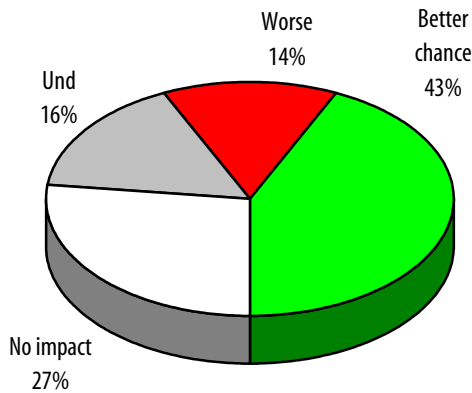
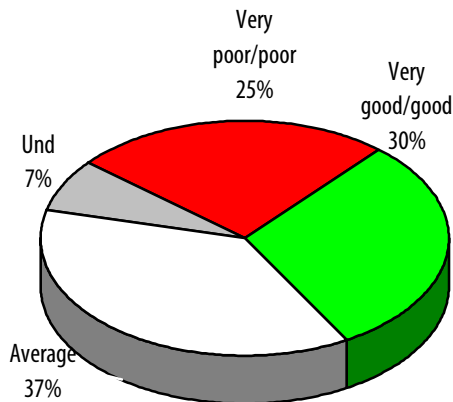


**PC Chances at Next Election (N=500)**



**PC Government Performance (N=500)**



**THE METHODOLOGY**

On May 31 and June 1, 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.

**THE QUESTION**

*As you may know, Ernie Eves recently replaced Mike Harris as the leader of the Ontario PCs. With this change do you think the Ontario PCs will have a better chance of winning the next election, a worse chance of winning or will it have no impact?*

Target Groups (%)	Better	Worse	NI	Und
<b>All voters (N=500)</b>	<b>43</b>	<b>14</b>	<b>27</b>	<b>16</b>
<b>Men (N=251)</b>	<b>41</b>	<b>16</b>	<b>31</b>	<b>12</b>
<b>Women (N=249)</b>	<b>45</b>	<b>11</b>	<b>24</b>	<b>20</b>
<b>18 to 29 years of age (N=121)</b>	<b>37</b>	<b>22</b>	<b>30</b>	<b>12</b>
<b>30 to 39 years of age (N=122)</b>	<b>48</b>	<b>10</b>	<b>30</b>	<b>13</b>
<b>40 to 49 years of age (N=89)</b>	<b>45</b>	<b>15</b>	<b>30</b>	<b>10</b>
<b>50 to 59 years of age (N=76)</b>	<b>41</b>	<b>15</b>	<b>21</b>	<b>24</b>
<b>60 plus (N=92)</b>	<b>45</b>	<b>8</b>	<b>24</b>	<b>24</b>
<b>Homeowners (N=317)</b>	<b>43</b>	<b>12</b>	<b>28</b>	<b>17</b>
<b>Renters (N=183)</b>	<b>43</b>	<b>16</b>	<b>27</b>	<b>14</b>
<b>Urban Postal Code (N=384)</b>	<b>42</b>	<b>14</b>	<b>27</b>	<b>17</b>

**Commentary**

Changing leaders for the PCs was clearly the right decision. More than four of every ten Ontarians believe that the change and selection of Ernie Eves will increase PC chances during the next provincial election. The PCs realize a net positive gain of 29 points. More importantly, among women the net positive gain increases to 34 points.

Although the net positive score on government performance is only 5 points (30 very good/good less 25 very poor/poor), positive impressions among women and middle aged voters is good news for the PCs. The fact that 37% of Ontarians characterize PC government performance as average would indicate that there are few clear and formed impressions of the Eves government at this time.

**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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