

Party platforms and issues drive one of two Ontario voters

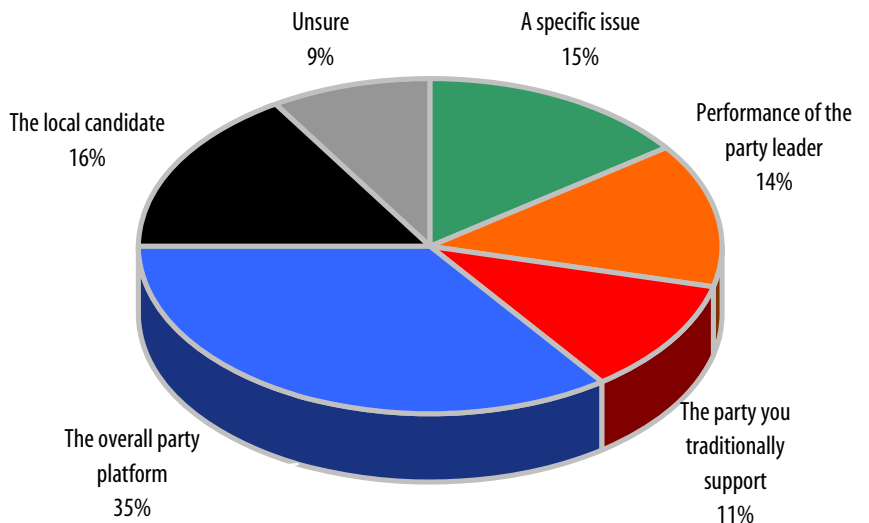


Question

Which of the following factors will most influence your voting decision on October 10th [Rotate] a specific issue you are concerned about, the performance of the party leader, the party you traditionally support, the overall party platform, or the local candidate in your riding.

Methodology

Between October 4th and 6th, 2007, SES Research conducted a random telephone survey of 501 Ontarians 18 years of age and older. The aggregate results of the survey are accurate $\pm 4.4\%$, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Results should be considered representative of the Ontario population.



ISSUE BREAKDOWN

Responses* (%)	Ontario (N=501)	416/905 (N=250)	Rest of Ontario (N=251)	Male (N=249)	Female (N=252)
The overall party platform	35	35	34	36	34
The local candidate	16	12	20	18	14
A specific issue	15	16	15	13	18
The performance of the party leader	14	17	12	16	13
The party you traditionally support	11	13	10	12	11
Unsure	9	8	9	6	11
Accuracy	± 4.4	± 6.2	± 6.2	± 6.2	± 6.2

* due to rounding percentages may not add up to 100

Media inquiries should be directed to: Nikita James Nanos at nnanos@sesresearch.com or (613) 234-4666 x237. Visit the SES website to sign up for instant email updates.

Four of ten Ontarians cite healthcare and education related issues as most important



Question

What would you say is the most important issue that will influence your vote in this election? [Open-ended]

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Response	%
Healthcare	21.8
Education	10.5
Faith based schools	9.6
Leadership/honesty	6.6
Economy/Jobs	6.4
The environment	5.4
Provincial election/Party platforms	4.3
Taxes	3.7
Childcare	1.1
Social welfare	1.0
Crime	.9
Other issues (single responses)	4.9
Unsure/no issue	23.1

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YOU BE THE POLLSTER CONTEST

PREDICT ONTARIO ELECTION AND WIN

Apart from our traditional telephone tracking, we will also be testing some new math through a "You be the Pollster" contest. In the contest, registrants of our online Townhall (SES' new online survey panel) will be invited during the last weekend of the election to project the percentage outcome of the popular vote for the parties.

The person with the closest projection will be paid \$500 by SES (and may even be able to brag that they performed better than the pollsters). In the case of a tie, the \$500 will be shared. Based on the submissions, I will be working on a new mathematical model of the "group wisdom" and online vote projections.

To help me out and register in our "You be the Pollster" contest visit the SES Townhall at <http://www.sesresearch.com/townhall/2.asp>

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SES townhall

Next You be the Pollster Contest -
October Ontario Election

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- Get our latest survey results

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The SES Townhall is a community of individuals who share their views on a full range of issues. Opinions are shared by participating in on-line surveys and discussion groups. Topics can range from politics to public policy issues through to corporate research.

Every time you complete a survey you will be entered into a draw to receive cash and prizes. You may be randomly selected to share your opinions on new products or participate in group discussions and paid an incentive for your time. Join today at

<http://www.sesresearch.com/townhall/2.asp>