



DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

Canadian Plastics Association

April 25th, 2007

Prepared by:



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Decima TeleVox Methodology

Interviewing

Data collection for the Decima teleVox is conducted via CATI (Computer Assisted Telephone Interviewing) from dialing facilities in Toronto, Montreal, and Ottawa. Approximately 65 CATI stations, in total, are used to facilitate timely completion.

Data collection for this study was conducted April 19^h through April 22nd 2007.

Quotas

Each month a random sample is generated and the quotas for each region are disproportionately allocated as follows:

Region	<u>N=1000*</u>		<u>N=2000*</u>	
	Interviews	Error interval	Interviews	Error interval
Atlantic	100	+/- 9.8%	200	+/- 6.9%
Quebec	250	+/- 6.2%	500	+/- 4.4%
Ontario	325	+/- 5.4%	650	+/- 3.8%
Manitoba/Saskatchewan	100	+/- 9.8%	200	+/- 6.9%
Alberta	100	+/- 9.8%	200	+/- 6.9%
British Columbia	125	+/- 8.8%	250	+/- 6.2%
Total Canada	1000	+/- 3.1%	2000	+/- 2.2%

Note: If your questions were on the teleVox for one week, please use N=1000 for your estimated error interval.
If your questions were on for two weeks, please use N=2000.*

Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are instilled to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montreal. The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2001 Census data.

Respondent Qualification

Interviewers must adhere to quotas to ensure that an accurate representation of male and female respondents, 18 years of age or older, are obtained within each region.

All interviewing across the country is conducted by fully bilingual interviewers. The language of interview is “as it falls” on a national basis, which means that the respondent has the opportunity to complete the interview in either English or French, whichever they prefer.

Sampling Techniques

The Decima TeleVox uses the most up-to-date and accurate sample available on the market. Every Canadian household that has a telephone number has an equal chance of being selected for the study. New exchanges are added monthly.

Quality Control

Decima Research experience and expertise in public opinion and market research extend to the quality and standards of the Decima TeleVox. Interviews are conducted by experienced staff who are thoroughly briefed by supervisors to ensure a complete understanding of the questionnaire content and flow. Detailed interviewing instructions form the basis for all briefings and are strictly adhered to, guaranteeing quality and efficiency in results.

Detailed verification and validation procedures at each stage of the process ensure field and data accuracy.

Data Analysis and Delivery

The data is cross-tabulated against a standard set of demographic characteristics including the following:

- *Region*
- *Language*
- *Gender*
- *Age of the respondent*
- *Employment status of the respondent*
- *CMA/Non-CMA*
- *Household income*
- *Education*
- *Marital status*
- *Household size*

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Table P1 Page 1

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P1. If retail stores provided drop-off bins for the collection of used shopping bags, would you bring your used shopping bags back to the store for recycling?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment				Language				
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Yes	725	50	182	270	50	73	99	329	396	89	123	118	73	302	88	319	49	144	64	41	556	169
	72%	64%	73%	70%	73%	75%	74%	67%	76%	76%	68%	69%	67%	74%	72%	67%	78%	76%	80%	72%	71%	73%
									H									P	P			
No	268	27	57	112	16	23	33	147	121	28	52	44	36	102	34	143	14	41	15	16	215	53
	26%	34%	23%	29%	23%	23%	25%	30%	23%	24%	29%	26%	33%	25%	28%	30%	22%	22%	18%	28%	28%	23%
			C						I							RS						
Don't know/Refused	20	1	11	2	3	2	1	13	7	-	5	8	-	6	1	13	-	5	1	-	11	9
	2%	1%	4%	1%	4%	2%	1%	3%	1%		3%	5%		1%	1%	3%		3%	1%		1%	4%
			DG													O						

P1. If retail stores provided drop-off bins for the collection of used shopping bags, would you bring your used shopping bags back to the store for recycling?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Yes	725	447	278	240	120	117	53	79	230	154	178	57	88	174	404	128	140	224	139	215
	72%	69%	76%	75%	70%	75%	65%	68%	69%	72%	72%	73%	79%	70%	72%	74%	71%	73%	73%	70%
No	268	187	81	74	47	35	27	37	98	55	64	20	23	72	145	43	54	76	47	89
	26%	29%	22%	23%	27%	22%	33%	32%	29%	25%	26%	26%	20%	29%	26%	25%	27%	25%	25%	29%
Don't know/Refused	20	13	7	6	5	4	1	1	6	6	6	1	1	3	14	2	3	7	5	4
	2%	2%	2%	2%	3%	3%	2%	1%	2%	3%	2%	1%	1%	1%	2%	1%	1%	2%	3%	1%

P2. Do you re-use your plastic shopping bags two or more times?
 BASE: Representative Adults
 BANNER 1

	Region					Gender		Age Group					Employment				Language					
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Yes	784	56	200	305	53	63	108	357	427	93	140	130	88	312	88	374	50	148	63	43	599	185
	77%	71%	80%	79%	76%	64%	81%	73%	82%	80%	78%	77%	81%	76%	72%	79%	79%	78%	78%	75%	77%	80%
			F	F			F		H													
No	222	23	48	75	16	35	26	127	95	24	40	40	20	92	35	97	13	40	18	14	179	43
	22%	29%	19%	20%	23%	36%	19%	26%	18%	20%	22%	23%	19%	22%	28%	20%	21%	21%	22%	25%	23%	19%
						CDEG		I														
Don't know/Refused	7	-	3	4	1	-	-	6	2	-	-	-	-	6	-	4	-	3	-	-	5	3
	1%		1%	1%	1%			1%	1%					2%		1%		1%			1%	1%

P2. Do you re-use your plastic shopping bags two or more times?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Yes	784	498	285	253	138	118	62	84	260	170	180	63	91	195	431	138	146	236	148	246
	77%	77%	78%	79%	80%	76%	76%	72%	78%	79%	73%	81%	81%	78%	77%	79%	74%	77%	78%	80%
No	222	145	77	65	34	36	19	30	69	44	66	15	21	54	126	34	49	68	42	61
	22%	22%	21%	20%	20%	23%	24%	26%	21%	21%	27%	19%	19%	22%	22%	19%	25%	22%	22%	20%
Don't know/Refused	7	4	4	2	1	2	-	2	5	1	2	-	-	-	5	3	2	4	1	1
	1%	1%	1%	1%	1%	1%	0%	2%	2%	1%	2%	0%	0%	0%	1%	1%	1%	1%	1%	1%

P3. Do you re-use your plastic shopping bags as garbage bags or to pickup after your pets?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group					Employment				Language				
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Yes	857	64	195	330	59	89	119	407	449	103	156	140	92	342	108	403	55	157	68	44	678	178
	85%	82%	78%	86%	86%	91%	89%	83%	86%	88%	86%	83%	85%	83%	88%	85%	86%	83%	85%	78%	87%	77%
				C		C	C														V	
No	150	13	53	52	8	9	15	79	71	14	25	29	15	63	13	71	9	30	12	13	99	51
	15%	17%	21%	14%	11%	9%	11%	16%	13%	12%	14%	17%	14%	15%	10%	15%	14%	16%	15%	22%	13%	22%
			DEFG																			U
Don't know/Refused	7	1	2	2	2	-	-	3	4	-	-	-	2	4	2	2	-	3	-	-	5	2
	1%	1%	1%	1%	3%			1%	1%				1%	1%	1%	1%	2%				1%	1%

