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October 27, 2006

Ontarians Views on Changes to Daylight Saving Time



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 Gold Seal Corporate Member.

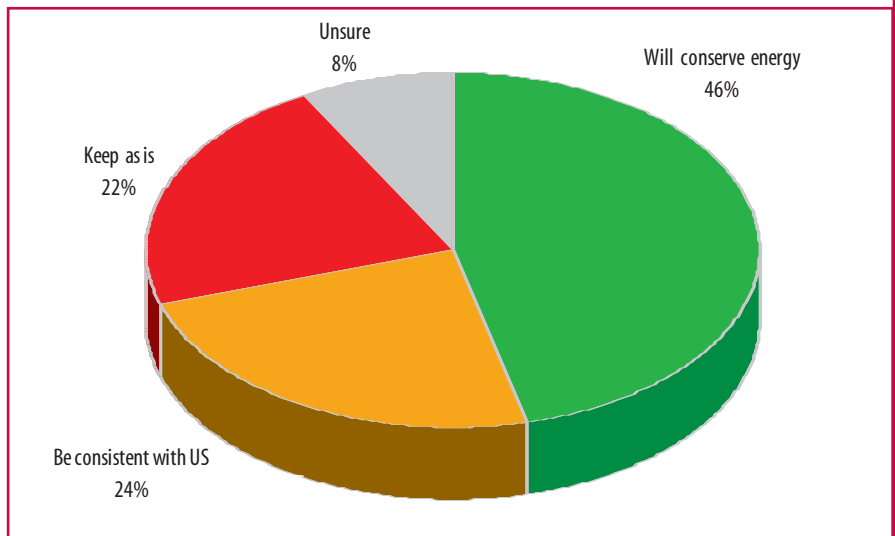
About SES

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

Question: As you may know, significant changes will take place in 2007 with regards to Daylight Saving Time. As of next year Daylight Saving Time will begin three weeks earlier and end one week later. I am going to read you three statements about this change and I would like you to tell me which best reflects your views? [READ AND ROTATE]

- a. I support extending Daylight Saving Time because it will help conserve energy
- b. I support extending Daylight Saving Time so that we are consistent with the US when these changes are made there.
- c. I don't want to extend Daylight Saving Time. I believe we should keep it as is



	Will conserve energy	Be consistent with US	Keep as is	Unsure
Group (Margin of Accuracy)	%	%	%	%
Ontario ($\pm 4.5\%$)	46	24	22	8
Men ($\pm 6\%$)	45	27	19	10
Women ($\pm 6\%$)	47	21	25	7
18 to 29 ($\pm 10\%$)	49	15	20	16
30 to 39 ($\pm 10\%$)	43	29	26	2
40 to 49 ($\pm 10\%$)	45	31	22	3
50 to 59 ($\pm 11\%$)	50	15	21	14
60 plus ($\pm 9\%$)	44	28	20	8