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July 10, 2006

# Ontario Perceptions on 2015 World's Fair



## 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.

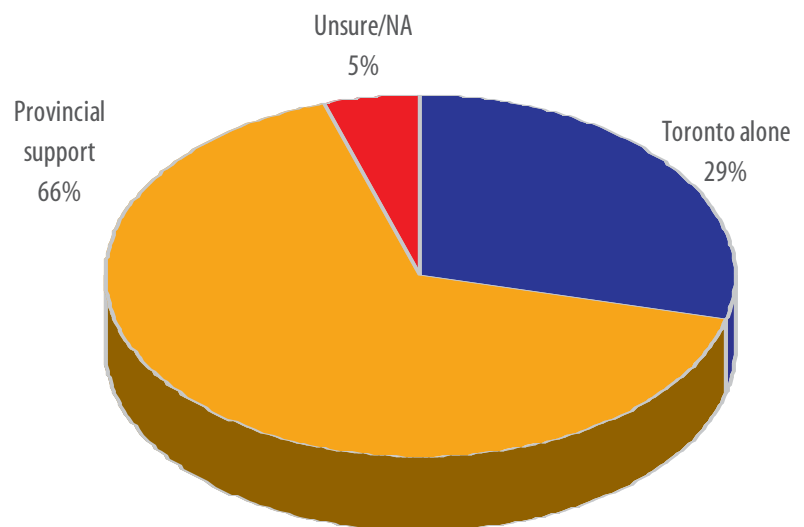
## About SES

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](mailto:nnanos@sesresearch.com).

**Question:** As you may know the City of Toronto is currently considering making a bid to host the 2015 World's Fair. I am going to read you two statements and I would like you to tell me which, if either, comes closest to your view? (Read and Rotate)

- a. If Toronto bids to host the World's Fair it should be solely responsible for funding the event
- b. If Toronto bids to host the World's Fair the provincial government should provide some funding support to Toronto.



	Toronto alone	Provincial support	Unsure / No answer
<b>Group (Margin of Accuracy)</b>	%	%	%
Ontario ( $\pm 4.5\%$ )	29	66	5
Men ( $\pm 6\%$ )	33	64	4
Women ( $\pm 6\%$ )	25	69	6
18 to 29 ( $\pm 10\%$ )	30	69	1
30 to 39 ( $\pm 10\%$ )	27	67	6
40 to 49 ( $\pm 10\%$ )	29	69	3
50 to 59 ( $\pm 11\%$ )	28	67	5
60 plus ( $\pm 9\%$ )	32	61	8