P3. Do you re-use your plastic shopping bags as garbage bags or to pickup after your pets?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Yes	857	555	302	264	142	138	72	102	276	183	213	71	95	216	475	144	165	257	162	263
	85%	86%	82%	83%	82%	89%	88%	88%	83%	85%	86%	90%	85%	87%	85%	83%	84%	84%	85%	85%
No	150	87	63	55	28	18	9	13	56	29	34	8	17	33	85	27	30	46	27	46
	15%	13%	17%	17%	16%	11%	11%	11%	17%	13%	14%	10%	15%	13%	15%	15%	15%	15%	14%	15%
Don't know/Refused	7	5	2	1	2	-	1	1	2	3	1	-	-	1	2	3	1	4	2	-
	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	2%	1%	1%	1%	0%

P4. If traditional plastic shopping bags handed out at retail stores were no longer available, would you purchase kitchen catchers and other small plastic bags off the shelf for your household garbage and to pick up after your pets?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Yes	788	59	193	293	54	86	104	384	404	96	151	132	86	304	97	389	44	137	63	43	610	178
	78%	75%	77%	76%	78%	88%	77%	78%	77%	82%	83%	78%	80%	74%	79%	82%	69%	72%	79%	76%	78%	77%
						BCDG					N					R						
No	195	17	49	80	12	10	27	96	99	19	30	32	19	88	21	74	20	46	17	12	148	46
	19%	22%	20%	21%	17%	10%	20%	20%	19%	16%	17%	19%	18%	21%	17%	16%	31%	24%	21%	21%	19%	20%
		F	F	F			F									P	P					
Don't know/Refused	30	2	8	11	3	2	3	10	20	2	-	5	3	18	5	12	-	7	1	2	24	6
	3%	3%	3%	3%	5%	2%	3%	2%	4%	2%		3%	3%	4%	4%	3%		4%	1%	4%	3%	3%

P4. If traditional plastic shopping bags handed out at retail stores were no longer available, would you purchase kitchen catchers and other small plastic bags off the shelf for your household garbage and to pick up after your pets?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Yes	788	516	272	234	141	126	66	99	252	170	198	65	88	200	448	124	147	238	153	243
	78%	80%	74%	73%	82%	81%	82%	85%	75%	79%	80%	83%	78%	80%	80%	71%	75%	77%	80%	79%
					D			D						P	P					
No	195	114	80	76	28	25	15	15	71	35	42	13	24	47	100	40	42	60	34	57
	19%	18%	22%	24%	16%	16%	18%	12%	21%	16%	17%	17%	22%	19%	18%	23%	21%	19%	18%	19%
				FH																
Don't know/Refused	30	17	13	9	3	5	-	3	11	9	7	-	-	3	15	10	7	10	3	8
	3%	3%	4%	3%	2%	4%		3%	3%	4%	3%			1%	3%	6%	4%	3%	2%	2%
															N					

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table SEX Page 9

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SEX. Gender.
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Male	490	38	121	185	33	49	65	490	-	62	86	85	48	197	65	254	33	80	39	7	382	107
	48%	48%	48%	48%	48%	50%	48%	100%		53%	48%	50%	45%	48%	53%	53%	52%	42%	49%	13%	49%	47%
															T	RT	T	T	T			
Female	523	41	130	199	35	49	69	-	523	55	95	85	60	213	58	222	30	110	41	49	400	123
	52%	52%	52%	52%	52%	50%	52%		100%	47%	52%	50%	55%	52%	47%	47%	48%	58%	51%	87%	51%	53%
																		P		OPQRS		

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table SEX Page 10

April 19 - 22 2007

SEX. Gender.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Male	490	315	175	136	86	86	45	68	162	86	129	43	58	135	280	65	101	137	96	151
	48%	49%	48%	42%	50%	55%	55%	59%	48%	40%	52%	55%	52%	54%	50%	37%	52%	44%	50%	49%
					D	D	D	D			J	J		P	P					
Female	523	332	191	184	86	70	36	48	173	129	118	35	54	115	283	109	95	171	95	157
	52%	51%	52%	58%	50%	45%	45%	41%	52%	60%	48%	45%	48%	46%	50%	63%	48%	56%	50%	51%
				FGH							KL					NO				

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table REGION Page 11

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REGION. Region.
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Atlantic	78	78	-	-	-	-	-	38	41	4	18	17	6	33	6	36	5	16	6	7	78	1
	8%	100%						8%	8%	4%	10%	10%	5%	8%	5%	8%	8%	9%	8%	13%	10%	*%
												J										V
Quebec	250	-	250	-	-	-	-	121	130	32	39	43	31	102	24	130	9	51	20	10	23	227
	25%		100%					25%	25%	27%	21%	26%	29%	25%	20%	27%	13%	27%	25%	17%	3%	98%
																Q		Q				U
Ontario	384	-	-	384	-	-	-	185	199	48	65	63	46	146	45	171	28	72	39	18	383	1
	38%			100%				38%	38%	41%	36%	37%	42%	36%	36%	36%	44%	38%	49%	32%	49%	*%
																						V
Manitoba	36	-	-	-	36	-	-	17	19	3	6	3	4	19	5	18	-	6	1	4	36	-
	4%				53%			3%	4%	2%	3%	2%	4%	5%	4%	4%		3%	2%	7%	5%	
Saskatchewan	32	-	-	-	32	-	-	16	16	2	9	6	3	12	3	17	1	7	1	2	32	-
	3%				47%			3%	3%	2%	5%	4%	2%	3%	3%	4%	2%	4%	2%	4%	4%	
Alberta	98	-	-	-	-	98	-	49	49	13	20	11	13	39	20	46	5	14	6	5	98	-
	10%					100%		10%	9%	11%	11%	6%	12%	10%	16%	10%	8%	7%	7%	9%	13%	
															R							
BC	134	-	-	-	-	-	134	65	69	15	23	27	7	59	19	57	15	23	6	11	132	2
	13%						100%	13%	13%	13%	13%	16%	6%	14%	15%	12%	24%	12%	7%	19%	17%	1%
												M		M			S					V

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table REGION Page 12

April 19 - 22 2007

REGION. Region.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Atlantic	78	22	56	28	9	8	10	8	31	13	12	12	8	16	45	15	17	30	14	16
	8%	3%	15%	9%	5%	5%	12%	7%	9%	6%	5%	15%	7%	7%	8%	9%	9%	10%	8%	5%
			B						K			JK						T		
Quebec	250	172	78	99	42	40	10	26	86	53	63	17	29	67	144	37	46	78	56	70
	25%	27%	21%	31%	24%	26%	12%	22%	26%	25%	25%	22%	26%	27%	26%	22%	23%	25%	29%	23%
			G	G	G															
Ontario	384	274	110	118	63	51	35	42	132	80	89	23	46	100	188	80	75	107	64	135
	38%	42%	30%	37%	36%	32%	44%	36%	40%	37%	36%	29%	41%	40%	33%	46%	38%	35%	33%	44%
		C													O					RS
Manitoba	36	21	15	10	4	8	3	5	14	5	12	3	2	7	25	4	7	12	6	10
	4%	3%	4%	3%	2%	5%	3%	4%	4%	2%	5%	3%	2%	3%	4%	3%	3%	4%	3%	3%
Saskatchewan	32	19	13	7	8	4	3	1	11	8	7	3	3	8	17	6	7	8	6	10
	3%	3%	4%	2%	5%	3%	4%	1%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%
Alberta	98	58	40	20	16	20	9	21	33	29	20	5	9	19	63	12	18	29	18	33
	10%	9%	11%	6%	9%	13%	11%	18%	10%	14%	8%	7%	8%	8%	11%	7%	9%	9%	9%	11%
			D			D		DE												
BC	134	81	53	36	31	26	11	14	28	27	44	16	15	31	81	19	26	44	27	34
	13%	13%	14%	11%	18%	16%	14%	12%	8%	12%	18%	21%	14%	13%	14%	11%	13%	14%	14%	11%
											I	I								

