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July 3, 2006

Ontario Perceptions on Gas Prices



Methodology

Between May 30th and June 2nd, 2006, SES Research conducted a random telephone survey of 507 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 consider 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.

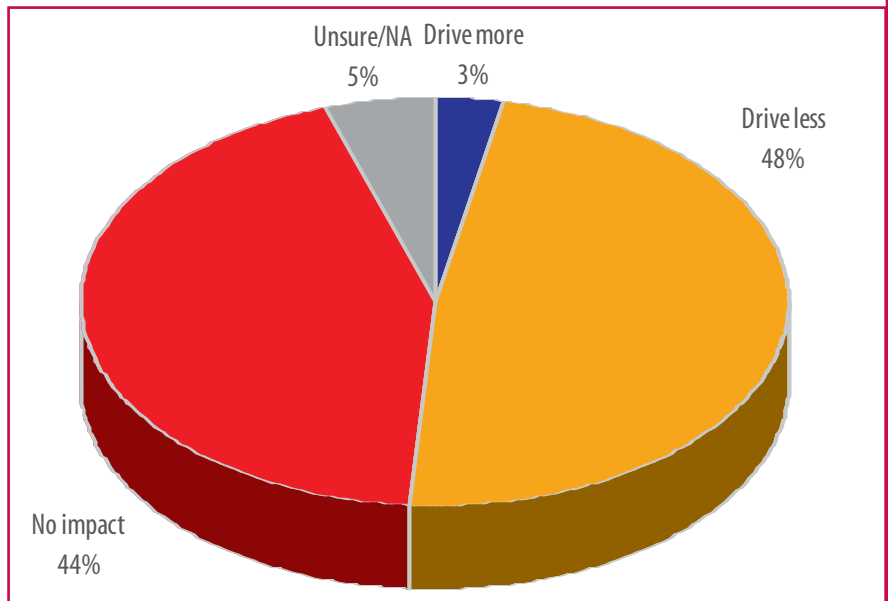
About SES

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

Question: Thinking about the price of gas I am going to read you three statements and I would like you to tell me which, if any, comes closest to your view? (Read and Rotate)

- a. I will be driving more this summer, regardless of the price of gas.
- b. I will be driving less this summer because of the price of gas.
- c. The price of gas will have no impact on how much I drive this summer.



Group (Margin of Accuracy)	Drive more	Drive less	No impact	Unsure / No answer
	%	%	%	%
Ontario ($\pm 4.5\%$)	3	48	44	5
Men ($\pm 6\%$)	3	49	44	5
Women ($\pm 6\%$)	4	48	43	5
18 to 29 ($\pm 10\%$)	6	51	42	1
30 to 39 ($\pm 10\%$)	1	48	46	6
40 to 49 ($\pm 10\%$)	4	51	41	5
50 to 59 ($\pm 11\%$)	3	49	46	3
60 plus ($\pm 9\%$)	3	44	45	9