



STAT SHEET – ONTARIO OMNI 200802

For those parties you would consider voting for PROVINCIALY, could you please rank your top two current local preferences? [Unprompted]
FIRST CHOICE DECIDED VOTERS ONLY

		Ballot (decided voters only)					
		Total	Liberal	PC	NDP	Green	Other
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Gender	Ontario 200802	438	43.6	30.5	16.3	9.3	.2
	Male	217	43.2	32.3	16.5	8.0	.0
	Female	221	44.1	28.7	16.1	10.7	.5
Age	18 to 29	79	43.6	21.8	21.8	12.7	.0
	30 to 39	82	43.8	27.5	16.3	11.3	1.3
	40 to 49	97	45.8	25.3	18.1	10.8	.0
	50 to 59	77	33.0	45.3	14.2	7.5	.0
	60 plus	102	49.6	33.3	12.0	5.1	.0
Home	Own	333	47.0	30.8	13.7	8.5	.0
	Rent	105	33.0	29.6	24.5	12.0	1.0



One of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision-makers.

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 research partner since 1987.

When you think of NANOS -
think quality, service and insight.

NANOS RESEARCH GROUP Nanos Research • Justason Market Intelligence • MBA Recherche • Thinkwell Research • Zinc Research



Our Record of Success

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

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 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.

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

For a federal government department, Nanos Research developed an over-arching 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**.

In the 2004 and 2006 national federal elections in Canada, Nanos Research conducted a **nightly tracking** initiative in conjunction with CPAC, Canada's Political Channel. In both elections Nanos Research was recognized as the most accurate at predicting the outcome.

insight

you can trust



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 analyse complex issues.



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.



Ottawa
Nik Nanos, CMRP
President, Nanos Research
(613) 234-4666 ext.237
nnanos@nanosresearch.com

Toronto
John Nanos
Senior Vice President, Nanos Research
(416) 493-1965 ext.223
jnanos@nanosresearch.com

Montreal
Carl Aubé
President, MBA Recherche
(514) 284-9644 ext.222
caube@mbarecherche.com

Halifax
Len Preeper
President, Thinkwell Research
(902) 830-2119
len@thinkwellresearch.ca

Vancouver
Barb Justason, CMRP
President, Justason Market Intelligence
(604) 783-4165
barb@justasonmi.com

Calgary
Brian Singh
Managing Director, Zinc Research
(403) 269-7526
brian@zincresearch.com

insight

you can trust