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table EDUC Page 13

April 19 - 22 2007

EDUC. Education.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Current Student	112	8	29	46	5	9	15	58	54	64	30	8	3	7	5	25	8	1	71	3	84	27
	11%	10%	11%	12%	7%	9%	11%	12%	10%	55%	16%	5%	3%	2%	4%	5%	12%	*%	89%	5%	11%	12%
										KLMN	LMN				R	R	R		OPQRT			
Public/Elementary	22	5	6	8	-	3	-	10	12	-	1	3	-	17	3	2	3	10	-	3	15	6
	2%	6%	2%	2%		3%		2%	2%		1%	2%		4%	3%	*%	5%	5%		5%	2%	3%
														K				P				
Some High School	101	11	33	31	6	12	7	48	52	10	8	10	14	57	15	27	12	32	3	10	71	30
	10%	14%	13%	8%	9%	12%	5%	10%	10%	9%	4%	6%	13%	14%	12%	6%	19%	17%	3%	18%	9%	13%
		G	G										K	KL	PS	PS	PS	PS		PS		
Graduated High School	212	16	46	93	19	18	21	103	109	21	38	36	20	95	17	94	21	50	1	23	174	38
	21%	20%	18%	24%	27%	18%	15%	21%	21%	18%	21%	22%	18%	23%	14%	20%	34%	26%	1%	40%	22%	16%
			G	G										S	S	OPS	OS		OPS		V	
Some Vocational/ Technical/College/CEGEP	70	4	11	32	5	9	9	33	37	2	14	7	9	37	5	39	3	15	-	3	59	11
	7%	6%	4%	8%	7%	10%	7%	7%	7%	2%	8%	4%	8%	9%	4%	8%	5%	8%		5%	8%	5%
										J	J	J	J	JL								
Completed Vocational/ Technical/College/CEGEP	144	9	42	48	8	20	18	53	92	9	31	32	18	55	19	100	6	11	1	6	104	41
	14%	12%	17%	13%	12%	20%	13%	11%	18%	8%	17%	19%	17%	13%	16%	21%	9%	6%	1%	11%	13%	18%
								H	J	J	J	J	J	RS	QRST	S		S		S		
Some University	42	2	5	14	6	2	11	22	20	2	5	8	6	21	7	22	2	9	-	2	36	6
	4%	3%	2%	4%	9%	2%	8%	4%	4%	2%	3%	5%	5%	5%	5%	5%	3%	5%		4%	5%	3%
					CF		CF															
Completed University	205	10	57	75	12	18	33	107	98	7	38	48	25	84	33	113	8	40	1	6	153	53
	20%	13%	23%	19%	18%	18%	25%	22%	19%	6%	21%	29%	23%	21%	27%	24%	13%	21%	2%	11%	20%	23%
			B				B			J	JN	J	J	J	QST	QST	S	ST				
Post Graduate	78	12	17	23	5	5	16	43	35	-	13	16	14	32	16	44	-	14	-	1	63	15
	8%	15%	7%	6%	8%	5%	12%	9%	7%		7%	10%	13%	8%	13%	9%		7%		2%	8%	7%
		CDF												T	T							
Refused	27	2	3	14	2	2	4	12	15	1	2	1	-	4	1	8	-	9	3	-	23	3
	3%	2%	1%	4%	3%	2%	3%	2%	3%	1%	1%	1%		1%	1%	2%		4%	4%		3%	1%
																		O				

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table EDUC Page 14

April 19 - 22 2007

EDUC. Education.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Current Student	112	76	36	48	14	7	10	5	-	-	-	-	112	78	25	8	13	26	27	46
	11%	12%	10%	15%	8%	5%	12%	4%					100%	31%	4%	5%	7%	9%	14%	15%
				EFH			H							OP				Q	QR	
Public/Elementary	22	7	14	18	1	-	1	-	22	-	-	-	-	2	10	9	7	8	2	4
	2%	1%	4%	6%	*		1%		6%					1%	2%	5%	4%	3%	1%	1%
			B	EG											NO					
Some High School	101	42	59	55	16	8	-	5	101	-	-	-	-	23	45	32	28	37	17	18
	10%	6%	16%	17%	10%	5%		5%	30%					9%	8%	19%	14%	12%	9%	6%
			B	EFH												NO	T	T		
Graduated High School	212	130	82	87	46	29	8	13	212	-	-	-	-	43	122	43	39	65	42	63
	21%	20%	22%	27%	26%	19%	10%	11%	63%					17%	22%	25%	20%	21%	22%	21%
				FGH	GH															
Some Vocational/ Technical/College/CEGEP	70	43	27	25	16	10	5	4	-	70	-	-	-	14	36	19	20	25	10	12
	7%	7%	7%	8%	9%	7%	6%	3%		33%				6%	6%	11%	10%	8%	5%	4%
				H												T	T			
Completed Vocational/ Technical/College/CEGEP	144	91	54	31	26	36	20	15	-	144	-	-	-	34	92	18	29	35	28	52
	14%	14%	15%	10%	15%	23%	25%	13%		67%				14%	16%	10%	15%	11%	14%	17%
						DH	DH								P					
Some University	42	31	11	10	6	10	6	4	-	-	42	-	-	4	33	5	5	16	5	16
	4%	5%	3%	3%	3%	6%	7%	3%			17%			2%	6%	3%	3%	5%	3%	5%
															N					
Completed University	205	155	51	34	39	43	20	43	-	-	205	-	-	39	140	25	36	63	40	66
	20%	24%	14%	11%	23%	28%	25%	37%			83%			16%	25%	14%	18%	20%	21%	21%
					D	D	D	DE							NP					
Post Graduate	78	56	23	9	10	12	11	28	-	-	-	78	-	10	58	10	9	31	16	21
	8%	9%	6%	3%	6%	8%	14%	24%				100%		4%	10%	5%	5%	10%	8%	7%
					D	D	DEF								NP			Q		
Refused	27	17	9	3	-	-	-	-	-	-	-	-	-	1	1	4	9	2	3	9
	3%	3%	3%	1%										1%	*	3%	5%	1%	2%	3%
																R				R

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table AGE_COL Page 15

April 19 - 22 2007

AGE_COL. Age group.
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
18-24	117	4	32	48	5	13	15	62	55	117	-	-	-	-	5	48	9	-	47	7	87	30
	12%	5%	13%	13%	7%	13%	11%	13%	10%	100%					4%	10%	14%		59%	12%	11%	13%
			B	B															OPQT			
25-34	181	18	39	65	16	20	23	86	95	-	181	-	-	-	22	103	15	1	22	13	147	34
	18%	23%	15%	17%	23%	20%	17%	18%	18%		100%				18%	22%	24%	1%	28%	22%	19%	15%
															R	R	R		R	R		
35-44	169	17	43	63	9	11	27	85	85	-	-	169	-	-	23	108	14	4	3	14	125	44
	17%	21%	17%	16%	14%	11%	20%	17%	16%			100%			19%	23%	22%	2%	4%	24%	16%	19%
															RS	RS	RS		RS	RS		
45-49	108	6	31	46	6	13	7	48	60	-	-	-	108	-	20	73	5	1	2	6	77	31
	11%	7%	12%	12%	9%	13%	5%	10%	11%				100%		17%	15%	7%	1%	3%	11%	10%	13%
			G	G											RS	QRS				R		
50+	410	33	102	146	31	39	59	197	213	-	-	-	-	410	50	134	21	177	3	17	321	89
	40%	42%	41%	38%	45%	40%	44%	40%	41%					100%	41%	28%	33%	93%	3%	30%	41%	38%
															PS	S	S	OPQST	S	S		
Don't Know/No Response	28	1	3	16	2	3	3	12	16	-	-	-	-	-	2	10	-	7	3	-	25	3
	3%	1%	1%	4%	3%	3%	2%	3%	3%						1%	2%		3%	4%		3%	1%
				BC																		

