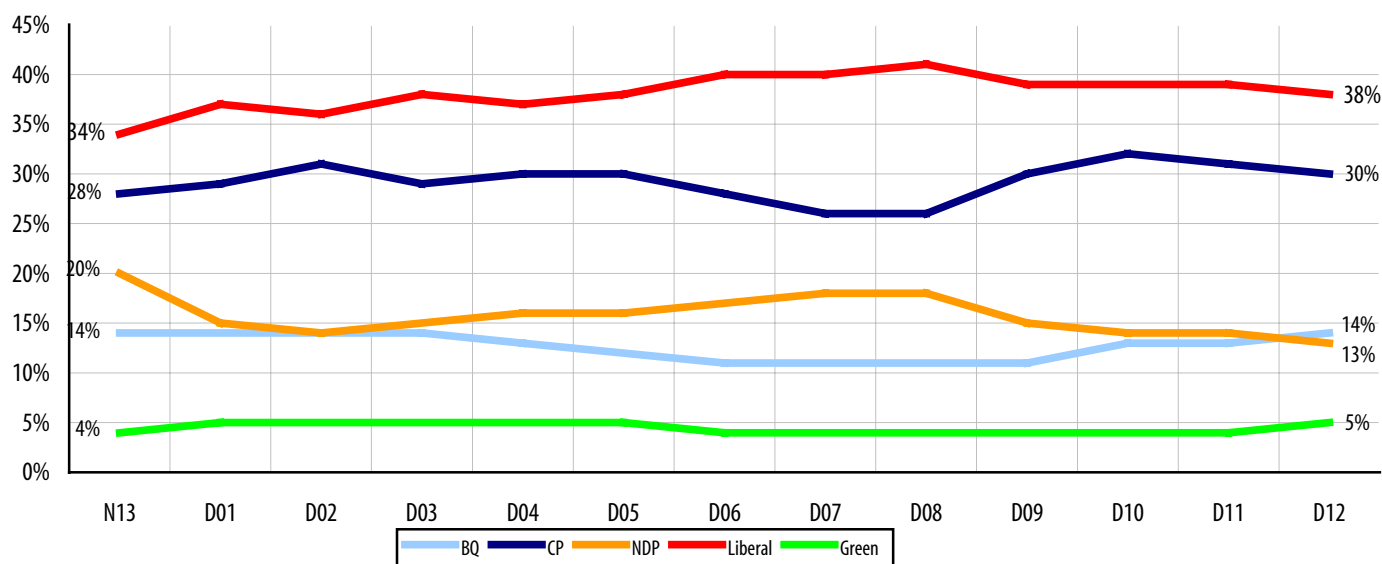# New Democrats Hit 13%

FIRST RANKED BALLOT (N=1,200 Canadians, 991 decided voters)

REGIONAL BALLOTS
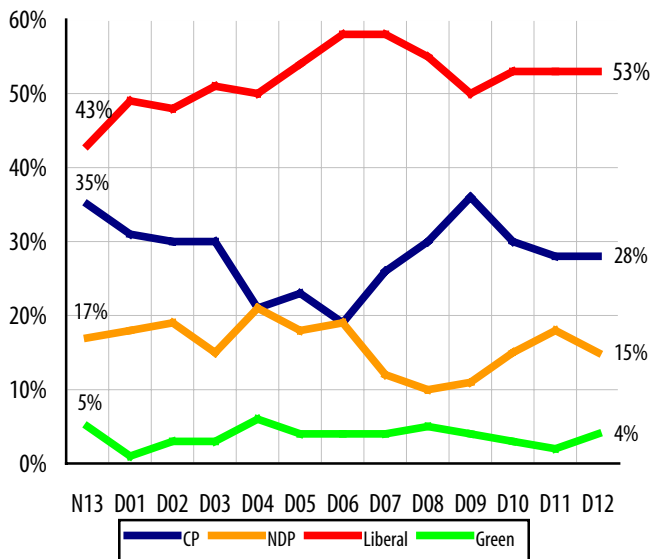
	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12
	%	%	%	%	%	%	%	%	%	%
Liberal	39	38	53	53	30	27	47	48	33	34
Conservative	31	30	28	28	10	9	36	36	44	41
NDP	14	13	18	15	8	8	13	12	17	17
BQ	13	14	-	-	51	55	-	-	-	-
Green	4	5	2	4	2	2	4	4	5	8
Accuracy	± 3.2%	± 3.2%	± 10.2%	± 10.1%	± 6.5%	± 6.4%	± 5.8%	± 5.8%	± 5.4%	± 5.4%
Undecided	19	18	20	18	20	17	17	18	18	17

