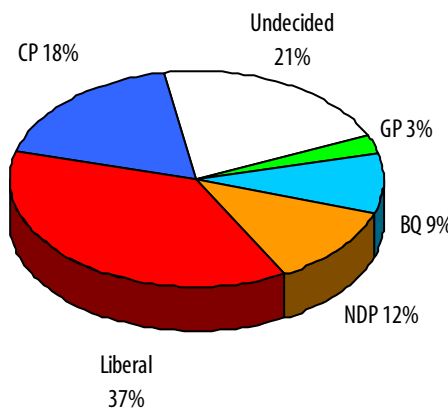
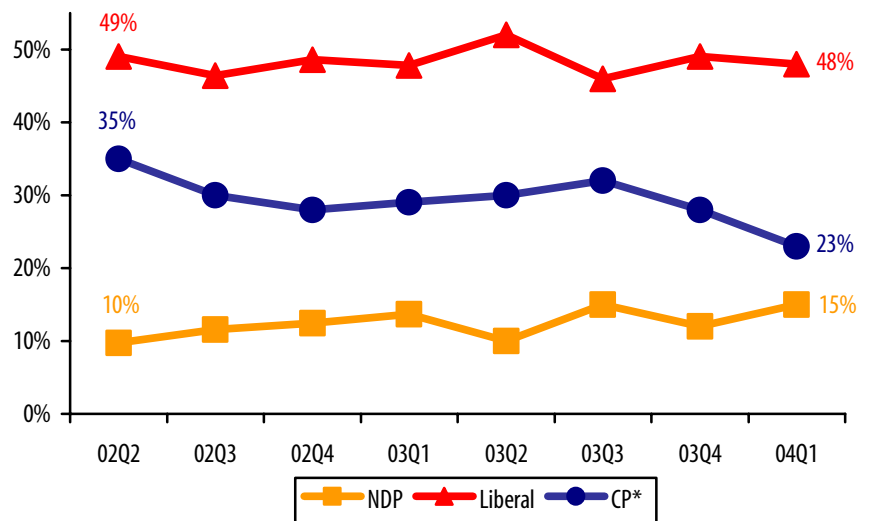


THE BALLOT
(committed & undecided)



LONGITUDINAL BALLOT TRACKING (committed only)



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

COMMENTARY

The federal Liberals currently enjoy a 25 point margin over their nearest competitor, the newly formed Conservative Party (CP).

Polling indicates that support for the united Conservative Party is lower than the combined totals of the Canadian Alliance and Progressive Conservative parties.

As the Conservative Party goes through a transition phase leading up to the selection of a leader and the development of a national platform, it is expected that voter support will remain stable or marginally decline.

The selection of the new leader will be the first indicator to voters of the direction and tone of the new party.

Target Groups

| (+/- index score) | LIB | CP | NDP | BQ | Und |
|-------------------|-----|-----|-----|-----|-----|
| Atlantic | +11 | +10 | -5 | -9 | -6 |
| Quebec | +4 | -15 | -6 | +26 | -8 |
| Ontario | +2 | +1 | +1 | -9 | +5 |
| West | -6 | +6 | +5 | -9 | +4 |
| Men | +4 | +1 | -2 | 0 | -2 |
| Women | -3 | -1 | +2 | +1 | +3 |
| 18 to 29 | +1 | -8 | -1 | 0 | +8 |
| 30 to 39 | -1 | +5 | +2 | +1 | -6 |
| 40 to 49 | 0 | +3 | -1 | +1 | -5 |
| 50 to 59 | -1 | -6 | +5 | -1 | +6 |
| 60 plus | +4 | +5 | -5 | -3 | +1 |

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +11 score for the Liberals in Atlantic Canada would indicate that their support is 11% 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 January 26th and January 29th, 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 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.

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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