be interested and curious, say their parents and friends believe in them, care in them and make them feel good and like to be physically active, among other traits.

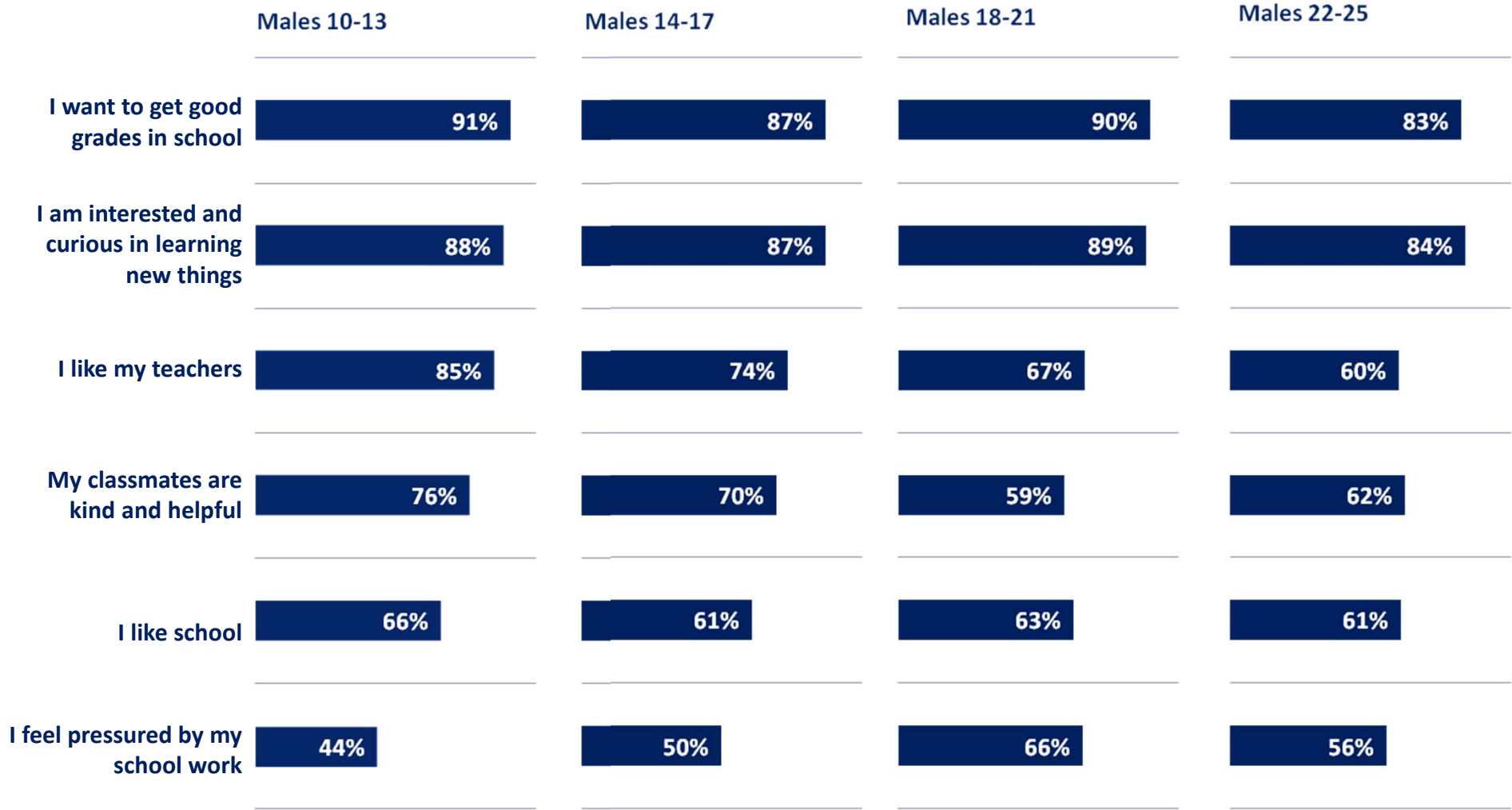


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering. Total (n=2387)



School Attitudes – Male Demographic

- While liking school is consistent across all male age groups, liking their teachers decreases as they get older. Schools pressures also increase throughout the life cycle, culminating for those ages 18-21.

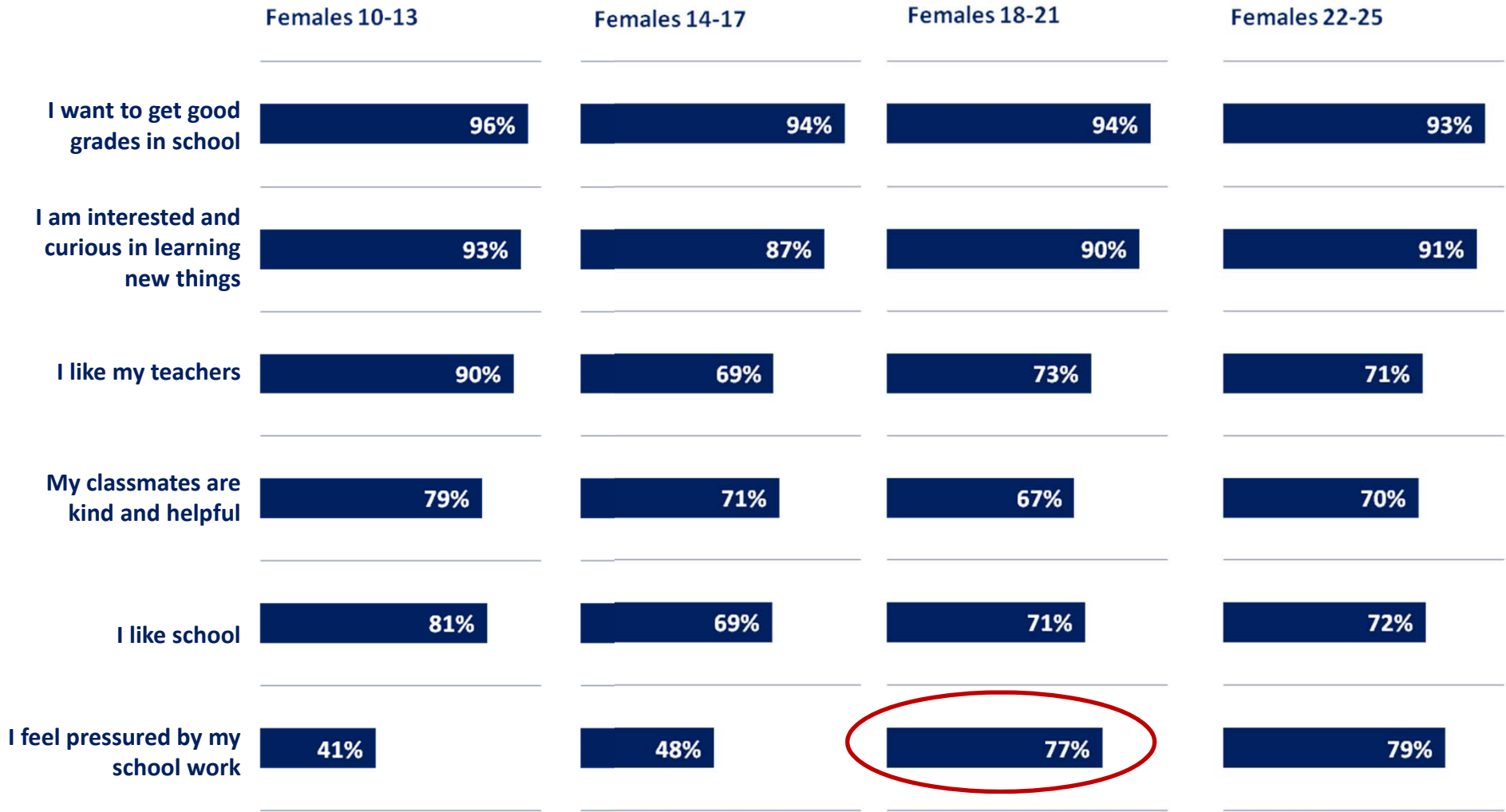


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering



School Attitudes – Female Demographic

- School pressures for females rise drastically between the 14-17 and 18-21 age groups, while liking teachers dips the most between 10-13 and 14-17 groups.

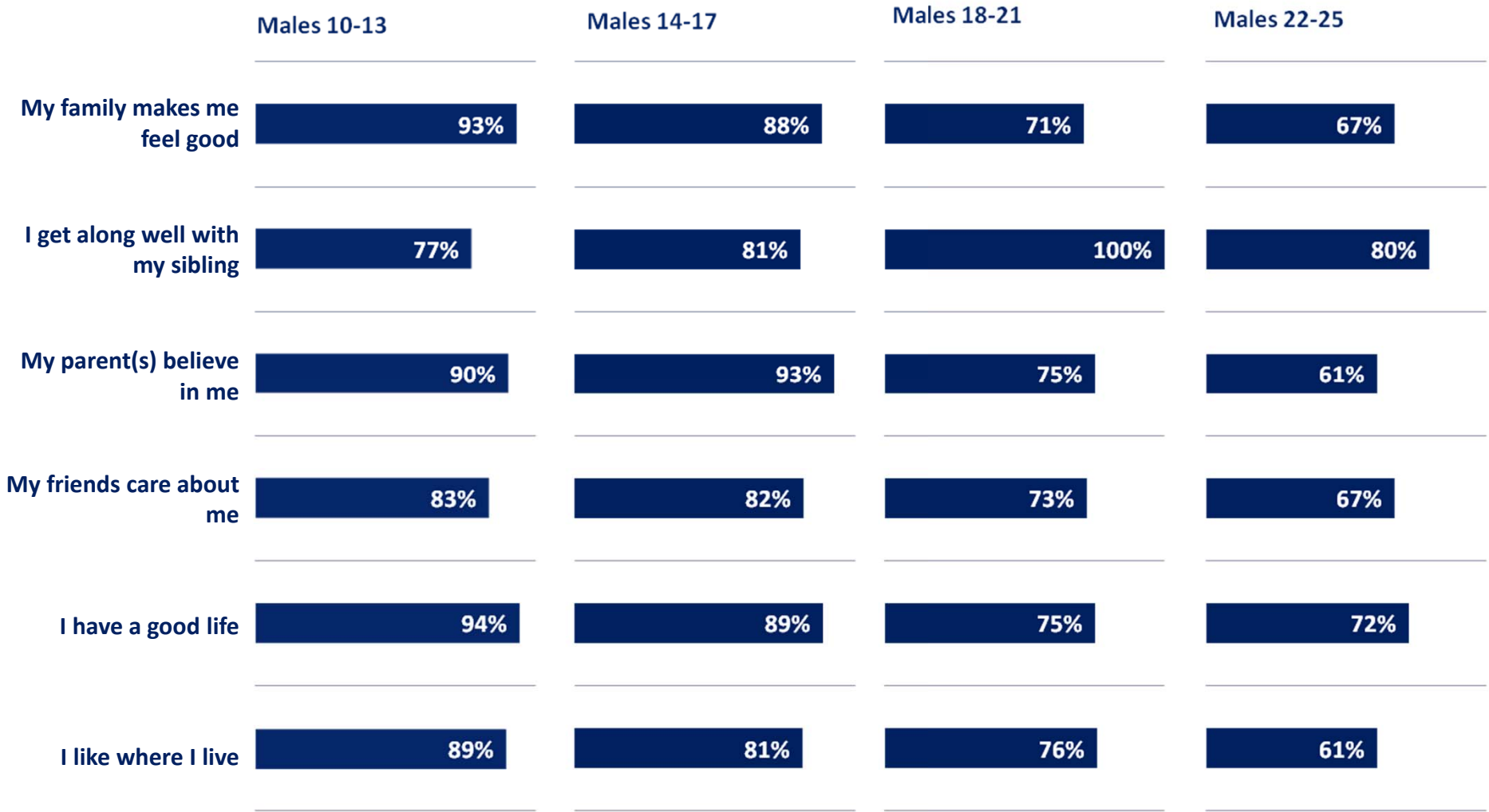


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering



Family Attitudes – Male Demographic

- Interestingly, attitudes towards family, friends, having a good life, and liking where they live all decline as males get older.

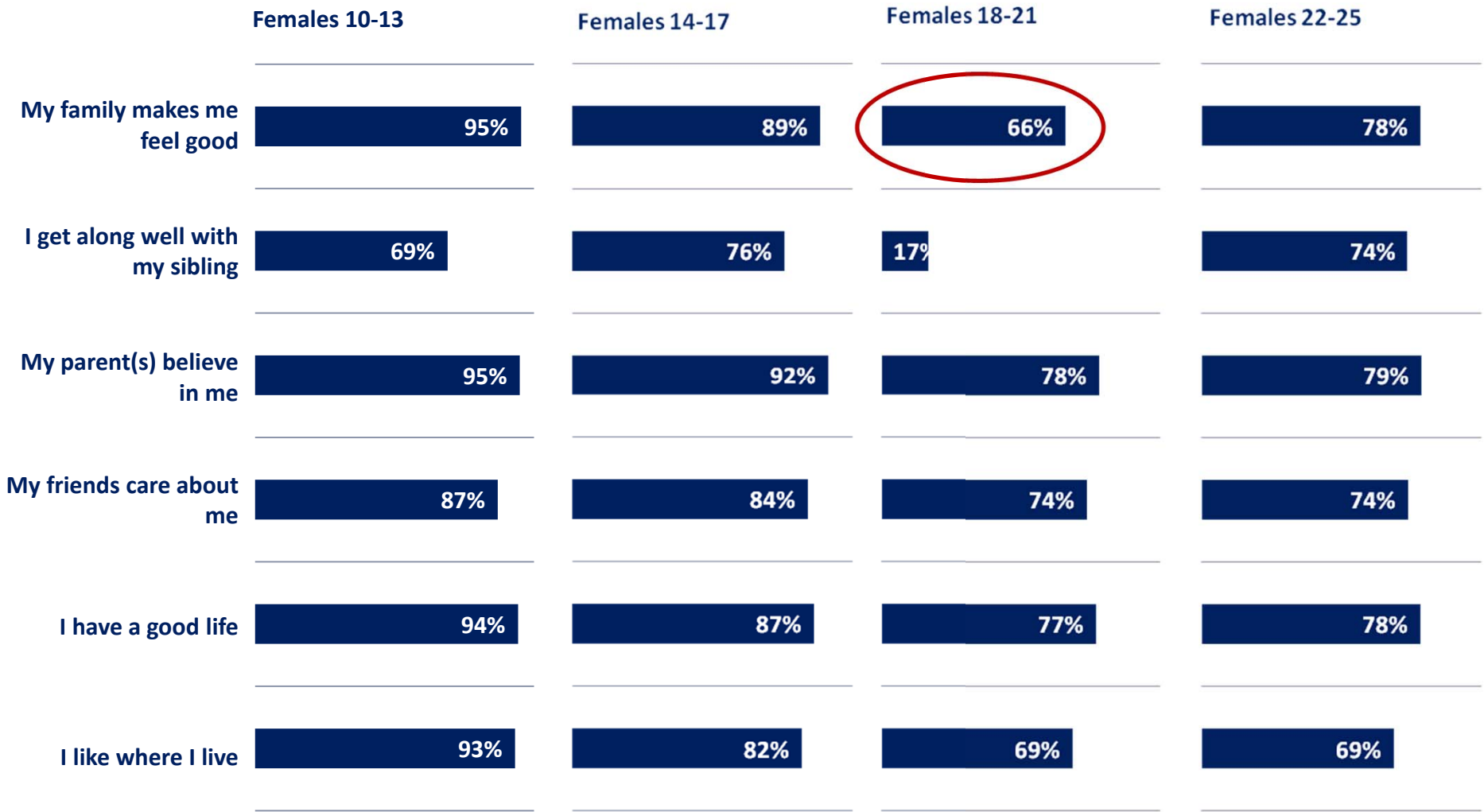


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering



Family Attitudes – Female Demographic

- One of the more profound changes in attitudes occurs among girls aged 18 to 21, where only two in three say their family makes them feel good, down 23 points from those aged 14 to 17.

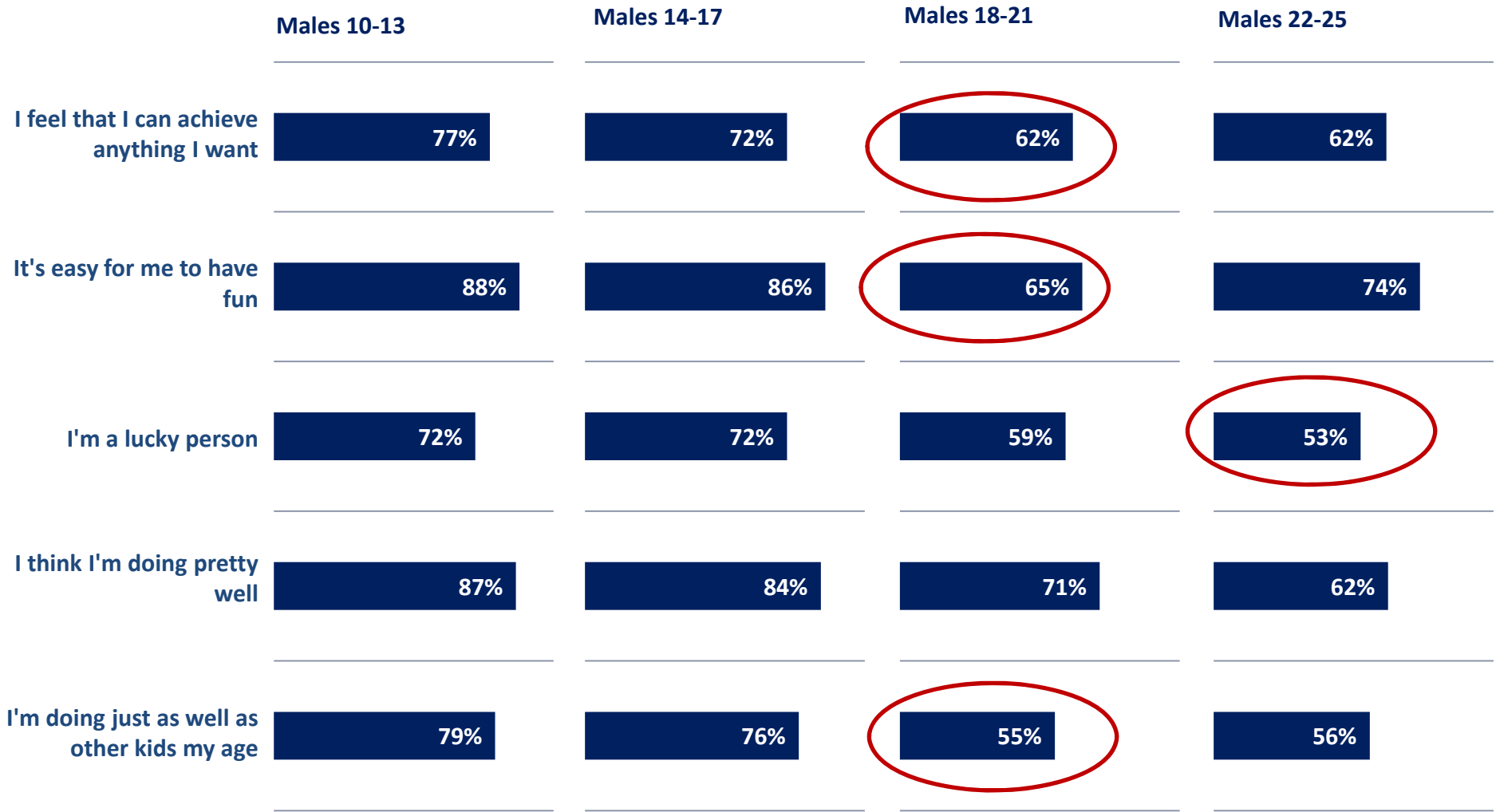


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering



General Self Attitudes – Male Demographic

- Males are less likely to believe they are lucky, doing pretty well, or feel that they can achieve anything they want the older they get, with the biggest dips generally occurring at the 18-21 stage.

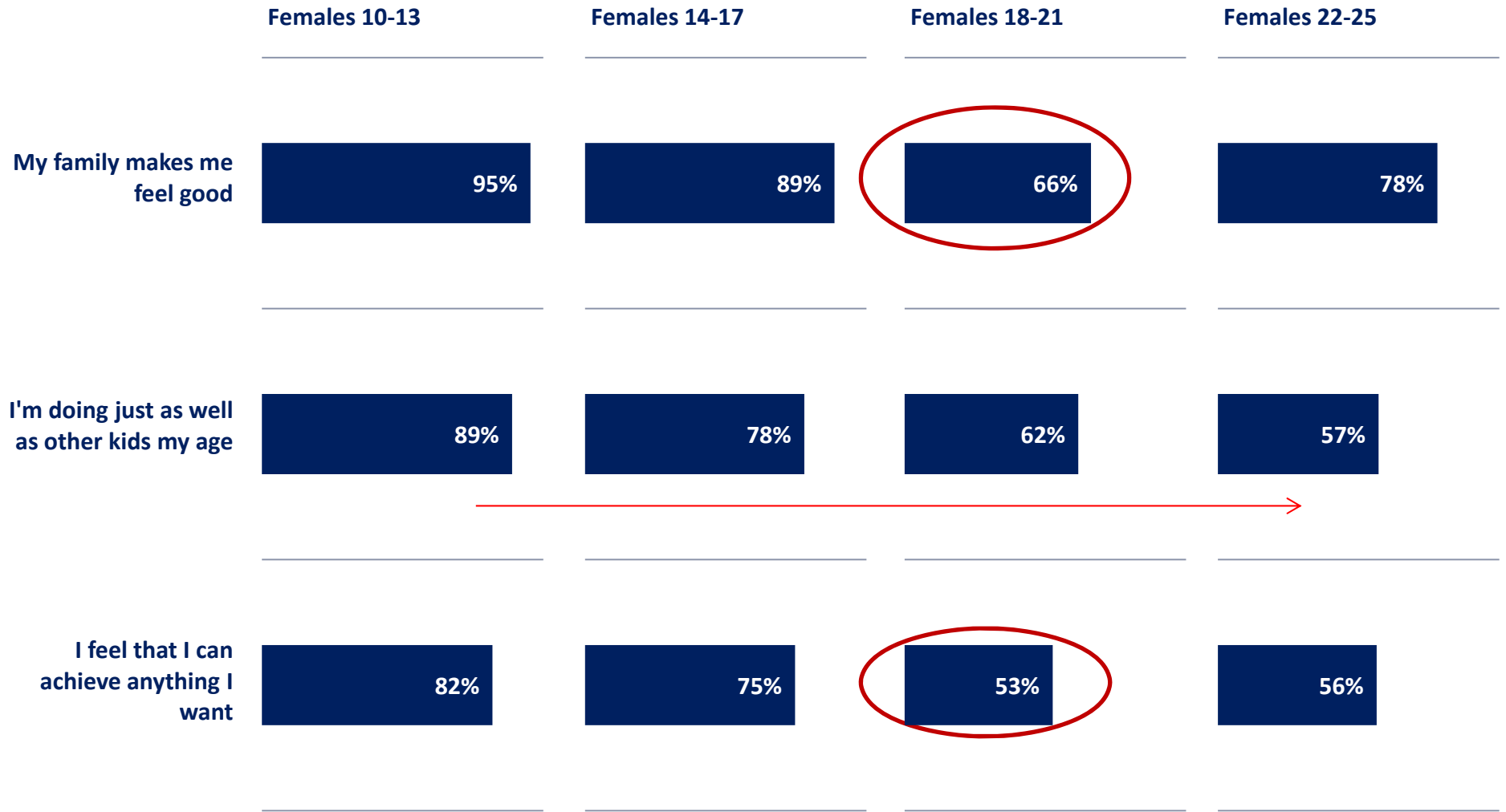


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering



General Self Attitudes – Female Demographic

- Similarly to males, for females the feeling of being able to achieve anything and that they are doing pretty well declines substantially between the ranges of 14-17 and 18-21 year olds.

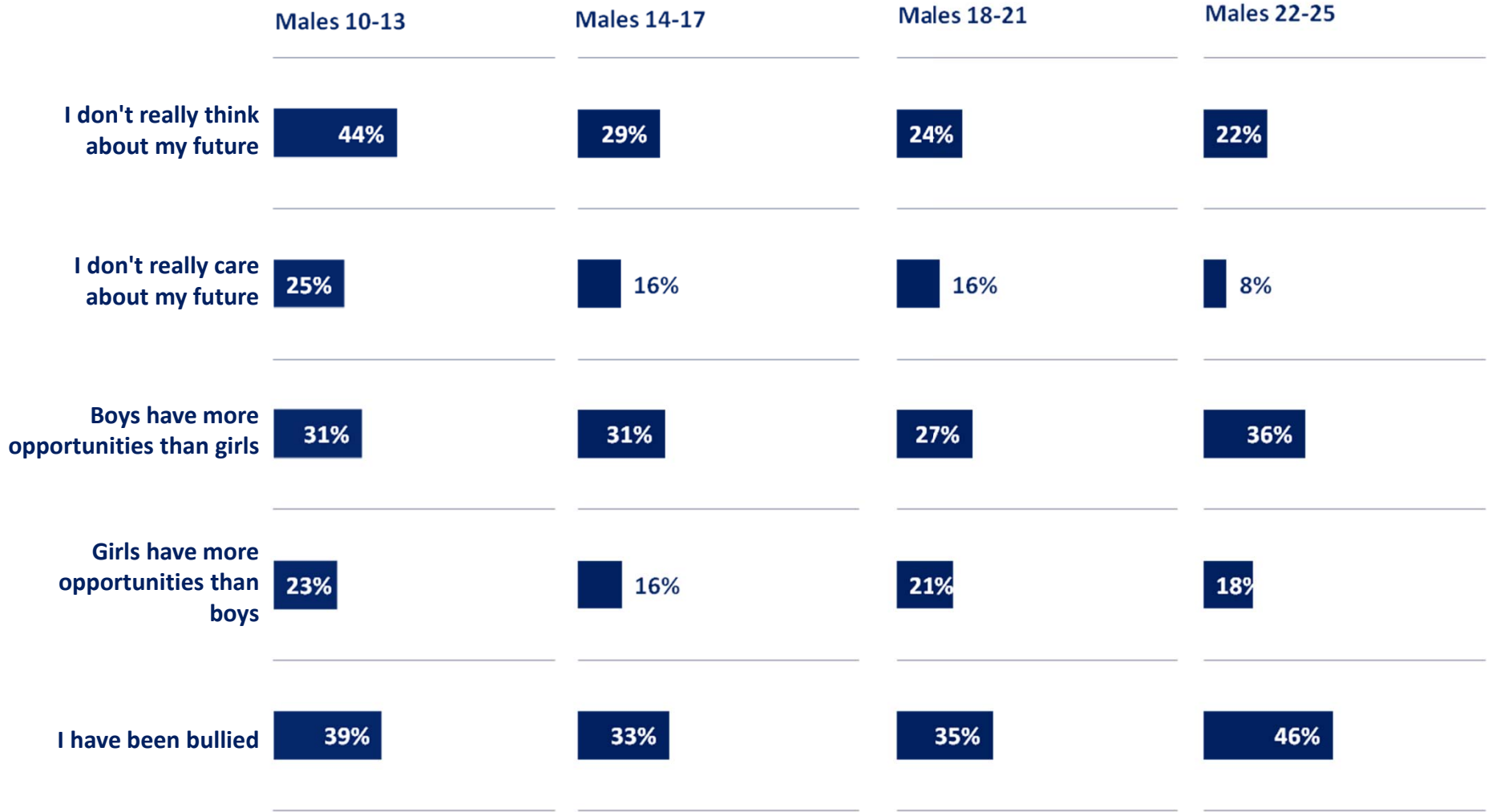


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering



The Future and Opportunities – Male Demographic

- Males believe that boys have more opportunities than girls at all age ranges. As males age they tend to care more about their future. Bullying is fairly consistent across all age groups, although it peaks among those aged 22-25 – suggesting that either people are continuing to be bullied into their 20s, or are only then realizing that they HAVE been bullied.

