



***Nanos Research Ontario Provincial Tracking***  
*Released October 5, 2013 (Field completed September 29, 2013)*

## *About the Nanos Ontario Omnibus*

Nanos tracks perceptions on provincial politics and leadership in terms of issue importance, voting preference, and their leaders' vision, trustworthiness, and competence. The Leadership Index is a composite of those variables. The longitudinal data on the Ballot Index begins in 2001; Issue Index data begins in 2004; and data for the Leadership Indices begins in 2011. These indices are a significant data source for decision-makers.



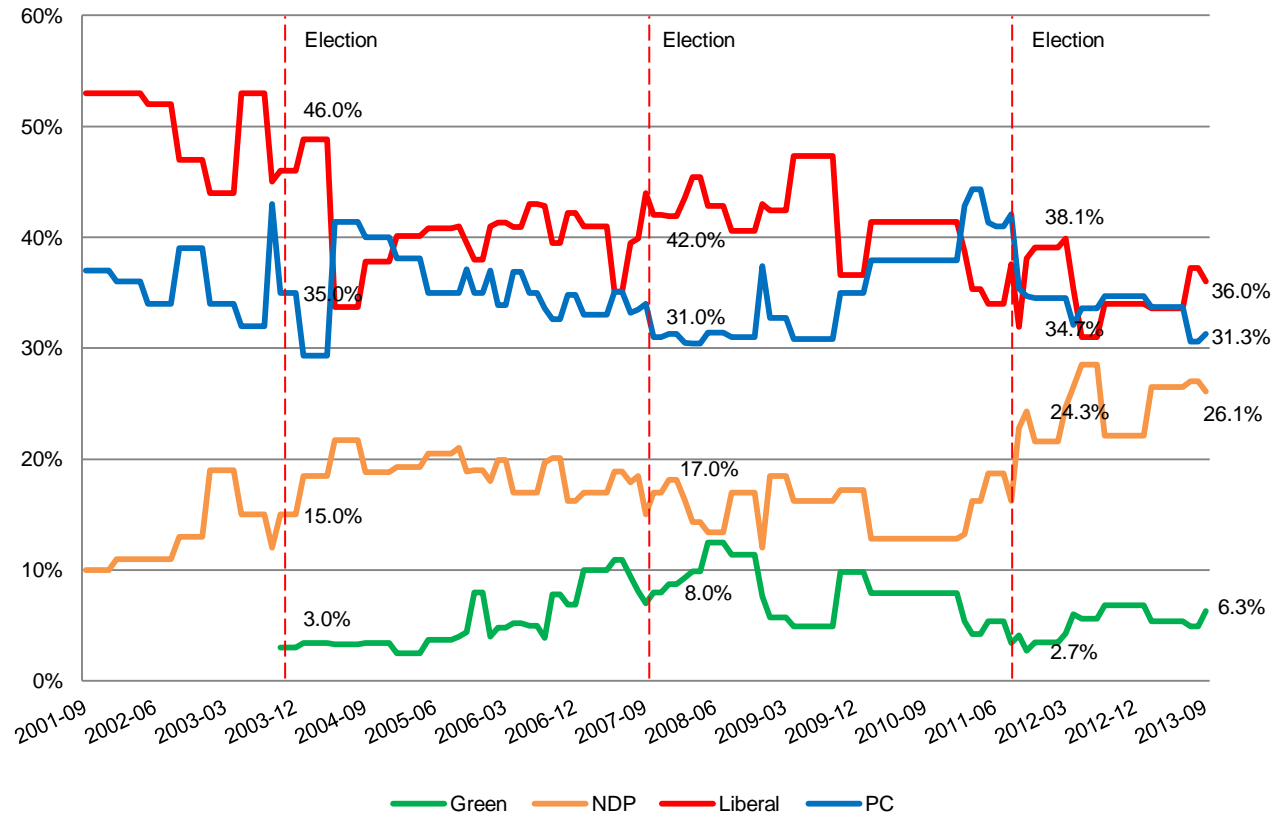
*Provincial Tracking Numbers*

Confidential

**Question:** For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences?

The Ontario Ballot measures the views of 500 Ontarians. The data is based on perceptions of individuals' top two provincial voting preferences. The data displayed represents first ranked responses.

