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1. Have you purchased replacement tires and/or car in the last 24 months?

			ONTARIO						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Yes	265	123	48	75	29	28	71	14	54	47	82	64	77	188
	27%	26%	23%	28%	36%	23%	27%	24%	21%	31%	33%	31%	33%	25%
		C			C*	*		*			I	I	N	
No	735	352	161	191	53	92	193	45	206	105	168	143	158	577
	73%	74%	77%	72%	64%	77%	73%	76%	79%	69%	67%	69%	67%	75%
			BE		*	*		*	KL					M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

2_1. Please indicate whether you believe each of the following statements is true or false? - In Ontario, the Provincial Government runs the tire recycling program

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
True	272	128	51	78	21	37	68	17	58	47	77	70	83	188
	27%	27%	24%	29%	26%	31%	26%	28%	22%	31%	31%	34%	35%	25%
				*	*		*					I	N	
False	127	64	25	39	7	17	28	11	37	19	31	26	31	97
	13%	14%	12%	15%	8%	15%	11%	19%	14%	13%	12%	12%	13%	13%
					*	*		*						
I have no idea	601	282	133	149	54	65	169	31	164	85	143	111	121	480
	60%	59%	64%	56%	66%	54%	64%	53%	63%	56%	57%	54%	51%	63%
			B		*	*		*						M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

2_2. Please indicate whether you believe each of the following statements is true or false? - The best way to dispose of old tires is to burn them

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
True	50	34	16	18	-	2	10	4	14	4	19	11	20	30
	5%	7%	8%	7%	-	2%	4%	7%	5%	3%	8%	5%	9%	4%
		E	E	E	*	*		E*					N	
False	729	310	128	183	64	96	213	45	167	124	185	171	161	568
	73%	65%	61%	69%	78%	80%	81%	77%	65%	82%	74%	82%	69%	74%
		C			BC*	BC*	BCD	*		I		IK		
I have no idea	221	131	65	66	18	22	42	9	78	24	47	26	53	168
	22%	28%	31%	25%	22%	18%	16%	15%	30%	16%	19%	12%	23%	22%
		G	BFG	G	*	*		*	JKL					
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

2_3. Please indicate whether you believe each of the following statements is true or false? - In Ontario tires are recycled and no longer end up in landfills

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
True	371	145	49	96	35	39	124	28	84	57	113	90	85	286
	37%	31%	23%	36%	42%	33%	47%	48%	32%	38%	45%	44%	36%	37%
		C		BC	BC*	*	BCDF	BC*			I	I		
False	143	67	35	32	10	18	32	16	39	24	39	27	34	109
	14%	14%	17%	12%	12%	15%	12%	28%	15%	16%	15%	13%	14%	14%
			B		*	*		BDEG*						
I have no idea	486	263	125	138	38	62	109	14	136	70	98	90	116	370
	49%	55%	60%	52%	46%	52%	41%	24%	53%	46%	39%	43%	49%	48%
		GH	BEGH	GH	H*	H*		*	K					
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

2_4. Please indicate whether you believe each of the following statements is true or false? - Playground flooring can be made from recycled tires

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
True	661	287	116	170	56	84	195	40	142	104	184	151	156	505
	66%	60%	56%	64%	69%	70%	74%	68%	55%	69%	74%	73%	67%	66%
		C			C*	C*	BC	*		I	I	I		
False	58	36	19	17	1	7	13	1	17	8	15	13	17	41
	6%	8%	9%	6%	1%	6%	5%	2%	7%	5%	6%	6%	7%	5%
		E	E		*	*		*						
I have no idea	281	152	74	79	25	29	57	18	99	40	52	44	62	219
	28%	32%	35%	30%	30%	24%	22%	30%	38%	26%	21%	21%	26%	29%
		G	G		*	*		*	JKL					
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

2_5. Please indicate whether you believe each of the following statements is true or false? - Tires are made of too many materials to be recycled

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
True	108	62	33	28	6	10	27	4	20	12	34	28	47	61
	11%	13%	16%	11%	7%	9%	10%	6%	8%	8%	13%	13%	20%	8%
			B		*	*		*					N	
False	446	177	61	116	45	56	130	38	108	74	119	108	81	365
	45%	37%	29%	44%	55%	47%	49%	65%	42%	49%	47%	52%	35%	48%
		C		BC	BC*	C*	BC	BCD*						M
I have no idea	445	236	115	121	31	53	108	17	131	65	98	71	107	339
	45%	50%	55%	46%	38%	44%	41%	29%	51%	43%	39%	34%	45%	44%
		H	BEGH		*	*		*	KL					
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

2_6. Please indicate whether you believe each of the following statements is true or false? - Tire manufacturers and automakers are responsible for recycling every tire they sell in Ontario

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
True	318	153	60	94	24	39	88	14	67	49	98	73	99	219
	32%	32%	29%	35%	30%	32%	33%	25%	26%	32%	39%	35%	42%	29%
			C		*	*		*			I		N	
False	188	76	29	47	20	22	49	22	60	33	43	37	34	155
	19%	16%	14%	18%	24%	18%	18%	37%	23%	22%	17%	18%	14%	20%
					C*	*		BCDFG*						
I have no idea	493	245	120	125	38	60	129	22	132	69	110	98	102	391
	49%	52%	58%	47%	46%	50%	49%	38%	51%	46%	44%	47%	44%	51%
			BDH		*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

3. Which of the following statements best describes what you think happens to old tires?

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
They end up in landfills / dumps / stockpiles	150	81	32	49	12	15	34	7	32	24	31	37	44	106
	15%	17%	15%	18%	14%	13%	13%	13%	12%	16%	12%	18%	19%	14%
					*	*		*						
They're recycled into new tires	92	62	31	32	3	8	14	4	23	16	29	14	34	58
	9%	13%	15%	12%	4%	7%	5%	7%	9%	10%	11%	7%	14%	8%
		EG	EG	G	*	*		*					N	
They're recycled into a wide range of new products	482	194	74	121	41	57	155	34	116	74	137	110	106	375
	48%	41%	35%	45%	51%	47%	59%	58%	45%	49%	55%	53%	45%	49%
		C		C	C*	*	BCD	C*						
I have no idea	277	137	72	65	26	40	62	13	88	38	53	46	51	226
	28%	29%	35%	24%	31%	33%	23%	22%	34%	25%	21%	22%	22%	30%
			BDG		*	*		*	KL					M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

4_1. Do you agree or disagree with the following statements: - There are many products available for sale in Ontario that are made from recycled tires

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	627	276	124	152	56	76	178	40	160	85	176	137	144	483
	63%	58%	59%	57%	69%	63%	67%	68%	62%	56%	70%	66%	61%	63%
					*	*	B	*			J			
Strongly agree	89	38	17	21	6	12	30	3	20	15	23	20	29	60
	9%	8%	8%	8%	7%	10%	11%	6%	8%	10%	9%	10%	12%	8%
					*	*		*						
Somewhat agree	538	238	107	131	51	63	148	37	140	71	153	116	115	423
	54%	50%	51%	49%	62%	53%	56%	63%	54%	47%	61%	56%	49%	55%
					*	*		*			J			
Bottom 2 Box (Net)	373	199	85	114	25	44	87	19	99	66	74	71	91	282
	37%	42%	41%	43%	31%	37%	33%	32%	38%	44%	30%	34%	39%	37%
		G			*	*		*		K				
Somewhat disagree	306	166	66	100	23	34	68	16	76	59	64	60	80	227
	31%	35%	31%	38%	28%	28%	26%	27%	29%	39%	26%	29%	34%	30%
		CG		G	*	*		*		K				
Strongly disagree	67	33	19	14	2	10	19	3	24	8	10	11	11	56
	7%	7%	9%	5%	3%	8%	7%	5%	9%	5%	4%	5%	5%	7%
			B		*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

4_2. Do you agree or disagree with the following statements: - I believe products made from recycled tires are of high quality

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Top 2 Box (Net)	689	311	136	175	62	76	194	46	186	93	190	144	164	525
	69%	65%	65%	66%	76%	63%	73%	79%	72%	61%	76%	69%	70%	69%
					*	*		*			J			
Strongly agree	119	50	28	22	8	13	38	9	32	13	41	24	37	81
	12%	11%	14%	8%	10%	11%	14%	16%	12%	8%	16%	11%	16%	11%
			B		*	*		*						
Somewhat agree	570	261	108	153	54	63	156	37	154	80	149	120	127	444
	57%	55%	52%	57%	66%	52%	59%	62%	59%	53%	60%	58%	54%	58%
					C*	*		*						
Bottom 2 Box (Net)	311	164	72	91	20	44	71	13	73	59	60	64	71	240
	31%	35%	35%	34%	24%	37%	27%	21%	28%	39%	24%	31%	30%	31%
					*	*		*		K				
Somewhat disagree	246	134	58	75	16	30	53	13	52	51	47	51	59	186
	25%	28%	28%	28%	20%	25%	20%	21%	20%	33%	19%	25%	25%	24%
		G			*	*		*		IK				
Strongly disagree	65	30	14	16	3	14	17	-	21	8	13	12	12	53
	7%	6%	7%	6%	4%	12%	7%	-	8%	5%	5%	6%	5%	7%
					*	H*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

