



ONTARIO THIS MONTH

ONTARIO THIS MONTH IS ONTARIO'S LEADING MONTHLY RESEARCH-BASED REPORT FOCUSING ON THE ISSUES AND TRENDS THAT CONCERN CORPORATE AND PUBLIC AFFAIRS PROFESSIONALS.

ONTARIO this MONTH syndicated

Our understanding of current issues coupled with our belief that all strategy must be founded in credible research led us to create **Ontario This Month**.

Ontario This Month has been tracking Ontario public opinion for the past five years.

MORE THAN JUST NUMBERS...

Ontario This Month is more than a quick look at who's up and who's down in the polls. It's a tool to help public affairs professionals navigate through a volatile public opinion environment.

Ontario This Month accurately portrays present day opinion while providing historical context with an eye to the future by identifying emerging trends through sophisticated data analysis. It seeks to uncover and explain the boundaries surrounding public expectations and government, how issues evolve, how and why opinion changes.

KNOWLEDGE, EXPERIENCE AND FREQUENCY

Every issue is written by a team of independent political scientists and experienced public affairs consultants who understand how battles in the court of public opinion evolve and play out.

Ontario This Month's in-depth analysis of the province's attitude towards current issues and evaluates the federal and provincial political climate.

Every edition surveys and reports on the provincial and federal landscape in Ontario. Each issue also features a special focus section dedicated to a topic that is making – or is about to make – news.

About our Data

Content and analysis for our syndicated study are based on data from 600 telephone interviews with a random proportionate Ontario-wide sample of adults (18 yrs+).

Using weights from the 2006 Statistics Canada Census data, our sample is generated with quotas assigned proportionately to reflect the demographic make-up of nine Ontario regional groups based on Federal Electoral Districts (areas that return a member to the House of Commons). Results from the survey are collected every month and are accurate within $\pm 4.0\%$, 19 times out of 20.

INTERVIEWING

Interviews are conducted and collected using a Computer Aided Telephone Interviewing (CATI) system.

DEMOGRAPHICS

The demographic breaks we include in our analysis and cross-tab banners include:

- Regional Segmentation · Community Size · Household Income · Work Status · Education · Age · Gender

Pricing

ONTARIO THIS MONTH syndicated study

Clients receive banner tables and a PowerPoint synopsis of key findings. Annual subscribers are entitled to a free presentation each year. Issues are delivered in both hard and electronic copy.

- Single month — \$3,000
- Annual subscription — \$12,000
- Group purchases available.

For more information on our syndicated study contact:

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