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table AGE_COL Page 16

April 19 - 22 2007

AGE_COL. Age group.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
18-24	117	80	37	50	9	7	8	8	31	11	9	-	64	100	12	3	9	18	28	61
	12%	12%	10%	16%	5%	5%	10%	7%	9%	5%	4%		58%	40%	2%	2%	5%	6%	14%	20%
				EFH					K				IJK	OP				QR	QR	
25-34	181	121	59	59	49	29	14	15	47	45	43	13	30	61	113	5	27	48	39	66
	18%	19%	16%	18%	29%	19%	17%	13%	14%	21%	18%	17%	27%	25%	20%	3%	14%	15%	20%	21%
					DFGH				I				I	P	P				Q	Q
35-44	169	108	61	36	26	43	20	24	50	38	56	16	8	39	109	18	25	29	36	78
	17%	17%	17%	11%	15%	28%	25%	21%	15%	18%	23%	21%	7%	16%	19%	10%	13%	9%	19%	25%
						DE	D	D	M	M	IM	M			P				R	QR
45-49	108	70	39	31	14	11	12	25	34	27	30	14	3	11	72	26	12	27	26	43
	11%	11%	11%	10%	8%	7%	15%	21%	10%	13%	12%	18%	3%	4%	13%	15%	6%	9%	14%	14%
								DEF	M	M	M	M			N	N			Q	Q
50+	410	247	163	142	74	63	26	44	169	92	105	32	7	37	251	120	115	183	61	50
	40%	38%	44%	44%	43%	40%	32%	38%	50%	43%	43%	41%	6%	15%	45%	69%	59%	59%	32%	16%
									M	M	M	M			N	NO	ST	ST	T	
Don't Know/No Response	28	21	8	1	-	2	-	1	3	1	3	3	-	2	5	3	8	3	2	10
	3%	3%	2%	*%		1%		1%	1%	1%	1%	3%		1%	1%	1%	4%	1%	1%	3%
																	R			R

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DEM4. What is your marital status?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Single (never married)	250	16	67	100	15	19	31	135	115	100	61	39	11	37	22	122	27	13	58	7	187	63
	25%	21%	27%	26%	21%	20%	23%	28%	22%	86%	34%	23%	10%	9%	18%	26%	43%	7%	72%	13%	24%	27%
								I		KLMN	LMN	MN			R	ORT	OPRT		OPQRT			
Married/Living common law	562	45	144	188	42	63	81	280	283	12	113	109	72	251	81	293	24	97	16	41	431	131
	55%	57%	57%	49%	61%	64%	60%	57%	54%	11%	63%	64%	66%	61%	66%	62%	38%	51%	20%	73%	55%	57%
			D		D	D	D				J	J	J	J	QRS	QRS	S	S		QRS		
Separated	30	5	4	16	1	2	3	18	12	3	3	4	8	12	5	13	3	6	2	1	27	4
	3%	6%	1%	4%	1%	2%	2%	4%	2%	2%	2%	2%	8%	3%	4%	3%	4%	3%	3%	3%	3%	2%
												K										
Divorced	78	5	21	33	5	7	7	33	46	-	-	13	16	48	11	35	6	20	-	2	59	20
	8%	6%	9%	9%	8%	7%	5%	7%	9%			8%	14%	12%	9%	7%	10%	10%		3%	7%	9%
																		T				
Widowed	65	6	12	31	4	3	9	14	51	-	2	1	2	60	3	5	3	47	2	3	54	11
	6%	7%	5%	8%	6%	3%	7%	3%	10%		1%	*%	2%	15%	2%	1%	5%	25%	3%	6%	7%	5%
			F						H					KLM				OPQST				
REFUSED	27	2	2	15	2	4	3	10	17	1	1	3	-	2	2	8	-	6	2	2	26	2
	3%	2%	1%	4%	3%	4%	2%	2%	3%	1%	1%	2%		1%	1%	2%		3%	3%	3%	3%	1%
				C																		V

DEM4. What is your marital status?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Single (never married)	250	175	75	113	35	25	14	15	69	48	44	10	78	250	-	-	89	46	43	71
	25%	27%	20%	35%	20%	16%	18%	13%	21%	22%	18%	12%	70%	100%			45%	15%	23%	23%
		C		EFGH						L			IJKL				RST		R	R
Married/Living common law	562	348	214	117	108	116	61	98	177	127	173	58	25	-	562	-	11	219	122	208
	55%	54%	59%	37%	63%	74%	76%	84%	53%	59%	70%	74%	23%		100%		5%	71%	64%	68%
				D	DE	DE	DE	DEF	M	M	IJM	IJM					Q	Q	Q	Q
Separated	30	13	17	17	8	2	2	1	12	6	6	2	3	-	-	30	11	10	6	3
	3%	2%	5%	5%	5%	1%	2%	1%	4%	3%	3%	2%	3%			17%	6%	3%	3%	1%
		B	B	FH													T	T		
Divorced	78	54	25	34	13	12	3	2	32	20	16	7	3	-	-	78	33	24	9	12
	8%	8%	7%	11%	8%	8%	4%	2%	10%	9%	6%	9%	2%			45%	17%	8%	5%	4%
				GH	H	H			M	M							RST			
Widowed	65	37	28	37	9	2	-	-	40	11	8	1	2	-	-	65	49	7	7	3
	6%	6%	8%	12%	5%	1%			12%	5%	3%	1%	2%			38%	25%	2%	4%	1%
				EF	F				JKLM	L							RST			
REFUSED	27	20	7	2	-	-	-	-	4	2	1	1	-	-	-	-	3	3	4	10
	3%	3%	2%	1%					1%	1%	*	2%					2%	1%	2%	3%
																				R

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DEM5. How many people live in the household?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
One	196	17	46	75	14	18	26	101	95	9	27	25	12	115	18	71	18	68	9	6	153	43
	19%	21%	18%	20%	21%	18%	19%	21%	18%	8%	15%	15%	11%	28%	15%	15%	29%	36%	12%	10%	20%	19%
														JKLM			OPST	OPST				
Two	308	30	78	107	21	29	44	137	171	18	48	29	27	183	41	131	12	95	18	9	239	69
	30%	38%	31%	28%	30%	29%	33%	28%	33%	15%	26%	17%	25%	45%	33%	28%	19%	50%	22%	16%	31%	30%
											J			JKLM	QT	T		OPQST				
Three	191	14	56	64	12	18	27	96	95	28	39	36	26	61	24	97	11	16	21	17	137	54
	19%	18%	22%	17%	17%	18%	20%	20%	18%	24%	21%	21%	24%	15%	20%	20%	18%	8%	26%	29%	18%	23%
													N		R	R			R	R		
Four	174	12	45	65	11	21	21	91	83	37	42	41	23	26	24	110	10	2	16	11	131	42
	17%	15%	18%	17%	16%	21%	16%	19%	16%	32%	23%	24%	21%	6%	19%	23%	16%	1%	20%	19%	17%	18%
										N	N	N	N		R	R	R		R	R		
Five or more	134	5	26	70	10	12	12	60	75	24	24	37	20	24	16	64	12	8	16	15	112	22
	13%	6%	10%	18%	14%	13%	9%	12%	14%	21%	13%	22%	18%	6%	13%	13%	18%	4%	20%	26%	14%	10%
				BCG	B					N	N	KN	N		R	R	R		R	PR		
REFUSED	10	1	1	3	1	1	3	5	5	1	1	2	-	1	-	2	-	2	-	-	10	-
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%		1%		2%		1%			1%	