4_3. Do you agree or disagree with the following statements: - I have intentionally bought a product made from recycled tires

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Top 2 Box (Net)	279	143	68	75	17	27	73	19	80	34	69	65	72	206
	28%	30%	33%	28%	21%	22%	28%	33%	31%	22%	28%	31%	31%	27%
			E		*	*		*						
Strongly agree	64	36	22	14	-	7	17	3	17	12	15	15	21	43
	6%	8%	11%	5%	-	6%	6%	6%	7%	8%	6%	7%	9%	6%
		E	BDE		*	*	E	*						
Somewhat agree	215	106	46	60	17	19	56	16	62	22	54	50	52	163
	22%	22%	22%	23%	21%	16%	21%	27%	24%	15%	21%	24%	22%	21%
					*	*		*						
Bottom 2 Box (Net)	721	332	141	191	65	93	192	39	180	118	182	142	163	559
	72%	70%	67%	72%	79%	78%	72%	67%	69%	78%	72%	69%	69%	73%
					C*	*		*						
Somewhat disagree	450	201	89	112	48	52	131	18	105	76	128	81	116	334
	45%	42%	43%	42%	59%	44%	49%	30%	41%	50%	51%	39%	50%	44%
					BCDH*	*	H	*			L			
Strongly disagree	271	131	52	79	17	41	61	22	74	42	53	61	46	225
	27%	28%	25%	30%	21%	34%	23%	37%	29%	27%	21%	29%	20%	29%
					*	*		*						M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

4_4. Do you agree or disagree with the following statements: - I wouldn't buy a product made from recycled tires as I worry about the smell

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K -<$60K	$60K -<$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Top 2 Box (Net)	269	158	75	83	17	25	52	17	83	39	63	55	75	194
	27%	33%	36%	31%	21%	20%	20%	30%	32%	26%	25%	27%	32%	25%
		EFG	EFG	G	*	*		*						
Strongly agree	64	32	19	13	*	8	18	6	19	10	11	17	20	44
	6%	7%	9%	5%	1%	7%	7%	10%	7%	7%	4%	8%	9%	6%
		E	BE		*	*	E	E*						
Somewhat agree	205	127	56	70	16	17	34	11	64	29	52	39	55	150
	21%	27%	27%	26%	20%	14%	13%	20%	25%	19%	21%	19%	23%	20%
		FG	FG	FG	*	*		*						
Bottom 2 Box (Net)	731	317	134	183	65	95	213	41	176	113	188	152	160	571
	73%	67%	64%	69%	79%	80%	80%	70%	68%	74%	75%	73%	68%	75%
					BC*	BC*	BCD	*						
Somewhat disagree	480	213	91	122	42	58	141	26	107	72	131	93	109	371
	48%	45%	44%	46%	51%	49%	53%	43%	41%	47%	52%	45%	46%	48%
					*	*	C	*			I			
Strongly disagree	251	104	43	61	23	37	71	16	69	41	56	59	51	200
	25%	22%	21%	23%	28%	31%	27%	27%	27%	27%	22%	29%	22%	26%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

4. Do you agree or disagree with the following statements: - Top 2 Box Summary

	Total		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
There are many products available for sale in Ontario that are made from recycled tires	627	276	124	152	56	76	178	40	160	85	176	137	144	483
	63%	58%	59%	57%	69%	63%	67%	68%	62%	56%	70%	66%	61%	63%
					*	*	B	*			J			
I believe products made from recycled tires are of high quality	689	311	136	175	62	76	194	46	186	93	190	144	164	525
	69%	65%	65%	66%	76%	63%	73%	79%	72%	61%	76%	69%	70%	69%
					*	*		*			J			
I have intentionally bought a product made from recycled tires	279	143	68	75	17	27	73	19	80	34	69	65	72	206
	28%	30%	33%	28%	21%	22%	28%	33%	31%	22%	28%	31%	31%	27%
			E		*	*		*						
I wouldn't buy a product made from recycled tires as I worry about the smell	269	158	75	83	17	25	52	17	83	39	63	55	75	194
	27%	33%	36%	31%	21%	20%	20%	30%	32%	26%	25%	27%	32%	25%
		EFG	EFG	G	*	*		*						

Statistics:
Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
   Minimum Base: 30 (**), Small Base: 100 (*)

4. Do you agree or disagree with the following statements: - Bottom 2 Box Summary

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
There are many products available for sale in Ontario that are made from recycled tires	373	199	85	114	25	44	87	19	99	66	74	71	91	282
	37%	42%	41%	43%	31%	37%	33%	32%	38%	44%	30%	34%	39%	37%
		G			*	*		*		K				
I believe products made from recycled tires are of high quality	311	164	72	91	20	44	71	13	73	59	60	64	71	240
	31%	35%	35%	34%	24%	37%	27%	21%	28%	39%	24%	31%	30%	31%
					*	*		*		K				
I have intentionally bought a product made from recycled tires	721	332	141	191	65	93	192	39	180	118	182	142	163	559
	72%	70%	67%	72%	79%	78%	72%	67%	69%	78%	72%	69%	69%	73%
					C*	*		*						
I wouldn't buy a product made from recycled tires as I worry about the smell	731	317	134	183	65	95	213	41	176	113	188	152	160	571
	73%	67%	64%	69%	79%	80%	80%	70%	68%	74%	75%	73%	68%	75%
					BC*	BC*	BCD	*						

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

5. Which of the following can be made from scrap tires?

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K -<$60K	$60K -<$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Playgrounds and Sports fields	700	310	129	181	56	87	207	39	159	117	192	155	179	520
	70%	65%	62%	68%	68%	73%	78%	66%	61%	77%	77%	75%	76%	68%
		C			*	*	BCD	*		I	I	I	N	
Livestock mats	487	191	69	122	46	58	157	34	116	71	130	118	106	381
	49%	40%	33%	46%	56%	48%	59%	57%	45%	47%	52%	57%	45%	50%
		C		C	BC*	C*	BCD	C*				I		
Garden mulch	180	88	28	60	8	17	60	7	40	24	53	46	54	126
	18%	19%	14%	23%	9%	14%	23%	12%	15%	16%	21%	22%	23%	16%
		C		CE	*	*	CE						N	
Patio tiles	434	194	73	122	37	50	122	30	92	68	129	103	106	329
	43%	41%	35%	46%	46%	42%	46%	51%	35%	45%	52%	50%	45%	43%
		C		C	*	*	C	*			I	I		
Asphalt	502	196	77	119	43	57	163	43	119	76	133	123	114	389
	50%	41%	37%	45%	53%	48%	62%	74%	46%	50%	53%	60%	48%	51%
		C			C*	*	BCD	BCDEF*				I		
Clothing	107	53	23	30	6	12	30	6	22	15	25	32	32	75
	11%	11%	11%	11%	8%	10%	11%	10%	9%	10%	10%	15%	14%	10%
					*	*		*						
Construction materials	528	219	81	139	45	67	156	40	130	68	160	117	138	390
	53%	46%	39%	52%	55%	56%	59%	68%	50%	45%	64%	56%	59%	51%
		C		BC	C*	C*	BC	BC*			IJ			
None of the above	133	70	41	29	14	18	31	1	46	18	15	23	23	110
	13%	15%	20%	11%	17%	15%	12%	1%	18%	12%	6%	11%	10%	14%
		H	BDGH		H*	H*		*	K					
Sigma	3071	1323	522	801	255	367	927	199	725	458	838	718	752	2319
	307%	279%	250%	301%	312%	306%	350%	340%	280%	302%	335%	347%	320%	303%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

6. Did you know there is approximately a $4 fee when purchasing car or light truck tires in Ontario?

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
I did not know	549	287	129	158	35	64	143	19	161	79	113	110	137	413
	55%	61%	62%	60%	43%	53%	54%	33%	62%	52%	45%	53%	58%	54%
		EH	EH	EH	*	*	H	*	K					
I did know, but I do not know why/what it is for	196	88	46	42	18	24	45	21	46	33	52	47	41	155
	20%	18%	22%	16%	22%	20%	17%	36%	18%	22%	21%	23%	17%	20%
			B		*	*		BDG*						
I know about the fee, and I know why it exists	255	100	34	66	28	32	76	18	53	40	85	50	57	198
	25%	21%	16%	25%	35%	27%	29%	31%	20%	26%	34%	24%	24%	26%
		C		C	BC*	*	BC	C*			IL			
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

 Minimum Base: 30 (**), Small Base: 100 (*)

7. Which of the following statements best describes how you view this fee?

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
It's a government tax	464	227	95	132	36	51	118	32	118	64	120	91	102	362
	46%	48%	45%	50%	44%	43%	45%	54%	46%	42%	48%	44%	44%	47%
					*	*		*						
It's to pay for landfill fees	143	70	33	38	8	19	41	5	45	30	28	26	47	96
	14%	15%	16%	14%	9%	16%	15%	8%	17%	20%	11%	12%	20%	13%
					*	*		*		K			N	
It is the sole funding for tire recycling	393	178	81	97	38	49	106	22	96	57	103	91	85	307
	39%	37%	39%	36%	46%	41%	40%	38%	37%	38%	41%	44%	36%	40%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

    Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

    Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

    Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

    Minimum Base: 30 (**), Small Base: 100 (*)

8_1. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - A more circular economy is the way to make environmental improvements

| | Total | ONTARIO | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	855	411	167	244	75	99	223	47	232	126	208	185	201	654
	85%	86%	80%	92%	92%	83%	84%	80%	89%	83%	83%	89%	85%	85%
		C		BCGH	C*	*		*						
Strongly agree	266	134	53	82	16	27	77	12	62	41	74	65	65	202
	27%	28%	25%	31%	20%	22%	29%	20%	24%	27%	29%	31%	28%	26%
		C			*	*		*						
Somewhat agree	588	277	115	162	59	72	146	35	170	85	134	120	136	453
	59%	58%	55%	61%	72%	60%	55%	59%	65%	56%	54%	58%	58%	59%
		C			BCG*	*		*	K					
Bottom 2 Box (Net)	145	64	42	22	7	21	42	12	28	26	43	23	34	111
	15%	14%	20%	8%	8%	17%	16%	20%	11%	17%	17%	11%	15%	15%
		D	BDE		*	*	D	D*						
Somewhat disagree	108	47	33	14	5	14	33	9	16	19	35	16	26	81
	11%	10%	16%	5%	6%	12%	12%	14%	6%	13%	14%	8%	11%	11%
		D	BDE		*	*	D	*			I			
Strongly disagree	38	18	9	8	2	6	9	3	12	6	8	6	8	30
	4%	4%	4%	3%	2%	5%	3%	6%	5%	4%	3%	3%	3%	4%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

　Minimum Base: 30 (**), Small Base: 100 (*)

8_2. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - A circular economy creates more pollution

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Top 2 Box (Net)	244	154	74	79	13	22	45	11	79	36	57	39	77	167
	24%	32%	36%	30%	16%	18%	17%	19%	31%	24%	23%	19%	33%	22%
		EFG	BEFG	EG	*	*		*	L				N	
Strongly agree	46	33	17	16	1	2	8	2	21	2	13	7	18	28
	5%	7%	8%	6%	2%	2%	3%	3%	8%	2%	5%	4%	8%	4%
			EFG		*	*		*	J				N	
Somewhat agree	198	121	58	64	11	20	36	9	58	33	44	31	59	138
	20%	26%	24%	24%	14%	16%	14%	15%	23%	22%	18%	15%	25%	18%
		EG	EG	G	*	*		*					N	
Bottom 2 Box (Net)	756	321	134	187	69	98	220	48	180	116	194	168	158	599
	76%	68%	64%	70%	84%	82%	83%	81%	69%	76%	77%	81%	67%	78%
		C			BCD*	BC*	BCD	*				I		M
Somewhat disagree	571	230	99	131	56	71	177	38	136	83	146	124	121	450
	57%	48%	47%	49%	68%	59%	67%	65%	52%	55%	58%	60%	52%	59%
					BCD*	*	BCD	*						
Strongly disagree	185	91	36	56	13	27	43	9	44	33	48	44	36	148
	18%	19%	17%	21%	16%	23%	16%	16%	17%	22%	19%	21%	16%	19%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

Minimum Base: 30 (**), Small Base: 100 (*)

8_3. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Circular economy is synonymous with recycling

| | Total | ONTARIO | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	801	361	145	216	73	92	226	50	214	120	203	171	197	604
	80%	76%	70%	81%	89%	76%	85%	85%	83%	79%	81%	82%	84%	79%
		C		BC	BC*	*	BC	*						
Strongly agree	170	85	42	42	9	21	50	5	42	32	52	33	39	131
	17%	18%	20%	16%	11%	18%	19%	9%	16%	21%	21%	16%	17%	17%
					*	*		*						
Somewhat agree	631	276	103	173	64	71	176	45	173	88	151	138	158	473
	63%	58%	49%	65%	78%	59%	66%	76%	67%	58%	60%	67%	67%	62%
		C		BC	BCDF*	*	C	BC*						
Bottom 2 Box (Net)	199	114	64	50	9	28	39	9	45	32	48	37	38	161
	20%	24%	30%	19%	11%	24%	15%	15%	17%	21%	19%	18%	16%	21%
		DEG	BDEG		*	*		*						
Somewhat disagree	166	91	52	40	6	25	36	8	35	28	37	33	31	135
	17%	19%	25%	15%	7%	21%	14%	13%	13%	18%	15%	16%	13%	18%
		E	BDEG		*	E*		*						
Strongly disagree	33	23	12	11	3	3	3	1	10	4	11	4	7	26
	3%	5%	6%	4%	4%	2%	1%	2%	4%	2%	4%	2%	3%	3%
		G	G		*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

8_4. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Recycled products are more expensive than new material

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	422	211	97	114	36	60	89	26	123	55	101	85	123	298
	42%	44%	46%	43%	44%	50%	34%	44%	47%	37%	40%	41%	53%	39%
		G	G		*	G*		*					N	
Strongly agree	60	34	18	15	5	6	12	4	24	6	10	14	26	34
	6%	7%	9%	6%	6%	5%	4%	6%	9%	4%	4%	7%	11%	4%
					*	*		*	K				N	
Somewhat agree	361	177	79	98	31	54	78	22	99	49	92	71	97	264
	36%	37%	38%	37%	38%	45%	29%	37%	38%	32%	37%	34%	41%	35%
					*	G*		*						
Bottom 2 Box (Net)	578	264	112	152	46	60	175	33	136	96	149	122	111	467
	58%	56%	54%	57%	56%	50%	66%	56%	53%	63%	60%	59%	47%	61%
					*	*	BCF	*						M
Somewhat disagree	504	225	97	128	45	54	156	25	110	79	136	112	105	399
	50%	47%	46%	48%	55%	45%	59%	42%	42%	52%	54%	54%	45%	52%
					*	*	BC	*			I	I		
Strongly disagree	74	39	15	24	1	6	20	8	26	18	13	11	6	68
	7%	8%	7%	9%	1%	5%	7%	14%	10%	12%	5%	5%	3%	9%
		E	E	E	*	*	E	E*		KL				M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

8_5. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Recycled products are not of high quality

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	273	158	74	84	12	24	63	16	96	43	47	51	73	201
Top 2 Box (Net)	27%	33%	35%	32%	15%	20%	24%	27%	37%	28%	19%	25%	31%	26%
		EFG	EFG	E	*	*		*	KL					
	44	22	14	7	-	7	13	2	17	4	6	15	19	25
Strongly agree	4%	5%	7%	3%	-	6%	5%	3%	7%	3%	3%	7%	8%	3%
			BDE		*	E*		*				K	N	
	229	137	60	77	12	17	50	14	78	39	41	36	54	175
Somewhat agree	23%	29%	29%	29%	15%	14%	19%	24%	30%	26%	16%	17%	23%	23%
		EFG	EFG	EFG	*	*		*	KL					
	727	317	135	182	70	96	202	43	163	109	203	156	162	564
Bottom 2 Box (Net)	73%	67%	65%	68%	85%	80%	76%	73%	63%	72%	81%	75%	69%	74%
					BCD*	BC*	BC	*			I	I		
	544	239	100	140	57	71	143	33	114	77	156	123	124	420
Somewhat disagree	54%	50%	48%	53%	70%	59%	54%	56%	44%	51%	62%	59%	53%	55%
					BCDG*	*		*			I	I		
	183	77	35	42	13	24	59	10	49	31	47	33	38	145
Strongly disagree	18%	16%	17%	16%	15%	20%	22%	17%	19%	21%	19%	16%	16%	19%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

8_6. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Purchasing recycled products helps combat climate change

	Total		ONTARIO						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	809	386	167	219	73	91	223	35	207	122	205	176	201	608
	81%	81%	80%	82%	90%	76%	84%	60%	80%	80%	82%	85%	86%	79%
		H	H	H	FH*	*	H	*						
Strongly agree	267	138	58	80	21	32	68	7	63	37	77	62	63	204
	27%	29%	28%	30%	26%	27%	26%	12%	24%	25%	31%	30%	27%	27%
		H	H	H	*	*		*						
Somewhat agree	542	248	109	138	52	59	155	28	145	85	127	114	138	404
	54%	52%	52%	52%	64%	49%	59%	49%	56%	56%	51%	55%	59%	53%
					*	*		*						
Bottom 2 Box (Net)	191	89	41	47	8	29	42	23	52	30	46	31	34	157
	19%	19%	20%	18%	10%	24%	16%	40%	20%	20%	18%	15%	14%	21%
					*	E*		BCDEG*						
Somewhat disagree	134	60	31	29	5	16	33	20	37	19	26	23	20	114
	13%	13%	15%	11%	7%	13%	12%	34%	14%	12%	11%	11%	9%	15%
					*	*		BCDEFG*						M
Strongly disagree	57	29	10	18	3	13	9	3	15	11	20	8	13	43
	6%	6%	5%	7%	4%	11%	3%	6%	6%	7%	8%	4%	6%	6%
					*	G*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

8. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Top 2 Box Summary

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
A more circular economy is the way to make environmental improvements	855	411	167	244	75	99	223	47	232	126	208	185	201	654
	85%	86%	80%	92%	92%	83%	84%	80%	89%	83%	83%	89%	85%	85%
		C		BCGH	C*	*		*						
A circular economy creates more pollution	244	154	74	79	13	22	45	11	79	36	57	39	77	167
	24%	32%	36%	30%	16%	18%	17%	19%	31%	24%	23%	19%	33%	22%
		EFG	BEFG	EG	*	*		*	L				N	
Circular economy is synonymous with recycling	801	361	145	216	73	92	226	50	214	120	203	171	197	604
	80%	76%	70%	81%	89%	76%	85%	85%	83%	79%	81%	82%	84%	79%
		C		BC	BC*	*	BC	*						
Recycled products are more expensive than new material	422	211	97	114	36	60	89	26	123	55	101	85	123	298
	42%	44%	46%	43%	44%	50%	34%	44%	47%	37%	40%	41%	53%	39%
		G	G		*	G*		*					N	
Recycled products are not of high quality	273	158	74	84	12	24	63	16	96	43	47	51	73	201
	27%	33%	35%	32%	15%	20%	24%	27%	37%	28%	19%	25%	31%	26%
		EFG	EFG	E	*	*		*	KL					
Purchasing recycled products helps combat climate change	809	386	167	219	73	91	223	35	207	122	205	176	201	608
	81%	81%	80%	82%	90%	76%	84%	60%	80%	80%	82%	85%	86%	79%
		H	H	H	FH*	*	H	*						

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

　Minimum Base: 30 (**), Small Base: 100 (*)

8. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
A more circular economy is the way to make environmental improvements	145	64	42	22	7	21	42	12	28	26	43	23	34	111
	15%	14%	20%	8%	8%	17%	16%	20%	11%	17%	17%	11%	15%	15%
		D	BDE		*	*	D	D*						
A circular economy creates more pollution	756	321	134	187	69	98	220	48	180	116	194	168	158	599
	76%	68%	64%	70%	84%	82%	83%	81%	69%	76%	77%	81%	67%	78%
		C			BCD*	BC*	BCD	*				I		M
Circular economy is synonymous with recycling	199	114	64	50	9	28	39	9	45	32	48	37	38	161
	20%	24%	30%	19%	11%	24%	15%	15%	17%	21%	19%	18%	16%	21%
		DEG	BDEG		*	*		*						
Recycled products are more expensive than new material	578	264	112	152	46	60	175	33	136	96	149	122	111	467
	58%	56%	54%	57%	56%	50%	66%	56%	53%	63%	60%	59%	47%	61%
					*	*	BCF	*						M
Recycled products are not of high quality	727	317	135	182	70	96	202	43	163	109	203	156	162	564
	73%	67%	65%	68%	85%	80%	76%	73%	63%	72%	81%	75%	69%	74%
					BCD*	BC*	BC	*			I	I		
Purchasing recycled products helps combat climate change	191	89	41	47	8	29	42	23	52	30	46	31	34	157
	19%	19%	20%	18%	10%	24%	16%	40%	20%	20%	18%	15%	14%	21%
					*	E*		BCDEG*						

Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

9_1. Do you agree or disagree with the following statements? - Recycling takes more energy and contributes to climate change more than it's worth

| | Total | ONTARIO | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Top 2 Box (Net)	297	166	76	90	15	34	59	24	93	38	69	61	79	218
	30%	35%	36%	34%	18%	28%	22%	41%	36%	25%	28%	30%	34%	28%
		EG	EG	EG	*	*		EG*						
Strongly agree	68	43	22	21	1	6	13	4	25	4	16	20	21	47
	7%	9%	11%	8%	1%	5%	5%	7%	10%	3%	6%	10%	9%	6%
		E	EG		*	*		*	J			J		
Somewhat agree	230	123	54	69	14	28	45	20	68	34	54	41	59	171
	23%	26%	26%	26%	17%	23%	17%	34%	26%	22%	22%	20%	25%	22%
		G	G		*	*		G*						
Bottom 2 Box (Net)	703	309	133	176	67	86	206	35	166	113	181	146	155	547
	70%	65%	64%	66%	82%	72%	78%	59%	64%	75%	72%	70%	66%	72%
					BCDH*	*	BCDH	*						
Somewhat disagree	552	238	105	133	57	63	165	29	128	87	131	124	126	426
	55%	50%	50%	50%	70%	52%	62%	50%	49%	57%	52%	60%	54%	56%
					BCDF*	*	BCD	*						
Strongly disagree	151	72	29	43	9	23	41	5	38	27	50	22	29	122
	15%	15%	14%	16%	12%	19%	16%	9%	15%	18%	20%	11%	12%	16%
					*	*		*			L			
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

9_2. Do you agree or disagree with the following statements? - Trucks that transport recycled tires create more pollution than it's worth

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	309	176	82	95	18	27	68	18	107	35	73	54	92	217
	31%	37%	39%	36%	22%	23%	26%	31%	41%	23%	29%	26%	39%	28%
		EFG	EFG	E	*	*		*	JKL				N	
Strongly agree	61	36	21	15	2	3	13	7	30	4	11	13	21	40
	6%	8%	10%	6%	3%	2%	5%	13%	12%	3%	5%	6%	9%	5%
			BEFG		*	*		F*	JK					
Somewhat agree	248	140	60	80	16	25	56	11	77	31	62	41	71	177
	25%	30%	29%	30%	20%	20%	21%	19%	30%	20%	25%	20%	30%	23%
		G			*	*		*	L					
Bottom 2 Box (Net)	691	299	127	171	63	93	196	40	152	117	177	153	143	549
	69%	63%	61%	64%	78%	77%	74%	69%	59%	77%	71%	74%	61%	72%
					BCD*	BC*	BC	*		I	I	I		M
Somewhat disagree	558	242	109	133	58	69	155	33	128	91	134	125	124	433
	56%	51%	52%	50%	70%	57%	59%	57%	49%	60%	53%	60%	53%	57%
					BCD*	*		*				I		
Strongly disagree	134	56	18	38	6	24	41	7	24	26	43	28	18	115
	13%	12%	9%	14%	7%	20%	16%	12%	9%	17%	17%	14%	8%	15%
			C		*	CE*	C	*			I			M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

9_3. Do you agree or disagree with the following statements? - Recycling old tires into new products helps combat climate change

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	825	390	173	217	71	96	224	44	210	129	207	180	191	634
	83%	82%	83%	82%	87%	80%	84%	76%	81%	85%	82%	87%	81%	83%
					*	*		*						
Strongly agree	257	124	62	63	15	30	78	9	68	44	66	56	57	200
	26%	26%	30%	24%	19%	25%	29%	16%	26%	29%	26%	27%	24%	26%
			B		*	*		*						
Somewhat agree	568	266	112	154	56	66	146	35	142	85	140	123	134	434
	57%	56%	53%	58%	68%	55%	55%	60%	55%	56%	56%	59%	57%	57%
					BC*	*		*						
Bottom 2 Box (Net)	175	85	36	49	10	24	41	14	49	22	44	28	43	131
	17%	18%	17%	18%	13%	20%	16%	24%	19%	15%	18%	13%	19%	17%
					*	*		*						
Somewhat disagree	136	64	26	38	8	18	33	13	40	16	32	24	34	102
	14%	13%	13%	14%	10%	15%	12%	23%	15%	11%	13%	12%	15%	13%
					*	*		*						
Strongly disagree	39	21	9	11	2	6	8	1	10	6	12	4	9	29
	4%	4%	4%	4%	3%	5%	3%	2%	4%	4%	5%	2%	4%	4%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

9_4. Do you agree or disagree with the following statements? - It makes sense for tire producers to be responsible for recycling old tires

| | Total | ONTARIO | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Top 2 Box (Net)	866	400	173	227	77	106	238	46	211	138	220	191	206	660
	87%	84%	83%	85%	94%	88%	90%	79%	81%	91%	88%	92%	88%	86%
					BCH*	*	C	*		I		I		
Strongly agree	266	135	64	71	20	27	66	17	72	38	67	69	67	199
	27%	28%	31%	27%	25%	23%	25%	30%	28%	25%	27%	33%	28%	26%
					*	*		*						
Somewhat agree	600	265	109	156	56	78	173	29	138	99	153	122	140	461
	60%	56%	52%	59%	69%	65%	65%	49%	53%	65%	61%	59%	59%	60%
		C			BC*	*	BC	*						
Bottom 2 Box (Net)	134	75	36	39	5	14	27	12	49	14	31	17	29	105
	13%	16%	17%	15%	6%	12%	10%	21%	19%	9%	12%	8%	12%	14%
		E	EG		*	*		E*	JL					
Somewhat disagree	105	57	28	29	3	11	23	10	41	11	16	13	24	81
	10%	12%	14%	11%	4%	10%	9%	17%	16%	7%	7%	6%	10%	11%
		E	E		*	*		E*	JKL					
Strongly disagree	29	18	8	10	2	3	4	2	8	4	14	3	5	24
	3%	4%	4%	4%	2%	2%	1%	4%	3%	2%	6%	2%	2%	3%
					*	*		*			L			
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

 Minimum Base: 30 (**), Small Base: 100 (*)

