

# HARRIS/DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

## PR Post – In-store Packaging

November 26th, 2008

*Prepared by:*



teleVox

405-2345 Yonge Street  
Toronto, ON  
M4P 2E5

## Harris/Decima TeleVox Methodology

### Interviewing

Data collection for the Harris/Decima teleVox is conducted via CATI (Computer Assisted Telephone Interviewing) from dialing facilities in Montreal and Ottawa. Approximately 65 CATI stations, in total, are used to facilitate timely completion.

Data collection for this study was conducted November 20<sup>th</sup> through November 24<sup>th</sup> 2008.

### Quotas

Each month a random sample is generated and the quotas for each region are disproportionately allocated as follows:

Region	<u>N=1000*</u>		<u>N=2000*</u>	
	Interviews	Error interval	Interviews	Error interval
Atlantic	100	+/- 9.8%	200	+/- 6.9%
Quebec	250	+/- 6.2%	500	+/- 4.4%
Ontario	325	+/- 5.4%	650	+/- 3.8%
Manitoba/Saskatchewan	100	+/- 9.8%	200	+/- 6.9%
Alberta	100	+/- 9.8%	200	+/- 6.9%
British Columbia	125	+/- 8.8%	250	+/- 6.2%
<b>Total Canada</b>	<b>1000</b>	<b>+/- 3.1%</b>	<b>2000</b>	<b>+/- 2.2%</b>

*Note\*: If your questions were on the teleVox for one week, please use N=1000 for your estimated error interval.  
If your questions were on for two weeks, please use N=2000.*

Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are instilled to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montreal. The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2006 Census data.

### **Respondent Qualification**

Interviewers must adhere to quotas to ensure that an accurate representation of male and female respondents, 18 years of age or older, are obtained within each region.

All interviewing across the country is conducted by fully bilingual interviewers. The language of interview is “as it falls” on a national basis, which means that the respondent has the opportunity to complete the interview in either English or French, whichever they prefer.

### **Sampling Techniques**

The Harris/Decima TeleVox uses the most up-to-date and accurate sample available on the market. Every Canadian household that has a telephone number has an equal chance of being selected for the study. New exchanges are added monthly.

### **Quality Control**

Harris/Decima Research experience and expertise in public opinion and market research extend to the quality and standards of the Harris/Decima TeleVox. Interviews are conducted by experienced staff who are thoroughly briefed by supervisors to ensure a complete understanding of the questionnaire content and flow. Detailed interviewing instructions form the basis for all briefings and are strictly adhered to, guaranteeing quality and efficiency in results.

Detailed verification and validation procedures at each stage of the process ensure field and data accuracy.

### **Data Analysis and Delivery**

The data is cross-tabulated against a standard set of demographic characteristics including the following:

- *Region*
- *Language*
- *Gender*
- *Age of the respondent*
- *Employment status of the respondent*
- *CMA/Non-CMA*
- *Household income*
- *Education*
- *Marital status*
- *Household size*

**HARRIS/DECIMA TELEVOX: PR POST**

November 20 - 24, 2008

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**HARRIS/DECIMA TELEVOX: PR POST**

Table PR1 Page 1  
November 6 - 3, 2008

PR1. Given the choice, would you rather have certain food packaging recycled through the blue box program, or banned so you use them less often?  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129	-	-	129	-	-	-	62	67	12	27	25	14	45	15	65	9	20	4	8	129	-
	100%			100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Recycle these food products/packages in your blue bin	77	-	-	77	-	-	-	37	40	10	13	15	9	26	6	38	8	11	3	7	77	-
	60%			60%				61%	59%	85%	47%	62%	64%	58%	42%	59%	88%	55%	58%	78%	60%	
										K							OPR					
Have these food products/packages banned so you use less of them	45	-	-	45	-	-	-	20	25	2	14	9	4	16	9	25	1	6	2	1	45	-
	35%			35%				32%	37%	15%	53%	35%	29%	36%	58%	38%	12%	31%	42%	13%	35%	
										J					QT	Q						
Don't Know/Refused	7	-	-	7	-	-	-	4	3	-	-	1	1	2	-	2	-	3	-	1	7	-
	6%			6%				7%	4%			4%	8%	5%		3%		14%		9%	6%	

**HARRIS/DECIMA TELEVOX: PR POST**

Table PR1 Page 2  
November 6 - 3, 2008

PR1. Given the choice, would you rather have certain food packaging recycled through the blue box program, or banned so you use them less often?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Recycle these food products/packages in your blue bin	77	77	-	15	13	7	9	12	12	16	32	6	5	20	44	8	12	16	21	27
	60%	60%		56%	56%	54%	62%	58%	68%	52%	66%	48%	46%	64%	57%	65%	61%	44%	62%	71%
Have these food products/packages banned so you use less of them	45	45	-	10	9	6	5	8	5	12	15	6	6	10	29	4	5	17	12	10
	35%	35%		37%	41%	46%	32%	38%	26%	39%	31%	52%	54%	32%	38%	35%	28%	47%	35%	27%
Don't Know/Refused	7	7	-	2	1	-	1	1	1	3	2	-	-	1	4	-	2	3	1	1
	6%	6%		7%	4%		6%	3%	6%	8%	3%			3%	6%		11%	9%	2%	2%

**HARRIS/DECIMA TELEVOX: PR POST**

PR2. Would you be willing to pay more for food if it meant a reduction in food packaging and waste being sent to our landfills?  
BASE: Representative Toronto Adults  
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Yes	56 43%	-	-	56 43%	-	-	-	30 48%	26 39%	6 48%	8 30%	14 56%	6 42%	20 44%	6 36%	31 48%	4 46%	11 55%	2 42%	1 13%	56 43%	-
No	66 51%	-	-	66 51%	-	-	-	28 45%	38 57%	6 52%	19 70%	10 41%	7 50%	22 48%	9 58%	34 52%	5 54%	5 24%	3 58%	7 87%	66 51%	-
Don't Know/Refused	7 5%	-	-	7 5%	-	-	-	4 7%	3 4%	-	-	1 4%	1 8%	3 7%	1 6%	-	-	4 22%	-	-	7 5%	-



