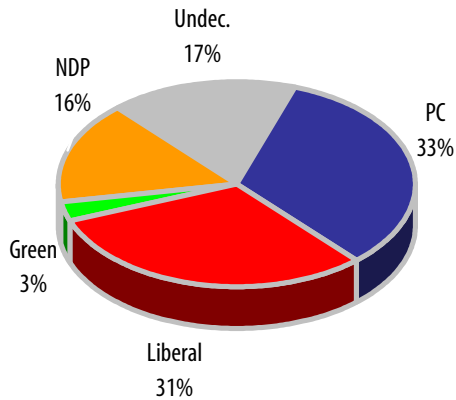


**THE BALLOT**  
(committed and undecided)



**Decided (%) Sept-04 May-04 Change**

Liberal	37.8	33.7	▲ 4.1
PC	40.0	41.4	▼ 1.4
NDP	18.8	21.7	▼ 2.9
Green	3.4	3.3	▲ 0.1

**COMMENTARY**

Current polling indicates that since the last provincial budget, support for the provincial Liberals has rebounded slightly primarily at the expense of the NDP.

However, the Ontario PC Party continues to hold a slight lead in the polls heading into their leadership convention on September 18<sup>th</sup>.

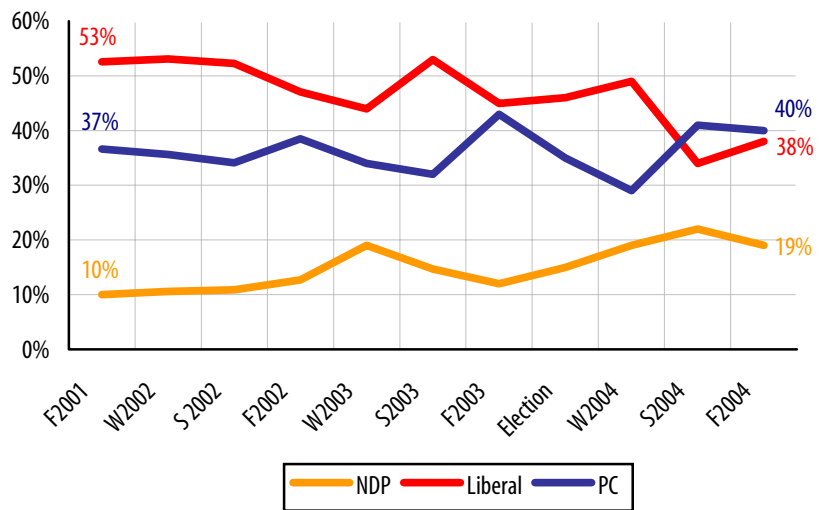
**THE METHODOLOGY**

On September 11<sup>th</sup> and September 12<sup>th</sup>, 2004, 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.

The survey was registered with the Canadian Survey Research Council of which SES is a member.

**LONGITUDINAL BALLOT TRACKING**  
(committed only)



Target Groups (+/- index)	LIB	PC	NDP	Und
Men	-3	+8	-1	-4
Women	+3	-8	+1	+4
18 to 29 years of age	+1	-11	+10	+1
30 to 39 years of age	+3	-1	-6	+2
40 to 49 years of age	-2	+3	+2	-1
50 to 59 years of age	-4	+5	-4	+3
60 plus	+2	+3	-2	-2
Homeowners	-1	+5	-3	0
Renters	+3	-12	+7	0

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 Liberals would indicate that the subgrouping is 10% more likely to have that view compared to 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 168-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 [www.sesresearch.com](http://www.sesresearch.com) or contact: Mr. Nikita Nanos at (613) 234-4666 ext. 237 or [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)