9_5. Do you agree or disagree with the following statements? - I'm happy to pay a small fee when I purchase tires if it helps the environment

| | Total | | ONTARIO | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Top 2 Box (Net)	778	370	165	205	60	80	223	45	204	119	201	163	188	590
	78%	78%	79%	77%	74%	67%	84%	77%	79%	78%	80%	79%	80%	77%
		F	F		*	*	F	*						
Strongly agree	236	115	55	61	14	27	68	12	66	36	69	45	58	178
	24%	24%	26%	23%	17%	23%	26%	20%	25%	24%	27%	22%	25%	23%
					*	*		*						
Somewhat agree	542	255	111	144	47	52	155	34	138	83	132	118	130	413
	54%	54%	53%	54%	57%	44%	59%	57%	53%	55%	53%	57%	55%	54%
					*	*	F	*						
Bottom 2 Box (Net)	222	105	44	61	21	40	42	13	55	33	50	44	47	175
	22%	22%	21%	23%	26%	33%	16%	23%	21%	22%	20%	21%	20%	23%
					*	BCG*		*						
Somewhat disagree	138	63	29	34	12	28	25	10	31	24	27	28	28	110
	14%	13%	14%	13%	14%	24%	9%	17%	12%	16%	11%	13%	12%	14%
					*	BCDG*		*						
Strongly disagree	84	42	15	27	10	12	17	4	25	9	23	16	18	65
	8%	9%	7%	10%	12%	10%	6%	6%	9%	6%	9%	8%	8%	9%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

9_6. Do you agree or disagree with the following statements? - More investment in green technologies would help create jobs in Ontario

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Top 2 Box (Net)	845	402	174	228	72	93	237	41	219	131	210	174	206	639
	84%	85%	83%	86%	88%	77%	89%	70%	84%	87%	84%	84%	88%	83%
		H		H	H*	*	FH	*						
Strongly agree	296	132	70	62	22	31	91	20	80	47	78	66	64	232
	30%	28%	34%	23%	27%	26%	34%	34%	31%	31%	31%	32%	27%	30%
			BD		*	*	D	*						
Somewhat agree	548	270	104	166	50	61	146	21	139	85	132	108	141	407
	55%	57%	50%	63%	61%	51%	55%	36%	54%	56%	53%	52%	60%	53%
		CH		BCH	H*	*	H							
Bottom 2 Box (Net)	155	73	35	38	10	27	28	17	40	20	41	33	29	126
	16%	15%	17%	14%	12%	23%	11%	30%	16%	13%	16%	16%	12%	17%
					*	G*		BDEG*						
Somewhat disagree	120	52	29	23	7	19	26	17	31	16	28	27	24	96
	12%	11%	14%	9%	9%	16%	10%	28%	12%	11%	11%	13%	10%	13%
			B		*	*		BCDEG*						
Strongly disagree	36	22	6	15	2	9	2	1	9	4	13	6	5	30
	4%	5%	3%	6%	3%	7%	1%	2%	3%	3%	5%	3%	2%	4%
			CG		G	*	G*		*					
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

 Minimum Base: 30 (**), Small Base: 100 (*)

9. Do you agree or disagree with the following statements? - Top 2 Box Summary

| | Total | ONTARIO | | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Recycling takes more energy and contributes to climate change more than it's worth	297	166	76	90	15	34	59	24	93	38	69	61	79	218
	30%	35%	36%	34%	18%	28%	22%	41%	36%	25%	28%	30%	34%	28%
		EG	EG	EG	*	*		EG*						
Trucks that transport recycled tires create more pollution than it's worth	309	176	82	95	18	27	68	18	107	35	73	54	92	217
	31%	37%	39%	36%	22%	23%	26%	31%	41%	23%	29%	26%	39%	28%
		EFG	EFG	E	*	*		*	JKL				N	
Recycling old tires into new products helps combat climate change	825	390	173	217	71	96	224	44	210	129	207	180	191	634
	83%	82%	83%	82%	87%	80%	84%	76%	81%	85%	82%	87%	81%	83%
					*	*		*						
It makes sense for tire producers to be responsible for recycling old tires	866	400	173	227	77	106	238	46	211	138	220	191	206	660
	87%	84%	83%	85%	94%	88%	90%	79%	81%	91%	88%	92%	88%	86%
					BCH*	*	C	*		I		I		
I'm happy to pay a small fee when I purchase tires if it helps the environment	778	370	165	205	60	80	223	45	204	119	201	163	188	590
	78%	78%	79%	77%	74%	67%	84%	77%	79%	78%	80%	79%	80%	77%
		F	F		*	*	F	*						
More investment in green technologies would help create jobs in Ontario	845	402	174	228	72	93	237	41	219	131	210	174	206	639
	84%	85%	83%	86%	88%	77%	89%	70%	84%	87%	84%	84%	88%	83%
		H		H	H*	*	FH	*						

Statistics:

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)

9. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

			ONTARIO						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Recycling takes more energy and contributes to climate change more than it's worth	703	309	133	176	67	86	206	35	166	113	181	146	155	547
	70%	65%	64%	66%	82%	72%	78%	59%	64%	75%	72%	70%	66%	72%
					BCDH*	*	BCDH	*						
Trucks that transport recycled tires create more pollution than it's worth	691	299	127	171	63	93	196	40	152	117	177	153	143	549
	69%	63%	61%	64%	78%	77%	74%	69%	59%	77%	71%	74%	61%	72%
					BCD*	BC*	BC	*		I	I	I		M
Recycling old tires into new products helps combat climate change	175	85	36	49	10	24	41	14	49	22	44	28	43	131
	17%	18%	17%	18%	13%	20%	16%	24%	19%	15%	18%	13%	19%	17%
					*	*		*						
It makes sense for tire producers to be responsible for recycling old tires	134	75	36	39	5	14	27	12	49	14	31	17	29	105
	13%	16%	17%	15%	6%	12%	10%	21%	19%	9%	12%	8%	12%	14%
		E	EG		*	*		E*	JL					
I'm happy to pay a small fee when I purchase tires if it helps the environment	222	105	44	61	21	40	42	13	55	33	50	44	47	175
	22%	22%	21%	23%	26%	33%	16%	23%	21%	22%	20%	21%	20%	23%
					*	BCG*		*						
More investment in green technologies would help create jobs in Ontario	155	73	35	38	10	27	28	17	40	20	41	33	29	126
	16%	15%	17%	14%	12%	23%	11%	30%	16%	13%	16%	16%	12%	17%
					*	G*		BDEG*						

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

GENDER

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Male	482	237	111	126	45	50	106	43	118	77	132	117	103	379
	48%	50%	53%	48%	55%	42%	40%	74%	46%	50%	53%	56%	44%	49%
		G	G		G*	*		BCDFG*						
Female	518	238	98	140	37	70	158	15	141	75	119	91	132	387
	52%	50%	47%	52%	45%	58%	60%	26%	54%	50%	47%	44%	56%	51%
		H	H	H	*	H*	BCEH	*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

AGE

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
18-34 (Net)	276	183	104	79	10	18	53	13	97	36	60	44	93	182
	28%	38%	50%	30%	12%	15%	20%	22%	37%	24%	24%	21%	40%	24%
		DEFG	BDEFGH	EFG	*	*		*	JKL				N	
18-24	114	88	49	39	4	2	12	8	49	9	21	15	34	80
	11%	19%	24%	15%	5%	2%	4%	14%	19%	6%	8%	7%	14%	11%
		EFG	BDEFG	EFG	*	*		FG*	JKL					
25-34	161	95	55	40	5	16	42	4	48	27	39	29	59	102
	16%	20%	26%	15%	6%	13%	16%	7%	18%	18%	16%	14%	25%	13%
		DE	BDEFGH		*	*		*					N	
35-54 (Net)	344	172	75	97	24	43	95	12	53	58	91	102	125	219
	34%	36%	36%	36%	29%	36%	36%	20%	21%	38%	36%	49%	53%	29%
					*	*		*		I	I	IK	N	
35-44	159	74	40	34	11	26	43	6	28	22	49	47	75	84
	16%	15%	19%	13%	13%	21%	16%	11%	11%	14%	20%	23%	32%	11%
			B		*	*		*			I	I	N	
45-54	185	98	35	63	13	17	52	5	26	36	42	55	50	135
	19%	21%	17%	24%	16%	14%	20%	9%	10%	24%	17%	27%	21%	18%
			C		*	*		*		I		IK		
55+ (Net)	380	121	30	90	49	59	117	34	109	58	99	61	16	363
	38%	25%	14%	34%	59%	49%	44%	59%	42%	38%	40%	29%	7%	47%
		C		BC	BCDG*	BCD*	BC	BCD*	L		L			M
55-64	171	60	17	43	16	25	51	19	43	24	49	40	12	158
	17%	13%	8%	16%	19%	21%	19%	32%	17%	16%	19%	19%	5%	21%
		C		C	C*	C*	BC	BCD*						M
65+	209	61	14	47	33	34	66	16	66	35	51	21	4	205
	21%	13%	6%	18%	40%	29%	25%	27%	25%	23%	20%	10%	2%	27%
		C		BC	BCDG*	BC*	BC	BC*	L	L	L			M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
18-23	110	85	47	38	4	2	11	8	48	9	20	13	33	78
	11%	18%	22%	14%	5%	2%	4%	14%	18%	6%	8%	6%	14%	10%
		EFG	BDEFG	FG	*	*		FG*	JKL					
24-39	241	137	80	56	11	29	56	8	60	36	65	56	94	147
	24%	29%	38%	21%	13%	25%	21%	14%	23%	23%	26%	27%	40%	19%
		DE	BDEFGH		*	*		*					N	
40-55	285	139	52	87	20	33	85	8	44	51	68	84	96	189
	28%	29%	25%	33%	25%	27%	32%	13%	17%	34%	27%	40%	41%	25%
			C		H	*	*	H	*		I	I	IK	N	
56+	364	114	30	84	46	56	112	34	107	56	97	54	13	351
	36%	24%	14%	32%	57%	46%	42%	59%	41%	37%	39%	26%	5%	46%
		C		BC	BCDG*	BCD*	BCD	BCD*	L		L			M
Mean	48	42.6	37.3	46.7	56	53.3	51.6	52.8	46.5	49.8	48.4	47	37.9	51
		C		BC	BCD*	BCD*	BCD	BC*						M
STD. DEV.	17.72	17.26	15.3	17.61	16.14	17.09	16.38	17.9	19.73	16.68	16.97	14.87	11.7	18.11
STD. ERR.	0.56	0.73	0.83	1.2	1.63	1.82	1.11	2.8	1.32	1.35	1.06	0.94	0.73	0.66
Median	49	42	35	49	59	53.79	53	57	47	51	48	46.67	38	54