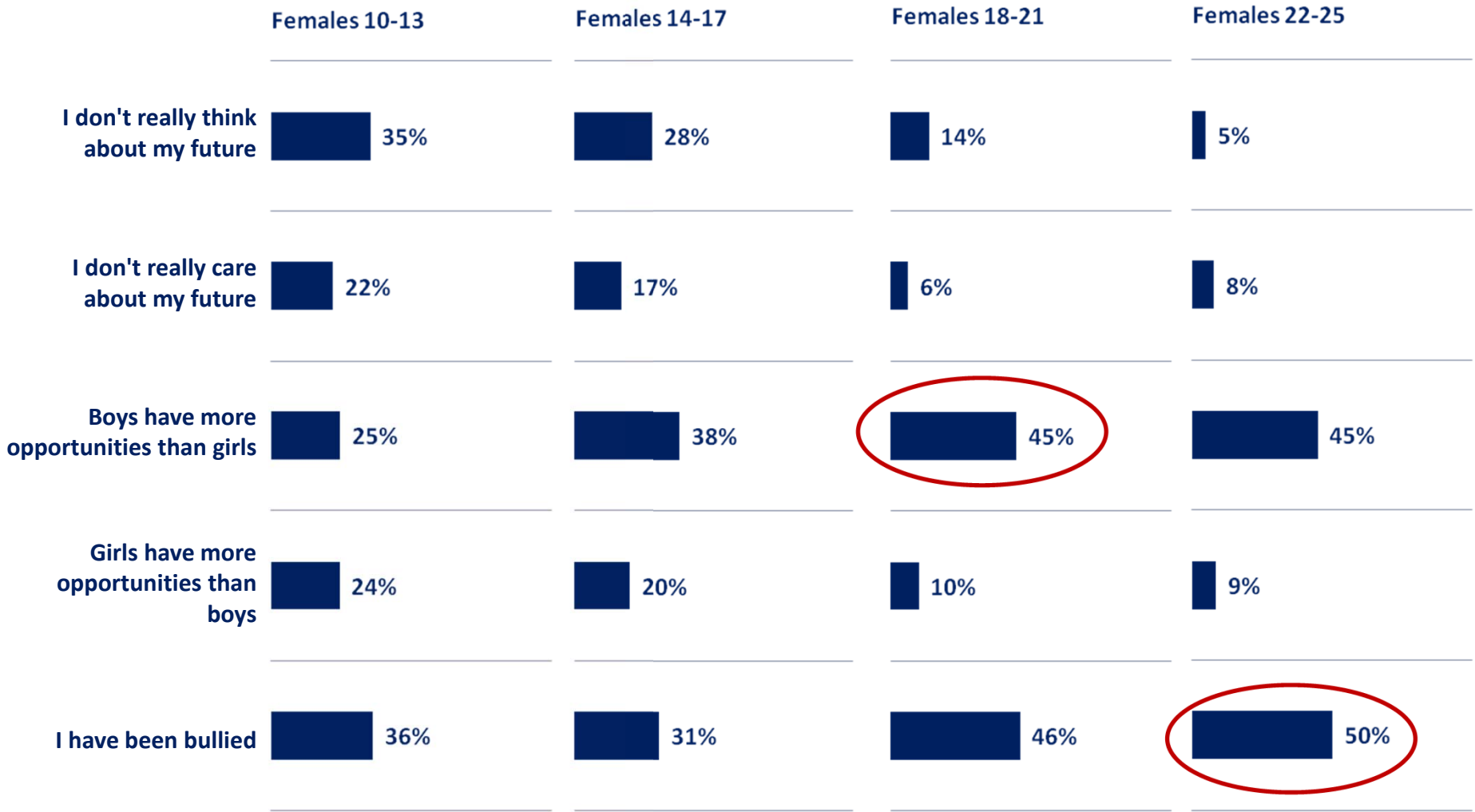


Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering



The Future and Opportunities – Female Demographic

- The older females get the more they believe that boys have more opportunities. Bullying shows upward momentum the older girls get – suggesting that either bullying continues into the 20s, or that they are only then realizing that they have been bullied earlier in life.



Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following: Base: All Answering

Drivers of Excitement



Introduction to Ipsos Bayes Nets

- Statistical regression analysis used to determine the “drivers” of a particular sentiment – the dependent variable, or the outcome you’re trying to impact.
- Demonstrates the relative impact of a given variable compared to other variables that are being tested.
- Shows how the variables are linked to each other, either as a duplicate driver, indirect driver or spurious driver.
 - ⇒ Shows the direction of the relationship (i.e. Does A impact B, does B impact A, or does it go both ways)

HOW TO INTERPRET...

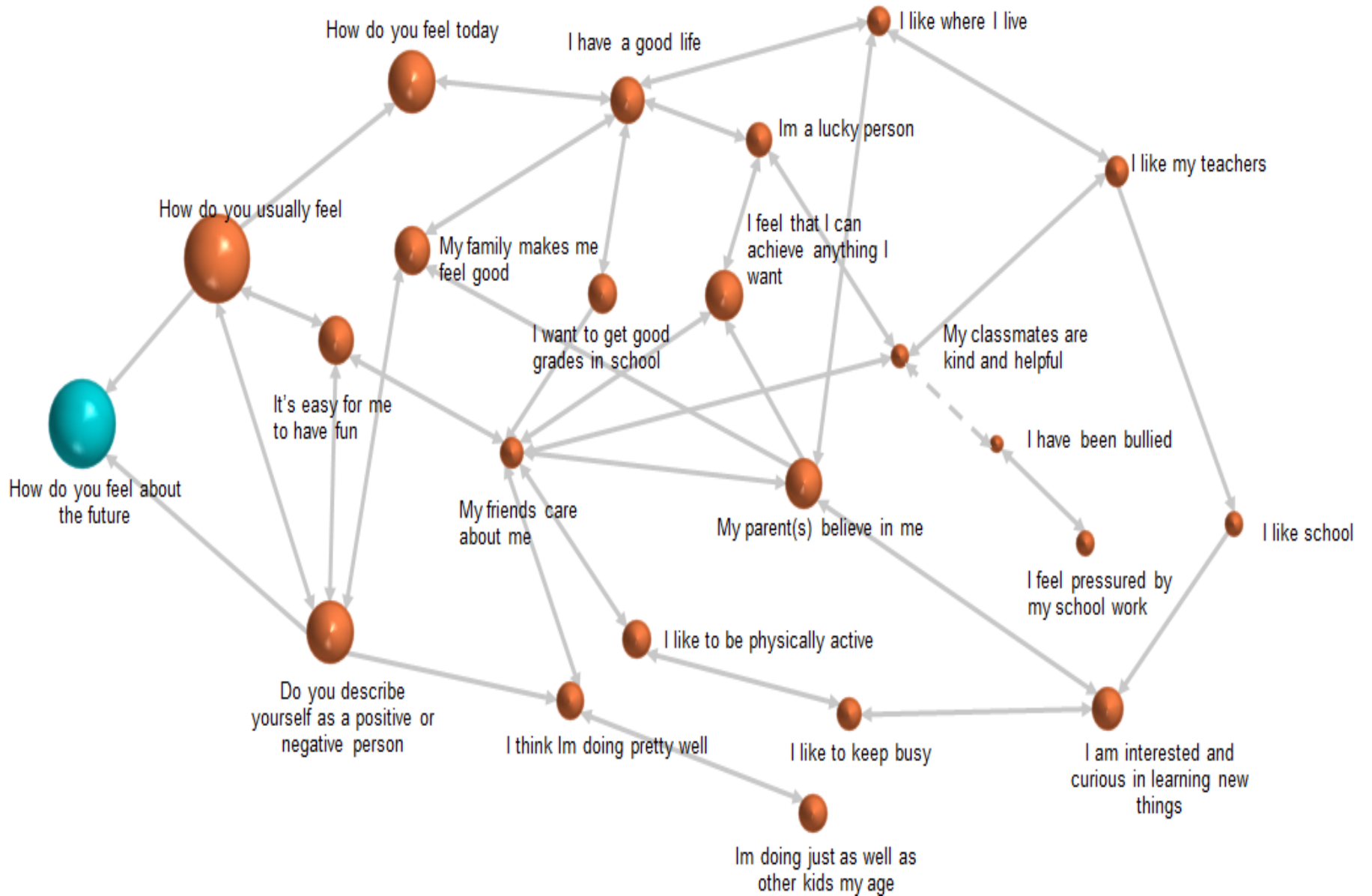
- Indexed variable score of 100 is the “average impact driver”. A score of 200 is twice as impactful, 50 is half as impactful.
- The larger the ball, the greater importance.
- The arrows show the direction (causality) of the relationship. In other words, is it an input or an output.



Driver Analysis on Excitement for the Future – 10 to 13 Year Olds



Structural Map – 10 to 13 Year Olds



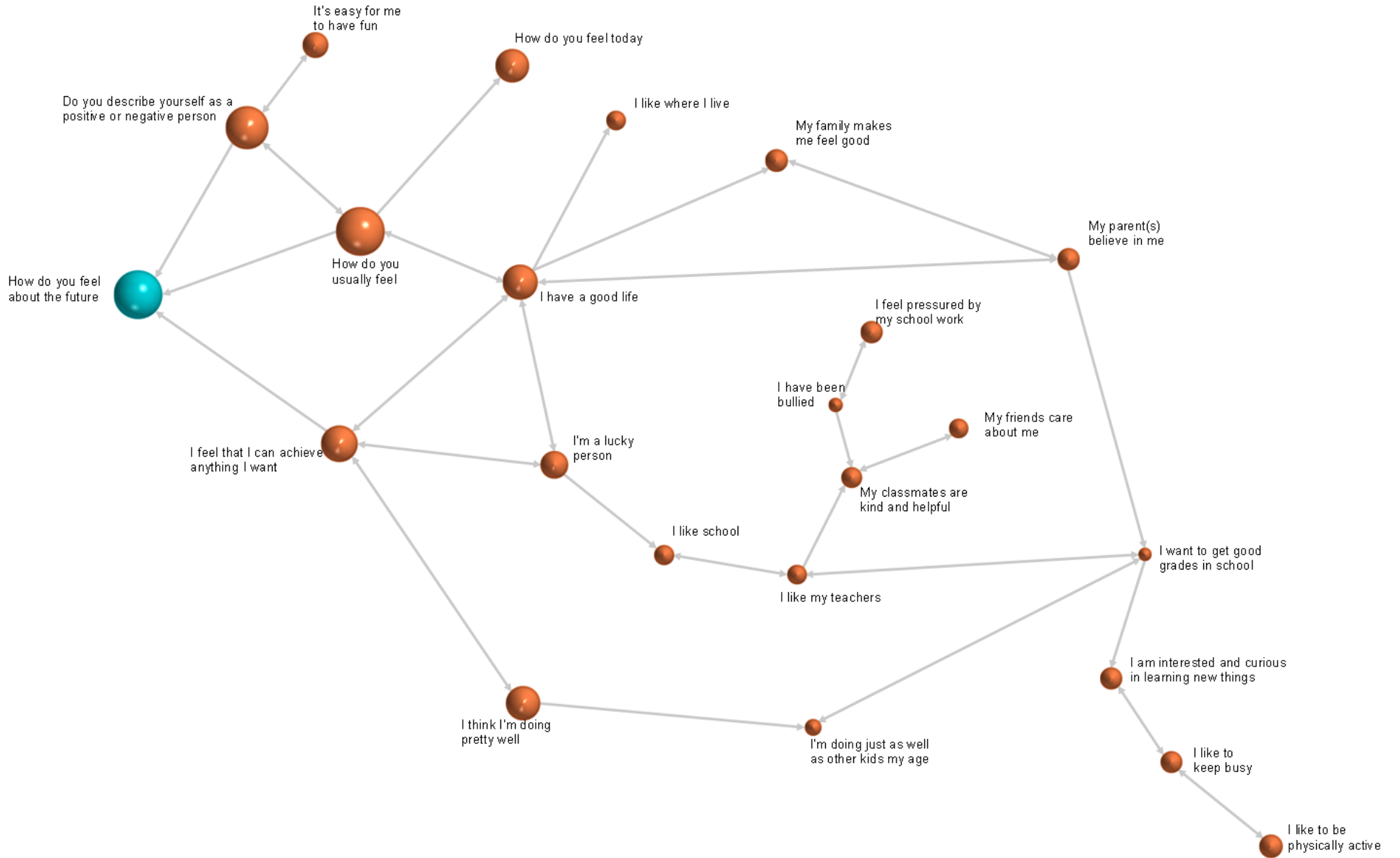


Driver Analysis on Excitement for the Future – 14 to 17 Year Olds





Structural Map – 14 to 17 Year Olds



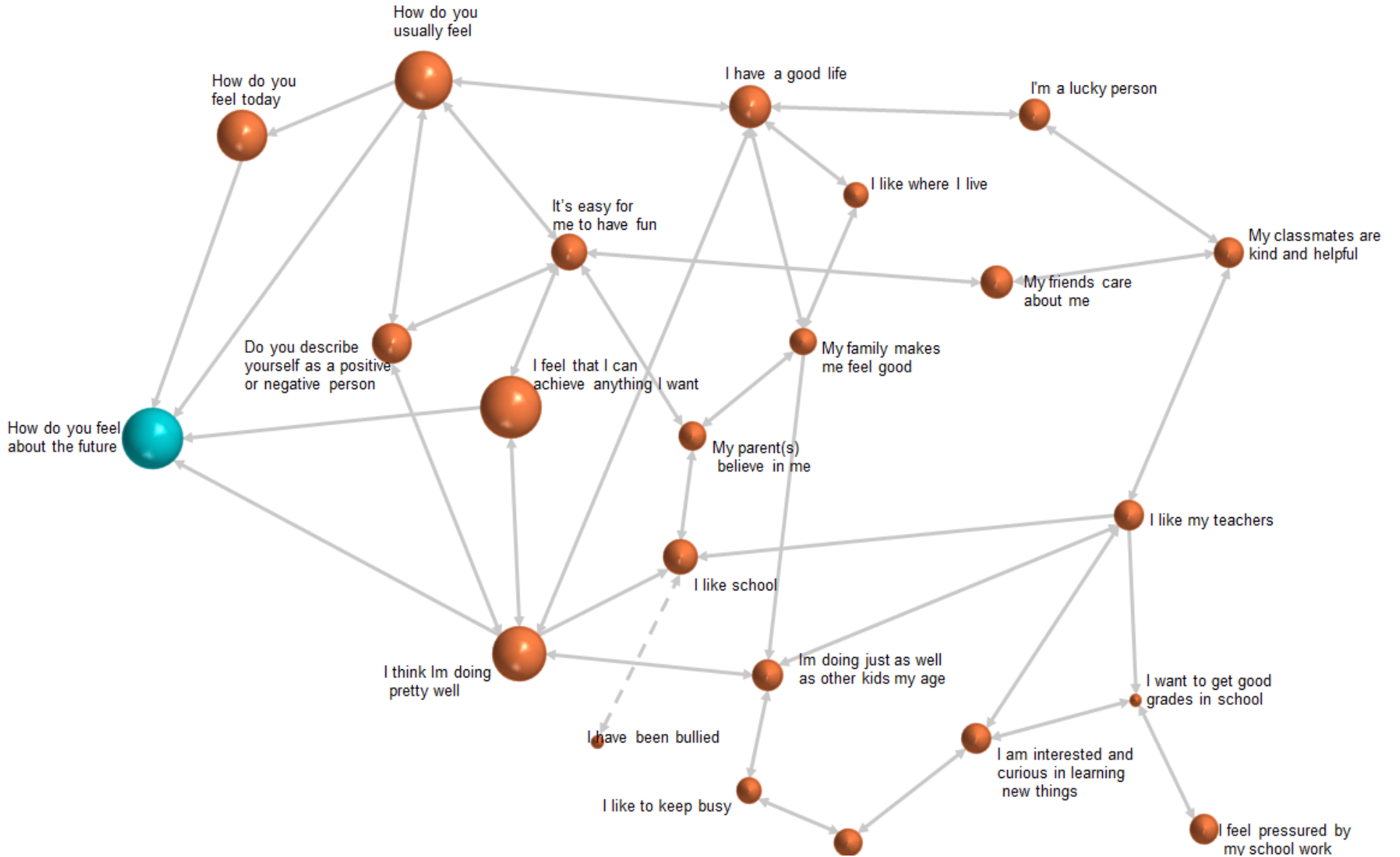
Base: All Answering



Driver Analysis on Excitement for the Future – 18 to 21 Year Olds



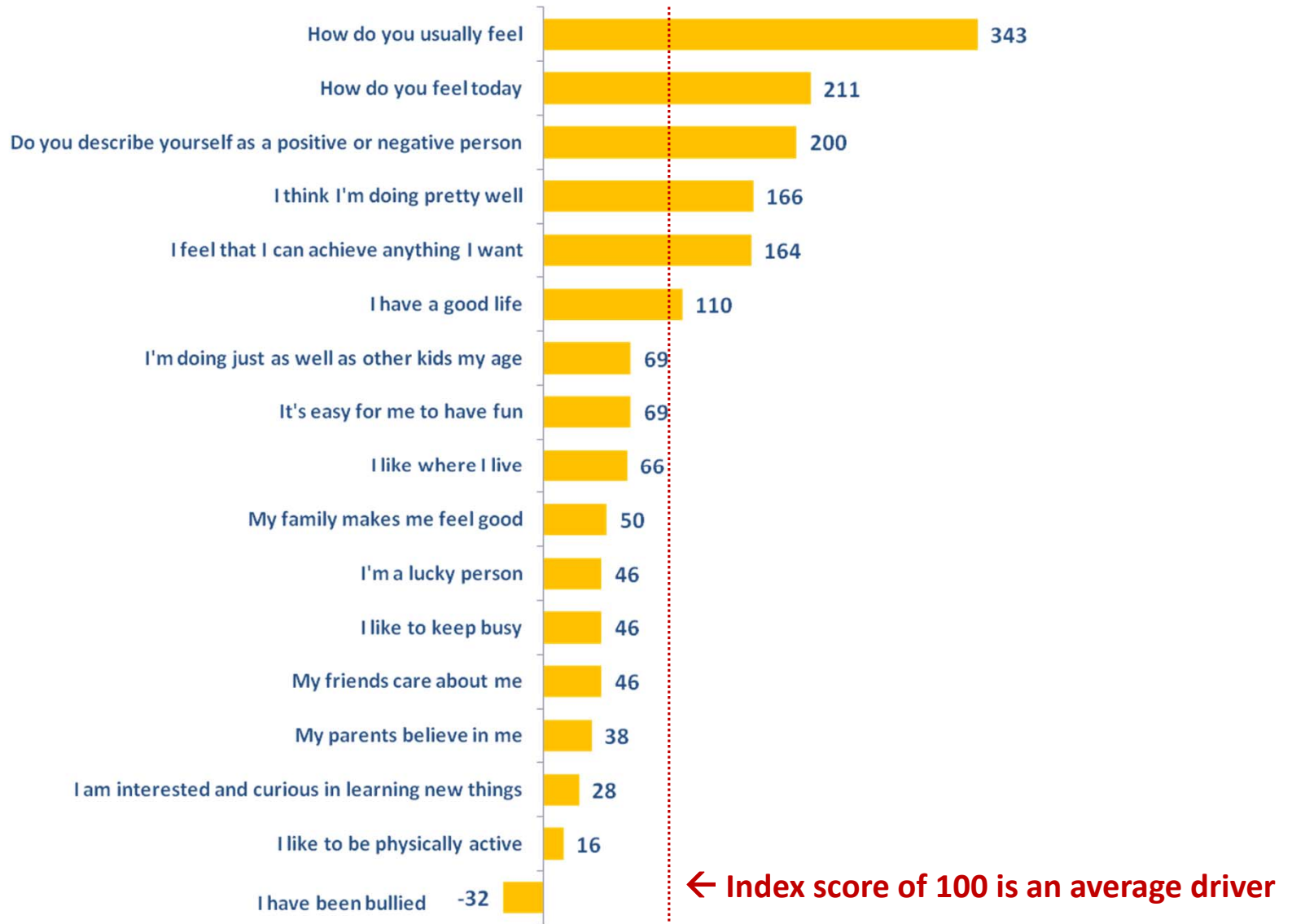
Structural Map – 18 to 21 Year Olds



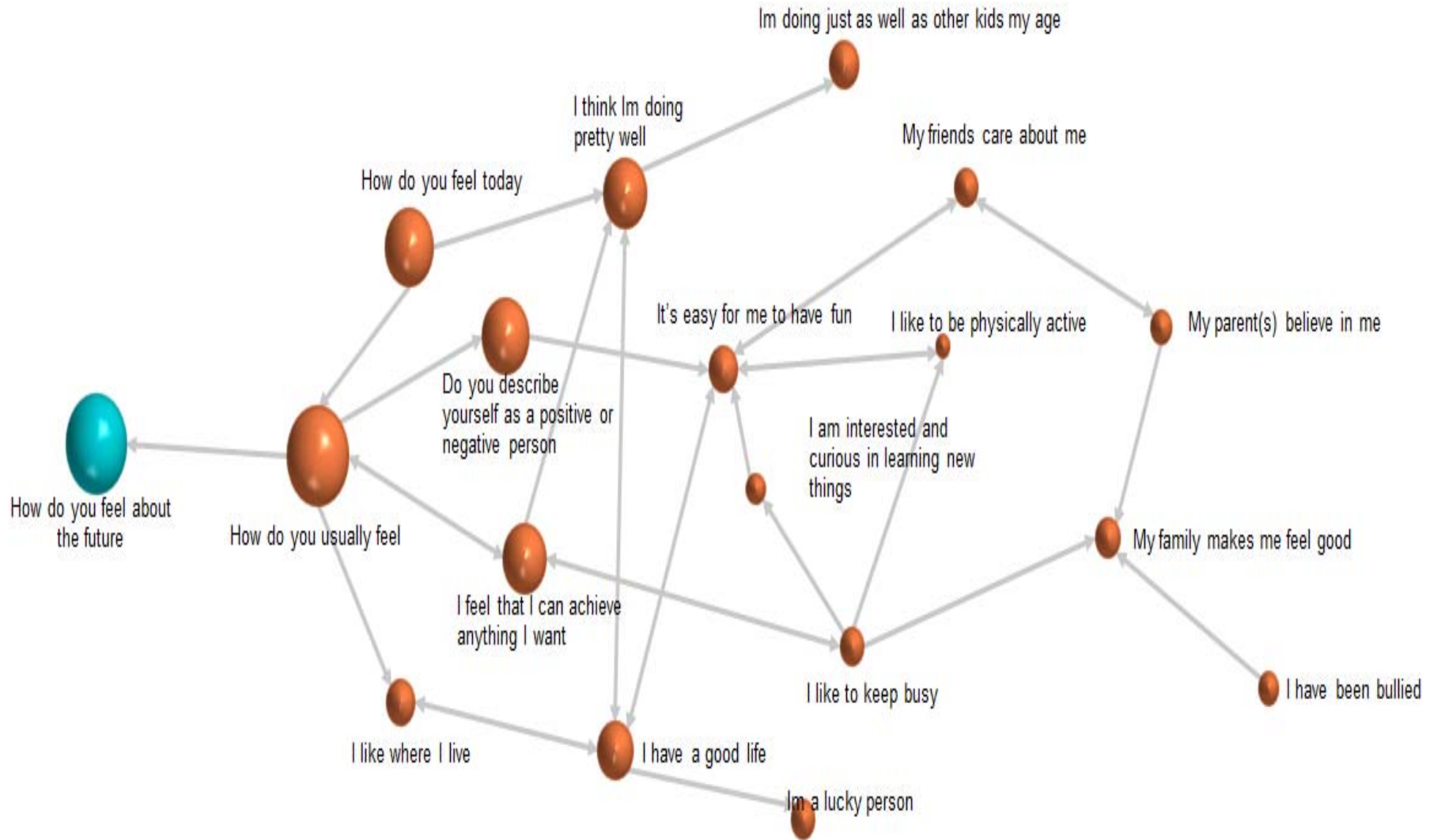
Base: All Answering



Driver Analysis on Excitement for the Future – 22 to 25 Year Olds



Structural Map – 22 to 25 Year Olds





Drivers of Excitement – Summary

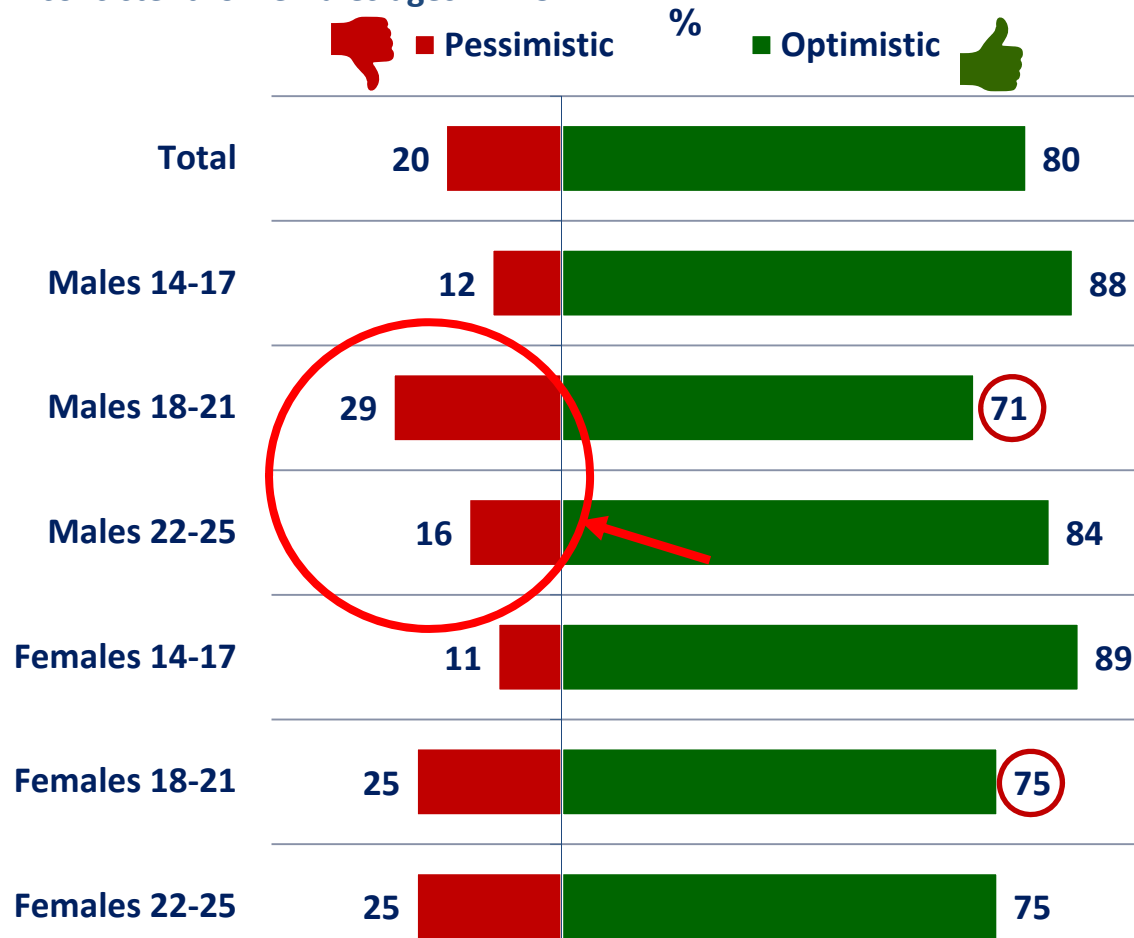
- For 10 to 13 years olds...
 - **Drivers:** How do they usually feel, how do they feel today, and whether they describe themselves as a positive or negative person.
 - **Key lynchpin variable:** it's easy for me to have fun, positivity, and how they usually feel.
- ⇒ For 14 to 17 year olds...
 - **Drivers:** how they usually feel, positivity, the feeling that they can achieve anything they want, that they have a good life and that they're doing pretty well.
 - **Key lynchpin variables:** the feeling of having a good life and the feeling that they can achieve anything they want. Parental and family support are linked to feelings of having a good life.
- ⇒ For 18 to 21 year olds...
 - **Drivers:** the feeling that you can achieve anything you want in life, how they usually feel and the belief that they are doing pretty well.
 - **Key lynchpin variables:** How they usually feel (and informed by the ability to have fun), as is the feeling that you can achieve anything you want (informed by the ability to have fun), and thinking that you're doing pretty well.
- ⇒ For 22 to 25 year olds...
 - **Drivers:** how they usually feel, how they feel today, feelings of positivity, feeling they're doing well and the feeling that they can achieve anything they want
 - **Key lynchpin variables:** How they usually feel, feeling they can achieve anything they want.

