



# Media Release

## John Tory Best Positioned for Ontario PC Growth

Ottawa, September 17, 2004 - A provincial survey of Ontarians released by polling firm SES Research indicated that if elected leader of the Ontario Progressive Conservative Party, John Tory would best positioned to increase Ontario PC Party support.

Ontario voters were asked which of the leadership candidates would make them most likely to vote for the Ontario PC Party. At the time of the poll, two in five voters (21%) said that if John Tory was leader, they would be more likely to vote PC, followed by Jim Flaherty (12%) and Frank Klees (6%). A third of voters (32%) said that none of the candidates would make them more likely to vote PC, while another quarter (26%) said they were unsure. Three percent (3%) said all three candidates would make them more likely to vote PC.

“Polling indicates that John Tory has the broadest appeal compared to the other leadership contenders,” said SES President Nik Nanos. “The fact that one out of every four Ontarians are unsure on this measure indicates that perceptions of the leadership candidates are not fully formed in the public mind.

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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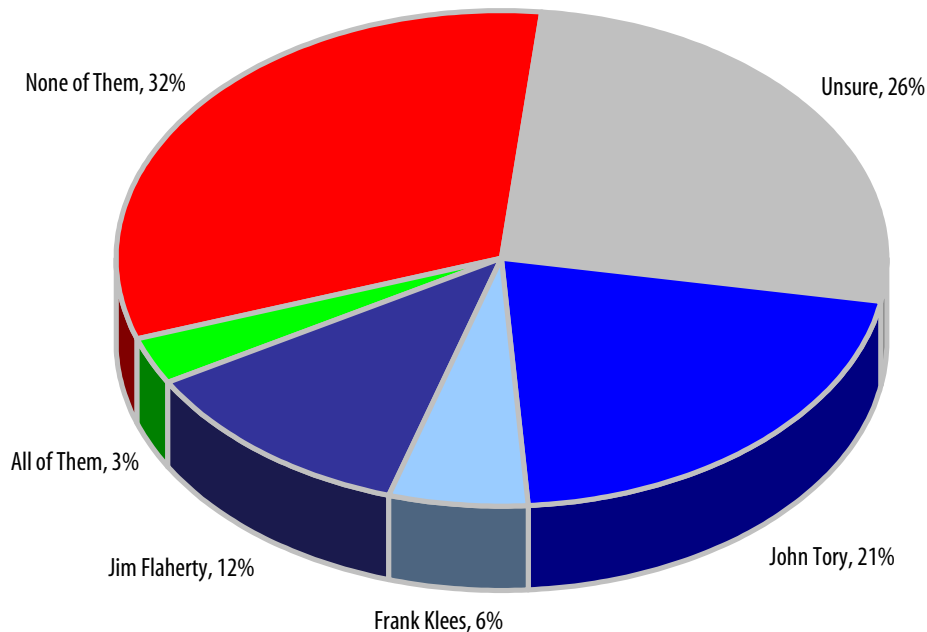
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## ■ Leadership Candidates as Vote Drivers

The Ontario PC Party picks a new leader on September 18<sup>th</sup>. Which of the following leadership candidates, if any, would make you more likely to vote for the Ontario PC Party? [Rotate Names]



## ■ COMMENTARY

Of the three candidates in the race to replace Ernie Eves as leader of the Ontario Progressive Conservative Party, current polling indicates that John Tory would attract the most votes to the Ontario PC Party. Among Ontario voters, over one in five (21%) said that John Tory would make them more likely to vote PC, followed by Jim Flaherty (12%) and Frank Klees (6%). Just under a third of Ontario voters said that none of them would make them more likely to vote PC, while another quarter (26%) were unsure.

## ■ 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.

## ■ 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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