

EXHIBIT 1



National Survey Results

Q1 The Consumer Product Safety Commission (or CPSC) is currently investigating sets of high-powered magnets typically used for art, education, and stress relief. The concern is that they are an ingestion hazard to children because magnets can pinch internally once two or more are swallowed, which may require surgery. If all legally required warnings are clearly labeled on the packaging, which of these levels of age restriction do you believe is appropriate for consumer high-powered magnet sets: do you think there should be no age restriction; should the magnets be limited to children 8 and over as currently required by federal regulation for science kits with high powered magnets; should the magnets be limited to children aged 16 and over, similar to motor vehicles; should the magnets be limited to persons aged 18 and over similar to tobacco; should the magnets be limited to persons aged 21 and over similar to alcohol, do you think the magnets should be completely banned and no one should

No age restriction.....14% 21 and over..... 3%
8 and over.....44% Completely banned. 6%
16 and over.....19% Not sure 6%
18 and over..... 7%

Q2 Do you think any of the following items should be completely banned in the US: firearms, tobacco, alcohol, or motor vehicles?

Yes.....21% Not sure 7%
No.....72%

Q3 Do you think any of the following items should be completely banned in the US: skateboards, balloons, swimming pools, or trampolines?

Yes..... 6% Not sure 3%
No.....91%

Q4 A specific government organization states that magnet sets are safer and more useful than balloons. If the same organization then attempts to ban magnet sets for all ages, how would this action affect the organization's reputation and credibility, in your opinion?

Negative effect.....39% Positive effect 5%
No difference30% Not sure26%

Q5 Are you aware that the CPSC is currently in rulemaking procedures to ban sales of high powered magnet sets to all ages?

Yes.....11% No.....89%

Q6 Are you aware that the CPSC has sued multiple companies that sell high powered magnet sets, including companies that have had no record of injury?

Yes..... 7%
No.....93%

Q7 Are you, or do you expect to be, a parent?

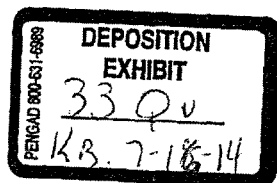
Currently a parent79%
Plan to be a parent 7%
Do not plan to be a parent12%
Not sure 1%

Q8 If you are a woman, press 1. If a man, press 2.

Woman53%
Man.....47%

Q9 If you are 18 to 29 years old, press 1. If 30 to 41, press 2. If 42 to 53, press 3. If 54 to 64, press 4. If 65 or older, press 5.

18 to 29.....14%
30 to 41.....18%
42 to 53.....26%
54 to 64.....22%
65 or older.....20%





Crosstabs

	Base	Parent?			
		Currently a parent	Plan to be a parent	Do not plan to be a parent	Not sure
Appropriate Age Restriction for Magnets					
No age restriction	14%	13%	20%	14%	38%
8 and over	44%	48%	40%	28%	18%
16 and over	19%	19%	14%	22%	12%
18 and over	7%	5%	16%	12%	20%
21 and over	3%	2%	5%	5%	12%
Completely banned	6%	7%	-	9%	-
Not sure	6%	6%	5%	10%	-

	Base	Parent?			
		Currently a parent	Plan to be a parent	Do not plan to be a parent	Not sure
Should Guns, Tobacco, Alcohol, or Cars Be Banned?					
Yes	21%	20%	29%	22%	32%
No	72%	73%	70%	69%	50%
Not sure	7%	7%	2%	9%	18%

	Base	Parent?			
		Currently a parent	Plan to be a parent	Do not plan to be a parent	Not sure
Should Skateboards, Balloons, Pools, or Trampolines Be Banned?					
Yes	6%	6%	5%	6%	12%
No	91%	91%	94%	90%	68%
Not sure	3%	3%	1%	4%	20%

	Base	Parent?			
		Currently a parent	Plan to be a parent	Do not plan to be a parent	Not sure
If Gov't Org. Banned Magnets, Effect on Your Opinion of It					
Negative effect	39%	40%	43%	29%	49%
No difference	30%	30%	44%	25%	6%
Positive effect	5%	5%	7%	4%	26%
Not sure	26%	25%	5%	42%	18%





