



Global News: Reflecting on 2015, Looking Ahead to 2016

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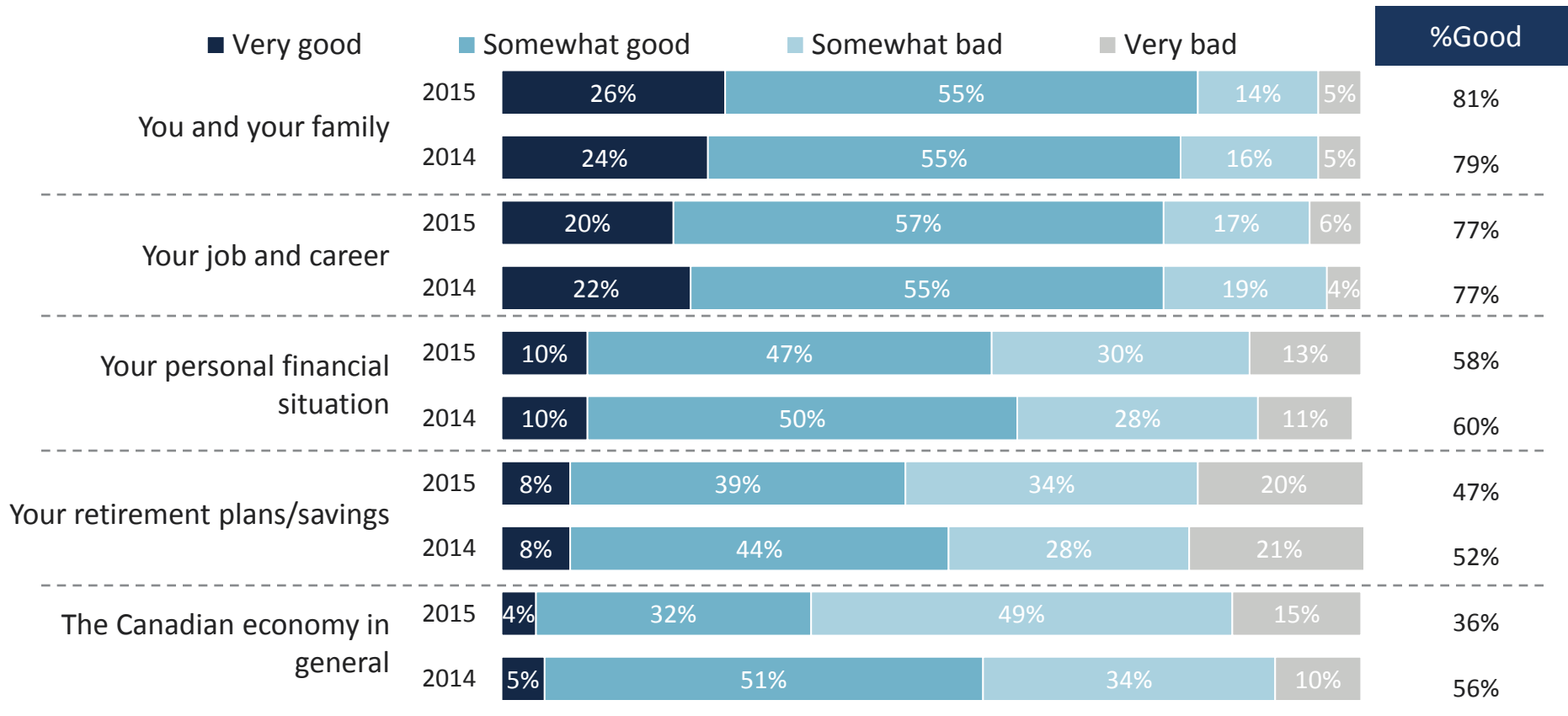


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- These are the findings of an Ipsos poll conducted on behalf of Global News.
- For the survey, a sample of 2,002 Canadians from the Ipsos I-Say panel was interviewed from December 16 to 18, 2015.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 2.5 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled.