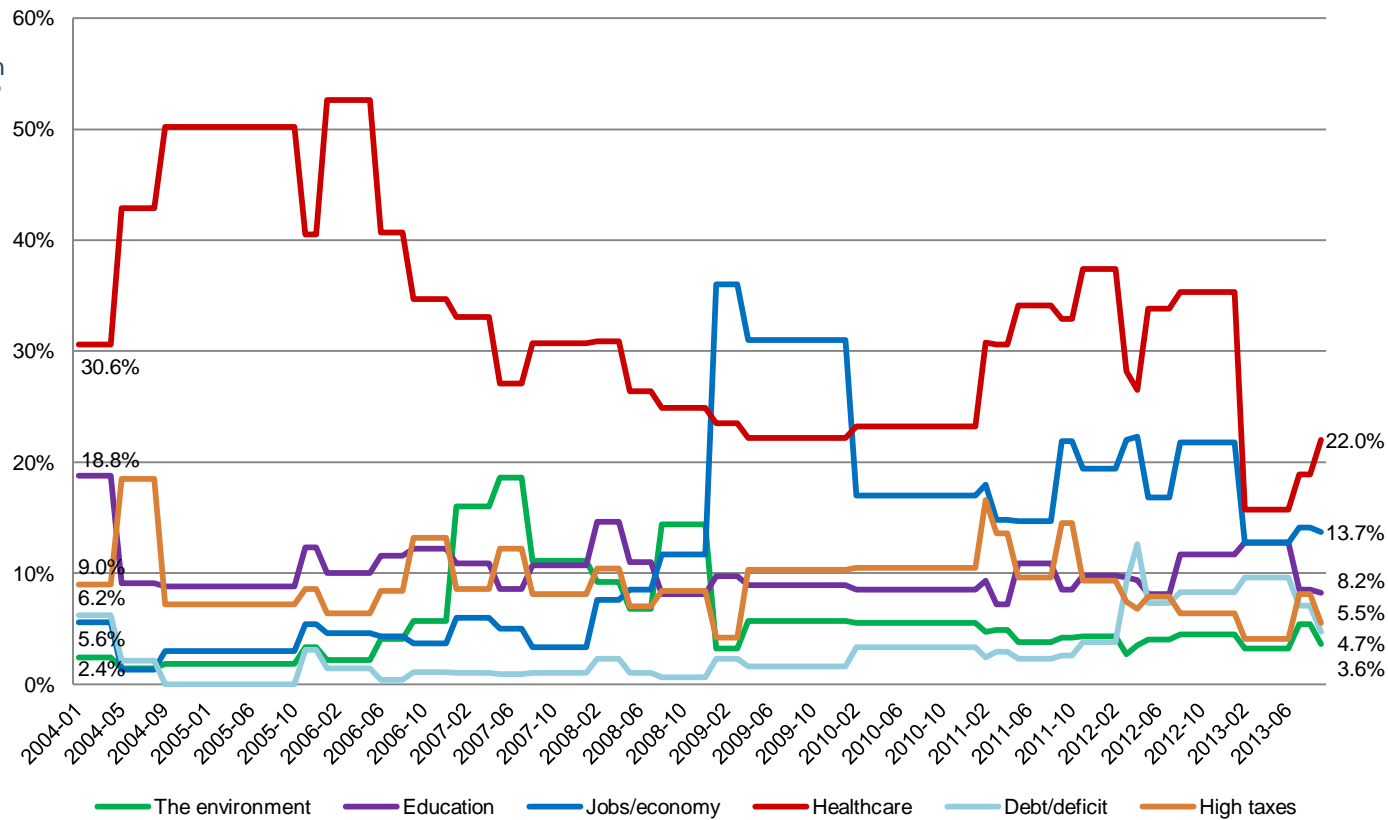
### Nanos Ontario Ballot Tracking – First Ranked Choice (Ending Sept. 29, 2013)



**Question:** What is your most important PROVINCIAL issue of concern?

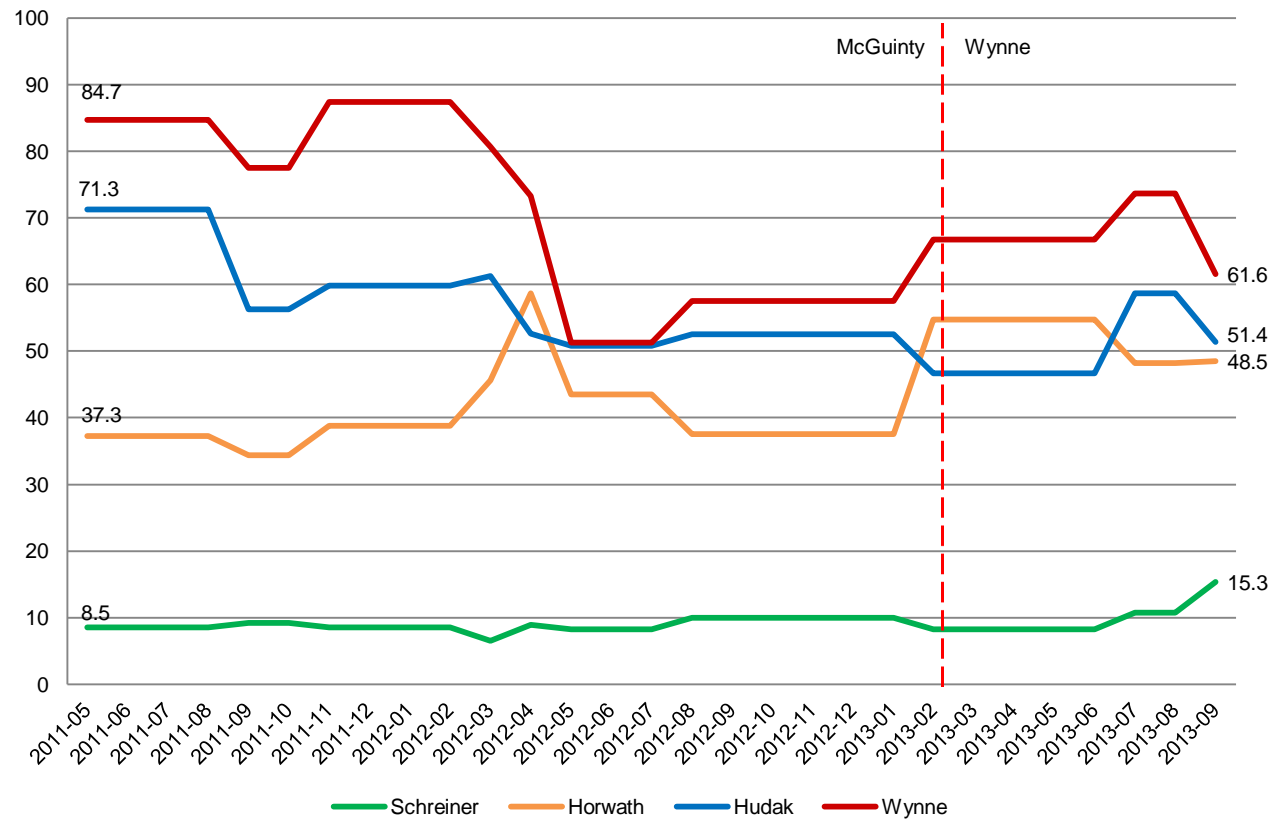
The Ontario Issue measures the views of 500 Ontarians. The data is based on unprompted perceptions of individuals' most important provincial issue of concern.

