



# Media Release

## Ontario Conservatives and Liberals Statistically Tied Liberals Pick up at Expense of NDP

Ottawa, September 16, 2004 - A provincial survey of Ontarians released by polling firm SES Research indicates that Liberal support has increased since June 2004, the Ontario PC party continues to hold a very small lead, within the margin of accuracy for the poll, over the Ontario Liberals.

Current SES polling puts the Ontario PCs at 40% (down one point since June), the Ontario Liberals at 38% (up four points), the NDP at 19% (down three points), and the Green Party at 3% (no change). Seventeen percent of voters were undecided at the time of the SES poll.

“Current polling results are a mixed bag for the governing Liberals. On the one hand, they have picked up support, on the other hand, they find themselves in a statistical tie with a leaderless Progressive Conservative Party,” said Nanos. “We do not expect a trend to emerge until a new PC leader is selected and Ontarians have a chance to get a close look at the new PC leader.”

When asked if the government is on the right track or wrong track, over two in five voters (44%) said it was on the wrong track compared to one quarter (26%) who said it was on the right track. This is an improvement for the Liberal government since in June 2004, where 57% of Ontario voters believed that the government was on the wrong track. Current numbers show a 13 point decrease in this measure.

“The period immediately following the budget was a low point for the provincial government,” said SES President Nik Nanos. “Since that time, they have been able to move Ontarians out of the negative column and into the neutral column.”

When asked to rate the performance of Premier Dalton McGuinty, three in twenty voters (15%) said that he has done either a “very good” or “good” job thus far, and increase of six points since June 2004. Over four in ten (46%) would rate his performance as either “very poor” or “poor” while another third (34%) believe that his performance has been average.



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“The Premier’s positive performance rating, although still lukewarm, has improved from 9% to 15% since the last provincial budget,” said SES President Nik Nanos.

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 11<sup>th</sup> and September 12<sup>th</sup>. 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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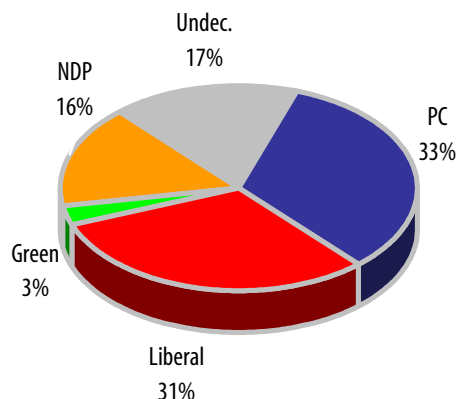
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## Ontario Provincial Politics – The Ballot

### THE BALLOT (committed and undecided)



### Decided (%) Sept-04 May-04 Change

Liberal	37.8	33.7	▲4.1
PC	40.0	41.4	▼1.4
NDP	18.8	21.7	▼2.9
Green	3.4	3.3	▲0.1

### COMMENTARY

Current polling indicates that since the last provincial budget, support for the provincial Liberals has rebounded slightly primarily at the expense of the NDP.

However, the Ontario PC Party continues to hold a slight lead in the polls heading into their leadership convention on September 18<sup>th</sup>.

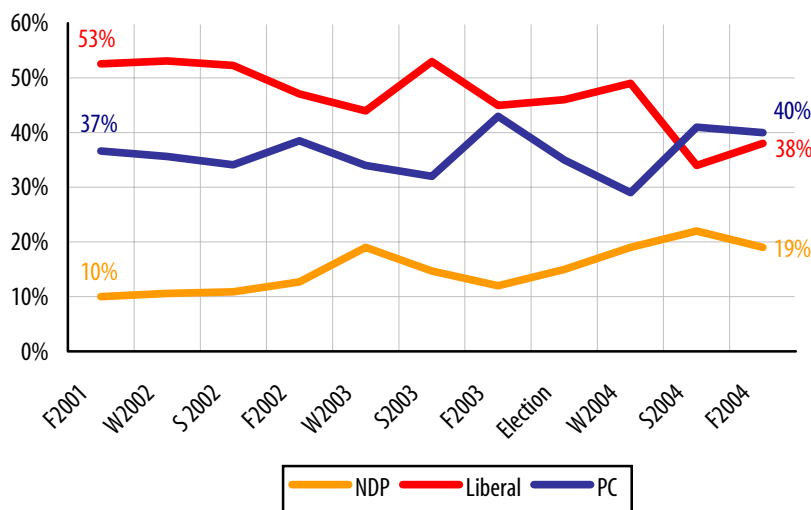
### THE METHODOLOGY

On September 11<sup>th</sup> and September 12<sup>th</sup>, 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.

The survey was registered with the Canadian Survey Research Council of which SES is a member.

