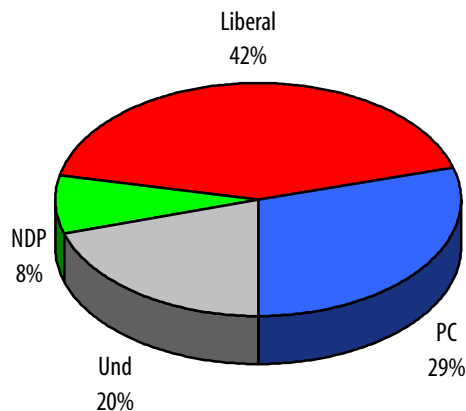


THE BALLOT**Election (%) Poll* 1999 1995**

| | | | | |
|---------|---|------|------|------|
| PC | ▼ | 36.6 | 45.1 | 44.8 |
| Liberal | ▲ | 52.6 | 39.9 | 31.1 |
| NDP | ▼ | 10.0 | 12.6 | 20.6 |

* Decided and leaning voters

Commentary

As the Ontario PC government hits mid-term, it trails the opposition Liberals by 16 percentage points. Even with the overall decline in PC support, core target groups such as men, homeowners, older voters and those living in rural areas have an above average propensity to vote PC. Although trailing among younger voters, renters and women, these groups are more likely to be undecided and are therefore still potentially accessible to the Tories.

THE METHODOLOGY

Between September 22 and 26, 2001, 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.

Target Groups (+/- index)

| | PC | LIB | NDP | Und |
|-----------------------|-----|-----|-----|-----|
| Men | +4 | +4 | 0 | -8 |
| Women | -3 | -5 | 0 | +8 |
| 18 to 29 years of age | -13 | -1 | 0 | +16 |
| 30 to 39 years of age | +8 | -6 | +3 | -7 |
| 40 to 49 years of age | -3 | +9 | -1 | -3 |
| 50 to 59 years of age | 0 | +2 | +3 | -4 |
| 60 plus | +11 | -1 | -4 | -5 |
| Homeowners | +6 | +4 | -3 | -6 |
| Renters | -10 | -7 | +5 | +11 |
| Urban Postal Code | -2 | +2 | -1 | +1 |
| Rural Postal Code | +5 | -6 | +2 | -1 |

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +11 score for the PCs would indicate that the subgrouping is 11% more likely to vote PC than the average voter.

PC Accessible (%)

| | Yes | No | Und |
|---|------|------|------|
| <i>Regardless of how you cast your ballot, would you consider voting for the Ontario Progressive Conservatives?</i> | | | |
| All voters | 50.8 | 32.6 | 16.5 |
| Men | 57.3 | 31.4 | 11.3 |
| Women | 44.5 | 33.9 | 21.6 |
| 18 to 29 years of age | 39.2 | 31.2 | 29.6 |
| 30 to 39 years of age | 52.7 | 42.7 | 4.5 |
| 40 to 49 years of age | 52.9 | 33.3 | 13.8 |
| 50 to 59 years of age | 44.3 | 34.4 | 21.3 |
| 60 plus | 65.3 | 21.8 | 12.9 |
| Homeowners | 57.6 | 28.0 | 14.5 |
| Renters | 39.4 | 40.6 | 20.0 |
| Urban Postal Code | 50.0 | 32.5 | 17.5 |
| Rural Postal Code | 55.2 | 32.4 | 12.4 |

ABOUT SES

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

In order to maximize turnaround 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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