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May 28th, 2007

Ontario Perceptions on Banning Incandescent Light Bulbs



SES/Osprey Media Poll

Methodology

Between May 11th and May 15th, SES Research conducted a random telephone survey of 500 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.

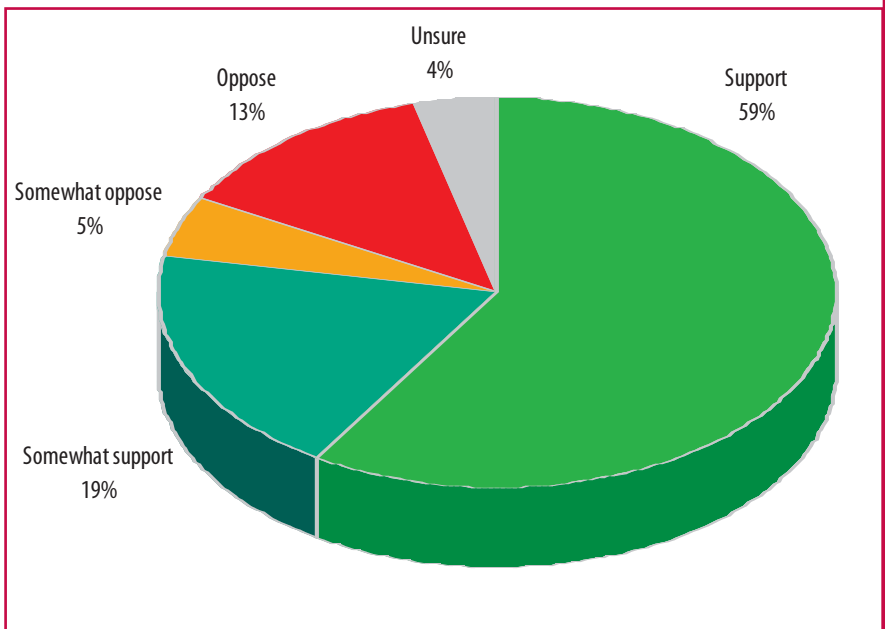
The initiative was part of the SES Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a Gold Seal Corporate Member.

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: Recently, the federal government announced plans to cut greenhouse gas emissions by 20 per cent by 2020. Part of this plan includes banning incandescent light bulbs and offering rebates for fuel efficient cars. Do you support, somewhat support, somewhat oppose or oppose banning incandescent light bulbs and replacing them with compact fluorescent light bulbs?



	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
Group (Margin of Accuracy)	%	%	%	%	%
Ontario ($\pm 4.5\%$)	59	19	5	13	4
Men ($\pm 6\%$)	62	13	7	13	5
Women ($\pm 6\%$)	55	25	3	13	4
18 to 29 ($\pm 10\%$)	66	27	1	4	3
30 to 39 ($\pm 10\%$)	67	16	6	6	4
40 to 49 ($\pm 10\%$)	66	12	9	9	4
50 to 59 ($\pm 11\%$)	54	15	3	22	5
60 plus ($\pm 9\%$)	42	23	5	25	5