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February 14, 2007

# Will Ontarians Keep their Valentines Secret



## SES/680 News Poll

### Methodology

Between January 18th and January 23rd, 2007, SES Research conducted a random telephone survey of 501 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 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.

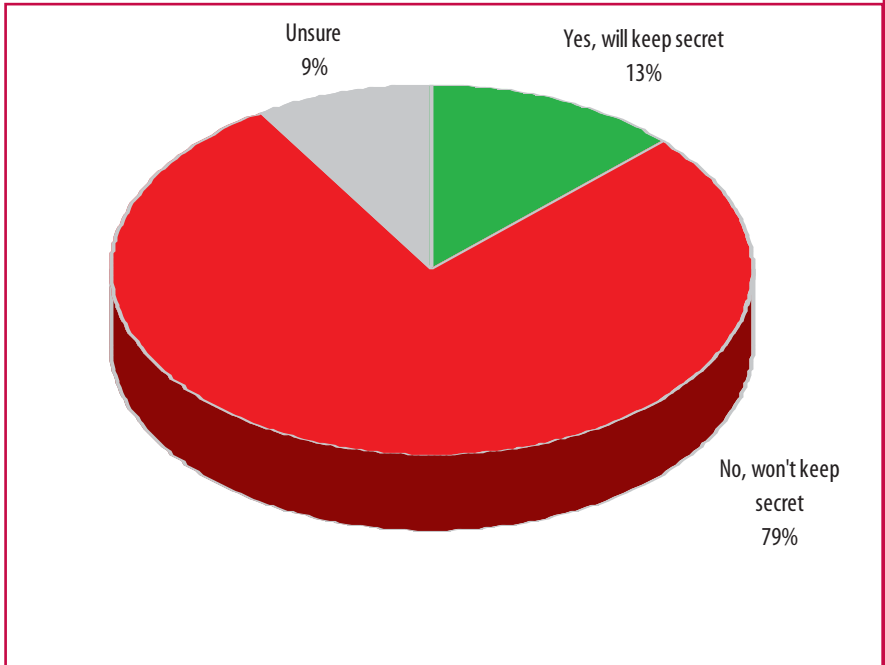
The initiative was part of the SES Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a Gold Seal Corporate Member.

### 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](mailto:nnanos@sesresearch.com).

**Question:** Now I'd like to ask you about Valentines Day. Will there be someone special on Valentines Day you have a crush on but will keep it a secret?



Group (Margin of Accuracy)	Yes, will keep secret	No, won't keep secret	Unsure
	%	%	%
Ontario ( $\pm 4.5\%$ )	13	79	9
Men ( $\pm 6\%$ )	13	79	9
Women ( $\pm 6\%$ )	13	79	8
18 to 29 ( $\pm 10\%$ )	23	71	6
30 to 39 ( $\pm 10\%$ )	11	80	9
40 to 49 ( $\pm 10\%$ )	10	79	11
50 to 59 ( $\pm 11\%$ )	14	79	7
60 plus ( $\pm 9\%$ )	7	83	10