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Q1. Reinvention Definition

		Gender		Age		Country			Gender				Age					Regions								
	Total	Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All respondents	3026	1501	1525	890	1033	1103	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
Weighted	3026	1497	1529	902	1027	1097	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
New/ renew (Net)	1300	586	714	346	455	499	455	858	222	233	383	499	132	152	171	226	302	330	160	158	107	30	147	198	318	195
	43%	39%	47%	38%	44%	46%	45%	43%	44%	46%	39%	47%	46%	43%	45%	38%	45%	46%	51%	41%	44%	41%	40%	46%	43%	42%
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Recreating/ remaking/ redoing/ making something new of the same product/ of an existing item	529	242	287	146	193	191	168	353	74	94	162	191	51	64	53	96	128	129	54	65	36	13	58	87	131	77
Remaking into something different/ doing things differently	18%	16%	19%	16%	19%	17%	17%	18%	15%	18%	16%	19%	18%	18%	14%	16%	19%	18%	17%	17%	15%	18%	16%	20%	18%	16%
	193	74	120	43	53	97	66	128	33	33	47	81	18	13	35	28	36	64	21	15	27	3	22	22	48	36
	6%	5%	8%	5%	5%	9%	6%	6%	7%	7%	5%	8%	6%	4%	9%	5%	5%	9%	7%	4%	11%	4%	5%	7%	8%	8%
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
New beginning/ start over/ rebirth	151	70	80	34	61	55	64	97	36	28	44	53	20	19	25	21	41	35	25	19	15	5	22	18	32	25
	5%	5%	5%	4%	6%	5%	6%	5%	7%	6%	4%	5%	7%	5%	7%	4%	6%	5%	8%	5%	6%	7%	6%	4%	4%	5%
		D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Innovation/ inventing something new/ new	134	67	67	59	38	37	50	88	24	26	44	44	21	14	15	39	25	24	13	20	15	2	14	15	33	26
	4%	5%	4%	7%	4%	3%	5%	4%	5%	5%	4%	4%	7%	4%	4%	7%	4%	3%	4%	5%	6%	3%	4%	4%	5%	6%
		EF	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z			
Making something new out of something old	110	46	64	30	43	38	42	72	22	20	29	43	8	17	17	20	28	24	21	12	5	4	11	22	27	12
	4%	3%	4%	3%	4%	3%	4%	4%	4%	4%	3%	4%	3%	5%	5%	3%	4%	3%	7%	3%	2%	5%	3%	5%	4%	3%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
New self/ reinvent yourself	110	47	63	23	44	43	40	72	20	20	30	42	12	10	18	14	30	28	12	16	8	4	8	15	29	20
	4%	3%	4%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%	5%	2%	4%	4%	4%	4%	3%	5%	2%	4%	4%	4%
		D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
New way of thinking/ changing perspective/ re-thinking/ re-imagining something	104	40	64	24	31	49	38	68	16	22	26	42	9	12	17	16	20	32	13	15	9	1	14	20	19	15
	3%	3%	4%	3%	3%	4%	4%	3%	3%	4%	3%	4%	3%	3%	5%	3%	3%	4%	4%	4%	4%	1%	4%	5%	3%	3%
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
New packaging/ new label/ new image	60	27	34	8	18	34	16	41	8	8	18	23	3	7	6	5	12	24	10	3	2	1	6	12	15	8
	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	3%	3%	1%	1%	1%	2%	3%	2%	2%
		d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z		
Renew (unsp.)	26	16	10	8	11	7	11	17	5	6	11	6	1	4	6	6	7	4	3	6	2	-	1	5	9	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	-	0%	1%	1%	0%
		r	s	t	u	v	w	x	y	z																
Repetition/ duplicate of an invention	19	8	10	8	6	5	8	12	5	3	5	7	4	2	2	5	4	3	2	5	1	-	1	2	7	2
	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	-	0%	1%	1%	0%
		*																								
Improving/ evolving (Net)	860	372	488	269	286	305	298	568	138	160	244	324	82	104	112	180	188	200	81	117	73	27	99	128	236	105
	28%	25%	32%	30%	28%	28%	29%	28%	27%	31%	25%	32%	28%	29%	30%	30%	28%	28%	26%	30%	30%	37%	27%	30%	32%	22%
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Improving/ making something better	702	305	397	215	240	247	248	463	113	135	200	263	71	85	92	143	158	162	66	92	65	25	80	106	194	83
	23%	20%	26%	24%	23%	23%	24%	23%	22%	26%	20%	26%	25%	24%	24%	24%	23%	22%	21%	24%	27%	34%	22%	25%	26%	18%
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Making something more useful/ efficient with an existing product	77	40	37	25	15	36	29	50	15	14	26	24	8	10	11	17	9	24	4	16	6	3	10	7	18	15</

Remodeling/ rearranging/ reworking something	33 1%	16 1%	17 1%	7 1%	11 1%	14 1%	9 1%	22 1%	2 0%	7 1%	11 1%	11 1%	1 0%	5 1%	3 1%	5 1%	7 1%	10 1%	3 1%	4 1%	2 1%	- *	5 1%	3 1%	11 2%	3 1%
Redefining something/ an idea	23 1%	13 1%	10 1%	13 1%	5 1%	5 1%	3 0%	16 1%	1 0%	2 0%	9 1%	7 1%	1 0%	2 1%	- -	9 2%	3 0%	4 1%	- -	1 0%	2 1%	- *	2 1%	3 1%	8 1%	3 1%
Refreshing	22 1%	12 1%	9 1%	7 1%	8 1%	7 1%	9 1%	14 1%	5 1%	4 1%	8 1%	6 1%	4 1%	4 1%	1 0%	4 1%	5 1%	5 1%	2 1%	5 1%	1 0%	1 1%	3 1%	4 1%	5 1%	2 0%
New version/ reformulation	19 1%	12 1%	7 1%	8 1%	3 0%	8 1%	6 1%	13 1%	5 1%	1 0%	8 1%	5 1%	3 1%	2 1%	1 0%	5 1%	2 0%	6 1%	- -	3 1%	1 0%	2 3%	1 0%	1 0%	9 1%	2 0%
Revision	14 1%	12 1%	2 0%	3 0%	4 0%	7 1%	10 1%	8 0%	7 1%	3 1%	7 1%	1 0%	2 1%	4 1%	4 1%	2 0%	2 0%	4 1%	3 1%	3 1%	4 2%	- *	1 0%	- -	5 1%	2 0%
Marketing (Net)	118 4%	46 3%	72 5%	22 3%	41 4%	55 5%	32 3%	80 4%	12 2%	20 4%	31 3%	49 5%	6 2%	10 3%	16 4%	15 3%	28 4%	37 5%	12 4%	18 5%	1 0%	1 1%	15 4%	15 4%	34 5%	16 3%
Better reputation/ change public perception	57 2%	20 1%	37 2%	12 1%	24 2%	21 2%	15 2%	39 2%	5 1%	10 2%	14 1%	25 3%	4 1%	4 1%	7 2%	8 1%	17 3%	14 2%	6 2%	9 2%	- -	- *	8 2%	5 1%	18 2%	8 2%
Marketing/ better marketing	36 1%	14 1%	21 1%	7 1%	11 1%	17 2%	11 1%	24 1%	3 1%	8 2%	10 1%	14 1%	1 0%	6 2%	4 1%	5 1%	7 1%	12 2%	5 2%	4 1%	1 0%	1 1%	4 1%	3 1%	12 2%	5 1%
Increase profits/ attract more customers	32 1%	14 1%	18 1%	3 0%	7 1%	22 2%	7 1%	22 1%	5 1%	2 0%	9 1%	13 1%	1 0%	1 0%	5 1%	2 0%	5 1%	15 2%	2 1%	5 1%	- -	- *	6 2%	7 2%	5 1%	4 1%
Other (Net)	110 4%	66 4%	44 3%	52 6%	29 3%	29 3%	33 3%	74 4%	17 3%	16 3%	45 5%	29 3%	10 4%	7 2%	16 4%	36 6%	20 3%	18 3%	11 4%	16 4%	5 2%	1 1%	18 5%	12 3%	23 3%	21 5%
Good/ cool	50 2%	35 2%	15 1%	35 4%	15 2%	* *	4 0%	36 2%	3 1%	1 0%	25 3%	11 1%	3 1%	- -	1 0%	25 4%	11 2%	- -	- -	4 1%	- -	- *	12 3%	4 1%	8 1%	12 3%
Something brought back from the past/ rediscover the use of something	44 2%	25 2%	19 1%	13 1%	10 1%	21 2%	20 2%	28 1%	11 2%	9 2%	16 2%	12 1%	7 2%	5 1%	8 2%	8 1%	6 1%	14 2%	8 3%	11 3%	1 0%	- *	4 1%	6 1%	11 2%	7 2%
Back to the basics/ keep the basics, the foundations	16 1%	6 0%	10 1%	4 1%	5 1%	8 1%	9 1%	10 1%	3 1%	6 1%	4 0%	6 1%	- -	2 1%	7 1%	3 1%	3 0%	4 1%	3 1%	1 0%	4 2%	1 1%	2 1%	2 1%	4 1%	2 0%
Negative comments	32 1%	24 2%	7 1%	4 0%	11 1%	17 2%	15 2%	20 1%	9 2%	6 1%	16 2%	4 0%	4 1%	5 1%	6 2%	2 0%	7 1%	11 2%	5 2%	6 2%	4 2%	- -	4 1%	7 2%	5 1%	4 1%
None	92 3%	58 4%	34 2%	26 3%	34 3%	32 3%	17 2%	64 3%	9 2%	8 2%	41 4%	23 2%	2 1%	8 2%	7 2%	19 3%	23 3%	22 3%	4 1%	9 2%	3 1%	1 1%	8 2%	12 3%	28 4%	16 3%
Other	152 5%	85 6%	67 4%	54 6%	57 6%	41 4%	58 6%	99 5%	29 6%	29 6%	56 6%	43 4%	17 6%	22 6%	19 5%	36 6%	37 5%	26 4%	14 4%	24 6%	17 7%	3 4%	25 7%	20 5%	28 4%	26 6%
Don't know	260 9%	184 12%	77 5%	115 13%	94 9%	51 5%	72 7%	176 9%	38 8%	34 7%	127 13%	49 5%	32 11%	24 7%	16 4%	78 13%	64 9%	34 5%	16 5%	26 7%	24 10%	6 8%	47 13%	25 6%	57 8%	47 10%
		C		EF	F						LI		nO			QR	R				S	*	XY			X

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)
- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)
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Q2. Degree of Difficulty - Personal Reinvention

		Gender		Age			Country		Gender				Age						Regions							
	Total	Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All respondents	3026	1501	1525	890	1033	1103	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
Weighted	3026	1497	1529	902	1027	1097	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
People are able to reinvent themselves very easily	296	203	92	144	116	35	49	207	31	18	143	64	20	24	5	102	80	25	10	18	18	3	50	19	69	69
	10%	14%	6%	16%	11%	3%	5%	10%	6%	4%	14%	6%	7%	7%	1%	17%	12%	3%	3%	5%	7%	4%	14%	4%	9%	15%
People are able to reinvent themselves easily	669	312	357	229	240	200	235	441	121	114	203	238	80	90	65	151	157	133	64	93	62	16	90	95	169	87
	22%	21%	23%	25%	23%	18%	23%	22%	24%	22%	21%	24%	28%	25%	17%	25%	23%	18%	20%	24%	25%	22%	25%	22%	23%	19%
It is difficult for people to reinvent themselves	1697	787	911	448	560	690	589	1121	280	309	518	603	159	193	237	295	370	456	190	214	139	46	187	269	407	258
	56%	53%	60%	50%	55%	63%	58%	56%	55%	61%	52%	60%	55%	55%	63%	49%	55%	63%	60%	55%	57%	62%	51%	63%	55%	55%
It is very difficult for people to reinvent themselves	364	196	169	81	112	172	148	236	78	70	127	109	30	47	71	53	72	111	52	61	26	9	40	47	93	56
	12%	13%	11%	9%	11%	16%	15%	12%	15%	14%	13%	11%	10%	13%	19%	9%	11%	15%	17%	16%	11%	12%	11%	11%	13%	12%
Summary																										
Top2Box (Very easy/ Easy to reinvent themselves)	964	515	449	373	356	235	284	648	152	132	346	302	100	114	70	253	237	158	74	111	80	19	140	114	238	156
	32%	34%	29%	41%	35%	22%	28%	32%	30%	26%	35%	30%	35%	32%	19%	42%	35%	22%	23%	29%	33%	26%	38%	27%	32%	33%
Low2Box (Difficult/ Very difficult to reinvent themselves)	2062	982	1079	529	672	861	737	1357	358	379	645	712	189	240	308	348	442	567	242	275	165	55	227	316	500	314
	68%	66%	71%	59%	65%	79%	72%	68%	70%	74%	65%	70%	65%	68%	82%	58%	65%	78%	77%	71%	67%	74%	62%	74%	68%	67%
		B			D	DE	H		K			K	P		MN		P	PQ	U		*		WYZ		w	

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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Q3. Instance of Personal Reinvention