**HARRIS/DECIMA TELEVOX: PR POST**

Table PR2 Page 4  
November 6 - 3, 2008

PR2. Would you be willing to pay more for food if it meant a reduction in food packaging and waste being sent to our landfills?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Yes	56	56	-	9	14	8	7	11	8	12	23	6	5	14	34	4	7	20	12	17
	43%	43%		31%	61%	55%	45%	53%	42%	39%	47%	46%	49%	45%	44%	30%	35%	54%	36%	45%
				D																
No	66	66	-	18	8	5	8	10	11	16	24	6	6	16	38	9	12	13	19	21
	51%	51%		66%	36%	39%	55%	47%	58%	53%	49%	48%	51%	52%	49%	70%	60%	36%	57%	55%
				E																
Don't Know/Refused	7	7	-	1	1	1	-	-	-	3	2	1	-	1	5	-	1	4	2	-
	5%	5%		3%	4%	5%				9%	3%	7%		3%	7%		5%	10%	7%	

**HARRIS/DECIMA TELEVOX: PR POST**

PR3. If the ban added cost to food purchases only in Toronto, how likely would you be to travel a little further and do your grocery shopping in a city neighbouring Toronto?  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
4 - Very likely	30 23%	-	-	30 23%	-	-	-	16 26%	14 21%	-	6 21%	6 23%	3 20%	15 34%	5 31%	14 22%	1 14%	5 23%	1 29%	1 13%	30 23%	-
3 - Somewhat likely	19 15%	-	-	19 15%	-	-	-	10 17%	9 13%	3 21%	4 16%	5 22%	3 23%	4 9%	2 14%	12 19%	-	2 8%	1 29%	2 22%	19 15%	-
2 - Not very likely	29 22%	-	-	29 22%	-	-	-	13 21%	16 24%	5 42%	7 27%	3 14%	2 14%	9 20%	5 31%	8 12%	5 52%	6 29%	-	5 66%	29 22%	-
1 - Not at all likely	38 29%	-	-	38 29%	-	-	-	18 29%	20 30%	4 37%	10 36%	7 29%	5 36%	11 24%	2 12%	27 42%	2 26%	4 20%	2 42%	-	38 29%	-
Don't Know/Refused	13 10%	-	-	13 10%	-	-	-	5 8%	8 12%	-	-	3 12%	1 8%	6 14%	2 12%	3 4%	1 8%	4 20%	-	-	13 10%	-
Likely	49 38%	-	-	49 38%	-	-	-	26 42%	23 35%	3 21%	10 37%	11 45%	6 42%	19 42%	7 45%	27 42%	1 14%	6 31%	3 58%	3 34%	49 38%	-
Not Likely	67 52%	-	-	67 52%	-	-	-	31 50%	36 54%	9 79%	17 63%	11 43%	7 50%	20 44%	7 43%	35 54%	7 78%	10 49%	2 42%	5 66%	67 52%	-
MEAN	2.36	-	-	2.36	-	-	-	2.42	2.30	1.85	2.21	2.45	2.28	2.61	2.72	2.23	2.03	2.43	2.46	2.47	2.36	-

**HARRIS/DECIMA TELEVOX: PR POST**

PR3. If the ban added cost to food purchases only in Toronto, how likely would you be to travel a little further and do your grocery shopping in a city neighbouring Toronto?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39	
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35	
4 - Very likely	30	30	-	6	5	5	3	5	5	8	11	3	1	6	20	3	4	10	6	10	
	23%	23%		23%	22%	37%	19%	25%	28%	25%	22%	23%	11%	18%	26%	27%	21%	28%	18%	25%	
3 - Somewhat likely	19	19	-	6	4	-	3	4	3	7	8	-	3	8	9	2	3	4	7	6	
	15%	15%		21%	16%		20%	21%	14%	21%	15%		23%	26%	12%	14%	15%	11%	20%	15%	
2 - Not very likely	29	29	-	3	5	4	2	4	3	6	14	4	1	8	18	3	2	6	12	9	
	22%	22%		10%	21%	31%	14%	19%	14%	21%	28%	36%	11%	25%	24%	20%	9%	17%	35%	23%	
																			Q		
1 - Not at all likely	38	38	-	12	8	4	5	5	5	9	13	4	6	9	22	3	9	10	8	10	
	29%	29%		43%	33%	32%	35%	23%	30%	30%	25%	29%	54%	30%	29%	27%	45%	28%	25%	25%	
Don't Know/Refused	13	13	-	1	2	-	2	3	3	1	5	1	-	1	7	1	2	6	1	5	
	10%	10%		3%	7%		12%	13%	14%	3%	9%	12%		2%	9%	12%	10%	16%	2%	12%	
																		S			
Likely	49	49	-	12	9	5	6	10	8	14	19	3	4	14	30	5	7	14	13	15	
	38%	38%		44%	38%	37%	39%	46%	42%	46%	37%	23%	34%	43%	38%	41%	36%	39%	37%	40%	
Not Likely	67	67	-	15	13	9	7	9	8	16	26	8	7	17	41	6	11	16	20	19	
	52%	52%		53%	55%	63%	49%	42%	44%	51%	53%	65%	66%	54%	53%	47%	54%	45%	60%	48%	
MEAN	2.36	2.36	-	2.25	2.29	2.43	2.26	2.54	2.48	2.42	2.38	2.19	1.92	2.32	2.39	2.46	2.13	2.47	2.31	2.45	

**HARRIS/DECIMA TELEVOX: PR POST**

PR4. How concerned would you be about the increased health risk to you and your family, if the alternative packaging increased the risk of contamination?

BASE: Representative Toronto Adults

BANNER 1

	Region					Gender		Age Group					Employment					Language				
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
4 - Very concerned	64 50%	-	-	64 50%	-	-	-	28 46%	36 53%	6 48%	12 43%	10 41%	6 42%	28 63%	10 62%	31 47%	7 78%	11 57%	-	3 34%	64 50%	-
3 - Somewhat concerned	41 32%	-	-	41 32%	-	-	-	21 34%	20 30%	5 42%	13 48%	8 32%	5 36%	9 20%	3 19%	21 33%	1 8%	5 23%	3 71%	5 66%	41 32%	-
2 - Not very concerned	10 8%	-	-	10 8%	-	-	-	6 9%	5 7%	1 11%	-	4 15%	2 14%	2 5%	2 12%	6 9%	-	1 5%	1 29%	-	10 8%	-
1 - Not at all concerned	9 7%	-	-	9 7%	-	-	-	5 8%	4 5%	-	3 9%	2 8%	1 8%	3 7%	1 7%	6 9%	1 14%	1 4%	-	-	9 7%	-
Don't Know/Refused	5 4%	-	-	5 4%	-	-	-	2 3%	3 5%	-	-	1 4%	-	2 5%	-	1 2%	-	2 11%	-	-	5 4%	-
Concerned	105 81%	-	-	105 81%	-	-	-	49 80%	56 83%	11 89%	25 91%	18 73%	11 79%	37 83%	13 82%	52 80%	8 86%	16 80%	3 71%	8 100% PR	105 81%	-
Not Concerned	19 15%	-	-	19 15%	-	-	-	11 17%	8 12%	1 11%	3 9%	6 23%	3 21%	6 12%	3 18%	12 18%	1 14%	2 9%	1 29%	-	19 15%	-
MEAN	3.30	-	-	3.30	-	-	-	3.21	3.37	3.37	3.24	3.11	3.14	3.45	3.37	3.21	3.50	3.49	2.71	3.34	3.30	-

