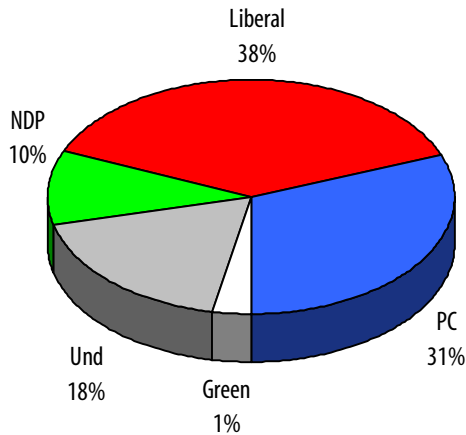


### THE BALLOT (committed and undecided)



### Decided (%) Sep-02 1999\* Change

Party	Sep-02	1999*	Change
PC	38.5	45.1	▼ 6.6
Liberal	47.1	39.9	▲ 7.2
NDP	12.7	12.6	▲ 0.1
Green	1.4	0.7	▲ 0.7

\* Provincial Election

### Commentary

The provincial PCs led by Ernie Eves have closed a 16 point gap from one year ago to 8 points in September 2002.

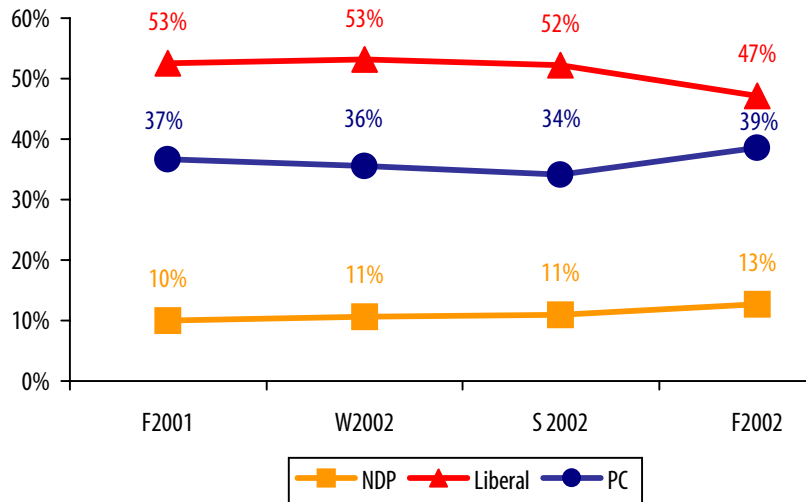
Over the past four months, education as the most important provincial issue has increased 9% (Education #1 Issue --31% - see – The Issues). 38% of women cite education as their top issue. Negative perceptions related to the handling of the education file could emerge as a key Conservative vulnerability effectively handicapping the Eves government.

### THE METHODOLOGY

Between September 10<sup>th</sup> and 13<sup>th</sup>, 2002, SES conducted a total of 500 telephone interviews across Ontario with eligible voters. Aggregate results of the survey are accurate to within 4.5 percentage points, plus or minus, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of the voters of Ontario.

### LONGITUDINAL BALLOT TRACKING (committed only)



### Target Groups (+/- index)

	PC	LIB	NDP	Und
Men	+10	-2	0	-7
Women	-9	+3	0	+8
18 to 29 years of age	+3	+4	+2	-9
30 to 39 years of age	+4	-1	-1	+1
40 to 49 years of age	-4	-5	+5	+6
50 to 59 years of age	+2	+1	-2	+1
60 plus	-5	+2	-1	+6
Homeowners	+1	+1	0	+1
Renters	-1	-1	+2	0
Urban Postal Code	0	+1	+1	-1
Rural Postal Code	+3	-3	-3	+5

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +10 score for the PCs would indicate that the subgrouping is 10% more likely to vote PC than the average voter.

### ABOUT SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

In order to maximize turn-around time and increase efficiency, SES has a 110-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website

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