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October 4, 2006

Ontario Perceptions on Maple Leafs Prospects



SES/680 News Poll

Methodology

Between September 30th and October 3rd, 2006, SES Research conducted a random telephone survey of 500 Ontarians 18 years and older.

The aggregate survey results are accurate $\pm 4.5\%$, 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.

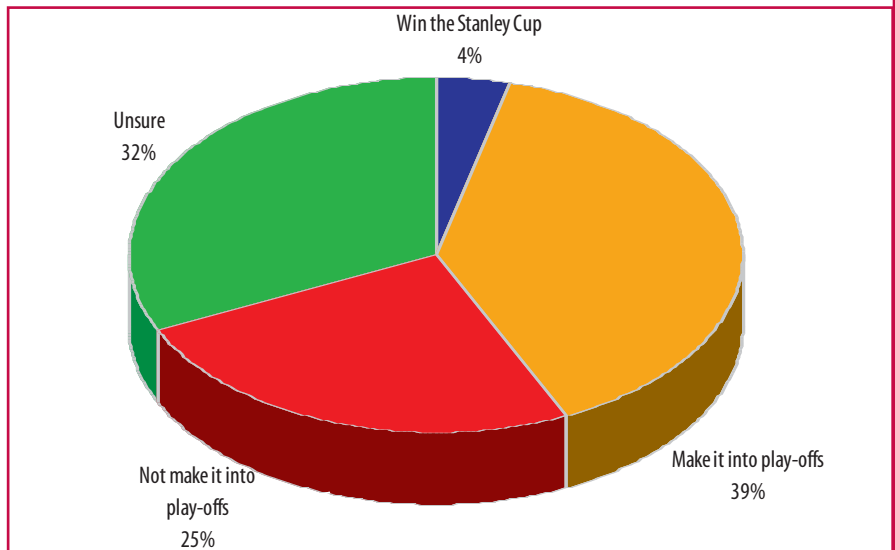
About SES

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: Mr. Nikita Nanos at (613)234-4666 ext. 237 or nnanos@sesresearch.com.

Question: Thinking about the Toronto Maple Leafs and the upcoming NHL season how successful do you think the Leafs will be this year. Do you think they will... (Read and Rotate)

- a. Win the Stanley Cup
- b. Make it into the play-offs
- c. Not make it into the play-offs



	Win the Stanley Cup	Make it into the play-offs	Not make it into the play-offs	Unsure
Group (Margin of Accuracy)	%	%	%	%
Ontario ($\pm 4.5\%$)	4	39	25	32
Men ($\pm 6\%$)	2	45	30	23
Women ($\pm 6\%$)	6	33	21	40
18 to 29 ($\pm 10\%$)	6	50	26	19
30 to 39 ($\pm 10\%$)	3	36	28	33
40 to 49 ($\pm 10\%$)	5	43	28	25
50 to 59 ($\pm 11\%$)	3	35	21	40
60 plus ($\pm 9\%$)	3	31	24	42
Greater Toronto Area ($\pm 6\%$)	4	43	27	27
Rest of Ontario ($\pm 6\%$)	5	35	24	37