**HARRIS/DECIMA TELEVOX: PR POST**

PR4. How concerned would you be about the increased health risk to you and your family, if the alternative packaging increased the risk of contamination?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129 100%	129 100%	-	28 100%	23 100%	14 100%	15 100%	21 100%	18 100%	31 100%	50 100%	12 100%	11 100%	32 100%	77 100%	13 100%	20 100%	37 100%	34 100%	39 100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
4 - Very concerned	64 50%	64 50%	-	19 69%	10 42%	5 39%	8 54%	10 49%	12 63%	20 64%	23 46%	5 37%	3 28%	14 45%	38 48%	10 82%	8 40%	16 45%	17 51%	22 57%
3 - Somewhat concerned	41 32%	41 32%	-	6 22%	10 44%	5 39%	6 41%	3 16%	4 20%	6 18%	18 36%	4 35%	7 61%	12 37%	26 33%	2 13%	6 30%	13 37%	11 32%	11 28%
2 - Not very concerned	10 8%	10 8%	-	-	2 7%	-	1 5%	5 22%	2 9%	3 9%	2 4%	3 22%	1 11%	2 7%	7 9%	-	1 5%	4 11%	1 4%	4 10%
1 - Not at all concerned	9 7%	9 7%	-	2 8%	2 7%	2 11%	-	2 10%	-	1 3%	7 14%	1 6%	-	3 10%	4 5%	1 6%	4 20%	2 5%	3 9%	-
Don't Know/Refused	5 4%	5 4%	-	-	-	1 11%	-	1 3%	1 8%	2 6%	-	-	-	-	3 4%	-	1 4%	1 2%	1 4%	2 5%
Concerned	105 81%	105 81%	-	25 92%	20 86%	11 78%	14 95%	14 65%	15 83%	26 82%	41 82%	9 72%	10 89%	26 83%	63 82%	12 94%	14 70%	30 82%	28 83%	33 85%
Not Concerned	19 15%	19 15%	-	2 8%	3 14%	2 11%	1 5%	7 32%	2 9%	4 12%	9 18%	4 28%	1 11%	5 17%	11 14%	1 6%	5 25%	6 16%	4 12%	4 10%
MEAN	3.30	3.30	-	3.53	3.21	3.18	3.50	3.07	3.59	3.52	3.15	3.03	3.17	3.18	3.31	3.70	2.95	3.24	3.31	3.49

**HARRIS/DECIMA TELEVOX: PR POST**

Table SEX Page 9  
November 6 - 3, 2008

SEX. Gender  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129	-	-	129	-	-	-	62	67	12	27	25	14	45	15	65	9	20	4	8	129	-
	100%			100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Male	62	-	-	62	-	-	-	62	-	6	13	17	3	19	8	33	5	9	3	-	62	-
	48%			48%				100%		54%	47%	70%	25%	43%	50%	52%	52%	46%	58%		48%	
											MN											
Female	67	-	-	67	-	-	-	-	67	5	15	7	10	25	8	31	4	11	2	8	67	-
	52%			52%					100%	46%	53%	30%	75%	57%	50%	48%	48%	54%	42%	100%	52%	
													L	L						OPQRS		

**HARRIS/DECIMA TELEVOX: PR POST**

Table SEX Page 10  
November 6 - 3, 2008

SEX. Gender  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Male	62	62	-	11	11	7	7	14	3	16	28	6	6	20	35	2	8	17	19	16
	48%	48%		38%	46%	53%	48%	66%	16%	51%	56%	45%	57%	63%	45%	13%	43%	46%	57%	42%
										I	I		I	P	P					
Female	67	67	-	17	13	7	8	7	15	15	22	7	5	12	42	11	11	20	14	22
	52%	52%		62%	54%	47%	52%	34%	84%	49%	44%	55%	43%	37%	55%	87%	57%	54%	43%	58%
									JKM							NO				

**HARRIS/DECIMA TELEVOX: PR POST**

Table REGION Page 11

November 6 - 3, 2008

REGION. Region  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Ontario	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-



**HARRIS/DECIMA TELEVOX: PR POST**

Table REGION Page 12

November 6 - 3, 2008

REGION. Region  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Ontario	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

### HARRIS/DECIMA TELEVOX: PR POST

Table EDUC Page 13

November 6 - 3, 2008

EDUC. Education  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Current Student	11 9%	-	-	11 9%	-	-	-	6 10%	5 7%	6 48%	4 16%	-	1 8%	-	-	5 8%	1 14%	-	4 100%	-	11 9%	-
Public/Elementary	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 2%	-	-	-	1 4%	-	-	1 1%	-
Some High School	3 2%	-	-	3 2%	-	-	-	1 2%	2 3%	1 11%	-	-	1 8%	1 2%	-	2 3%	1 14%	-	-	-	3 2%	-
Graduated High School	14 11%	-	-	14 11%	-	-	-	2 3%	13 19%	2 15%	2 7%	2 8%	2 15%	7 15%	4 24%	4 7%	1 8%	4 19%	-	2 22%	14 11%	-
Some Vocational/ Technical/College/CEGEP	6 5%	-	-	6 5%	-	-	-	1 1%	5 7%	-	2 7%	1 4%	1 8%	1 2%	-	5 7%	-	1 5%	-	-	6 5%	-
Completed Vocational/ Technical/College/CEGEP	25 20%	-	-	25 20%	-	-	-	15 24%	10 16%	1 11%	4 16%	5 22%	4 26%	10 22%	4 27%	14 21%	-	5 24%	-	3 34%	25 20%	-
Some University	3 2%	-	-	3 2%	-	-	-	3 5%	-	-	1 5%	-	-	2 4%	-	1 2%	-	2 8%	-	-	3 2%	-
Completed University	47 36%	-	-	47 36%	-	-	-	25 40%	22 33%	2 15%	11 39%	15 60%	1 8%	18 41%	6 36%	26 40%	6 64%	5 24%	-	4 44%	47 36%	-
Post Graduate	12 10%	-	-	12 10%	-	-	-	6 9%	7 10%	-	3 11%	2 7%	3 21%	5 10%	2 14%	7 11%	-	3 15%	-	-	12 10%	-
Refused	7 5%	-	-	7 5%	-	-	-	3 6%	3 5%	-	-	-	1 8%	1 2%	-	-	-	-	-	-	7 5%	-

