



Ontario Election

From: Nik Nanos, SES Research
Date: October 9, 2007
Re: Ontario Provincial Election – SES/Sun Media Polling

The last poll completed by SES and the Sun Media Group this weekend shows the Ontario Liberals headed to a victory. The only question that remains is the magnitude of that victory.

In the past week, Tory's announcement of a free vote on the faith-based school issue has not positively moved his numbers. The New Democrats are marginally up. The real story of this election has been the inability of the PCs to effectively compete for the support of women. The Grits enjoy an 18.4 point lead over the Tories among women (see below).

Looking at the ballot numbers there are a few things to keep in mind. First, support for the Green Party is usually over-reported in polls compared to actual ballot box. Although different from election to election, you can usually count on a one third drop in Green support in the box compared to the last public opinion survey.

As you know, SES is the only polling firm to regularly track second choice ballot support (primarily for our internal analysis of the numbers). For our ballot stats below, we have two scenarios - one with the ballot 'as is' and a second with one third of the Green support re-allocated to other parties based on the reported second choice of Green voters.

With our last poll being completed this past Saturday we are still four days out from the final vote. This is not ideal since the closer we are to the actual vote the greater the accuracy for our sampling of voter opinion.

Recap of SES-Sun Media Election Tracking	Ontario Ballot as of Oct 6	Female Voters	Ballot Adjusted for Green Slippage
Liberal	42.6%	43.4%	43.8%
Progressive Conservative	30.5%	25.0%	31.0%
New Democrat	17.5%	22.0%	19.0%
Green Party	9.4%	9.5%	6.1%

The longitudinal tracking, methodology and more detailed tabs are attached. If you have any questions I can be reached at nnanos@sesresearch.com.

Cheers,

Nik

Liberal Victory Imminent



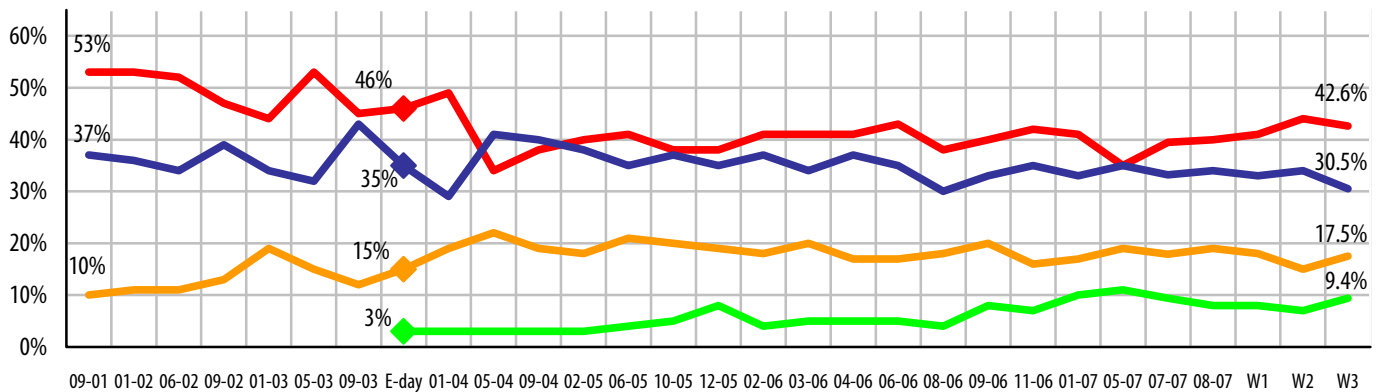
FIRST RANKED BALLOT (N=441)

Field Dates

W1 – September 21-23, 2007

W2 – September 28-30, 2007

W3 – October 4-6, 2007



BALLOT BREAKDOWN



Committed and Leaning Voters (%) *	Last Election	Ontario		416/905 Region		Rest of Ontario		Male		Female	
		(N=450) Sept 30	(N=441) Oct 6	(N=228) Sept 30	(N=226) Oct 6	(N=222) Sept 30	(N=215) Oct 6	(N=207) Sept 30	(N=221) Oct 6	(N=242) Sept 30	(N=220) Oct 6
	46	44	42.6	47	47.0	41	37.9	34	41.8	53	43.4
	35	34	30.5	35	28.8	33	32.3	41	36.0	28	25.0
	15	15	17.5	11	14.2	19	21.0	17	13.0	13	22.0
	3	7	9.4	7	10.0	7	8.8	8	9.3	6	9.5
Accuracy (19 times out of 20)	-	±4.7	±4.7	±6.6	±6.6	±6.7	±6.8	±6.9	±6.7	±6.4	±6.7
Uncommitted	-	10	11.9	7	9.5	13	14.2	15	11.3	6	12.5

* due to rounding percentages may not add up to 100, *** dates in tracking chart are mm-yy

Media inquiries related to this SES/Sun Media poll 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. For a detailed explanation on the methodology, please refer to last page of this release.

BALLOT METHODOLOGY



Questions

1. For those parties you would consider voting for PROVINCIALY, could you please rank your top two current local preferences? (unprompted)
2. Are you currently leaning towards any particular PROVINCIAL party, and if you are, which party would that be? (unprompted)

The ballot question results reported are based on the first choice of committed voters and leaning voters.

Methodology

Between October 4th and October 6th, 2007, SES Research conducted a random telephone survey of 501 Ontarians 18 years and older. The aggregate survey results 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. Results may not add up to 100% due to rounding.

About SES

Established in 1987, SES Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.sesresearch.com.

Media inquiries related to this SES/Sun Media poll should be directed to:

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



Established in 1987, SES Research is one of North America's premier market and public opinion research organizations. We put strategic intelligence into the hands of decision-makers.



Whether you are charting a new corporate expansion, engaging employee input or navigating a complex public policy issue, executives like you turn to SES as their trusted research partner.

Capabilities



SES has the scope and capacity for every assignment. Our organization has offices in Ottawa, Toronto, Montreal, Vancouver and Halifax.

- Telephone Surveys
- Online Surveys
- Mystery Shopping
- Qualitative Research (Focus groups/in-depth interviews)
- eDeliberative Polling and Online Dialogue
- Management Consulting and Strategic Advice

Our Record of Success

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

In the lead-up to a major **labour negotiation**, a multi-billion dollar corporation turned to SES to conduct research and provide advice on its corporate reputation and positioning.

SES helped chart the course for the **market expansion** of one of North America's leading retailers. SES 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 SES 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 SES to conduct an **environmental scan** of policy initiatives around the world.

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

A leading industry association relied on SES to conduct research, **test creative materials** and provide advice related to its image and government initiatives which impact association members.

For a federal government department, SES developed an over-arching service delivery **performance measurement** framework.

Faced with negative press, a leading advocacy organization turned to SES 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, SES conducted a **nightly tracking** initiative in conjunction with CPAC, Canada's Political Channel. In both elections SES was recognized as the most accurate at predicting the outcome.



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 SES to capture the public pulse and analyse complex issues.



The SES 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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insight

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