		Gender		Age		Country		Gender				Age						Regions								
	Total	Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All respondents	3026	1501	1525	890	1033	1103	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
Weighted	3026	1497	1529	902	1027	1097	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
Yes, I feel I have reinvented myself in some way during my life	1658	801	856	531	588	538	511	1109	252	259	535	574	151	184	176	358	393	358	165	195	118	33	204	234	398	273
	55%	54%	56%	59%	57%	49%	50%	55%	49%	51%	54%	57%	52%	52%	47%	60%	58%	49%	52%	51%	48%	45%	56%	54%	54%	58%
				F	F		G				I	J				RM	Rn				*					
Not yet, but I think about reinventing myself or a part of my life in the future	633	306	326	235	225	173	223	417	112	111	201	216	87	76	60	154	149	114	69	82	53	19	62	91	161	103
	21%	21%	21%	26%	22%	16%	22%	21%	22%	22%	20%	21%	30%	22%	16%	26%	22%	16%	22%	21%	22%	26%	17%	21%	22%	22%
				EF	F						NO					R	R				*			w	w	
No, I have not reinvented myself, nor do I plan to	736	390	346	136	214	386	287	479	146	141	255	224	51	94	142	89	137	253	82	109	74	22	101	105	179	94
	24%	26%	23%	15%	21%	35%	28%	24%	29%	28%	26%	22%	18%	27%	38%	15%	20%	35%	26%	28%	30%	30%	28%	24%	24%	20%
		C			D	DE	H			L	I			MQ	MN		P	PQ				*	Z		z	
Summary																										
Top2Box (Yes/ Not Yet)	2290	1108	1183	766	813	711	734	1526	364	370	736	790	238	260	236	512	542	472	234	277	171	52	266	325	559	376
	76%	74%	77%	85%	79%	65%	72%	76%	71%	72%	74%	78%	82%	73%	62%	85%	80%	65%	74%	72%	70%	70%	73%	76%	76%	80%
			B	EF	F			G			kj		NO	O		QR	RN				*				WY	

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)
- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)
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Q3a. Driving Force for Personal Reinvention

		Gender		Age			Country		Gender				Age						Regions							
	Total	Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: Those who have reinvented or plan to reinvent	2260	1100	1160	750	802	708	734	1526	364	370	736	790	238	260	236	512	542	472	234	277	171	52	266	325	559	376
Weighted	2290	1108	1183	766	813	711	734	1526	364	370	736	790	238	260	236	512	542	472	234	277	171	52	266	325	559	376
Something that occurred in the past (i.e., a moment that had passed that you couldn't get over something that you wish you could've	751	387	364	260	275	216	201	509	95	106	264	245	75	63	63	175	189	145	66	75	44	16	79	107	188	135
The way you felt at that moment (i.e., you wanted the reinvention to change how you currently feel, it was spontaneous, not	33%	35%	31%	34%	34%	30%	27%	33%	26%	29%	36%	31%	32%	24%	27%	34%	35%	31%	28%	27%	26%	31%	30%	33%	34%	36%
The way you expected to feel in the future (i.e., you anticipated some event or feeling in the future that would make you want to make a	22%	C	234	216	175	118	194	332	106	88	179	153	78	71	45	142	113	77	56	70	52	16	72	57	120	83
All three equally	22%	25%	20%	28%	22%	17%	26%	22%	29%	24%	24%	19%	33%	27%	19%	28%	21%	16%	24%	25%	30%	31%	27%	18%	22%	22%
	396	C	178	EF	F	137	H	130	k	I	L	145	O	OQ	56	QR	r	89	42	45	32	*	Xy	40	53	67
	17%	16%	18%	15%	18%	19%	18%	17%	17%	19%	16%	18%	11%	18%	24%	15%	18%	19%	18%	16%	19%	21%	15%	16%	18%	18%
		D											M	M								*				
	635	268	367	176	219	240	209	422	102	107	175	247	58	79	72	117	144	161	70	87	43	9	75	108	148	91
	28%	24%	31%	23%	27%	34%	29%	28%	28%	29%	24%	31%	24%	30%	31%	23%	27%	34%	30%	31%	25%	17%	28%	33%	27%	24%
		B			d	DE					K							PQ	v	V		*	YZ			

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)
- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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Q4. Changes made in the past - "Yes"

	Total	Gender		Age			Country		Gender				Age			Regions										
		Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All respondents	3026	1501	1525	890	1033	1103	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
Weighted	3026	1497	1529	902	1027	1097	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
Physical/Personal (Net)	1724	657	1067	598	578	548	565	1146	211	354	438	708	189	203	173	399	381	366	181	212	134	38	207	228	421	290
	57%	44%	70%	66%	56%	50%	55%	57%	41%	69%	44%	70%	65%	57%	46%	66%	56%	51%	57%	55%	55%	51%	56%	53%	57%	62%
		B	EF	F					I	K	NO	O	QR	R								*				X
Changed your look (e.g. hair, makeup, wardrobe, etc.)	1389	505	884	462	453	475	462	922	164	298	336	586	146	166	150	308	297	317	151	166	115	30	166	184	338	234
	46%	34%	58%	51%	44%	43%	45%	46%	32%	58%	34%	58%	51%	47%	40%	51%	44%	44%	48%	43%	47%	41%	45%	43%	46%	50%
		B	EF	I					K	O		K	O			QR						*				X
Changed your name	445	145	301	145	164	136	127	300	34	93	99	201	27	50	50	101	110	89	41	65	12	9	58	54	96	92
	15%	10%	20%	16%	16%	12%	12%	12%	7%	18%	10%	12%	9%	14%	13%	17%	16%	12%	13%	17%	5%	12%	16%	13%	13%	20%
		B	F	F		g			I	I	K		m			RM	R		U	U		U*				XY
Had cosmetic surgery / Body enhancement	228	138	89	101	92	35	62	154	36	26	94	60	29	21	12	68	63	23	20	22	18	2	28	24	48	54
	8%	9%	6%	11%	9%	3%	6%	8%	7%	5%	10%	6%	10%	6%	3%	11%	9%	3%	6%	6%	7%	3%	8%	6%	7%	12%
		C	eF	F					L				nO	o		R	Rn					*				wXY
Got a tattoo / Piercing	686	260	426	306	269	111	224	456	76	148	175	281	107	81	36	202	180	74	70	93	46	15	99	91	156	110
	23%	17%	28%	34%	26%	10%	22%	23%	15%	29%	18%	28%	37%	23%	10%	34%	27%	10%	22%	24%	19%	20%	27%	21%	21%	23%
		B	EF	F					I	K	NO	O	QR	R								*				
Life Stage Changes (Net)	2352	1090	1262	663	788	901	829	1551	392	437	717	834	220	276	333	440	520	591	265	303	199	62	279	331	570	371
	78%	73%	83%	74%	77%	82%	81%	77%	77%	86%	72%	82%	76%	78%	88%	73%	77%	82%	84%	79%	81%	84%	76%	77%	77%	79%
		B	DE	H					k	I		K				MNR		PQ	t			*				
Looked for / found someone to share life with	1484	648	836	413	510	561	553	972	263	290	420	552	147	199	207	332	368	169	209	209	134	41	178	207	346	241
	49%	43%	55%	46%	50%	51%	54%	49%	52%	57%	42%	54%	51%	56%	55%	45%	49%	51%	54%	54%	55%	55%	49%	48%	47%	51%
		B	d	D					K	i		K				Q		P				*				
Parted ways with someone in your life	1657	710	947	472	584	601	548	1100	240	308	470	630	149	192	207	315	388	397	173	205	132	38	188	235	398	279
	55%	47%	62%	52%	57%	55%	54%	55%	47%	60%	47%	62%	52%	54%	55%	52%	57%	55%	55%	53%	54%	51%	51%	55%	54%	59%
		B	D						I	K		K				p		*				*				Wy
Became a parent	1213	536	677	265	453	495	407	804	185	222	354	450	79	139	189	178	303	323	128	151	103	25	156	177	273	198
	40%	36%	44%	29%	44%	45%	40%	40%	36%	43%	36%	44%	27%	39%	50%	30%	45%	45%	41%	39%	42%	34%	43%	41%	37%	42%
		B	D	D					I	K		K		M	MNr		Pn	P				*	y			y
Retired	592	339	253	75	93	424	216	389	114	102	225	164	15	20	181	52	64	273	64	81	51	20	72	68	137	112
	20%	23%	17%	8%	9%	39%	21%	19%	22%	20%	23%	16%	5%	6%	48%	9%	9%	38%	20%	21%	21%	27%	20%	16%	19%	24%
		C	DE						I	L		L				MNR	m	PQ				*				XY
Career (Net)	1789	848	941	537	625	626	646	1176	316	330	555	621	190	226	230	354	411	411	211	232	157	46	204	250	424	298
	59%	57%	62%	60%	61%	57%	63%	59%	62%	65%	56%	61%	66%	64%	61%	59%	61%	57%	67%	60%	64%	62%	56%	58%	58%	63%
		B	f	H					K	K		K		p			t					*				WY
Changed careers	1179	569	609	313	430	436	439	772	225	214	370	402	104	158	177	208	282	282	145	160	108	26	129	167	275	201
	39%	38%	40%	35%	42%	40%	43%	39%	44%	42%	37%	40%	36%	45%	47%	35%	42%	39%	46%	42%	44%	35%	35%	39%	37%	43%
		B	D	D					K			K		M	MR		P		v			*				Wy
Started a new job	1600	748	851	477	565	557	576	1052	279	297	490	562	172	201	203	314	372	366	194	206	134	42	178	222	375	277
	53%	50%	56%	53%	55%	51%	56%	53%	55%	58%	49%	55%	60%	57%	54%	52%	55%	5								

Learned a new language	588	315	273	237	213	138	248	379	123	125	205	174	86	87	75	156	138	85	79	85	76	8	83	60	127	109
	19%	21%	18%	26%	21%	13%	24%	19%	24%	25%	21%	17%	30%	25%	20%	26%	20%	12%	25%	22%	31%	11%	23%	14%	17%	23%
Attitude (Net)		C		EF	F		H			L	L		O		R	QR	R		V	V	TV	*	XY			XY
	2194	991	1203	657	712	825	757	1450	347	410	654	796	211	256	290	438	468	544	239	277	189	52	251	305	538	356
Made an attitude change / Changed your general outlook	73%	66%	79%	73%	69%	75%	74%	72%	68%	80%	66%	79%	73%	72%	77%	73%	69%	75%	76%	72%	77%	70%	68%	71%	73%	76%
			B	e		E				I		K						Q			*					W
Learned to love and take care of yourself / others	1745	770	976	521	595	629	577	1159	264	313	509	650	166	203	208	347	394	418	194	210	135	38	199	236	437	287
	58%	51%	64%	58%	58%	57%	57%	58%	52%	61%	51%	64%	57%	57%	55%	58%	58%	58%	61%	54%	55%	51%	54%	55%	59%	61%
Summary			B							I		K						t			*					Wx
	1770	755	1015	529	561	680	616	1169	266	350	498	671	163	202	251	354	369	446	191	222	160	43	200	245	432	292
Mean # of Yes	59%	50%	66%	59%	55%	62%	60%	58%	52%	69%	50%	66%	56%	57%	66%	59%	54%	62%	60%	58%	65%	58%	55%	57%	59%	62%
			B	e		E				I		K			MN			Q			t	*				W
Mean # of Yes	10	9.2	10.8	10	10	10.1	10.3	10	9.5	11	9.2	10.8	10	10.1	10.6	10	10	10	10.7	10	10.4	9.4	9.8	9.4	9.8	11.1
			B							I		K			r			tv			*					WXY

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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Effort required for Changes

	Changed your look (e.g. hair, makeup, wardrobe, etc.)	Changed your name	Had cosmetic surgery / Body enhancement	Got a tattoo / Piercing	Looked for / found someone to share life with	Parted ways with someone in your life	Became a parent	Retired	Changed careers	Started a new job	Became more/less involved in community/politics/work	Discovered or tried something new (e.g. music, sports, film, travel, etc.)	Experienced a change in spirituality (e.g. more or less religion, meditation, martial art)	Went back to school / Invested in your education	Got into shape	Lost weight	Took more control of your life	Gave up or took less control of your life	Started a healthier lifestyles (e.g. quit smoking/drugs/alcohol, etc.)	Dealt with health issues concerning yourself or someone close to you	Changed genders	Embraced my sexual orientation	Moved to another city	Moved to another country	Learned a new language	Made an attitude change / Changed your general outlook	Learned to love and take care of yourself / others
Base: Those who selected 'yes' for at least one item in Q4	1384	427	216	680	1525	1648	1211	605	1211	1628	957	1595	1028	995	1496	1499	1825	689	1494	1673	123	706	1395	394	627	1736	1785
Weighted	1389	445	228	686	1484	1657	1213	592	1179	1600	946	1559	1096	973	1484	1504	1815	686	1495	1675	133	686	1385	348	588	1745	1770
Very easy	622	215	70	406	254	186	364	253	208	265	287	639	299	218	193	137	312	142	232	148	52	346	283	89	118	266	383
	45%	48%	31%	59%	17%	11%	30%	43%	18%	17%	30%	41%	27%	22%	13%	9%	17%	21%	16%	9%	39%	51%	20%	26%	20%	15%	22%
Somewhat easy	620	159	94	232	554	305	447	177	461	723	485	744	493	386	504	429	765	217	577	392	52	221	547	149	234	686	729
	45%	36%	41%	34%	37%	18%	37%	30%	39%	45%	51%	48%	45%	40%	34%	29%	42%	32%	39%	23%	39%	32%	40%	43%	40%	39%	41%
Somewhat difficult	130	57	47	39	477	540	282	128	400	510	145	155	239	290	594	662	601	228	491	694	16	88	410	78	176	623	532
	9%	13%	20%	6%	32%	33%	23%	22%	34%	32%	15%	10%	22%	30%	40%	44%	33%	33%	33%	41%	12%	13%	30%	22%	30%	36%	30%
Very difficult	17	14	17	9	199	626	119	34	110	101	28	20	65	80	193	276	137	100	195	441	14	30	144	32	61	170	127
	1%	3%	8%	1%	13%	38%	10%	6%	9%	6%	3%	1%	6%	8%	13%	18%	8%	15%	13%	26%	10%	4%	10%	9%	10%	10%	7%