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DEM5. How many people live in the household?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
One	196	117	79	108	30	17	3	6	75	49	41	9	13	89	11	94	196	-	-	-
	19%	18%	22%	34%	17%	11%	4%	5%	22%	23%	17%	12%	11%	35%	2%	54%	100%			
				EFGH	GH	G			LM	LM				O	NO					
Two	308	190	118	94	65	45	28	34	110	61	78	31	26	46	219	40	-	308	-	-
	30%	29%	32%	29%	37%	29%	35%	29%	33%	28%	32%	40%	23%	18%	39%	23%		100%		
												M			NP					
Three	191	120	71	52	39	41	13	21	62	38	45	16	27	43	122	22	-	-	191	-
	19%	19%	19%	16%	23%	27%	16%	18%	19%	18%	18%	20%	24%	17%	22%	13%			100%	
						DG									P					
Four	174	124	50	38	19	32	26	26	42	44	45	12	26	45	111	12	-	-	-	174
	17%	19%	14%	12%	11%	21%	32%	23%	13%	20%	18%	16%	23%	18%	20%	7%				56%
		C				DE	DE	DE		I			I	P	P					
Five or more	134	89	45	29	19	21	11	29	44	21	37	9	19	26	98	6	-	-	-	134
	13%	14%	12%	9%	11%	14%	14%	25%	13%	10%	15%	11%	17%	10%	17%	4%				44%
								DEF					P	NP						
REFUSED	10	7	3	-	1	-	-	-	2	3	1	1	-	1	3	-	-	-	-	-
	1%	1%	1%		1%				1%	1%	1%	2%		1%	1%					

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DEM6. Are there any children 17 or younger living in the household?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Children under 6 yrs in household	169	10	39	68	12	15	25	75	95	16	77	52	12	12	18	87	16	4	14	27	132	37
	17%	13%	15%	18%	17%	15%	19%	15%	18%	13%	43%	31%	11%	3%	15%	18%	25%	2%	17%	47%	17%	16%
										N	JLMN	JMN	N		R	R	R		R	OPQRS		
Children 6-12 yrs in household	157	8	36	66	11	19	17	75	82	14	29	65	22	25	16	91	13	5	10	18	122	35
	15%	10%	14%	17%	16%	20%	13%	15%	16%	12%	16%	38%	21%	6%	13%	19%	20%	3%	12%	32%	16%	15%
										N	JKMN	N			R	R	R		R	ORS		
Children 13-17 yrs in household	147	10	37	60	11	17	12	76	70	25	8	38	44	27	20	83	11	7	13	8	111	36
	14%	13%	15%	16%	16%	17%	9%	16%	13%	21%	4%	22%	41%	7%	16%	17%	17%	4%	16%	14%	14%	15%
					G					KN		KN	JKLN		R	R	R		R	R		
NO CHILDREN 17 OR YOUNGER AT HOME	643	55	159	240	43	61	86	315	328	69	91	62	46	361	80	274	34	177	49	19	500	143
	63%	70%	63%	63%	63%	62%	64%	64%	63%	59%	51%	37%	42%	88%	65%	58%	53%	93%	62%	34%	64%	62%
										LM	L			JKLM	T	T	T	OPQST	T			
REFUSED	13	1	2	4	1	2	3	6	7	1	1	2	-	2	1	4	-	3	-	-	13	1
	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%		1%	1%	1%		1%			2%	1%
																						V

DEM6. Are there any children 17 or younger living in the household?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Children under 6 yrs in household	169	99	71	52	34	34	16	16	57	40	47	9	15	27	131	10	-	11	52	107
	17%	15%	19%	16%	20%	22%	19%	13%	17%	19%	19%	11%	13%	11%	23%	6%		4%	27%	35%
															NP				R	R
Children 6-12 yrs in household	157	104	53	38	24	34	20	18	45	32	48	10	16	21	113	17	-	2	24	131
	15%	16%	14%	12%	14%	22%	24%	16%	14%	15%	19%	13%	15%	8%	20%	10%		1%	13%	43%
						D	D								NP				R	RS
Children 13-17 yrs in household	147	95	52	34	16	26	12	30	44	24	41	14	18	28	92	18	-	7	32	108
	14%	15%	14%	11%	9%	17%	15%	26%	13%	11%	16%	18%	16%	11%	16%	11%		2%	17%	35%
								DE							P				R	RS
NO CHILDREN 17 OR YOUNGER AT HOME	643	414	230	222	109	90	48	65	219	141	150	49	70	189	309	135	196	288	88	71
	63%	64%	63%	70%	63%	58%	59%	56%	65%	66%	61%	62%	62%	76%	55%	78%	100%	93%	46%	23%
				FH										O		O	RST	ST	T	
REFUSED	13	9	4	-	1	2	-	1	2	3	4	1	-	1	6	-	-	-	1	2
	1%	1%	1%		1%	1%		1%	1%	1%	2%	2%		*	1%				*	1%

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DEM8. Which of the following best describes your current job status?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Working on your own business within your home	54	3	13	14	3	11	10	26	28	4	6	11	9	24	54	-	-	-	-	-	43	11
	5%	4%	5%	4%	4%	11%	8%	5%	5%	3%	3%	7%	8%	6%	44%						6%	5%
Working on your own business outside of your home	69	3	11	31	6	9	9	39	30	1	17	12	12	26	69	-	-	-	-	-	58	11
	7%	4%	5%	8%	9%	9%	6%	8%	6%	1%	9%	7%	11%	6%	56%						7%	5%
											J	J	J	J								
Working on an employer's business full-time	384	31	103	137	29	35	48	226	157	29	86	99	56	106	-	384	-	-	-	-	289	94
	38%	40%	41%	36%	42%	36%	36%	46%	30%	24%	47%	58%	52%	26%		81%					37%	41%
											I	JN	JN	JN								
Working on an employer's business part-time	92	5	27	34	6	11	9	27	65	19	17	10	17	28	-	92	-	-	-	-	65	27
	9%	7%	11%	9%	9%	11%	7%	6%	12%	17%	9%	6%	16%	7%		19%					8%	12%
											H	LN	LN	LN								
Currently unemployed	63	5	9	28	1	5	15	33	30	9	15	14	5	21	-	-	63	-	-	-	55	8
	6%	7%	3%	7%	2%	5%	11%	7%	6%	7%	9%	8%	4%	5%			100%				7%	4%
																						V
Student	80	6	20	39	3	6	6	39	41	47	22	3	2	3	-	-	-	-	80	-	60	20
	8%	8%	8%	10%	4%	6%	4%	8%	8%	40%	12%	2%	2%	1%					100%		8%	9%
											KLMN	LMN										
Retired	190	16	51	72	13	14	23	80	110	-	1	4	1	177	-	-	-	190	-	-	143	47
	19%	21%	21%	19%	19%	14%	18%	16%	21%		1%	2%	1%	43%				100%			18%	20%
														KLM								
Homemaker	57	7	10	18	6	5	11	7	49	7	13	14	6	17	-	-	-	-	-	57	49	8
	6%	9%	4%	5%	9%	5%	8%	2%	9%	6%	7%	8%	6%	4%						100%	6%	3%
																						V
Don't Know/No Response	24	1	6	11	1	3	3	12	12	1	4	3	1	8	-	-	-	-	-	-	20	5
	2%	1%	2%	3%	2%	3%	2%	2%	2%	1%	2%	2%	1%	2%							3%	2%

