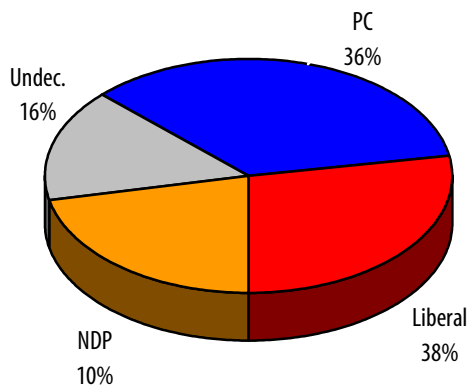


THE BALLOT
(committed and undecided)



Decided (%) Aug-03 1999* Change

Party	Aug-03	1999*	Change
PC	42.8	45.1	▼ 2.3
Liberal	44.9	39.9	▲ 5.0
NDP	12.4	12.6	▼ 0.2
Green	0.0	0.7	▼ 0.7

* Provincial Election

Commentary

Over the past 120 days the Conservatives have closed the gap on the Liberals and are in a virtual tie. Core PC areas continue to be rural voters, home owners, men and middle aged voters.

New Democrats do better among female voters as well as renters.

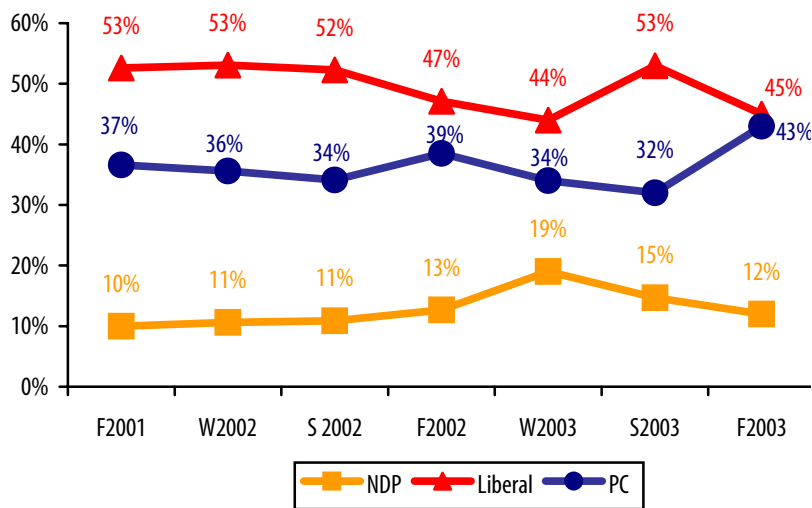
The Liberals however, do well among younger voters under the age of forty as well as renters.

THE METHODOLOGY

On September 7th, 2003, 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.

LONGITUDINAL BALLOT TRACKING
(committed only)



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

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 vote Liberal than 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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