

Tory ahead on keeping a promise



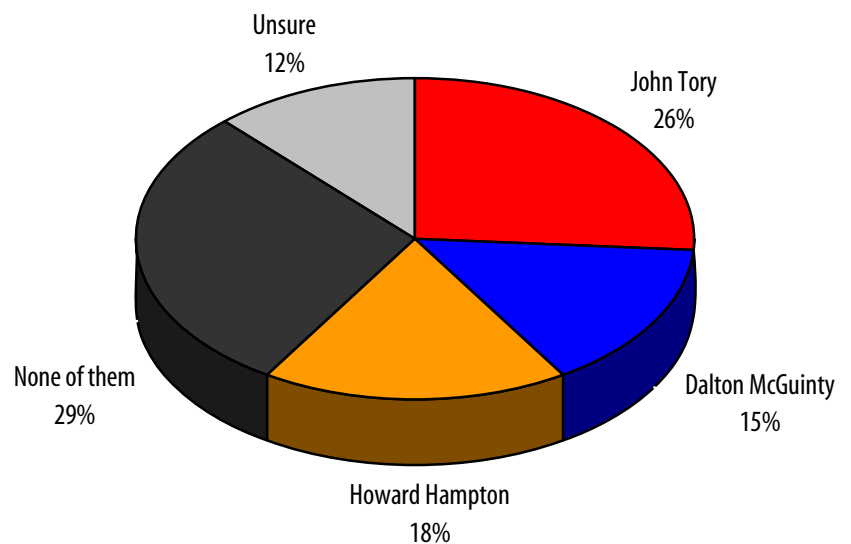
MOST LIKELY TO KEEP A PROMISE (N=500)

Question

Thinking of the current provincial party leaders, who do you think is the most likely to keep a promise?

Methodology

Between September 21st and September 23rd, 2007, SES Research conducted a random telephone survey of 500 Ontarians 18 years and older. The aggregate survey results are accurate $\pm 4.4\%$, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Results should be considered representative of the Ontario population. Results may not add up to 100% due to rounding.



LEADER BREAKDOWN - MOST LIKELY TO KEEP A PROMISE

Responses (%) *	Ontario (N=500)	416/905 Region (N=250)	Rest of Ontario (N=250)	Male (N=244)	Female (N=256)
John Tory	26	25	26	34	18
Dalton McGuinty	15	18	13	14	17
Howard Hampton	18	21	16	16	21
None of them	29	26	32	28	31
Unsure	12	10	14	9	14
Accuracy (19 times out of 20)	± 4.4	± 6.3	± 6.3	± 6.4	± 6.2

* due to rounding percentages may not add up to 100

Media inquiries related to this SES/Sun Media poll should be directed to: Nikita James Nanos at [nnanos@sesresearch.com](mailto:nanos@sesresearch.com) or (613) 234-4666 x237. Visit the SES website to sign up for instant email updates.

Tory and McGuinty statistically tied in trust



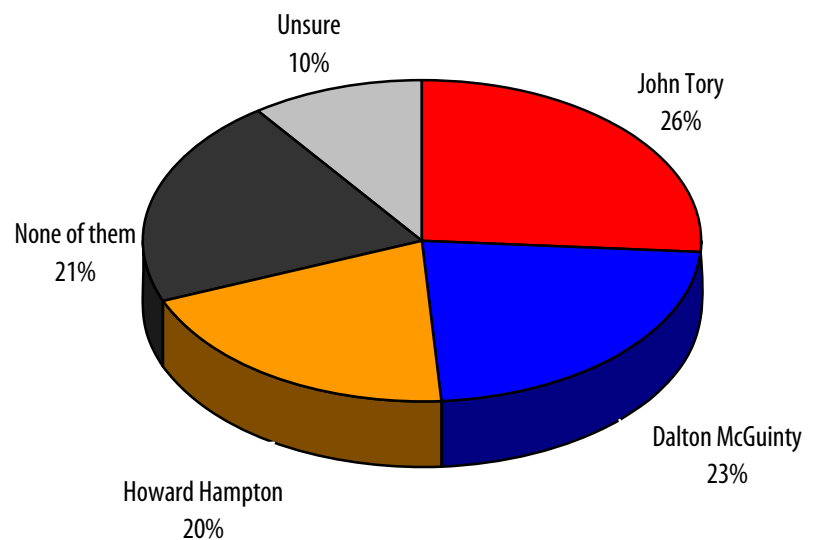
WHO DO YOU TRUST THE MOST (N=500)

Question

Thinking of the current provincial party leaders, who do you think is the one you trust the most?

Methodology

Between September 21st and September 23rd, 2007, SES Research conducted a random telephone survey of 500 Ontarians 18 years and older. The aggregate survey results are accurate $\pm 4.4\%$, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Results should be considered representative of the Ontario population. Results may not add up to 100% due to rounding.



