



# Press Release

## Ipsos Election Day Polling Methodology

### More than 4,000 Participate In Ipsos Election Day Poll

**Toronto, ON, June 8, 2018** — Ipsos conducted an Election Day poll of over 4,000 voters for Global News. Some of the results from the poll were shared on Global's Election Night broadcast or on social media. The data tables attach highlight the data which was referenced, such as when voters made up their mind, and what their desired outcome of the election was.

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#### About the Study

*These are some of the findings of an Ipsos poll conducted between June 7 and 8, 2018, on behalf of Global News. For this survey, a sample of 4,175 Ontario eligible voters was interviewed online (Ontarian eligible voters aged 18+ from Ipsos' online panel). All eligible voters on the Ipsos online panel were invited to participate in the Election Day Poll; however, panelists could only complete the survey after they had voted.*

*Weighting was employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe and to reflect the actual outcome of the election. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 1.7$  percentage points, 19 times out of 20, had all eligible Ontario voters been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
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