



# Media Release

## Provincial Liberals Enjoy 20 Point Lead McGuinty Image Suffers

Ottawa, January 23, 2004 - A provincial survey of Ontarians released by polling firm SES Research indicates that Liberal support has increased since the election and the party enjoys a 20 point lead over the provincial PCs.

Current SES polling puts the Ontario Liberals at 49% (up two points since the election), the Progressive Conservatives (PCs) at 29% (down five points), the NDP at 19% (up four points), and the Green Party at 3% (no change). Eleven percent of voters were undecided at the time of the SES poll. Since the election, the Progressive Conservative Party was the only party to lose support.

“The honeymoon for the Liberal Party of Ontario is not over” according to SES President Nikita Nanos. “While Liberal Party support remains strong, the personal image of Premier McGuinty has suffered since the election.”

Ontarians were asked open-ended, unprompted questions on what they liked and disliked about Dalton McGuinty. Premier McGuinty’s positive image still remains relatively undefined with the top positive perception being that he is “honest” (9%). This contrasts with negative perceptions. More than one of every four Ontarians (27%) unprompted cited “broken promises” as the number one dislike. Asked how they rated the new premier 34% considered his performance as average while twice as many considered it very poor (15%) compared to very good (7%).

“Polling indicates that McGuinty is likely becoming the lightning rod for changed and delayed election promises as he copes with a deficit of \$5.6 billion inherited from the Provincial Tories,” said Nanos. “Although the Liberal Party honeymoon continues, there has been no honeymoon for its leader.”

SES’s Ontario Omnibus Survey is conducted every four months. It is based on a random telephone sample of 500 Ontarians, 18 years of age and older and was conducted between January 18<sup>th</sup> and January 21<sup>st</sup>, 2004. The margin of accuracy for the survey is 4.5



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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 Canadian voting populace.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm with offices in Toronto and Ottawa.

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com>.

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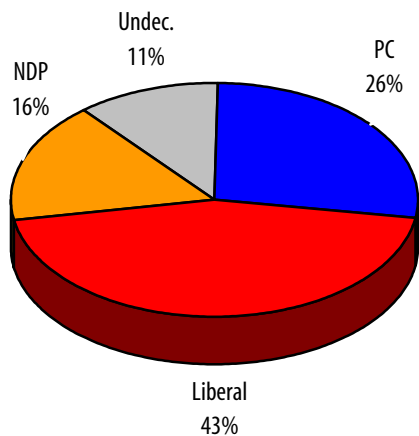
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**THE BALLOT**  
(committed and undecided)



**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.

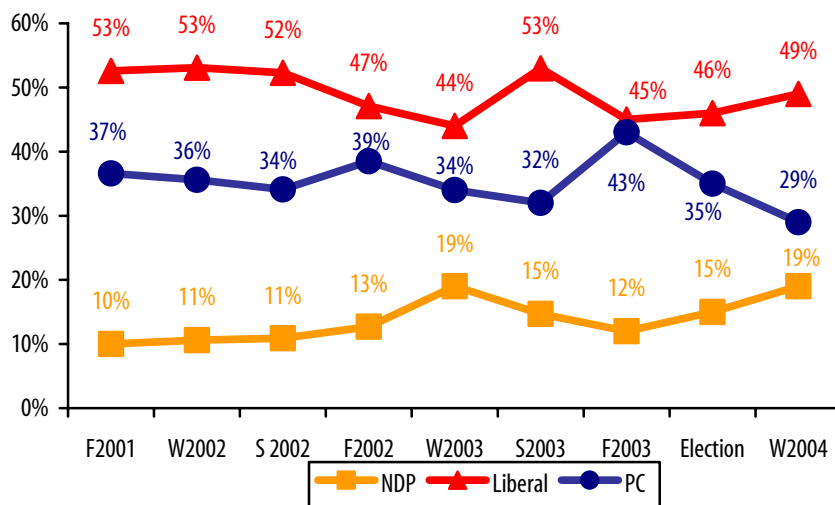
The PCs have dropped another five percentage and are their lowest level of support in two years of tracking.

**THE METHODOLOGY**

Between January 18<sup>th</sup> and January 21<sup>st</sup> 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**

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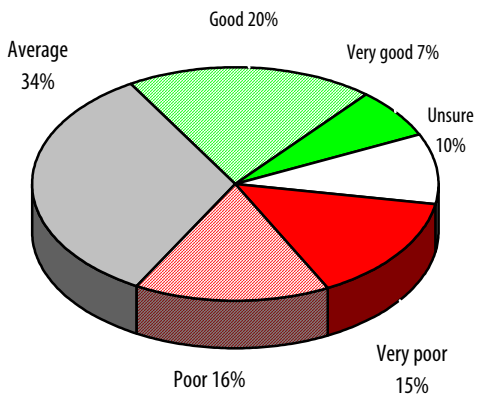
In order to maximize turn-around time and increase efficiency, SES has a 110-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website [www.sesresearch.com](http://www.sesresearch.com) or contact:

Mr. Nikita Nanos at (613) 234-4666 ext. 400 or [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

**McGuinty Rating**

As you may know, Dalton McGuinty is the new Premier of Ontario. Based on his performance to date would you rate the job he has done as very good, good, average, poor or very poor?



**COMMENTARY**

Although the Ontario Liberals enjoy a comfortable lead and have marginally increased their support since the provincial election a significant number of Ontario voters cite “broken promises” as a major dislike of the Premier (27%). This contrasts with his only defined positive characteristic – his honesty which was cited by 9% of Ontarians.

When asked to rate the Premier, the number one response was average. Indeed, Ontarians were twice as likely to give him a very poor rating (15%) than a very good rating (7%).

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**Unprompted Likes**

What words would you use to describe what you like, if anything, about Dalton McGuinty?

Like about McGuinty	%
Unsure	38
Nothing	22
Honest	9
Nice man	7
Dynamic	4
A strong leader	3
Works hard	2
Not a Tory	2

**Unprompted Dislikes**

What words would you use to describe what you dislike, if anything, about Dalton McGuinty?

Dislike about McGuinty	%
Unsure	39
Broken promises	27
Nothing	19
Weak	6
Inexperienced	3
Everything	2

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