Optimism, Pessimism and the Future



Optimistic vs. Pessimistic Person

- Overall, youth and young adults are more than four times more likely to consider themselves optimistic than pessimistic. While pessimism is lowest among both 18-21 groups, male optimism bounces back at 22-25 while pessimism levels remain consistent for females ages 22-25.



	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Optimistic (1-3)	79%	84%	86%	77%	82%	80%

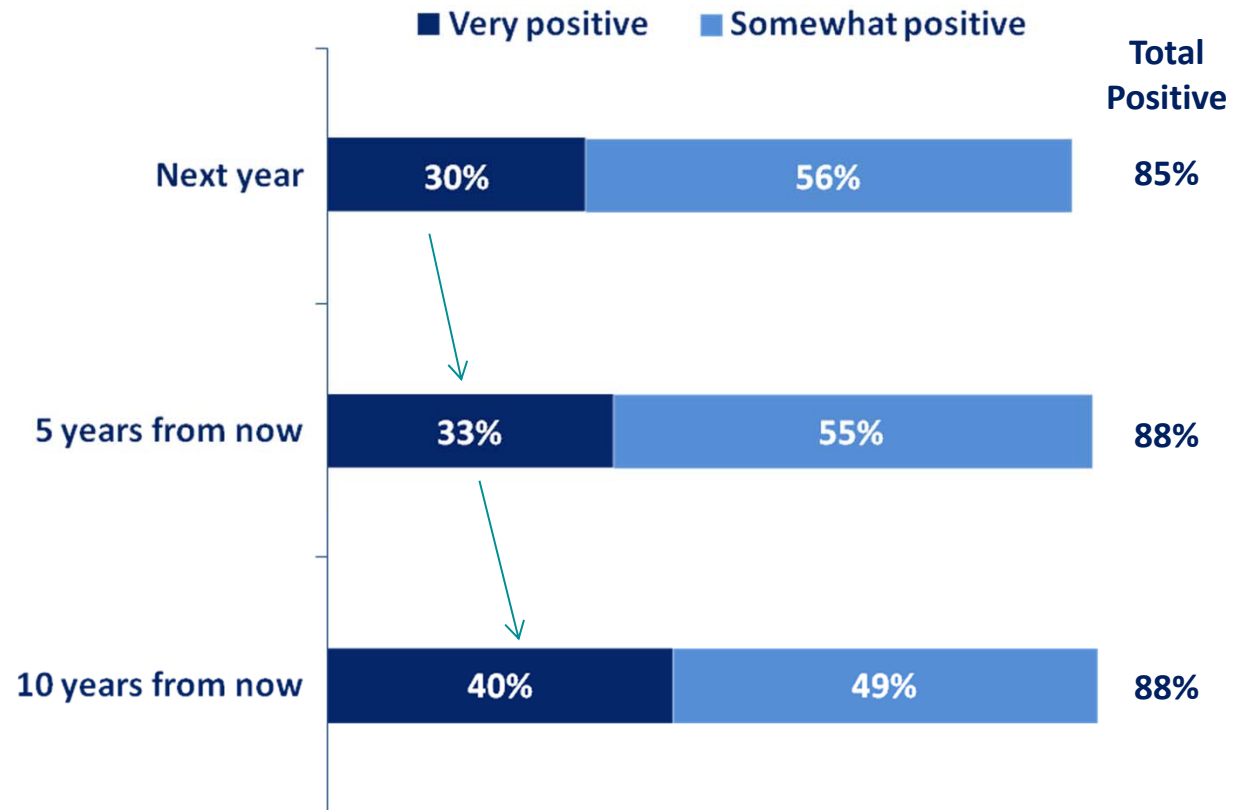
Q16. Would you describe yourself as a person who is optimistic or pessimistic?
Base: All Answering. Total (n=2387)

Male and Females age 10-13 not asked



Future Outlook

- Outlook for the future is generally more positive when looking further ahead as opposed to closer times.

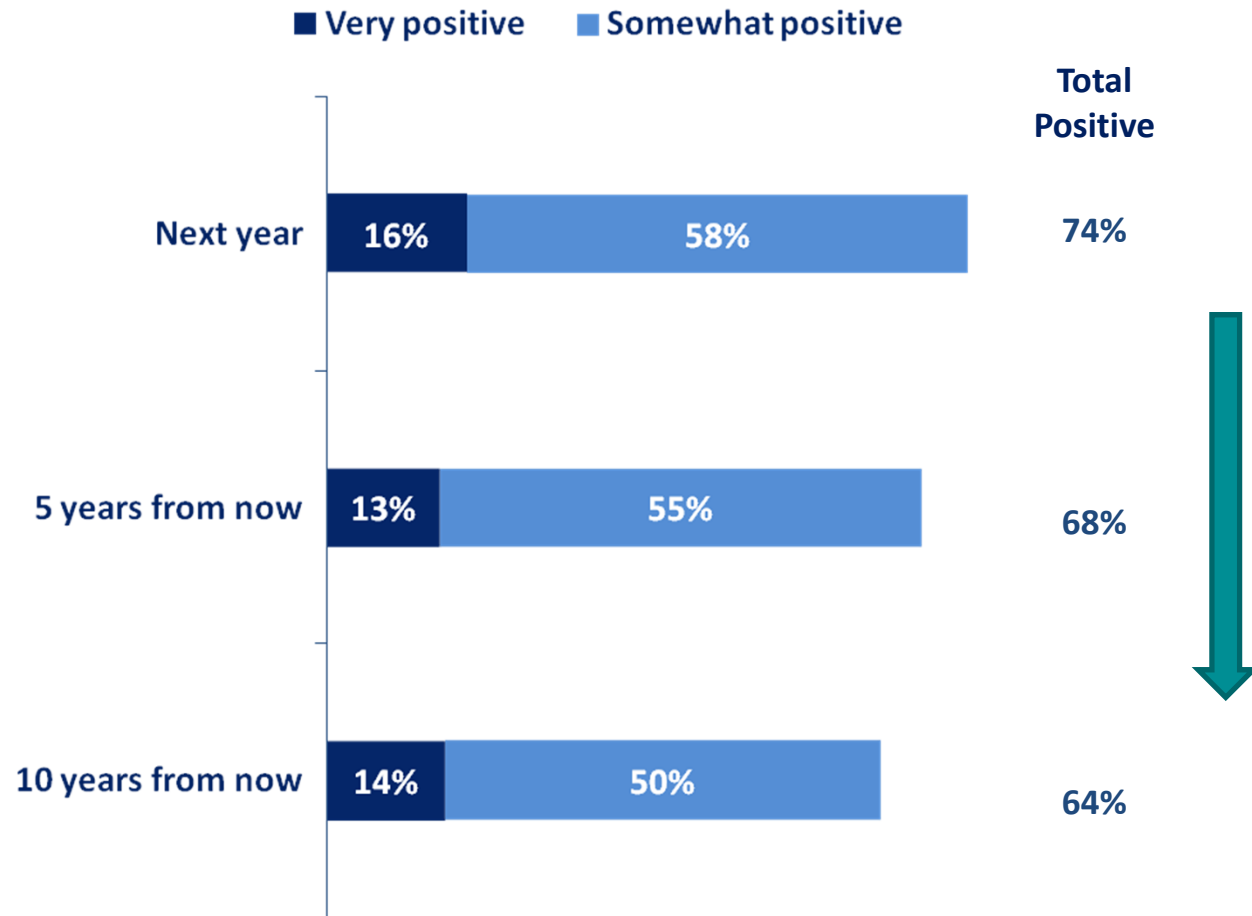


Q17. How do you feel about your future next year, in five years and 10 years from now?
Base: All Answering. Total (n=2387)



Future of the World

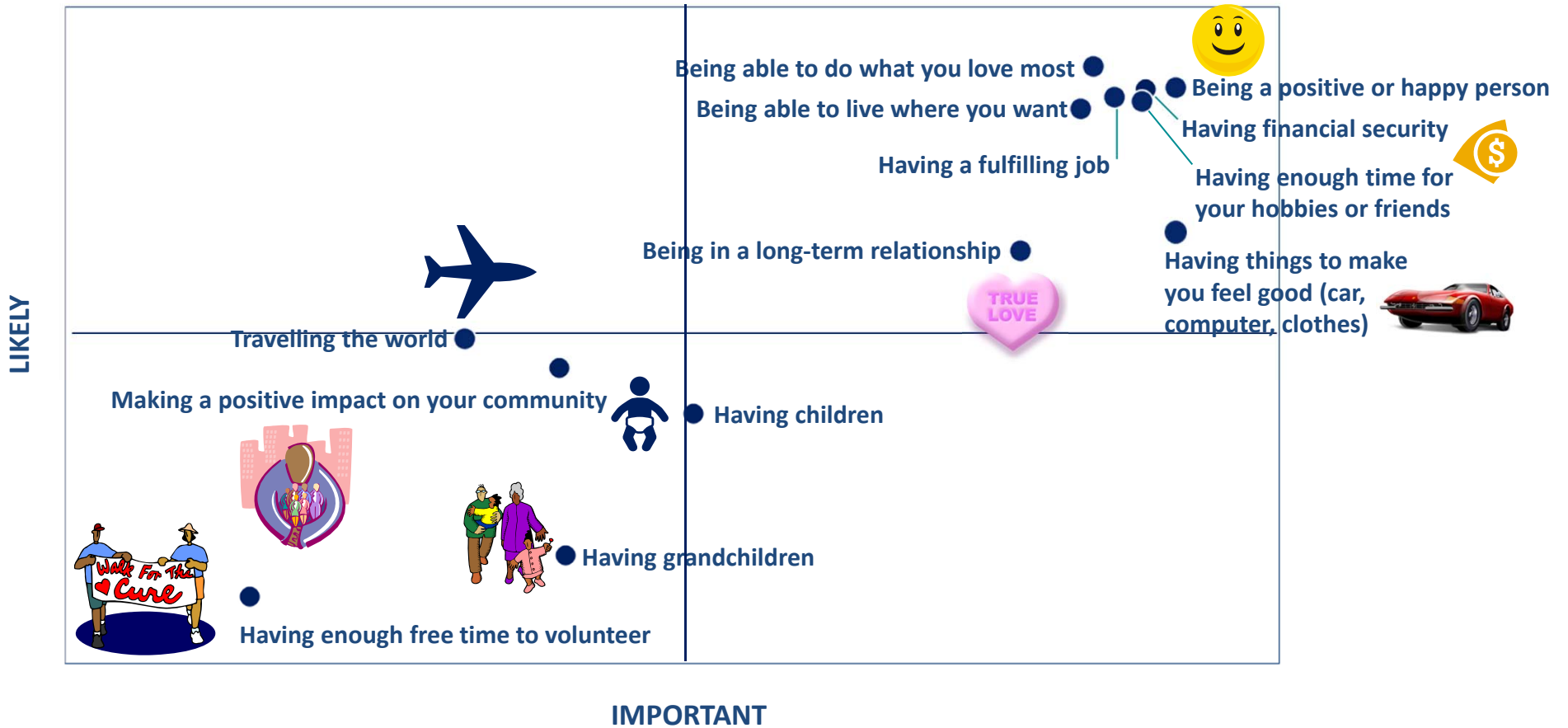
- Compared to the previous slide, outlook for the future of the world is more inverse as positive attitudes are seen more closely with closer times than those off in the distance. In other words, people are more optimistic about themselves than they are about the world.



Q18. How do you feel about the future of the world in general in the next year, five years, and 10 years from now?
Base: All Answering. Total (n=2387)

Grid Analysis – Importance vs. Likelihood

- In general the things that youth deem most important are those things that they feel they also feel they are most likely to achieve in their life. Worth noting is that the most important are “me” and the least important are “we”.

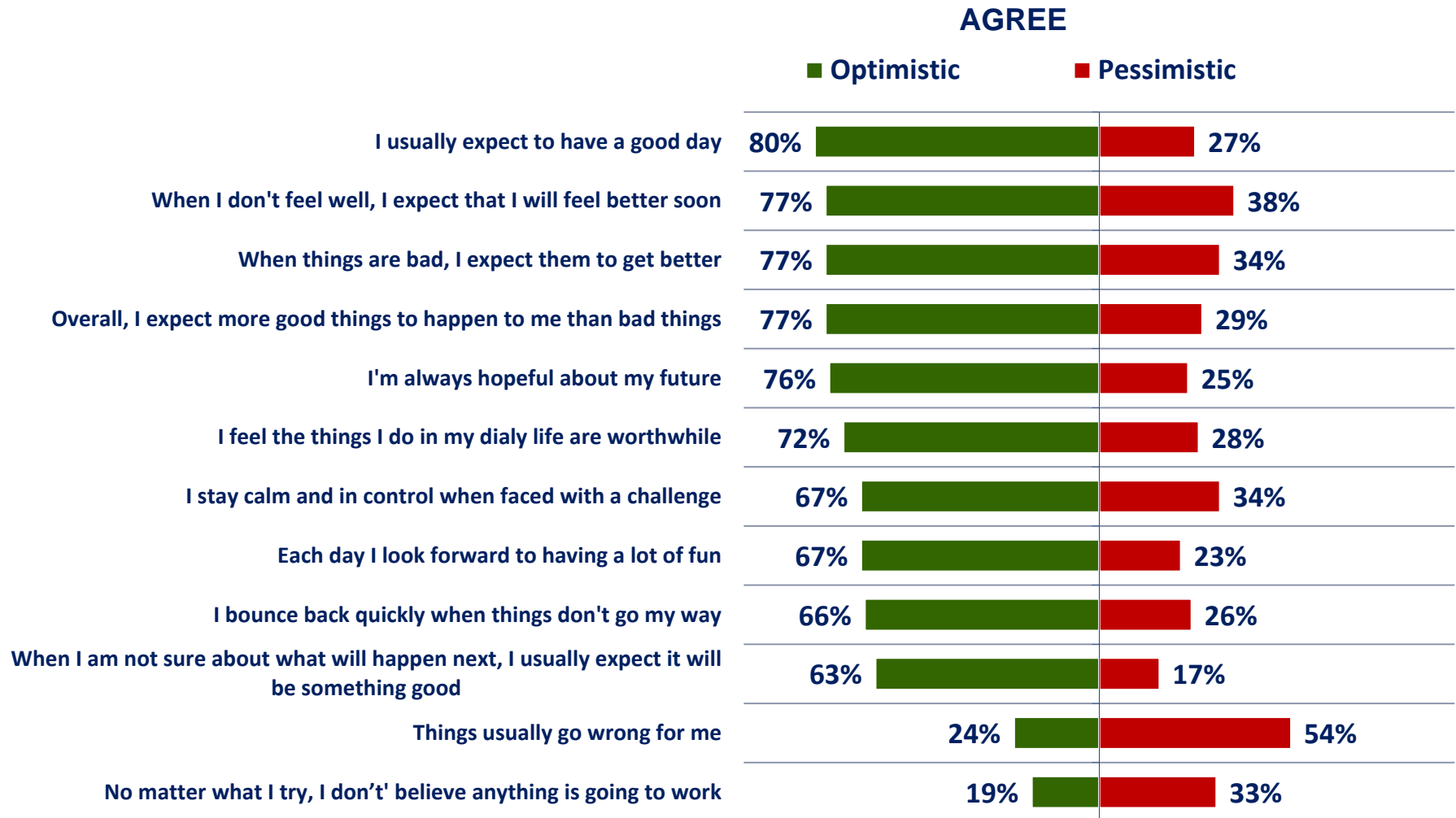


Q22. How important are the following things to you in your life?
 Q23. How likely do you think the following are to happen to you in your life:
 Base: All Answering. Total (n=2387)



Attitudes Towards Life

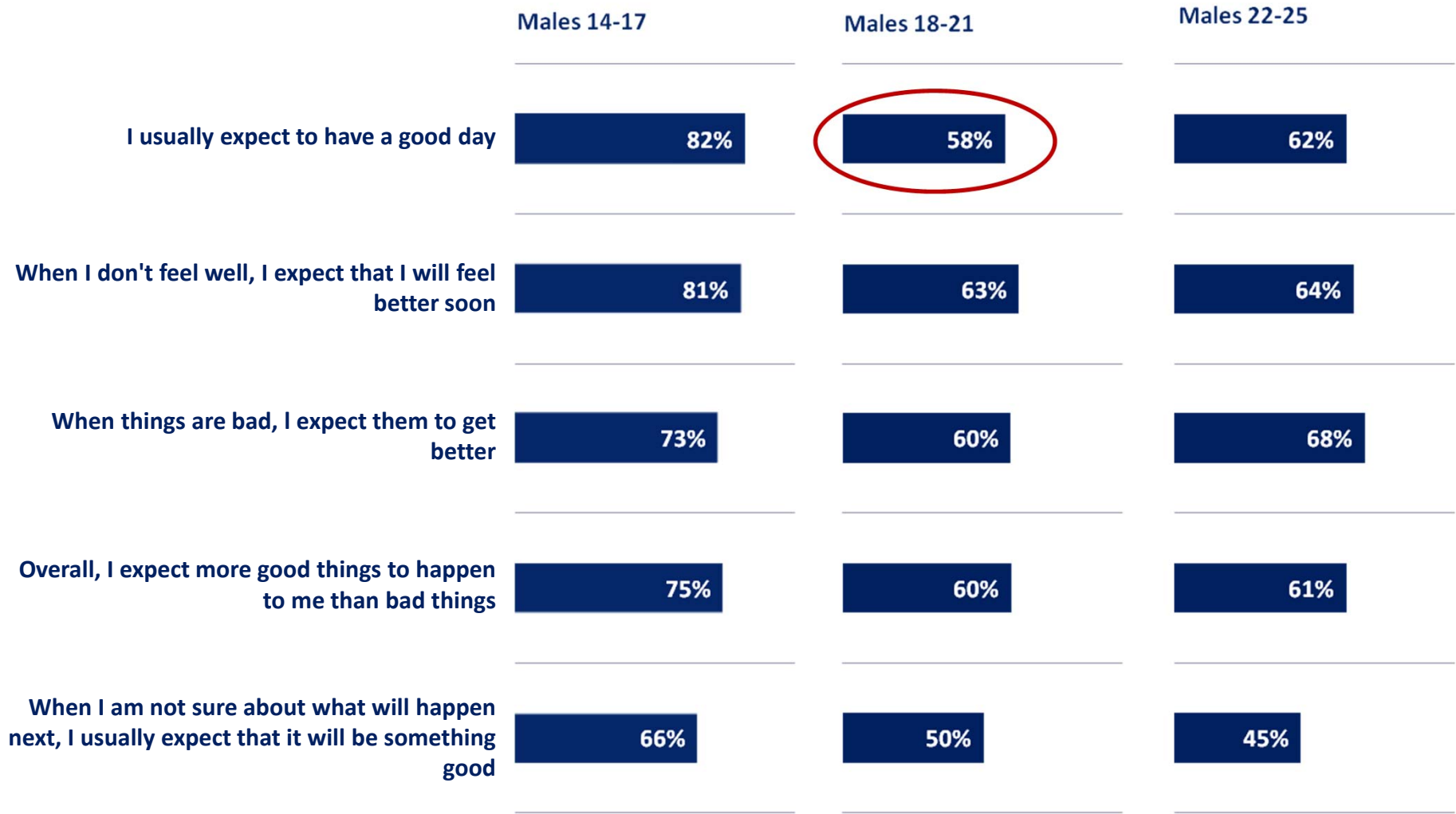
- Optimism transcends through a host of attitudes, from expectations, to hopefulness, to feeling that things in life are worthwhile.





Expectations – Male Demographic

- Agreement with expectations hits a wall at 18-21 and begins to rebound slightly at ages 22-25 for most attributes.

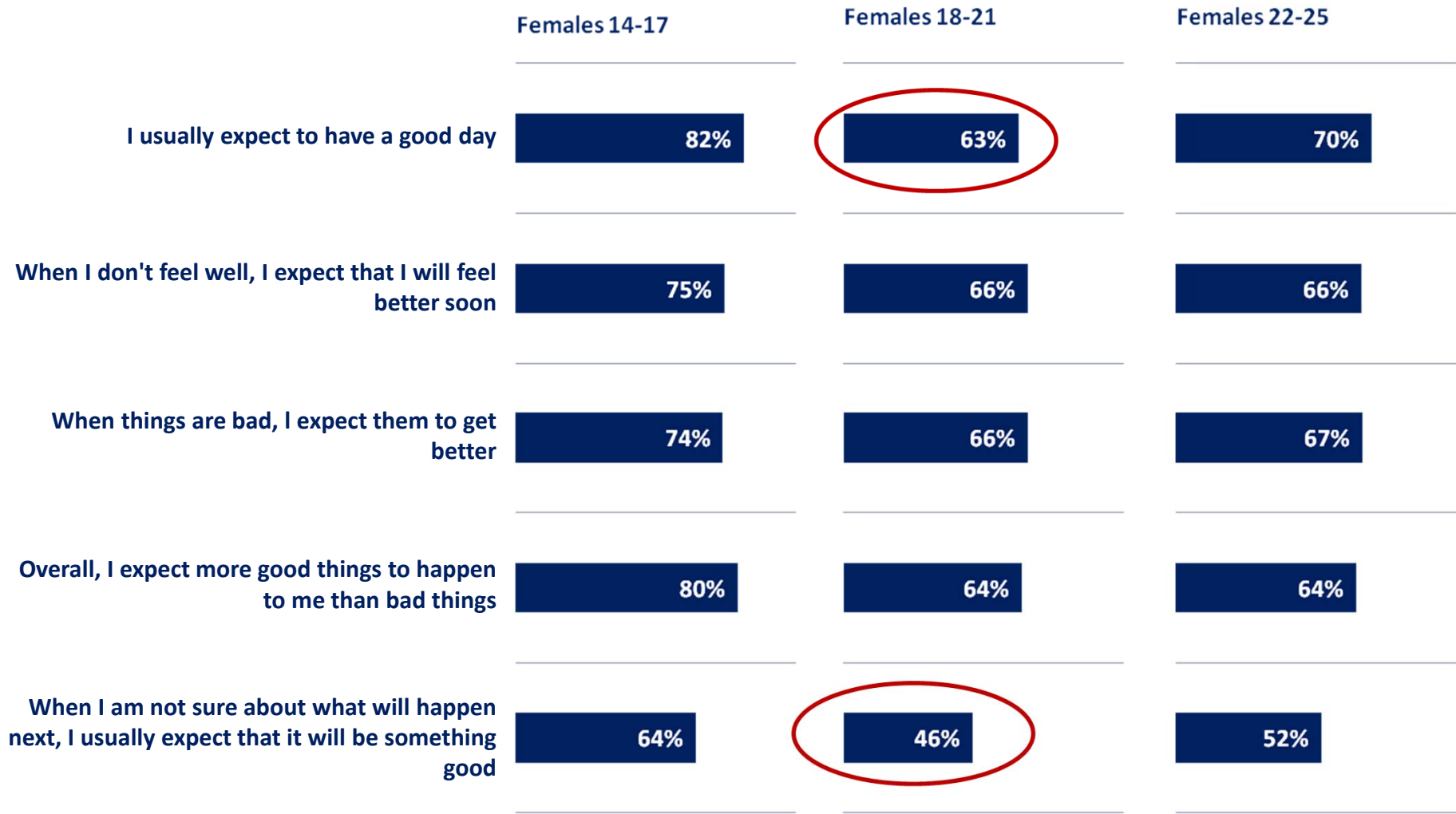


Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Expectations – Female Demographic

- A similar post 18-21 rebound is seen among females when looking at expectations for usually having a good day and expecting that something good will happen while they're not sure what it might be.