**Nanos Ontario Issue Tracking (Ending Sept. 29, 2013)**



The Ontario Leadership Index measures the views of 500 Ontarians. The composite index is based on perceptions related to leaders' vision for the province, trustworthiness, and competence.

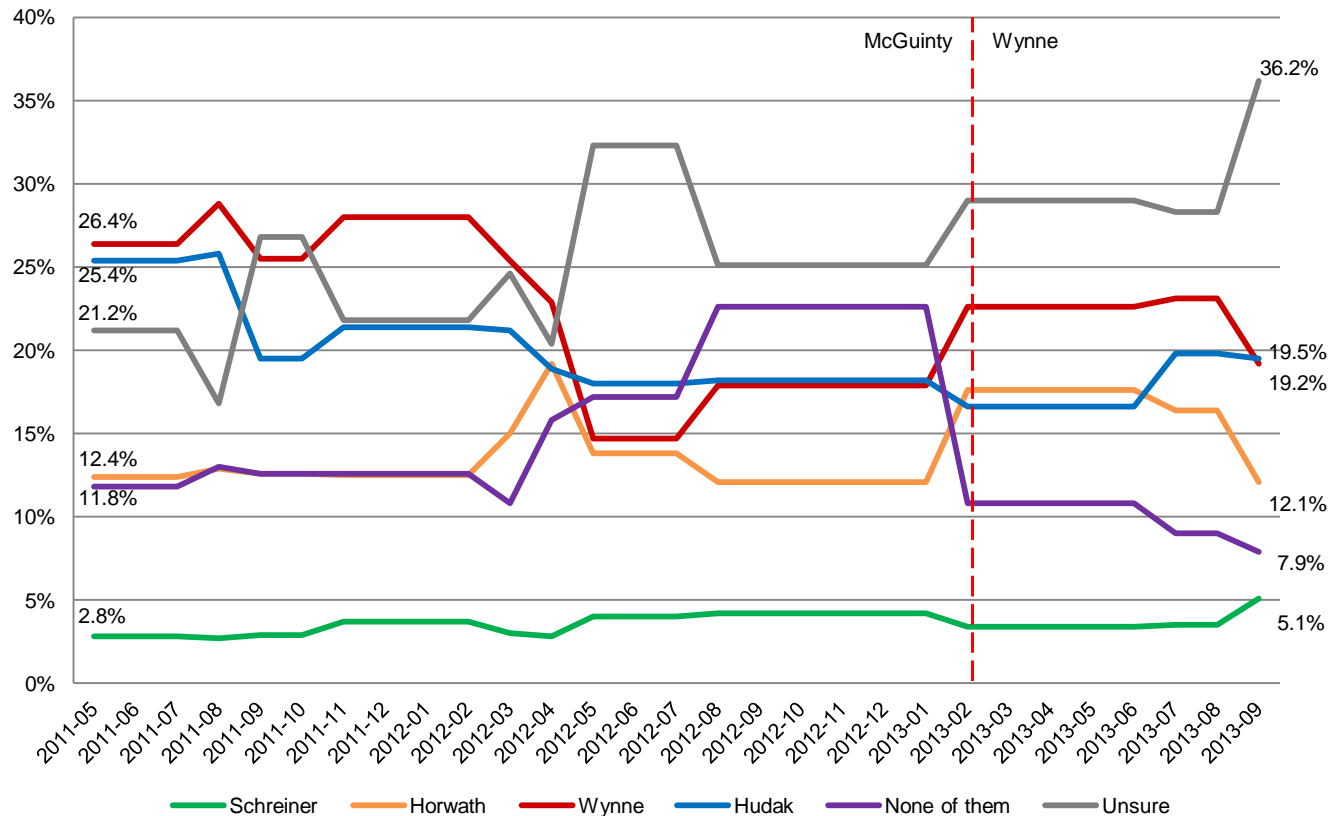
**Nanos Ontario Leadership Index Tracking (Ending Sept. 29, 2013)**



**Question:** Which of the provincial party leaders would you best describe as having the best vision for Ontario's future?

