

# Ontario Ballot



CTV THE GLOBE AND MAIL CP24

October 4, 2011

## Liberals 38, PC's 33, NDP 26

### METHODOLOGY

Between October 1<sup>st</sup> and 3<sup>rd</sup>, 2011, Nanos Research conducted a random telephone survey of 900 Ontarians 18 years and older.

A province-wide random telephone survey is conducted nightly by Nanos Research. Each evening a new group of 300 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 900 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 900 respondents is  $\pm 3.3\%$ , 19 times out of 20.

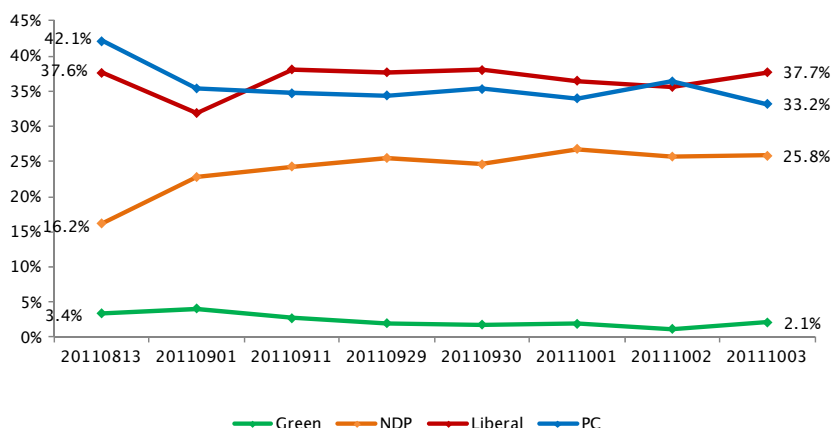
For the three day tracking conducted by Nanos, 8.2% of Ontarians were undecided.

Data may be weighted using the latest Statistics Canada information to be representative of Ontarians.

Results for October 2<sup>nd</sup> are from a random telephone survey of 900 Ontarians (300 voters each night), of which 814 were decided voters. A random telephone survey of 814 Ontarians is accurate  $\pm 3.5$  percentage points, 19 times out of 20.

Any use of this research data should identify it as a "CTV News/Globe and Mail/CP24/Nanos Poll."

**QUESTION:** For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences?  
(Decided voters only- First Preference)



### BALLOT

Decided Voters* (Margin of error and number of interviews)	PCs		Liberal Party		NDP	
	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3
	%		%		%	
Ontario ( $\pm 3.4$ , n=826)	36.4	33.2	35.9	37.7	25.7	25.8
Male ( $\pm 4.7$ , n=435)	36.9	35.2	38.8	39.2	22.2	23.1
Female ( $\pm 5.0$ , n=391)	35.9	30.9	32.6	36.0	29.5	28.8
Age 18-29 ( $\pm 7.5$ , n=174)	25.0	22.9	47.4	47.9	26.5	26.4
Age 30-49 ( $\pm 8.0$ , n=154)	35.3	28.4	36.8	39.1	25.6	26.2
Age 40-49 ( $\pm 7.5$ , n=174)	36.0	35.9	35.5	36.5	27.3	25.7
Age 50-59 ( $\pm 8.5$ , n=138)	41.7	41.6	34.0	30.8	21.5	22.9
Age 60+ ( $\pm 7.3$ , n=187)	41.4	37.9	29.0	33.0	26.8	27.1

\*Percentages may not add up to 100 due to rounding or other party mentions

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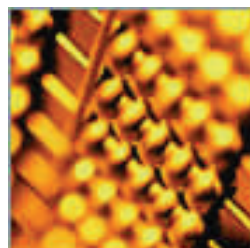
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# The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

## The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting





## A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

**Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.**



### The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



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