



Media Release

Ontarians Want Pitbulls off the Streets New Poll Finds Strong Support for Law Banning Ownership

Ottawa, September 16, 2004 - A provincial survey of Ontarians released by polling firm SES Research indicates that a majority of Ontarians would support a law banning the ownership of the pitbull breed of dog.

Current SES polling indicates that almost six out of ten (58%) Ontarians either strongly support or somewhat support a law banning pitbull ownership, while only a quarter (26%) oppose such a law. Fourteen percent (14%) said they were unsure.

“A majority of Ontarians want the pitbull breed of dog off the streets” said to SES President Nikita Nanos. “The ferocity and frequency of the attacks have likely had a psychological impact on the perceptions of Ontarians.”

SES’s Ontario Omnibus Survey is conducted every four months. It is based on a random telephone sample of 500 Ontarians, 18 years of age and older and was conducted on September 11th and September 12th, 2004. The margin of accuracy for the survey is 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 Canadian voting populace.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm with offices in Toronto and Ottawa.

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com>.



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Media inquiries:

Nikita Nanos, CMRP
President
SES Canada Research Inc.
100 Sparks Street, 10th Floor
Ottawa, Ontario
(613) 234-4666 ext. 237
nnanos@sesresearch.com

Visit the SES website at www.sesresearch.com

SES Toronto

401-250 Consumers Road,
Toronto, CANADA M2J 4V6
Phone (416) 493- 1965
Fax (416) 493-6403

SES Ottawa

1001-100 Sparks Street,
Ottawa, ON K1P 5B7
Phone (613) 234-4666
Fax (613) 235-1444

SES Halifax

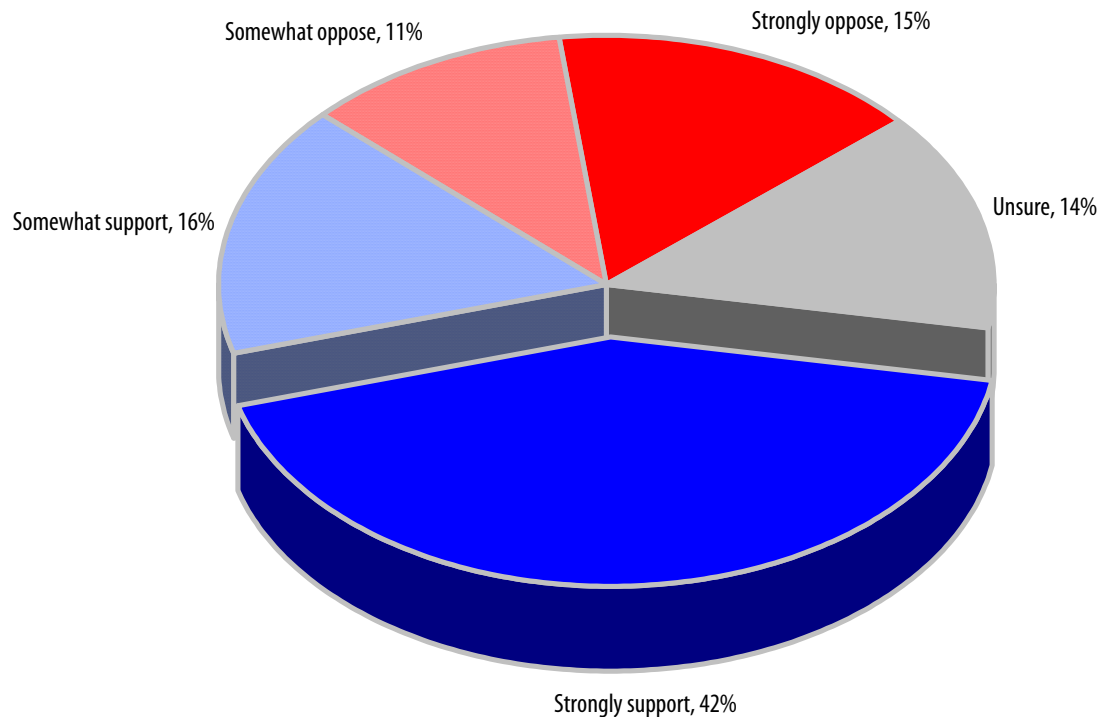
407-1959 Upper Water Street,
Halifax, CANADA B3J 3N2
Phone (902) 420-9523
Fax (902) 422-2388

SES General Mail

Postal Station A,
Box 5804
Toronto, CANADA M5W 1P2
Toll-free 1 888 737-5505

Question

Would you say you strongly support, somewhat support, somewhat oppose or strongly oppose a law that would ban owning the pitbull breed of dog?



COMMENTARY

When asked if they would support a law that would ban owning the pitbull breed of dog, about six of every ten Ontario voters (58%) would support such a law. Significantly, 42% of Ontarians had strong opinions in favour of a ban. While 58% supported a ban, 26% opposed the ban and 14% were unsure

THE METHODOLOGY

On September 11th and September 12th, 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.

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 or contact:

Mr. Nikita Nanos at (613) 234-4666 ext. 237 or nnanos@sesresearch.com