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December 29, 2006

Ontarians New Years Resolutions



SES/680News 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 latest 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.

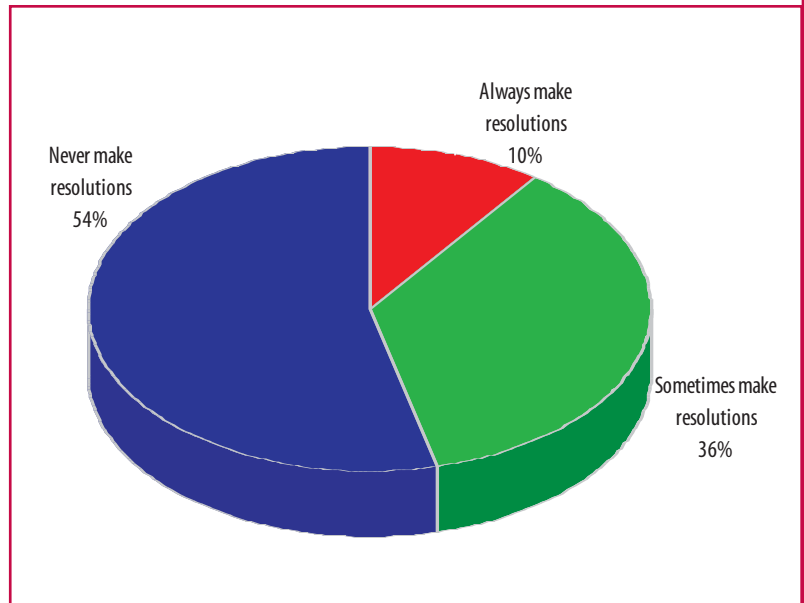
About SES

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 New Year's resolutions some people make, which of the following statements, if any, best reflects you...[READ AND ROTATE]

- a. I always make New Year's resolutions
- b. I sometimes make New Year's resolutions
- c. I never make New Year's resolutions



Group (Margin of Accuracy)	Always make resolutions (%)	Sometimes make resolutions (%)	Never make resolutions (%)
Ontario ($\pm 4.5\%$)	10	36	54
Men ($\pm 6\%$)	10	30	60
Women ($\pm 6\%$)	10	42	48
18 to 29 ($\pm 10\%$)	11	43	46
30 to 39 ($\pm 10\%$)	15	48	38
40 to 49 ($\pm 10\%$)	9	28	62
50 to 59 ($\pm 11\%$)	7	38	55
60 plus ($\pm 9\%$)	7	25	68



STAT SHEET - SES/680 NEWS

What is your New Year's resolution for 2007

	Frequency	Aggregate Percent	Decided Percent	Cumulative Percent
Unsure	132	26.4	57.5	57.5
Lose weight/exercise more	41	8.2	17.8	75.2
Quit smoking	19	3.7	8.1	83.3
Be a better person	15	3.1	6.7	90.0
Get a better job/make more money	8	1.5	3.3	93.3
Spend less/control my finances	5	1.0	2.2	95.4
Enjoy life	4	.8	1.8	97.2
Recycle more	3	.5	1.1	98.3
Be more organized	2	.4	.8	99.2
Run a marathon	1	.2	.5	99.6
Quit drinking	1	.2	.4	100.0
Total	230	46.0	100.0	
No resolution	270	54.0		
Total	500	100.0		