



Media Release

Canadians OK with National ID Card

Western Canadians Potential Pocket of Resistance

Ottawa, June 9, 2003 - A national survey of Canadians released by polling firm SES Canada Research Inc. and the Sun Media Group indicates that a majority of Canadians (51%) would support a national identification card.

A national telephone poll completed by SES Canada Research Inc. between May 13th and May 23rd, 2003 asked 1,000 Canadians the following question:

Concept of National ID Card Question -The federal government is contemplating a national identification card for all Canadians. Some people believe a national identification card would prevent racial profiling at the Canada-U.S. border. Others believe that it would further erode personal privacy and create a "big brother" data base. Do you strongly support, somewhat support, somewhat oppose or strongly oppose a national identification card?

One of every two Canadians (51%) would support a national identification card while 40% oppose and 10% were unsure.

When asked a supplementary question, "If I told you that this new national identification card was mandatory, would you strongly support, somewhat support, somewhat oppose or strongly oppose this proposal", support only dropped to 49% and opposition increased to 42%. A review of regional sub tabulations indicates that when prompted on the mandatory national identification card, Westerners were the only group where the majority opposed (51% of Westerners opposed the mandatory card while 42% supported and 7% were unsure).

"What's really at the heart of this issue is balancing a person's right to security with their personal privacy," stated Nikita Nanos, President of SES Research. "Consistent with previous research, Westerners tend to resist any intervention in their freedom and privacy."

SES's National Omnibus Survey is conducted every three months. It is based on a random telephone sample of 1,000 Canadians, 18 years of age and older and was conducted between May 13th and May 23rd, 2003. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20.



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Within the larger sample sub-groups may have a wider margin of accuracy. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace.

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

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

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Canada – National Identification Card

QUESTION

The federal government is contemplating a national identification card for all Canadians. Some people believe a national identification card would prevent racial profiling at the Canada-U.S. border. Others believe that it would further erode personal privacy and create a "big brother" data base. Do you strongly support, somewhat support, somewhat oppose or strongly oppose a national identification card?

QUESTION

If I told you that this new national identification card was mandatory, would you strongly support, somewhat support, somewhat oppose or strongly oppose this proposal?

COMMENTARY

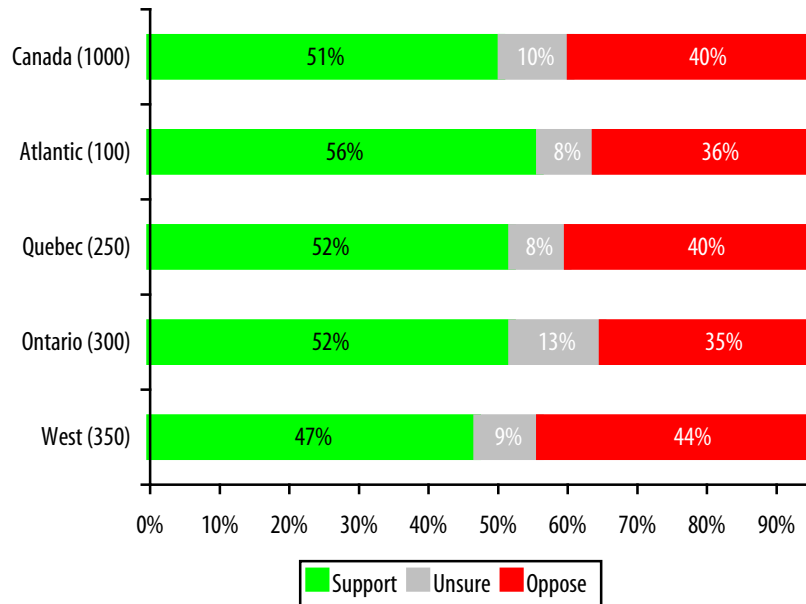
Factoring the margin of accuracy for the national poll a similar number of Canadians would support a national identification card, whether it was voluntary or mandatory.

Prompted on their support or opposition for a mandatory national identification card, Western Canadians were the only group where a majority opposed such a proposition.

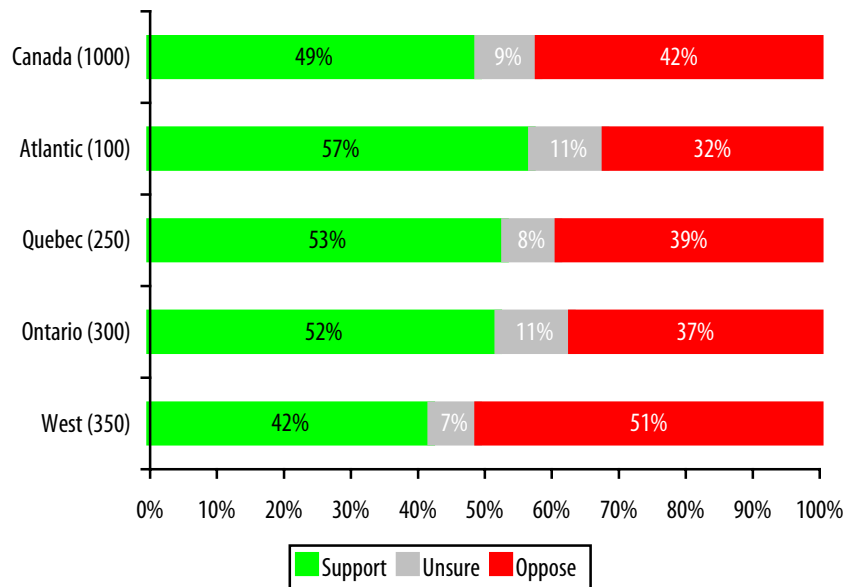
THE METHODOLOGY

Between May 13th and May 23rd, 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 $\pm 3.1\%$, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

NATIONAL IDENTIFICATION CARD



NATIONAL IDENTIFICATION CARD - MANDATORY



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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