The Ontario Vision Index measures the views of 500 Ontarians. The index is based on perceptions related to which party leader is described as having the best vision for Ontario's future.

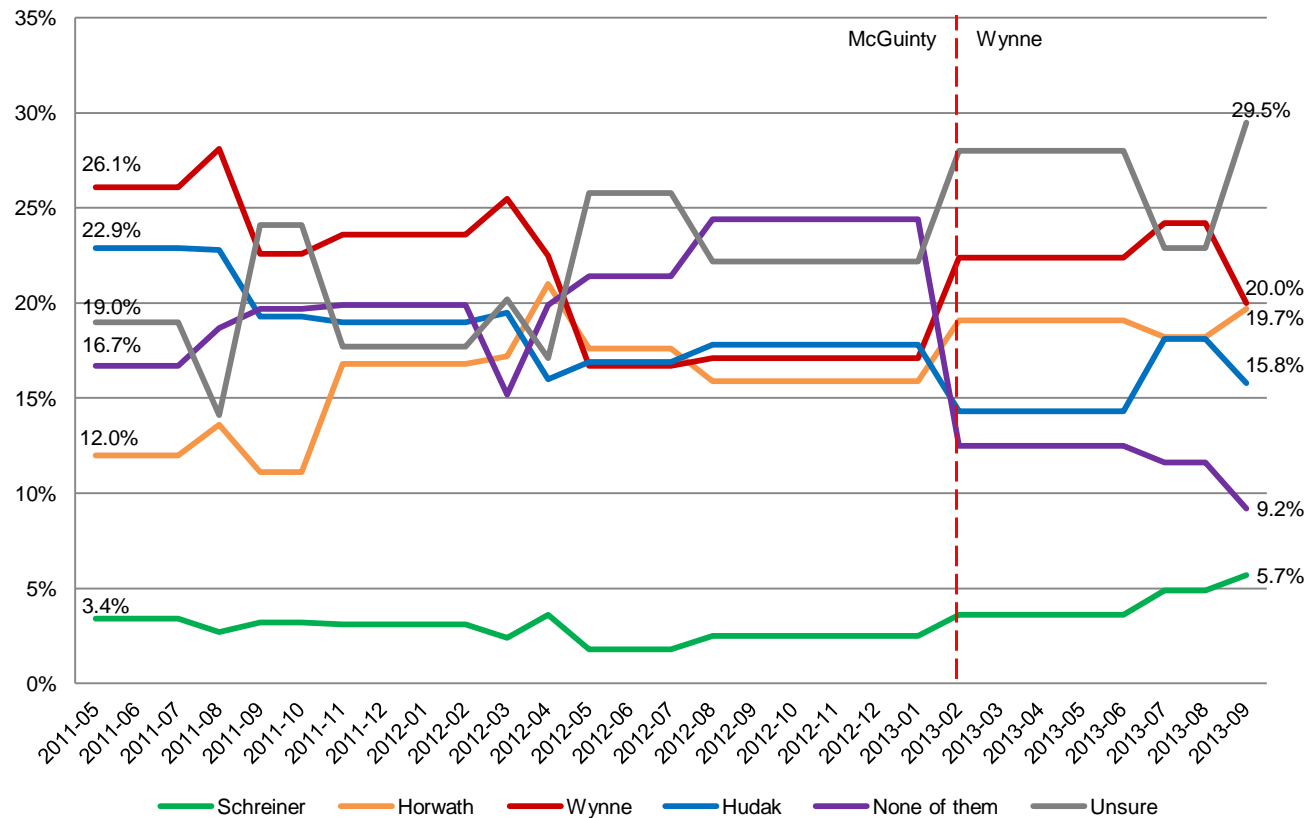
**Nanos Ontario Leadership Vision Tracking (Ending Sept. 29, 2013)**



**Question:** Which of the provincial party leaders would you best describe as being the most trustworthy leader?

The Ontario Trust Index measures the views of 500 Ontarians. The index is based on perceptions related to which party leader is described as the most trustworthy.