Grid overlap formula used
- Column Proportions
- Column Means
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15-002580-01-04
Reinvention 2015 W1
Table: 16
Q4a. [SUMMARY - VERY EASY]
Effort required for Changes

	Total	Gender		Age			Country		Gender				Age						Regions							
		Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Physical/Personal (Net)	945	338	608	324	335	287	289	633	90	199	229	404	98	103	88	217	224	192	94	117	56	22	124	135	219	155
	55%	51%	57%	54%	58%	52%	51%	55%	43%	56%	52%	57%	52%	51%	51%	54%	59%	53%	52%	55%	42%	58%	60%	59%	52%	53%
...Changed your look (e.g. hair, makeup, wardrobe, etc.)	622	218	404	206	211	206	184	418	58	126	148	270	62	60	62	138	142	138	61	69	41	13	83	85	147	103
	45%	43%	46%	45%	47%	43%	40%	45%	35%	42%	44%	46%	43%	36%	41%	45%	48%	44%	40%	42%	36%	43%	50%	46%	44%	44%
...Changed your name	215	55	160	56	78	81	61	145	7	54	39	106	7	25	29	40	52	53	21	29	6	5	29	28	50	38
	48%	38%	53%	39%	48%	59%	48%	48%	21%	58%	39%	53%	26%	50%	58%	40%	47%	60%	51%	45%	50%	56%	50%	52%	52%	41%
...Had cosmetic surgery / Body enhancement	70	43	26	26	35	8	6	50	4	2	31	19	2	3	1	19	25	6	4	-	2	-	12	6	14	18
	31%	31%	30%	26%	38%	24%	10%	33%	11%	8%	33%	32%	7%	14%	8%	28%	40%	26%	20%	-	11%	-	43%	25%	29%	33%
...Got a tattoo / Piercing	406	151	255	174	168	65	128	271	37	91	103	168	59	48	21	115	113	43	42	53	24	9	63	56	87	65
	59%	58%	60%	57%	63%	58%	57%	59%	49%	62%	59%	60%	55%	59%	58%	57%	63%	58%	60%	57%	52%	60%	64%	62%	56%	59%
Life Stage Changes (Net)	741	365	376	162	217	362	245	492	114	131	244	248	33	58	154	112	147	233	78	84	63	20	94	93	182	123
	32%	34%	30%	24%	28%	40%	30%	32%	29%	30%	34%	30%	15%	21%	46%	26%	28%	39%	29%	28%	32%	32%	34%	28%	32%	33%
...Looked for / found someone to share life with	254	133	122	78	88	88	61	174	26	35	92	82	16	17	28	54	61	59	21	19	15	6	32	29	68	45
	17%	21%	15%	19%	17%	16%	11%	18%	10%	12%	22%	15%	11%	9%	14%	20%	18%	16%	12%	9%	11%	15%	18%	14%	20%	19%
...Parted ways with someone in your life	186	101	85	56	64	66	45	127	25	20	69	58	7	18	20	40	43	44	15	12	14	4	19	17	50	41
	11%	14%	9%	12%	11%	11%	8%	12%	10%	7%	15%	9%	5%	9%	10%	13%	11%	11%	9%	6%	11%	11%	10%	7%	13%	15%
...Became a parent	364	170	194	78	126	160	105	245	46	59	115	130	16	31	58	54	86	105	31	41	25	8	52	47	82	64
	30%	32%	29%	29%	28%	33%	26%	31%	25%	27%	33%	29%	20%	22%	31%	30%	28%	33%	24%	27%	24%	32%	33%	27%	30%	32%
...Retired	253	145	108	26	32	195	103	164	55	48	95	69	2	6	95	19	22	123	33	36	24	10	29	31	61	43
	43%	43%	43%	35%	34%	46%	48%	42%	48%	47%	42%	42%	13%	30%	53%	37%	34%	45%	52%	44%	47%	50%	40%	46%	45%	38%
Career (Net)	365	197	168	120	137	108	95	248	52	43	134	114	26	30	39	83	94	71	32	38	20	5	45	46	84	73
	20%	23%	18%	22%	22%	17%	15%	21%	17%	13%	24%	18%	14%	13%	17%	23%	23%	17%	15%	16%	13%	11%	22%	18%	20%	25%
...Changed careers	208	108	100	67	76	64	60	140	34	26	72	68	16	19	25	46	52	42	20	24	11	5	28	22	48	42
	18%	19%	18%	22%	18%	15%	14%	18%	15%	12%	20%	17%	15%	12%	14%	22%	18%	15%	14%	15%	10%	19%	22%	13%	18%	21%
...Started a new job	265	151	114	83	99	84	70	180	38	32	103	77	18	22	30	57	68	55	25	27	15	3	29	39	59	53
	17%	20%	13%	17%	18%	15%	12%	17%	14%	11%	21%	14%	11%	11%	15%	18%	18%	15%	13%	13%	11%	7%	16%	18%	16%	19%
Involvement (Net)	977	471	506	310	331	336	298	654	144	154	315	339	84	104	110	210	221	223	101	113	64	20	127	124	248	155
	46%	47%	45%	46%	47%	44%	39%	46%	40%	39%	48%	45%	39%	41%	39%	47%	48%	45%	41%	42%	35%	39%	52%	43%	47%	44%
...Became more/less involved in community/politics/work	287	145	143	86	90	111	85	193	48	37	96	97	20	29	36	59	60	74	33	34	13	5	36	26	83	48
	30%	33%	28%	32%	29%	31%	26%	31%	27%	24%	34%	29%	24%	27%	25%	32%	29%	31%	30%	26%	18%	24%	31%	21%	37%	30%
Discovered or tried something new (e.g. music, sports, film, travel, etc.)	639	302	337	200	230	209	191	429	94	97	202	227	50	76	65	136	153	140	67	64	46	14	83	84	157	105
	41%	42%	40%	41%	45%	38%	33%	42%	37%	30%	43%	41%	31%	38%	31%	42%	46%	38%	35%	33%	33%	33%	44%	41%	43%	40%
...Experienced a change in spirituality (e.g. more or less religion, mediation, martial art)	299	141	158	82	96	121	69	205	32	37	97	108	21	21	27	56	66	83	21	28	17	3	38	39	77	51
	27%	28%	26%	25%	26%	30%	24%	28%	24%	25%	29%	27%	25%	23%	25%	25%	27%	31%	22%	27%	25%	17%	31%	29%	26%	26%
...Went back to school / Invested in your education	218	124	94	68	88	62	74	144	33	41	84	60	22	30	22	45	58	41	26	24	19	5	29	24	45	46
	22%	27%	18%	21%	26%	21%	21%	23%	21%	21%	28%	18%	19%	25%	19%	21%	26%	21%	22%	18%	23%	24%	26%	20%	20%	26%
Health & Wellness (Net)	639	358	281	222	217	200	190	429	109	81	240	189	51	73	66	152	144	133	66	79	30	15	81	70	162	116
	24%	29%	20%	29%	25%	20%	21%	25%	25%	17%	29%	20%	21%	23%	18%	30%	25%	20%	22%	23%	14%	25%	26%	19%	25%	28%
...Got into shape	193	116	77	75	72	46	52	131	35	17	78	53	16	18	18	52	49	30	14	24	14	-	23	19	51	38
	13%	17%	10%	17%	15%	8%	10%	13%	14%	6%	17%	10%	11%	10%	10%	18%	15%	8%	9%	13%	11%	-	13%	10%	14%	16%
...Lost weight	137	88	49	48	55	34	49	90	32	17	58	32	15	20	14	32	36	22	13	22	11	3	19	13	31	27
	9%	13%	6%	11%	11%	6%	10%	9%	14%	6%	13%	6%	12%	11%	7%	11%	11%	6%	8%	12%	9%	7%	10%	6%	8%	12%
...Took more control of your life	312	175	137	92	99	121	85	211	53	32	117	94	21	32	32	63	66	82	34	36	11	4	34	30	83	64
	17%	21%	14%	18%	17%	17%	14%	18%	18%	10%	22%	14%	13%	15%	13%	18%	17%	18%	16%	15%	8%	10%	17%	12%	19%	22%
...Gave up or took less control of your life	142	79	63	52	58	32	35	97	18	17	54	43	11	13	11	36	40	21	12	14	4	5	20	16	29	32
	21%	25%	17%	24%	22%	16%	15%	21%	17%	14%	26%	18%	16%	14%	15%	25%	23%	16%	18%	15%	6%	42%	26%	19%	19%	24%
...Started a healthier lifestyle (e.g. quit smoking/drugs/alcohol, etc.)	232	132	100	71	92	69	59	158	34	25	90	68	14	22	23	49	63									

	20%	26%	14%	24%	21%	12%	14%	21%	16%	12%	27%	14%	16%	14%	12%	24%	23%	12%	13%	15%	16%	-	29%	17%	17%	21%
		C		F	F			G			LI					R	R					**	xY	*		
Attitude (Net)	516	277	239	162	163	191	129	352	70	59	189	163	39	38	52	111	112	129	42	53	18	16	59	56	138	99
	24%	28%	20%	25%	23%	23%	17%	24%	20%	14%	29%	21%	19%	15%	18%	25%	24%	24%	18%	19%	10%	31%	24%	18%	26%	28%
		C						G	J		LI	J				m	N	o	U	U		StU*			X	X
...Made an attitude change / Changed your	266	145	121	91	88	87	59	183	37	22	99	84	23	19	17	62	61	60	23	21	7	8	32	26	74	51
general outlook	15%	19%	12%	18%	15%	14%	10%	16%	14%	7%	19%	13%	14%	9%	8%	18%	16%	14%	12%	10%	5%	21%	16%	11%	17%	18%
		C		f				G	J		LI	J	o				N	O	U			tU*			X	X
...Learned to love and take care of yourself /	383	193	190	104	120	159	101	260	52	49	131	129	24	30	47	71	82	107	30	42	16	13	42	44	100	74
others	22%	26%	19%	20%	21%	23%	16%	22%	20%	14%	26%	19%	15%	15%	19%	20%	22%	24%	16%	19%	10%	30%	21%	18%	23%	25%
		C						G	j		LI	J					N		U			StU*				X

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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15-002580-01-04
Reinvention 2015 W1
Table: 17
Q4a. [SUMMARY - SOMEWHAT EASY]
Effort required for Changes

