



experience
you can trust

December 5, 2005

Holiday Shopping Spending



SES/Osprey Media Poll

Methodology

Between November 14th and 16th, 2005, SES Research conducted a random telephone survey of 525 Ontarians 18 years and older.

The aggregate survey results are accurate $\pm 4.4\%$, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Readers should note that the data was weighted for gender and age to match the 2001 Canadian census results for Ontario. Results should be considered representative of the Ontario population. Results may not add up to 100% due to rounding.

The initiative was part of the SES Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a member.

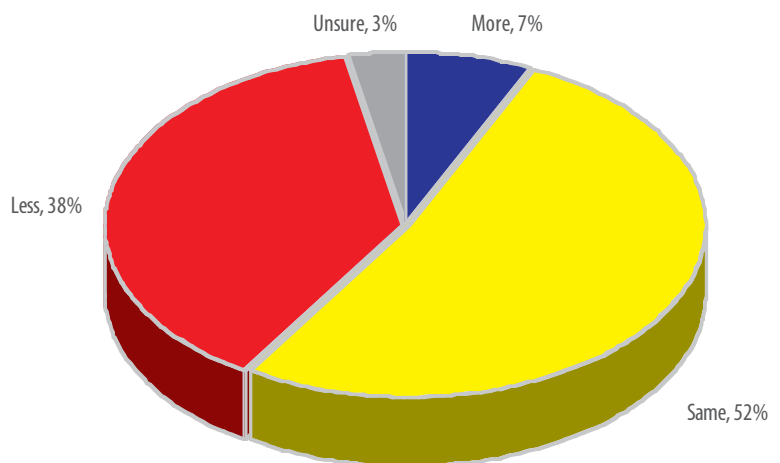
About SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please our contact:

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nnanos@sesresearch.com.

Question: Thinking of the upcoming holiday season, are you planning to spend more, less or the same amount on gifts compared to last year?



	More	The same	Less	Unsure/ No answer
Group (Margin of Accuracy)	%	%	%	%
Ontario ($\pm 4.4\%$)	7	52	38	3
Men ($\pm 6\%$)	7	54	35	4
Women ($\pm 6\%$)	7	50	41	3
18 to 29 ($\pm 10\%$)	15	51	32	3
30 to 39 ($\pm 10\%$)	2	51	47	1
40 to 49 ($\pm 10\%$)	5	50	40	5
50 to 59 ($\pm 12\%$)	4	60	32	4
60 and over ($\pm 9\%$)	8	51	38	3