



experience
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Get the Pulse of Canada - SES NationState



Need to track public opinion or advertising effectiveness? How about finding those elusive hot buttons? Whether you're developing a communications campaign or lobbying legislators, SES can be your research partner. Buying questions on our omnibus survey will be the right fit for you.

Sponsoring a stand-alone national survey is not for everyone. That's why SES provides Omnibus Research Services are effective. Whether it is one, three or ten questions, clients can cost effectively get critical data by adding questions to our regular omnibus telephone surveys.

Our experienced researchers will work with you to develop questions and ensure that you get the results and intelligence critical for making decisions. Our analysis of your survey results will profile respondents by age, gender, income, region, and urban/rural.

How it works

Conducted every 90 days the SES NationState Survey takes the pulse of the country. A random selection of 1,000 eligible voters are surveyed by telephone. The results of the research are accurate $\pm 3.1\%$, 19 times out of 20.

SES has two state-of-the-art call centres fully equipped with a CATI (Computer-Assisted Telephone Interviewing) stations and a predictive dialer for maximum efficiency. Based in Bathurst, New Brunswick and Toronto, Ontario their combined capacity is 168 lines. 48 hours from completion of the fieldwork clients who purchase questions receive the top-of-line numbers. Within one week a report with cross tabulations is prepared and your executive briefing is scheduled.

SES Omnibus Report

SES monitors the public opinion and policy environment including tracking top issues, the ballot question, government performance and index score cards for key federal ministries. Clients that subscribe to the SES NationState Report get an inside view of emerging trends and issues.

Options

Omnibus Report and Questions - Subscribers to the SES NationState Report get the report with analysis and sub-tabulations every 90 days, eight closed-ended questions of their choice over a one year period and a briefing from the SES President. Clients requiring more than eight questions can purchase additional closed-ended questions at a cost of \$750 plus GST. The price of an annual subscription including the eight private questions is \$19,000 plus GST

Omnibus Questions Only - Clients who purchase questions only can do so at a cost of \$1,000 plus GST per closed-ended question. This includes question design, analysis, cross tabulations and briefing from the SES President.

Contact

To become a subscriber, purchase questions or to get more information please contact:

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Ottawa 613.234.4666
Toronto 416.493.1965





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SES at a Glance

Executives like you turn to SES for strategic research, executive counsel and innovative solutions. Why? Because charting the right course will make the difference between leading the course or being surpassed.

Boutique Service with High Powered Capability

Established in 1987, SES Research is a full service market and public opinion research firm. The firm operates two telephone banks, one based in Toronto, Ontario and one in Bathurst, New Brunswick. Their combined telephone capacity is 168 lines.

A senior expert is assigned to all projects ready to respond to your needs and to provide strategic counsel. We are not a bureaucracy with multiple layers. Indeed, the firm's president, Mr. Nikita Nanos, plays a role in many assignments.

Mr. Nanos serves on the National Executive of the Professional Marketing Research of Canada. He is the Publisher of the Canadian Journal of Marketing Research and the Editor-in-Chief of Imprints, the monthly magazine of the Professional Marketing Research Society of Canada.

National Scope with a Proven Track Record

SES' Quarterly National Omnibus Survey keeps the pulse of the nation on critical political and public policy issues. The firm's polling data has appeared in all of Canada's major print and electronic media outlets including the CBC, CTV, The Globe and Mail, The National Post and The Sun newspaper outlets.

The firm's senior consultants are regularly called upon to provide analysis and advice on major polling trends. For more information visit our website at www.sesresearch.com and review the "in the news" media material.

SES at the Forefront

"Some opinion polling firms can count themselves as victors in this election. One of them, SES Research has broken out of the pack and has put out a daily tracking poll that has many tongues wagging in Ottawa." (CBC Businessworld)

"In terms of direction they (SES) have been dead-on." (Keith Boag, CBC News)

Sample Assignments

A quick scan of our sample of assignments reveals that SES clients benefit from our breadth of experience and talent.