	Total	Gender		Age			Country		Gender				Age						Regions							
		Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Physical/Personal (Net)	870 51%	316 48%	554 52%	323 54%	280 49%	267 49%	301 53%	575 50%	113 54%	188 53%	208 48%	367 52%	96 51%	116 57%	89 51%	217 54%	181 48%	177 48%	93 51%	112 53%	73 55%	23 61%	106 51%	103 45%	215 51%	151 52%
...Changed your look (e.g. hair, makeup, wardrobe, etc.)	620 45%	217 43%	403 46%	204 44%	193 43%	223 47%	223 48%	408 44%	81 49%	142 48%	142 42%	266 45%	61 42%	87 52%	75 50%	137 45%	123 41%	148 47%	70 46%	77 46%	59 51%	17 57%	70 42%	73 40%	161 48%	104 44%
...Changed your name	159 36%	55 38%	104 35%	56 39%	59 36%	44 32%	47 37%	107 36%	17 50%	30 32%	37 37%	70 35%	11 41%	22 44%	14 28%	39 39%	39 36%	29 33%	13 32%	28 43%	2 17%	4 44%	20 35%	19 35%	35 37%	33 36%
...Had cosmetic surgery / Body enhancement	94 41%	59 43%	35 39%	53 53%	27 30%	14 39%	29 47%	63 41%	17 47%	12 46%	40 43%	23 38%	15 52%	9 43%	5 42%	36 53%	18 29%	9 39%	8 40%	14 33%	6 33%	1 50%	13 46%	11 46%	16 33%	23 43%
...Got a tattoo / Piercing	232 34%	75 29%	157 37%	112 37%	82 31%	38 34%	86 38%	152 33%	33 43%	53 36%	48 27%	104 37%	43 40%	29 36%	14 39%	73 36%	54 30%	25 34%	25 36%	36 39%	19 41%	6 40%	32 32%	30 33%	52 33%	38 35%
Life Stage Changes (Net)	1096 47%	482 44%	614 49%	291 44%	370 47%	435 48%	404 49%	719 46%	188 48%	216 49%	314 44%	405 49%	89 41%	134 49%	181 54%	195 44%	243 47%	281 48%	125 47%	141 47%	105 53%	33 53%	135 48%	137 41%	264 46%	183 49%
...Looked for / found someone to share life with	554 37%	218 34%	335 40%	150 36%	190 37%	213 38%	232 42%	357 37%	109 41%	123 42%	137 33%	220 40%	52 35%	88 44%	92 44%	99 36%	121 36%	137 37%	67 40%	86 41%	58 43%	21 51%	68 38%	73 35%	128 37%	88 37%
...Parted ways with someone in your life	305 18%	151 21%	154 16%	98 21%	121 21%	85 14%	88 16%	205 19%	46 19%	42 14%	101 22%	104 17%	34 23%	27 14%	27 13%	65 21%	83 21%	57 14%	28 16%	33 16%	22 17%	5 13%	36 19%	37 16%	75 19%	57 20%
...Became a parent	447 37%	186 35%	261 39%	95 36%	158 35%	194 39%	167 41%	293 36%	78 42%	89 40%	120 34%	173 38%	32 41%	57 41%	78 41%	63 35%	104 34%	126 39%	47 37%	57 38%	53 52%	10 40%	59 38%	55 31%	114 42%	65 33%
...Retired	177 30%	100 30%	77 30%	27 36%	28 31%	122 29%	71 33%	115 30%	41 36%	30 29%	65 29%	50 31%	9 60%	9 45%	53 29%	18 35%	19 30%	78 29%	23 36%	28 35%	13 26%	7 35%	23 32%	17 25%	39 29%	36 32%
Career (Net)	911 51%	423 50%	489 52%	273 51%	311 50%	328 49%	353 52%	594 51%	179 57%	174 53%	272 49%	322 52%	109 57%	118 52%	126 55%	177 50%	203 49%	214 52%	127 60%	112 48%	89 57%	25 54%	109 52%	117 47%	213 50%	155 52%
...Changed careers	461 39%	223 39%	238 39%	117 37%	159 37%	185 42%	186 42%	299 39%	94 42%	92 43%	144 39%	155 39%	43 41%	65 41%	78 44%	77 37%	103 37%	119 42%	67 46%	63 39%	43 40%	13 50%	48 37%	58 35%	116 42%	77 38%
...Started a new job	723 45%	323 43%	401 47%	215 45%	247 44%	262 47%	282 49%	471 45%	140 50%	142 48%	207 42%	264 47%	92 54%	95 47%	95 47%	138 44%	161 43%	172 47%	98 51%	88 43%	77 58%	19 45%	87 49%	89 40%	176 47%	119 43%
Involvement (Net)	1358 63%	630 63%	728 64%	424 63%	427 61%	507 66%	504 67%	890 64%	238 66%	266 67%	412 62%	478 64%	143 66%	166 65%	195 68%	281 62%	278 60%	331 66%	168 68%	176 65%	123 67%	37 71%	150 62%	171 60%	347 65%	222 63%
...Became more/less involved in community/politics/work	485 51%	212 48%	273 54%	129 47%	148 48%	208 57%	180 54%	318 51%	97 55%	83 53%	135 47%	183 54%	42 51%	54 51%	84 58%	86 47%	97 47%	135 57%	65 58%	65 50%	39 55%	11 52%	60 51%	68 55%	109 49%	81 50%
Discovered or tried something new (e.g. music, sports, film, travel, etc.)	744 48%	331 46%	413 49%	232 47%	227 45%	285 51%	302 53%	482 47%	123 49%	179 56%	217 46%	265 48%	86 53%	101 51%	115 54%	152 47%	145 44%	185 51%	102 53%	104 53%	73 53%	23 54%	85 46%	96 46%	173 47%	128 49%
...Experienced a change in spirituality (e.g. more or less religion, mediation, martial art)	493 45%	233 47%	260 44%	141 42%	168 46%	184 46%	133 47%	334 45%	67 49%	66 45%	157 46%	177 44%	39 46%	45 49%	49 46%	95 42%	114 46%	125 46%	44 47%	46 44%	31 46%	12 67%	52 43%	64 47%	131 45%	87 45%
...Went back to school / Invested in your education	386 40%	188 41%	199 39%	144 44%	128 37%	115 38%	153 43%	251 39%	74 47%	79 40%	122 40%	129 39%	50 42%	51 43%	52 44%	95 44%	83 37%	73 37%	52 44%	56 42%	36 43%	9 43%	45 40%	42 34%	93 41%	71 39%
Health & Wellness (Net)	1578 60%	765 61%	813 58%	484 63%	514 58%	580 58%	536 59%	1045 60%	277 62%	259 55%	503 61%	542 59%	144 59%	185 59%	207 58%	325 63%	338 58%	382 58%	174 59%	188 55%	135 63%	39 66%	191 61%	202 54%	392 60%	260 63%
...Got into shape	504 34%	253 36%	251 32%	156 35%	177 36%	171 31%	192 37%	329 34%	97 36%	95 36%	165 31%	164 31%	54 37%	71 38%	67 37%	103 35%	115 36%	111 31%	56 35%	67 35%	55 42%	14 41%	69 28%	56 33%	120 33%	84 35%
...Lost weight	429 29%	227 34%	202 24%	139 33%	146 29%	144 25%	137 27%	286 29%	69 30%	68 25%	152 34%	134 24%	34 28%	49 26%	54 28%	95 34%	97 29%	94 25%	40 26%	43 24%	40 33%	14 34%	61 33%	56 26%	103 28%	66 29%
...Took more control of your life	765 42%	357 44%	407 41%	207 40%	255 43%	302 43%	270 43%	504 42%	142 47%	128 39%	232 43%	272 41%	63 38%	100 47%	107 44%	139 40%	166 43%	199 43%	89 43%	98 41%	60 44%	23 56%	88 43%	98 39%	190 43%	128 43%
...Gave up or took less control of your life	217 32%	121 38%	96 26%	84 38%	73 28%	59 29%	66 32%	145 32%	40 37%	26 21%	80 38%	65 27%	23 34%	27 29%	16 22%	57 39%	48 28%	40 30%	18 27%	30 32%	17 27%	1 28%	22 28%	24 28%	52 33%	47 35%
...Started a healthier lifestyle (e.g. quit smoking/drugs/alcohol, etc.)	577 39%	284 40%	293 37%	164 39%	195 38%	218 39%	202 40%	381 38%	106 42%	96 38%	186 40%	195 37%	59 41%	62 39%	81 40%	108 39%	130 38%	143 38%	66 41%	67 37%	54 43%	15 43%	69 38%	62 30%	148 42%	102 41%
...Dealt with health issues concerning yourself or someone close to you	392 23%	206 28%	185 20%	102 26%	127 23%	163 22%	126 22%	261 24%	64 26%	62 20%	138 29%	123 20%	29 25%	47 26%	50 19%	69 26%	83 23%	109 23%	48 26%	46 21%	25 20%	7 20%	43 21%	48 21%	103 27%	67 24%
Sexuality (Net)	260 36%	150 36%	110 35%	108 41%	87 37%	65 28%	83 31%	173 36%	47 31%	36 30%	100 37%	73 36%	38 42%	19 24%	26 25%	71 41%	60 39%	42 28%	22 30%	30 34%	25 28%	6 32%	49 28%	21 34%	56 34%	47 35%
...Changed genders	52 39%	39 41%	12 34%	36 44%	14 32%	2 22%	18 56%	34 37%	14 54%	4 67%	26 39%	8 32%	15 68%	2 29%	1 33%	23 42%	10 32%	1 20%	3 43%	9 75%	4 36%	2 100%	9 43%	1 9%	11 46%	13 37%
...Embraced my sexual orientation	221 32%	121 31%	101 34%	78 35%	80 35%	63 27%	148 27%	333 33%	33 26%	33 28%	81 32%	67 35%	26 33%	18 24%	25 24%	52 35%	55 36%	41 28%	19 27%	24 29%	21 24%	5 28%	42 43%	20 28%	48 32%	38 30%
Location (Net)	769 48%	379 50%	390 46%	254 49%	270 49%	244 45%	288 50%	503 47%																		

	40%	37%	42%	42%	38%	38%	36%	40%	37%	34%	38%	44%	33%	41%	32%	44%	38%	39%	34%	35%	37%	38%	35%	43%	44%	39%
Attitude (Net)	1115	519	596	303	374	438	395	735	193	202	340	395	96	149	150	202	243	290	131	149	96	19	128	144	296	167
	51%	52%	50%	46%	53%	53%	52%	51%	56%	49%	52%	50%	46%	58%	52%	46%	52%	53%	55%	54%	51%	37%	51%	47%	55%	47%
...Made an attitude change / Changed your general outlook	686	331	355	183	248	255	242	452	118	124	218	234	57	98	87	122	161	169	75	98	57	12	81	86	180	105
	39%	43%	36%	35%	42%	41%	42%	39%	45%	40%	43%	36%	34%	48%	42%	35%	41%	40%	39%	47%	42%	32%	41%	36%	41%	37%
...Learned to love and take care of yourself / others	729	318	411	202	226	301	269	478	123	146	207	271	64	98	107	135	145	198	91	98	66	14	86	94	196	102
	41%	42%	41%	38%	40%	44%	44%	41%	46%	42%	42%	40%	39%	49%	43%	38%	39%	44%	48%	44%	41%	33%	43%	38%	45%	35%
					D									mQ				p	v		*	z		xZ		

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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Reinvention 2015 W1
Table: 18
Q4a. [SUMMARY - SOMEWHAT DIFFICULT]
Effort required for Changes

