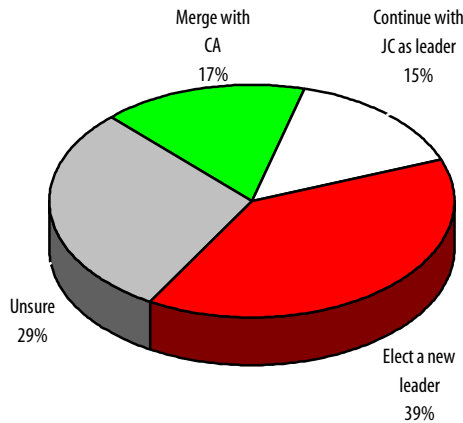


**FUTURE DIRECTION OF PCs
(N=1,000)**



COMMENTARY

Canadians, by a comfortable margin, believe that the best way for the Progressive Conservative Party of Canada to increase party appeal would be to elect a new leader. Voters in Ontario and Atlantic Canada had a greater appetite for a PC leadership change, while CA supporters and voters in Western Canada were more likely to recommend that the PCs change their policies and merge with the CA.

One could conclude from the polling data that Canadians do not wish the PCs to significantly change their policies or to merge with the CA. Merging with the CA is clearly a non-starter outside of the West.

THE QUESTION

Thinking of the PC Party of Canada and its future, do you think the best way to increase its appeal to Canadians would be to[rotate options]

- Continue on its current course with Joe Clark as the party leader
- Elect a new leader with a fresh vision for Canada
- Change PC policies and pursue a merger with the Canadian Alliance

Target Groups (+/- index score)	Stay course with JC	Elect a new leader	Change policies/merge with CA	Unsure
Atlantic	-1	+9	-10	+2
Quebec	+7	-1	-6	0
Ontario	-3	+8	-6	+2
West	-2	-9	+12	-1
Men	+3	0	+4	-7
Women	-2	0	-5	+7
18 to 29	+8	-11	-4	+8
30 to 39	+6	+3	-3	-6
40 to 49	-5	+6	-2	+1
50 to 59	-5	+4	+2	-1
60 plus	-5	-2	+6	0
Liberal voters	+8	+6	-9	-6
CA voters	-7	-12	+39	-21
PC voters	+4	+13	-2	-15
NDP voters	-2	+7	-11	+5
BQ voters	+9	+11	-14	-6
Undecided	-10	-14	-2	+26

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +9 score noted above in Atlantic would indicate that Atlantic Canadians are 9% more likely to recommend a PC leadership change compared to the national average. Readers should focus on scores greater than +/-5.

THE METHODOLOGY

Between July 26th and August 1st, 2002, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results of the survey are accurate ± 3.1%, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

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.

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