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April 2, 2007

Ontario Perceptions on Used Tire Disposal



SES/Osprey Media Poll

Methodology

Between March 3rd and March 4th, 2007, SES Research conducted a random telephone survey of 502 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.

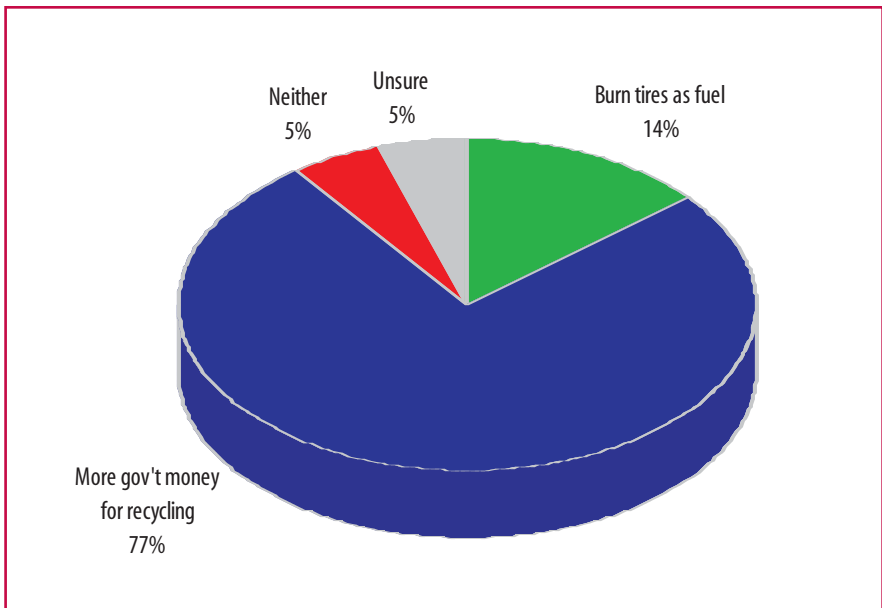
About SES

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: Currently in Ontario millions of used auto tires are stored in tire dumps, many of which cannot easily be recycled. I am going to read you two statements and I would like you to tell me which statement, if either, best reflects your personal view?

- a. Companies should be allowed to burn used auto tires as fuel
- b. The government should provide funding and/or incentives to encourage recycling of used auto tires



	Allow to burn tires as fuel	More gov't funding for recycling	Neither	Unsure
Group (Margin of Accuracy)	%	%	%	%
Ontario ($\pm 4.5\%$)	14	77	5	5
Men ($\pm 6\%$)	17	69	9	5
Women ($\pm 6\%$)	11	84	1	5
18 to 29 ($\pm 10\%$)	10	85	1	4
30 to 39 ($\pm 10\%$)	14	75	7	4
40 to 49 ($\pm 10\%$)	14	77	4	6
50 to 59 ($\pm 11\%$)	14	69	7	11
60 plus ($\pm 9\%$)	17	77	5	2