



experience  
you can trust

November 13, 2006

# Ontario Perceptions on LCBO Deposit/Return System



## SES/Osprey Media Poll

### Methodology

Between September 30th and October 3rd, 2006, 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 2001 Canadian census results for Ontario. Results should be considered representative of the Ontario population. Results may not add up to 100% due to rounding.

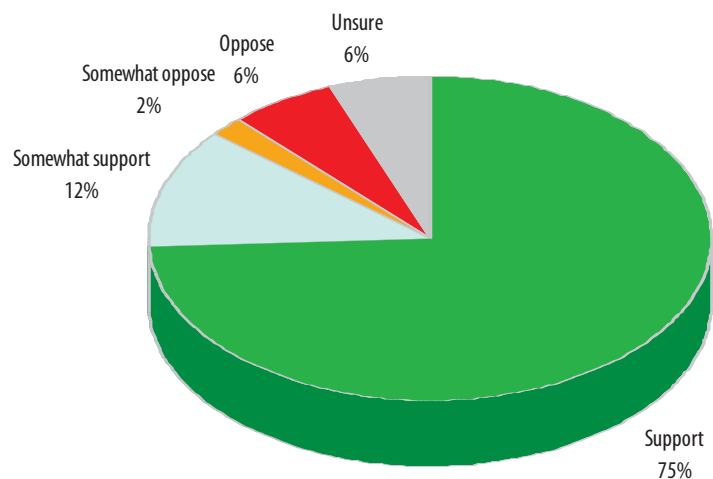
The initiative was part of the SES Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a Gold Seal Corporate Member.

### 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:** As you may know, the provincial government has decided to implement a deposit/return system for all liquor/wine bottles and tetra paks sold at the LCBO. A 10 to 40 cent deposit will be collected when the purchase is made and refunded when the empty bottles/tetra paks are returned to the Beer Store. Do you support, somewhat support, somewhat oppose or oppose this type of deposit/return system?



Group (Margin of Accuracy)	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
	%	%	%	%	%
Ontario ( $\pm 4.5\%$ )	75	12	2	6	6
Men ( $\pm 6\%$ )	72	13	1	9	5
Women ( $\pm 6\%$ )	78	11	3	2	6
18 to 29 ( $\pm 10\%$ )	74	13	1	6	6
30 to 39 ( $\pm 10\%$ )	70	17	1	7	5
40 to 49 ( $\pm 10\%$ )	84	6	3	5	3
50 to 59 ( $\pm 11\%$ )	78	6	4	5	6
60 plus ( $\pm 9\%$ )	70	15	0	6	9