**HARRIS/DECIMA TELEVOX: PR POST**

Table EDUC Page 14

November 6 - 3, 2008

EDUC. Education  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129 100%	129 100%	-	28 100%	23 100%	14 100%	15 100%	21 100%	18 100%	31 100%	50 100%	12 100%	11 100%	32 100%	77 100%	13 100%	20 100%	37 100%	34 100%	39 100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Current Student	11 9%	11 9%	-	3 11%	3 13%	-	4 24%	-	-	-	-	-	11 100%	7 22%	2 3%	2 14%	-	3 8%	3 8%	5 14%
Public/Elementary	1 1%	1 1%	-	1 3%	-	-	-	-	1 4%	-	-	-	-	-	-	1 6%	-	1 2%	-	-
Some High School	3 2%	3 2%	-	3 11%	-	-	-	-	3 17%	-	-	-	-	-	3 4%	-	-	1 2%	2 7%	-
Graduated High School	14 11%	14 11%	-	6 23% E	1 3%	1 5%	3 17%	1 3%	14 79%	-	-	-	-	1 2%	10 13% N	3 20%	3 13%	5 13%	3 8%	5 12%
Some Vocational/ Technical/College/CEGEP	6 5%	6 5%	-	3 10%	2 8%	-	-	-	-	6 19%	-	-	-	3 10%	1 1%	2 14%	2 11%	2 5%	-	2 5%
Completed Vocational/ Technical/College/CEGEP	25 20%	25 20%	-	3 12%	7 29%	3 24%	2 12%	5 22%	-	25 81%	-	-	-	5 15%	18 24%	2 18%	2 12%	6 16%	8 23%	9 22%
Some University	3 2%	3 2%	-	1 3%	-	-	1 6%	1 6%	-	-	3 6%	-	-	1 3%	2 3%	-	-	3 8%	-	-
Completed University	47 36%	47 36%	-	6 20%	9 40%	8 60% D	4 28%	10 47%	-	-	47 94%	-	-	13 42%	29 37%	3 27%	9 48%	8 22%	16 47% R	13 35%
Post Graduate	12 10%	12 10%	-	2 7%	2 7%	1 11%	2 14%	5 22%	-	-	-	12 100%	-	2 6%	10 13%	-	1 6%	5 13%	3 8%	4 10%
Refused	7 5%	7 5%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	2 10%	4 10%	-	1 2%

**HARRIS/DECIMA TELEVOX: PR POST**

Table AGE\_COL Page 15

November 6 - 3, 2008

AGE\_COL.. Age group  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
18-24	12 9%	-	-	12 9%	-	-	-	6 10%	5 8%	12 100%	-	-	-	-	-	3 4%	4 48% P	-	3 71% P	2 22%	12 9%	-
25-34	27 21%	-	-	27 21%	-	-	-	13 21%	15 22%	-	27 100%	-	-	-	4 28%	17 26%	1 14%	-	1 29%	4 44%	27 21%	-
35-44	25 19%	-	-	25 19%	-	-	-	17 28% I	7 11%	-	-	25 100%	-	-	7 43%	17 27%	1 10%	-	-	-	25 19%	-
45-49	14 11%	-	-	14 11%	-	-	-	3 6%	10 16%	-	-	-	14 100%	-	2 14%	10 15%	-	-	-	1 13%	14 11%	-
50+	45 35%	-	-	45 35%	-	-	-	19 31%	25 38%	-	-	-	-	45 100%	2 16%	17 27%	3 28%	19 95% OPQT	-	2 22%	45 35%	-
Don't Know/No Response	7 5%	-	-	7 5%	-	-	-	3 4%	4 6%	-	-	-	-	-	-	1 2%	-	1 5%	-	-	7 5%	-

**HARRIS/DECIMA TELEVOX: PR POST**

Table AGE\_COL Page 16

November 6 - 3, 2008

AGE\_COL. Age group  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129 100%	129 100%	-	28 100%	23 100%	14 100%	15 100%	21 100%	18 100%	31 100%	50 100%	12 100%	11 100%	32 100%	77 100%	13 100%	20 100%	37 100%	34 100%	39 100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
18-24	12 9%	12 9%	-	3 9%	2 8%	-	3 17%	-	3 17%	1 4%	2 4%	-	6 51% JK	7 22%	5 6%	-	-	-	3 8%	9 24%
25-34	27 21%	27 21%	-	13 47% EPH	3 13%	1 9%	3 20%	4 18%	2 10%	6 20%	12 24%	3 25%	4 39%	11 34%	13 17%	4 29%	4 22%	6 17%	10 30%	7 17%
35-44	25 19%	25 19%	-	3 10%	7 31%	3 20%	2 11%	4 21%	2 10%	6 20%	15 30%	2 14%	-	4 14%	18 23%	1 8%	2 10%	4 10%	9 27%	10 26%
45-49	14 11%	14 11%	-	3 11%	1 5%	2 12%	3 21%	4 18%	3 17%	5 15%	1 2%	3 24%	1 10%	2 6%	12 16%	-	3 15%	3 8%	3 9%	5 13%
50+	45 35%	45 35%	-	6 23%	10 43%	8 58%	5 31%	9 43%	8 45%	11 34%	20 41%	5 38%	-	7 21%	28 37%	8 63% N	7 38%	22 60% ST	8 24%	7 17%
Don't Know/No Response	7 5%	7 5%	-	-	-	-	-	-	-	2 7%	-	-	-	1 3%	1 1%	-	3 15%	2 5%	1 3%	1 2%

