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May 8, 2006

Ontario Perceptions on Urban/Rural Focus



SES/Osprey Media Poll

Methodology

Between April 11th and April 13th, 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.

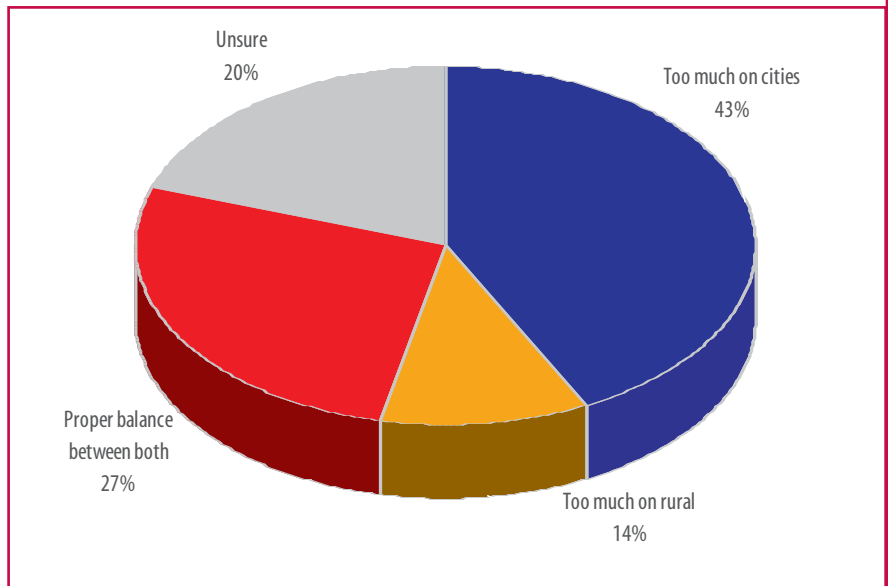
About SES

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

Question: I'm going to read you three statements and I'd like you to tell me which statement, if any, comes closest to your view? (Read and Rotate)

- a. The McGuinty led provincial government focuses too much on cities.
- b. The McGuinty led provincial government focuses too much small/rural communities.
- c. The McGuinty led provincial government has struck the proper balance between both.



Group (Margin of Accuracy)	Focuses too much on cities	Focuses too much on rural	Proper balance between both	Unsure
	%	%	%	%
Ontario ($\pm 4.5\%$)	43	11	27	20
Men ($\pm 6\%$)	42	11	30	17
Women ($\pm 6\%$)	45	10	23	23
18 to 29 ($\pm 10\%$)	41	21	25	13
30 to 39 ($\pm 10\%$)	36	9	34	21
40 to 49 ($\pm 10\%$)	50	10	25	15
50 to 59 ($\pm 11\%$)	45	5	31	19
60 plus ($\pm 9\%$)	44	7	20	29