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August 17th, 2007

Ontario Perceptions on High Gasoline Prices



SES/Osprey Media Survey

Methodology

Between July 7th and July 14th, 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.

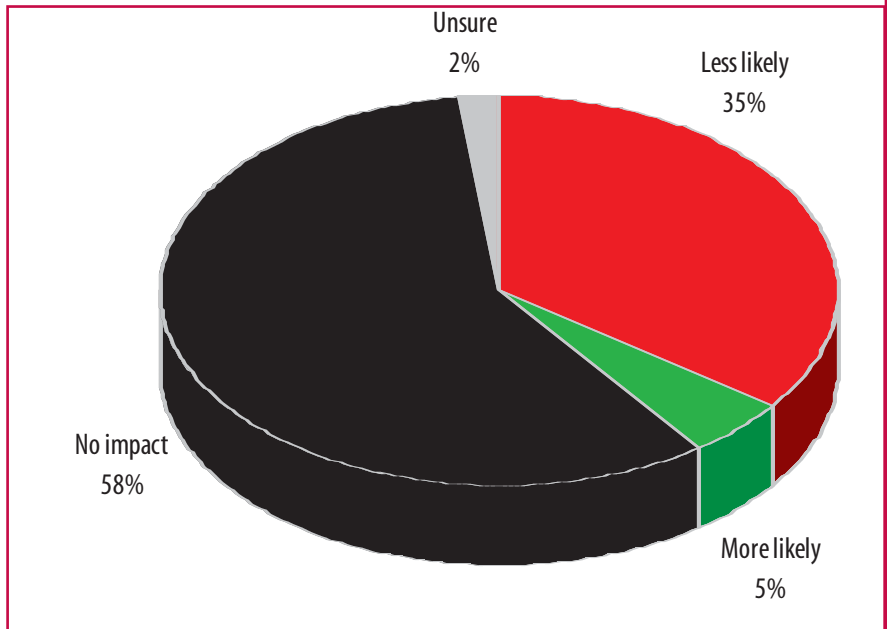
The initiative was part of the SES Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a Gold Seal Corporate Member.

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: Ontario motorists have been hit with another summer of high gas prices. Have high pump prices made you more likely to take a vacation, less likely to take a vacation or has it had no impact on how likely you are to take a vacation?



Group (Margin of Accuracy)	More likely	Less likely	No impact	Unsure
	%	%	%	%
Ontario ($\pm 4.5\%$)	5	35	58	2
Men ($\pm 6\%$)	5	31	63	2
Women ($\pm 6\%$)	5	40	53	2
18 to 29 ($\pm 10\%$)	6	32	60	1
30 to 39 ($\pm 10\%$)	6	31	61	2
40 to 49 ($\pm 10\%$)	3	36	61	0
50 to 59 ($\pm 11\%$)	4	47	48	1
60 plus ($\pm 9\%$)	5	33	58	5