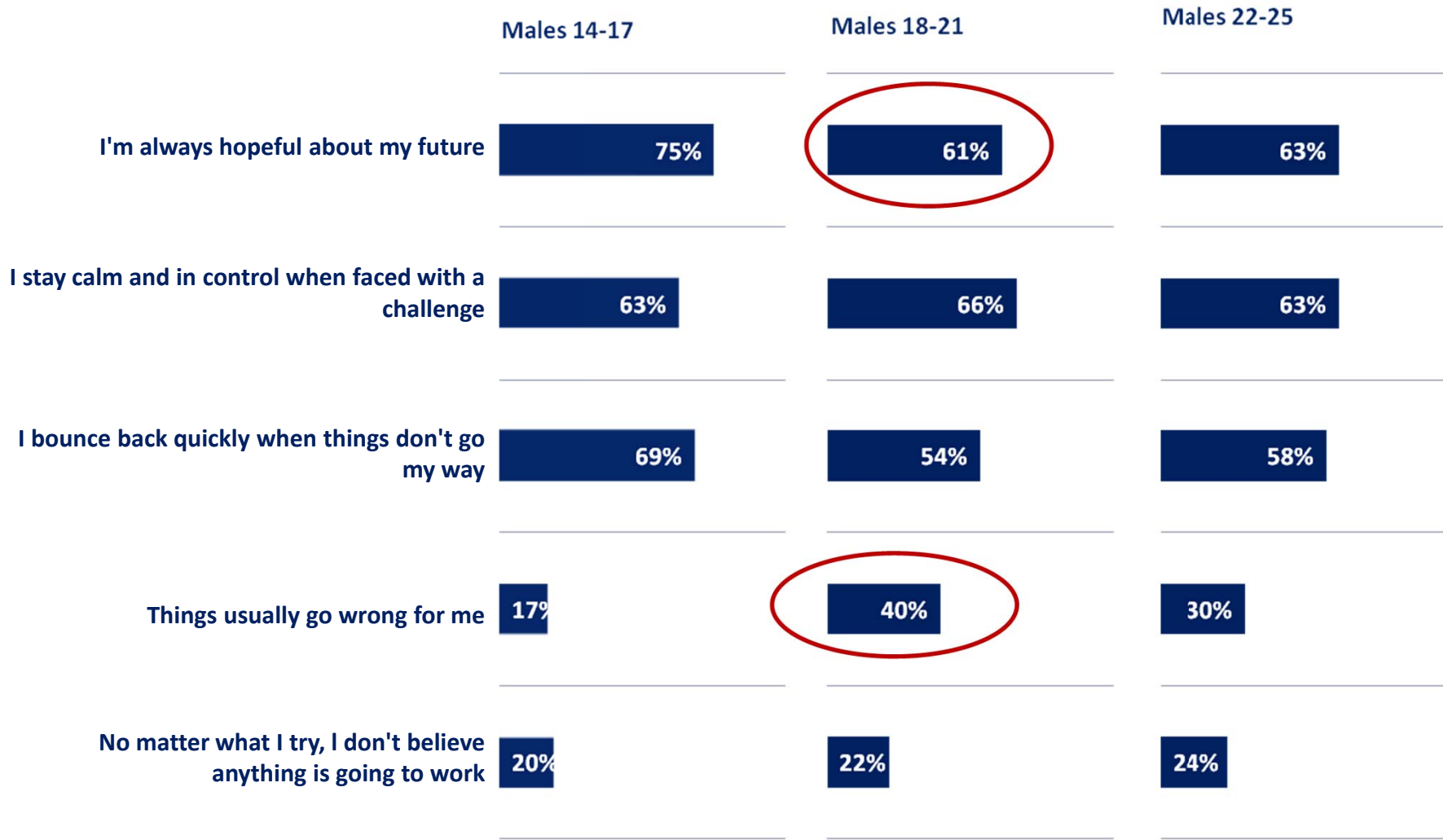


Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Adaptability – Male Demographic

- As boys approach the 18 to 21 range, they are less hopeful about their future, and they're much more likely to say that things usually go wrong for them.

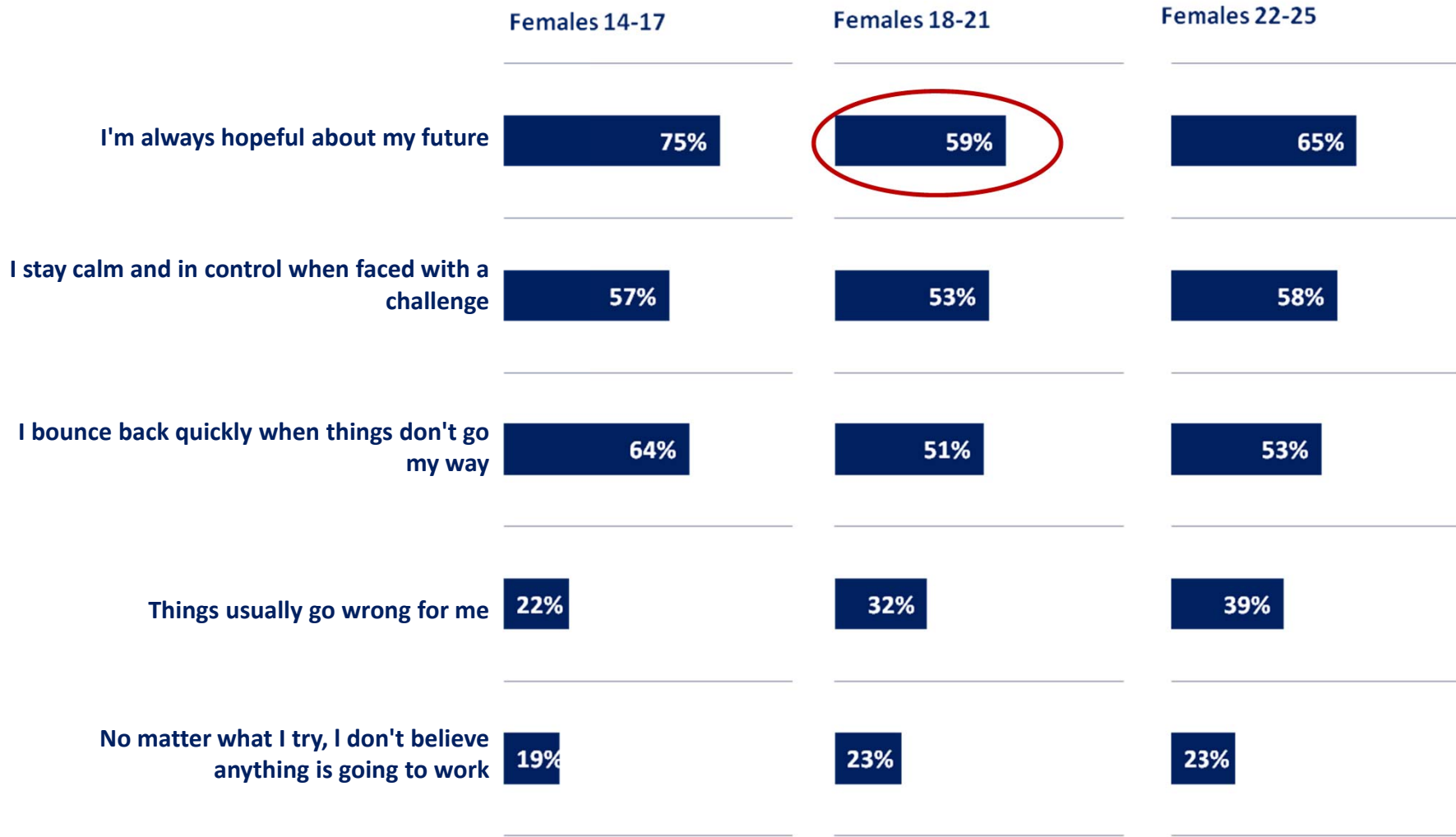


Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Adaptability – Female Demographic

- Facing the 18-21 decline, once they hit the ages of 22-25, females are more likely to be hopeful for the future and stay calm and in control.

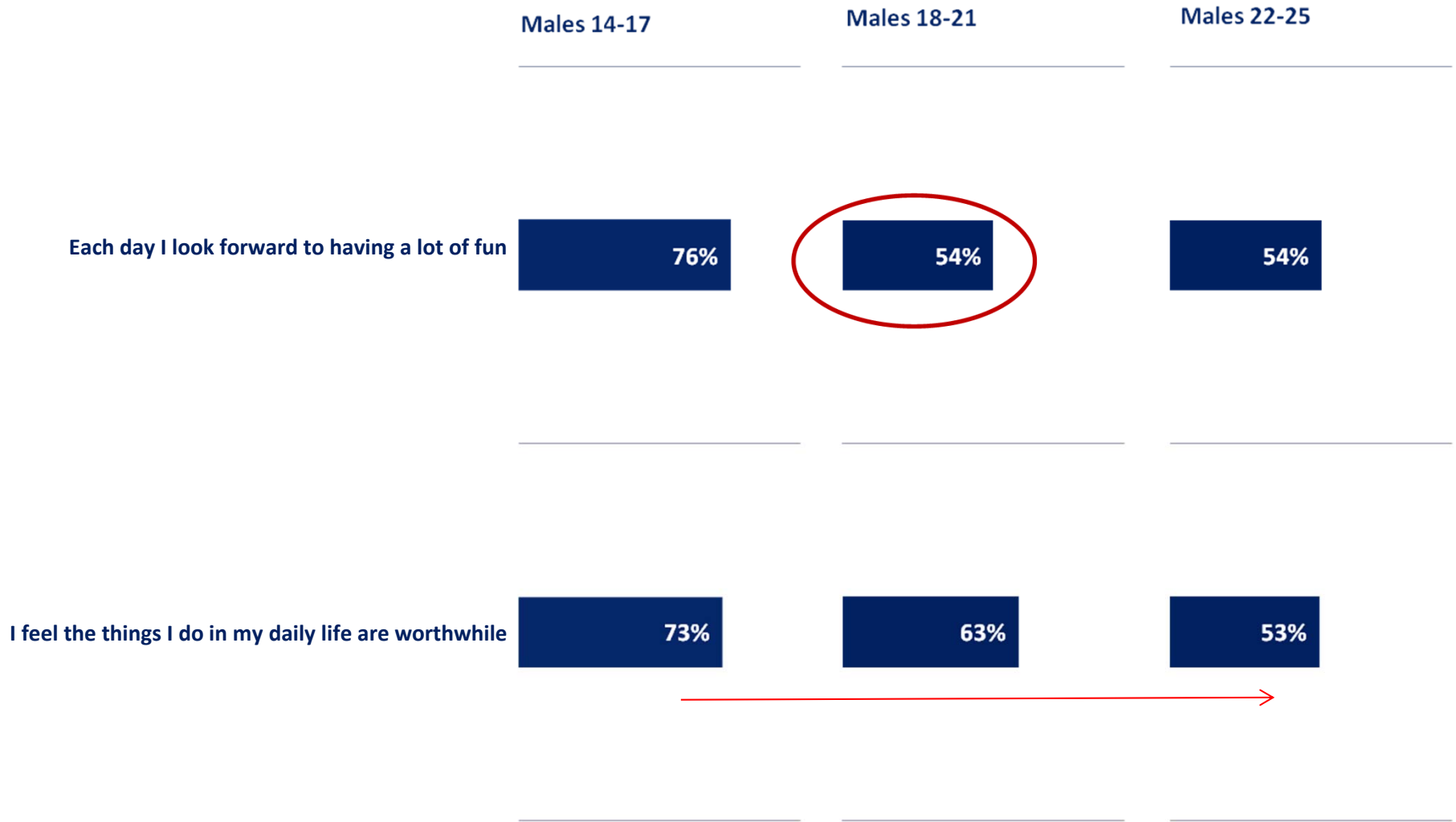


Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Daily Attitudes – Male Demographic

- As age increases for males between the 14-25 range, the lower the likelihood they believe that they look forward to having fun each day and that which they do in their daily life is worthwhile.

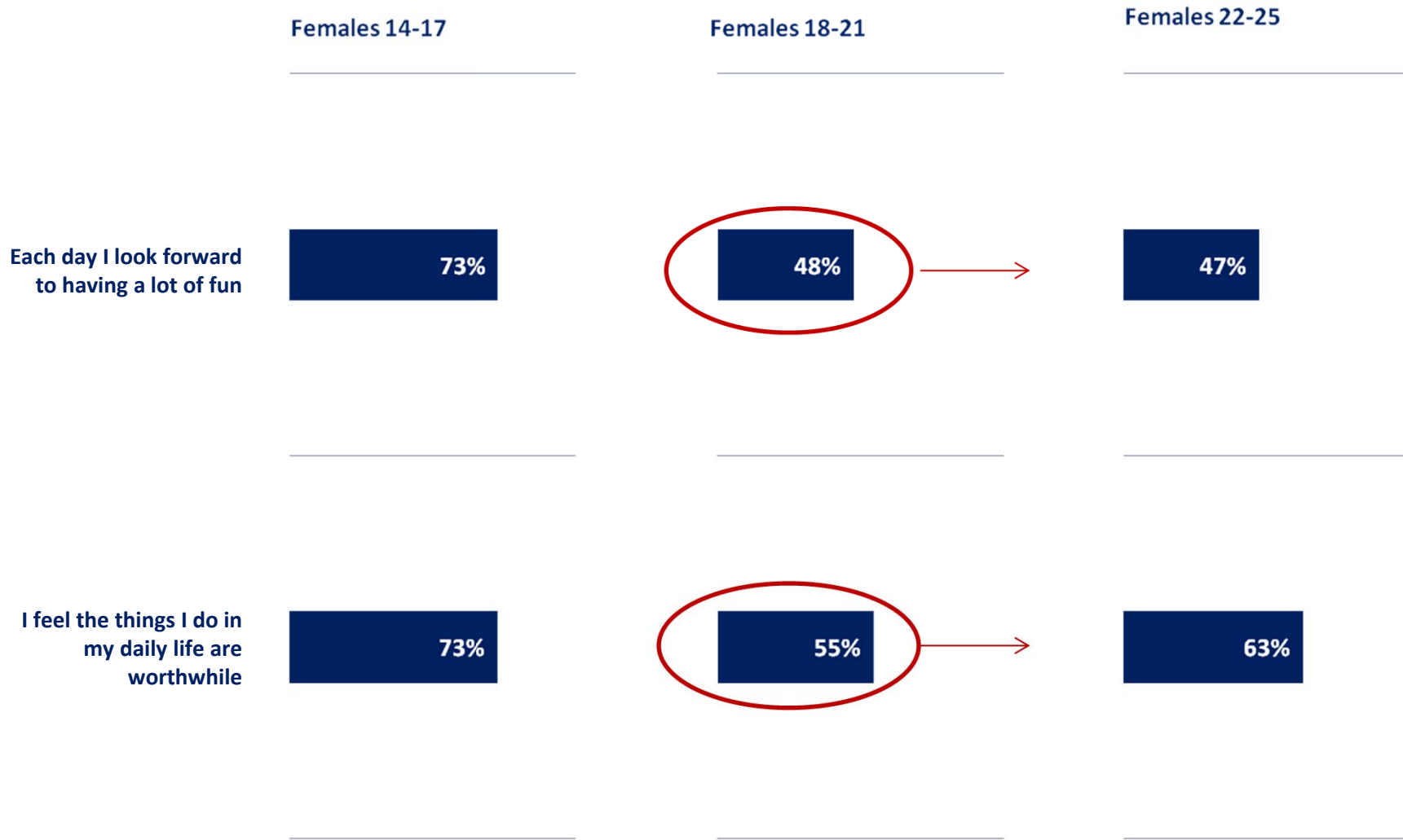


Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Daily Attitudes – Female Demographic

- Girls aged 18 to 21 no longer look forward to having a lot of fun, and are much less likely to believe that the things that they do in their daily life are worthwhile.

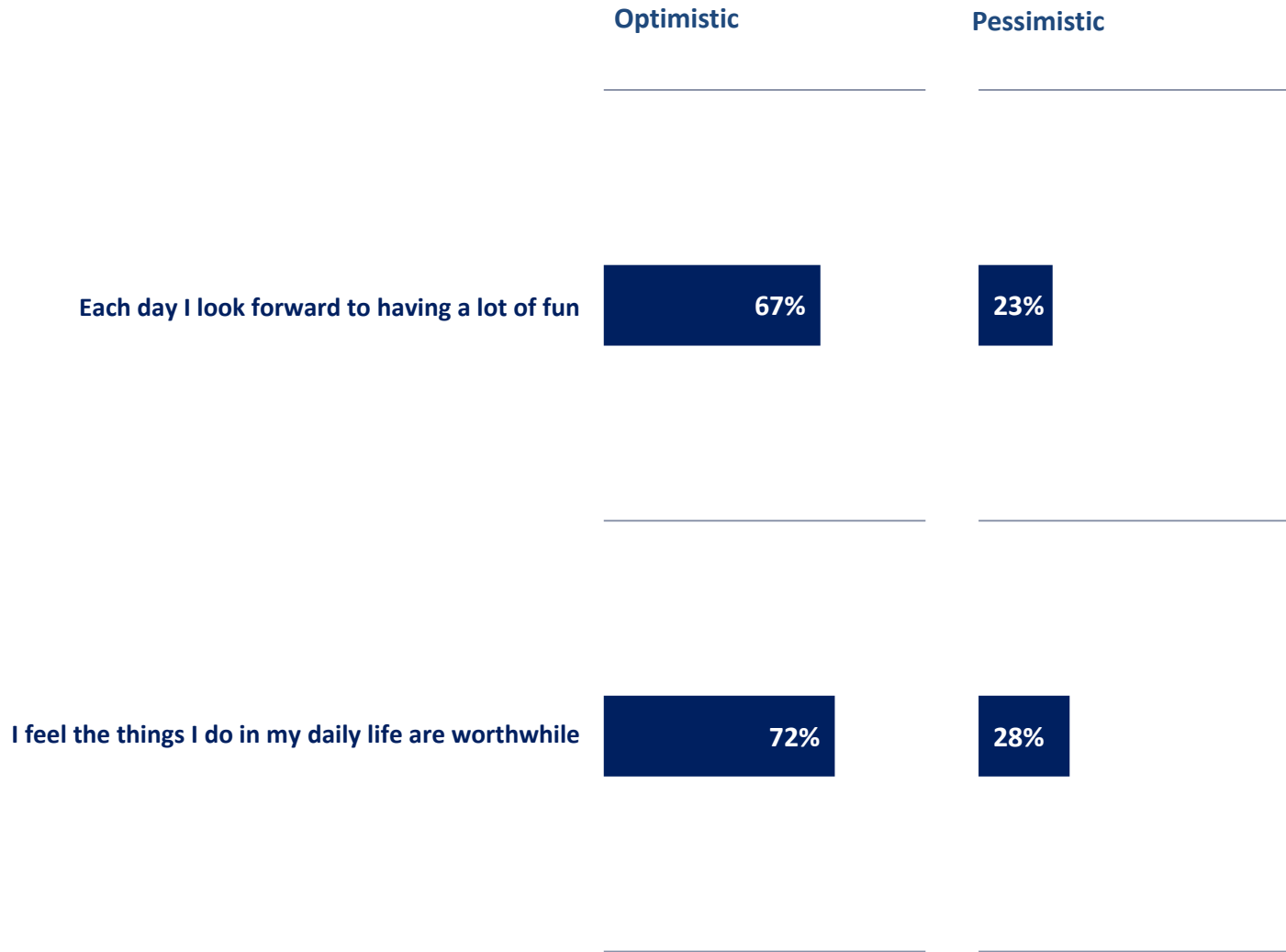


Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Daily Attitudes – Female Demographic

- Girls aged 18 to 21 no longer look forward to having a lot of fun, and are much less likely to believe that the things that they do in their daily life are worthwhile.

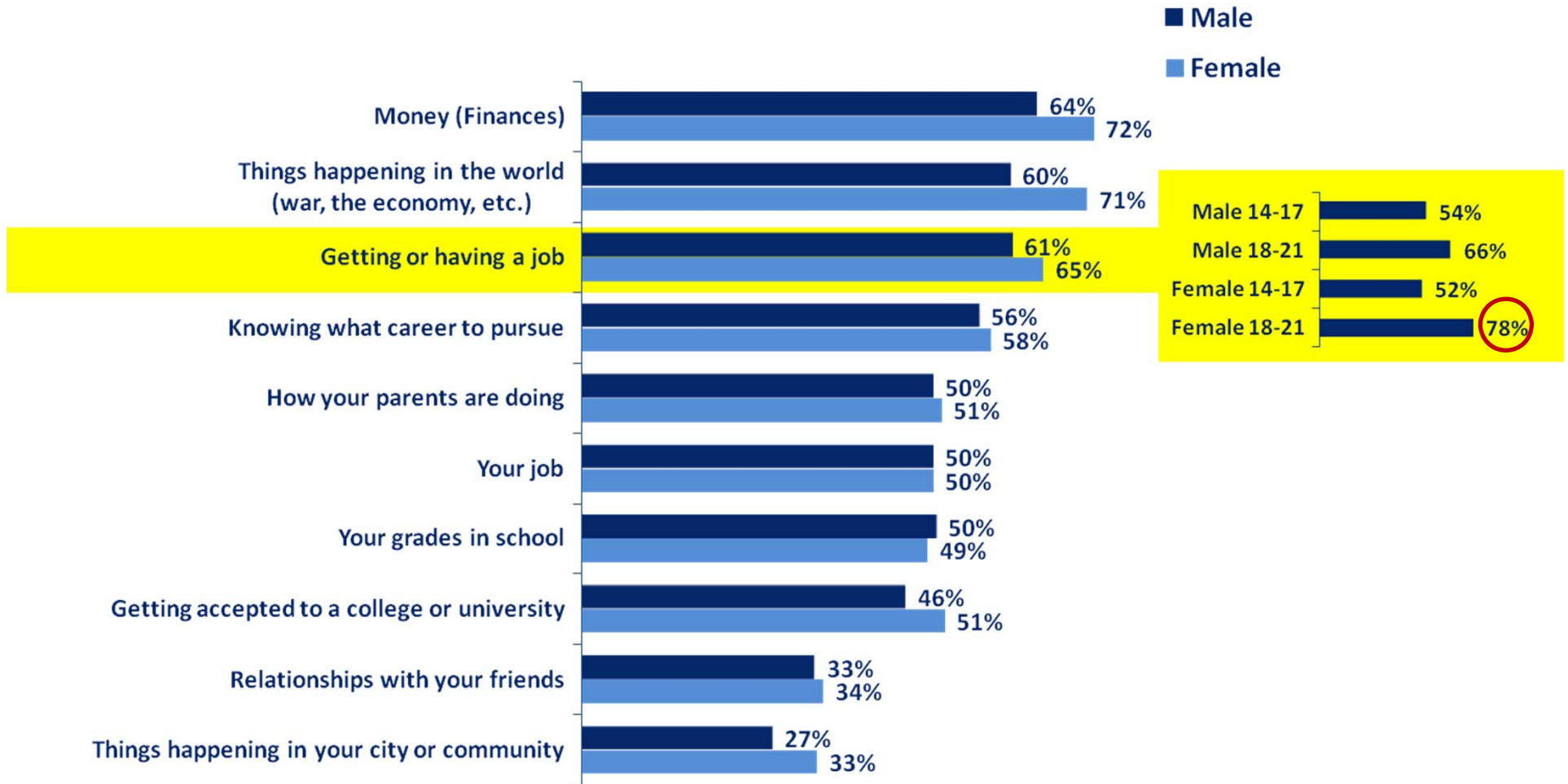


Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



What Are You Worried About?

- While money, world affairs, and getting a job are most worrisome for all, females are more worried than males. Relationships with friends and goings-on in their community are the least of respondents' worries.

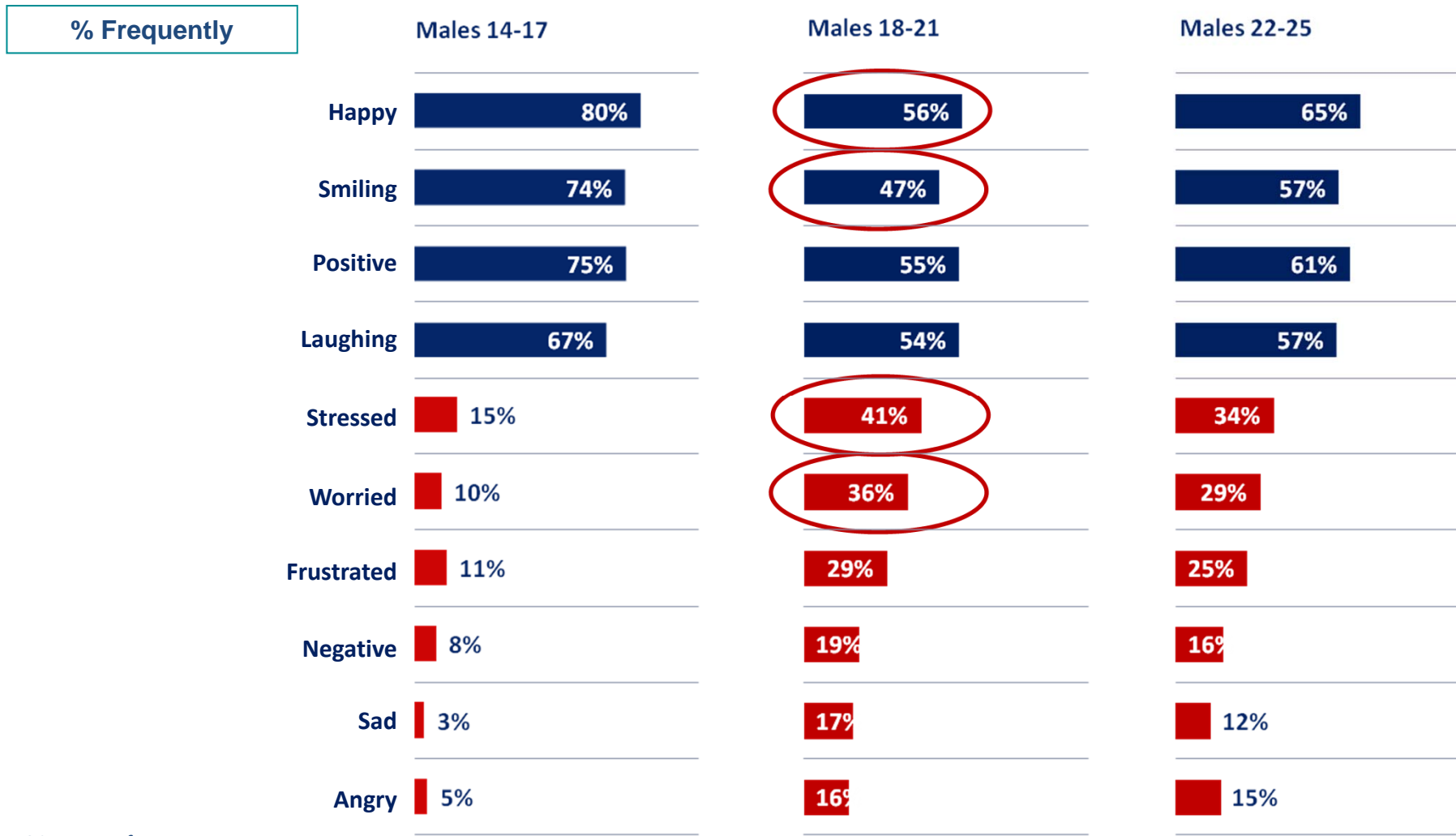


Q19. How worried are you about the following things:
Base: All Answering



How Often Are You...? – Male Demographic

- While a majority in all male age groups feel that they are frequently happy, smiling, and positive, feeling stressed, worried, and frustrated increases with age.