Media inquiries should be directed to: Nikita James Nanos at nnanos@sesresearch.com or (613) 234-4666. Visit the SES website to sign up for instant email updates. For a detailed explanation on the methodology, please refer to page 4 of this release.
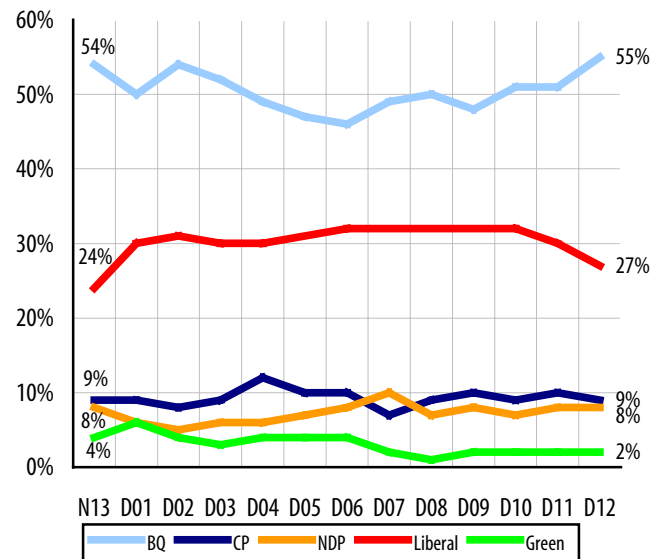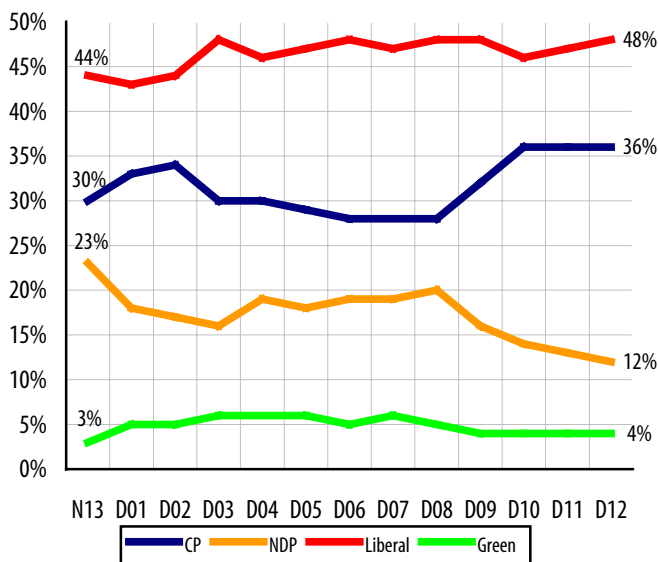
NDP Slide in Ontario – BQ up in Quebec
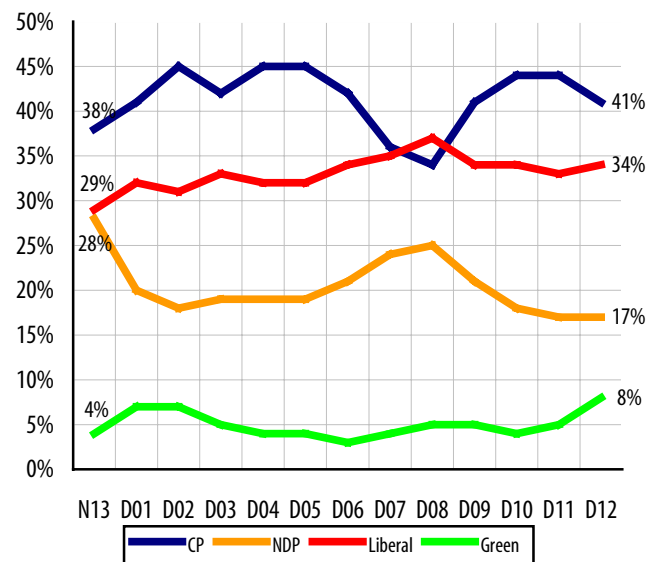