**HARRIS/DECIMA TELEVOX: PR POST**

DEM4. What is your marital status?  
BASE: Representative Toronto Adults  
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129	-	-	129	-	-	-	62	67	12	27	25	14	45	15	65	9	20	4	8	129	-
	100%			100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Single (never married)	32	-	-	32	-	-	-	20	12	7	11	4	2	7	3	15	4	5	4	-	32	-
	25%			25%				32%	18%	58%	39%	18%	14%	15%	16%	24%	49%	25%	100%		25%	
										LMN									OPQR			
Married/Living common law	77	-	-	77	-	-	-	35	42	5	13	18	12	28	12	41	4	10	-	8	77	-
	60%			60%				57%	63%	42%	47%	74%	86%	63%	77%	64%	42%	52%		100%	60%	
													JKN						OPQR			
Separated	6	-	-	6	-	-	-	-	6	-	4	1	-	1	1	5	-	-	-	-	6	-
	4%			4%					9%		13%	4%		2%	7%	7%					4%	
Divorced	2	-	-	2	-	-	-	-	2	-	-	-	-	2	-	1	1	1	-	-	2	-
	2%			2%					3%					5%		1%	8%	4%			2%	
Widowed	5	-	-	5	-	-	-	2	3	-	-	-	-	5	-	1	-	4	-	-	5	-
	4%			4%				3%	4%					10%		1%		20%			4%	
																		P				
REFUSED	7	-	-	7	-	-	-	5	2	-	-	1	-	2	-	2	-	-	-	-	7	-
	6%			6%				8%	3%			4%		4%		3%					6%	

**HARRIS/DECIMA TELEVOX: PR POST**

Table DEM4 Page 18

November 6 - 3, 2008

DEM4. What is your marital status?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Single (never married)	32	32	-	8	8	4	6	2	1	8	14	2	7	32	-	-	12	3	9	8
	25%	25%		29%	33%	28%	37%	10%	4%	25%	29%	16%	62%	100%			61%	9%	27%	20%
										I	I		IL				RST			
Married/Living common law	77	77	-	14	11	9	10	19	13	19	31	10	2	-	77	-	1	26	22	27
	60%	60%		51%	49%	66%	63%	90%	73%	62%	63%	84%	21%		100%		5%	72%	65%	71%
								DE	M	M	M	M					Q	Q	Q	Q
Separated	6	6	-	5	1	-	-	-	1	2	1	-	2	-	-	6	-	2	2	2
	4%	4%		17%	5%				6%	6%	2%		17%			46%		5%	6%	5%
Divorced	2	2	-	-	1	-	-	-	1	-	1	-	-	-	-	2	1	-	1	1
	2%	2%			3%				4%		3%					18%	4%		2%	2%
Widowed	5	5	-	1	2	-	-	-	1	2	1	-	-	-	-	5	3	1	-	-
	4%	4%		3%	10%				8%	7%	2%					37%	16%	4%		
REFUSED	7	7	-	-	-	1	-	-	1	-	1	-	-	-	-	-	3	4	-	1
	6%	6%				6%			5%		2%						14%	10%		2%

**HARRIS/DECIMA TELEVOX: PR POST**

Table DEM5 Page 19

November 6 - 3, 2008

DEM5. How many people live in the household?  
BASE: Representative Toronto Adults  
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
One	20 15%	-	-	20 15%	-	-	-	8 14%	11 16%	-	4 16%	2 8%	3 21%	7 17%	-	9 14%	2 26%	7 33%	-	-	20 15%	-
Two	37 28%	-	-	37 28%	-	-	-	17 27%	20 29%	-	6 23%	4 15%	3 21%	22 49%	3 17%	17 27%	1 8%	11 56%	-	-	37 28%	-
Three	34 26%	-	-	34 26%	-	-	-	19 31%	14 21%	3 21%	10 37%	9 37%	3 21%	8 18%	7 42%	15 23%	3 32%	2 12%	3 58%	4 53%	34 26%	-
Four	20 16%	-	-	20 16%	-	-	-	12 19%	9 13%	3 21%	3 11%	6 25%	4 29%	4 9%	2 11%	15 23%	1 14%	-	-	2 25%	20 16%	-
Five or more	18 14%	-	-	18 14%	-	-	-	5 8%	14 20%	7 57%	4 13%	4 16%	1 8%	2 5%	5 30%	8 12%	2 20%	-	2 42%	2 22%	18 14%	-
REFUSED	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	1 1%	-	-	-	-	1 1%	-



**HARRIS/DECIMA TELEVOX: PR POST**

Table DEM5 Page 20

November 6 - 3, 2008

DEM5. How many people live in the household?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
One	20	20	-	4	4	3	3	1	3	5	9	1	-	12	1	4	20	-	-	-
	15%	15%		15%	18%	20%	20%	4%	14%	15%	19%	10%		37%	1%	31%	100%			
Two	37	37	-	8	10	3	3	5	6	8	11	5	3	3	26	3	-	37	-	-
	28%	28%		28%	41%	21%	21%	22%	34%	25%	22%	38%	28%	11%	34%	26%		100%		
Three	34	34	-	7	5	5	2	7	5	8	16	3	3	9	22	3	-	-	34	-
	26%	26%		27%	21%	34%	16%	32%	27%	25%	32%	21%	23%	28%	28%	23%			100%	
Four	20	20	-	2	3	3	6	5	1	5	7	3	4	4	16	-	-	-	-	20
	16%	16%		7%	12%	19%	42%	25%	6%	17%	15%	22%	33%	12%	21%					52%
Five or more	18	18	-	7	2	1	-	3	4	5	6	1	2	4	11	3	-	-	-	18
	14%	14%		24%	8%	6%		14%	20%	16%	12%	8%	17%	12%	14%	20%				48%
REFUSED	1	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-
	1%	1%						4%		3%					1%					

**HARRIS/DECIMA TELEVOX: PR POST**

Table DEM6 Page 21

November 6 - 3, 2008

DEM6. Are there any children 17 or younger living in the household?  
BASE: Representative Toronto Adults  
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129	-	-	129	-	-	-	62	67	12	27	25	14	45	15	65	9	20	4	8	129	-
	100%			100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Children under 6 yrs in household	18	-	-	18	-	-	-	7	11	3	9	5	-	1	2	11	1	-	-	4	18	-
	14%			14%				11%	16%	26%	31%	22%		2%	11%	17%	14%			44%	14%	
										N	N											
Children 6-12 yrs in household	19	-	-	19	-	-	-	7	12	2	2	10	3	2	8	9	2	-	-	1	19	-
	15%			15%				11%	19%	15%	7%	42%	23%	5%	50%	14%	20%			13%	15%	
											KN	KN			P							
Children 13-17 yrs in household	17	-	-	17	-	-	-	9	8	1	1	6	5	2	3	10	-	-	1	2	17	-
	13%			13%				14%	12%	11%	5%	26%	36%	5%	18%	15%			29%	25%	13%	
											KN	KN										
NO CHILDREN 17 OR YOUNGER AT HOME	82	-	-	82	-	-	-	43	39	6	16	9	7	39	6	38	6	20	3	3	82	-
	64%			64%				69%	59%	48%	57%	37%	49%	88%	39%	59%	66%	100%	71%	31%	64%	
														JKLM				OPT				
REFUSED	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-
	1%			1%				1%						2%		1%					1%	