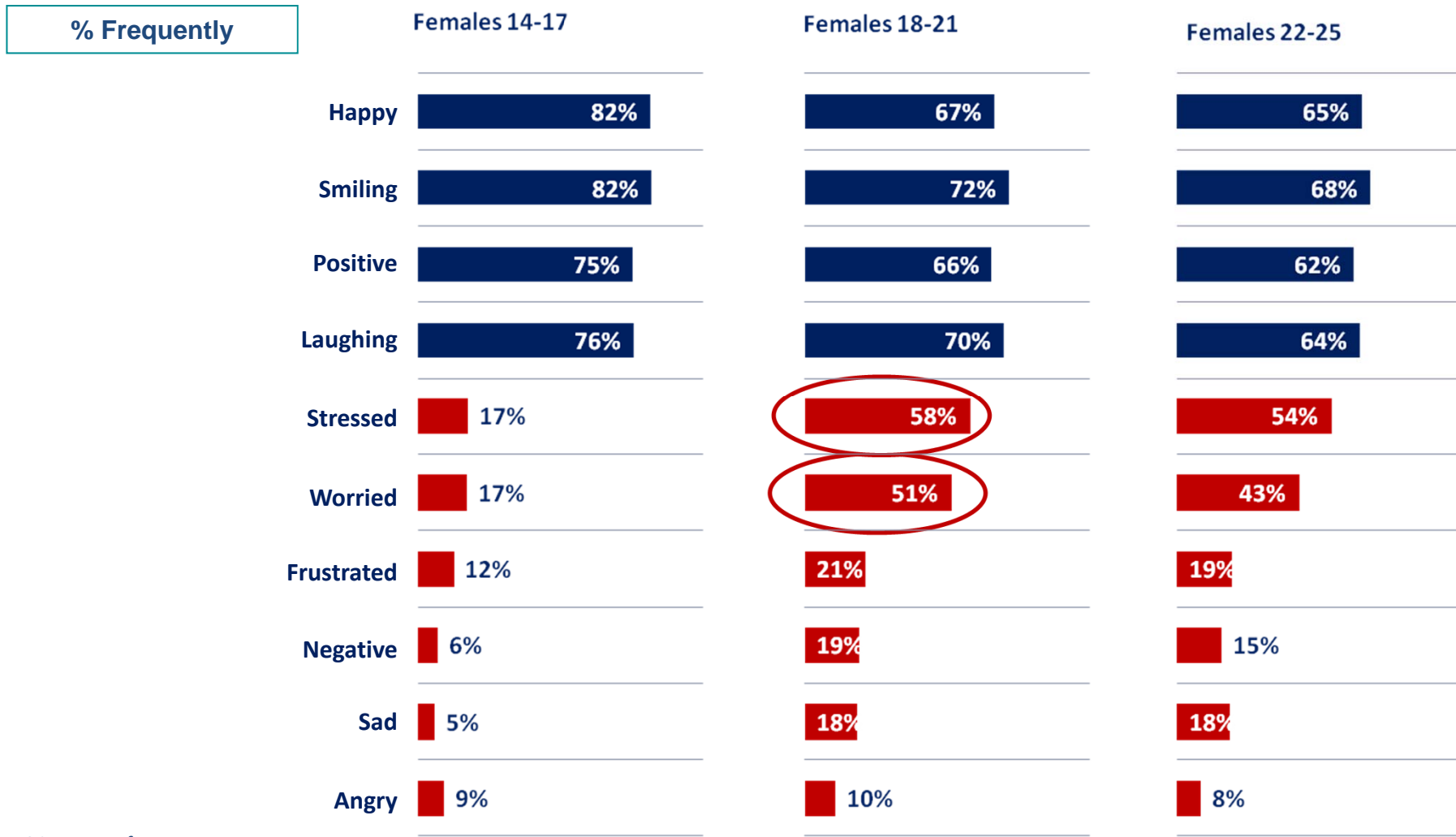


Q21. How often are you ...
Q22. How important are the following things to you in your life?
Base: All Answering



How Often Are You...? – Female Demographic

- Females are more consistent across ages than males when it comes to frequently smiling, feeling positive, and laughing, although the jump in stress and feeling worried is larger for females.

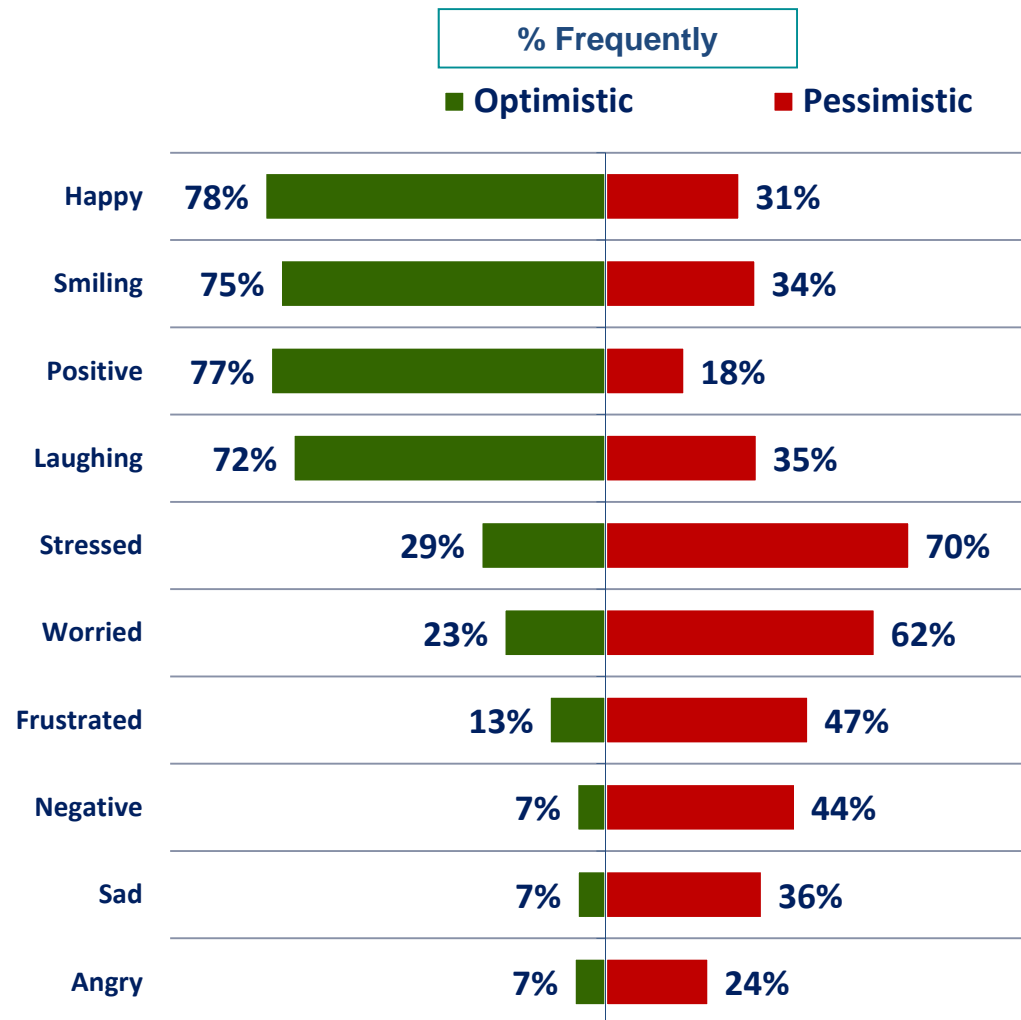


Q21. How often are you ...
Q22. How important are the following things to you in your life?
Base: All Answering



Optimistic and Pessimistic Differences

- People who are optimistic and pessimistic feel very differently, with pessimistic people experiencing negative emotions at a far more frequent rate.



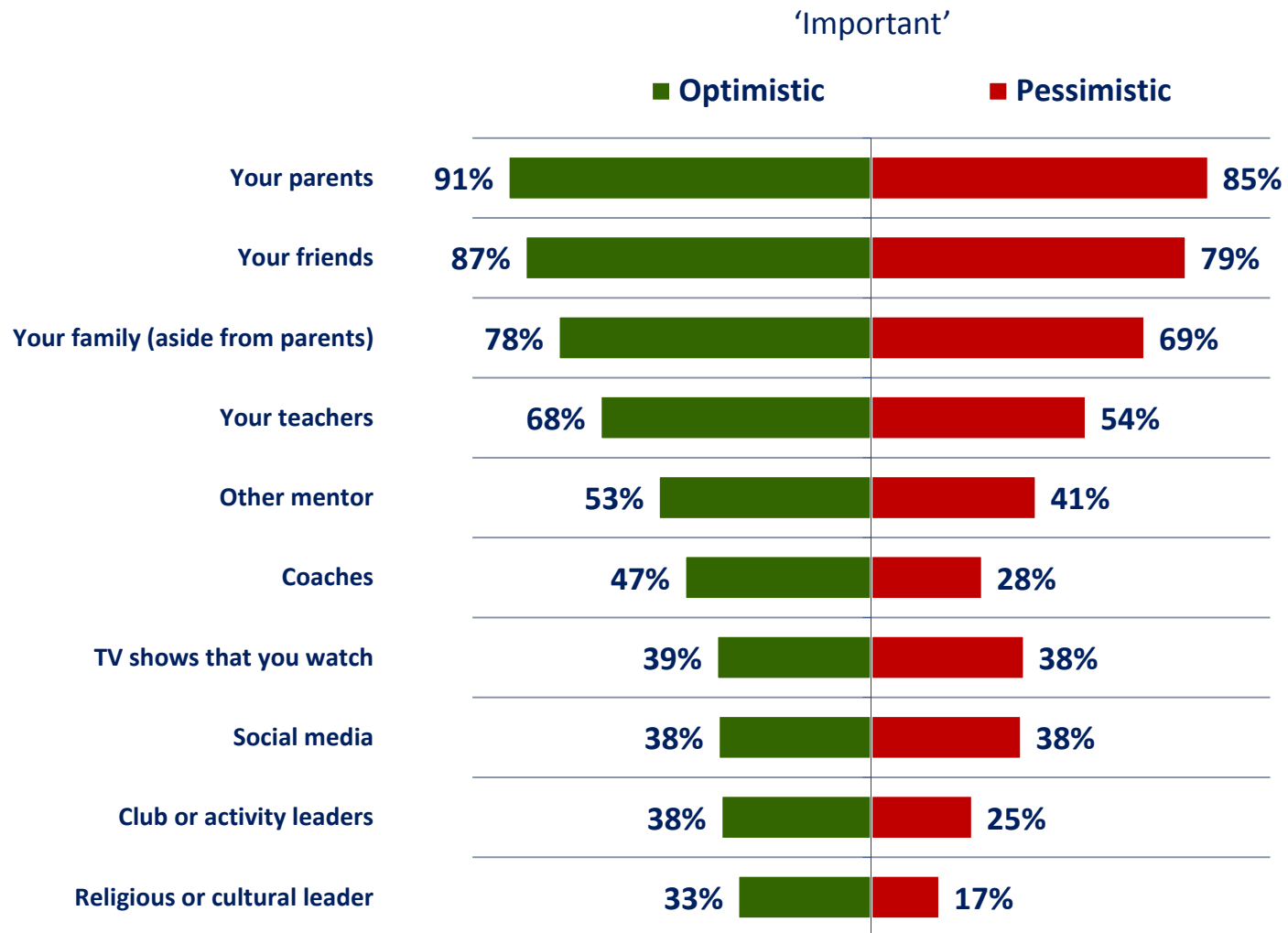
Q21. How often are you ...
Base: All Answering

Influences and Tendencies



Influencers on Behaviour and Feelings

- Optimistic people are more likely to be influenced by everything except TV shows and social media. In particular, they're more influenced by friends, teachers, mentors and coaches.

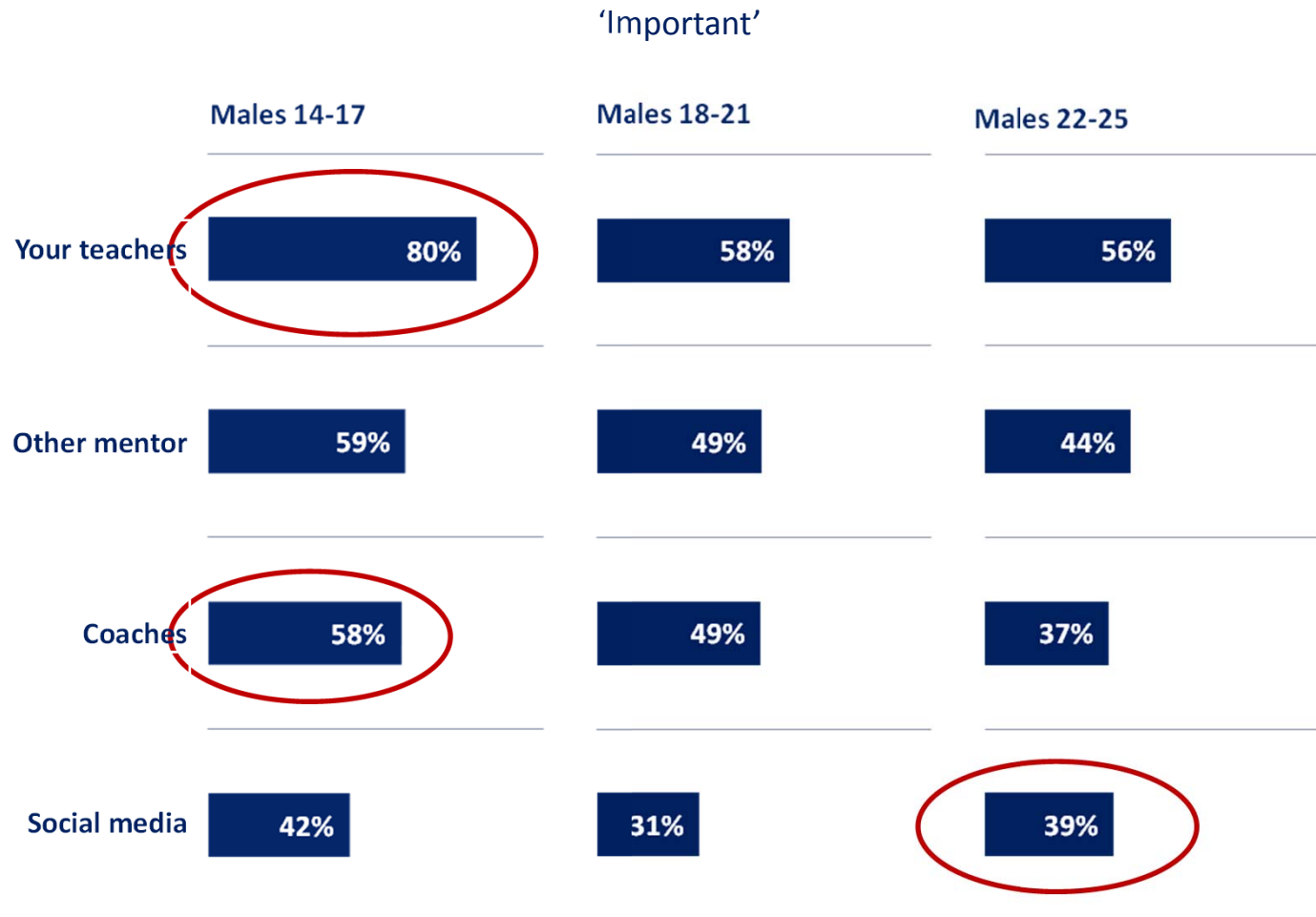


Q24. How important are the opinions of the following on how you feel, think and behave?
Base: All Answering. Total (n=2387)



Influencer Comparison – Male Demographic

- While teachers, coaches, and other mentors influence declines as age increases, social media's influence increases once males hit the 22-25 age range.

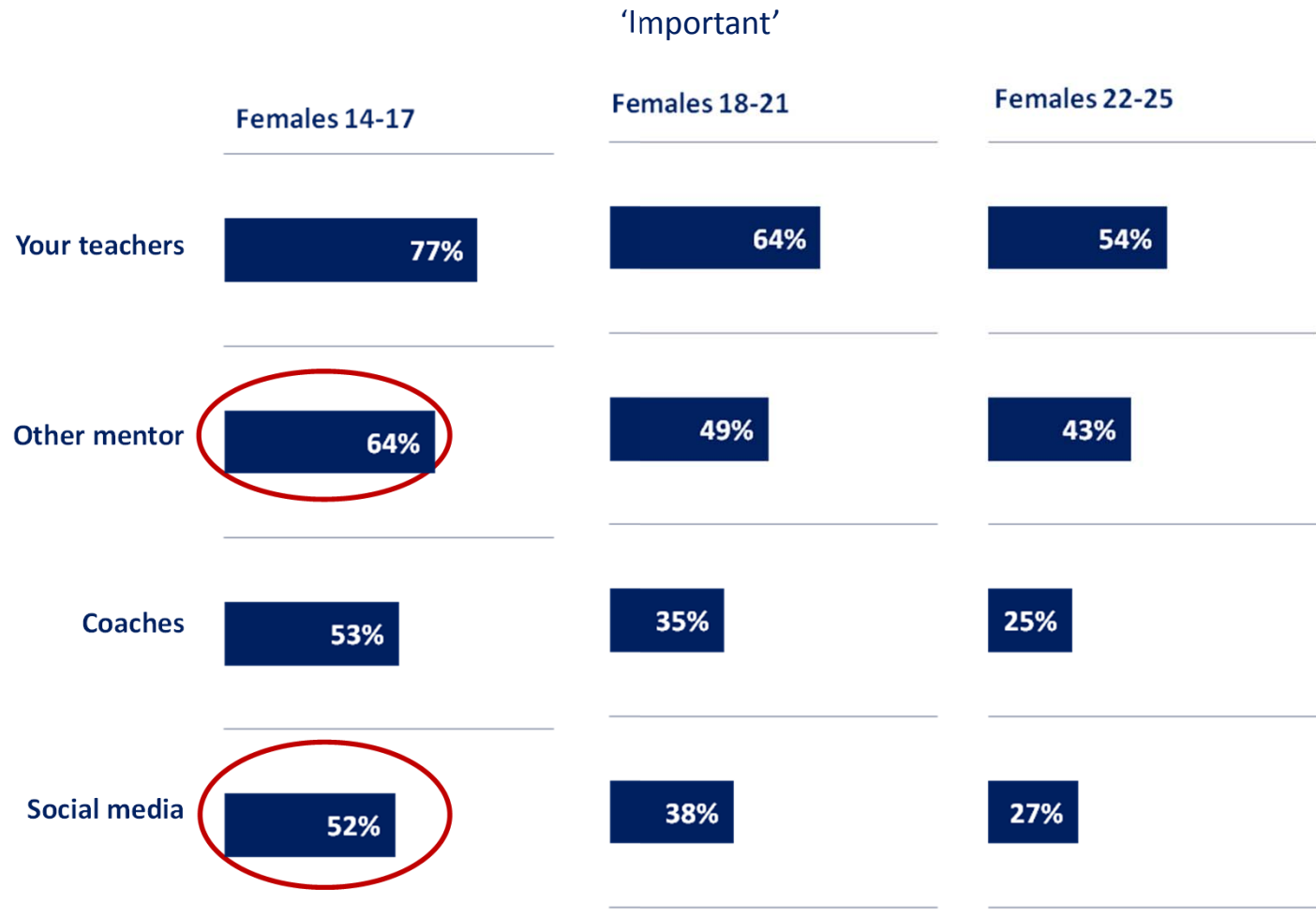


Q24. How important are the opinions of the following on how you feel, think and behave?
Base: All Answering



Influencer Comparison – Female Demographic

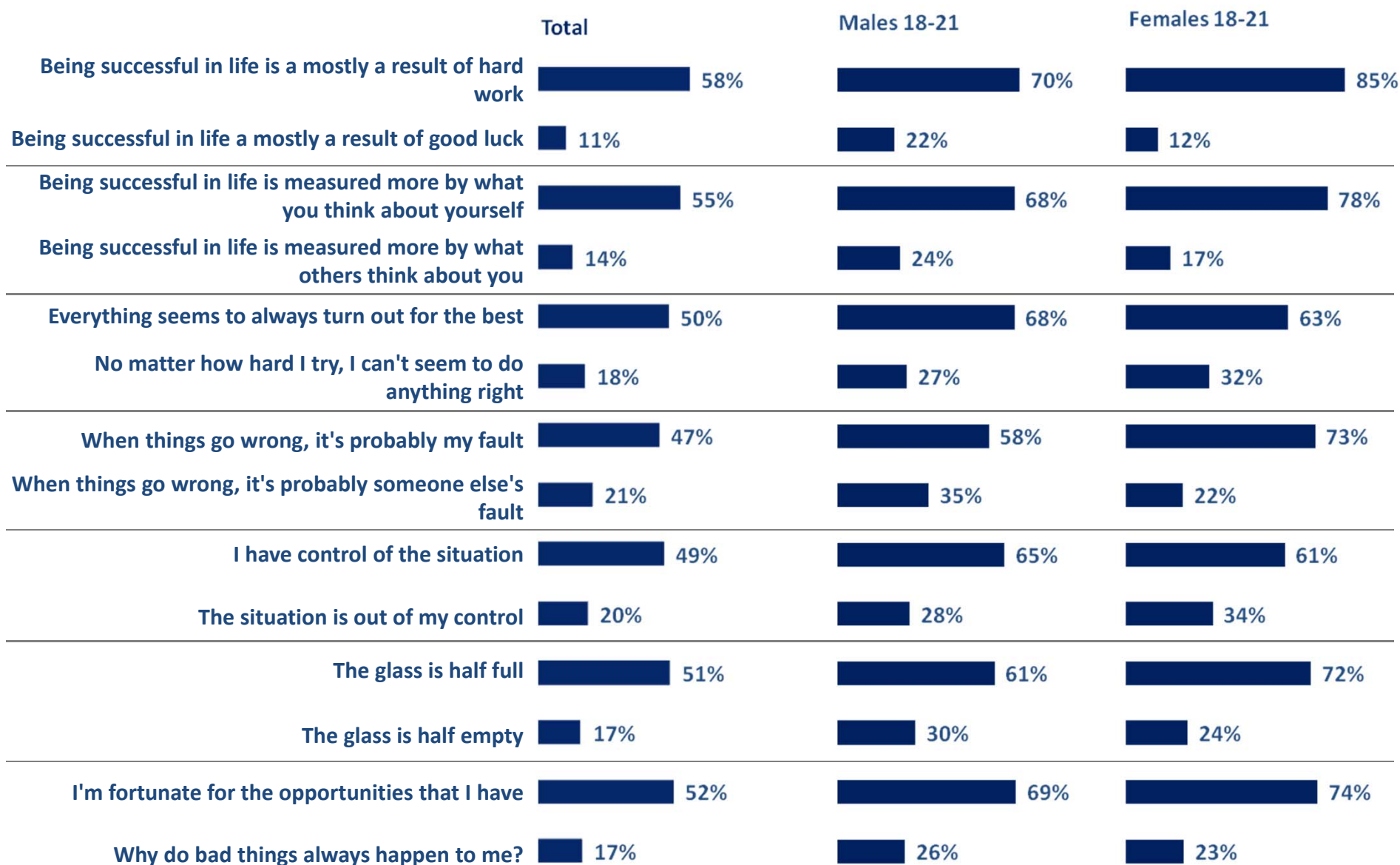
- Influence of teachers, coaches, other mentors and social media continues to decline as females age.