**Nanos Ontario Leadership Trust Tracking (Ending Sept. 29, 2013)**

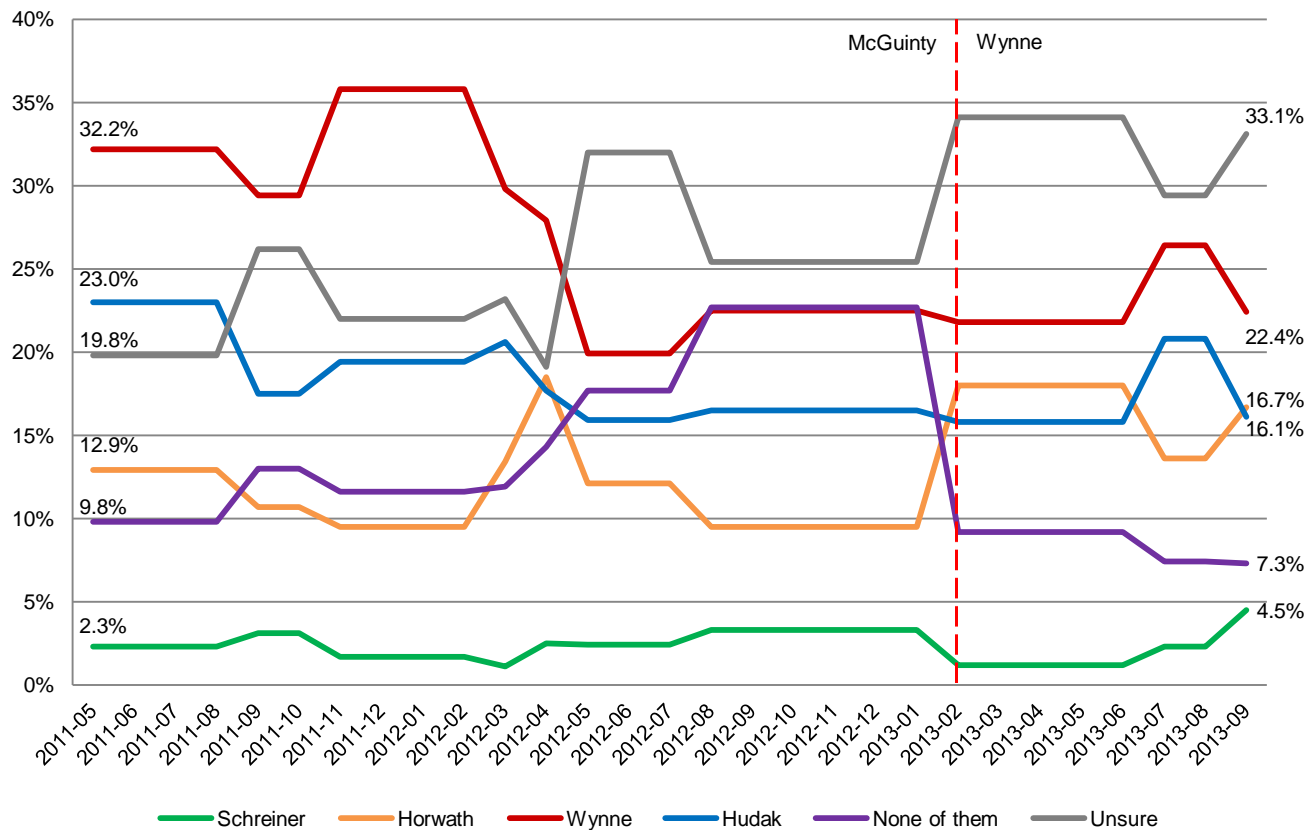


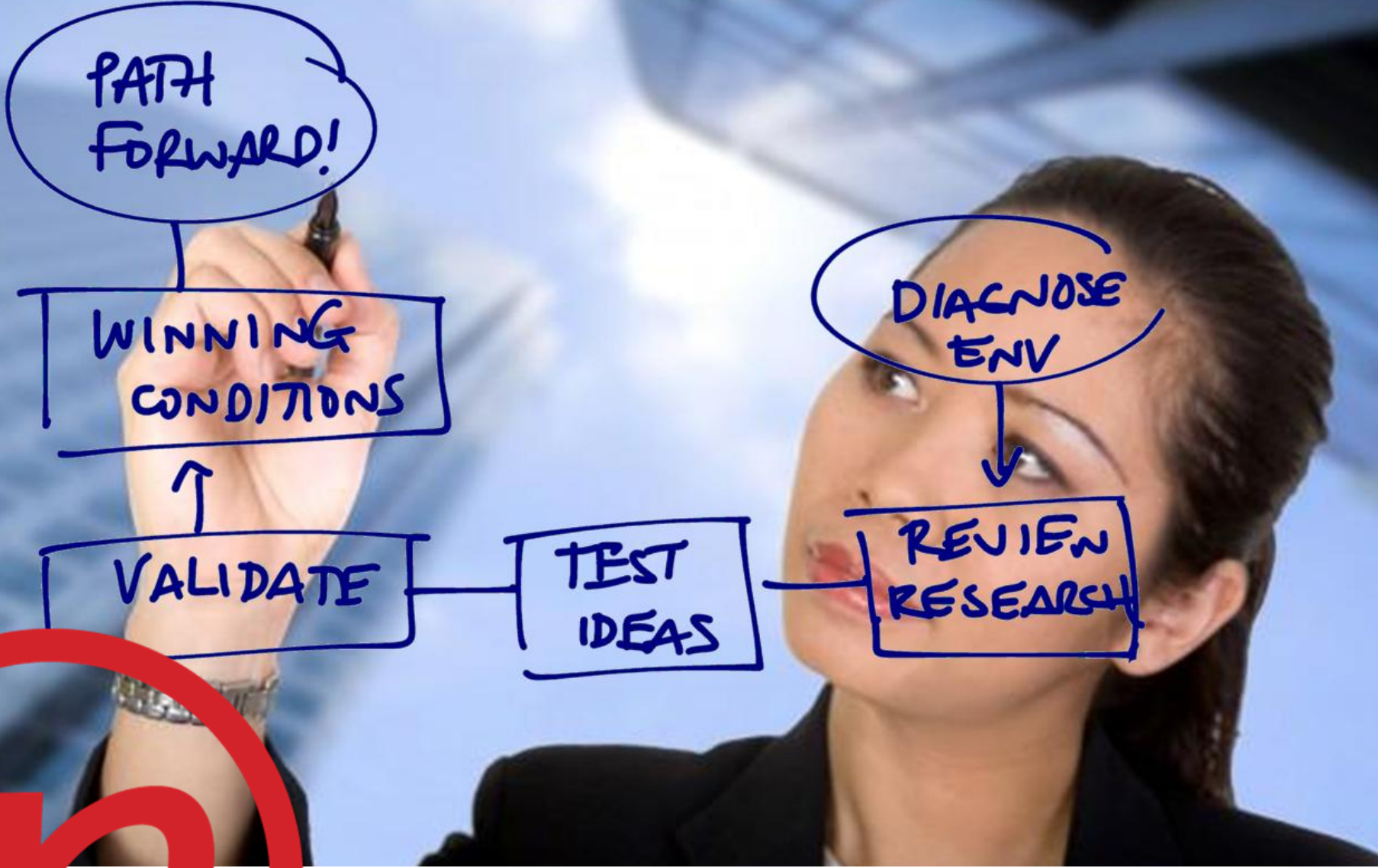


**Question:** Which of the provincial party leaders would you best describe as the most competent?

The Ontario Competence Index measures the views of 500 Ontarians. The index is based on perceptions related to which party leader is described as the most competent.

**Nanos Ontario Leadership Competence Tracking (Ending Sept. 29, 2013)**





## Methodology

## *Methodology*

The Ontario Omnibus is conducted by the Nanos Research Corporation, which is headquartered in Canada, and operates in Canada and the United States. The current wave of data is based on random telephone interviews with 500 Ontarians 18 years of age and over conducted between September 24<sup>th</sup> and 29<sup>th</sup>, 2013. The random sample of 500 respondents may be weighted using the latest census information for Ontario.

A random telephone survey of 500 Ontarians is accurate 4.4 percentage points, plus or minus, 19 times out of 20.

## *About Nanos*

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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**For interviews contact:** **Nik Nanos** FMRIA  
Chairman, Nanos Research Group  
Ottawa (613) 234-4666 ext. 237  
Washington DC (202) 697-9924  
[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)