	Total	Gender		Age			Country		Gender				Age						Regions							
		Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Physical/Personal (Net)	238	117	121	95	87	57	85	157	42	43	77	80	35	27	23	62	58	37	30	30	24	1	23	27	59	48
	14%	18%	11%	16%	15%	10%	15%	14%	20%	12%	18%	11%	19%	13%	13%	16%	15%	10%	17%	14%	18%	3%	11%	12%	14%	17%
...Changed your look (e.g. hair, makeup, wardrobe, etc.)	130	61	69	48	41	40	48	85	21	27	40	45	21	15	12	31	27	27	17	17	14	-	12	21	27	25
	9%	12%	8%	11%	9%	9%	10%	9%	13%	9%	12%	8%	14%	9%	8%	10%	9%	9%	11%	10%	12%	-	7%	11%	8%	11%
...Changed your name	57	23	34	25	24	8	18	38	10	8	15	23	8	3	7	17	17	4	7	7	4	-	8	4	11	15
	13%	16%	11%	18%	15%	6%	14%	13%	29%	9%	15%	11%	30%	6%	14%	17%	16%	5%	17%	11%	33%	-	14%	7%	12%	16%
...Had cosmetic surgery / Body enhancement	47	28	18	18	24	4	24	29	13	11	18	11	10	9	5	11	16	2	7	8	8	1	1	3	14	11
	20%	21%	20%	18%	27%	12%	39%	19%	36%	42%	19%	18%	35%	43%	42%	16%	25%	9%	35%	36%	44%	50%	4%	13%	29%	20%
...Got a tattoo / Piercing	39	26	13	16	15	8	8	27	4	4	18	9	3	4	1	11	10	6	3	3	2	-	4	3	15	5
	6%	10%	3%	5%	6%	8%	4%	6%	5%	3%	10%	3%	3%	5%	3%	5%	6%	8%	4%	3%	4%	-	4%	3%	10%	5%
Life Stage Changes (Net)	1102	504	598	290	379	433	432	717	206	226	326	391	117	151	164	188	246	283	134	161	111	26	124	164	257	172
	47%	46%	47%	44%	48%	46%	52%	46%	53%	52%	46%	47%	53%	55%	49%	43%	47%	48%	51%	53%	56%	42%	44%	50%	45%	46%
...Looked for / found someone to share life with	477	210	266	126	167	184	192	309	95	97	134	175	58	67	67	80	108	121	59	74	50	9	50	75	107	77
	32%	32%	32%	31%	33%	33%	35%	32%	36%	33%	32%	32%	40%	34%	32%	29%	33%	33%	35%	35%	37%	22%	28%	36%	31%	32%
...Parted ways with someone in your life	540	230	310	142	197	201	218	350	93	125	149	201	63	77	78	91	128	131	64	81	59	14	60	70	134	86
	33%	32%	33%	30%	34%	34%	40%	32%	39%	41%	32%	32%	42%	40%	38%	29%	33%	33%	37%	40%	45%	37%	32%	30%	34%	31%
...Became a parent	282	130	153	66	114	102	114	183	53	61	84	99	27	44	43	74	66	39	46	23	6	31	55	57	40	
	23%	24%	23%	25%	25%	21%	28%	23%	29%	28%	24%	22%	34%	32%	23%	24%	24%	20%	31%	31%	22%	24%	20%	31%	21%	20%
...Retired	128	75	52	20	27	81	32	87	16	16	52	35	3	3	26	14	19	54	4	14	12	2	15	17	28	27
	22%	22%	21%	27%	29%	19%	15%	22%	14%	16%	23%	21%	20%	15%	14%	27%	30%	20%	6%	17%	24%	10%	21%	25%	20%	24%
Career (Net)	693	311	382	196	255	242	276	450	128	148	201	249	78	101	97	127	166	157	90	97	66	23	66	110	159	115
	39%	37%	41%	36%	41%	39%	43%	38%	41%	45%	36%	40%	41%	45%	42%	36%	40%	38%	43%	42%	42%	50%	44%	38%	39%	39%
...Changed careers	400	183	216	99	157	143	161	259	82	79	117	142	41	58	62	64	103	92	49	55	49	8	39	67	90	63
	34%	32%	36%	32%	37%	33%	37%	34%	36%	37%	32%	35%	39%	37%	35%	31%	37%	33%	34%	34%	45%	31%	30%	40%	33%	31%
...Started a new job	510	224	287	152	189	169	196	333	86	110	146	187	54	75	67	100	123	110	63	77	39	17	44	81	118	90
	32%	30%	34%	32%	34%	30%	34%	32%	31%	37%	30%	33%	31%	37%	33%	32%	33%	30%	33%	37%	29%	41%	25%	37%	32%	33%
Involvement (Net)	661	277	384	215	223	222	241	434	108	133	180	254	76	75	90	142	148	144	79	85	63	14	80	90	155	109
	31%	28%	34%	32%	32%	29%	32%	31%	30%	34%	27%	34%	35%	30%	32%	32%	32%	29%	32%	31%	34%	27%	33%	32%	29%	31%
...Became more/less involved in community/politics/work	145	68	77	51	58	36	60	94	28	32	44	50	16	22	22	34	38	22	14	26	16	4	19	21	25	29
	15%	15%	15%	19%	19%	10%	18%	15%	16%	21%	15%	15%	19%	21%	15%	19%	19%	9%	13%	20%	23%	19%	16%	17%	11%	18%
...Discovered or tried something new (e.g. music, sports, film, travel, etc.)	155	69	86	50	48	57	75	98	32	43	44	54	23	20	32	32	31	35	25	26	18	6	17	24	32	25
	10%	10%	10%	10%	9%	10%	13%	10%	13%	13%	9%	10%	14%	10%	15%	10%	9%	10%	13%	13%	13%	14%	9%	12%	9%	10%
...Experienced a change in spirituality (e.g. more or less religion, mediation, martial art)	239	93	146	81	83	76	69	161	31	38	62	99	20	23	26	55	56	50	25	24	17	3	25	28	67	41
	22%	19%	24%	24%	23%	19%	24%	22%	23%	26%	18%	24%	24%	25%	24%	24%	23%	19%	27%	23%	25%	17%	21%	20%	23%	21%
...Went back to school / Invested in your education	290	119	171	86	101	103	108	190	43	65	78	112	35	34	39	56	67	67	35	41	27	5	31	38	69	52
	30%	26%	33%	26%	30%	34%	30%	30%	27%	33%	26%	33%	30%	28%	33%	26%	30%	34%	29%	31%	32%	24%	28%	31%	31%	29%
Health & Wellness (Net)	1670	701	968	446	538	686	616	1095	277	339	456	639	158	207	251	294	351	450	195	233	151	37	205	244	396	250
	63%	56%	69%	58%	61%	69%	67%	63%	62%	72%	55%	69%	65%	66%	70%	57%	60%	69%	66%	68%	70%	63%	65%	65%	61%	60%
...Got into shape	594	268	326	154	182	258	212	391	98	114	176	215	56	79	77	101	117	173	66	79	53	14	65	88	150	88
	40%	39%	41%	35%	37%																					

	30%	31%	29%	24%	30%	40%	40%	29%	34%	45%	30%	26%	41%	35%	44%	22%	29%	39%	39%	42%	38%	25%	25%	32%	28%	29%
Attitude (Net)	923	351	572	278	302	343	336	606	138	198	228	378	100	102	134	183	200	223	110	106	98	22	101	150	212	143
	42%	35%	48%	42%	42%	42%	44%	42%	40%	48%	35%	48%	47%	40%	46%	42%	43%	41%	46%	38%	52%	42%	40%	49%	39%	40%
...Made an attitude change / Changed your general outlook	623	228	395	183	206	234	219	411	92	127	148	263	67	68	84	120	137	154	80	65	60	14	63	103	139	106
	36%	30%	41%	35%	35%	37%	38%	36%	35%	41%	29%	41%	40%	34%	40%	35%	35%	37%	41%	31%	44%	37%	32%	44%	32%	37%
...Learned to love and take care of yourself / others	532	200	332	161	180	190	199	348	78	121	130	218	58	53	88	106	121	121	60	61	66	12	57	85	112	94
	30%	26%	33%	31%	32%	28%	32%	30%	29%	35%	26%	33%	36%	26%	35%	30%	33%	27%	31%	28%	41%	28%	29%	35%	26%	32%
			B									K	n		NR		r			sT	*		Y		y	

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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15-002580-01-04
Reinvention 2015 W1
Table: 19
Q4a. [SUMMARY - VERY DIFFICULT]

Effort required for Changes

	Total	Gender		Age			Country		Gender				Age						Regions							
		Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Physical/Personal (Net)	48 3%	28 4%	20 2%	17 3%	16 3%	16 3%	12 2%	33 3%	7 3%	5 1%	19 4%	14 2%	6 3%	4 2%	2 1%	11 3%	11 3%	11 3%	4 2%	5 2%	3 2%	- -	4 2%	9 4%	9 2%	11 4%
...Changed your look (e.g. hair, makeup, wardrobe, etc.)	17 1%	9 2%	8 1%	3 1%	8 2%	6 1%	7 2%	11 1%	4 2%	3 1%	6 2%	5 1%	2 1%	4 2%	1 1%	2 1%	5 2%	4 1%	3 2%	3 2%	1 1%	- *	1 1%	5 3%	3 1%	2 1%
...Changed your name	14 3%	11 8%	3 1%	7 5%	3 2%	4 3%	1 1%	10 3%	- *	1 1%	8 8%	2 1%	1 4%	- *	- *	5 5%	2 2%	3 3%	- *	1 2%	- **	- **	1 2%	3 6%	- Y*	6 7%
...Had cosmetic surgery / Body enhancement	17 8%	7 5%	10 11%	3 3%	5 6%	8 24%	3 5%	12 8%	2 6%	1 4%	5 5%	7 12%	2 7%	- -	1 8%	2 3%	4 6%	6 26%	1 5%	- -	2 11%	- -	2 7%	4 17%	4 8%	2 4%
...Got a tattoo / Piercing	9 1%	9 3%	- -	5 2%	4 2%	- -	2 1%	6 1%	2 3%	- -	6 3%	- -	2 2%	- -	- -	3 2%	3 2%	- -	- *	1 1%	1 2%	- -	- -	2 2%	2 1%	2 2%
Life Stage Changes (Net)	791 34%	299 27%	493 39%	213 32%	263 33%	315 35%	250 30%	528 34%	105 27%	145 33%	197 28%	331 40%	60 27%	89 32%	101 30%	144 33%	174 34%	210 36%	86 33%	99 33%	46 23%	19 31%	94 34%	129 39%	178 31%	127 34%
...Looked for / found someone to share life with	199 13%	87 13%	112 13%	59 14%	65 13%	75 13%	68 12%	132 14%	33 13%	35 12%	57 14%	75 14%	21 14%	27 14%	20 10%	39 14%	42 13%	51 14%	22 13%	30 14%	11 8%	5 12%	28 16%	30 15%	43 12%	31 13%
...Parted ways with someone in your life	626 38%	228 32%	399 42%	175 37%	203 35%	248 41%	197 36%	418 38%	76 32%	121 39%	151 32%	267 42%	45 30%	70 37%	82 40%	119 38%	134 35%	165 42%	66 38%	79 39%	37 28%	15 40%	73 39%	111 47%	139 35%	95 34%
...Became a parent	119 10%	50 9%	69 10%	26 10%	55 12%	38 8%	21 5%	83 10%	8 4%	13 6%	35 10%	48 11%	4 5%	7 5%	10 5%	18 10%	39 13%	26 8%	11 9%	7 5%	2 2%	1 4%	14 9%	20 11%	29 7%	15 15%
...Retired	34 6%	18 5%	16 6%	2 2%	6 7%	27 6%	10 5%	23 6%	2 2%	8 8%	13 6%	10 6%	1 7%	2 10%	7 4%	1 2%	4 6%	18 7%	4 6%	3 4%	2 4%	1 5%	5 7%	3 4%	9 7%	6 5%
Career (Net)	162 9%	79 9%	83 9%	46 9%	56 9%	59 10%	46 7%	109 9%	23 7%	23 7%	53 10%	56 9%	9 5%	20 9%	17 7%	32 9%	37 9%	40 10%	13 6%	23 10%	7 5%	3 7%	23 11%	26 10%	32 8%	28 9%
...Changed careers	110 9%	55 10%	55 9%	30 10%	37 9%	43 10%	32 7%	74 10%	15 7%	17 8%	37 10%	37 9%	4 4%	16 10%	12 7%	21 10%	24 9%	29 10%	9 6%	18 11%	5 5%	- **	14 11%	20 12%	21 8%	19 10%
...Started a new job	101 6%	51 7%	50 6%	28 6%	30 5%	43 8%	28 5%	68 7%	15 5%	13 4%	34 7%	34 6%	8 5%	9 5%	11 5%	19 6%	20 5%	29 8%	8 4%	14 7%	3 2%	3 7%	18 10%	13 6%	22 6%	15 5%
Involvement (Net)	163 8%	70 7%	93 8%	67 10%	51 7%	46 7%	42 6%	111 8%	20 6%	22 6%	47 7%	64 9%	20 8%	10 4%	12 4%	45 10%	35 8%	31 6%	10 4%	21 8%	8 4%	3 1%	14 6%	31 11%	38 7%	28 8%
...Became more/less involved in community/politics/work	28 3%	16 4%	12 2%	7 3%	14 5%	7 2%	8 2%	19 3%	4 2%	4 3%	11 4%	8 2%	5 6%	1 1%	2 1%	4 2%	10 5%	5 2%	- -	4 3%	3 4%	1 5%	2 2%	8 7%	6 3%	3 2%
...Discovered or tried something new (e.g. music, sports, film, travel, etc.)	20 1%	12 2%	8 1%	10 2%	3 1%	7 1%	4 1%	14 1%	3 1%	1 0%	8 2%	6 1%	2 1%	2 1%	- -	7 2%	2 1%	5 1%	- -	2 1%	2 1%	- *	2 1%	3 1%	4 1%	5 2%
...Experienced a change in spirituality (e.g. more or less religion, meditation, martial art)	65 6%	32 6%	33 6%	28 9%	17 5%	19 5%	12 4%	45 6%	6 4%	6 4%	22 7%	23 6%	4 5%	3 4%	5 5%	20 9%	12 5%	13 5%	4 4%	6 6%	2 3%	- **	6 5%	6 4%	17 6%	16 8%
...Went back to school / Invested in your education	80 8%	30 7%	50 10%	29 9%	26 8%	25 8%	21 6%	54 9%	9 6%	12 6%	20 7%	34 10%	11 9%	5 4%	5 4%	19 9%	18 8%	17 9%	6 5%	11 8%	2 2%	2 10%	7 6%	18 15%	18 8%	11 6%
Health & Wellness (Net)	831 31%	304 24%	528 38%	230 30%	283 32%	319 32%	271 30%	553 32%	104 23%	167 36%	201 24%	352 38%	69 28%	87 28%	115 32%	154 30%	189 32%	210 32%	92 31%	101 29%	57 27%	21 36%	94 30%	136 37%	196 30%	127 31%
...Got into shape	193 13%	56 8%	137 17%	56 13%	64 13%	73 13%	60 12%	129 12%	21 8%	39 15%	37 8%	92 18%	20 14%	19 10%	21 12%	37 13%	43 13%	49 14%	23 15%	21 11%	10 8%	6 18%	18 10%	35 18%	48 13%	28 12%
...Lost weight	276 18%	68 10%	208 25%	72 17%	91 18%	113 20%	84 17%	185 19%	29 12%	55 21%	44 10%	141 26%	23 19%	27 14%	34 18%	48 17%	61 18%	76 20%	21 13%	38 21%	17 14%	8 20%	22 12%	49 23%	76 21%	38 17%
...Took more control of your life	137 8%	58 7%	79 8%	43 8%	47 8%	48 7%	42 7%	92 8%	18 6%	24 7%	39 7%	53 8%	13 8%	15 7%	14 6%	29 8%	31 8%	32 7%	17 8%	14 6%	9 7%	2 5%	19 9%	22 9%	30 7%	21 7%
...Gave up or took less control of your life	100 15%	35 11%	65 18%	32 15%	37 14%	31 15%	40 17%	65 14%	14 13%	26 21%	23 11%	42 17%	7 10%	20 13%	13 18%	22 15%	23 13%	20 15%	12 18%	12 13%	13 21%	3 25%	9 12%	16 19%	21 14%	19 14%
...Started a healthier lifestyle (e.g. quit smoking/drugs/alcohol, etc.)	195 13%	93 13%	102 13%	55 13%	63 12%	77 14%	66 13%	129 13%	33 13%	33 13%	61 13%	68 13%	19 13%	20 13%	27 13%	36 13%	42 12%	51 14%	25 16%	22 12%	13 10%	6 17%	18 10%	34 17%	49 14%	28 11%
...Dealt with health issues concerning yourself or someone close to you	441 26%	154 21%	288 31%	115 29%	148 27%	179 25%	142 25%	294 27%	46 19%	96 31%	103 21%	191 31%	30 26%	44 24%	68 25%	78 29%	99 27%	117 24%	48 26%	54 24%	28 23%	12 34%	57 28%	98 30%	69 25%	69 25%
Sexuality (Net)	41 6%	31 7%	10 3%	13 5%	19 8%	9 4%	10 4%	28 6%	7 5%	3 3%	21 8%	7 4%	2 2%	4 5%	4 4%	9 5%	13 8%	6 4%	3 4%	2 2%	5 6%	- **	4 4%	9 12%	9 6%	6 4%
...Changed genders	14 10%	11 11%	3 8%	5 6%	6 14%	3 39%	5 16%	9 10%	5 19%	- **	7 11%	2 8%	2 9%	2 29%	1 33%	3 6%	4 13%	2 40%	1 14%	1 8%	3 27%	- **	- **	4 36%	4 17%	1 3%
...Embraced my sexual orientation	30 4%	22 6%	8 3%	8 4%	13 6%	9 4%	5 2%	21 5%	2 1%	3 3%	16 6%	5 3%	- -	2 3%	3 3%	6 4%	9 6%	6 4%	2 3%	1 1%	2 2%	- **	4 4%	6 8%	5 4%	5 4%
Location (Net)	216 13%	77 10%	138 16%	74 14%	77 14%	64 12%	81 14%	141 13%	40 15%	41 14%	48 10%	93 17%	26 16%	26 14%	29 14%	49 14%	51 14%	41 12%	29 16%	31 15%	18 12%	3 9%	21 12%	27 13%	52 13%	41 14%
...Moved to another city	144 10%	48 8%	97 13%	51 13%	47 10%	46 9%	43 9%	97 11%	19 9%	24 9%	31 8%	66 13%	16 12%	13 8%	14 8%	34 13%	32 10%	31 10%	14 9%	19 11%	10 8%	- *	12 9%	19 10%	40 12%	26 11%
...Moved to another country	32 9%	17 9%	15 10%	9 6%	14 10%	9 13%	22 13%	19 9%	11 13%	11 12%	10 8%	9 10%	8 13%	6 9%	8 17%	5 6%	9 11%	5 12%	7 9%	10 17%	4 13%	1 11%	2 4%	5 17%	6 9%	6 8%
...Learned a new language	61	20	41	23	23	15	27	39	16	11	11	28	9	9	9	15	15	9	11	6	7	3	9	5	13	12