- ◆ **CPAC** – SES is the official pollster for Canada's Political Channel. For the 2004 Federal Election, SES launched a publicly available nightly tracking program, the first of its kind in Canadian election history.
- ◆ **Bereskin & Parr** – SES has completed a number of assignments which range from conducting survey research through to providing expert witness services for litigations before the courts.
- ◆ **Staples** – Since 1993, Staples Business Depot has retained SES to provide research and advice ranging from tracking market dynamics across Canada through to evaluating the impact of logo changes.
- ◆ **MADD (Canada)** – For the past five years, SES has conducted numerous national polling and focus group initiatives on Canadians perceptions on drinking and driving and related legislative priorities.
- ◆ **Rx&D (Canada)** – SES has completed numerous polling initiatives on behalf of Canada's Research-based Pharmaceutical Companies on issues related to our healthcare system.
- ◆ **Canadian Diabetes Association (CDA)** – SES has completed numerous research assignments on issues related to diabetes and diabetes awareness
- ◆ **Canadian Tire Financial Services** – SES was retained to design and implement a national research initiative which monitors employee knowledge and practices.

SES Canada Research Inc.

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Track Record

To follow is a sample of companies and organizations which have benefited from our strategic research, executive counsel and innovative solutions.

AES Canada Inc.
Attorney General (ON)
Bank of Canada
Bereskin & Parr
Black & Decker Canada
Border Zone Advisory Committee
Boy & Girls Club (Niagara)
Burak Jacobson Partners
City of Cornwall
CG&A Communications
Citibank Canada
Cogeco Cable
Communique
Community Services Training & Adjustment Panel
Consumer & Commercial Relations (ON)
Connors Bros.
Dacon Corporation
DigiGraphics
Education & Training Ontario
Eli Lilly Canada Inc.
Evraire & Associates
Export Development Corporation
FieldWorks Inc.
Fredericton Gleaner
Fresh Fruit Company
Frontenac Lennox & Addington Separate School Board
Greco Pizza
Guardian Drug Stores¹
Hawk Communications
Hill & Knowlton Canada
IF Interface Ltd.
Industry Canada
Intuit Canada
Kentucky Fried Chicken*
KPMG (US)
Kraft Canada

Labatt Breweries*
Lake Abitibi Model Forest
Litigation Management Inc.
McDonald's Canada *
McKinsey & Company
Moosehead Breweries
National Trust*
Netmedia Enterprises
New Brunswick Telegraph Journal
Nortel
Match Marketing
Ministry of Health (ON)
Moncton Times & Transcript
Mothers Against Drunk Driving
Nine to Five Magazine
Ontario Fruit Warehouse
Ontario Restaurant Association
Opera Lyra Ottawa
Operation I.D.
Ottawa International Airport*
Ottawa Transition Board
Outreach (California)
PepsiCo (US)*
Philips International*
Public Safety and Security (ON)
Public Sector Labour Market & Productivity Commission
Quality Performance Associates
Queen's Health Policy
Rx&D (Canada)
Skala Corporation
Staples Business Depot Canada
Summa Strategies Group
Telus
Ty Canada*
Victory Risk Management

* Assignments conducted with associate organizations

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Contact SES

Established in 1987, Canada's leading corporate, government and political decision-makers trust SES to conduct research and provide strategic advice on a full range of market challenges and public opinion issues. In addition to media polling for clients such as CPAC (Canada's Political Channel) SES specializes in public policy polling and measure retail behaviour and customer satisfaction. SES draws on a number of research tools to ensure relevant and comprehensive results, from telephone surveys through to mystery shopping audits. The firm proved itself to be a national leader in opinion research during Canada's recent federal election when it was recognized by the national media for providing the most accurate polling results.

SES regularly works with such organizations as Canadian Tire, the Bank of Canada, Canada's Research-based Pharmaceutical Companies and Mothers Against Drunk Driving.

For more information on our services visit our website at www.sesresearch.com.



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