DEM8. Which of the following best describes your current job status?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Working on your own business within your home	54	31	23	14	8	13	7	7	13	11	18	9	2	10	34	10	6	24	8	16
	5%	5%	6%	4%	4%	8%	9%	6%	4%	5%	7%	12%	2%	4%	6%	6%	3%	8%	4%	5%
											M	IM						Q		
Working on your own business outside of your home	69	38	30	17	9	15	2	16	23	14	21	7	3	12	47	8	12	17	16	24
	7%	6%	8%	5%	5%	10%	3%	14%	7%	6%	9%	9%	2%	5%	8%	5%	6%	5%	9%	8%
						G		DEG	M		M									
Working on an employer's business full-time	384	265	119	72	78	77	51	66	89	110	125	41	11	92	240	44	62	108	74	138
	38%	41%	32%	22%	45%	49%	63%	57%	27%	51%	53%	10%	10%	37%	43%	26%	32%	35%	39%	45%
		C		D	D	DEF	D	M	IM	IM	IM	IM		P	P					QR
Working on an employer's business part-time	92	60	32	34	13	17	9	7	35	29	9	3	14	30	53	9	9	23	23	36
	9%	9%	9%	11%	7%	11%	12%	6%	10%	14%	4%	4%	12%	12%	9%	5%	5%	8%	12%	12%
									KL	KL			K	P	P			Q	Q	Q
Currently unemployed	63	36	27	41	8	3	-	3	37	9	10	-	8	27	24	12	18	12	11	21
	6%	6%	7%	13%	4%	2%		3%	11%	4%	4%		7%	11%	4%	7%	9%	4%	6%	7%
				EFH				JK					O				R			
Student	80	51	29	34	9	2	10	2	4	1	1	-	71	58	16	4	9	18	21	32
	8%	8%	8%	11%	5%	1%	12%	2%	1%	*%	1%		64%	23%	3%	3%	5%	6%	11%	10%
				EFH	F		FH						IJK	OP				Q		QR
Retired	190	119	71	75	35	23	1	9	91	26	50	14	1	13	97	74	68	95	16	10
	19%	18%	19%	23%	20%	15%	1%	8%	27%	12%	20%	18%	1%	5%	17%	42%	34%	31%	8%	3%
				FGH	GH	G		G	JKLM	M	JM	M			N	NO	ST	ST	T	
Homemaker	57	30	27	26	9	6	-	3	36	9	8	1	3	7	41	6	6	9	17	26
	6%	5%	7%	8%	5%	4%		3%	11%	4%	3%	2%	2%	3%	7%	4%	3%	3%	9%	8%
				H					JKLM						NP				QR	QR
Don't Know/No Response	24	16	8	7	3	-	-	3	7	6	3	2	-	1	10	6	6	2	4	6
	2%	3%	2%	2%	2%			3%	2%	3%	1%	3%		1%	2%	3%	3%	1%	2%	2%

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DM14D. Do you have access to the internet at work, at home, at both or neither?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Has Internet - NET	806	60	198	292	55	84	117	394	412	103	164	149	97	285	108	415	45	109	76	38	619	187
	80%	77%	79%	76%	81%	85%	88%	80%	79%	89%	91%	88%	90%	69%	88%	87%	70%	57%	95%	67%	79%	81%
						D	BCD			N	N	N	N		QRT	QRT			PQRT			
Work	58	5	19	17	3	5	8	22	36	1	19	10	4	23	6	45	-	-	4	2	40	18
	6%	7%	8%	4%	5%	5%	6%	5%	7%	1%	10%	6%	4%	6%	5%	9%			5%	3%	5%	8%
											JM	J		J		T						
Home	346	28	79	127	24	31	56	162	184	53	53	50	32	156	40	94	41	100	32	33	273	72
	34%	36%	32%	33%	35%	32%	42%	33%	35%	45%	30%	30%	30%	38%	32%	20%	65%	52%	40%	58%	35%	31%
										KLM				L	P		OPS	OP	P	OPS		
Both	402	26	100	147	28	47	54	210	193	50	92	89	61	106	63	276	3	9	40	3	306	97
	40%	34%	40%	38%	41%	48%	40%	43%	37%	43%	51%	52%	56%	26%	51%	58%	5%	5%	50%	5%	39%	42%
						B				N	N	N	N		QRT	QRT			QRT			
Neither	185	17	49	81	11	13	15	85	100	13	15	19	11	123	13	55	19	76	2	19	145	40
	18%	21%	19%	21%	17%	14%	11%	17%	19%	11%	9%	11%	10%	30%	10%	11%	30%	40%	3%	33%	19%	18%
		G	G	G										JKLM	S	S	OPS	OPS		OPS		
Don't Know/No Response	22	2	3	12	2	1	2	11	11	-	1	1	-	2	2	6	-	6	2	-	18	3
	2%	2%	1%	3%	3%	1%	1%	2%	2%		1%	1%		1%	1%	1%		3%	3%		2%	1%

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DM14D. Do you have access to the internet at work, at home, at both or neither?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Has Internet - NET	806	535	271	207	153	146	77	116	200	188	232	76	107	210	489	98	119	245	172	266
	80%	83%	74%	65%	89%	94%	95%	100%	60%	87%	94%	97%	96%	84%	87%	56%	61%	80%	90%	86%
		C			D	D	D	DEFG		I	IJ	IJ	IJ	P	P		Q	QR	QR	
Work	58	33	24	22	20	9	2	2	13	29	7	2	6	18	23	14	20	18	11	10
	6%	5%	7%	7%	12%	6%	3%	2%	4%	14%	3%	2%	6%	7%	4%	8%	10%	6%	6%	3%
				H	GH					IKLM							T			
Home	346	219	127	121	71	53	15	21	139	62	81	20	42	82	208	50	52	113	82	97
	34%	34%	35%	38%	41%	34%	19%	18%	42%	29%	33%	25%	37%	33%	37%	29%	26%	37%	43%	31%
				GH	GH	GH			JKL						P		Q	QT		
Both	402	282	120	64	62	84	59	94	48	97	144	55	59	110	258	33	48	114	80	160
	40%	44%	33%	20%	36%	54%	73%	80%	14%	45%	58%	70%	53%	44%	46%	19%	24%	37%	42%	52%
		C			D	DE	DEF	DEF		I	IJ	IJM	I	P	P		Q	Q	QRS	
Neither	185	98	88	113	20	10	4	-	130	27	14	2	5	39	73	71	71	62	17	34
	18%	15%	24%	35%	11%	6%	5%		39%	13%	6%	3%	4%	16%	13%	41%	36%	20%	9%	11%
		B	EFG						JKLM	KLM					NO	RST	ST			
Don't Know/No Response	22	14	7	-	-	-	-	-	4	-	2	-	-	-	-	5	6	1	2	8
	2%	2%	2%						1%		1%				3%	3%	3%	1%	1%	3%
															R	R	R			R