	10%	6%	15%	10%	11%	11%	11%	10%	13%	9%	5%	16%	11%	10%	12%	10%	11%	11%	14%	7%	9%	38%	11%	8%	10%	11%
			B						K			Kj										**		*		
Attitude (Net)	251	96	155	103	78	70	86	166	29	57	64	102	32	30	24	69	51	46	24	37	19	6	33	36	58	39
	11%	10%	13%	16%	11%	8%	11%	11%	8%	14%	10%	13%	15%	12%	8%	16%	11%	9%	10%	13%	10%	12%	13%	12%	11%	11%
			B	EF	f					l		k	O			QR						*				
...Made an attitude change / Changed your	170	65	106	64	53	53	57	113	17	40	44	69	19	18	20	43	35	35	16	26	11	4	23	21	44	25
general outlook	10%	8%	11%	12%	9%	9%	10%	10%	6%	13%	9%	11%	11%	9%	10%	12%	9%	8%	8%	12%	8%	11%	12%	9%	10%	9%
			b	eF						l						r						*				
...Learned to love and take care of yourself /	127	45	82	62	35	30	47	83	13	34	30	53	17	21	9	42	21	20	10	21	12	4	15	22	24	22
others	7%	6%	8%	12%	6%	4%	8%	7%	5%	10%	6%	8%	10%	10%	4%	12%	6%	5%	5%	10%	8%	9%	8%	9%	6%	8%
			b	EF						l			O	OQ		QR						*		y		

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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Difficulty Index

Base	CHANGE	Difficulty Index	Descrip.	Q4 Change	Q4a Very + Somewhat Difficult
1648	Parted ways with someone in your life	194	Hard	55%	70%
1673	Dealt with health issues concerning yourself or someone close to you	187	Hard	55%	68%
1499	Lost weight	172	Hard	50%	62%
1496	Got into shape	146	Hard	49%	53%
689	Gave up or took less control of your life	132	Hard	23%	48%
1494	Started a healthier lifestyles (e.g. quit smoking/drugs/alcohol, etc.)	126	Hard	49%	46%
1525	Looked for / found someone to share life	125	Hard	49%	46%
1736	Made an attitude change / Changed	125	Hard	58%	46%
1211	Changed careers	119	Average	39%	43%
1825	Took more control of your life	112	Average	60%	41%
627	Learned a new language	111	Average	19%	40%
1395	Moved to another city	110	Average	46%	40%
1628	Started a new job	105	Average	53%	38%
995	Went back to school / Invested in your	105	Average	32%	38%
1785	Learned to love and take care of yourself	102	Average	59%	37%
1211	Became a parent	91	Average	40%	33%
394	Moved to another country	87	Average	12%	32%
216	Had cosmetic surgery / Body	77	Easy	8%	28%
1028	Experienced a change in spirituality (e.g. more or less religion, meditation, martial	76	Easy	36%	28%
605	Retired	75	Easy	20%	27%
123	Changed genders	62	Easy	4%	22%
427	Changed your name	44	Easy	15%	16%
957	Became more/less involved in	51	Easy	31%	18%
706	Embraced my sexual orientation	48	Easy	23%	17%
1595	Discovered or tried something new (e.g. music, sports, film, travel, etc.)	31	Easy	52%	11%
1384	Changed your look (e.g. hair, makeup,	29	Easy	46%	11%
680	Got a tattoo / Piercing	19	Easy	23%	7%

	Changed your look (e.g. hair, makeup, wardrobe, etc.)	Changed your name	Had cosmetic surgery / Body enhancement	Got a tattoo / Piercing	Looked for / found someone to share life with	Parted ways with someone in your life	Became a parent	Retired	Changed careers	Started a new job	Became more/less involved in community/politics/work	Discovered or tried something new (e.g. music, sports, film, travel, etc.)	Experienced a change in spirituality (e.g. more or less religion, meditation, martial art)	Went back to school / Invested in your education	Got into shape	Lost weight	Took more control of your life	Gave up or took less control of your life	Started a healthier lifestyles (e.g. quit smoking/drugs/alcohol, etc.)	Dealt with health issues concerning yourself or someone close to you	Changed genders	Embraced my sexual orientation	Moved to another city	Moved to another country	Learned a new language	Made an attitude change / Changed your general outlook	Learned to love and take care of yourself / others
Base: Those who selected 'yes' for at least one item in Q4	1384	427	216	680	1525	1648	1211	605	1211	1628	957	1595	1028	995	1496	1499	1825	689	1494	1673	123	706	1395	394	627	1736	1785
Weighted	1389	445	228	686	1484	1657	1213	592	1179	1600	946	1559	1096	973	1484	1504	1815	686	1495	1675	133	686	1385	348	588	1745	1770
Physical/Personal (Net)	560	196	100	273	377	474	281	134	327	391	312	446	324	282	406	393	471	213	402	431	54	202	358	109	176	478	459
	40%	44%	44%	40%	25%	29%	23%	23%	28%	25%	33%	29%	30%	29%	27%	26%	26%	31%	27%	26%	41%	30%	26%	31%	30%	27%	26%
Changed your look (e.g. hair, makeup, wardrobe, etc.)	487	112	45	174	302	386	209	78	249	309	239	365	261	217	316	314	376	162	312	340	28	138	281	65	128	390	365
	35%	25%	20%	25%	20%	23%	17%	13%	21%	19%	25%	23%	24%	22%	21%	21%	21%	24%	21%	20%	21%	20%	20%	19%	22%	22%	21%
Changed your name	87	118	28	61	78	97	66	46	76	85	75	89	72	63	74	79	88	54	82	91	22	54	88	33	48	83	89
	6%	27%	13%	9%	5%	6%	6%	8%	7%	5%	8%	6%	7%	6%	5%	5%	5%	8%	6%	5%	16%	8%	6%	10%	8%	5%	5%
Had cosmetic surgery / Body enhancement	37	29	53	30	32	29	34	24	36	35	30	34	29	29	46	31	34	22	33	33	15	30	28	20	20	35	33
	3%	7%	23%	4%	2%	2%	3%	4%	3%	2%	3%	2%	3%	3%	3%	2%	2%	3%	2%	2%	11%	4%	2%	6%	3%	2%	2%
Got a tattoo / Piercing	103	52	31	142	88	109	67	35	78	84	72	105	70	77	87	94	108	61	106	110	25	64	81	28	44	110	109
	7%	12%	14%	21%	6%	7%	6%	6%	7%	5%	8%	7%	6%	8%	6%	6%	6%	9%	7%	7%	19%	9%	6%	8%	6%	6%	6%
Life Stage Changes (Net)	769	249	107	376	942	1021	782	383	669	863	539	860	633	556	793	798	993	378	821	919	63	368	737	175	303	982	1002
	55%	56%	47%	55%	64%	62%	65%	65%	57%	54%	57%	55%	58%	57%	53%	53%	55%	55%	55%	55%	47%	54%	53%	50%	52%	56%	57%
Looked for / found someone to share life with	341	120	35	154	551	430	310	126	305	396	245	388	286	254	349	348	426	163	363	405	19	161	330	85	132	425	452
	25%	27%	15%	23%	37%	26%	26%	21%	26%	25%	26%	25%	26%	26%	24%	23%	24%	24%	24%	24%	15%	23%	24%	24%	23%	24%	26%
Parted ways with someone in your life	477	127	46	233	484	724	347	147	389	488	310	503	381	318	433	429	587	225	467	528	21	206	420	81	162	563	576
	34%	28%	20%	34%	33%	44%	29%	25%	33%	31%	33%	32%	35%	33%	29%	29%	32%	33%	31%	32%	16%	30%	30%	23%	28%	32%	33%
Became a parent	312	135	49	176	435	379	568	125	300	402	212	353	257	241	339	322	398	157	354	362	28	152	335	80	123	387	434
	22%	30%	22%	26%	29%	23%	47%	21%	26%	25%	22%	23%	24%	25%	23%	21%	22%	23%	24%	22%	21%	22%	23%	23%	21%	22%	25%
Retired	125	58	28	52	151	159	130	265	115	139	133	156	122	89	158	166	193	70	163	204	19	89	134	34	49	175	189
	9%	13%	13%	8%	10%	10%	11%	45%	10%	9%	14%	10%	11%	9%	11%	11%	11%	10%	11%	12%	15%	13%	10%	10%	8%	10%	11%
Career (Net)	447	149	84	226	466	524	370	148	597	673	334	514	349	386	473	448	547	230	466	480	42	213	475	120	197	529	520
	32%	33%	37%	33%	31%	32%	31%	25%	51%	42%	35%	33%	32%	40%	32%	30%	30%	34%	31%	29%	32%	31%	34%	35%	34%	30%	29%
Changed careers	309	102	49	148	325	364	253	107	495	428	245	356	248	274	337	306	378	163	325	336	22	151	318	79	134	365	361
	22%	23%	21%	22%	22%	22%	21%	18%	42%	27%	26%	23%	23%	28%	23%	20%	21%	24%	22%	20%	17%	22%	23%	23%	23%	21%	20%
Started a new job	323	109	54	164	329	367	249	93	366	510	232	359	238	266	324	323	386	160	321	337	26	149	340	80	137	366	362
	23%	25%	24%	24%	22%	22%	21%	16%	31%	32%	25%	23%	22%	27%	22%	22%	21%	23%	22%	20%	20%	22%	25%	23%	23%	21%	20%
Involvement (Net)	688	217	102	328	683	808	534	257	599	734	568	838	720	600	701	677	851	381	707	784	70	353	641	169	302	872	855
	50%	49%	45%	48%	46%	49%	44%	43%	51%	46%	60%	54%	66%	62%	47%	45%	47%	55%	47%	47%	52%	52%	46%	48%	51%	50%	48%
Became more/less involved in community/politics/work	198	76	35	105	190	234	144	81	176	194	294	221	182	159	193	191	239	122	198	233	23	115	181	51	104	232	236
	14%	17%	15%	15%	13%	14%	12%	14%	15%	12%	31%	14%	17%	16%	13%	13%	13%	18%	13%	14%	18%	17%	13%	15%	18%	13%	13%
Discovered or tried something new (e.g. music, sports, film, travel, etc.)	307	104	45	148	295	342	206	102	237	300	233	470	254	204	295	287	365	151	288	328	40	156	283	73	139	368	364
	22%	23%	20%	22%	20%	21%	17%	17%	20%	19%	25%	30%	23%	21%	20%	19%	20%	22%	19%	20%	30%	23%	20%	21%	24%	21%	21%
Experienced a change in spirituality (e.g. more or less religion, meditation, martial art)	348	107	35	159	343	403	267	115	278	356	268	375	551	254	351	331	434	200	360	394	26	179	311	82	135	462	437
	25%	24%	15%	23%	23%	24%	22%	20%	24%	22%	28%	24%	50%	26%	24%	22%	24%	29%	24%	24%	19%	23%	24%	24%	23%	27%	25%
Went back to school / Invested in your education	265	85	41	134	281	314	219	84	273	321	218	313	226	423	283	270	333	152	286	306	21	135	260	71	121	330	324
	19%	19%	18%	20%	19%	19%	18%	14%	23%	20%	23%	20%	21%	43%	19%	18%	18%	22%	19%	18%	16%	20%	19%	20%	21%	19%	18%
Health & Wellness (Net)	1003	292	154	479	973	1129	754	383	789	1011	662	1086	779	684	1130	1140	1376	505	1142	1195	90	472	874	216	391	1258	1266
	72%	66%	68%	70%	66%	68%	62%	65%	67%	63%	70%	70%	71%	70%	76%	76%	76%	74%	76%	71%	68%	69%	63%	62%	67%	72%	72%
Got into shape	398	109	54	178	370	408	256	109	287	362	256	415	280	249	600	476	459	177	421	400	30	178	310	74	150	460	427
	29%	25%	24%	26%	25%	25%	21%	18%	24%	23%	27%	27%	26%	26%	40%	32%	25%	26%	28%	24%	22%	26%	22%	21%	25%	26%	24%
Lost weight	428	130	68	200	384	426	291	150	307	398	251	433	300	264	522	666	496	187	467	437	37	187	331	81	164	480	493
	31%	29%	30%	29%	26%	26%	24%	25%	26%	25%	27%	28%	27%	27%	35%	44%	27%	27%	31%	26%	27%	27%	24%	23%	28%	28%	28%
Took more control of your life	561	150	59	243	512	629	370	182	419	520	384	614	456	370	551	544	883	234	563	634	33	256	460	107	183	716	710
	40%	34%	26%	35%	35%	38%	31%	31%	36%	33%	41%	39%	42%	38%	37%	36%	49%	34%	38%	38%	25%	37%	33%	31%	31%	41%	40%
Gave up or took less control of your life	152	61	31	90	145	171	112	44	126	145	109	172	152	106	139	144	170	221	154	168	26	84	146	47	75	188	171
	11%	14%	14%	13%	10%	10%	9%	8%	11%	9%	12%	11%	14%	11%	9%	10%	9%	32%	10%	10%	20%	12%	11%	14%	13%	11%	10%
Started a healthier lifestyle (e.g. quit smoking/drugs/alcohol, etc.)	438	123	53	241	446	517	314	159	353	443	305	459	354	323	500	491	580	215	727	509	32	216	374	98	168	549	563
	32%	28%	23%	35%	30%	31%	26%	27%	30%	28%	32%	30%	32%	33%	34%	33%	32%	31%	49%	30%	24%	32%	27%	28%	29%	31%	32%
Dealt with health issues concerning yourself or someone close to you	345	96	45	161	327	414	258	149	272	320	252	362	282	210	334	365	446	178	385	578	21	155	286	55	112	435	457
	25%	22%	20%	24%	22%	25%	21%	25%	23%	20%	27%	23%	26%	22%	23%	24%	25%	26%	26%	35%	16%	23%	21%	16%	19%	25%	26%
Sexuality (Net)	20	22	17	17	14	21	18	17	17	20	16	23	15	18	20	20	20	21	17	18	29	18	20	20	22	17	16
	2%	5%	8%	3%	1%	1%	2%	3%	2%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	22%	3%	1%	6%	4%	1%	1%
Changed genders	20	22	17	17	14	21	18	17	17	20	16	23	15	18	20	20	20	21	17	18	29	18	20	20	22	17	16
	2%	5%	8%	3%	1%	1%	2%	3%	2%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	22%	3%	1%	6%	4%	1%	1%
Embraced my sexual orientation	105	43	23	62	98	116	58	30	75	85	79	106	81	65	95	101	120	6									