**HARRIS/DECIMA TELEVOX: PR POST**

Table DEM6 Page 22

November 6 - 3, 2008

DEM6. Are there any children 17 or younger living in the household?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Children under 6 yrs in household	18	18	-	7	1	1	-	3	3	4	7	2	2	-	13	4	-	2	8	8
	14%	14%		24%	4%	6%		15%	17%	11%	15%	15%	17%		17%	35%		5%	23%	21%
				E															R	R
Children 6-12 yrs in household	19	19	-	4	3	3	3	4	3	5	9	3	-	-	18	2	-	-	6	14
	15%	15%		14%	12%	20%	18%	18%	16%	15%	18%	24%			23%	14%			17%	36%
Children 13-17 yrs in household	17	17	-	3	4	1	4	3	3	6	3	1	4	3	11	2	-	-	4	13
	13%	13%		11%	17%	6%	29%	13%	17%	18%	6%	7%	33%	8%	15%	17%			13%	33%
NO CHILDREN 17 OR YOUNGER AT HOME	82	82	-	16	17	9	9	12	10	20	34	7	6	29	41	6	20	35	18	10
	64%	64%		58%	74%	68%	60%	58%	56%	65%	68%	55%	51%	92%	52%	49%	100%	95%	53%	27%
														OP			ST	ST	T	
REFUSED	1	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-
	1%	1%						4%		3%					1%					

### HARRIS/DECIMA TELEVOX: PR POST

Table DEM8 Page 23

November 6 - 3, 2008

DEM8. Which of the following best describes your current job status?  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Working on your own business within your home	3 3%	-	-	3 3%	-	-	-	2 3%	2 3%	-	-	2 8%	-	2 4%	3 23%	-	-	-	-	-	3 3%	-
Working on your own business outside of your home	12 9%	-	-	12 9%	-	-	-	6 10%	6 9%	-	4 16%	5 19%	2 15%	1 2%	12 77%	-	-	-	-	-	12 9%	-
Working on an employer's business full-time	52 40%	-	-	52 40%	-	-	-	27 44%	25 37%	-	15 55%	15 59%	8 55%	14 31%	-	52 81%	-	-	-	-	52 40%	-
Working on an employer's business part-time	12 10%	-	-	12 10%	-	-	-	6 10%	6 10%	3 21%	2 7%	3 11%	2 15%	3 8%	-	12 19%	-	-	-	-	12 10%	-
Currently unemployed	9 7%	-	-	9 7%	-	-	-	5 8%	4 6%	4 37%	1 5%	1 4%	-	3 6%	-	-	9 100%	-	-	-	9 7%	-
Student	4 3%	-	-	4 3%	-	-	-	3 4%	2 3%	3 26%	1 5%	-	-	-	-	-	-	-	4 100%	-	4 3%	-
Retired	20 15%	-	-	20 15%	-	-	-	9 15%	11 16%	-	-	-	-	19 42%	-	-	-	20 100%	-	-	20 15%	-
Homemaker	8 6%	-	-	8 6%	-	-	-	-	8 12%	2 15%	4 13%	-	1 8%	2 4%	-	-	-	-	-	8 100%	8 6%	-
Don't Know/No Response	7 6%	-	-	7 6%	-	-	-	4 7%	3 5%	-	-	-	1 8%	2 4%	-	-	-	-	-	-	7 6%	-

**HARRIS/DECIMA TELEVOX: PR POST**

Table DEM8 Page 24

November 6 - 3, 2008

DEM8. Which of the following best describes your current job status?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED 'N'	129 100%	129 100%	-	28 100%	23 100%	14 100%	15 100%	21 100%	18 100%	31 100%	50 100%	12 100%	11 100%	32 100%	77 100%	13 100%	20 100%	37 100%	34 100%	39 100%	
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35	
Working on your own business within your home	3 3%	3 3%	-	1 3%	1 3%	-	-	1 4%	1 5%	1 2%	2 4%	-	-	-	3 5%	-	-	3 7%	-	1 2%	
Working on your own business outside of your home	12 9%	12 9%	-	4 15%	-	2 14%	-	5 24%	3 16%	3 11%	4 7%	2 17%	-	3 8%	8 11%	1 8%	-	-	7 20%	5 14%	
Working on an employer's business full-time	52 40%	52 40%	-	9 34%	11 48%	6 46%	9 59%	10 49%	4 24%	17 55%	23 46%	7 53%	1 11%	11 36%	37 47%	3 26%	8 40%	14 38%	11 34%	18 47%	
Working on an employer's business part-time	12 10%	12 10%	-	6 21%	2 8%	1 5%	2 15%	1 4%	2 10%	1 4%	4 9%	1 6%	4 38%	4 13%	5 6%	3 23%	1 5%	4 10%	4 10%	4 11%	
Currently unemployed	9 7%	9 7%	-	3 9%	-	2 13%	1 8%	-	2 11%	-	6 12%	-	1 11%	4 14%	4 5%	1 6%	2 12%	1 2%	3 9%	3 8%	
Student	4 3%	4 3%	-	-	3 13%	-	-	-	-	-	-	-	4 39%	4 14%	-	-	-	-	3 8%	2 5%	
Retired	20 15%	20 15%	-	3 11%	6 28%	3 21%	2 10%	2 11%	4 24%	6 19%	7 13%	3 25%	-	5 16%	10 13%	5 37%	7 33%	11 30%	2 7%	-	
Homemaker	8 6%	8 6%	-	2 7%	-	-	1 7%	2 8%	2 10%	3 9%	4 7%	-	-	-	8 11%	-	-	-	4 13%	4 10%	
Don't Know/No Response	7 6%	7 6%	-	-	-	-	-	-	-	-	1 2%	-	-	-	2 2%	-	2 10%	5 13%	-	1 2%	

