

# Ontario Ballot



May 26, 2012

## Tight race continues, Ontario NDP trend up

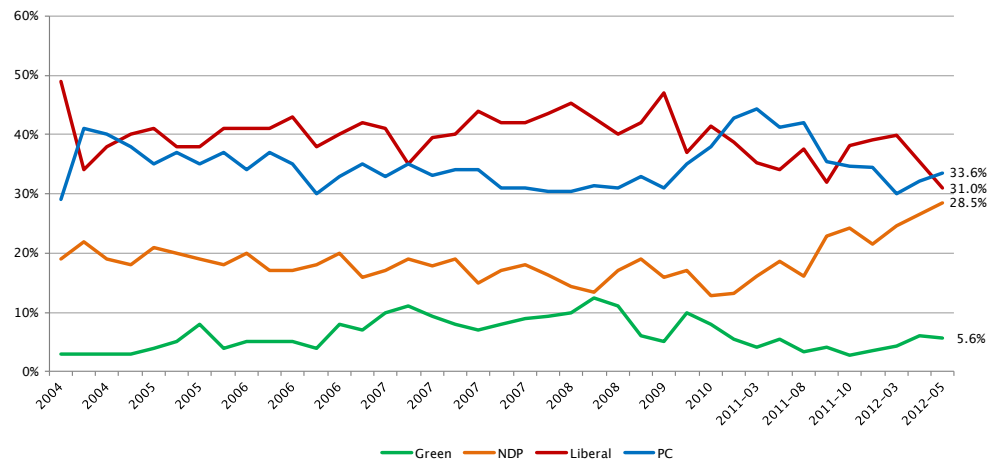
### METHODOLOGY

Between May 11<sup>th</sup> and 13<sup>th</sup>, 2012, Nanos Research conducted a random telephone survey of 500 Ontarians 18 years and older. A random telephone survey of 500 Ontarians is accurate plus or minus 4.4 percentage points, 19 times out of 20.

For 404 decided voters, the margin of error is accurate plus or minus 4.9 percentage points, 19 times out of 20.

Any use of this research data should identify it as a "Nanos Survey".

QUESTION: For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences? [First Ranked Preference]



### BALLOT

	2011-09	2011-11	2012-03	2012-04	2012-05
Decided Voters (Margin of Error) *	(n=415)	(n=430)	(n=428)	(n=421)	(n=404)
	%	%	%	%	%
Progressive Conservative Party	34.7	34.5	30.0	32.1	33.6
Liberal Party	38.1	39.1	39.9	35.4	31.0
NDP	24.3	21.6	24.7	26.5	28.5
Green Party	2.7	3.5	4.3	6.0	5.6
Margin of Error	±4.9	±4.8	±4.8	±4.8	±4.9
Undecided	18.0	14.0	14.5	16.0	19.3

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

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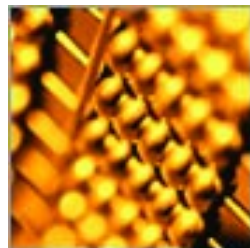
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# The Nanos Approach

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.

For the recent national election, Nanos was 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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