Crosstabs

	Base	Parent?			
		Currently a parent	Plan to be a parent	Do not plan to be a parent	Not sure
Aware CPSC in Rulemaking Procedures on Magnet Ban?					
Yes	11%	10%	15%	11%	7%
No	89%	90%	85%	89%	93%

	Base	Parent?			
		Currently a parent	Plan to be a parent	Do not plan to be a parent	Not sure
Aware CPSC Has Sued Magnet Sellers?					
Yes	7%	7%	7%	9%	7%
No	93%	93%	93%	91%	93%

	Base	Gender	
		Woman	Man
Appropriate Age Restriction for Magnets			
No age restriction	14%	8%	21%
8 and over	44%	49%	39%
16 and over	19%	19%	19%
18 and over	7%	6%	8%
21 and over	3%	3%	3%
Completely banned	6%	6%	7%
Not sure	6%	9%	4%

	Base	Gender	
		Woman	Man
Should Guns, Tobacco, Alcohol, or Cars Be Banned?			
Yes	21%	24%	18%
No	72%	66%	78%
Not sure	7%	9%	4%





Crosstabs

	Base	Gender	
		Woman	Man
Should Skateboards, Balloons, Pools, or Trampolines Be Banned?			
Yes	6%	6%	6%
No	91%	89%	92%
Not sure	3%	4%	2%

	Base	Gender	
		Woman	Man
If Gov't Org. Banned Magnets, Effect on Your Opinion of It			
Negative effect	39%	33%	44%
No difference	30%	32%	29%
Positive effect	5%	7%	3%
Not sure	26%	27%	24%

	Base	Gender	
		Woman	Man
Aware CPSC in Rulemaking Procedures on Magnet Ban?			
Yes	11%	7%	14%
No	89%	93%	86%

	Base	Gender	
		Woman	Man
Aware CPSC Has Sued Magnet Sellers?			
Yes	7%	5%	9%
No	93%	95%	91%





Crosstabs

	Base	Age				
		18 to 29	30 to 41	42 to 53	54 to 64	65 or older
Appropriate Age Restriction for Magnets						
No age restriction	14%	9%	12%	17%	19%	11%
8 and over	44%	44%	62%	45%	42%	31%
16 and over	19%	20%	15%	20%	20%	18%
18 and over	7%	11%	5%	4%	8%	8%
21 and over	3%	2%	2%	1%	1%	9%
Completely banned	6%	5%	2%	7%	5%	13%
Not sure	6%	9%	3%	6%	6%	10%

	Base	Age				
		18 to 29	30 to 41	42 to 53	54 to 64	65 or older
Should Guns, Tobacco, Alcohol, or Cars Be Banned?						
Yes	21%	22%	21%	21%	22%	21%
No	72%	71%	77%	73%	72%	67%
Not sure	7%	7%	2%	6%	6%	13%

	Base	Age				
		18 to 29	30 to 41	42 to 53	54 to 64	65 or older
Should Skateboards, Balloons, Pools, or Trampolines Be Banned?						
Yes	6%	9%	6%	4%	5%	8%
No	91%	87%	94%	94%	91%	86%
Not sure	3%	4%	-	2%	5%	6%

	Base	Age				
		18 to 29	30 to 41	42 to 53	54 to 64	65 or older
If Gov't Org. Banned Magnets, Effect on Your Opinion of It						
Negative effect	39%	40%	48%	38%	41%	26%
No difference	30%	31%	29%	33%	27%	31%
Positive effect	5%	7%	5%	3%	6%	8%
Not sure	26%	22%	18%	25%	26%	35%





Crosstabs

	Base	Age				
		18 to 29	30 to 41	42 to 53	54 to 64	65 or older
Aware CPSC in Rulemaking Procedures on Magnet Ban?						
Yes	11%	9%	15%	9%	10%	9%
No	89%	91%	85%	91%	90%	91%

	Base	Age				
		18 to 29	30 to 41	42 to 53	54 to 64	65 or older
Aware CPSC Has Sued Magnet Sellers?						
Yes	7%	2%	12%	4%	10%	7%
No	93%	98%	88%	96%	90%	93%

