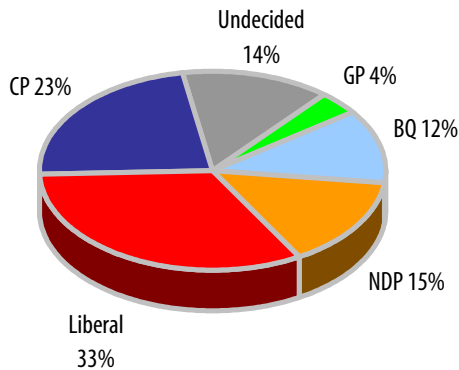


THE BALLOT
(committed & undecided)



COMMENTARY

The federal Conservatives have dropped four points since Election Day, while the Liberals and the NDP had only a nominal change to their support nationally.

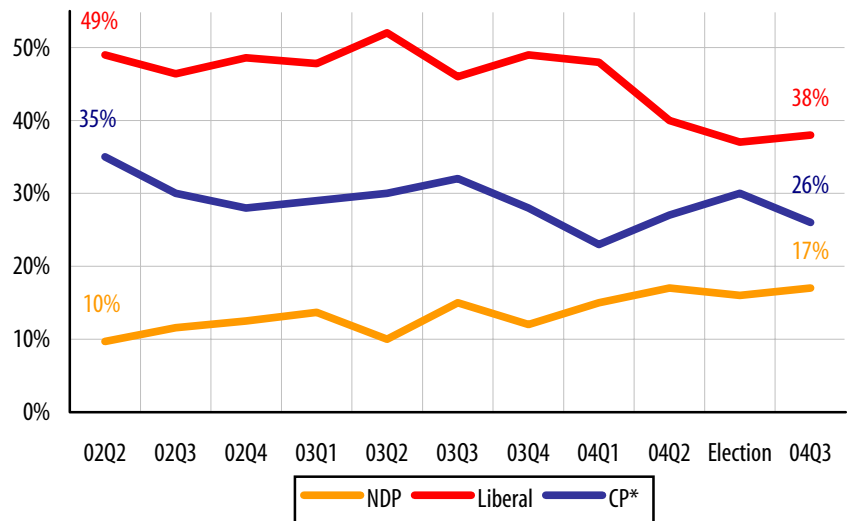
One should not think that although the Liberals did have gains in Atlantic Canada, the West and Ontario, these were offset by a loss of support in Quebec.

THE METHODOLOGY

Between August 5th and August 11th, 2004, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results of the survey 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.

The poll was registered with the Canadian Survey Research Council of which SES is a member.

LONGITUDINAL BALLOT TRACKING (committed only)



* CP – Combined CA/PC support from 2002Q2 to 2003Q4.

Target Groups

(+/- index score)	LIB	CP	NDP	BQ	Und
Atlantic	+10	-1	+3	-12	+1
Quebec	-8	-16	-9	+35	-3
Ontario	+7	-1	+1	-12	+5
West	-4	+12	+4	-12	-1
Men	-1	+1	-1	0	+1
Women	0	-2	0	0	0
18 to 29	-5	-1	+10	-1	-5
30 to 39	-2	0	-4	0	+4
40 to 49	-7	+3	+1	+4	-2
50 to 59	+9	0	-9	0	-1
60 plus	+5	-4	-1	-4	+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 Liberals in Atlantic Canada would indicate that their support is 10% 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.

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 168-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:

Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com