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DEM15. What was your total household income for 2006?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Under \$40,000 (NET)	320	28	99	118	18	20	36	136	184	50	59	36	31	142	31	105	41	75	34	26	228	91
	32%	36%	40%	31%	26%	20%	27%	28%	35%	43%	33%	22%	29%	35%	25%	22%	65%	39%	43%	47%	29%	40%
		F	DEFG	F					H	LM	L			L			OPRS	OP	OP	OP	U	U
Under \$20,000	105	14	28	38	4	8	14	41	64	23	17	8	6	51	9	20	16	31	16	11	80	25
	10%	17%	11%	10%	6%	8%	10%	8%	12%	19%	9%	5%	5%	12%	7%	4%	24%	17%	20%	19%	10%	11%
		EF							H	KLM				LM			OP	OP	OP	OP		
\$20,000 - \$30,000	129	9	43	47	7	7	16	58	71	18	26	15	15	56	14	49	16	28	14	8	89	40
	13%	12%	17%	12%	10%	7%	12%	12%	14%	15%	14%	9%	14%	14%	11%	10%	25%	15%	17%	14%	11%	17%
			F														OP					U
\$30,000 - \$40,000	86	5	29	33	7	5	6	37	49	10	16	13	11	36	9	37	10	15	4	8	59	27
	8%	7%	12%	9%	10%	5%	5%	8%	9%	9%	9%	8%	10%	9%	7%	8%	16%	8%	5%	14%	8%	12%
			FG																			
Over \$40,000 (NET)	526	35	117	191	36	65	81	285	240	33	107	114	63	207	77	317	14	68	24	19	413	113
	52%	45%	47%	50%	52%	66%	61%	58%	46%	28%	59%	67%	58%	51%	63%	67%	22%	36%	30%	33%	53%	49%
						BCDE	BCD	I		J	JN	J	J	J	QRST	QRST		Q				
\$40,000 - \$50,000	83	6	20	31	6	8	13	45	38	4	26	13	6	33	9	47	4	14	4	4	67	17
	8%	7%	8%	8%	9%	8%	10%	9%	7%	4%	14%	8%	6%	8%	7%	10%	7%	7%	5%	7%	9%	7%
										JM												
\$50,000 - \$60,000	89	4	22	32	6	8	18	41	49	5	24	13	8	40	8	44	3	21	5	5	68	21
	9%	5%	9%	8%	9%	8%	14%	8%	9%	4%	13%	8%	8%	10%	7%	9%	5%	11%	7%	9%	9%	9%
							B			J				J								
\$60,000 - \$70,000	105	5	28	39	7	13	14	56	49	6	13	30	10	44	18	62	2	17	2	4	77	28
	10%	6%	11%	10%	11%	13%	10%	11%	9%	5%	7%	18%	9%	11%	15%	13%	3%	9%	2%	8%	10%	12%
											JKMN			J	QS	QS		QS				
\$70,000 - \$80,000	51	3	13	12	4	7	12	30	20	1	16	13	2	19	10	32	2	6	-	2	38	12
	5%	4%	5%	3%	6%	7%	9%	6%	4%	1%	9%	8%	2%	5%	8%	7%	3%	3%	-	3%	5%	5%
							D			JM	JM			J	R							
\$80,000 - \$100,000	81	10	10	35	6	9	11	45	36	8	14	20	12	26	10	60	-	1	10	-	71	10
	8%	13%	4%	9%	9%	9%	8%	9%	7%	7%	8%	12%	11%	6%	8%	13%		1%	13%		9%	4%
		C		C							N				R	R			R		V	
\$100,000 - \$120,000	41	3	7	14	2	11	3	25	16	1	5	7	10	18	5	29	1	3	-	1	34	7
	4%	4%	3%	4%	3%	11%	2%	5%	3%	1%	3%	4%	9%	4%	6%	1%	1%			2%	4%	3%
						CDEG							JK	J	QR							
\$120,000 & Over	75	5	18	28	4	10	10	44	32	7	10	17	15	27	17	44	2	6	2	2	57	18
	7%	6%	7%	7%	6%	10%	8%	9%	6%	6%	5%	10%	14%	7%	14%	9%	3%	3%	3%	4%	7%	8%
													JKN		QRST	QRS						

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DEM15. What was your total household income for 2006?
BASE: Representative Adults
BANNER 1

	Region					Gender		Age Group					Employment					Language				
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Refused	168	15	33	75	15	13	17	69	99	34	15	19	14	61	14	53	8	47	22	12	141	27
	17%	19%	13%	20%	22%	13%	12%	14%	19%	29%	8%	11%	13%	15%	12%	11%	13%	25%	28%	20%	18%	12%
				C				H		KLMN				K				OPQ	OPQ		V	

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DEM15. What was your total household income for 2006?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Under \$40,000 (NET)	320	182	137	320	-	-	-	-	159	56	43	9	48	113	117	88	108	94	52	67
	32%	28%	37%	100%					48%	26%	17%	12%	43%	45%	21%	50%	55%	30%	27%	22%
			B						JKL	KL			JKL	O		O	RST	T		
Under \$20,000	105	51	54	105	-	-	-	-	57	13	11	3	18	51	15	39	48	31	11	14
	10%	8%	15%	33%					17%	6%	4%	4%	16%	20%	3%	22%	25%	10%	6%	5%
			B						JKL				JKL	O		O	RST	T		
\$20,000 - \$30,000	129	81	47	129	-	-	-	-	63	27	14	4	21	43	54	31	35	41	28	25
	13%	13%	13%	40%					19%	12%	6%	5%	19%	17%	10%	18%	18%	13%	15%	8%
									JKL	KL			KL	O		O	T	T	T	
\$30,000 - \$40,000	86	50	36	86	-	-	-	-	40	17	18	2	9	19	49	18	25	21	13	28
	8%	8%	10%	27%					12%	8%	7%	3%	8%	8%	9%	10%	13%	7%	7%	9%
									L	L							R			
Over \$40,000 (NET)	526	347	179	-	173	156	81	116	127	131	170	61	36	88	383	54	56	172	114	183
	52%	54%	49%		100%	100%	100%	100%	38%	61%	69%	78%	32%	35%	68%	31%	28%	56%	60%	59%
									IM	IM	IM	IJM			NP		Q	Q	Q	Q
\$40,000 - \$50,000	83	48	35	-	83	-	-	-	38	19	20	4	3	17	48	18	20	19	22	20
	8%	7%	10%		48%				11%	9%	8%	5%	3%	7%	9%	10%	10%	6%	12%	7%
									LM	M	M									
\$50,000 - \$60,000	89	57	33	-	89	-	-	-	25	23	25	6	11	17	60	12	9	45	17	18
	9%	9%	9%		52%				8%	11%	10%	8%	10%	7%	11%	7%	5%	15%	9%	6%
																		QT		
\$60,000 - \$70,000	105	70	35	-	-	105	-	-	31	30	32	6	6	20	73	11	14	32	25	34
	10%	11%	9%			67%			9%	14%	13%	8%	6%	8%	13%	7%	7%	10%	13%	11%
										M	M				NP					
\$70,000 - \$80,000	51	30	20	-	-	51	-	-	7	16	20	6	1	4	42	4	3	12	16	20
	5%	5%	6%			33%			2%	8%	8%	8%	1%	2%	8%	2%	1%	4%	8%	6%
										IM	IM	M			NP				Q	Q
\$80,000 - \$100,000	81	60	21	-	-	-	81	-	9	25	26	11	10	14	61	5	3	28	13	37
	8%	9%	6%				100%		3%	12%	10%	14%	9%	6%	11%	3%	2%	9%	7%	12%
										I	I	I			NP			Q	Q	Q
\$100,000 - \$120,000	41	24	17	-	-	-	-	41	6	11	15	9	-	1	40	-	2	15	8	16
	4%	4%	5%					35%	2%	5%	6%	11%		1%	7%		1%	5%	4%	5%
										I	I	I			N			Q		Q
\$120,000 & Over	75	57	18	-	-	-	-	75	11	8	32	19	5	14	58	3	4	19	13	39
	7%	9%	5%					65%	3%	4%	13%	24%	4%	5%	10%	2%	2%	6%	7%	13%
											IJM	IJKM			NP			Q	Q	QRS

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table DEM15 Page 30
(Continued)

April 19 - 22 2007

DEM15. What was your total household income for 2006?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Refused	168	118	50	-	-	-	-	-	48	27	34	8	28	48	61	32	33	42	25	59
	17%	18%	14%						14%	13%	14%	10%	25%	19%	11%	19%	17%	14%	13%	19%
													IJKL	O		O				

