

Ontario Election 2011



October 7th, 2011

Another Successful Election for Nanos Research

We are very happy, once again, with the quality of the Nanos numbers in yet another election.

Below is a recap on how our research compared to the election results. Although we have to wait until the final votes are counted, Nanos has had another very successful election call for the work it did on behalf of CTV News, The Globe & Mail and CP24. In addition, for both our two and three day rolling averages, all of the percentages for all of the parties were within the margin of error of the research.

That means that our very strong track record continues.

For this Ontario election and every national and provincial election Nanos has ever done polling in, consistently has the top or among the top results among all the pollsters even when we were not the last research firm in the field closest to election day.

	Election Results	Two days October 2 - 3 (n = 546 decided voters)	Nanos compared to Election Result for Two Day Poll	Three days October 1 - 3 (n = 826 decided voters)	Nanos compared to Election Result for Three Day Poll
Liberal Party	37.6%	40.1%	2.5	37.7%	0.1
PC Party	35.4%	33.0%	2.4	33.2%	2.2
New Democratic Party	22.7%	23.2%	0.5	25.8%	2.1
Green Party	2.9%	2.8%	0.1	2.1%	0.8
Other	1.4%	0.9%	0.5	1.3%	0.1
Total		100.0%		100.0%	
Margin of error (19 times out of 20)	NA	±4.2%		±3.4%	
Undecided voters	NA	8.9%		8.2%	

Like many things in life, it's the consistent track record over time that counts. On that front we still hold the prime position in the industry. I'd like to take this opportunity to thank CTV News, CP24 and The Globe Mail, for trusting Nanos to do their national and provincial election polling.

Cheers,

Nik Nanos, CMRP FMRIA
President & CEO

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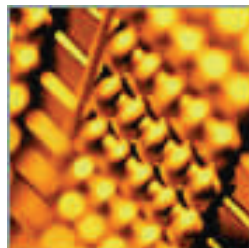
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The Nanos Approach

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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