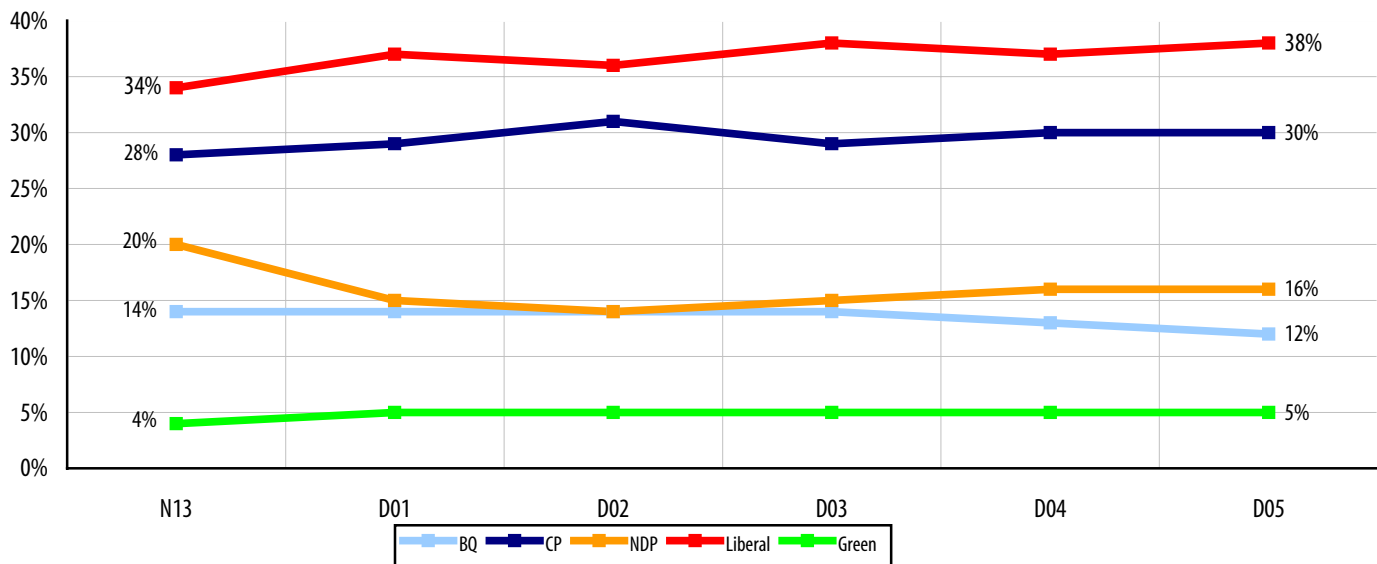


## Two-way Race Continues



### BALLOT (rank 1 - decided only)

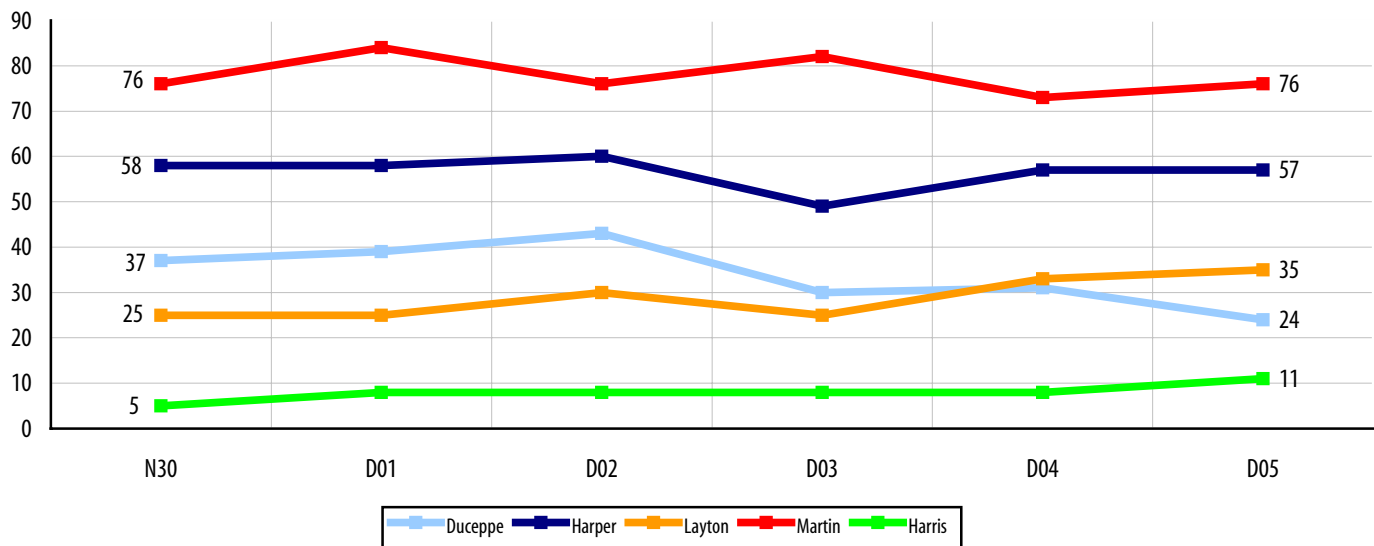


### REGIONAL BALLOTS

|                     | Canada |        | Atlantic Canada |         | Quebec |        | Ontario |        | Western Canada |        |
|---------------------|--------|--------|-----------------|---------|--------|--------|---------|--------|----------------|--------|
|                     | Dec 4  | Dec 5  | Dec 4           | Dec 5   | Dec 4  | Dec 5  | Dec 4   | Dec 5  | Dec 4          | Dec 5  |
|                     | %      | %      | %               | %       | %      | %      | %       | %      | %              | %      |
| <b>Liberal</b>      | 37     | 38     | 50              | 54      | 30     | 31     | 46      | 47     | 32             | 32     |
| <b>Conservative</b> | 30     | 30     | 21              | 23      | 12     | 10     | 30      | 29     | 45             | 45     |
| <b>NDP</b>          | 16     | 16     | 21              | 18      | 6      | 7      | 19      | 18     | 19             | 19     |
| <b>BQ</b>           | 13     | 12     | 1               | 1       | 49     | 47     | -       | -      | -              | -      |
| <b>Green</b>        | 5      | 5      | 6               | 4       | 4      | 4      | 6       | 6      | 4              | 4      |
| <b>Accuracy</b>     | ± 3.2% | ± 3.2% | ± 10.1%         | ± 10.1% | ± 6.3% | ± 6.3% | ± 6.0%  | ± 6.0% | ± 5.3%         | ± 5.4% |
| <b>Undecided</b>    | 18     | 18     | 18              | 18      | 16     | 16     | 23      | 22     | 15             | 17     |

Media inquiries should be directed to: Nikita James Nanos at [nnanos@sesresearch.com](mailto: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.

