

QUESTION

Thinking of the current provincial party leaders [rotate order] Ernie Eves (2002 wave)/Mike Harris (2001 wave), Dalton McGuinty and Howard Hampton...who, in your opinion, would make the best Premier of Ontario?

Commentary

Ernie Eves currently holds a 22 point lead over his nearest rival. Support for both opposition leaders has declined over the past year.

Readers should note that two of every five Ontarians is currently unsure as to who would make the best premier. Women, Ontarians under 40, and renters are most likely to be unsure.

Although SES polling shows the Liberals ahead of the PCs with the support of 47% of the Ontario electorate, Dalton McGuinty trails his party by 31 points. Indeed, over the past year McGuinty has dropped four points as "best premier" while Eves has managed to score at a level comparable to Mike Harris just before his resignation.

Ironically, SES' federal polling data over the summer had Prime Minister Chretien trailing the federal Liberal Party by only 16% (Liberals – 46%, Chretien best PM – 30%).

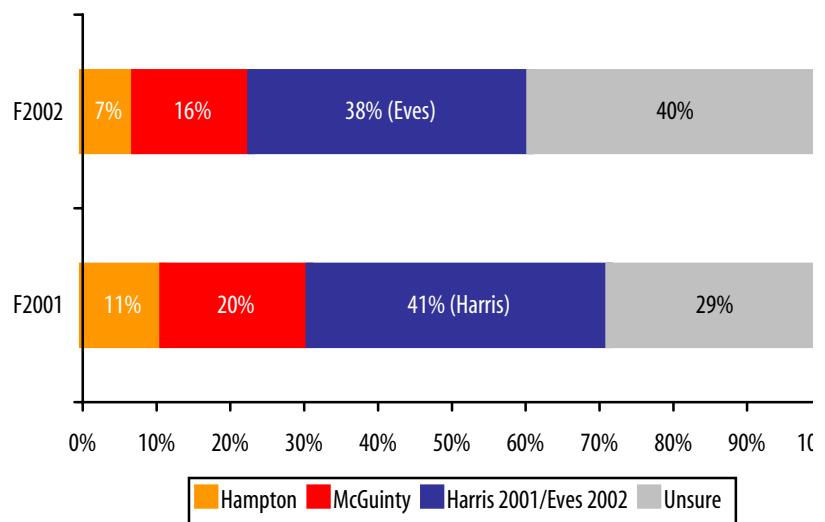
Chretien comparatively fairs much better than Ontario's Liberal Leader Dalton McGuinty.

THE METHODOLOGY

Between September 10th and 13th, 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.

ONE YEAR COMPARISON



Target Groups (+/- index)	Eves	McGui	Hamp	Und
Men	+6	-1	+3	-9
Women	-7	+1	-3	+8
18 to 29 years of age	-4	-6	+3	+5
30 to 39 years of age	+1	-6	-1	+4
40 to 49 years of age	+3	-2	0	-2
50 to 59 years of age	-2	+5	0	-3
60 plus	0	+12	-2	-11
Homeowners	+5	+2	-3	-5
Renters	-10	-3	+5	+7
Urban Postal Code	0	-1	+1	-1
Rural Postal Code	-3	+3	-3	+3

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +6 score for Eves among men would indicate that the subgrouping is 6% more likely to consider Eves the best premier 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 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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