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September 18th, 2007

Ontario Perceptions on Poverty Levels



SES/Osprey Media Survey

Methodology

Between August 24th and August 26th, SES Research conducted a random telephone survey of 501 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.

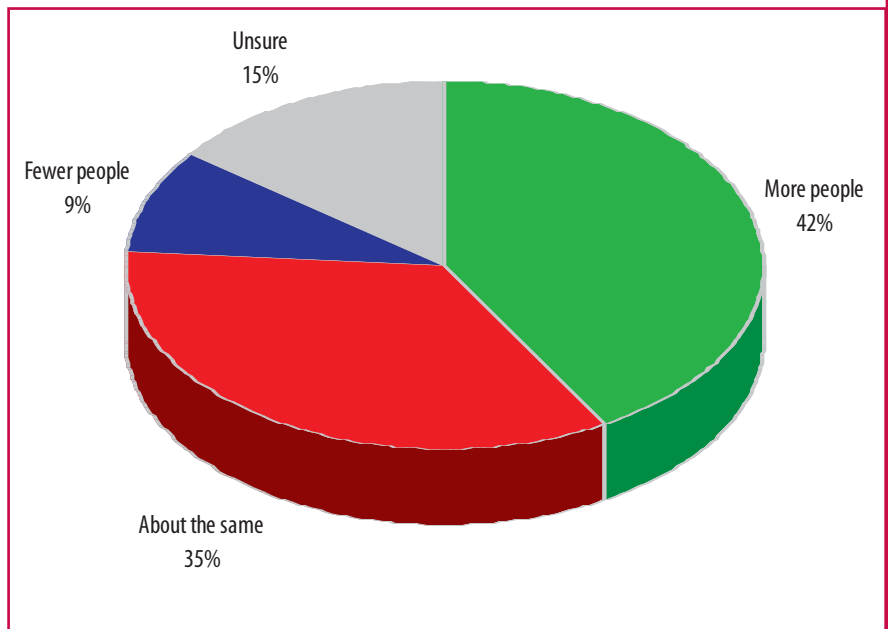
The initiative was part of the SES Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a Gold Seal Corporate Member.

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: Now I'd like to ask your opinion on poverty levels in Ontario - that is the number of people who live at or below the poverty line. Do you believe there are more people, about the same number of people or fewer people living at or below the poverty line since the Ontario provincial Liberal government was elected in 2003?



Group (Margin of Accuracy)	More people	About the same	Fewer people	Unsure
	%	%	%	%
Ontario ($\pm 4.5\%$)	42	35	9	15
Men ($\pm 6\%$)	40	33	11	16
Women ($\pm 6\%$)	44	36	6	14
18 to 29 ($\pm 10\%$)	35	39	13	13
30 to 39 ($\pm 10\%$)	37	39	9	15
40 to 49 ($\pm 10\%$)	41	36	8	15
50 to 59 ($\pm 11\%$)	46	34	8	12
60 plus ($\pm 9\%$)	50	27	6	18