



Ontario Election

From: Nik Nanos, SES Research

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Re: SES Special – Online Group Wisdom Project – Ontario Election Projection

As some of you know, at SES we've taken the opportunity presented by the Ontario election to test some new math regarding projection techniques using an online approach.

Yesterday we conducted our first test, which was among a group of self-selected but demographically screened individuals who participated in the online study. We recruited study participants through our "You be the Pollster Contest". In the contest a \$500 prize will be given to the study participant(s) who submit the most accurate election call. The group was not randomly selected nor is it representative of the populace. We've decided to test an unrepresentative self-selected group to see what happens.

The study participants were asked a series of questions by means of an online survey including a percentage vote projection question. We have run some quite promising pilot tests but need an election to see if there is any merit in this approach.

Of note, of the 1,011 potential study participants, 268 completed the online questionnaire yesterday. The table below details a comparison of the traditional random representative telephone survey and the "group wisdom" of 268 screened, self selected, unrepresentative online study participants. After the election we will be crunching the numbers to see whether this approach merits further exploration and fine-tuning. Regardless, it does provide some food for thought (see below).

	Traditional Telephone	Non-traditional Group Wisdom
	Ontario Ballot Traditional Random Representative SES Telephone Survey (N=441 Decided Voters)	Ontario Ballot Projection Non-representative, Self Selected Online Survey (N=268 Test Subjects)
Liberal	42.6%	42.7%
Progressive Conservative	30.5%	32.9%
New Democratic Party	17.5%	16.7%
Green Party	9.4%	6.1%
Other	--	1.6%

* Percentages may not add up to 100 due to rounding

If you have any questions or comments, I can be reached at nnanos@sesresearch.com.

Cheers,
Nik