

June 10th, 2008

# One of two Ontarians oppose government financial support of auto sector

## Methodology

Between May 28th and May 30th, 2008, Nanos Research conducted a random telephone survey of 501 Ontarians 18 years and older.

A random telephone survey of 501 Ontarians is 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 monthly Nanos Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate Member.

## About Nanos Research

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. Nanos is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

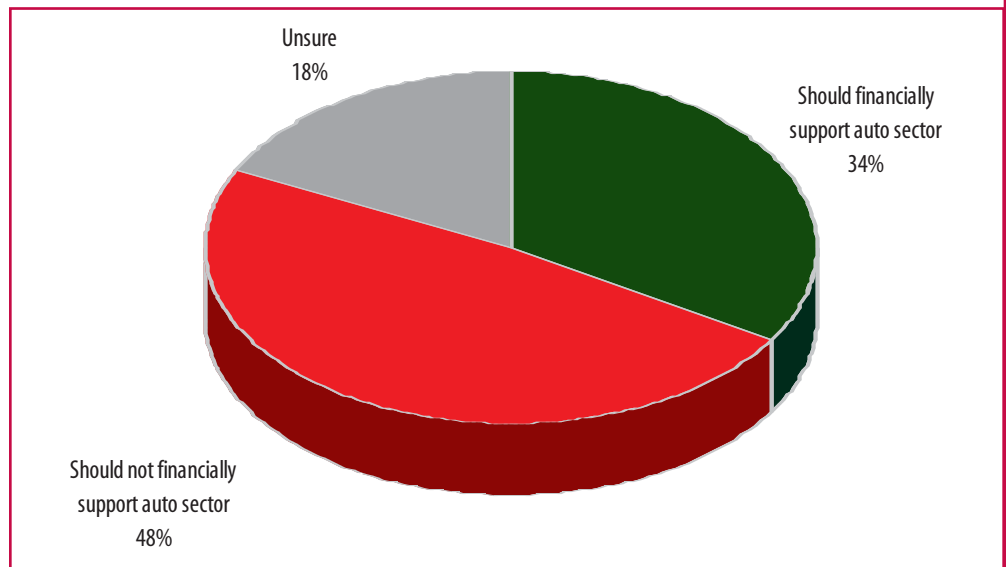
For more information on our full range of services please visit our website

[www.nanosresearch.com](http://www.nanosresearch.com) or contact:

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**Question:** Some people think that the Government of Ontario should step in to financially support the provinces auto sector. Others think that no financial support should be provided by the Government of Ontario to the provinces auto sector. Which of these opinions best reflects your personal view? [ROTATE]

1. The Government of Ontario should step in to financially support the provinces auto sector
2. No financial support should be provided by the Government of Ontario to the provinces auto



Group (Margin of Accuracy)	Should financially support auto sector	Should not financially support auto sector	Unsure
	%	%	%
Ontario ( $\pm 4.4\%$ )	34	48	18
Men ( $\pm 6.3\%$ )	36	50	14
Women ( $\pm 6.2\%$ )	32	47	21
18 to 29 ( $\pm 10.0\%$ )	39	39	22
30 to 39 ( $\pm 10.2\%$ )	37	49	14
40 to 49 ( $\pm 9.6\%$ )	35	48	17
50 to 59 ( $\pm 10.7\%$ )	30	53	18
60 and over ( $\pm 9.4\%$ )	29	53	18