

# **NANOS POLL**

**Ontario Poll - Ballot  
Poll August 6 - 9, 2008  
Released August 18, 2008**

## **Media Contact**

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### **Methodology**

To follow is a review of a random telephone survey of 500 Ontarians 18 years of age and older. It was completed between Aug 6<sup>th</sup> and 9<sup>th</sup>, 2008. The results are representative of the Ontario population and may be weighted based on data from Statistics Canada. A random telephone survey of 500 Ontarians is accurate  $\pm 4.4\%$ , 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may not add up to 100 due to rounding.

# Ontario Liberals enjoy a 10 point margin

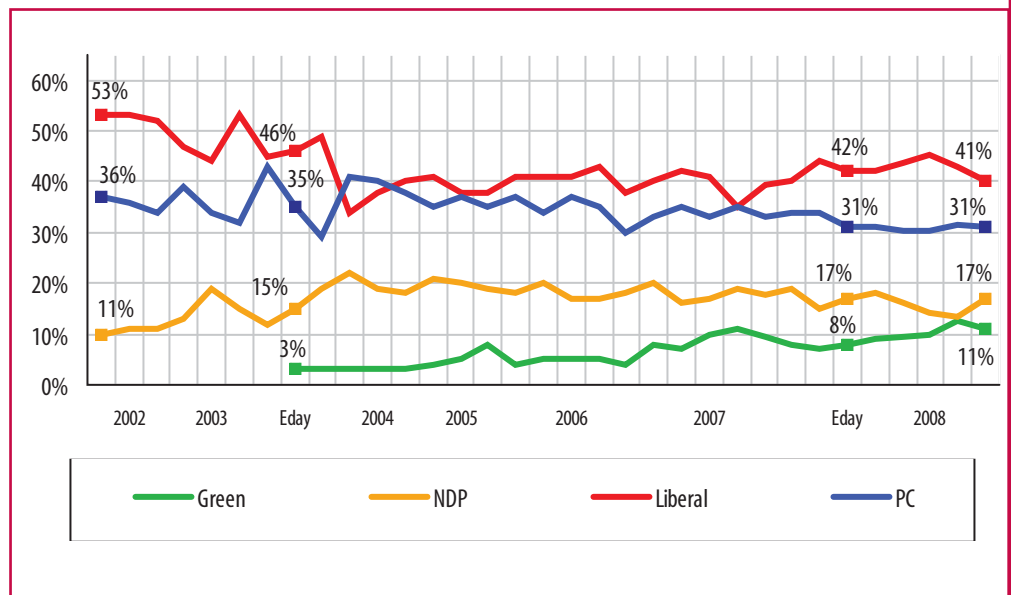
## Methodology

Between August 6th and 9th, 2008, Nanos Research conducted a random telephone survey of 500 Ontarians 18 years and older.

A survey of 500 respondents is accurate  $\pm 4.4\%$ , 19 times out of 20. Margins of accuracy are wider for subgroup samples. Readers should note that the data was weighted for gender and age to match the Canadian census results for Ontario. Results should be considered representative of the Ontario population. Results may not add up to 100% due to rounding.

The initiative was part of the monthly Nanos Ontario Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate Member.

**Question:** For those parties you would consider voting for provincially, could you please rank your top two current local preferences? (Committed Voters Only - First Choice)



## About Nanos Research

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. Nanos is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website [www.nanosresearch.com](http://www.nanosresearch.com) or contact: Nik Nanos at (613) 234-4666 ext. 237 or [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com).

Group (Margin of Accuracy)	Liberal	PC	NDP	Green	Undecided
	%	%	%	%	%
Ontario Ballot 0808 ( $\pm 4.9\%$ )	41	31	17	11	-
Ontario Ballot 0608 ( $\pm 4.7\%$ )	43	31	13	13	-
Ontario All Voters ( $\pm 4.4\%$ )	34	26	14	9	17
Men ( $\pm 6.3\%$ )	31	32	15	8	14
Women ( $\pm 6.3\%$ )	36	19	13	11	20
18 to 29 ( $\pm 10.0\%$ )	34	14	21	16	14
30 to 39 ( $\pm 10.2\%$ )	28	23	15	6	29
40 to 49 ( $\pm 9.6\%$ )	38	27	7	12	15
50 to 59 ( $\pm 10.7\%$ )	33	23	20	9	16
60 and over ( $\pm 9.4\%$ )	34	38	10	5	13