Q24. How important are the opinions of the following on how you feel, think and behave?
Base: All Answering



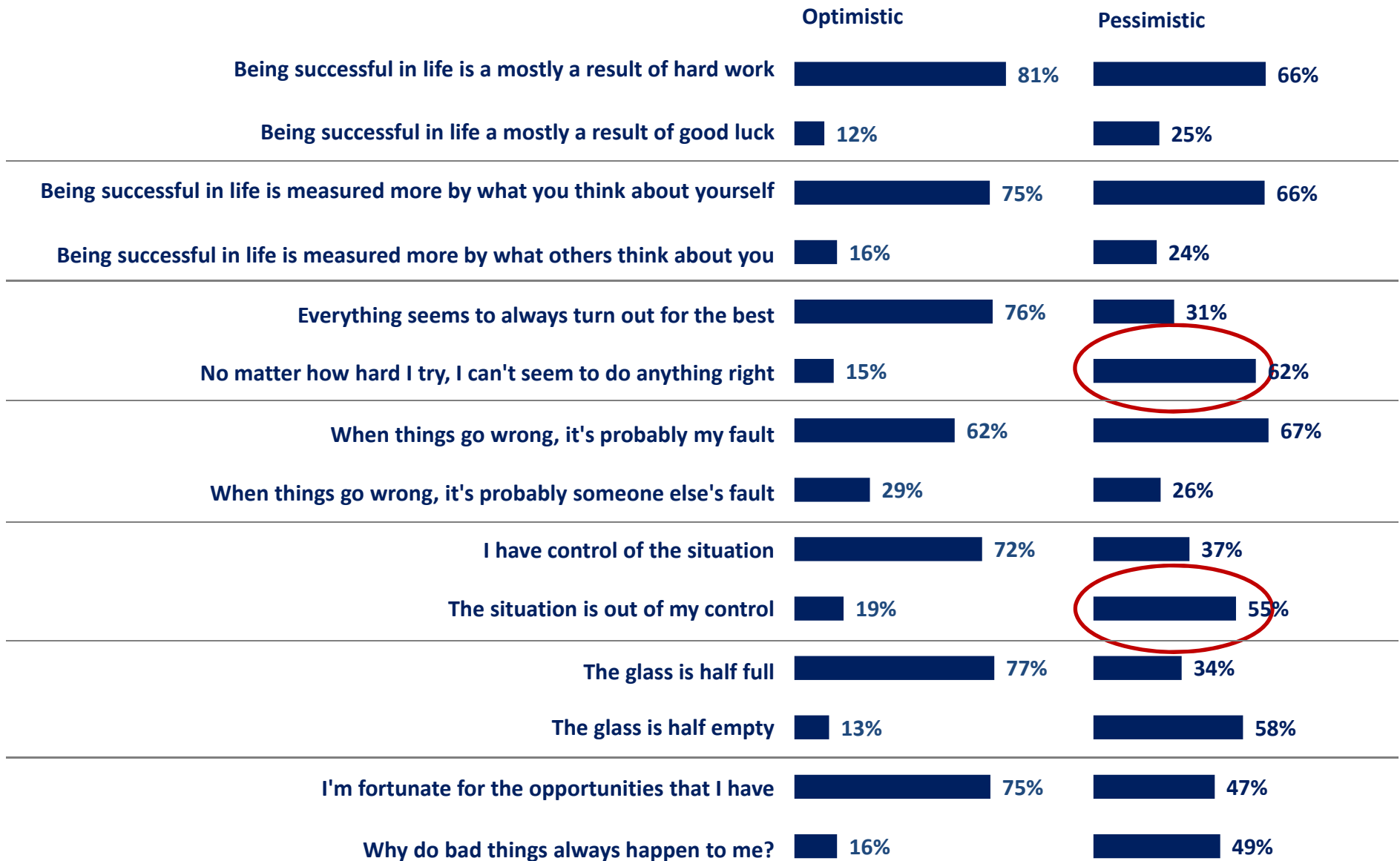
Point of View Comparison – Males 18-21 vs. Females 18-21



Q25. For each of the following pairs, choose the one that best describes your point of view
 Base: All Answering. Total (n=2387)



Pessimism and the Alternate Point of View

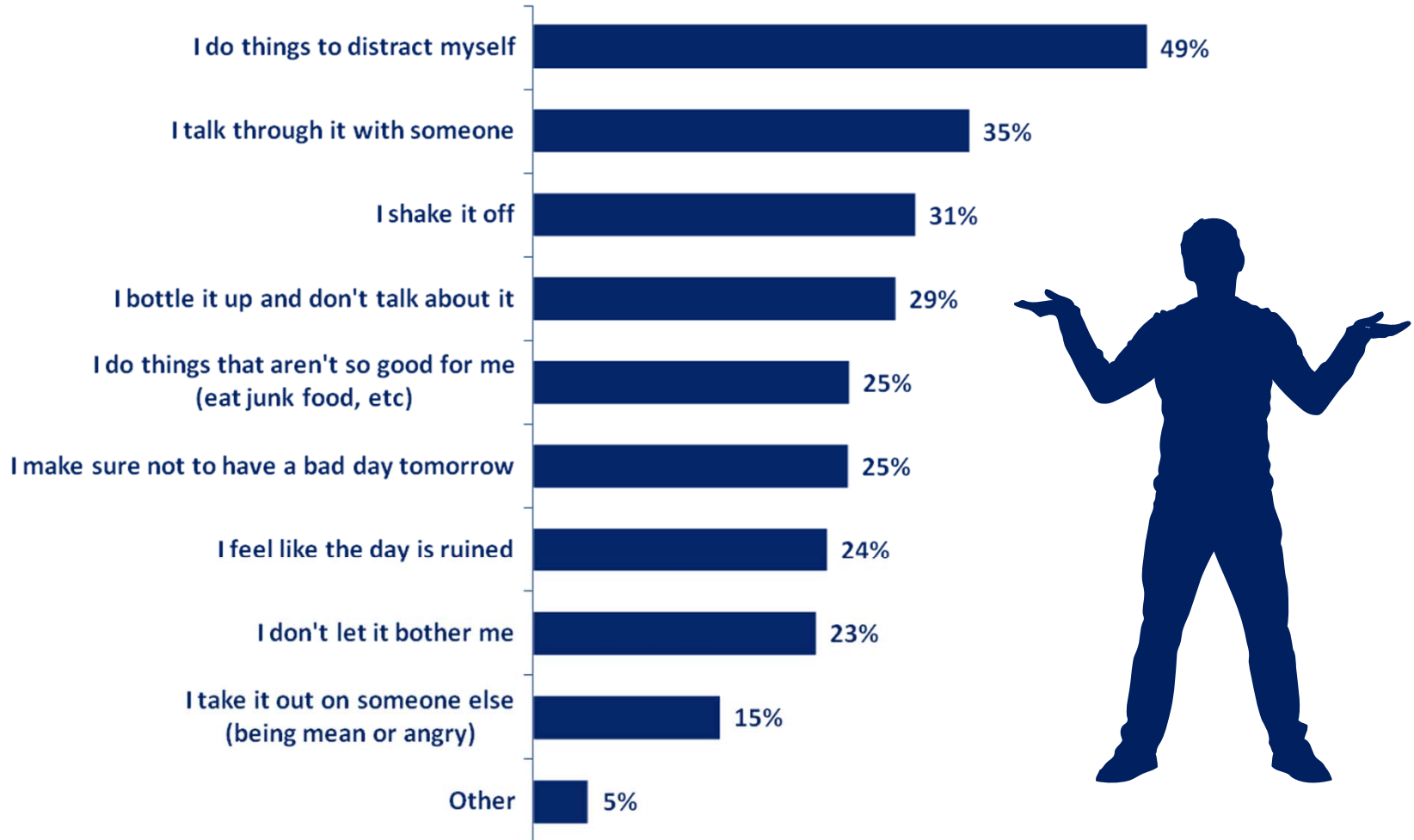


Q25. For each of the following pairs, choose the one that best describes your point of view
Base: All Answering. Total (n=2387)



Bad Day Reactions

- Distractions are what help young adults overcome a bad day, followed by talking it through with someone, although there is only a small gap (6 points) between those who talk about their problems and those who bottle them up.

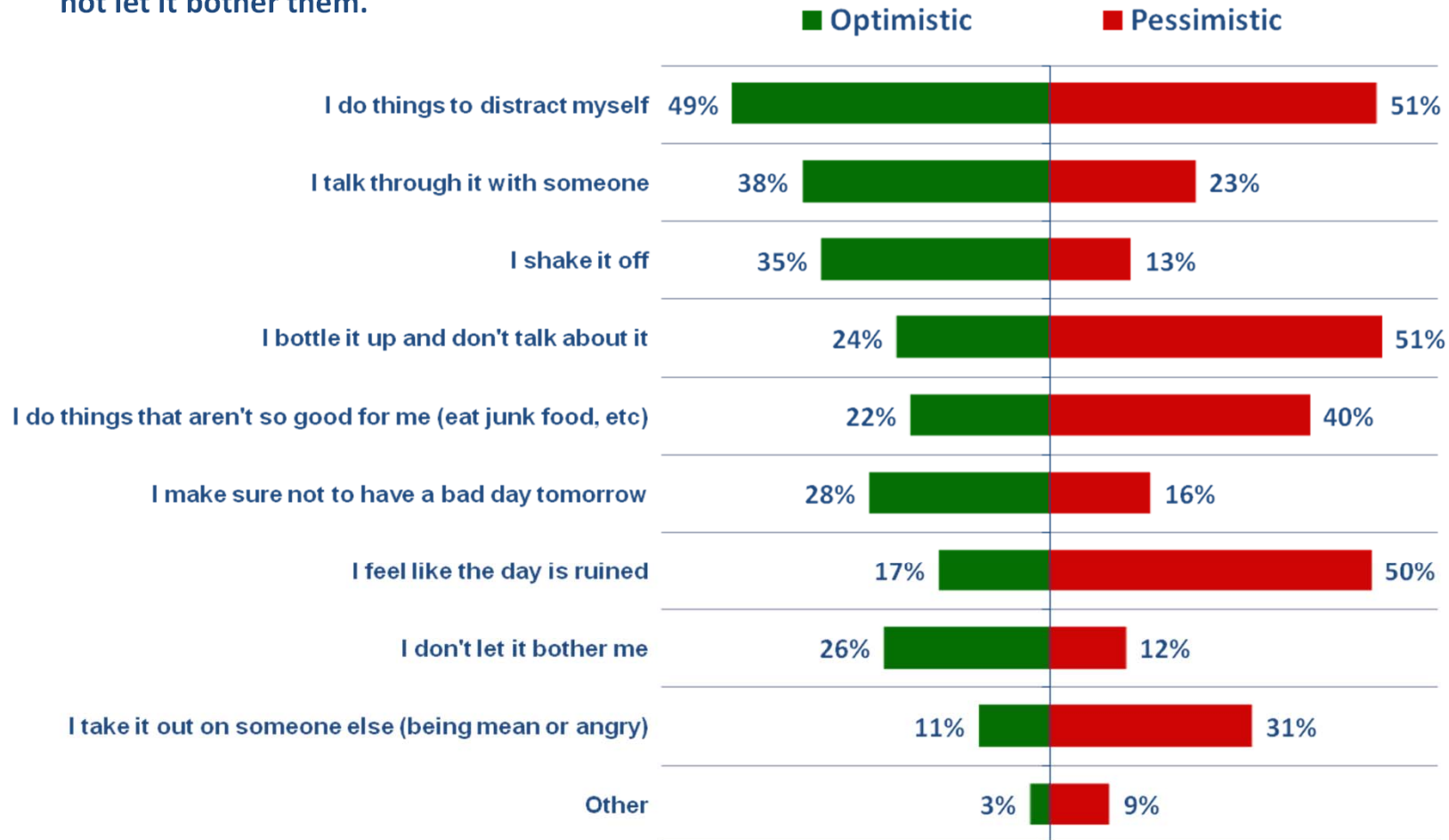


Q26. How do you react to a bad day?
Base: All Answering. Total (n=2387)



Bad Day Reactions

- Those who are pessimistic are more likely to bottle things up when they've had a bad day, do things that aren't so good for them, and feel like the day is ruined. They're also more likely to take it out on somebody else. Optimistic people are more likely to talk it through with someone, shake it off, make tomorrow better, or just not let it bother them.



Q26. How do you react to a bad day?

Base: All Answering. Total (n=2387) Optimistic (n=1449); Pessimistic (n=333)

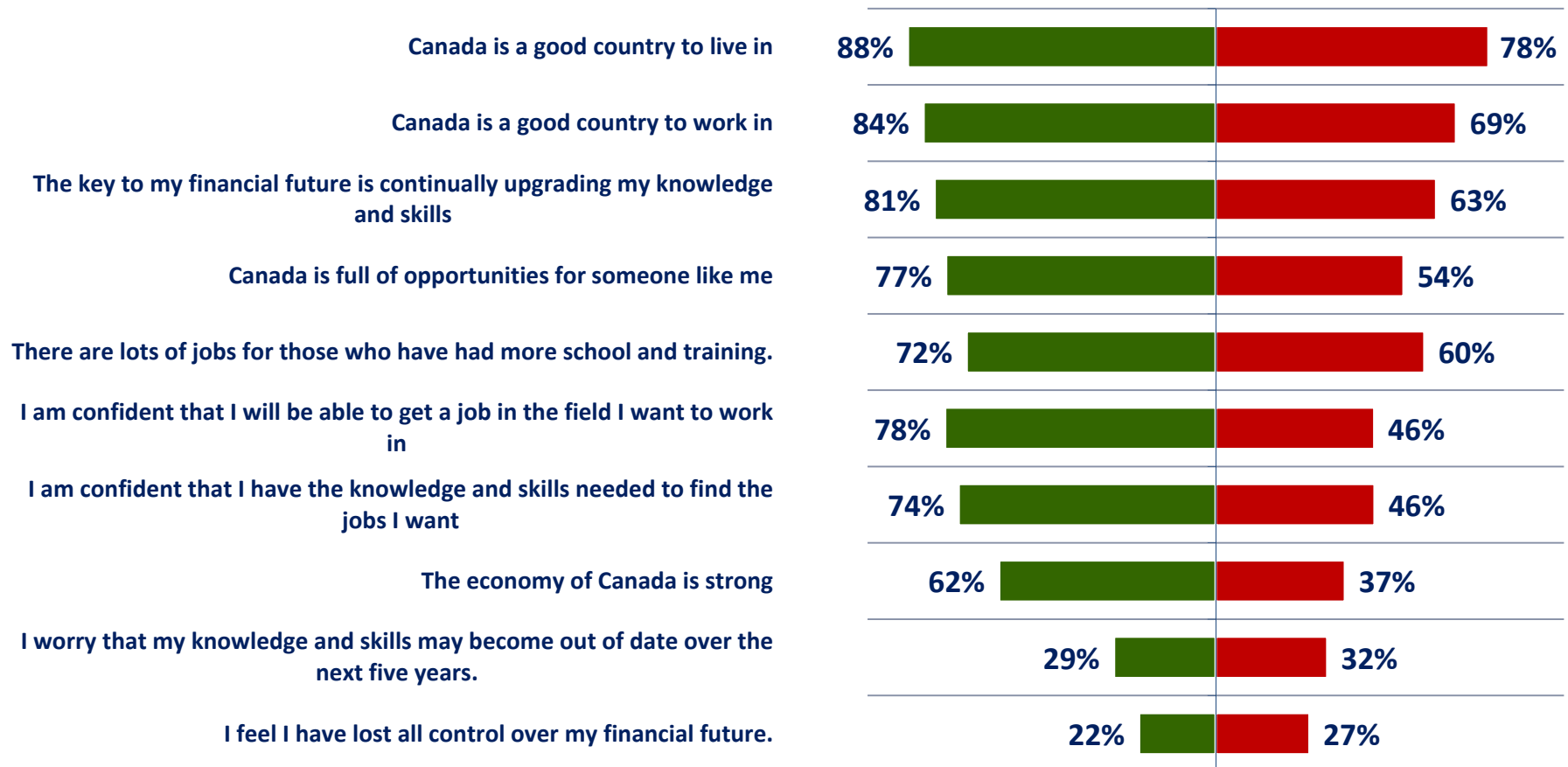


Thoughts on Canada, Opportunities, and the Future

- Those excited about the future are much more likely to think that Canada is a good country to live in, that it is full of opportunities, have confidence that they'll get a job in the field they want and have the skills necessary to do so. They're also much more likely to believe the economy is strong.

'Agree'

■ Excited ■ Neither Excited Nor Worried/ Worried

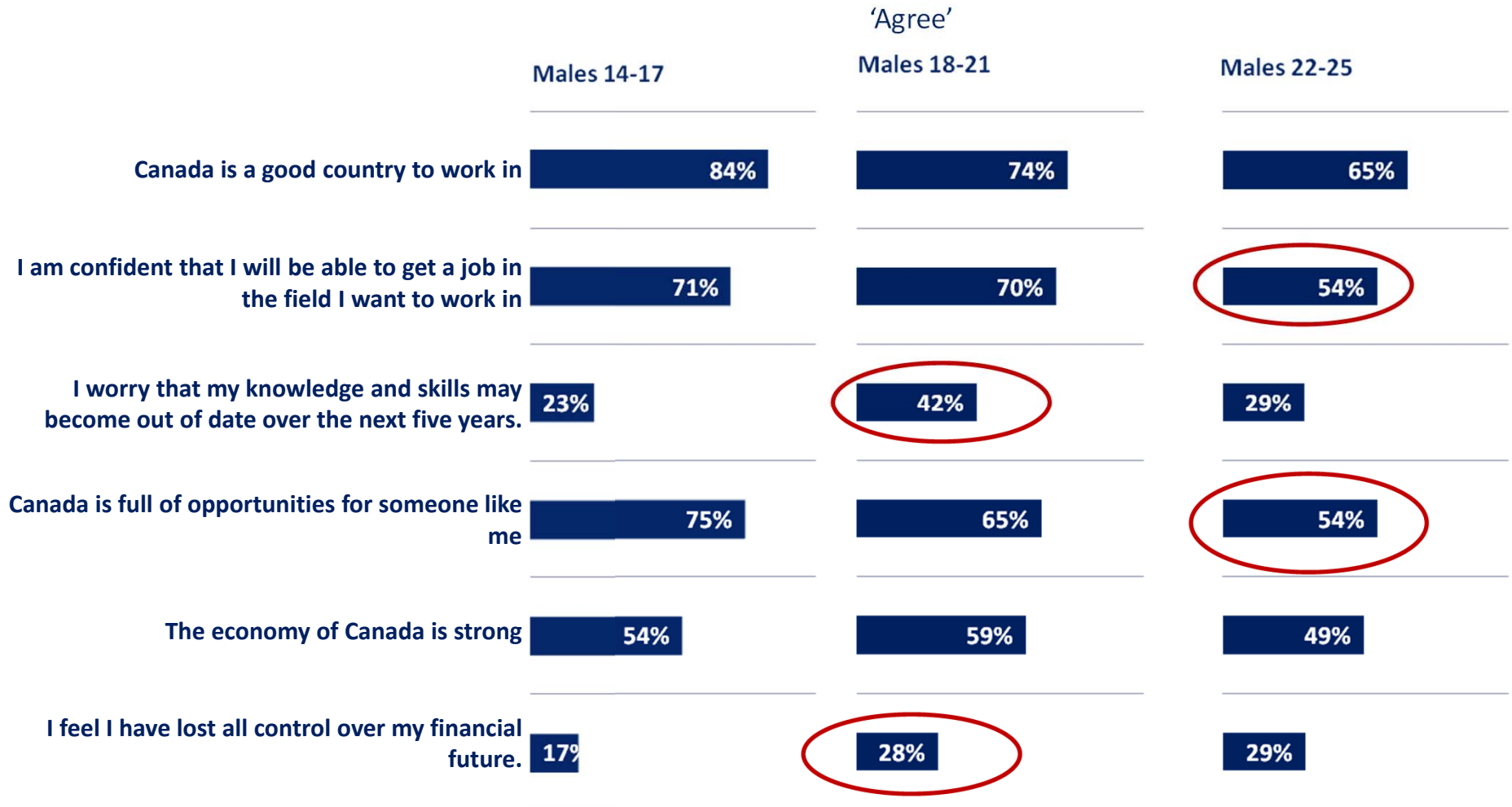


Q27. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
 Base: All Answering. Total (n=2387)



Thoughts on Canada, Opportunities, and the Future – Male Demographic

- Confidence in Canada being a good place to work and the ability to get a job in their desired field decreases as males age, while those ages 18-21 are most worried about having out-of-date skills.

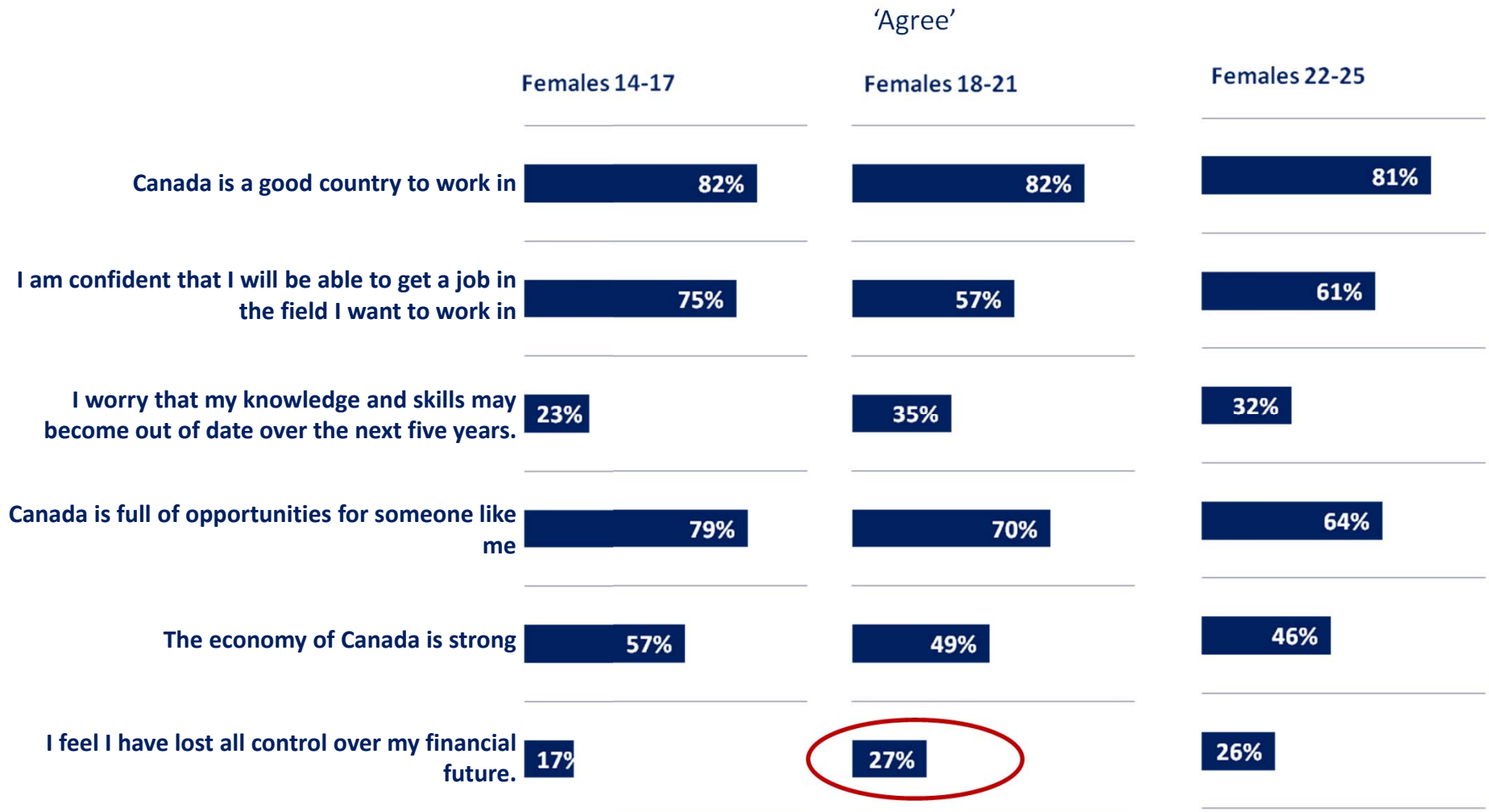


Q27. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Thoughts on Canada, Opportunities, and the Future – Female Demographic

- Thoughts within the different female age groups are more consistent when it comes to rating Canada as a good place to work, while the 22-25 age group shows an increase from the typical 18-21 attitude dip.



Q27. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering

Drivers of Optimism



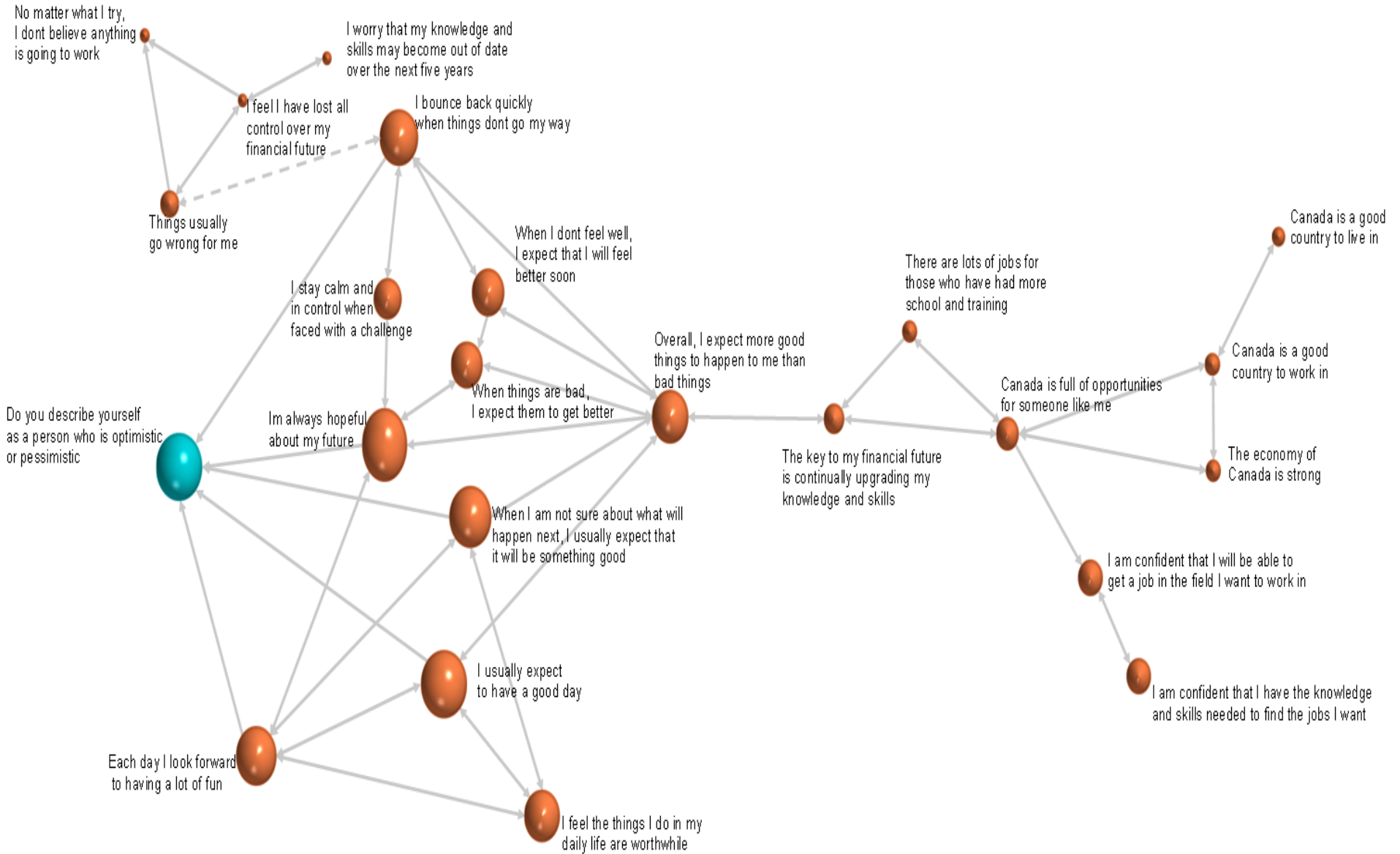
Drivers of Optimism – 14 to 17 Year Olds