FEWER CANADIANS THINK IT WAS A GOOD YEAR FOR THE ECONOMY COMPARED TO LAST YEAR

Less than four in ten (36%) Canadians think it was a good year for the economy – a decrease in twenty points compared to last year. Still, eight in ten (81%) indicate it was a good year for themselves and their family.



NX20. All things considered, would you say that 2015 was a good or bad year for the following:

Base: All respondents 2015 (n=2002); 2014 (1005)

Note: In 2014, question asked if "2014 was a good or bad year for the following."

RATINGS FOR 2015

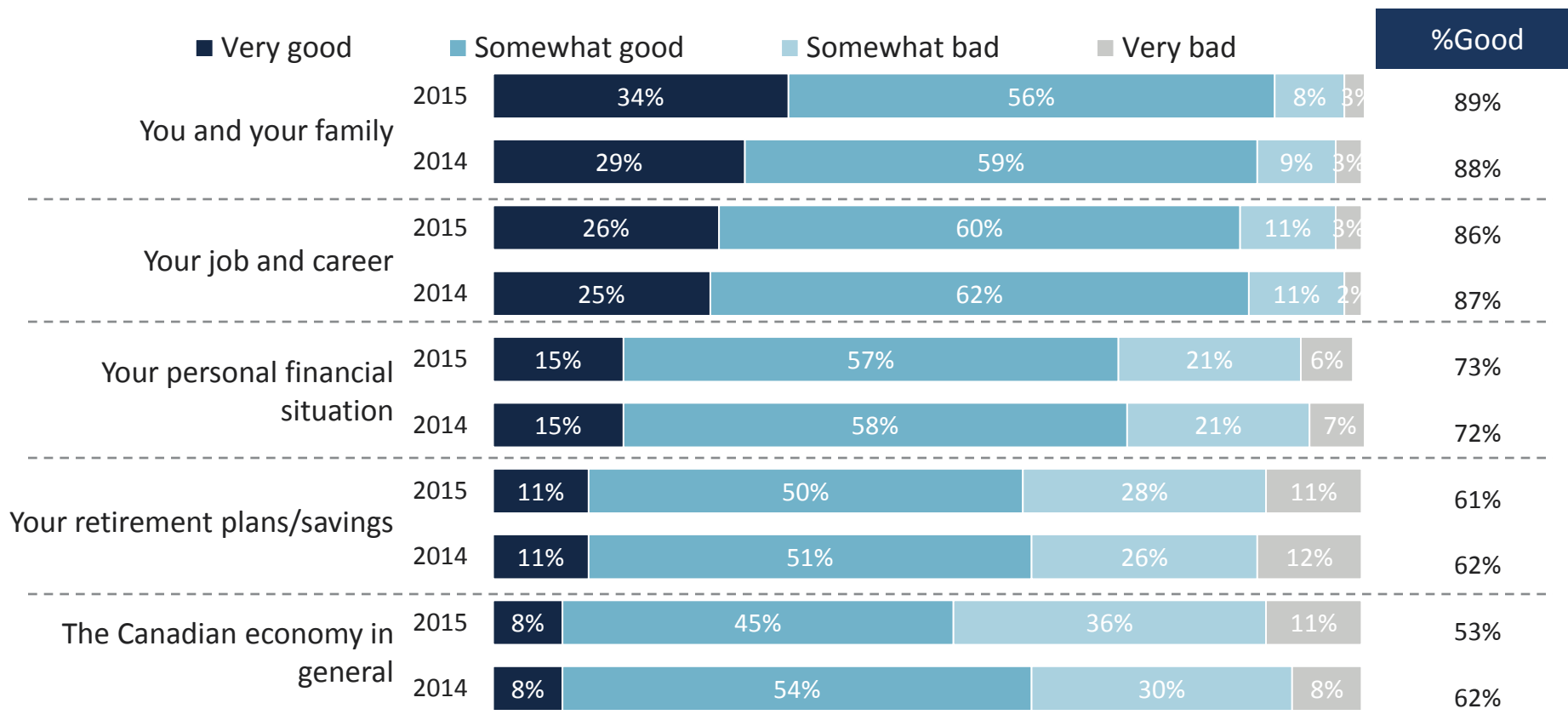
Albertans are the least likely to think it was a good year for the economy compared to all other regions.

