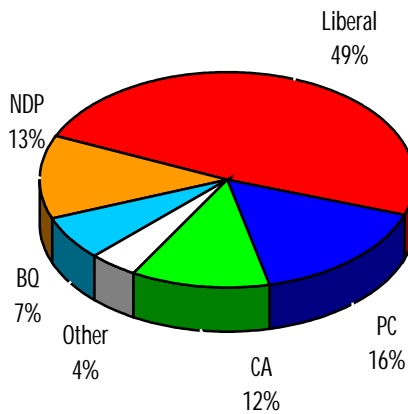


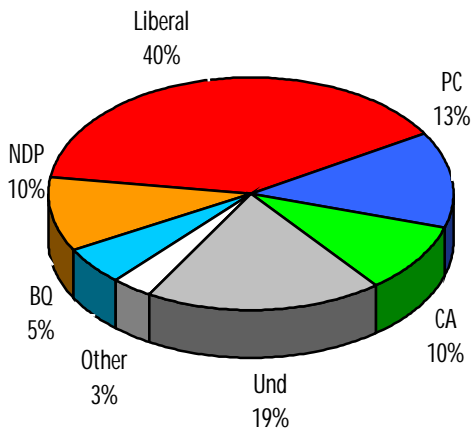
THE BALLOT (committed voters only)



Decided (%) Oct-02 Jul-02 Apr-02

Liberal	▲ 48.6	46.4	49.0
CA	▼ 12.0	17.8	19.0
PC	▲ 16.2	12.1	16.1
NDP	▲ 12.5	11.6	9.7
BQ	▼ 6.6	8.2	6.3

THE BALLOT (all)



THE METHODOLOGY

Between October 25th and November 3rd, 2002, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results are accurate $\pm 3.1\%$, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

Target Groups (+/- index score)

	LIB	CA	PC	NDP	BQ	Und
Atlantic	+9	-5	+7	-1	-5	-1
Quebec	-3	-9	-7	-7	+16	+11
Ontario	+9	-5	+3	0	-5	-3
West	-7	+11	0	+5	-5	-5
Men	+1	+2	0	0	+1	-4
Women	0	-3	+1	0	-1	+5
18 to 29	+1	-3	-2	0	+2	+3
30 to 39	+2	+2	-1	+2	+1	-6
40 to 49	-1	+1	+6	0	+1	-5
50 to 59	-4	-2	-3	+1	-4	+10
60 plus	+3	0	0	-3	0	+2

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +9 score for the Liberals in Atlantic Canada would indicate that their support is 9% higher in Atlantic Canada than the national average. Considering the sample size of 1,000 voters, readers should focus on score of +/-5 or greater.

COMMENTARY

Over three successive waves of research, SES polling data would indicate that the Liberals continue to have a 30 point lead over the opposition parties. The height of the Liberal leadership crisis in July only resulted in a three point drop in support.

Of concern for the Canadian Alliance is a downward trend in support since the selection of Stephen Harper as their leader. Over the past six months, the CA have realized a drop of 7% in support. With the exception of Western Canada, the CA trails the Progressive Conservatives in Atlantic Canada, Quebec and Ontario.

The downward trend for the CA has likely been exacerbated by the resignations of the leaders of the Liberal, PC and New Democratic Parties respectively. Over the last 90 days all three federal parties undergoing a leadership change have increased in popularity. The last wave of longitudinal tracking by SES was conducted in the summer of 2002 before the resignations of Jean Chretien and Joe Clark.

Since the summer wave of SES polling the percentage of Canadians who are undecided has dropped from 23% to 19%.

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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