

Media Advisory

Oraclepoll says Kitchener-Waterloo provincial by-election is a dead heat!

(September 4, 2012) Oraclepoll Research Ltd. surveyed 400 voting age residents of the Kitchener-Waterloo Riding on August 30 and 31, 2012. The complete poll can be found at:

http://www.oraclepoll.com/uploads/Kitchener_Waterloo_Riding_Report_Aug31.pdf

Paul Seccaspina, CEO of Oraclepoll Research, observed:

- It is truly a three way race – a statistical dead heat.
- Anyone can win. Anyone can place third.
- Progressive voters will need to make a decision – large number of undecided voters that will make their choice on what they feel is the best local representative.
- It is also clear that all campaigns are working very hard. Residents we spoke to sound overwhelmed from the amount of campaigning.

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*Founded in 1995, **Oraclepoll Research Limited** provides multilingual and full market public opinion polling, market research, program evaluation and consulting services.*

We provide quantitative and qualitative research that includes project design, data collection and reporting using telephone surveys (with our multilingual call centre staff), online surveys, focus groups (on-site and online), mail surveys, personal interviews, mall intercept and exit surveys.

Since our inception in 1995, we have worked with industry, all levels of government, not for profit and advocacy groups to deliver timely and relevant information.

Oraclepoll has offices in Toronto, Montréal and Sudbury.