### LONGITUDINAL BALLOT TRACKING (committed only)



Target Groups (+/- index)	LIB	PC	NDP	Und
Men	-3	+8	-1	-4
Women	+3	-8	+1	+4
18 to 29 years of age	+1	-11	+10	+1
30 to 39 years of age	+3	-1	-6	+2
40 to 49 years of age	-2	+3	+2	-1
50 to 59 years of age	-4	+5	-4	+3
60 plus	+2	+3	-2	-2
Homeowners	-1	+5	-3	0
Renters	+3	-12	+7	0

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 Liberals would indicate that the subgrouping is 10% more likely to have that view compared to the average voter.

### 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](http://www.sesresearch.com) or contact:

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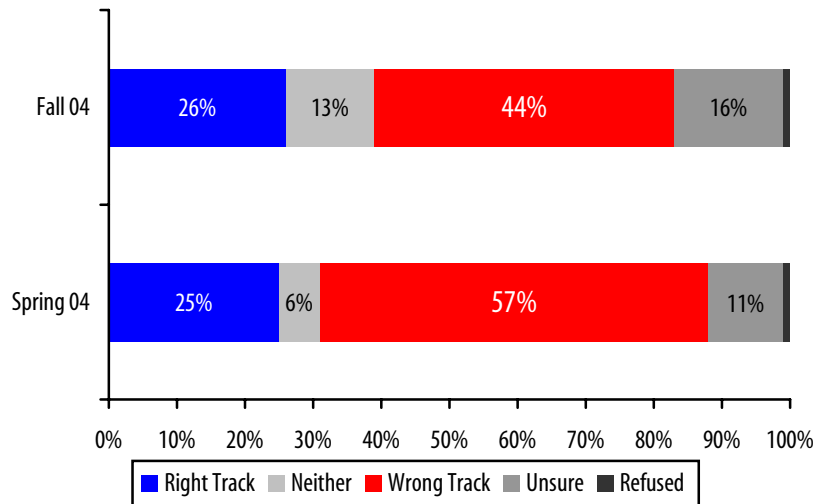
**COMMENTARY**

Since the last provincial budget, the proportion of voters who believe the government is on the wrong track has decreased by 13 points.

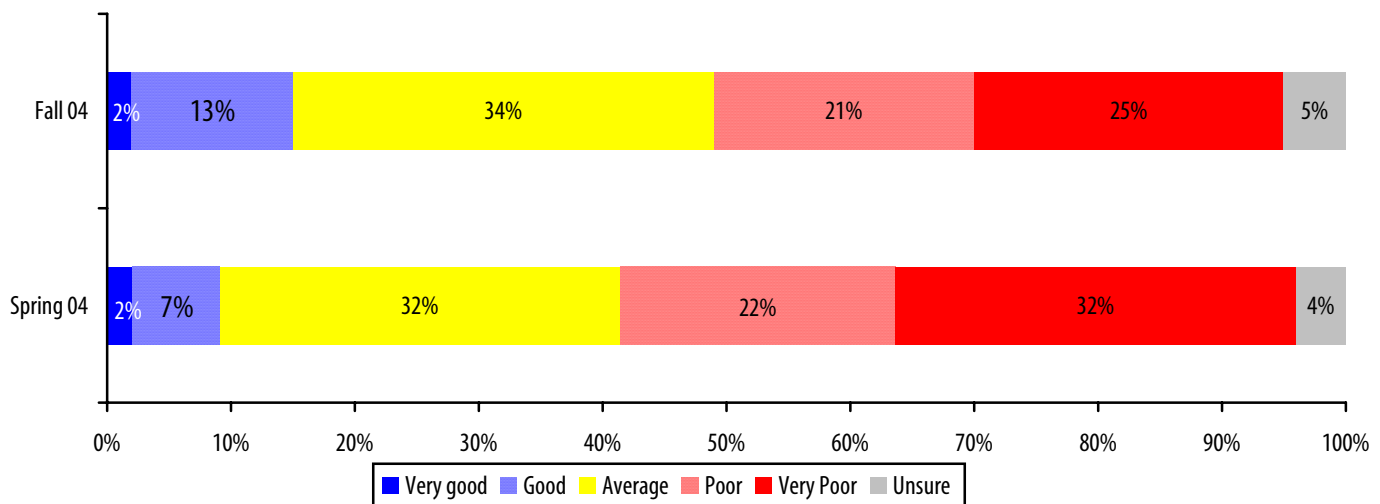
Dalton McGuinty's performance rating has not considerably improved since the last wave of polling. Only three out of twenty Ontario voters (15%) rated his performance as either very good or good. The Premier's very poor rating has dropped by 8 points since June 2004.

**Right Track/Wrong Track**

Do you think the provincial Liberal government led by Dalton McGuinty is on the right track or the wrong track?

**McGuinty Performance Rating**

As you know, Dalton McGuinty is the new Premier of Ontario. Based on his performance to date, would you describe the job he has done as...

**THE METHODOLOGY**

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