Moved to another country	62	35	18	36	83	78	55	32	61	86	51	90	53	57	70	58	88	48	64	71	18	44	96	112	73	79	87
	5%	8%	8%	5%	6%	5%	5%	5%	5%	5%	5%	6%	5%	6%	5%	4%	5%	7%	4%	4%	14%	7%	7%	32%	13%	5%	5%
Learned a new language	95	45	30	51	108	104	78	36	84	89	77	114	87	74	94	95	112	70	100	93	25	61	102	62	142	113	119
	7%	10%	13%	7%	7%	6%	6%	6%	7%	6%	8%	7%	8%	8%	6%	6%	6%	10%	7%	6%	19%	9%	7%	18%	24%	7%	7%
Attitude (Net)	750	212	92	362	735	873	532	248	585	725	514	796	610	471	735	712	990	365	766	839	48	360	646	152	255	1107	1028
	54%	48%	40%	53%	50%	53%	44%	42%	50%	45%	54%	51%	56%	48%	50%	47%	55%	53%	51%	50%	36%	53%	47%	44%	43%	63%	58%
Made an attitude change / Changed your general outlook	622	172	65	295	594	720	427	169	477	596	427	658	523	386	609	580	815	295	625	672	30	276	541	115	197	992	786
	45%	39%	28%	43%	40%	44%	35%	29%	40%	37%	45%	42%	48%	40%	41%	39%	45%	43%	42%	40%	23%	40%	39%	33%	34%	57%	44%
Learned to love and take care of yourself / others	458	132	49	222	451	525	309	161	351	430	325	487	388	290	445	446	607	215	473	524	25	219	372	89	161	588	717
	33%	30%	22%	32%	30%	32%	26%	27%	30%	27%	34%	31%	35%	30%	30%	30%	33%	31%	32%	31%	19%	32%	27%	26%	27%	34%	41%
Something else was/will be a part of my reinvention	191	62	18	95	180	220	132	58	135	178	120	223	156	122	186	182	220	101	195	215	12	77	157	33	79	217	223
	14%	14%	8%	14%	12%	13%	11%	10%	11%	11%	13%	14%	14%	13%	13%	12%	12%	15%	13%	13%	9%	11%	11%	9%	14%	12%	13%
None of the above	76	28	7	47	119	115	106	50	76	149	42	97	50	50	75	100	72	33	82	141	3	45	127	24	36	69	94
	6%	6%	3%	7%	8%	7%	9%	8%	7%	9%	5%	6%	5%	5%	5%	7%	4%	5%	6%	8%	3%	7%	9%	7%	6%	4%	5%

Grid overlap formula used
- Column Proportions
- Column Means
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15-002580-01-04
Reinvention 2015 W1
Table: 21

Q4b. Reinvention Change items

		Gender		Age		Country			Gender			Age						Regions								
	Total	Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: Those who selected 'yes' for at least one item in Q4	2864	1384	1480	836	970	1058	985	1879	482	503	902	977	279	334	372	557	636	686	310	368	236	71	338	408	691	442
Weighted Physical/Personal (Net)	2844	1368	1476	839	963	1042	985	1879	482	503	902	977	279	334	372	557	636	686	310	368	236	71	338	408	691	442
	632	215	417	239	216	177	179	426	60	119	145	281	69	63	47	161	145	120	54	73	40	12	88	74	163	101
	22%	16%	28%	29%	22%	17%	18%	23%	12%	24%	16%	29%	25%	19%	13%	29%	23%	18%	17%	20%	17%	17%	26%	18%	24%	23%
Changed your look (e.g. hair, makeup, wardrobe, etc.)	487	143	344	179	159	149	148	326	47	101	95	231	53	54	41	120	105	101	42	61	36	9	64	57	129	76
	17%	11%	23%	21%	17%	14%	15%	17%	10%	20%	11%	24%	15%	16%	11%	22%	17%	15%	14%	17%	15%	13%	19%	14%	19%	17%
Changed your name	118	40	78	35	50	33	28	81	8	20	28	53	3	14	11	25	34	22	9	15	3	1	17	14	27	23
	4%	3%	5%	4%	5%	3%	3%	4%	2%	4%	3%	5%	1%	4%	3%	5%	5%	3%	3%	4%	1%	1%	5%	3%	4%	5%
Had cosmetic surgery / Body enhancement	53	26	27	18	22	13	13	36	6	7	18	18	6	6	1	12	15	9	6	4	3	-	10	6	15	5
	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	2%	0%	2%	2%	1%	2%	1%	1%	-	3%	2%	2%	1%
Got a tattoo / Piercing	142	57	85	73	48	20	33	97	9	24	40	57	18	11	4	50	33	14	8	15	4	6	25	21	27	24
	5%	4%	6%	9%	5%	2%	3%	5%	2%	5%	4%	6%	7%	3%	1%	9%	5%	2%	3%	4%	2%	9%	7%	5%	4%	5%
Life Stage Changes (Net)	1355	583	772	352	442	560	437	902	192	245	387	515	103	131	203	237	297	368	137	164	104	32	165	204	309	224
	48%	43%	52%	42%	46%	54%	44%	48%	40%	49%	43%	53%	37%	39%	55%	43%	47%	54%	44%	45%	44%	45%	49%	50%	45%	51%
Looked for / found someone to share life with	551	236	316	149	182	220	173	368	80	93	156	212	39	64	70	101	120	147	46	72	40	15	69	76	138	85
	19%	17%	21%	18%	19%	21%	18%	20%	17%	19%	17%	22%	14%	19%	19%	18%	19%	21%	15%	20%	17%	21%	20%	19%	20%	19%
Parted ways with someone in your life	724	264	460	202	243	279	212	487	85	127	176	311	63	63	86	135	165	187	63	84	51	14	82	107	178	120
	26%	19%	31%	24%	25%	27%	22%	26%	18%	25%	20%	32%	23%	19%	23%	24%	26%	27%	20%	23%	22%	20%	24%	26%	26%	27%
Became a parent	568	223	345	130	225	213	189	377	79	110	147	230	37	62	90	88	152	137	60	66	52	11	71	86	122	98
	20%	16%	23%	16%	23%	20%	19%	20%	16%	22%	16%	24%	13%	19%	24%	16%	24%	20%	19%	18%	22%	16%	21%	21%	18%	22%
Retired	265	148	117	16	25	225	105	172	51	54	98	74	2	5	8	11	17	144	31	41	21	12	26	37	66	43
	9%	11%	8%	2%	3%	22%	11%	9%	11%	11%	8%	8%	1%	2%	26%	2%	3%	21%	10%	11%	9%	17%	8%	9%	10%	10%
Career (Net)	740	317	423	233	250	257	274	485	135	139	204	281	84	89	101	153	165	167	84	100	71	19	85	99	178	123
	26%	23%	29%	28%	26%	25%	28%	26%	28%	28%	23%	29%	30%	27%	27%	28%	26%	24%	27%	27%	30%	27%	25%	24%	26%	28%
Changed careers	495	215	281	129	170	197	191	323	96	95	137	186	46	64	81	85	111	127	59	71	50	11	58	73	116	76
	17%	16%	19%	15%	18%	19%	19%	17%	20%	19%	15%	19%	17%	19%	22%	15%	18%	19%	19%	19%	21%	16%	17%	18%	17%	17%
Started a new job	510	213	296	172	176	162	189	334	87	102	138	196	62	63	64	113	116	105	55	74	45	15	54	66	124	90
	18%	16%	20%	21%	18%	16%	19%	18%	18%	20%	15%	20%	22%	19%	17%	20%	18%	15%	18%	20%	19%	21%	16%	16%	18%	20%
Involvement (Net)	1134	486	649	355	376	403	344	760	154	190	324	436	107	106	131	238	254	268	116	135	70	23	131	144	281	204
	40%	36%	44%	42%	39%	39%	35%	40%	32%	38%	36%	45%	38%	32%	35%	43%	40%	39%	37%	37%	30%	32%	39%	35%	41%	46%
Became more/less involved in community/politics/work	294	117	177	86	104	104	85	198	48	37	76	122	20	25	40	59	71	68	29	32	16	8	42	34	67	55
	10%	9%	12%	10%	11%	10%	9%	11%	10%	7%	8%	13%	7%	8%	11%	11%	11%	10%	9%	9%	7%	11%	12%	8%	10%	12%
Discovered or tried something new (e.g. music, sports, film, travel, etc.)	470	188	282	167	139	165	130	318	53	77	127	191	40	46	44	114	92	112	49	55	21	5	76	62	99	81
	17%	14%	19%	20%	14%	16%	13%	17%	11%	15%	14%	20%	14%	14%	12%	15%	15%	16%	16%	15%	9%	7%	23%	15%	14%	18%
Experienced a change in spirituality (e.g. more or less religion, mediation, martial art)	551	234	318	146	183	222	119	380	64	55	158	222	39	32	48	99	128	153	36	51	24	8	67	69	143	101
	19%	17%	22%	17%	19%	21%	12%	20%	13%	11%	18%	23%	14%	10%	13%	18%	20%	22%	12%	14%	10%	11%	20%	17%	21%	23%
Went back to school / Invested in your education	423	164	258	136	141	146	148	279	60	88	108	171	50	41	57	89	95	95	48	62	29	9	44	56	103	76
	15%	12%	18%	16%	15%	14%	15%	15%	12%	15%	12%	18%	15%	12%	15%	16%	15%	14%	16%	17%	12%	13%	13%	14%	15%	17%
Health & Wellness (Net)	1778	789	989	524	613	641	599	1178	288	311	518	660	170	206	223	349	406	423	186	233	141	39	220	251	424	283
	63%	58%	67%	63%	64%	62%	61%	63%	60%	62%	57%	68%	61%	62%	60%	63%	64%	62%	60%	63%	60%	55%	65%	62%	61%	64%
Got into shape	600	249	351	194	210	197	215	395	108	107	160	235	71	76	68	127	138	130	58	87	55	15	74	87	131	103
	21%	18%	24%	23%	22%	19%	22%	21%	22%	21%	18%	24%	25%	23%	18%	23%	22%	19%	19%	24%	23%	21%	22%	21%	19%	23%
Lost weight	666	267	400	192	235	239	200	447	88	112	177	270	44	78	78	132	156	159	53	83	47	17	83	99	165	100
	23%	20%	27%	23%	24%	23%	20%	24%	18%	22%	20%	28%	16%	23%	21%	24%	25%	23%	17%	23%	20%	24%	25%	24%	24%	23%
Took more control of your life	883	352	531	264	287	332	279	589	134	145	230	359	78	93	108	177	191	221	93	111	57	18	103	123	220	143
	31%	26%	36%	31%	30%	32%	28%	31%	28%	29%	26%	37%	28%	28%	29%	32%	30%	32%	30%	30%	24%	25%	31%	30%	32%	32%
Gave up or took less control of your life	221	86	135	66	87	69	69	148	30	39	57	91	20	28	21	44	58	46	16	31	19	3	29	22	50	47
	8%	6%	9%	8%	9%	7%	7%	8%	6%	8%	6%	9%	7%	8%	6%	9%	9%	7%	5%	8%	8%	4%	9%	5%	7%	11%
Started a healthier lifestyle (e.g. quit smoking/drugs/alcohol, etc.)	727	316	411	213	244	271	236	484	114	122	208	276	68	70	98	142	164	178	81	85	50	20	103	92	163	126
	26%	23%	28%	25%	26%	26%	24%	26%	24%	24%	23%	28%	24%	21%	26%	26%	26%	26%	26%	23%	21%	28%	31%	23%	24%	29%
Dealt with health issues concerning yourself or someone close to you	578	232	346	124	181	273	176	387	77	99	154	233	30	50	96	85	122	180	54	72	40	10	70	77	135	105
	20%	17%	23%	15%	19%	26%	18%	21%	16%	20%	17%	24%	11%	15%	26%	15%	19%	26%	17%	20%	17%	14%	21%	19%	20%	24%
Sexuality (Net)	29	20	8	16	13	-	5	20	5	-	14	6	4	1	-	11	-	-	1	3	1	-	7	1	1	11
	1%	2%	1%	2%	1%	-	1%	1%	1%	-	2%	1%	1%	0%	-	2%	1%	-	0%	1%	0%	-	2%	0%	0%	3%
Changed genders	29	20	8	16	13	-	5	20	5	-	14	6	4	1	-	11	9	-	1	3	1	-	7	1	1	11
	1%	2%	1%	2%	1%	-	1%	1%	1%	-	2%	1%	1%	0%	-	2%	1%	-	0%	1%	0%	-	2%	0%	0%	3%
Embraced my sexual orientation	152	91	61	60	58	34	36	104	23	13	62	42	6	12	18	43	40	21	8	13	13	2	22	18	33	31
	5%	7%	4%	7%	6%	3%	4%	6%	5%	3%	7%	4%	2%	4%	5%	8%	6%	3%	3%	4%	6%	3%	7%	4%	5%	7%
Location (Net)	647	275	372	220	225	202	234	425	98	136	181	244	67	85	82	147	131	131	75	93	55	11	73	76	158	118
	23%	20%	25%	26%	23%	19%	24%	23%	20%	27%	20%	25%	24%	25%	22%	26%	23%	19%	24%	25%	23%	16%	22%	19%	23%	17%
Moved to another city	500	193	308	155	166	180	167	332	73	94	126	206	45	60	62	104	109	119	49	69	39	10	48	66	126	92