%Very/ Somewhat good	Total	Region					
		BC	AB	SK/MB	ON	QC	Atlantic
		A	B	C	D	E	F
Base: All respondents	n=2002	n=232	n=198	n=113	n=770	n=525	n=164
You and your family	81%	81%	83%	82%	81%	80%	83%
Your personal financial situation	58%	56%	56%	65%	57%	58%	60%
Your retirement plans/savings	47%	50%	46%	54% _E	46%	43%	48%
Your job and career	77%	79%	73%	80%	78%	78%	73%
The Canadian economy in general	36%	41% _B	18%	49% _{BDE}	36% _B	35% _B	42% _B

NX20. All things considered, would you say that 2015 was a good or bad year for the following:
Base: All respondents (n=2002)

CANADIANS OPTIMISTIC ABOUT THE NEXT YEAR

While the economy received a lower rating for its performance this past year, half of Canadians expect it to be a good year in 2016 for the economy; however, this is still a less optimistic outlook for the next year than Canadians gave in 2014.



NX21. Looking forward to 2016, do you expect it to be a good or bad year for the following:

Base: All respondents 2015 (n=2002); Base: All respondents (n=2002); "Your job and career" Base: Employed full or part time, n=1073). 2014 (1005)

Note: In 2014, question asked "Looking forward to 2015"

EXPECTATIONS FOR 2016 BY REGION

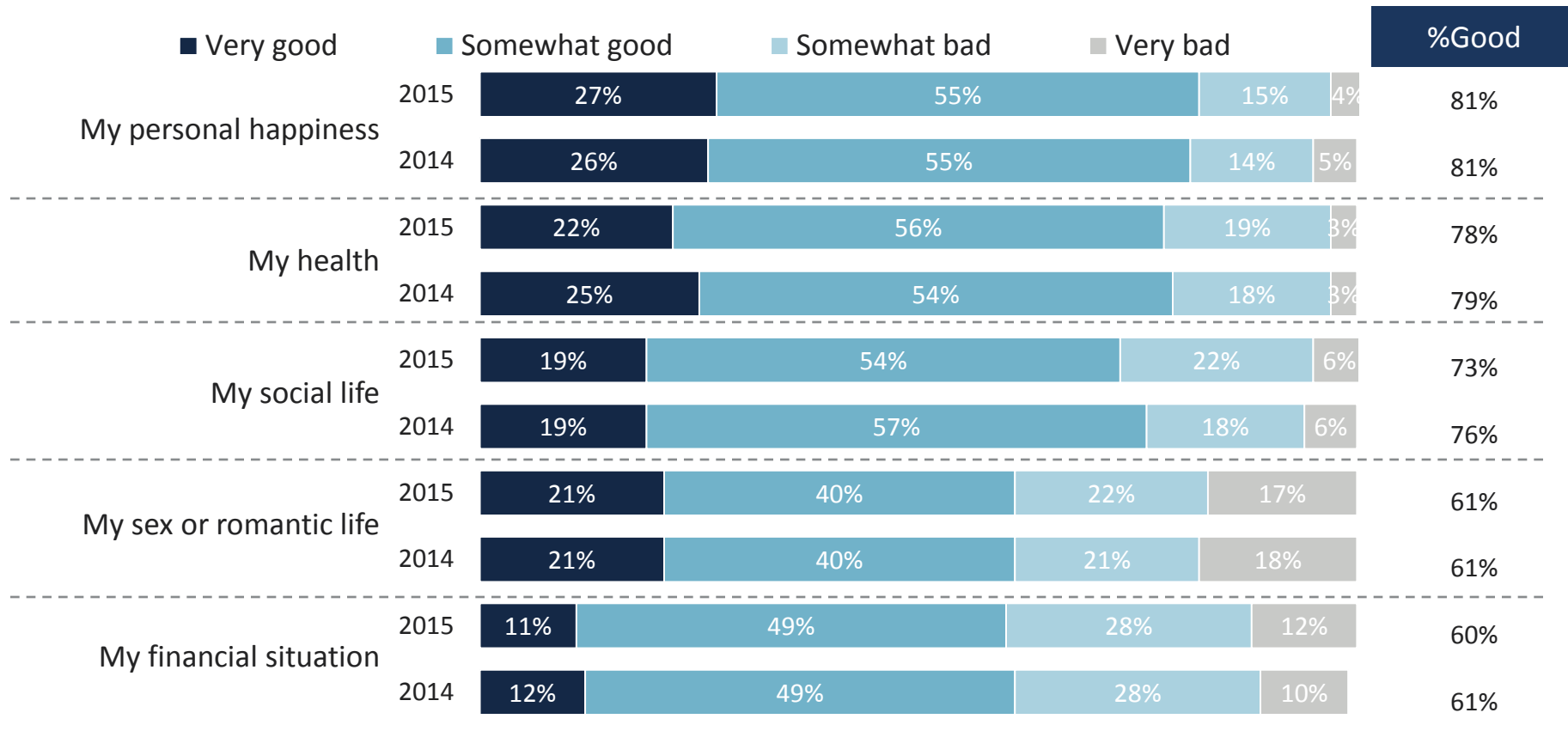
Albertans are also less likely to expect the Canadian economy to perform well in 2016, as they were least likely to rate the performance of the economy well in 2015. Saskatchewan/Manitoba residents are more optimistic about their retirement/savings in the coming year.