Base: All Answering



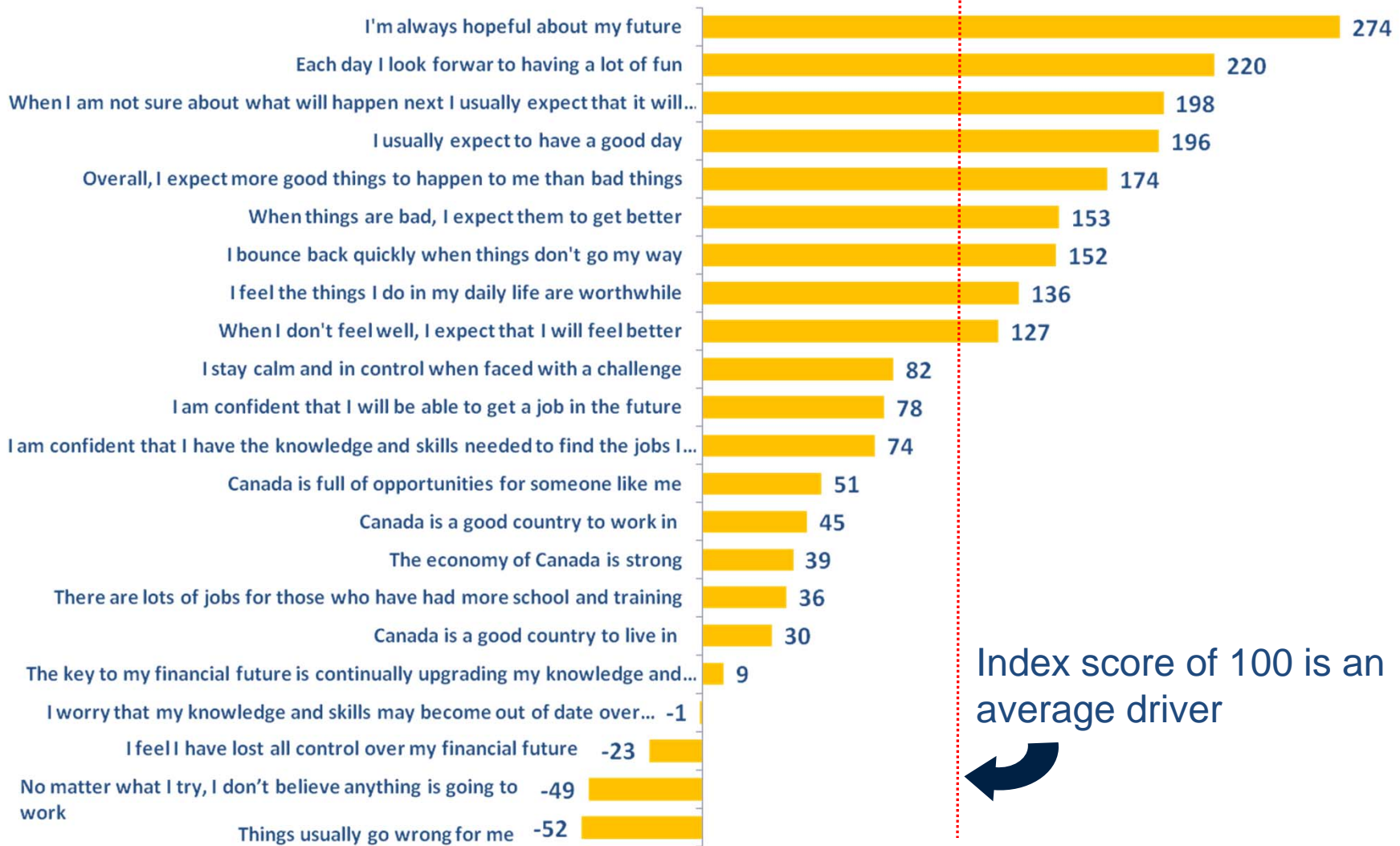
Driver of Optimism Structural Map – 14 to 17 Year Olds



Base: All Answering



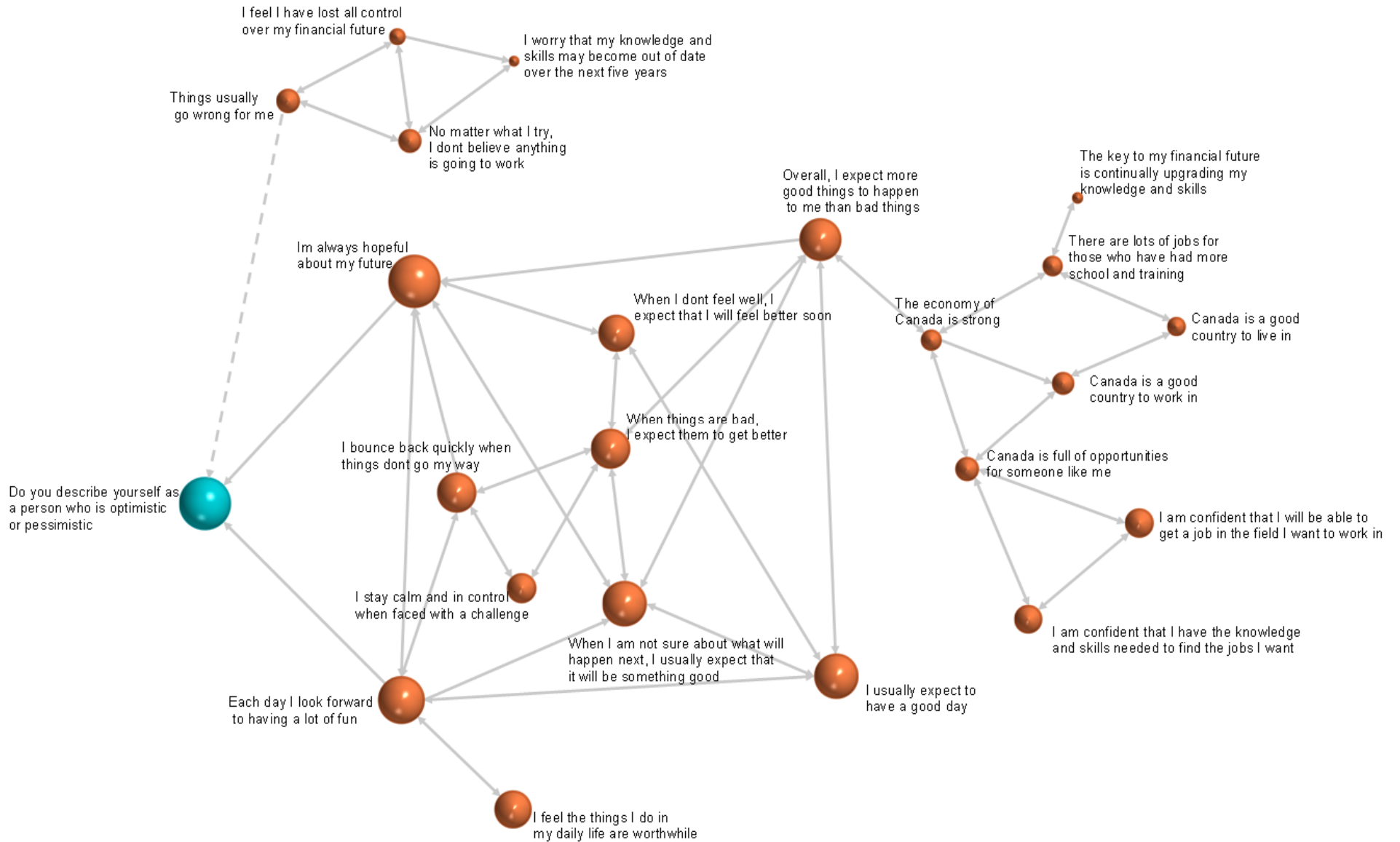
Drivers of Optimism – 18+ Year Olds



Base: All Answering



Drivers of Optimism Structural Map – 18+ Year Olds





Drivers of Optimism – Summary

- For 14 to 17 year olds...
 - ⇒ **Drivers:** expecting to have a good day, being positive in unknown situations, being hopeful about your future, bouncing back quickly, having fun and feeling that the things you do in life are among the most important drivers of optimism.
 - ⇒ **Lynchpin variables:** being hopeful about the future, looking forward to having fun and expecting more good things to happen than bad.
- For 18 to 25 year olds....
 - ⇒ **Drivers:** being hopeful about the future, looking forward to having fun each day, expecting good things during the unexpected, expecting to have a good day, and believing that more good things happen to you than bad
 - ⇒ **Lynchpin variables:** being hopeful, having fun and expecting more good things than bad to happen.

Demographics



Demographics

GRADE	Total	BC	AB	SK/MB	ON	QC	ATL	MALE				FEMALE			
								10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base	1484	192	165	102	546	375	104	298	297	153*		298	298	139	
Grade 5-6	20%	23%	23%	18%	19%	21%	20%	48%				53%			
Grade 7-8	20%	16%	16%	19%	21%	23%	19%	48%	3%			45%	5%		
Grade 9-10	22%	20%	20%	22%	24%	20%	22%	5%	52%			2%	49%		
Grade 11-12	18%	20%	22%	19%	22%	10%	20%		39%	14%			41%	8%	
CEGEP	4%					17%			3%	15%			5%	12%	
Not in school	16%	21%	19%	22%	15%	10%	19%		3%	71%			2%	80%	

STATUS	Total	BC	AB	SK/MB	ON	QC	ATL	MALE				FEMALE			
								10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base	886	118	96	64	350	195	63			140	293			158	294
Full-time student	42%	35%	38%	39%	44%	44%	43%			52%	32%			62%	35%
Part-time student	6%	12%	3%	8%	5%	5%	5%			8%	8%			7%	3%
Working part-time	13%	16%	13%	12%	13%	11%	8%			12%	10%			12%	16%
Working full-time	28%	29%	39%	26%	27%	24%	28%			21%	38%			9%	31%
Unemployed	10%	8%	4%	11%	8%	14%	13%			5%	10%			9%	11%
Other	3%	1%	3%	5%	3%	2%	4%			2%	3%			2%	4%
Summary															
Student	48%	46%	42%	47%	49%	49%	48%			60%	40%			68%	38%
Working	40%	45%	51%	38%	40%	35%	35%			33%	48%			21%	47%



Demographics

How do you feel now that you've completed this survey?	REGION							MALE				FEMALE			
	Total	BC	AB	SK/MB	ON	QC	ATL	10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base	1188	153	131	78	443	302	82	298	294			298	298		
I feel fine	83%	81%	83%	85%	83%	84%	83%	82%	81%			87%	81%		
I'm not sure	11%	13%	10%	9%	11%	11%	10%	12%	12%			9%	11%		
I'd like to talk to someone about how I feel	3%	2%	2%	2%	3%	3%	3%	4%	1%			3%	3%		
None of these	4%	4%	5%	5%	3%	3%	5%	3%	5%			1%	5%		

Were you born in Canada?

	REGION							MALE				FEMALE			
	Total	BC	AB	SK/MB	ON	QC	ATL	10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base	2377	310	262	166	905	568	167	298	297	295	298	298	295	297	298
Yes	88%	83%	85%	91%	86%	90%	94%	91%	93%	83%	81%	90%	90%	85%	88%
No	13%	17%	15%	9%	14%	10%	7%	9%	7%	17%	19%	11%	10%	15%	12%

Were your parents born in Canada?

	REGION							MALE				FEMALE			
	Total	BC	AB	SK/MB	ON	QC	ATL	10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base	2385	310	263	167	905	573	167	298	298	298	298	296	298	298	298
Yes, both of them	65%	52%	64%	77%	54%	79%	88%	71%	73%	50%	59%	66%	71%	59%	68%
One of them yes	12%	15%	13%	8%	16%	7%	6%	15%	14%	14%	4%	17%	12%	10%	9%
No, neither of them	23%	33%	23%	15%	30%	15%	6%	15%	13%	35%	37%	18%	16%	31%	23%



Demographics

How many years have you been living in Canada?

	Total	REGION						MALE				FEMALE			
		BC	AB	SK/MB	ON	QC	ATL	10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base	298	52	40	15	126	54	11	27	21	50	57	31	31	44	36
Less than 5 years	29%	16%	41%	50%	21%	41%	46%	13%	21%	45%	46%	22%	22%	21%	17%
5 to 10 years	30%	26%	21%	30%	40%	16%	29%	67%	32%	25%	15%	54%	16%	23%	28%
More than 10 years	42%	58%	38%	21%	39%	44%	25%	21%	47%	30%	39%	24%	62%	56%	55%

What language is spoken most often in your house?

	Total	REGION						MALE				FEMALE			
		BC	AB	SK/MB	ON	QC	ATL	10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base:	2380	310	263	167	902	571	167	297	298	298	293	298	298	298	298
English	71%	88%	92%	91%	90%	12%	92%	72%	77%	70%	79%	70%	69%	66%	69%
French	23%	0%	1%	1%	3%	87%	5%	26%	19%	21%	15%	23%	28%	23%	26%
Other language	6%	12%	7%	8%	7%	2%	3%	2%	4%	9%	7%	7%	3%	11%	6%

Do you live:	Total	REGION						MALE				FEMALE			
		BC	AB	SK/MB	ON	QC	ATL	10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base:	1193	158	131	89	460	271	85			298	298			298	298
In a parent's home	52%	64%	47%	52%	55%	43%	43%			63%	45%			60%	40%
On your own	48%	37%	53%	48%	45%	57%	57%			38%	55%			40%	60%

Region	Total	REGION						MALE				FEMALE			
		BC	AB	SK/MB	ON	QC	ATL	10-13	14-17	18-21	22-25	10-13	14-17	18-21	22-25
Base:	2387	310	263	167	907	573	167	298	298	298	298	298	298	298	298
BC	13%	100%						13%	12%	13%	16%	13%	13%	13%	12%
AB	11%		100%					11%	12%	12%	10%	12%	10%	11%	11%
SK/MB	7%			100%				7%	7%	8%	9%	7%	6%	7%	7%
ON	38%				100%			40%	41%	40%	41%	36%	33%	37%	37%
QC	24%					100%		24%	22%	21%	16%	26%	29%	26%	28%
ATL	7%						100%	7%	6%	7%	9%	7%	8%	7%	6%

Appendix – Regional Results



What Did You Look Forward to Most When Waking Up Today?



	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Leisure & Entertainment (Net)	28%	33%	28%	19%	22%	31%
Family & Friends (Net)	19%	23%	21%	24%	21%	25%
Food (Net)	16%	13%	15%	15%	25%	16%
School (Net)	14%	15%	15%	20%	16%	16%
Miscellaneous likes & positive mentions (Net)	9%	6%	12%	10%	4%	8%
Work (Net)	8%	7%	5%	7%	7%	8%
Fitness (Net)	9%	9%	9%	5%	6%	9%
Home (Net)	2%	2%	2%	3%	2%	4%

Q3. What did you look forward to the most when you woke up today?
 Base: All Answering



Biggest Worry When Waking Up Today?

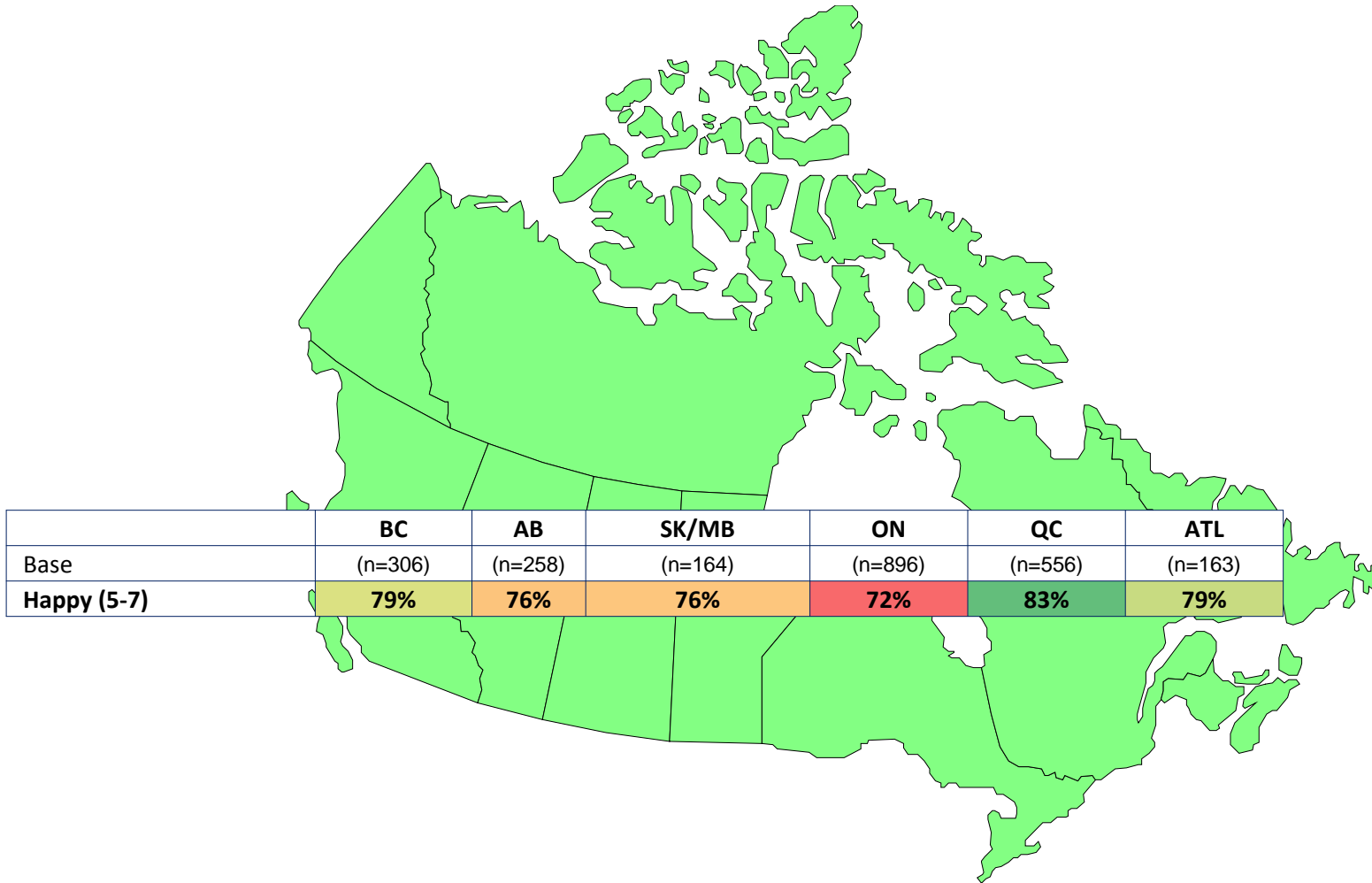


	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
School (Net)	31%	30%	31%	35%	29%	32%
Miscellaneous (Net)	14%	16%	19%	16%	16%	15%
Tardiness (Net)	9%	7%	9%	7%	9%	5%
Financial (Net)	6%	6%	8%	7%	5%	8%
Health (Net)	7%	5%	3%	3%	4%	4%
Feeling sick/ illness/ bad health	2%	3%	2%	1%	1%	1%
Injuries/ soreness (all mentions)	1%	0%	1%	1%	1%	1%
Other health mentions	4%	1%	1%	2%	2%	2%
Work (Net)	2%	5%	4%	3%	2%	2%
Sleep (Net)	3%	4%	3%	3%	3%	2%
Food (Net)	1%	2%	2%	1%	3%	2%
Look/ Appearance (Net)	1%	3%	1%	2%	1%	3%

Q4. When you woke up today, what was your biggest worry?
 Base: All Answering



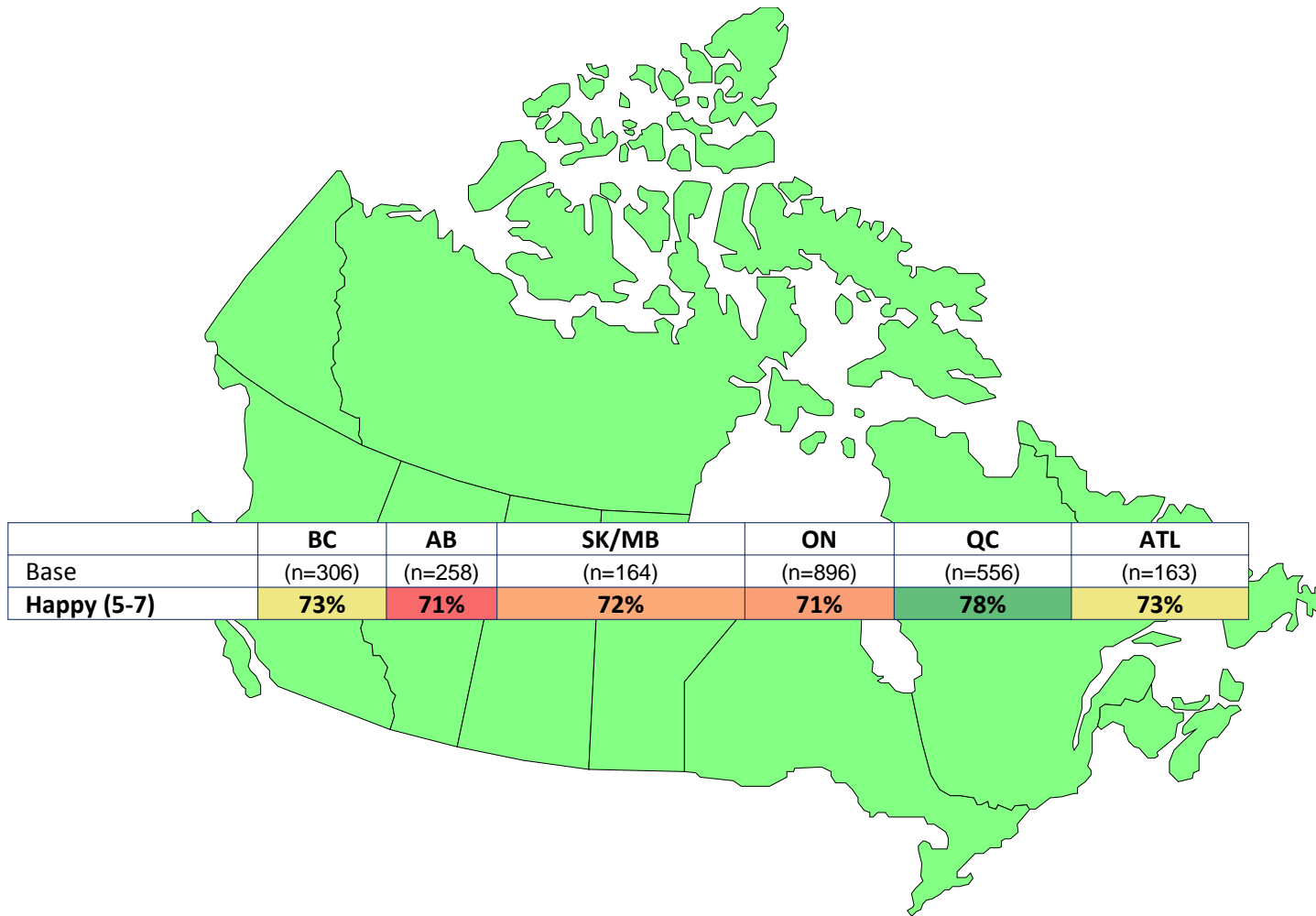
How Happy Are You Usually?



Q5. Using the scale below, where 1 is very sad and 7 is very happy, please show how you usually feel:
Base: All Answering



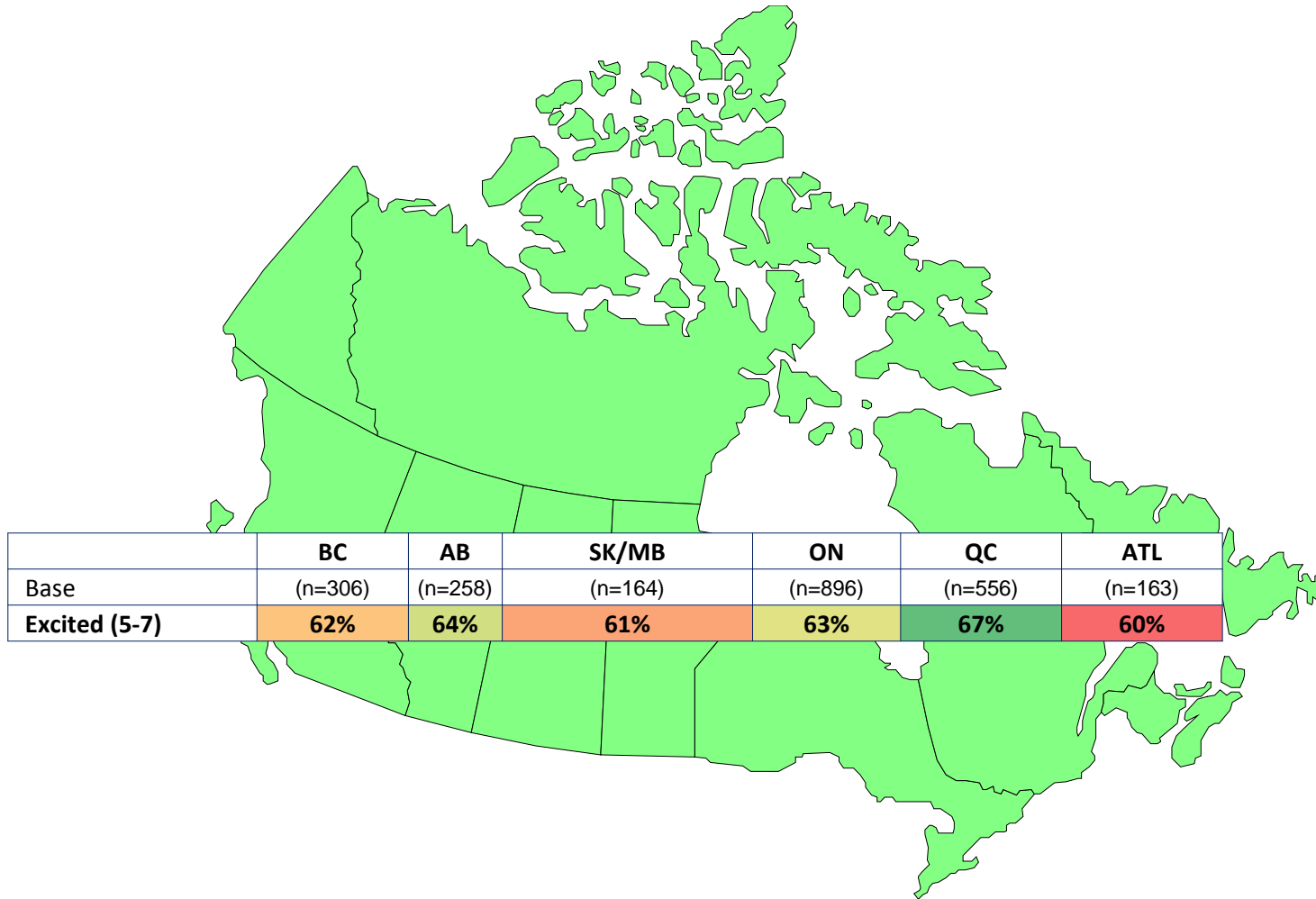
How Happy Do You Feel Today?



Q6. How do you feel today?
Base: All Answering



Worried or Excited About the Future?



Q7. Using the scale below, where 1 is very worried about the future and 7 is very excited about the future, please show how you feel:
Base: All Answering

Specific Worries About the Future?