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table PROV Page 31

April 19 - 22 2007

PROV. Province.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
Newfoundland	20	20	-	-	-	-	-	10	9	2	2	6	2	8	3	10	2	2	2	1	20	-
	2%	25%						2%	2%	2%	1%	3%	2%	2%	3%	2%	3%	1%	3%	1%	3%	
PEI	5	5	-	-	-	-	-	2	2	-	1	1	-	3	2	1	-	2	-	-	5	-
	0.5%	6%						0.5%	0.5%		1%	1%		0.5%	1%	0.5%		1%			1%	
Nova Scotia	29	29	-	-	-	-	-	14	16	1	8	4	2	14	-	12	1	8	2	6	29	-
	3%	37%						3%	3%	1%	5%	2%	1%	3%		2%	2%	4%	2%	10%	4%	
New Brunswick	25	25	-	-	-	-	-	11	13	1	6	6	2	9	1	14	3	5	2	1	24	1
	2%	32%						2%	3%	1%	3%	4%	2%	2%	1%	3%	4%	2%	3%	1%	3%	0.5%
Quebec	250	-	250	-	-	-	-	121	130	32	39	43	31	102	24	130	9	51	20	10	23	227
	25%		100%					25%	25%	27%	21%	26%	29%	25%	20%	27%	13%	27%	25%	17%	3%	98%
Ontario	384	-	-	384	-	-	-	185	199	48	65	63	46	146	45	171	28	72	39	18	383	1
	38%			100%				38%	38%	41%	36%	37%	42%	36%	36%	36%	44%	38%	49%	32%	49%	0.5%
Manitoba	36	-	-	-	36	-	-	17	19	3	6	3	4	19	5	18	-	6	1	4	36	-
	4%				53%			3%	4%	2%	3%	2%	4%	5%	4%	4%		3%	2%	7%	5%	
Saskatchewan	32	-	-	-	32	-	-	16	16	2	9	6	3	12	3	17	1	7	1	2	32	-
	3%				47%			3%	3%	2%	5%	4%	2%	3%	3%	4%	2%	4%	2%	4%	4%	
Alberta	98	-	-	-	-	98	-	49	49	13	20	11	13	39	20	46	5	14	6	5	98	-
	10%				100%			10%	9%	11%	11%	6%	12%	10%	16%	10%	8%	7%	7%	9%	13%	
British Columbia	134	-	-	-	-	-	134	65	69	15	23	27	7	59	19	57	15	23	6	11	132	2
	13%						100%	13%	13%	13%	13%	16%	6%	14%	15%	12%	24%	12%	7%	19%	17%	1%

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Table PROV Page 32

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PROV. Province.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
Newfoundland	20	8	12	4	2	2	4	5	5	2	4	6	3	5	13	2	3	9	6	2
	2%	1%	3%	1%	1%	2%	5%	4%	1%	1%	2%	8%	3%	2%	2%	1%	2%	3%	3%	1%
											IJK							T		
PEI	5	-	5	1	1	-	-	-	1	1	2	-	-	1	0	2	2	2	1	-
	5%		1%	3%	1%				2%	2%	1%			2%		1%	1%	1%		
Nova Scotia	29	12	18	10	4	2	3	2	14	4	5	3	3	6	16	6	7	13	3	6
	3%	2%	5%	3%	3%	1%	4%	2%	4%	2%	2%	4%	2%	3%	3%	3%	3%	4%	2%	2%
			B																	
New Brunswick	25	2	22	13	2	3	3	2	11	7	2	3	2	5	15	5	5	6	4	9
	2%	1%	6%	4%	1%	2%	3%	1%	3%	3%	1%	3%	2%	2%	3%	3%	3%	2%	2%	3%
			B						K											
Quebec	250	172	78	99	42	40	10	26	86	53	63	17	29	67	144	37	46	78	56	70
	25%	27%	21%	31%	24%	26%	12%	22%	26%	25%	25%	22%	26%	27%	26%	22%	23%	25%	29%	23%
			G	G	G															
Ontario	384	274	110	118	63	51	35	42	132	80	89	23	46	100	188	80	75	107	64	135
	38%	42%	30%	37%	36%	32%	44%	36%	40%	37%	36%	29%	41%	40%	33%	46%	38%	35%	33%	44%
			C												O					RS
Manitoba	36	21	15	10	4	8	3	5	14	5	12	3	2	7	25	4	7	12	6	10
	4%	3%	4%	3%	2%	5%	3%	4%	4%	2%	5%	3%	2%	3%	4%	3%	3%	4%	3%	3%
Saskatchewan	32	19	13	7	8	4	3	1	11	8	7	3	3	8	17	6	7	8	6	10
	3%	3%	4%	2%	5%	3%	4%	1%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%
Alberta	98	58	40	20	16	20	9	21	33	29	20	5	9	19	63	12	18	29	18	33
	10%	9%	11%	6%	9%	13%	11%	18%	10%	14%	8%	7%	8%	8%	11%	7%	9%	9%	9%	11%
					D			DE												
British Columbia	134	81	53	36	31	26	11	14	28	27	44	16	15	31	81	19	26	44	27	34
	13%	13%	14%	11%	18%	16%	14%	12%	8%	12%	18%	21%	14%	13%	14%	11%	13%	14%	14%	11%
											I	I								

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table LANGU Page 33

April 19 - 22 2007

LANGU. Language.
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-49	50+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	117	181	169	108	410	123	476	63	190	80	57	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	253	331	101	100	127	506	507	96	149	181	111	447	126	472	59	209	66	56	780	233
English	782	78	23	383	69	98	132	382	400	87	147	125	77	321	101	354	55	143	60	49	782	-
	77%	99%	9%	100%	100%	100%	99%	78%	76%	75%	81%	74%	71%	78%	83%	74%	87%	75%	75%	87%	100%	
		C		C	C	C	C							P		PR			PR			
French	231	1	227	1	-	-	2	107	123	30	34	44	31	89	21	122	8	47	20	8	-	231
	23%	1%	91%	*%			1%	22%	24%	25%	19%	26%	29%	22%	17%	26%	13%	25%	25%	13%		100%
			BDG													OQT		QT				

DECIMA TELEVOX: CANADIAN PLASTICS ASSOCIATION

Table LANGU Page 34

April 19 - 22 2007

LANGU. Language.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	647	366	320	173	156	81	116	334	215	247	78	112	250	562	174	196	308	191	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	629	384	314	168	161	83	120	342	213	253	84	94	223	580	182	204	321	184	293
English	782	493	289	228	135	116	71	91	260	163	188	63	84	187	431	139	153	239	137	243
	77%	76%	79%	71%	78%	74%	88%	78%	78%	76%	76%	80%	75%	75%	77%	80%	78%	78%	72%	79%
							DEF													
French	231	154	77	91	38	40	10	25	74	52	59	15	27	63	131	35	43	69	54	65
	23%	24%	21%	29%	22%	26%	12%	22%	22%	24%	24%	20%	25%	25%	23%	20%	22%	22%	28%	21%
				G	G	G														

Canadian Plastics Association: Final Questions

1. If retail stores provided drop-off bins for the collection of used shopping bags, would you bring your used shopping bags back to the store for recycling? Yes [] No []
2. Do you re-use your plastic shopping bags two or more times? Yes [] No []
3. Do you re-use your plastic shopping bags as garbage bags or to pickup after your pets? Yes [] No []
4. If traditional plastic shopping bags handed out at retail stores were no longer available, would you purchase kitchen catchers and other small plastic bags off the shelf for your household garbage and to pick up after your pets? Yes [] No []