## Leadership Index: Duceppe Performance Slides



### LEADERSHIP INDICATORS

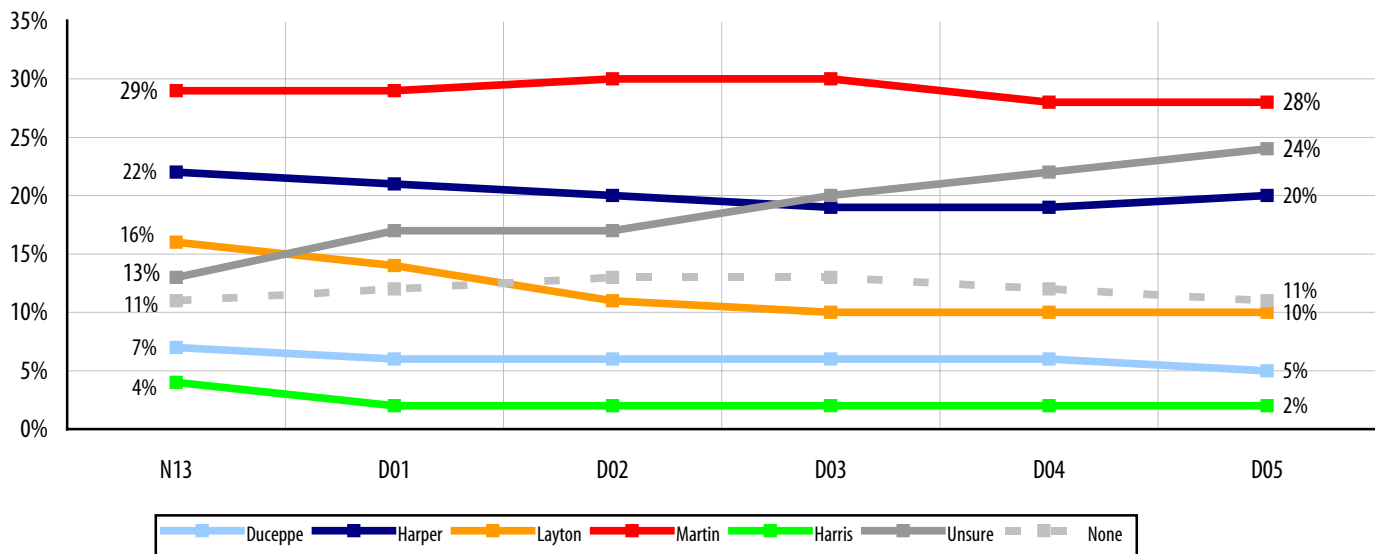
|                       | Trust  |        | Competence |        | Vision for Canada |        | Leadership Index Score |       |
|-----------------------|--------|--------|------------|--------|-------------------|--------|------------------------|-------|
|                       | Dec 4  | Dec 5  | Dec 4      | Dec 5  | Dec 4             | Dec 5  | Dec 4                  | Dec 5 |
|                       | %      | %      | %          | %      | %                 | %      |                        |       |
| <b>Paul Martin</b>    | 19     | 19     | 28         | 31     | 26                | 26     | 73                     | 76    |
| <b>Stephen Harper</b> | 19     | 19     | 18         | 18     | 20                | 20     | 57                     | 57    |
| <b>Gilles Duceppe</b> | 13     | 10     | 13         | 9      | 5                 | 5      | 31                     | 24    |
| <b>Jack Layton</b>    | 13     | 15     | 8          | 8      | 12                | 12     | 33                     | 35    |
| <b>Jim Harris</b>     | 3      | 5      | 2          | 2      | 3                 | 4      | 8                      | 11    |
| <b>None of them</b>   | 16     | 15     | 12         | 11     | 13                | 9      | 41                     | 35    |
| <b>Undecided</b>      | 16     | 17     | 20         | 21     | 23                | 25     | 59                     | 63    |
| <b>Accuracy</b>       | ± 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](mailto: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: Unsure Near One in Four Voters



### BEST PRIME MINISTER



### REGIONAL NUMBERS

|                  | Canada |        | Atlantic Canada |        | Quebec |        | Ontario |        | Western Canada |        |
|------------------|--------|--------|-----------------|--------|--------|--------|---------|--------|----------------|--------|
|                  | Dec 4  | Dec 5  | Dec 4           | Dec 5  | Dec 4  | Dec 5  | Dec 4   | Dec 5  | Dec 4          | Dec 5  |
|                  | %      | %      | %               | %      | %      | %      | %       | %      | %              | %      |
| <b>Martin</b>    | 28     | 28     | 35              | 36     | 23     | 23     | 33      | 35     | 26             | 24     |
| <b>Harper</b>    | 19     | 20     | 13              | 17     | 12     | 11     | 17      | 18     | 29             | 28     |
| <b>Duceppe</b>   | 6      | 5      | 1               | 1      | 21     | 19     | 1       | 1      | 1              | 1      |
| <b>Layton</b>    | 10     | 10     | 14              | 14     | 10     | 9      | 10      | 9      | 9              | 10     |
| <b>Harris</b>    | 2      | 2      | 3               | 3      | 2      | 1      | 3       | 3      | 1              | 1      |
| <b>None</b>      | 12     | 11     | 14              | 9      | 12     | 12     | 13      | 10     | 12             | 13     |
| <b>Undecided</b> | 22     | 24     | 19              | 21     | 21     | 25     | 25      | 25     | 22             | 23     |
| <b>Accuracy</b>  | ± 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](mailto: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 30<sup>th</sup> (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](http://www.sesresearch.com).

Media inquiries should be directed to:

Nikita James Nanos

President and CEO

SES Research

[nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

(613) 234-4666