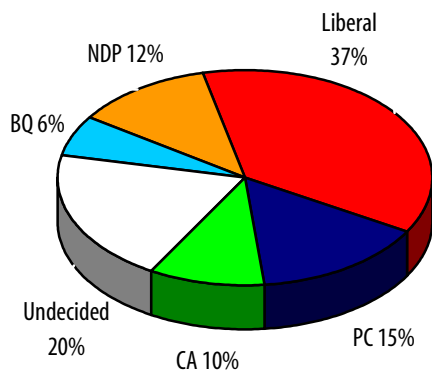
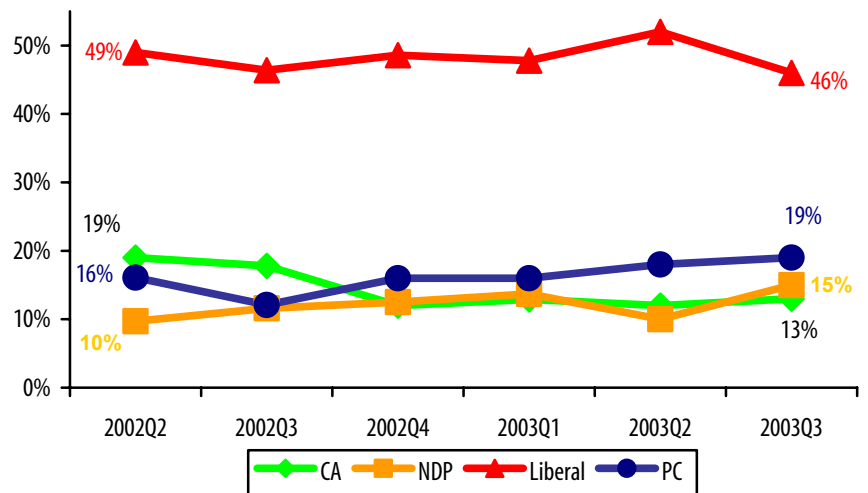


THE BALLOT
(committed & undecided)



LONGITUDINAL BALLOT TRACKING
(committed only)



COMMENTARY

The Liberal's continue to enjoy a comfortable 25 30 point margin over their nearest challenger. Of note is the fact that Liberal support has declined 6 points in the past 90 days and that NDP support has risen 5 points over the same period. Jack Layton's position on the Iraq War and same-sex marriage may be appealing to left wing Liberals.

Support for both the Canadian Alliance and the Progressive Conservatives remains relatively consistent over the past 90 days with both parties registering a one point increase in support.

Target Groups
(+/- index score)

	LIB	CA	PC	NDP	BQ	Und
Atlantic	0	-9	+20	+5	-6	-11
Quebec	+5	-9	-10	-10	+19	+5
Ontario	+8	-3	+2	0	-6	-1
West	-11	+12	-1	+5	-6	+1
Men	+1	+1	0	-2	+1	0
Women	-1	0	0	+1	0	+1
18 to 29	-1	-4	-6	+3	+2	+6
30 to 39	+5	0	+1	+1	-1	-4
40 to 49	0	+4	-1	-2	+2	-3
50 to 59	-3	-1	+6	-2	-1	+1
60 plus	-2	-1	+1	-1	-1	+1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +20 score for the PCs in Atlantic Canada would indicate that their support is 20% higher in Atlantic Canada than the national average. Considering the sample size of 1,000 voters, readers should focus on scores of +/-5 or greater.

THE METHODOLOGY

Between August 24th and September 2nd, 2003, 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 ± 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.

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.

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