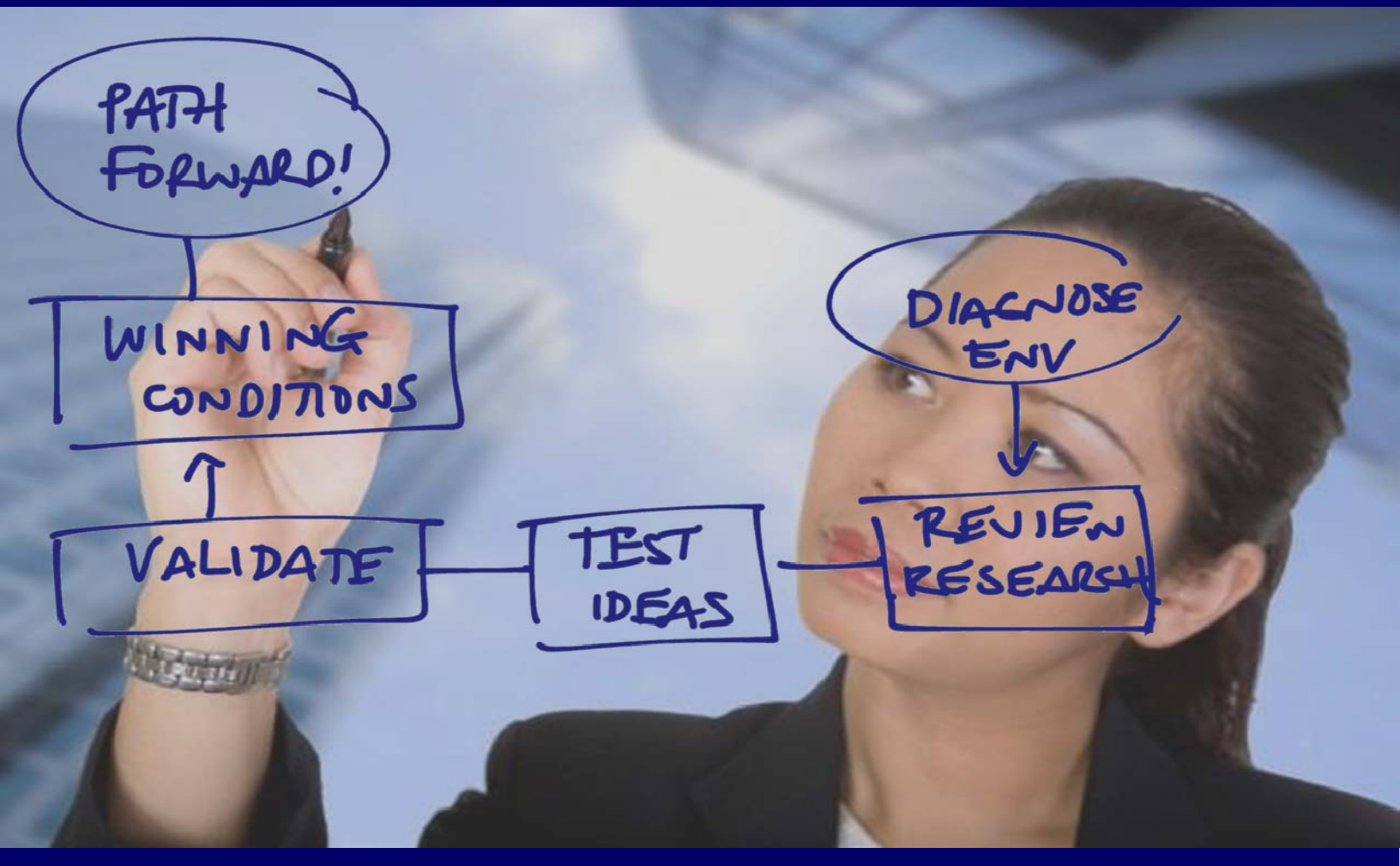
## *Tabulations*

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## Your Trusted Advisor

At Nanos Research, we put strategic intelligence into the hands of decision makers. We believe that small steps can lead to large insights. Whether you are charting a new corporate expansion, engaging the public or navigating a complex public policy issue, executives like you have turned to Nanos as their trusted partner since 1987.

Nanos offers a full suite of services ranging from small market research engagements through to strategic assessments and mission planning.





# Our Record of Success

As a full-service firm, Nanos Research brings the right tools to every challenge to ensure success. The sample assignments listed below demonstrate the broad range of Nanos Research's capabilities that clients have called upon.

For a national advocacy campaign, Nanos provided advice and counsel on key campaign activities as part of a monthly **strategy retainer**.

In the lead-up to a major **labour negotiation**, a multi-billion dollar corporation turned to Nanos Research to conduct research and provide advice on its corporate reputation and positioning.

Nanos Research has conducted major brand research and provided expert analysis for numerous **trademark litigations**.

Nanos Research helped chart the course for the **market expansion** of one of North America's leading retailers. Nanos Research conducted market and customer research which helped the retailer grow market share to number one in its class while expanding from 40 to 220 stores.

A global advocacy organization chose Nanos Research to **reposition a major international campaign** as part of an effort to increase support for the cause and to influence decision makers.

As part of a policy renewal process, a federal government department retained Nanos Research to conduct an **environmental scan** of policy initiatives around the world.

A leading industry association relied on Nanos Research to conduct research, **test creative materials** and provide advice related to its image and government initiatives which impact association members.

For a federal government department, Nanos Research developed an overarching service delivery **performance measurement** framework.

Faced with negative press, a leading advocacy organization turned to Nanos Research to conduct research among donors, members and the general populace to manage its reputation and craft a **communications campaign**.

Nanos Research is regularly commissioned to conduct **public policy research** and is one of the most trusted brands in collecting, measuring and understanding public opinion.

The new **Bloomberg-Nanos Economic Mood Index** Canada conducts weekly tracking of Canadians consumers' perceptions on the Canadian economy.

Nanos is a recognized expert in the **energy sector** and has provided strategic advice and research on a wide range of topics.

