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August 21, 2006

Ontario Perceptions on Drinking & Boating



SES/Osprey Media Poll

Methodology

Between August 12th and August 15th, 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 member.

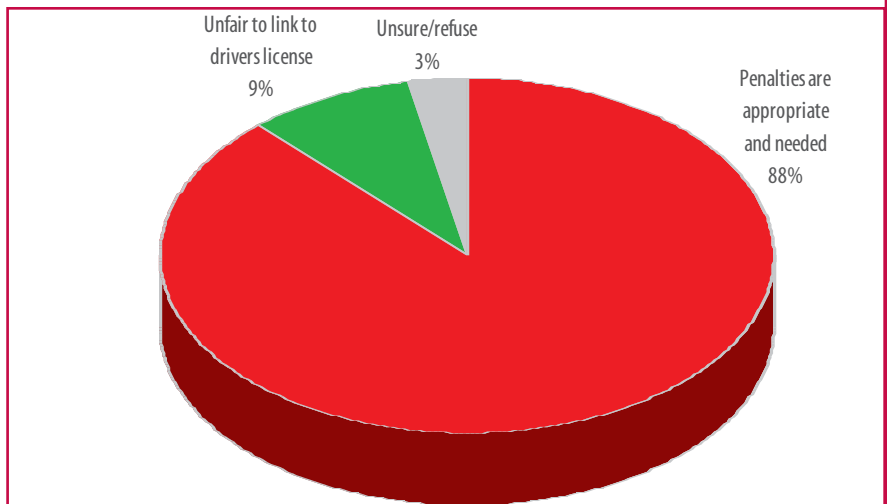
About SES

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: The Ontario government has passed a new law where anyone who operates a boat under the influence of alcohol will face new tough penalties. Penalties include 12-hour drivers license suspensions for boat operators who register a warning on breath alcohol screening devices to a one year suspension for those convicted of drinking while boating and a three-year suspension for a second offence. Which of the two statements best reflects your personal view? (Read and Rotate)

- a. These penalties are appropriate and needed to stop people who operate a boat while under the influence of alcohol.
- b. It is unfair to link penalties related to operating a boat under the influence of alcohol with someone's drivers license.



Group (Margin of Accuracy)	Penalties are appropriate and needed	Unfair to link to drivers license	Unsure	Refuse
	%	%	%	%
Ontario ($\pm 4.5\%$)	88	9	2	1
Men ($\pm 6\%$)	85	12	2	1
Women ($\pm 6\%$)	91	7	1	1
18 to 29 ($\pm 10\%$)	91	7	1	1
30 to 39 ($\pm 10\%$)	84	12	3	1
40 to 49 ($\pm 10\%$)	91	7	1	1
50 to 59 ($\pm 11\%$)	81	17	1	1
60 plus ($\pm 9\%$)	91	7	1	1