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

EDUCATION

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Primary School or less	7	4	1	3	-	-	-	2	2	-	-	-	1	6
	1%	1%	1%	1%	-	-	-	4%	1%	-	-	-	1%	1%
					*	*		G*						
Some high school	71	31	13	18	15	-	19	6	30	13	14	3	20	51
	7%	7%	6%	7%	18%	-	7%	9%	12%	8%	6%	1%	8%	7%
		F	F	F	BCDFG*	*	F	F*	KL	L	L			
Graduated high school	343	139	62	77	25	43	109	27	117	49	79	45	62	281
	34%	29%	30%	29%	31%	36%	41%	45%	45%	32%	31%	22%	26%	37%
					*	*	BCD	*	JKL		L			M
Some college / CEGEP / Trade School	73	25	14	11	8	11	24	5	24	12	17	12	20	52
	7%	5%	7%	4%	9%	9%	9%	8%	9%	8%	7%	6%	9%	7%
					*	*		*						
Graduated from college / CEGEP / Trade School	204	87	30	57	14	30	58	15	45	38	63	34	46	158
	20%	18%	14%	21%	17%	25%	22%	25%	17%	25%	25%	17%	20%	21%
		C			*	C*	C	*			L			
Some university, but did not finish	54	32	12	19	7	8	8	-	15	10	8	12	6	48
	5%	7%	6%	7%	9%	6%	3%	-	6%	7%	3%	6%	2%	6%
					G*	*		*						M
University undergraduate degree	164	99	45	55	11	21	29	5	20	22	41	66	46	118
	16%	21%	21%	21%	14%	17%	11%	8%	8%	15%	16%	32%	20%	15%
		G	G	G	*	*		*			I	IJK		
University graduate degree	85	58	31	26	2	7	18	-	7	7	30	34	34	51
	8%	12%	15%	10%	2%	6%	7%	-	3%	5%	12%	16%	14%	7%
		EH	BEFGH	E	*	*		*			IJ	IJ	N	
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
<HS	78	36	15	21	15	-	19	8	33	13	14	3	21	56
	8%	8%	7%	8%	18%	-	7%	14%	13%	8%	6%	1%	9%	7%
		F	F	F	BCDFG*	*	F	F*	KL	L	L			
HS	343	139	62	77	25	43	109	27	117	49	79	45	62	281
	34%	29%	30%	29%	31%	36%	41%	45%	45%	32%	31%	22%	26%	37%
					*	*	BCD	*	JKL		L			M
Post Sec	331	144	56	87	29	49	90	20	83	61	88	59	72	259
	33%	30%	27%	33%	35%	41%	34%	33%	32%	40%	35%	28%	31%	34%
		C			*	C*		*		L				
Univ Grad	249	157	76	81	13	28	47	5	27	29	70	101	80	169
	25%	33%	36%	30%	15%	23%	18%	8%	10%	19%	28%	48%	34%	22%
		EGH	BEFGH	EGH	*	*		*		I	I	IJK	N	

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

REGION

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
GTA Total (Net)	475	475	209	266	-	-	-	-	104	74	119	112	130	345
	47%	100%	100%	100%	-	-	-	-	40%	49%	48%	54%	55%	45%
		EFGH	EFGH	EFGH	*	*		*				I	N	
GTA 416	209	209	209	-	-	-	-	-	54	39	46	37	67	142
	21%	44%	100%	-	-	-	-	-	21%	26%	18%	18%	28%	19%
		DEFGH	BDEFGH		*	*		*					N	
GTA 905	266	266	-	266	-	-	-	-	50	35	74	75	63	203
	27%	56%	-	100%	-	-	-	-	19%	23%	29%	36%	27%	26%
		CEFGH		BCEFGH	*	*		*				I	IJ	
Central ON	82	-	-	-	82	-	-	-	29	5	20	16	9	72
	8%	-	-	-	100%	-	-	-	11%	3%	8%	8%	4%	9%
					BCDFGH*	*		*	J					M
East ON	120	-	-	-	-	120	-	-	16	23	36	26	19	101
	12%	-	-	-	-	100%	-	-	6%	15%	14%	13%	8%	13%
					*	BCDEGH*		*		I	I	I		
SW ON	265	-	-	-	-	-	265	-	77	42	64	48	69	196
	26%	-	-	-	-	-	100%	-	30%	28%	26%	23%	29%	26%
					*	*	BCDEFH	*						
North ON	59	-	-	-	-	-	-	59	34	8	11	5	7	51
	6%	-	-	-	-	-	-	100%	13%	5%	4%	3%	3%	7%
					*	*		BCDEFG*	JKL					
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

INCOME

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
<$25K	159	57	33	25	13	11	53	24	159	-	-	-	33	126
	16%	12%	16%	9%	16%	10%	20%	42%	61%	-	-	-	14%	17%
			B		*	*	BD	BCDEFG*	JKL					
$25K - <$55K	224	113	55	58	20	18	55	18	100	124	-	-	34	190
	22%	24%	26%	22%	25%	15%	21%	30%	39%	81%	-	-	14%	25%
			F		*	*		*	KL	IKL				M
$55K - <$100K	279	126	51	75	21	45	76	11	-	28	250	-	80	199
	28%	27%	24%	28%	25%	38%	29%	19%	-	19%	100%	-	34%	26%
					*	C*		*		IL	IJL		N	
$100K - <$150K	123	68	21	47	13	12	31	-	-	-	-	123	33	90
	12%	14%	10%	18%	16%	10%	12%	-	-	-	-	60%	14%	12%
		CH	H	CH	H*	*	H	*				IJK		
$150K+	84	44	15	29	4	14	17	5	-	-	-	84	28	56
	8%	9%	7%	11%	4%	12%	6%	9%	-	-	-	40%	12%	7%
					*	*		*				IJK	N	
Prefer not to answer	131	67	34	33	12	19	34	-	-	-	-	-	27	104
	13%	14%	16%	12%	14%	16%	13%	-	-	-	-	-	12%	14%
		H	H	H	H*	H*	H	*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
Under $50K	337	137	76	61	33	24	102	41	259	78	-	-	61	276
	34%	29%	36%	23%	40%	20%	38%	71%	100%	51%	-	-	26%	36%
		D	BDF		DF*	*	BDF	BCDEFG*	JKL	KL				M
$50K+	531	271	99	172	38	76	129	17	-	74	250	207	147	385
	53%	57%	47%	65%	46%	64%	49%	29%	-	49%	100%	100%	63%	50%
		CH		BCEGH	*	CEGH*	H	*		I	IJ	IJ	N	
Under $40K	259	104	54	50	29	16	77	34	259	-	-	-	47	212
	26%	22%	26%	19%	35%	13%	29%	58%	100%	-	-	-	20%	28%
			BF		BDF*	*	DF	BCDEFG*	JKL					M
$40K to less than $60K	152	74	39	35	5	23	42	8	-	152	-	-	24	128
	15%	16%	19%	13%	6%	19%	16%	14%	-	100%	-	-	10%	17%
		E	BE		*	E*	E	*		IKL				M
$60K to less than $100K	250	119	46	74	20	36	64	11	-	-	250	-	76	175
	25%	25%	22%	28%	25%	30%	24%	19%	-	-	100%	-	32%	23%
		C			*	*		*			IJL		N	
$100K or more	207	112	37	75	16	26	48	5	-	-	-	207	61	146
	21%	24%	18%	28%	20%	22%	18%	9%	-	-	-	100%	26%	19%
		C		CGH	*	*		*				IJK	N	
Mean (,000)	75.3	79.4	71.2	85.6	69.3	84.9	70.6	56.7	22.1	49.6	79.1	156.3	87.5	71.5
		CH		CGH	*	H*		*		I	IJ	IJK	N	
STD. DEV.	56.55	57.25	57.05	56.72	52.05	49.77	54.69	68.97	10.19	5.29	11.72	49.75	61.97	54.23
STD. ERR.	1.92	2.83	4.31	3.72	6.22	4.96	3.6	9.01	0.63	0.43	0.74	3.46	4.3	2.11

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

HOUSEHOLD COMPOSITION

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Kids	235	130	67	63	9	19	69	7	47	24	76	61	235	-
	23%	27%	32%	24%	11%	16%	26%	13%	18%	16%	30%	29%	100%	-
		EF	BEFH	E	*	*	E	*			IJ	IJ	N	
No Kids	765	345	142	203	72	101	196	51	212	128	175	146	-	765
	77%	73%	68%	76%	89%	84%	74%	87%	82%	84%	70%	71%	-	100%
		C			BCDG*	BC*		C*	KL	KL				M
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

   Minimum Base: 30 (**), Small Base: 100 (*)

HHCMP1. How many people are living or staying at your current address?

