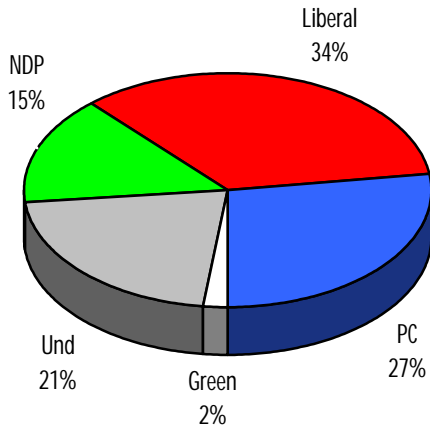


**THE BALLOT**  
(committed and undecided)



**Decided (%) Jan-03 1999\* Change**

Party	Jan-03	1999*	Change
PC	34.4	45.1	▼ 10.7
Liberal	43.8	39.9	▲ 3.9
NDP	19.1	12.6	▲ 6.5
Green	2.8	0.7	▲ 2.1

\* Provincial Election

**Commentary**

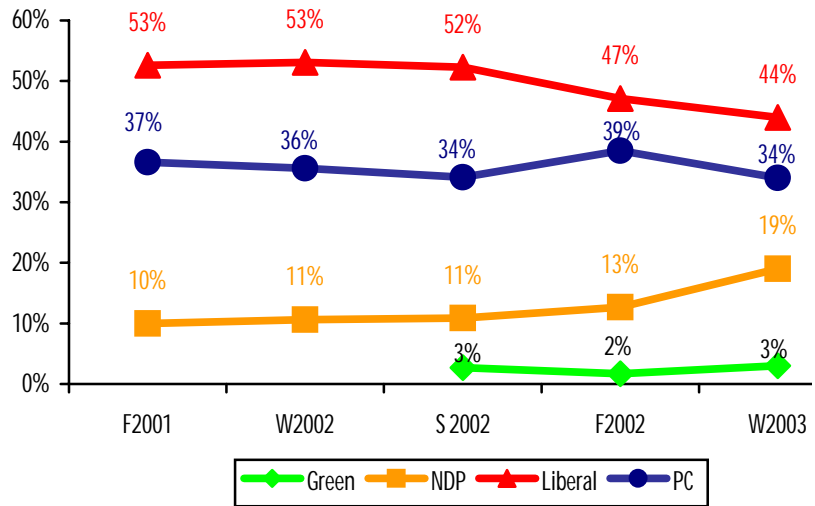
Since the fall, the PCs have lost ground first gained following the provincial PC leadership race. The Liberals have also experienced a net drop in their support while the New Democrats have realized marginal gains. Commensurate with the drop in PC support is the drop in the number of Ontarians who believe Ernie Eves would make the best premier. Although he is still the first choice, his 22 point margin over Dalton McGuinty in the fall has shrunk to 9 points (see Ontario Provincial Politics – Best Premier January 2003).

**THE METHODOLOGY**

Between January 23<sup>rd</sup> and 27<sup>th</sup>, 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	+6	+2	-2	-2
Women	-5	-1	+2	+3
18 to 29 years of age	-4	+7	-3	+2
30 to 39 years of age	-8	0	+6	+2
40 to 49 years of age	+4	-3	+2	-2
50 to 59 years of age	-2	+14	-5	-7
60 plus	+15	-16	-2	+5
Homeowners	+3	-4	0	+2
Renters	-5	+8	0	-2
Urban Postal Code	-1	0	+1	+2
Rural Postal Code	+3	+4	-3	-5

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 PCs would indicate that the subgrouping is 10% more likely to vote PC 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.

For more information on our full range of services please visit our website

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