### HARRIS/DECIMA TELEVOX: PR POST

Table DM14D Page 25

November 6 - 3, 2008

DM14D. Do you have access to the internet at work, at home, at both or neither?  
 BASE: Representative Toronto Adults  
 BANNER 1

	Region					Gender		Age Group					Employment					Language				
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129	-	-	129	-	-	-	62	67	12	27	25	14	45	15	65	9	20	4	8	129	-
	100%			100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Has Internet - NET	115	-	-	115	-	-	-	57	58	12	27	25	11	39	15	61	8	17	4	8	115	-
	89%			89%				92%	86%	100%	100%	100%	77%	88%	95%	94%	92%	87%	100%	100%	89%	
										MN	MN	MN										
Work	3	-	-	3	-	-	-	3	1	-	-	3	-	1	-	3	-	-	-	-	3	-
	3%			3%				4%	1%			11%		2%		5%					3%	
Home	56	-	-	56	-	-	-	26	30	12	17	4	2	21	6	14	7	16	4	8	56	-
	44%			44%				42%	45%	100%	61%	18%	14%	48%	38%	21%	80%	78%	100%	100%	44%	
										KLMN	LM			LM			OP	OP	OPR	OPR		
Both	55	-	-	55	-	-	-	28	27	-	11	18	9	17	9	44	1	2	-	-	55	-
	43%			43%				46%	40%		39%	71%	64%	39%	56%	68%	12%	8%			43%	
											KN				QR	QR						
Neither	7	-	-	7	-	-	-	2	5	-	-	-	2	4	1	3	1	2	-	-	7	-
	5%			5%				3%	8%				15%	9%	5%	4%	8%	9%			5%	
Don't Know/No Response	7	-	-	7	-	-	-	3	4	-	-	-	1	2	-	1	-	1	-	-	7	-
	6%			6%				6%	6%				8%	4%		2%		4%			6%	

**HARRIS/DECIMA TELEVOX: PR POST**

Table DM14D Page 26

November 6 - 3, 2008

DM14D. Do you have access to the internet at work, at home, at both or neither?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Has Internet - NET	115	115	-	23	23	12	15	21	15	30	46	12	11	30	71	12	16	30	33	36
	89%	89%		84%	100%	89%	100%	100%	80%	97%	94%	100%	100%	94%	92%	94%	79%	81%	97%	94%
				D	D		D	D				I	I						R	
Work	3	3	-	1	2	-	-	-	2	1	1	-	-	1	2	-	-	2	1	-
	3%	3%		3%	7%				9%	3%	2%			3%	2%			7%	3%	
Home	56	56	-	18	11	3	5	5	9	17	16	4	10	19	29	8	7	13	17	19
	44%	44%		64%	47%	22%	33%	25%	51%	53%	33%	33%	90%	59%	38%	63%	35%	36%	51%	49%
				FH								IJKL								
Both	55	55	-	5	11	9	10	16	4	13	29	8	1	10	40	4	9	14	15	17
	43%	43%		17%	45%	67%	67%	75%	20%	41%	59%	67%	10%	32%	52%	31%	45%	38%	43%	44%
				D	D	D	D	DE		M	IM	IM								
Neither	7	7	-	3	-	1	-	-	2	1	3	-	-	2	5	1	2	3	-	1
	5%	5%		13%		5%			10%	3%	6%			6%	6%	6%	11%	10%		4%
Don't Know/No Response	7	7	-	1	-	1	-	-	2	-	-	-	-	-	2	-	2	3	1	1
	6%	6%		4%		5%			10%					2%		10%	10%	3%	2%	2%

### HARRIS/DECIMA TELEVOX: PR POST

Table DEM15 Page 27

November 6 - 3, 2008

DEM15. What was your total household income for 2007?  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Under \$40,000 (NET)	28 21%	-	-	28 21%	-	-	-	11 17%	17 25%	3 21%	13 47%	3 11%	3 23%	6 14%	5 32%	15 23%	3 28%	3 16%	-	2 22%	28 21%	-
Under \$20,000	7 5%	-	-	7 5%	-	-	-	3 5%	4 5%	1 11%	5 18%	-	-	1 2%	2 14%	2 3%	1 14%	-	-	2 22%	7 5%	-
\$20,000 - \$30,000	12 9%	-	-	12 9%	-	-	-	4 7%	8 12%	-	4 16%	1 4%	3 23%	4 9%	-	9 14%	1 14%	2 8%	-	-	12 9%	-
\$30,000 - \$40,000	8 7%	-	-	8 7%	-	-	-	3 5%	5 8%	1 11%	4 13%	2 8%	-	2 4%	3 19%	4 6%	-	2 8%	-	-	8 7%	-
Over \$40,000 (NET)	73 57%	-	-	73 57%	-	-	-	39 64%	34 51%	4 37%	11 41%	16 66%	10 70%	32 71%	9 55%	43 66%	3 34%	13 67%	3 71%	3 34%	73 57%	-
\$40,000 - \$50,000	15 12%	-	-	15 12%	-	-	-	6 10%	9 13%	2 15%	3 11%	4 15%	1 8%	6 13%	1 5%	8 12%	-	4 20%	3 71%	-	15 12%	-
\$50,000 - \$60,000	8 6%	-	-	8 6%	-	-	-	4 7%	4 5%	-	-	4 15%	-	4 9%	-	5 8%	-	2 12%	-	-	8 6%	-
\$60,000 - \$70,000	9 7%	-	-	9 7%	-	-	-	6 9%	3 5%	-	1 5%	1 4%	1 6%	6 13%	1 5%	5 8%	1 12%	1 8%	-	-	9 7%	-
\$70,000 - \$80,000	5 4%	-	-	5 4%	-	-	-	2 3%	3 5%	-	-	2 8%	1 6%	2 5%	1 7%	2 3%	1 8%	1 7%	-	-	5 4%	-
\$80,000 - \$100,000	15 12%	-	-	15 12%	-	-	-	7 12%	8 12%	3 21%	3 11%	2 7%	3 23%	5 10%	-	11 17%	1 14%	2 8%	-	1 13%	15 12%	-
\$100,000 - \$120,000	5 4%	-	-	5 4%	-	-	-	5 8%	1 1%	-	1 5%	1 4%	-	3 7%	-	5 7%	-	1 4%	-	-	5 4%	-
\$120,000 & Over	16 12%	-	-	16 12%	-	-	-	9 15%	6 10%	-	3 9%	4 15%	4 27%	6 13%	6 38%	6 10%	-	2 8%	-	2 22%	16 12%	-
Refused	28 22%	-	-	28 22%	-	-	-	12 19%	16 24%	5 42%	3 11%	6 23%	1 8%	7 15%	2 12%	7 11%	3 38%	3 17%	1 29%	4 44%	28 22%	-