%Very/ Somewhat good	Total	Region					
		BC	AB	SK/MB	ON	QC	Atlantic
		A	B	C	D	E	F
Base: All respondents	n=2002	n=232	n=198	n=113	n=770	n=525	n=164
You and your family	89%	89%	89%	94%	89%	90%	91%
Your personal financial situation	73%	74% _B	62%	77% _B	74% _B	73% _B	74% _B
Your retirement plans/savings	61%	63% _B	51%	75% _{BDEF}	63% _{BE}	57%	59%
The Canadian economy in general	53%	60% _{BE}	39%	54% _B	58% _{BE}	47%	54% _B
Your job and career	86%	88% _B	72%	90% _B	88% _B	88% _B	85%

NX21. Looking forward to 2016, do you expect it to be a good or bad year for the following:
 Base: All respondents (n=2002); "Your job and career" Base: Employed full or part time, n=1073).

ROMANTIC LIFE AND FINANCIAL SITUATION WORST RATED ASPECTS OF LIFE FOR CANADIANS

Canadians provide stable ratings for their personal happiness, health, social life, romantic life, and financial situations compared to 2014. Ratings for romantic life and financial situations are relatively lower than ratings for personal happiness, health, and social life.



NX22. Thinking about these various aspects of your life, would you rate them to be good or bad?
Base: All respondents 2015 (n=2002); 2014 (1005)

RATINGS BY REGION

Atlantic Canadians are more likely to rate their sex or romantic lives higher than those in BC, Ontario, and Quebec.

%Very/ Somewhat good	Total	Region					
		BC	AB	SK/MB	ON	QC	Atlantic
		A	B	C	D	E	F
Base: All respondents	n=2002	n=232	n=198	n=113	n=770	n=525	n=164
My personal happiness	81%	81%	82%	84%	81%	82%	79%
My health	78%	78%	80%	85% _F	77%	76%	72%
My social life	73%	72%	69%	75%	71%	76% _D	75%
My sex or romantic life	61%	57%	65%	68%	59%	62%	71% _{ADE}
My financial situation	60%	59%	60%	67%	59%	60%	63%

NX22. Thinking about these various aspects of your life, would you rate them to be good or bad?

Base: All respondents (n=2002)

Questions?

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