

**Attachment No. 2
The Environics Research Group Poll**

The results of the survey are based on a sample of 484 adults living in the City of Toronto. This survey was conducted by telephone from October 24 to November 15, 2006. The City of Toronto commissioned the Environics Research Group to conduct the study. The sample was generated using the random digit dialling (RDD) technique. The survey response rate is 6 percent. A sample of 484 persons within the population produces a sampling error of $\pm 4.5\%$ in 95 out of 100 samples. For example, whereas 58% of the sample indicated that government should force stores to close on Christmas Day, the actual percentage of the population who feels this way could be as low as 53.5% or as high as 62.5%.

HOLIDAYS	NEW YEARS DAY	GOOD FRIDAY	EASTER SUNDAY	VICTORIA DAY	CANADA DAY	LABOUR DAY	THANKS GIVING	CHRISTMAS DAY
Store owners should decide whether or not to open	54%	56%	54%	64%	49%	54%	62%	42%
Government should require most stores to close	45%	43%	45%	34%	50%	45%	37%	58%
Don't Know/Not Applicable	1%	1%	1%	2%	1%	1%	1%	0%

As shown at the table above, the majority of respondents believed that store owners should be permitted to decide whether or not to open. A notable exception was Christmas Day, when almost 6 out of 10 respondents thought that government should require most stores to close. Opinions were split almost 50-50 when it came to Canada Day.

The respondents' demographic characteristics were related to their responses to determine if there were significant differences among groups. In general men were more supportive of the idea that owners should be permitted to decide whether to open or not. For example, 57% of males said that store owners should be permitted to decide whether to stay open on Easter Sunday. In contrast, women were divided on the matter.

A segmentation analysis revealed minimal differences in the responses with the following exceptions:

- The majority of Community College graduates thought that the government should require most stores to close on New Years Day. Respondents with Less than High School, High School, and University education were all in favour of permitting store owners to decide whether to open or not.
- The majority of respondents who supported Catholic secondary schools believed that government should require most stores to close on Easter Sunday and Good Friday. On the other hand, the majority of respondents who supported public secondary schools held the opinion store owners should decide whether or not to open on Easter Sunday and Good Friday.