	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Job/ Career (Net)	25%	31%	28%	33%	27%	31%
Financial Security (Net)	24%	24%	25%	22%	18%	25%
Education/ Educational success (Net)	14%	19%	17%	16%	11%	18%
Personal Issues/ Insecurities (Net)	17%	11%	11%	13%	10%	15%
Health (Net)	8%	6%	7%	9%	5%	9%
Relationships (Net)	5%	6%	7%	8%	8%	9%
Miscellaneous (Net)	5%	5%	4%	5%	10%	5%
Political Issues (Net)	3%	4%	3%	2%	8%	3%

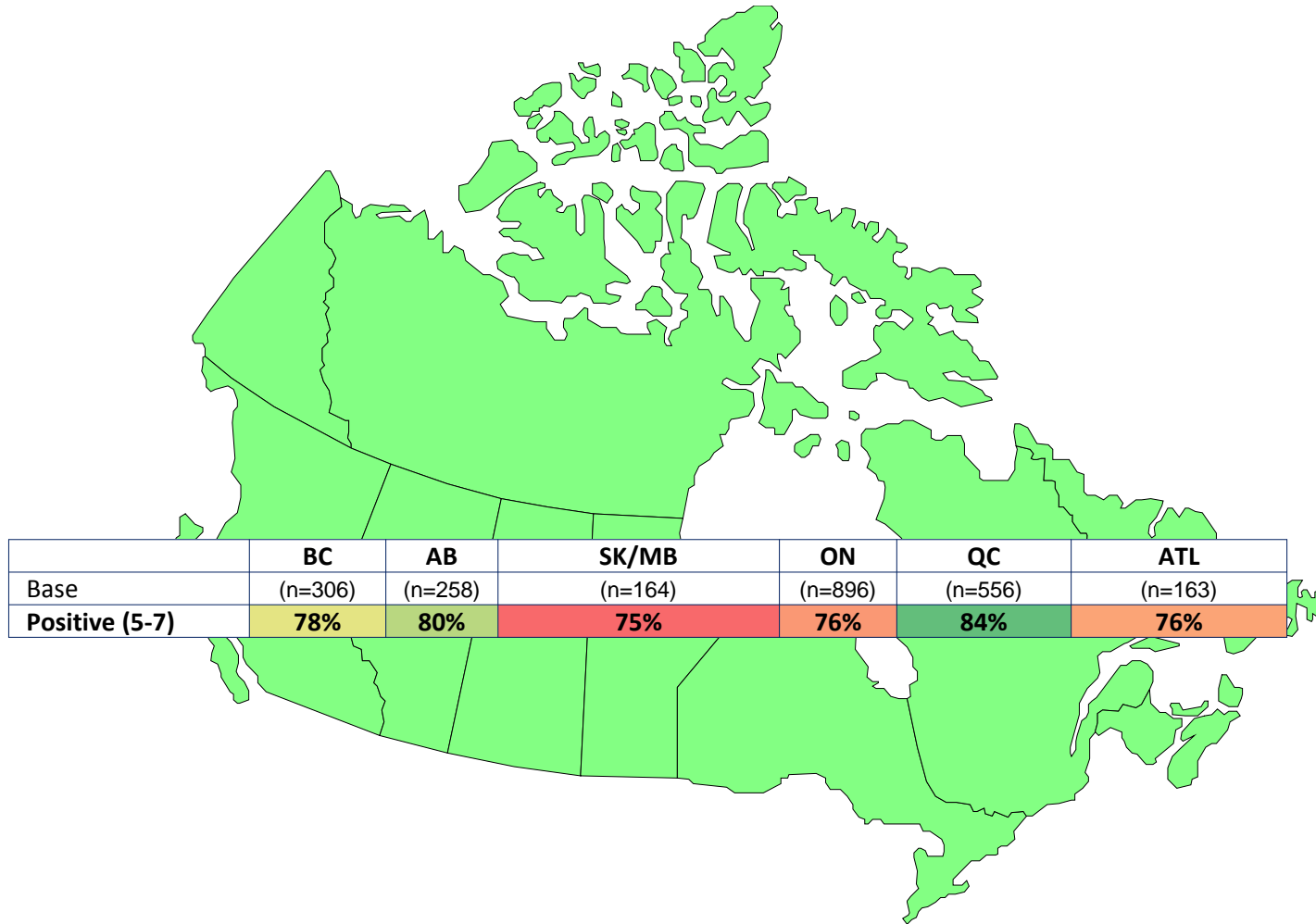
Specific Excitements for the Future



	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Career (Net)	30%	36%	25%	23%	30%	27%
Personal Growth (Net)	16%	14%	17%	23%	18%	19%
Life Experience (Net)	20%	17%	17%	16%	19%	15%
School (Net)	15%	19%	18%	12%	8%	21%
Family (Net)	12%	18%	13%	11%	14%	15%
Relationships (Net)	7%	6%	6%	7%	5%	4%
Miscellaneous (Net)	6%	4%	4%	6%	5%	5%
Life Achievements (Net)	4%	5%	8%	3%	3%	5%
Hobbies (Net)	3%	3%	4%	2%	4%	5%
Holidays (Net)	2%	2%	4%	3%	1%	5%



Positive or Negative Self-Characterization?



Q10. Using the scale below, where 1 is very negative and 7 is very positive, please show whether you describe yourself as a positive or negative person? Base: All Answering



What Do You Want to Be When Grown Up/What Career Would You Like to Pursue?

	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Health/ Medicine (Net)	14%	22%	23%	15%	20%	20%
Miscellaneous (Net)	7%	12%	8%	6%	7%	7%
Business/ Administration (Net)	11%	9%	5%	6%	6%	7%
Law/ Crime (Net)	6%	5%	5%	8%	8%	7%
Computer/ Technology (Net)	7%	7%	8%	6%	6%	8%
Science/ Research (Net)	4%	7%	7%	7%	6%	5%
Services/ Hospitality (Net)	5%	3%	7%	5%	8%	7%
Art and Design (Net)	7%	3%	5%	5%	6%	4%
Government (Net)	4%	6%	4%	4%	6%	4%
Trades (Net)	5%	4%	3%	5%	3%	8%
Media/ Communications (Net)	4%	3%	2%	5%	5%	4%

Q11. if elementary student: What do you want to be when you grow up?; If high school: What career would you like to pursue?; Otherwise: What occupation would you most like to work in? Base: All Answering



Spare Time Activities

	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Watch TV or videos	76%	78%	73%	73%	70%	76%
Hang out with friends/ Play with friends	69%	71%	71%	62%	66%	69%
Surf the internet	67%	63%	68%	64%	66%	63%
Hang out with my family	56%	53%	54%	53%	52%	57%
Play computer games	57%	50%	56%	52%	48%	60%
Messaging or texting with my friends	50%	60%	55%	51%	44%	58%
Be on social media (Facebook, Instagram, Tumblr, etc.)	52%	57%	52%	46%	50%	54%
Read books	55%	52%	46%	49%	42%	53%
Play sports	34%	34%	38%	34%	37%	38%
Cook	34%	32%	34%	28%	30%	37%
Play board games/cards	34%	30%	31%	27%	25%	29%
Do homework	30%	33%	29%	28%	18%	31%
Sing or play a musical instrument	29%	31%	33%	25%	20%	28%
A hobby (such as building or collecting something)	29%	29%	24%	23%	19%	24%
Go to the gym	18%	25%	23%	20%	16%	17%
Volunteer	25%	20%	18%	17%	9%	19%
Dance	16%	18%	16%	13%	18%	20%
Create art or act in plays	21%	18%	18%	15%	11%	16%
Participate in clubs	15%	16%	12%	13%	4%	12%
Write in a journal	13%	12%	13%	12%	4%	13%
Other	13%	9%	11%	5%	6%	10%

Q12. What things do you like to do in your spare time? Please select everything that you're involved in:
Base: All Answering



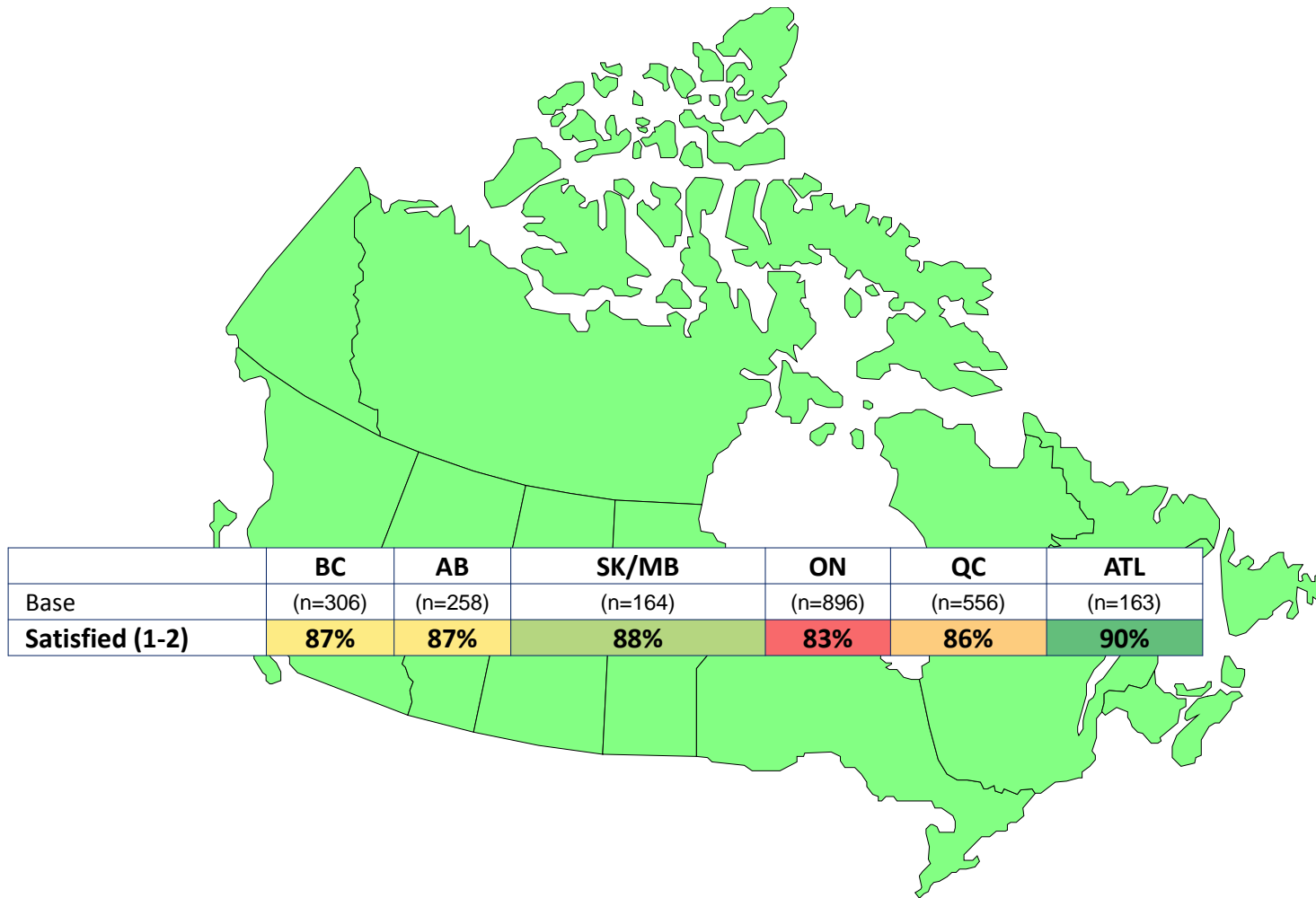
General Life Attitudes

AGREE	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
I want to get good grades in school	91%	90%	92%	91%	93%	93%
I am interested and curious in learning new things	88%	90%	89%	87%	89%	93%
I have a good life	83%	85%	83%	84%	81%	85%
My parent(s) believe in me	78%	86%	83%	82%	83%	87%
My family makes me feel good	77%	81%	82%	81%	82%	85%
It's easy for me to have fun	80%	76%	77%	79%	82%	76%
My friends care about me	79%	82%	81%	78%	74%	81%
I like where I live	78%	78%	74%	74%	85%	78%
I think I'm doing pretty well	76%	78%	76%	74%	78%	80%
I like my teachers	77%	77%	74%	77%	72%	78%
I get along well with my sibling	75%	69%	71%	78%	78%	68%
I like to keep busy	71%	74%	75%	72%	83%	75%
My classmates are kind and helpful	71%	71%	69%	67%	77%	67%
I'm doing just as well as other kids my age	66%	69%	68%	67%	74%	72%
I like to be physically active	68%	76%	71%	66%	68%	71%
I like school	67%	68%	67%	68%	70%	67%
I feel that I can achieve anything I want	69%	72%	77%	65%	64%	73%
I'm a lucky person	64%	65%	62%	66%	69%	66%
I feel pressured by my school work	59%	60%	51%	54%	49%	58%
I have been bullied	42%	42%	47%	40%	30%	49%
Boys have more opportunities than girls	33%	40%	35%	40%	27%	31%
I don't really think about my future	26%	21%	24%	26%	27%	20%
Girls have more opportunities than boys	16%	17%	17%	16%	21%	15%
I don't really care about my future	13%	7%	13%	10%	27%	12%

Q13. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
Base: All Answering



Overall Life Satisfaction



Q14. How satisfied are you with your life, overall?
Base: All Answering



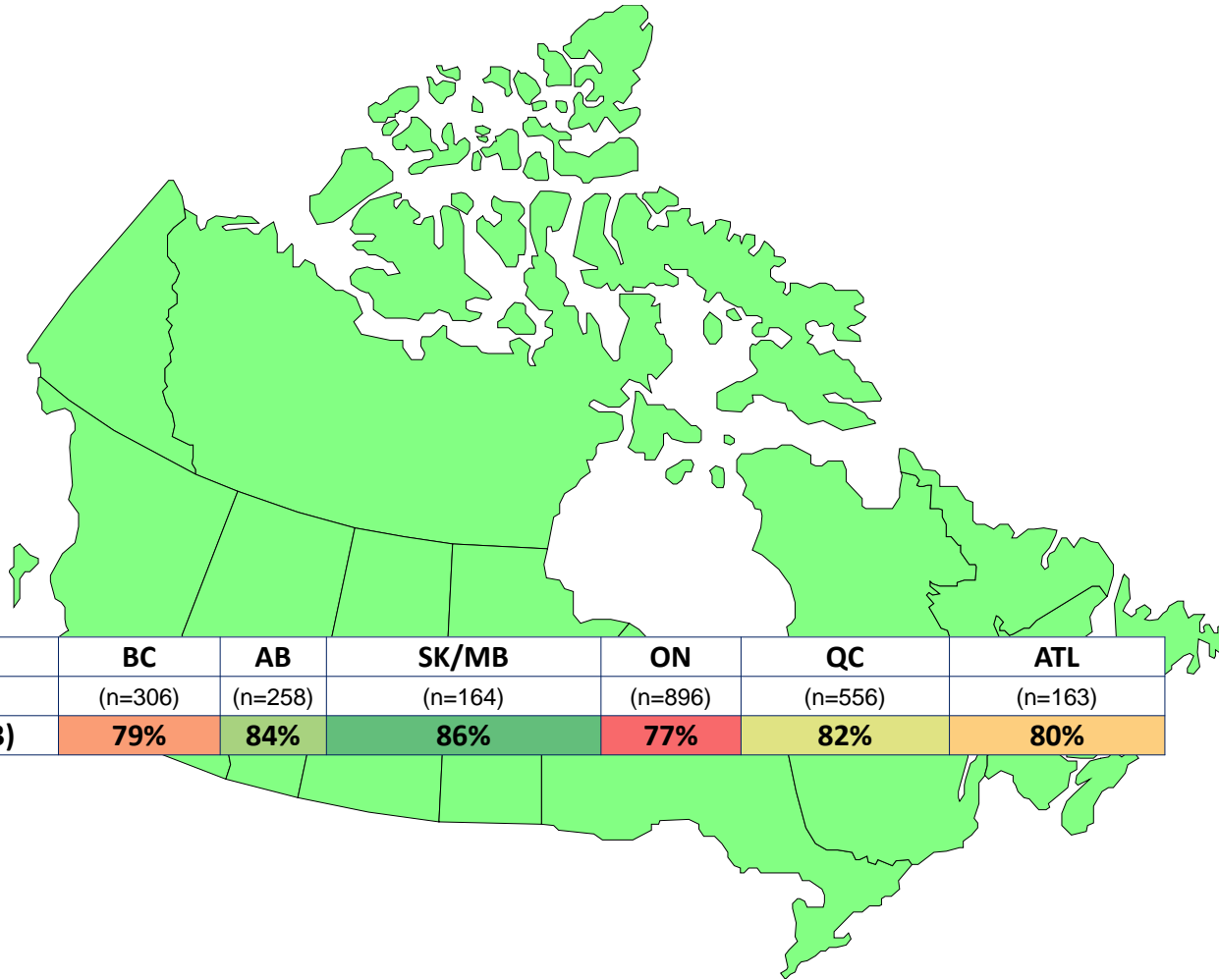
Satisfaction with Specific Life Aspects

	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Your family life	85%	85%	90%	81%	83%	86%
Your mental health	80%	82%	81%	72%	87%	78%
Your school life	80%	81%	80%	73%	82%	84%
Your friends and social life	83%	76%	82%	75%	77%	78%
Your physical health	77%	73%	72%	73%	75%	78%
Your personal financial situation	51%	51%	51%	43%	44%	48%

Q15. How satisfied are you with the following aspects of your life:
Base: All Answering



Optimistic or Pessimistic Person?



Q16. Would you describe yourself as a person who is optimistic or pessimistic?
Base: All Answering



Positive Thoughts for the Future

POSITIVE	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
10 years from now	87%	90%	88%	86%	92%	88%
5 years from now	86%	88%	89%	85%	90%	91%
Next year	85%	87%	88%	81%	90%	87%

Q17. How do you feel about your future next year, in five years and 10 years from now?
Base: All Answering



Positive Thoughts on the World's Future

POSITIVE	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Next year	75%	78%	77%	70%	75%	73%
5 years from now	68%	70%	71%	67%	70%	65%
10 years from now	65%	65%	64%	63%	64%	65%

Q18. How do you feel about the future of the world in general in the next year, five years, and 10 years from now?
Base: All Answering



Specific Life Worries



WORRIED	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Money (Finances)	67%	69%	69%	71%	63%	71%
Things happening in the world (war, the economy, etc.)	65%	71%	59%	65%	67%	71%
Getting or having a job	67%	58%	61%	69%	52%	66%
Knowing what career to pursue	55%	61%	56%	59%	52%	58%
How your parents are doing	50%	53%	48%	56%	41%	49%
Your job	62%	49%	39%	50%	45%	48%
Your grades in school	47%	52%	48%	54%	45%	45%
Getting accepted to a college or university	59%	48%	40%	52%	39%	52%
Relationships with your friends	30%	38%	41%	36%	25%	40%
Things happening in your city or community	34%	34%	35%	32%	22%	30%

Q19. How worried are you about the following things:
 Base: All Answering



More Life Attitudes

AGREE	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
I usually expect to have a good day	67%	70%	70%	64%	80%	67%
When I don't feel well, I expect that I will feel better soon	70%	69%	67%	67%	74%	69%
When things are bad, I expect them to get better	65%	68%	69%	65%	74%	68%
Overall, I expect more good things to happen to me than bad things	67%	70%	66%	64%	73%	62%
I'm always hopeful about my future	70%	72%	70%	61%	69%	67%
I feel the things I do in my daily life are worthwhile	66%	68%	67%	58%	67%	60%
I stay calm and in control when faced with a challenge	68%	55%	63%	58%	60%	64%
Each day I look forward to having a lot of fun	59%	63%	63%	55%	59%	65%
I bounce back quickly when things don't go my way	60%	62%	58%	52%	65%	58%
When I am not sure about what will happen next, I usually expect that it will be something good	45%	51%	53%	49%	69%	50%
Things usually go wrong for me	20%	25%	22%	24%	52%	27%
No matter what I try, I don't believe anything is going to work	16%	20%	17%	24%	23%	20%

Q20. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
 Base: All Answering



Frequency of Feeling...

FREQUENTLY	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Happy	68%	71%	74%	63%	77%	69%
Smiling	70%	63%	64%	59%	78%	70%
Positive	66%	66%	68%	60%	72%	67%
Laughing	60%	64%	66%	60%	74%	70%
Stressed	37%	38%	35%	34%	39%	38%
Worried	31%	34%	31%	29%	33%	30%
Frustrated	19%	17%	22%	24%	13%	18%
Negative	14%	11%	13%	14%	15%	13%
Sad	11%	13%	15%	11%	13%	14%
Angry	7%	11%	10%	13%	9%	9%

Q21. How often are you...
Base: All Answering



Importance of Specific Life Aspects

IMPORTANT	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Being able to do what you love most	97%	96%	95%	93%	94%	94%
Being a positive or happy person	94%	92%	89%	91%	96%	95%
Having financial security	94%	92%	93%	91%	93%	96%
Having a fulfilling job	94%	96%	94%	89%	93%	91%
Having enough time for your hobbies or friends	92%	93%	95%	91%	89%	91%
Being able to live where you want	92%	92%	92%	89%	90%	94%
Having things to make you feel good (car, computer, clothes)	79%	78%	83%	79%	80%	82%
Being in a long-term relationship	71%	78%	73%	74%	88%	79%
Travelling the world	72%	83%	71%	69%	62%	73%
Making a positive impact on your community	72%	70%	70%	66%	62%	71%
Having children	53%	66%	60%	61%	71%	61%
Having grandchildren	44%	50%	53%	48%	56%	49%
Having enough free time to volunteer	48%	58%	48%	48%	34%	52%

Q22. How important are the following things to you in your life?
Base: All Answering



Likelihood of...

LIKELY	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Being a positive or happy person	87%	92%	86%	83%	90%	89%
Having things to make you feel good (car, computer, clothes)	85%	90%	91%	82%	90%	91%
Having financial security	84%	89%	87%	82%	90%	85%
Having enough time for your hobbies or friends	80%	89%	89%	83%	89%	88%
Having a fulfilling job	86%	88%	86%	82%	85%	85%
Being able to do what you love most	84%	89%	87%	79%	87%	86%
Being able to live where you want	86%	88%	85%	82%	82%	86%
Being in a long-term relationship	73%	87%	81%	80%	85%	84%
Having children	66%	78%	73%	67%	75%	72%
Having grandchildren	62%	72%	70%	65%	68%	67%
Making a positive impact on your community	66%	77%	67%	65%	63%	70%
Travelling the world	71%	72%	68%	60%	57%	67%
Having enough free time to volunteer	56%	61%	58%	57%	50%	61%

Q23. How likely do you think the following are to happen to you in your life:
Base: All Answering



Importance of Various Influencer Opinions

IMPORTANT	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Your parents	89%	92%	88%	90%	90%	92%
Your friends	89%	90%	90%	82%	83%	88%
Your family (aside from parents)	80%	78%	86%	74%	74%	82%
Your teachers	70%	74%	67%	62%	61%	70%
Other mentor	60%	63%	56%	50%	40%	58%
Coaches	47%	49%	50%	40%	39%	48%
Social media	36%	40%	37%	39%	39%	36%
Club or activity leaders	44%	39%	38%	37%	25%	42%
Religious or cultural leader	33%	33%	39%	35%	17%	28%

Q24. How important are the opinions of the following on how you feel, think and behave?
 Base: All Answering



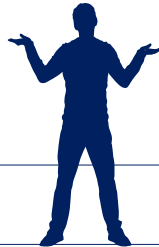
Point of View Comparisons

	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Being successful in life is a mostly a result of hard work	59%	62%	59%	56%	60%	61%
Being successful in life a mostly a result of good luck	11%	8%	11%	13%	9%	10%
Don't know	30%	30%	31%	32%	31%	30%
Being successful in life is measured more by what you think about yourself	56%	59%	56%	54%	52%	57%
Being successful in life is measured more by what others think about you	13%	13%	14%	13%	15%	13%
Don't know	32%	29%	30%	33%	34%	30%
Everything seems to always turn out for the best	51%	52%	52%	51%	48%	47%
No matter how hard I try, I can't seem to do anything right	19%	17%	18%	18%	18%	23%
Don't know	30%	31%	31%	31%	34%	31%
When things go wrong, it's probably my fault	49%	50%	49%	43%	49%	51%
When things go wrong, it's probably someone else's fault	21%	19%	20%	26%	16%	19%
Don't know	30%	31%	31%	32%	35%	30%
I have control of the situation	50%	51%	52%	48%	48%	45%
The situation is out of my control	19%	18%	17%	20%	19%	25%
Don't know	31%	31%	31%	32%	33%	31%
The glass is half full	53%	55%	54%	49%	50%	54%
The glass is half empty	17%	14%	16%	18%	15%	16%
Don't know	31%	31%	30%	33%	35%	30%
I'm fortunate for the opportunities that I have	61%	55%	58%	51%	45%	56%
Why do bad things always happen to me?	11%	15%	11%	17%	23%	16%
Don't know	29%	29%	32%	32%	32%	28%

Q25. For each of the following pairs, choose the one that best describes your point of view:
Base: All Answering



Reactions to a Bad Day



	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
I do things to distract myself	54%	50%	48%	48%	51%	44%
I talk through it with someone	40%	39%	32%	32%	34%	42%
I shake it off	37%	26%	29%	30%	30%	33%
I bottle it up and don't talk about it	22%	30%	32%	28%	35%	26%
I do things that aren't so good for me (eat junk food, etc.)	25%	33%	33%	26%	19%	26%
I make sure not to have a bad day tomorrow	22%	24%	18%	25%	32%	22%
I feel like the day is ruined	22%	23%	21%	25%	24%	24%
I don't let it bother me	24%	24%	22%	26%	17%	21%
I take it out on someone else (being mean or angry)	14%	17%	14%	17%	12%	15%
Other	7%	5%	6%	5%	2%	6%

Q26. How do you react to a bad day?
 Base: All Answering



General Attitudes

AGREE	BC	AB	SK/MB	ON	QC	ATL
Base	(n=306)	(n=258)	(n=164)	(n=896)	(n=556)	(n=163)
Canada is a good country to live in	86%	90%	84%	81%	84%	91%
Canada is a good country to work in	78%	86%	83%	71%	82%	84%
The key to my financial future is continually upgrading my knowledge and skills	71%	76%	72%	74%	74%	72%
Canada is full of opportunities for someone like me	64%	78%	73%	61%	74%	70%
There are lots of jobs for those who have had more school and training	64%	72%	72%	59%	79%	66%
I am confident that I will be able to get a job in the field I want to work in	66%	76%	66%	55%	75%	63%
I am confident that I have the knowledge and skills needed to find the jobs I want	61%	64%	64%	53%	75%	66%
The economy of Canada is strong	58%	64%	62%	48%	48%	50%
I worry that my knowledge and skills may become out of date over the next five years	25%	33%	29%	33%	28%	32%
I feel I have lost all control over my financial future	21%	18%	25%	26%	26%	22%



Q27. Using the scale below, where 1 is strongly disagree and 7 is strongly agree, how much do you agree or disagree with the following:
 Base: All Answering



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