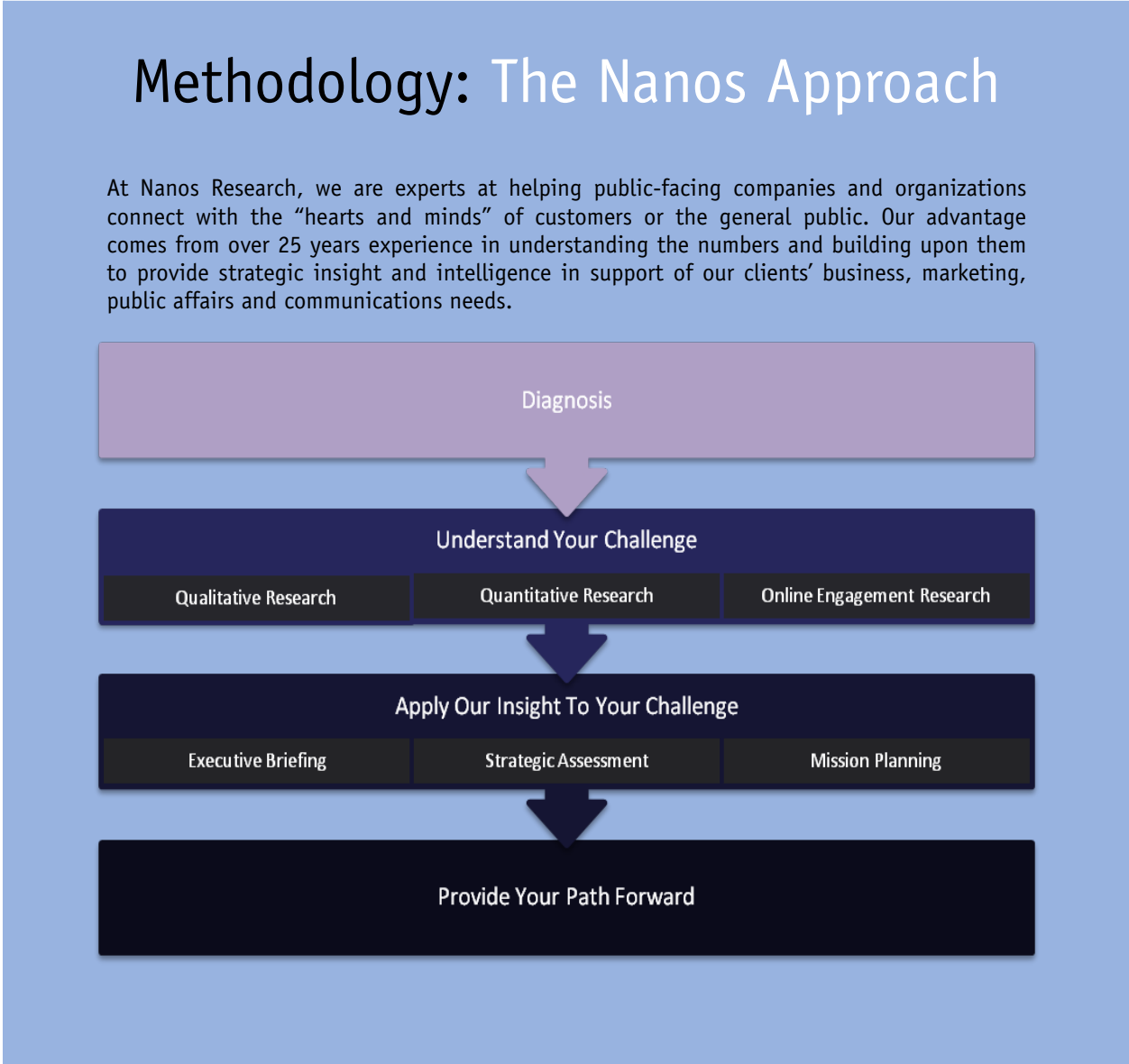


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**Nik Nanos** FMRIA

Chairman

Ottawa (613) 234 4666 ext. 237

Washington D.C. (202) 697 9924

North American Toll-free 1 (888) 737 5505 ext. 223

[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)



## The Nanos team is led by Nik Nanos



Nik Nanos has led the team at Nanos Research for 25 years. As one of Canada's most trusted researchers and strategic advisors, he has been called upon by Canada's senior executives to provide counsel on a wide range of issues including corporate mergers, public advocacy campaigns, and reputation management. He is a Research Associate Professor at the State University of New York at Buffalo and is also the past National President of the Marketing Research and Intelligence Association (MRIA). Nik is a Fellow of the MRIA—the highest recognition in the market research industry. He is featured in a weekly segment on the CBC's *Power & Politics*, *The Nanos Number*, which focuses on the latest political, business and social trends. He currently serves on the Editorial Board for the *Journal of Professional Communication* at McMaster University, is a partner with Nanos Rutherford McKay & Co., and is a Public Policy Scholar at the Woodrow Wilson International Institute for Scholars. As a Public Policy Scholar in Washington DC, he has conducted research on the Canada-US energy relationship and the factors that influence public opinion and government decision-makers.

## The Nanos Research Group

Our group of companies is a national team of like-minded research and communications professionals bound by a common commitment to quality service and superior outcomes. Whether it's a local, national or global research or communications project—Nanos can be your trusted partner.



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## Offices

Toronto, Canada  
Nanos Research  
36 King St. East, Suite 601  
Toronto, ON M5C 1E5  
1.416.493.1965 x 223

Ottawa, Canada  
Nanos Research  
56 Sparks St., Main Floor Suite  
Ottawa, ON K1P 5A9  
1.613.234.4666 x 237

Buffalo, NY  
Nanos America  
70 Niagara St., Suite 605  
Buffalo, NY 14202-3407  
1.716.362.1142

Montreal, Canada  
Nanos Research  
1200 McGill College Ave, Suite 1100  
Montreal, QC H3B 4G7  
1.514.559.5233 x 303

Halifax, Canada  
Nanos Research  
1741 Brunswick St., Suite 700  
Halifax, NS B3J 3X8  
1.888.737.5505

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