ATLANTIC CANADA (Decided Voters, Accuracy ±10)
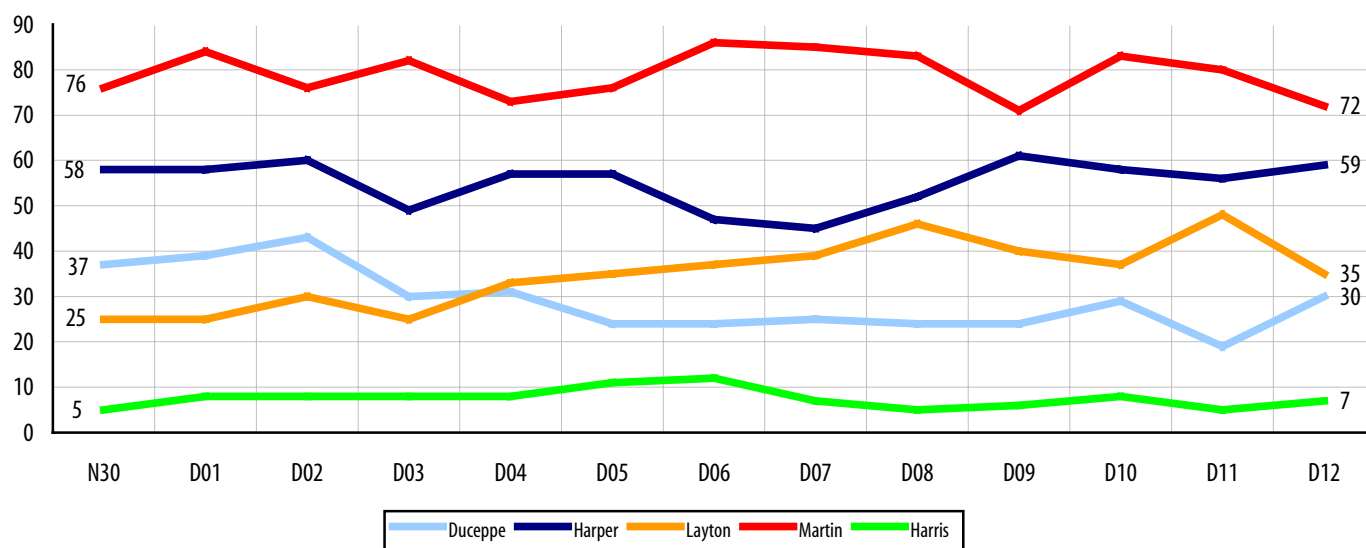

QUEBEC (Decided Voters, Accuracy ±6)

ONTARIO (Decided Voters, Accuracy ±6)

WESTERN CANADA (Decided Voters, Accuracy ±5)

Leadership Index: Martin Harper Performance Gap Narrows to 13

CPAC SES NIGHTLY TRACKING

LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12
	%	%	%	%	%	%		
Paul Martin	19	21	34	27	27	24	80	72
Stephen Harper	18	18	17	19	21	22	56	59
Gilles Duceppe	8	12	8	11	3	7	19	30
Jack Layton	21	15	11	9	16	11	48	35
Jim Harris	3	3	1	1	1	3	5	7
None of them	13	16	10	14	10	12	33	42
Undecided	18	15	21	18	22	21	61	54
Accuracy	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%		

Media inquiries should be directed to: Nikita James Nanos at nnanos@sesresearch.com or (613) 234-4666. Visit the SES website to sign up for instant email updates. For a detailed explanation on the methodology, please refer to page 4 of this release.

Best PM Preferences Stable

BEST PRIME MINISTER (N=1,200 Canadians)

REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12	Dec 11	Dec 12
	%	%	%	%	%	%	%	%	%	%
Martin	30	30	35	42	27	25	34	33	28	27
Harper	19	20	27	17	9	8	21	24	24	26
Duceppe	6	6	-	-	22	22	1	1	1	1
Layton	11	11	11	13	9	9	10	9	13	14
Harris	1	2	-	1	2	2	1	1	2	2
None	12	11	9	11	13	13	13	11	10	10
Undecided	20	21	18	18	19	22	20	21	22	21
Accuracy	± 2.9%	± 2.9%	± 9.2%	± 9.2%	± 5.8%	± 5.8%	± 5.3%	± 5.3%	± 4.9%	± 4.9%

Media inquiries should be directed to: Nikita James Nanos at nnanos@sesresearch.com or (613) 234-4666. Visit the SES website to sign up for instant email updates. For a detailed explanation on the methodology, please refer to page 4 of this release.

METHODOLOGY

CPAC Questions

1. If a FEDERAL election were held today, could you please rank your top two current local voting preferences? (First ranked reported)
2. Are you currently leaning towards any particular FEDERAL party, and if you are, which party would that be?

   Currently (rotate), Paul Martin is the leader of the federal Liberal Party, Stephen Harper is the leader of the Conservative Party of Canada, Jack Layton is the leader of the federal NDP, Gilles Duceppe is leader of the Bloc Quebecois and Jim Harris is leader of the federal Green Party.
3. Which of the federal leaders would you best describe as the most trustworthy leader?
4. Which of the federal leaders would you best describe as the most competent leader?
5. Which of the federal leaders would you best describe as the leader with the best vision for Canada?
6. Based on what you know about the federal party leaders and their performance during the election campaign up until today, who do you think would make the best Prime Minister?

Methodology

A national random telephone survey is conducted nightly by SES Research throughout the campaign. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of accuracy is $\pm 2.9\%$, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2001 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which SES is a member.

Leadership Index Score Methodology

Every day, SES will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trustworthy, competence, vision). For example, on November 30th (N30), Jim Harris received a Leadership Index Score of 5 because 2% of Canadians identified Jim Harris as the most trustworthy leader, 1% said he was the most competent and 2% said he had the best vision for Canada.

The Leadership Index Score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by SES, the leadership index score will not be based on a three-day rolling sample. It will be reported from results the evening before. This will allow SES to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

About SES
Established in 1987, SES Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.sesresearch.com.

Media inquiries should be directed to:
Nikita James Nanos
President and CEO
SES Research
nnanos@sesresearch.com
(613) 234-4666