

Ontario Election 2011



October 4th, 2011

Last CTV News/Globe/CP24 Nanos Poll of the Ontario Election

72 hours can be a lifetime in politics. The last three day tracking poll by Nanos was completed on Monday evening and showed the McGuinty Liberals with the advantage.

There is still time for anything from a bandwagon to a recoil effect or no change. What we do know, however, is the following:

- any significant mis-step by a party leader in the closing days can be lethal and effectively change the shape of the campaign and the popular support for the parties;
- although polls are very good approximations of popular opinion at the time they are completed (the Monday poll is an approximation of an election if held on Monday), they should not be considered a proxy for seat projections; and,
- the efficiency of the distribution of party support will have a significant impact on the number of seats won by a party.

Ontario Provincial Election 2011 Two and Three Day Tracking Results Nanos Research

	<u>Two days</u> October 2- 3 (n=546 decided voters)	<u>Three days</u> October 1-3 (n= 826 decided voters)
Liberal Party	40.1%	37.7%
Progressive Conservative Party	33.0%	33.2%
New Democratic Party	23.2%	25.8%
Green Party	2.8%	2.1%
Other	0.9%	1.3%
Total	100.0%	100.0%
Margin of error (19 times out of 20)	±4.2%	±3.4%
Undecided voters	8.9%	8.2%

The three day tracking ending Monday October 3rd has the Liberals at 37.7%, the PCs at 33.2%, the NDP at 25.8%, the Green Party at 2.1% and other parties at 1.3%. Factoring the margin of error for the three day tracking, Liberal support may be as high as 41% or as low as 34% while support for the PCs could be as high as 37% or as low as 30%.

Assuming the trends continue, the McGuinty Liberals are more likely to register a higher level of popular support than the Hudak Conservatives. The Horwath NDP will register a noticeable improvement over the 16.8% popular support they attained in the 2007 provincial election. There is also a good likelihood that the Green Party of Ontario will register a level of support lower than the 8.0% it garnered in 2007.

For the purposes of transparency Nanos has included the two and three day rolling averages. The percentages above are based on decided voters. The key factors to consider include voter turnout and also the capability of the respective party campaign organizations to deliver their vote.

For those of you who have followed the Nanos tracking completed for The Globe and Mail, CTV News and CP24, thank you for your interest in our research.

And for those stats junkies out there, you can still download the Nanos iPhone app for the latest numbers on the political and economic scene in Canada at <http://bit.ly/nanosapp>



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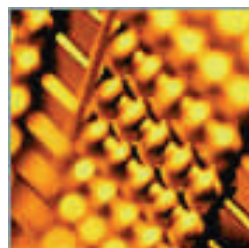
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The Nanos Approach

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

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