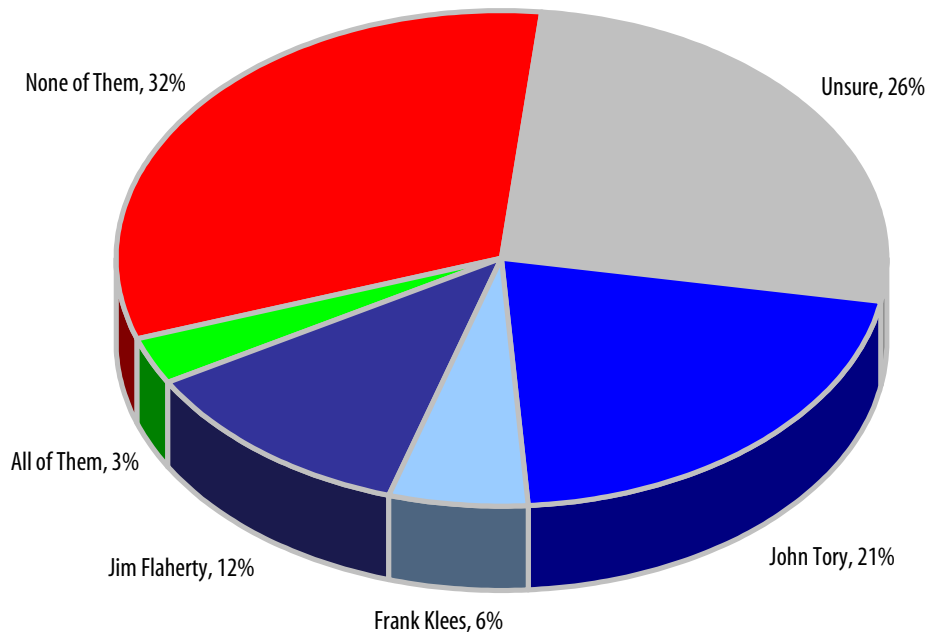


September 2004

Leadership Candidates as Vote Drivers

The Ontario PC Party picks a new leader on September 18th. 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 11th and September 12th, 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.

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