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December 11, 2006

Ontario Perceptions on Christmas Spending



SES/Osprey Media Poll

Methodology

Between November 25th and November 27th, 2006, SES Research conducted a random telephone survey of 500 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 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.

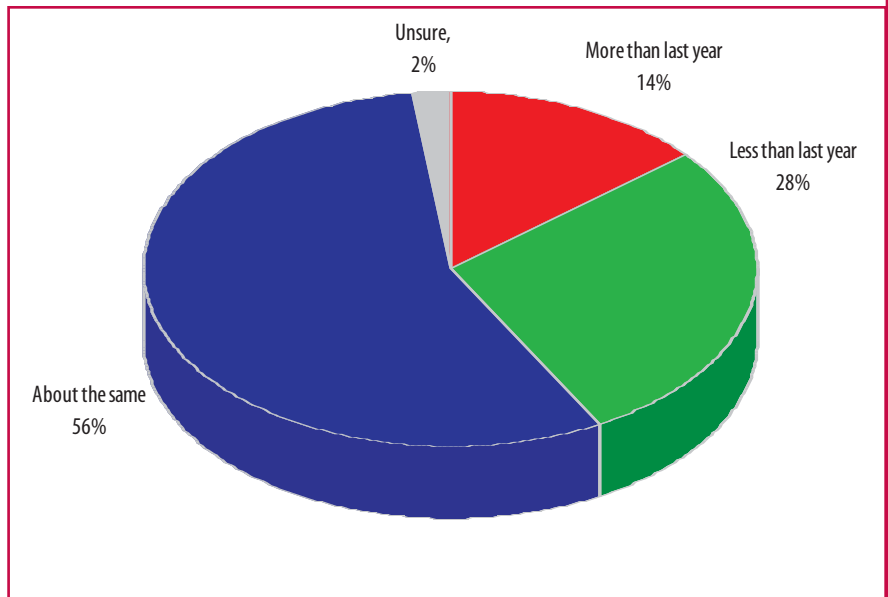
About SES

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: Thinking about the total amount of money you plan to spend purchasing Christmas gifts for family and friends do you think you will be... (Read and Rotate)

- a. Spending more than you did last year
- b. Spending less than you did last year
- c. Spending about the same amount as you did last year



Group (Margin of Accuracy)	Spending more than last year	Spending less than last year	Spending about the same as last year	Unsure
	%	%	%	%
Ontario ($\pm 4.5\%$)	14	28	56	2
Men ($\pm 6\%$)	15	24	59	2
Women ($\pm 6\%$)	14	32	53	2
18 to 29 ($\pm 10\%$)	28	25	46	2
30 to 39 ($\pm 10\%$)	13	30	55	3
40 to 49 ($\pm 10\%$)	9	37	51	3
50 to 59 ($\pm 11\%$)	16	24	60	-
60 plus ($\pm 9\%$)	8	23	68	1