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
1	215	98	53	45	17	29	57	14	95	45	36	12	-	215
	22%	21%	25%	17%	21%	24%	22%	23%	37%	29%	14%	6%	-	28%
			BD		*	*		*	KL	KL	L			M
2	352	135	51	83	35	54	100	28	84	57	102	65	25	326
	35%	28%	25%	31%	43%	45%	38%	48%	33%	38%	41%	31%	11%	43%
		C			BC*	BCD*	BC	BC*						M
3	182	91	43	48	17	17	49	10	34	20	50	53	71	111
	18%	19%	20%	18%	20%	14%	18%	17%	13%	13%	20%	26%	30%	15%
					*	*		*				IJ	N	
4	146	86	31	55	5	10	40	6	17	25	39	48	79	67
	15%	18%	15%	21%	6%	8%	15%	10%	7%	17%	16%	23%	34%	9%
		CEF	E	EF	*	*	E	*		I	I	I	N	
5	65	39	19	20	4	9	10	2	16	2	20	16	38	28
	7%	8%	9%	8%	5%	8%	4%	3%	6%	1%	8%	8%	16%	4%
			G		*	*		*	J		J	J	N	
6	12	8	4	4	1	-	3	-	1	1	2	4	6	6
	1%	2%	2%	2%	1%	-	1%	-	*	1%	1%	2%	3%	1%
					*	*		*					N	
7	17	8	3	5	4	1	5	-	4	1	-	7	6	11
	2%	2%	1%	2%	4%	1%	2%	-	2%	1%	-	4%	3%	1%
					*	*		*				K		
8	11	10	5	5	-	-	1	-	7	*	1	1	10	2
	1%	2%	2%	2%	-	-	*	-	3%	*	1%	*	4%	*
			G		*	*		*					N	
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

EMPLOYMENT STATUS

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
Employed full-time	396	224	97	128	23	47	92	10	46	69	114	138	141	256
	40%	47%	46%	48%	28%	39%	35%	17%	18%	45%	45%	66%	60%	33%
		EGH	EGH	EGH	*	H*	H	*		I	I	IJK	N	
Employed part-time	92	45	28	18	7	10	24	6	37	9	15	9	16	76
	9%	10%	13%	7%	8%	8%	9%	10%	14%	6%	6%	4%	7%	10%
			BD		*	*		*	JKL					
Self employed	56	29	13	16	5	5	16	1	11	8	15	16	16	39
	6%	6%	6%	6%	6%	4%	6%	1%	4%	5%	6%	8%	7%	5%
					*	*		*						
Unemployed but looking for a job	57	34	19	15	2	3	13	6	25	14	6	5	10	47
	6%	7%	9%	6%	2%	2%	5%	10%	9%	9%	3%	2%	4%	6%
			BEF		*	*		*	KL	KL				
Unemployed and not looking for a job/Long-term sick or disabled	53	8	3	5	4	4	27	10	32	5	7	2	13	40
	5%	2%	2%	2%	5%	3%	10%	17%	13%	4%	3%	1%	6%	5%
					*	*	BCD	BCDF*	JKL					
Full-time parent, homemaker	34	10	6	4	4	4	12	5	13	2	8	6	21	13
	3%	2%	3%	1%	5%	3%	4%	9%	5%	1%	3%	3%	9%	2%
					*	*		BD*					N	
Retired	241	70	13	57	33	46	72	21	78	38	64	26	3	238
	24%	15%	6%	21%	40%	38%	27%	36%	30%	25%	26%	12%	1%	31%
		C		BC	BCDG*	BCD*	BC	BC*	L	L	L			M
Student/Pupil	47	43	23	20	1	-	3	-	15	2	16	5	11	36
	5%	9%	11%	8%	1%	-	1%	-	6%	2%	6%	3%	5%	5%
		EFG	EFGH	FG	*	*		*						
Military	2	*	*	-	1	1	-	-	*	-	2	-	1	1
	*	*	*	-	1%	1%	-	-	*	-	1%	-	*	*
					*	*		*						
Prefer not to answer	21	11	7	4	3	1	7	-	2	3	4	-	3	19
	2%	2%	4%	1%	3%	1%	2%	-	1%	2%	1%	-	1%	2%
			B		*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

USMAR2. What is your marital status?

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
	307	184	101	83	16	26	68	13	118	50	60	31	46	261
Single, never married	31%	39%	48%	31%	20%	22%	26%	23%	46%	33%	24%	15%	20%	34%
		DEFG	BDEFGH		*	*		*	JKL	L	L			M
	116	57	31	26	2	14	35	8	24	14	40	21	35	81
Living with partner	12%	12%	15%	10%	2%	12%	13%	13%	9%	9%	16%	10%	15%	11%
		E	BE	E	*	E*	E	E*						
	436	183	61	122	43	62	122	27	56	57	134	141	135	301
Married	44%	38%	29%	46%	53%	52%	46%	45%	22%	37%	53%	68%	57%	39%
		C		BC	BC*	BC*	C	*		I	IJ	IJK	N	
	53	11	5	6	9	12	13	7	25	10	6	3	5	49
Widowed	5%	2%	3%	2%	12%	10%	5%	12%	10%	6%	2%	2%	2%	6%
					BCD*	BCD*		BCD*	KL	L				M
	88	40	10	29	12	6	27	4	37	21	11	12	14	74
Divorced or separated	9%	8%	5%	11%	14%	5%	10%	6%	14%	14%	5%	6%	6%	10%
		C		C	CF*	*	C	*	KL	KL				
	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

  Minimum Base: 30 (**), Small Base: 100 (*)

PGS01. How much of your household's grocery shopping do you, yourself, do?

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1000**	**555**	**341**	**214**	**98**	**88**	**218**	**41**	**222**	**153**	**258**	**249**	**256**	**744**
Base: All Respondents (wtd)	**1000**	**475**	**209**	**266**	**82**	**120**	**265**	**59**	**259**	**152**	**250**	**207**	**235**	**765**
All of it	505	227	112	115	38	64	147	30	161	86	120	76	105	400
	51%	48%	54%	43%	47%	53%	55%	51%	62%	56%	48%	37%	45%	52%
			BD		*	*	D	*	KL	L	L			
Almost all of it	211	99	35	64	19	27	48	18	39	28	62	66	58	153
	21%	21%	17%	24%	23%	22%	18%	31%	15%	18%	25%	32%	25%	20%
		C			*	*		*			I	IJ		
About half of it	154	81	34	47	14	15	38	5	37	19	35	36	43	111
	15%	17%	16%	18%	18%	12%	14%	8%	14%	13%	14%	17%	18%	15%
					*	*		*						
Less than half of it	74	43	15	27	7	8	15	1	14	9	17	19	13	61
	7%	9%	7%	10%	9%	6%	6%	1%	6%	6%	7%	9%	6%	8%
					*	*		*						
None	56	26	12	13	3	6	16	5	8	10	17	11	16	40
	6%	5%	6%	5%	3%	5%	6%	8%	3%	7%	7%	5%	7%	5%
					*	*		*						
Sigma	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

    Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

    Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

    Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N

    Minimum Base: 30 (**), Small Base: 100 (*)

CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	555	341	214	98	88	218	41	222	153	258	249	256	744
Base: All Respondents (wtd)	1000	475	209	266	82	120	265	59	259	152	250	207	235	765
North American origins (Net)	359	119	57	61	42	51	110	37	120	45	84	68	102	257
	36%	25%	28%	23%	52% BCD*	43% BCD*	41% BCD	64% BCDG*	46% JKL	29%	33%	33%	43% N	34%
North American Aboriginal origins	29	9	5	4	*	5	7	7	15	1	5	3	9	20
	3%	2%	2%	1%	1% *	4% *	3%	12% BCDEG*	6% JL	1%	2%	1%	4%	3%
Canadian	337	117	57	60	42	48	104	27	107	45	80	65	96	242
	34%	25%	27%	23%	51% BCD*	40% BCD*	39% BCD	47% BCD*	41% J	29%	32%	31%	41% N	32%
Other North American origins	9	2	2	1	-	1	2	3	2	-	2	5	1	8
	1%	1%	1%	*	-	1% *	1% *	6% BCD*	1%	-	1%	2%	*	1%
British Isles origins (Net)	302	95	35	60	32	53	105	17	71	50	79	67	47	255
	30%	20%	17%	23% C	39% BCD*	44% BCD*	40% BCD	29% *	27%	33%	32%	32%	20%	33% M
English	202	63	26	37	20	26	79	13	48	26	59	44	38	164
	20%	13%	13%	14%	20% BCD*	22% *	30% BCD	23% *	18%	17%	23%	21%	16%	21% M
Irish	132	39	11	28	14	25	45	10	27	15	37	30	18	114
	13%	8%	5%	10% C	17% BC*	21% BCD*	17% BC	17% C*	10%	10%	15%	15%	8%	15% M
Scottish	134	38	13	25	17	27	45	7	32	23	30	32	22	112
	13%	8%	6%	9%	21% BCD*	22% BCD*	17%	13% *	12%	15%	12%	16%	9%	15%
Other British Isles origins	19	9	3	6	1	1	8	-	2	2	4	4	3	15
	2%	2%	2%	2%	1% *	1% *	3%	-	1%	1%	1%	2%	1%	2%
Western European origins (Net)	121	35	15	20	9	24	44	8	33	14	38	23	20	100
	12%	7%	7%	7%	11% *	20% BCD*	17% BCD	13% *	13%	9%	15%	11%	9%	13%
French origins	38	10	5	5	4	11	10	2	14	9	6	7	10	28
	4%	2%	3%	2%	5% *	10% BCD*	4%	4% *	5%	6%	3%	3%	4%	4%
Dutch	20	10	2	7	2	4	5	-	6	3	4	5	2	19
	2%	2%	1%	3%	2% *	3% *	2%	-	2%	2%	2%	2%	1%	2%
German	58	13	7	6	3	8	28	5	15	2	26	9	7	50
	6%	3%	3%	2%	4% *	7% *	11% BCD	9% *	6%	1%	10% JL	5%	3%	7%
Other Western European origins	19	10	3	7	1	2	7	-	2	1	7	4	5	14
	2%	2%	1%	3%	1% *	2% *	3%	-	1%	1%	3%	2%	2%	2%
Eastern European origins (Net)	98	48	14	34	5	13	24	8	24	12	24	23	19	79
	10%	10%	7%	13% C	7% *	11% *	9%	13%	9%	8%	10%	11%	8%	10%
Hungarian	10	5	3	3	2	1	1	1	4	1	3	2	2	8
	1%	1%	1%	1%	2% *	1% *	*	1% *	2%	1%	1%	1%	1%	1%
Polish	40	16	3	13	2	8	9	5	11	5	11	7	5	35
	4%	3%	1%	5% C	2% *	7% C*	3%	8% C*	4%	3%	4%	3%	2%	5%
Russian	13	10	2	8	-	-	4	-	3	3	4	3	3	10
	1%	2%	1%	3% C	- *	- *	1%	- *	1%	2%	2%	1%	1%	1%
Ukrainian	17	7	2	5	2	5	2	1	1	2	4	6	4	13
	2%	2%	1%	2%	2% *	4% *	1%	2% *	*	2%	1%	3%	2%	2%
Other Eastern European origins	30	17	4	13	1	1	10	1	6	3	7	9	8	21
	3%	4%	2%	5% C	1% *	1% *	4%	2% *	2%	2%	3%	4%	3%	3%
Southern European origins (Net)	64	45	17	28	2	3	13	1	12	19	15	9	15	49
	6%	9% EF	8%	11% EF	2% *	2% *	5%	2% *	5%	13% IKL	6%	4%	6%	6%
Greek	9	6	2	4	*	1	1	-	2	1	3	1	4	5
	1%	1%	1%	1%	* *	1% *	*	- *	1%	1%	1%	1%	2%	1%
Italian	34	20	8	13	1	1	11	1	5	9	11	5	7	28
	3%	4%	4%	5%	2% *	1% *	4%	2% *	2%	6%	5%	3%	3%	4%
Portuguese	16	15	5	10	-	-	1	-	4	7	-	1	2	14
	2%	3% G	3%	4% G	- *	- *	*	- *	1%	5% KL	-	1%	1%	2%
Spanish	4	3	2	1	-	1	-	-	-	2	-	1	3	1
	*	1%	1%	*	- *	1% *	-	- *	-	1%	-	1% N	1%	*
Other Southern European origins	4	2	1	1	-	-	2	-	2	-	2	-	1	3
	*	*	*	*	- *	- *	1%	- *	1%	-	1%	-	*	*
Other European origins (Net)	17	6	4	2	5	4	1	1	4	2	3	8	1	16
	2%	1%	2%	1%	6% BCDG*	4% *	*	1% *	1%	1%	1%	4%	*	2%
Other Northern European origins (excl. British Isles Origins)	14	5	3	2	4	3	1	1	3	2	2	8	*	14
	1%	1%	2%	1%	5% BDG*	3% *	*	1% *	1%	1%	1%	4% K	*	2%
Other European origins	5	3	3	-	2	1	-	-	3	-	2	*	*	5
	1%	1%	1% B	-	2% DG*	1% *	-	- *	1%	-	1%	*	*	1%
Caribbean origins (Net)	27	22	8	13	1	1	2	1	9	4	7	2	8	18
	3%	5% G	4% G	5% G	1% *	1% *	1%	2% *	4%	3%	3%	1%	4%	2%
Jamaican	17	12	7	5	*	1	2	1	9	*	3	*	6	11
	2%	3%	3%	2%	1% *	1% *	1%	2% *	4% L	*	1%	*	3%	1%
Other Caribbean origins	11	11	3	8	1	-	-	-	2	4	4	2	2	9
	1%	2% G	1%	3% G	1% *	- *	-	- *	1%	3%	1%	1%	1%	1%
Latin, Central and South American origins (Net)	21	18	6	12	2	-	1	-	6	3	4	2	10	11
	2%	4% G	3% G	4% G	3% *	- *	*	- *	2%	2%	2%	1%	4% N	1%
Latin, Central and South American origins	21	18	6	12	2	-	1	-	6	3	4	2	10	11
	2%	4% G	3% G	4% G	3% *	- *	*	- *	2%	2%	2%	1%	4% N	1%
African origins (Net)	12	7	4	3	-	-	5	-	6	*	3	2	6	6
	1%	1%	2%	1%	- *	- *	2%	- *	2%	*	1%	1%	3% N	1%
African origins	12	7	4	3	-	-	5	-	6	*	3	2	6	6
	1%	1%	2%	1%	- *	- *	2%	- *	2%	*	1%	1%	3% N	1%
Asian origins (Net)	135	116	53	63	2	8	8	2	26	15	38	42	37	98
	14%	24% EFGH	25% EFGH	24% EFGH	2% *	7% *	3%	3% *	10%	10%	15%	20% IJ	16%	13%
West Central Asian and Middle Eastern origins	9	7	4	4	-	-	1	1	2	1	2	1	5	4
	1%	2%	2%	1%	- *	- *	*	1% *	1%	1%	1%	*	2% N	*
East Indian	20	17	5	13	1	1	*	-	3	-	7	8	5	15
	2%	4% CG	2%	5% G	1% *	1% *	*	-	1%	-	3%	4% J	2%	2%
Other South Asian origins	20	17	6	11	1	-	2	1	6	2	8	3	5	15
	2%	4% G	3%	4% G	1% *	- *	1%	2% *	2%	1%	3%	1%	2%	2%
Chinese	58	51	27	24	1	5	1	-	8	9	14	21	15	44
	6%	11% EGH	13% BEFGH	9% EG	1% *	4% G*	1%	- *	3%	6%	6%	10% I	6%	6%
Filipino	17	13	6	7	-	1	3	-	4	3	4	5	7	10
	2%	3%	3%	3%	- *	1% *	1%	- *	2%	2%	2%	2%	3%	1%
Other East and Southeast Asian origins	13	11	7	5	1	1	-	-	3	2	4	5	1	12
	1%	2% G	3% G	2%	1% *	1% *	-	-	1%	1%	2%	2%	*	2%
Oceania origins (Net)	6	6	1	4	-	-	-	-	4	-	2	-	*	5
	1%	1%	1%	2%	- *	- *	-	- *	1%	-	1%	-	*	1%
Oceania origins	6	6	1	4	-	-	-	-	4	-	2	-	*	5
	1%	1%	1%	2%	- *	- *	-	- *	1%	-	1%	-	*	1%
Prefer not to answer	73	48	36	12	1	2	20	1	13	15	16	4	17	56
	7%	10% DEF	17% BDEFGH	4%	1% *	2% *	8%	1% *	5%	10% L	7% L	2%	7%	7%
Sigma	1471	647	284	364	125	192	417	90	381	201	378	307	332	1139
	147%	136%	136%	137%	153%	160%	158%	153%	147%	133%	151%	148%	141%	149%

Statistics:
Overlap formulae used
- Column Proportions:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A, B/C/D/E/F/G/H, I/J/K/L, M/N
  Minimum Base: 30 (**), Small Base: 100 (*)