

## Ontarians Ready for Referendum Vote

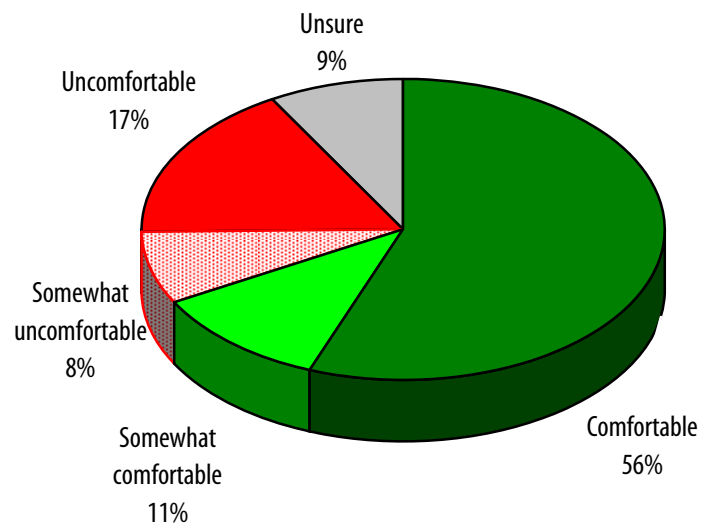


### Question

As you may know, on election day there will also be a referendum vote on how our MPPs are elected. Currently we have a fixed-past-the-post system and the Citizens Assembly has recommended a Mixed Member Proportional system. Based on the information you have seen or heard are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable casting a vote on this issue

### Methodology

Between October 4<sup>th</sup> and October 6<sup>th</sup>, 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.



### COMFORT WITH REFERENDUM VOTE

Responses (%) *	Ontario (N=501)	416/905 Region (N=250)	Rest of Ontario (N=251)	Male (N=249)	Female (N=252)
Comfortable	56	53	59	58	54
Somewhat comfortable	11	13	9	12	11
Somewhat uncomfortable	8	8	8	4	11
Uncomfortable	17	17	16	17	17
Unsure	9	9	8	9	8
Accuracy (19 times out of 20)	$\pm 4.4$	$\pm 6.3$	$\pm 6.3$	$\pm 6.3$	$\pm 6.3$

\* due to rounding percentages may not add up to 100

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



## 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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