



# LISPOP

Laurier Institute for the  
Study of Public Opinion and Policy



*LISPOP Presents:*

## **“Gauging Public Opinion During an Election Campaign”**

*The public seminar will focus on the collection and interpretation of public opinion during an election campaign, with special attention focused on the 2011 Ontario general election.*

*The event is divided into two sessions. The morning session is dedicated to the collection of data, headlined by Darrell Bricker of Ipsos Reid and University of Toronto political scientist Peter Loewen of Vote Compass. The afternoon session will focus on the methodology of converting poll numbers to seat projections, led by Barry Kay of LISPOP and Eric Grenier of threehundredeight.com.*

*\*\*\* Seating is limited. Those interested in participating are asked to email [seel9540@mylaurier.ca](mailto:seel9540@mylaurier.ca).*

**Date & Time: September 6, 2011, 10:00 a.m.**

**Location: Laurier Toronto  
130 King Street West, Toronto, ON**

[www.wlu.ca/lispop](http://www.wlu.ca/lispop)