LEADER BREAKDOWN - WHO DO YOU TRUST THE MOST

Responses (%) *	Ontario (N=500)	416/905 Region (N=250)	Rest of Ontario (N=250)	Male (N=244)	Female (N=256)
John Tory	26	27	25	31	21
Dalton McGuinty	23	26	20	21	25
Howard Hampton	20	18	22	18	22
None of them	21	22	21	22	21
Unsure	10	7	13	8	12
Accuracy (19 times out of 20)	± 4.4	± 6.3	± 6.3	± 6.4	± 6.2

* due to rounding percentages may not add up to 100

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Tory ahead on managing tax dollars



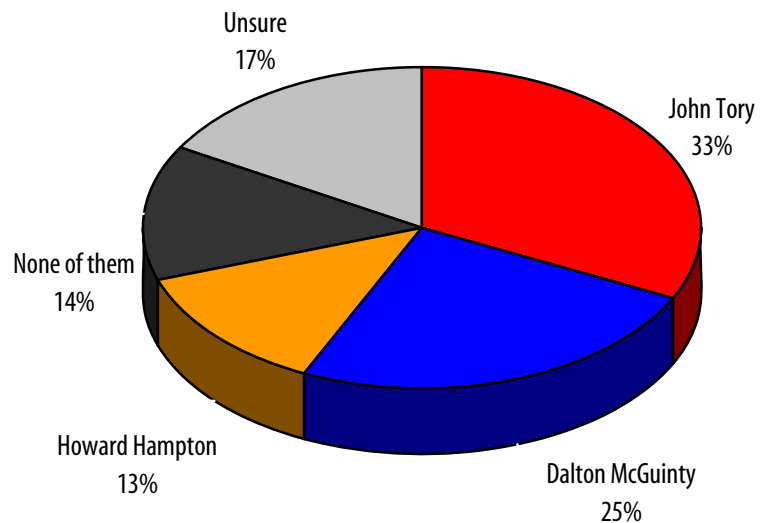
WHO CAN MANAGE TAX DOLLARS (N=500)

Question

Thinking of the current provincial party leaders, who do think would be the best at managing tax dollars?

Methodology

Between September 21st and September 23rd, 2007, SES Research conducted a random telephone survey of 500 Ontarians 18 years and older. The aggregate survey results are accurate $\pm 4.4\%$, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Results should be considered representative of the Ontario population. Results may not add up to 100% due to rounding.



LEADER BREAKDOWN - WHO CAN MANAGE TAX DOLLARS

Responses (%) *	Ontario (N=500)	416/905 Region (N=250)	Rest of Ontario (N=250)	Male (N=244)	Female (N=256)
John Tory	33	33	32	39	26
Dalton McGuinty	25	27	22	24	25
Howard Hampton	13	11	14	10	16
None of them	14	15	12	15	12
Unsure	17	14	20	12	21
Accuracy (19 times out of 20)	± 4.4	± 6.3	± 6.3	± 6.4	± 6.2

* due to rounding percentages may not add up to 100

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Tory and McGuinty statistically tied on being strong leader



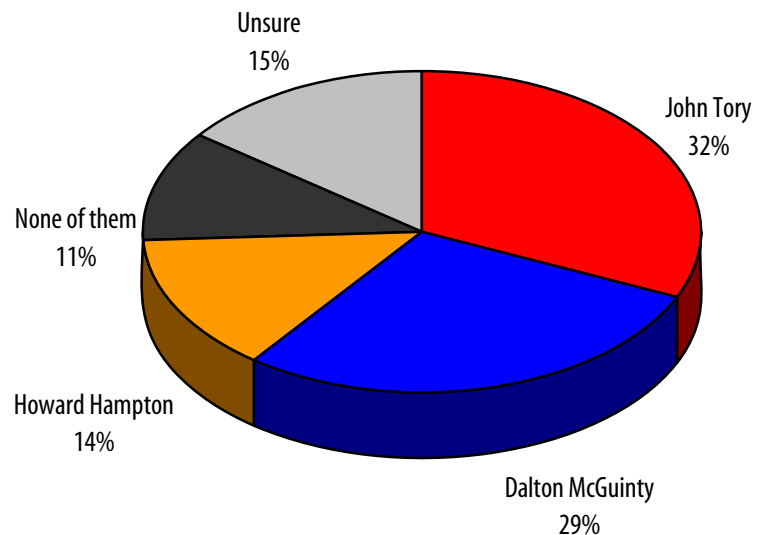
STRONG LEADER (N=500)

Question

Thinking of the current provincial party leaders, who do think is a strong leader?

Methodology

Between September 21st and September 23rd, 2007, SES Research conducted a random telephone survey of 500 Ontarians 18 years and older. The aggregate survey results are accurate $\pm 4.4\%$, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Results should be considered representative of the Ontario population. Results may not add up to 100% due to rounding.



STRONG LEADER BREAKDOWN

Responses (%) *	Ontario (N=500)	416/905 Region (N=250)	Rest of Ontario (N=250)	Male (N=244)	Female (N=256)
John Tory	32	33	30	36	27
Dalton McGuinty	29	31	28	27	32
Howard Hampton	14	12	15	12	15
None of them	11	13	9	13	10
Unsure	15	12	18	12	17
Accuracy (19 times out of 20)	± 4.4	± 6.3	± 6.3	± 6.4	± 6.2

* due to rounding percentages may not add up to 100

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YOU BE THE POLLSTER CONTEST

PREDICT ONTARIO ELECTION AND WIN

Apart from our traditional telephone tracking, we will also be testing some new math through a "You be the Pollster" contest. In the contest, registrants of our online Townhall (SES' new online survey panel) will be invited during the last weekend of the election to project the percentage outcome of the popular vote for the parties.

The person with the closest projection will be paid \$500 by SES (and may even be able to brag that they performed better than the pollsters). In the case of a tie, the \$500 will be shared. Based on the submissions, I will be working on a new mathematical model of the "group wisdom" and online vote projections.

To help me out and register in our "You be the Pollster" contest visit the SES Townhall at <http://www.sesresearch.com/townhall/2.asp>

The SES Townhall is a community of individuals who share their views on a full range of issues. Opinions are shared by participating in on-line surveys and discussion groups. Topics can range from politics to public policy issues through to corporate research.

Every time you complete a survey you will be entered into a draw to receive cash and prizes. You may be randomly selected to share your opinions on new products or participate in group discussions and paid an incentive for your time. Join today at

<http://www.sesresearch.com/townhall/2.asp>