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August 28, 2006

# Ontario Perceptions on TV Ontario Programming



## Methodology

Between August 12th and August 15th, 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 consider representative of the Ontario population. Results may not add up to 100% due to rounding.

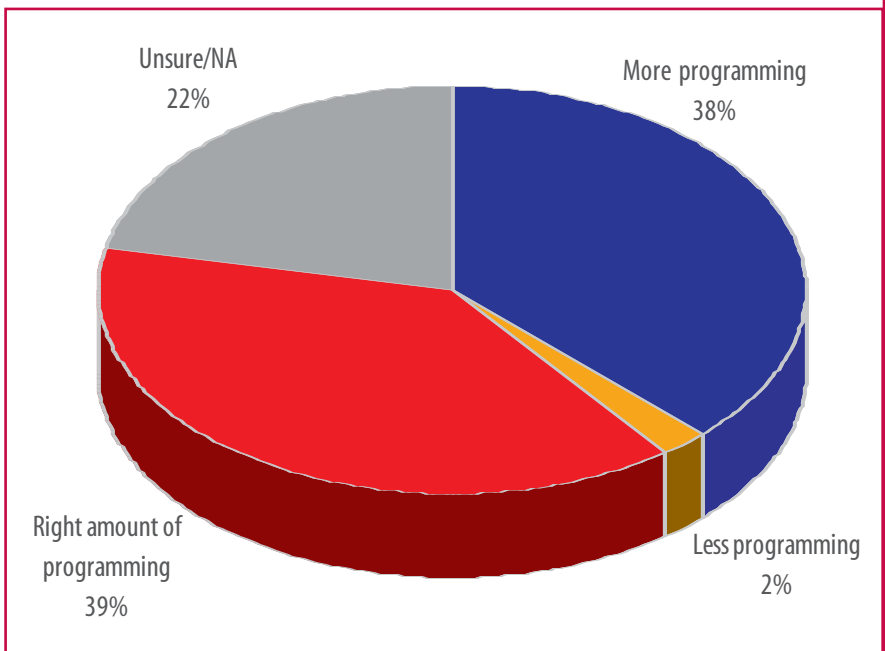
The initiative was part of the SES Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a member.

## 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:** Do you think that TV Ontario, the provincially funded television station, should have more education and training television programming, less education and training television programming or that is has the right amount of education and training television programming?



Group (Margin of Accuracy)	More education & training programming	Less education & training programming	About right amount of programming	Unsure / No answer
	%	%	%	%
Ontario ( $\pm 4.5\%$ )	38	2	39	22
Men ( $\pm 6\%$ )	35	2	39	24
Women ( $\pm 6\%$ )	40	1	38	21
18 to 29 ( $\pm 10\%$ )	49	1	31	18
30 to 39 ( $\pm 10\%$ )	30	1	55	14
140 to 49 ( $\pm 10\%$ )	38	3	38	21
50 to 59 ( $\pm 11\%$ )	29	1	33	37
60 plus ( $\pm 9\%$ )	39	1	35	24