Learned a new language	142	73	69	F	F	24	H	93	K	L	48	45	P	18	R	R	R	13	uV	v	13	*	X		X	X
	5%	5%	5%	8%	6%	2%	6%	5%	6%	5%	5%	5%	6%	5%	5%	8%	6%	2%	5%	6%	6%	4%	7%	11	29	28
Attitude (Net)	1235	503	732	F	F	450	417	818	184	233	330	488	116	140	R	R	R	296	127	160	100	30	XY	145	164	205
	43%	37%	50%	45%	43%	43%	42%	44%	38%	46%	37%	50%	42%	42%	43%	45%	43%	43%	41%	44%	42%	42%	43%	40%	44%	46%
Made an attitude change / Changed your general outlook	992	379	613	B	344	355	319	661	129	190	251	410	93	105	121	196	230	235	102	124	69	24	119	134	249	159
	35%	28%	42%	35%	36%	34%	32%	35%	27%	38%	28%	42%	33%	31%	33%	35%	36%	34%	33%	34%	29%	34%	35%	33%	36%	36%
Learned to love and take care of yourself / others	717	264	453	240	206	270	250	473	115	135	169	304	72	82	96	161	134	178	65	99	69	17	79	86	175	133
	25%	19%	31%	29%	21%	26%	25%	25%	24%	27%	19%	31%	26%	25%	26%	29%	21%	26%	21%	27%	29%	24%	23%	21%	25%	30%
Something else was/will be a part of my reinvention	338	153	185	E	98	120	96	228	45	51	103	125	22	42	32	84	63	81	25	45	22	4	48	38	85	57
	12%	11%	13%	14%	10%	12%	10%	12%	9%	10%	11%	13%	8%	13%	9%	15%	10%	12%	8%	12%	9%	6%	14%	9%	12%	13%
None of the above	294	169	125	Ef	95	128	98	195	49	49	114	81	26	31	41	47	63	85	33	33	21	11	30	41	79	45
	10%	12%	8%	9%	10%	12%	10%	10%	10%	10%	13%	8%	9%	9%	11%	8%	10%	12%	11%	9%	9%	16%	9%	10%	11%	10%
		C				De					L							P				t*				

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)

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Q7. Belief in Reinvention

	Total	Gender		Age			Country		Gender				Age						Regions							
		Male	Female	Millenials	Gen X	Boomers	Total Canada	Total USA	Canada - Male	Canada - Female	USA - Male	USA - Female	Canada - Millenials	Canada - Gen X	Canada - Boomers	USA - Millenials	USA - Gen X	USA - Boomers	Canada Region - West	Canada Region - Ontario	Canada Region - Quebec	Canada Region - Atlantic	USA Region - Northeast	USA Region - Midwest	USA Region - South	USA Region - West
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All respondents	3026	1501	1525	890	1033	1103	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
Weighted	3026	1497	1529	902	1027	1097	1021	2005	510	511	991	1014	289	354	378	601	679	725	316	386	245	74	367	430	738	470
0 - People should be able to accept themselves as they are, without ever having to reinvent themselves	65	44	22	9	26	30	18	44	14	4	29	15	3	9	6	6	17	21	6	6	2	4	7	14	13	10
	2%	3%	1%	1%	3%	3%	2%	2%	3%	1%	3%	2%	1%	3%	2%	1%	3%	3%	2%	2%	1%	5%	2%	3%	2%	2%
		C		D		D			J		L					P		P				sTU*				
1	64	40	25	20	18	26	29	41	10	19	27	14	4	10	15	14	11	16	8	15	5	1	7	6	21	7
	2%	3%	2%	2%	2%	2%	3%	2%	2%	4%	3%	1%	1%	3%	4%	2%	2%	2%	3%	4%	2%	1%	2%	1%	3%	2%
		C				iL					L				Mr							*				
2	133	75	57	23	54	56	40	89	25	15	50	39	8	13	19	15	37	37	13	14	11	2	15	22	26	26
	4%	5%	4%	3%	5%	5%	4%	4%	5%	3%	5%	4%	3%	4%	5%	3%	5%	5%	4%	4%	5%	3%	4%	5%	4%	6%
		c		D		D										P		P				*				y
3	180	87	94	67	51	62	59	120	27	32	58	62	21	20	18	45	33	42	24	17	15	3	24	34	39	23
	6%	6%	6%	8%	5%	6%	6%	6%	5%	6%	6%	6%	7%	6%	5%	8%	5%	6%	8%	4%	6%	4%	7%	8%	5%	5%
				E												q			t				yZ			
4	278	126	152	76	103	99	77	188	31	46	86	102	23	28	26	51	70	67	19	32	16	10	39	41	71	37
	9%	8%	10%	8%	10%	9%	8%	9%	6%	9%	9%	10%	8%	8%	7%	9%	10%	9%	6%	8%	7%	14%	11%	10%	10%	8%
						g					i											Su*				
5	273	135	138	82	101	91	125	174	62	63	86	88	37	47	41	52	64	58	55	39	21	10	30	37	57	50
	9%	9%	9%	9%	10%	8%	12%	9%	12%	12%	9%	9%	13%	13%	11%	9%	9%	8%	17%	10%	9%	14%	8%	9%	8%	11%
				H		K					L		p		q			TU				*				y
6	536	254	282	164	182	190	199	351	101	98	165	186	54	72	73	109	118	124	54	87	39	19	63	71	142	75
	18%	17%	18%	18%	18%	17%	20%	18%	20%	19%	17%	18%	19%	20%	19%	18%	17%	17%	17%	23%	16%	26%	17%	17%	19%	16%
																			sU			su*				
7	588	284	304	183	192	213	200	389	97	103	188	201	71	62	67	119	128	142	59	79	50	12	63	83	149	94
	19%	19%	20%	20%	19%	19%	20%	19%	19%	20%	19%	20%	25%	18%	18%	20%	19%	20%	19%	21%	20%	16%	17%	19%	20%	20%
													NO									*				
8	445	214	231	132	144	169	148	295	76	72	141	154	34	54	60	90	94	111	44	51	48	5	49	72	112	62
	15%	14%	15%	15%	14%	15%	15%	15%	15%	14%	14%	15%	12%	15%	16%	15%	14%	15%	14%	13%	20%	7%	13%	17%	15%	13%
																		v				*				
9	249	135	114	82	96	72	57	171	29	28	93	78	15	20	22	57	66	48	14	20	19	4	45	22	56	48
	8%	9%	8%	9%	9%	7%	6%	9%	6%	6%	9%	8%	5%	6%	6%	10%	10%	7%	4%	5%	8%	5%	12%	5%	8%	10%
				F		F			G		I					rM		RN			s	*	XY		X	
10 - People must continually reinvent themselves to improve	215	104	111	64	61	89	69	143	38	31	68	75	19	19	31	43	41	59	20	26	19	4	25	28	52	38
	7%	7%	7%	7%	6%	8%	7%	7%	8%	6%	7%	7%	7%	5%	8%	7%	6%	8%	6%	7%	8%	5%	7%	7%	7%	8%
						e															*					
Summary																										
Mean	6.2	6.1	6.2	6.3	6.1	6.1	6.1	6.2	6.1	6	6.1	6.2	6.2	6	6.1	6.3	6.1	6.1	5.9	6.1	6.4	5.6	6.2	6	6.2	6.3
			b	ef																	*			x	x	
Std. Dev.	2.4	2.5	2.3	2.3	2.4	2.5	2.3	2.4	2.4	2.2	2.5	2.3	2.1	2.3	2.4	2.3	2.4	2.5	2.3	2.3	2.3	2.3	2.4	2.4	2.3	2.4
Std. Err.	*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1

- Column Proportions:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)
- Column Means:
Columns Tested (5%): B/C,D/E/F,G/H,I/J,K/L,I/K,J/L,M/N/O,P/Q/R,M/P,N/Q,O/R,S/T/U/V,W/X/Y/Z, (10%): b/c,d/e/f,g/h,i/j,k/l,i/k,j/l,m/n/o,p/q/r,m/p,n/q,o/r,s/t/u/v,w/x/y/z
Minimum Base: 30 (**), Small Base: 75 (*)
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