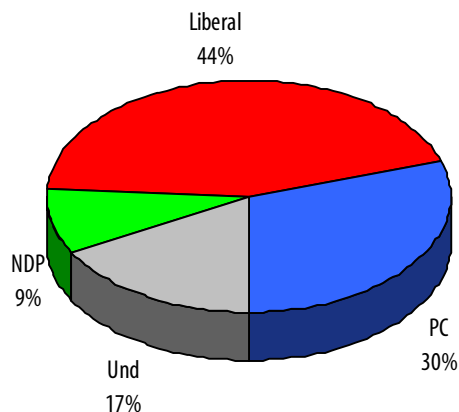


THE BALLOT (committed and undecided)



Decided (%) Jan-02 Sep-01 1999*

PC	▼	35.6	36.6	45.1
Liberal	▲	53.1	52.6	39.9
NDP	▲	10.6	10.0	12.6

* Provincial Election

Commentary

Support for the Ontario PC government continues to stall in the mid-30s among decided voters. A fundamental weakness among female Ontarians is a critical handicap to PC growth. This continued gender gap could seriously undermine the ability to form a winning coalition for the next election. Currently, only one of every three female voters (36%) in Ontario would even consider voting PC.

The PC leadership has had a negligible impact on voters over the past four months. One could only conclude that the average Ontario is not yet focussed on this process.

THE METHODOLOGY

On January 26 and 27, 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.

Target Groups (+/- index)

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

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.

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	44	38	18
Men	52	34	14
Women	36	42	23
18 to 29 years of age	42	30	28
30 to 39 years of age	43	37	20
40 to 49 years of age	48	43	9
50 to 59 years of age	39	49	13
60 plus	48	34	18
Homeowners	50	34	17
Renters	33	46	21
Urban Postal Code	48	37	15
Rural Postal Code	36	38	26

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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