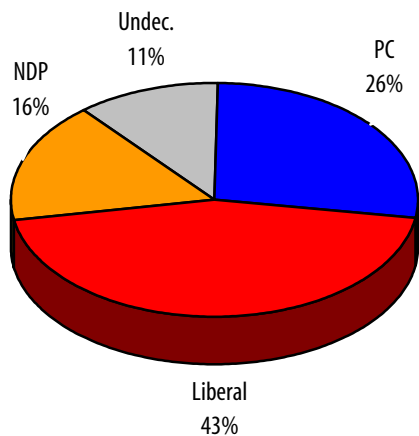


THE BALLOT
(committed and undecided)



Decided (%) Jan-04 2003* Change

Liberal	48.8	46.4	▲ 2.4
PC	29.3	34.6	▼ 5.3
NDP	18.5	14.7	▲ 3.8
Green	3.4	3.1	▲ 0.3

* Provincial Election

Commentary

In the period following the provincial election in Ontario all parties have increased their popular support with the exception of the Progressive Conservatives.

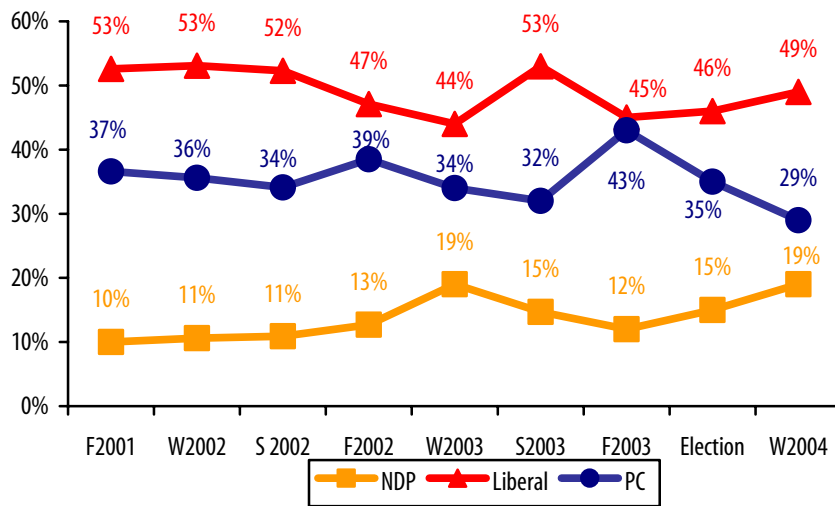
The PCs have dropped another five percentage and are their lowest level of support in two years of tracking.

THE METHODOLOGY

Between January 18th and January 21st 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.

LONGITUDINAL BALLOT TRACKING
(committed only)



Target Groups (+/- index)

	LIB	PC	NDP	Und
Men	-5	+5	+3	-2
Women	+6	-5	-2	+3
18 to 29 years of age	-6	-2	+7	+2
30 to 39 years of age	+3	-5	+3	+1
40 to 49 years of age	+7	-1	-5	0
50 to 59 years of age	+3	-3	+1	+2
60 plus	-4	+14	-6	-2
Homeowners	+1	+3	-2	0
Renters	0	-6	+4	+2
Urban Postal Code	+2	-1	+1	0
Rural Postal Code	-6	+6	0	+2

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.

For more information on our full range of services please visit our website www.sesresearch.com or contact:

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