**HARRIS/DECIMA TELEVOX: PR POST**

DEM15. What was your total household income for 2007?  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED 'N'	129 100%	129 100%	-	28 100%	23 100%	14 100%	15 100%	21 100%	18 100%	31 100%	50 100%	12 100%	11 100%	32 100%	77 100%	13 100%	20 100%	37 100%	34 100%	39 100%	
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35	
Under \$40,000 (NET)	28 21%	28 21%	-	28 100%	-	-	-	-	10 55%	6 20%	6 13%	2 15%	3 28%	8 25%	14 18%	5 43%	4 21%	8 21%	7 22%	8 22%	
Under \$20,000	7 5%	7 5%	-	7 25%	-	-	-	-	2 12%	1 4%	2 4%	-	2 17%	1 4%	4 5%	2 14%	-	3 7%	4 13%	-	
\$20,000 - \$30,000	12 9%	12 9%	-	12 44%	-	-	-	-	4 24%	2 6%	3 6%	2 15%	1 11%	4 12%	8 11%	-	4 21%	4 10%	1 3%	3 9%	
\$30,000 - \$40,000	8 7%	8 7%	-	8 30%	-	-	-	-	4 20%	3 10%	2 3%	-	-	3 9%	2 2%	4 29%	-	2 4%	2 6%	5 13%	
Over \$40,000 (NET)	73 57%	73 57%	-	-	23 100%	14 100%	15 100%	21 100%	5 26%	18 59%	34 68%	10 79%	7 61%	19 61%	49 64%	4 33%	11 56%	20 55%	19 56%	23 59%	
\$40,000 - \$50,000	15 12%	15 12%	-	-	15 66%	-	-	-	1 4%	6 19%	5 10%	1 6%	3 28%	4 12%	10 13%	2 14%	1 4%	7 19%	4 12%	4 10%	
\$50,000 - \$60,000	8 6%	8 6%	-	-	8 34%	-	-	-	-	3 8%	4 9%	1 7%	-	4 12%	2 2%	2 18%	3 18%	3 7%	1 3%	1 2%	
\$60,000 - \$70,000	9 7%	9 7%	-	-	-	9 64%	-	-	1 4%	1 3%	6 12%	1 12%	-	2 7%	6 7%	-	2 10%	1 4%	3 9%	3 7%	
\$70,000 - \$80,000	5 4%	5 4%	-	-	-	5 36%	-	-	-	2 8%	3 5%	-	-	2 5%	3 4%	-	1 4%	1 4%	2 5%	1 2%	
\$80,000 - \$100,000	15 12%	15 12%	-	-	-	-	15 100%	-	3 14%	2 6%	5 10%	2 17%	4 33%	6 18%	10 12%	-	3 16%	3 9%	2 7%	6 17%	
\$100,000 - \$120,000	5 4%	5 4%	-	-	-	-	-	5 26%	-	1 3%	3 6%	2 13%	-	-	5 7%	-	-	3 8%	1 3%	1 2%	
\$120,000 & Over	16 12%	16 12%	-	-	-	-	-	16 74%	1 4%	4 13%	8 16%	3 24%	-	2 7%	14 18%	-	1 4%	2 5%	6 18%	7 19%	
Refused	28 22%	28 22%	-	-	-	-	-	-	3 19%	6 21%	9 19%	1 7%	1 11%	4 14%	14 18%	3 24%	5 23%	8 23%	7 22%	8 20%	

**HARRIS/DECIMA TELEVOX: PR POST**

Table PROV Page 29

November 6 - 3, 2008

PROV. Province  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
Ontario	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-

**HARRIS/DECIMA TELEVOX: PR POST**

Table PROV Page 30

November 6 - 3, 2008

PROV. Province  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
Ontario	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**HARRIS/DECIMA TELEVOX: PR POST**

Table LANGU Page 31

November 6 - 3, 2008

LANGU. Language  
BASE: Representative Toronto Adults  
BANNER 1

	Region						Gender		Age Group						Employment						Language	
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-
UNWEIGHTED TOTAL	129	-	-	129	-	-	-	65	64	8	18	27	14	55	15	64	8	25	3	6	129	-
English	129 100%	-	-	129 100%	-	-	-	62 100%	67 100%	12 100%	27 100%	25 100%	14 100%	45 100%	15 100%	65 100%	9 100%	20 100%	4 100%	8 100%	129 100%	-

**HARRIS/DECIMA TELEVOX: PR POST**

Table LANGU Page 32

November 6 - 3, 2008

LANGU. Language  
BASE: Representative Toronto Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	129	129	-	24	24	16	15	23	19	32	50	13	8	29	79	13	20	40	33	35
English	129	129	-	28	23	14	15	21	18	31	50	12	11	32	77	13	20	37	34	39
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **In-store Packaging – Polling Questions**

To reduce waste going to landfill, the City of Toronto is considering banning certain food packaging, and may require that retailers offer incentives to customers in order to discourage or eliminate consumer use of these products despite the fact they are 100 % recyclable. Bans or incentives could apply to coffee cups and lids, packaging for take-out meals, soup and salad containers, hot, prepared foods, and dozens of other items.

An alternative to this proposed plan would be for the city to expand its blue bin program and allow consumers to recycle these items.

### **Question #1**

Given the choice, would you rather:

- a) Recycle these food products/packages in your blue bin?
- OR
- b) Have these food products/packages banned so you use less of them?

### **Question #2**

It is estimated that that these food packaging proposals will add more than \$400 a year to the average family's grocery bill.

Would you be willing to pay more for food if it meant a reduction in food packaging and waste being sent to our landfills?

- a) Yes
- b) No

### **Question #3**

If the City of Toronto implements its proposals on food packaging, food prices will rise. As a result, the average family's grocery bill will increase by more than \$400 a year.

However, these indirect taxes would not apply outside the City of Toronto.

With this in mind, how likely would you be to travel a little further and do your grocery shopping in a city neighbouring Toronto?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

**Question #4**

The city may require that retailers use other types of packaging for their products – packaging that is less effective in protecting against food contamination.

With this in mind, how concerned would you be about the increased health risk to you and your family?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned