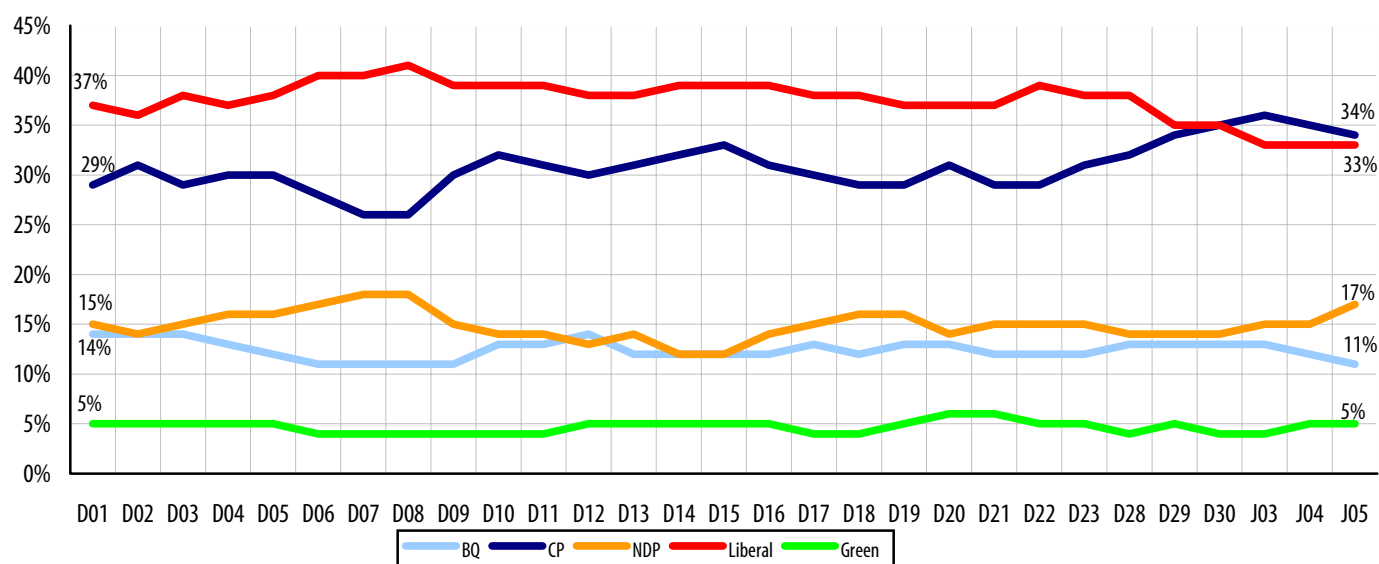# Conservatives and Liberals Locked in a Tie

FIRST RANKED BALLOT (N=1,200 Canadians, 987 decided voters)

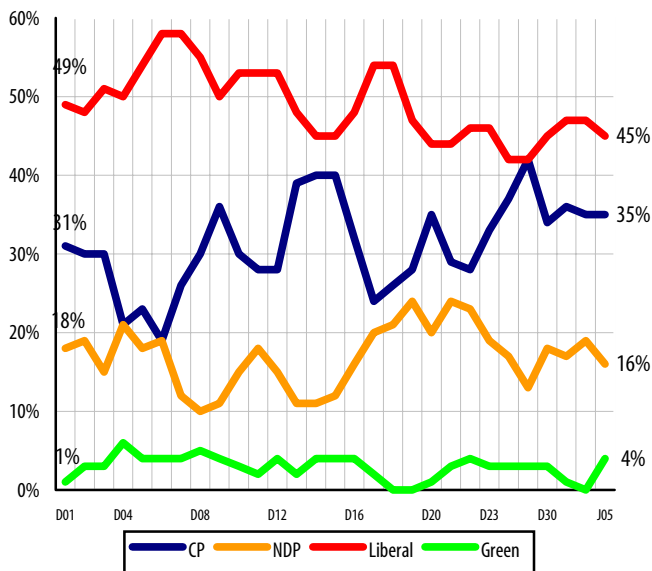## REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5
	%	%	%	%	%	%	%	%	%	%
Conservative	35	34	35	35	15	15	37	33	47	49
Liberal	33	33	47	45	24	27	41	41	29	25
NDP	15	17	19	16	7	7	16	19	19	21
BQ	12	11	-	-	51	48	-	-	-	-
Green	5	5	-	4	3	3	7	7	5	6
Accuracy	±3.2%	±3.2%	±10.0%	±10.0%	±6.6%	±6.6%	±5.7%	±5.7%	±5.3%	±5.4%
Undecided	18	18	17	17	23	23	16	16	15	16

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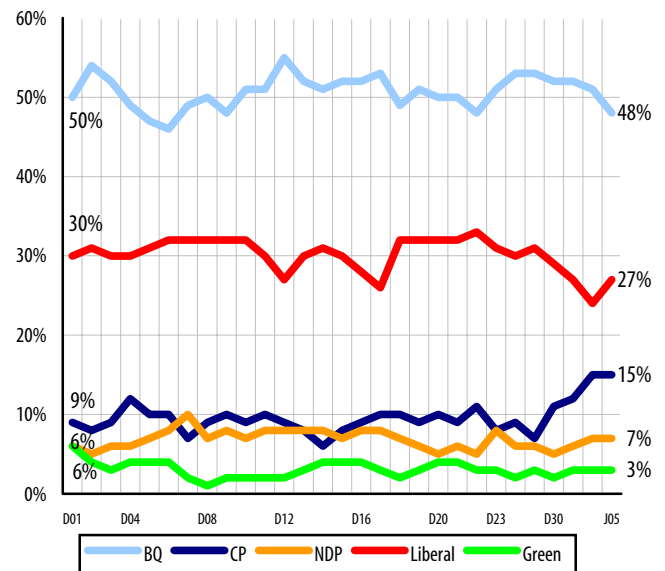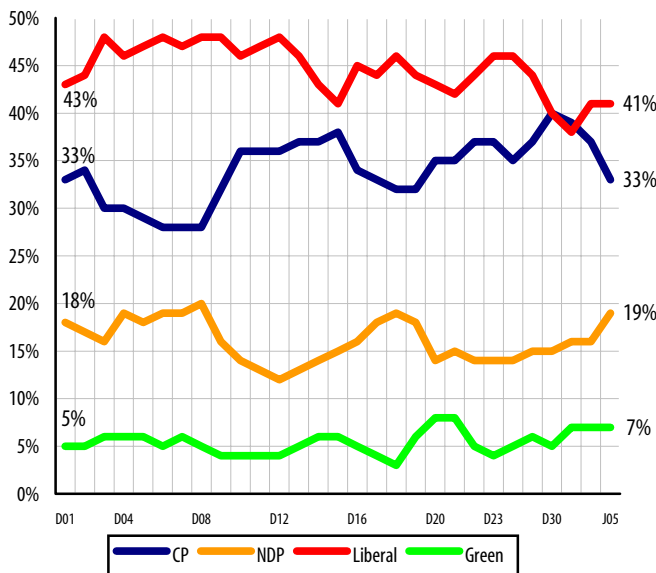
Liberals Widen Margin in Ontario

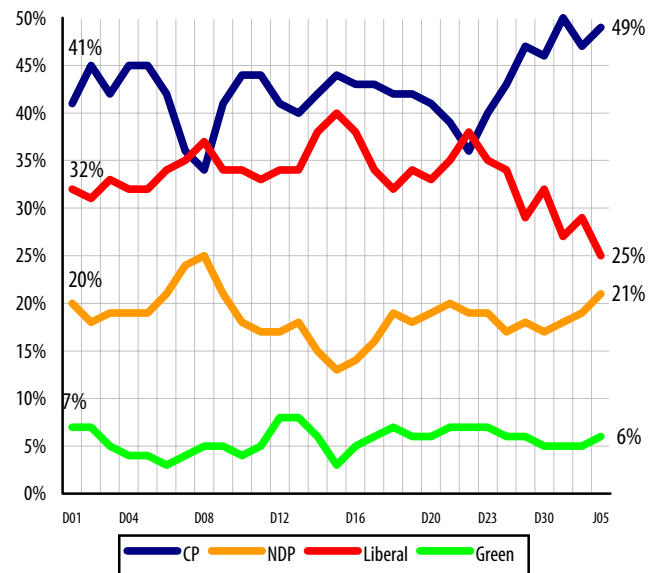## ATLANTIC CANADA (Decided Voters, Accuracy ±10)
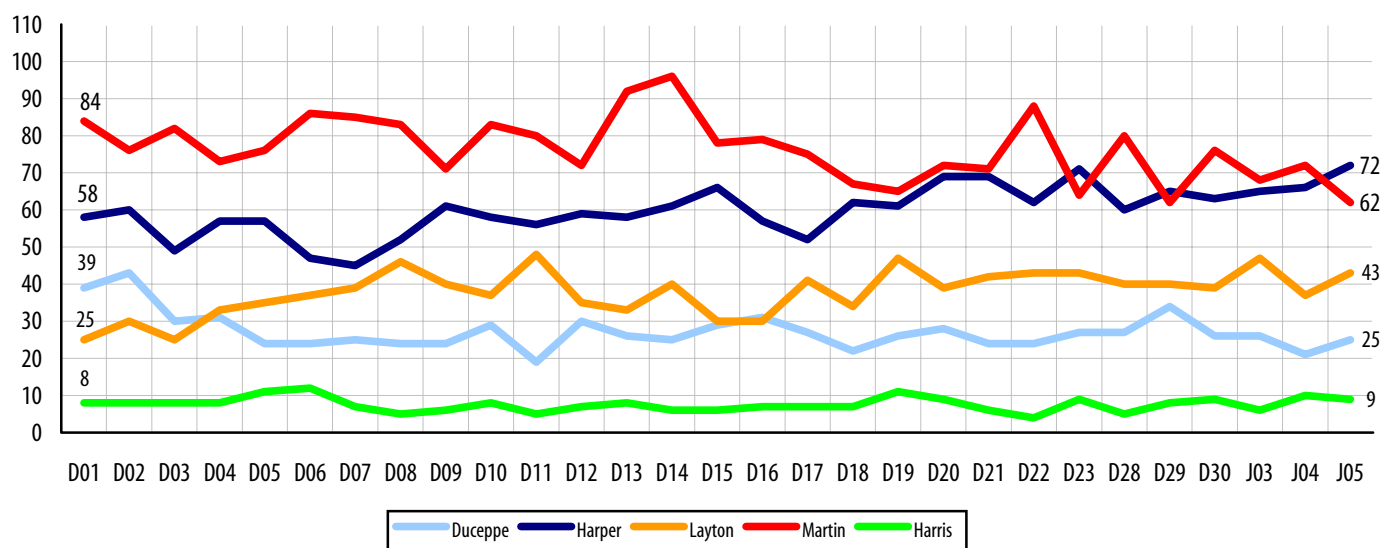

QUEBEC (Decided Voters, Accuracy ±6)

ONTARIO (Decided Voters, Accuracy ±6)

WESTERN CANADA (Decided Voters, Accuracy ±5)
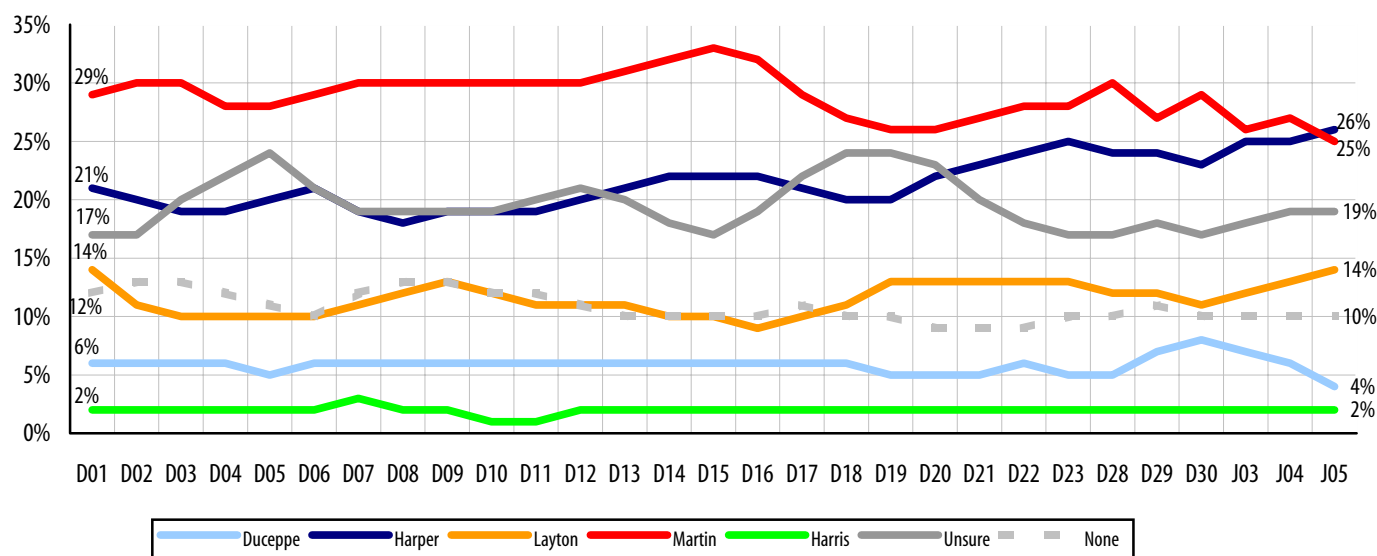
Harper Bouyed by Trust Score

NIGHTLY TRACKING

LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5
	%	%	%	%	%	%		
Paul Martin	18	15	30	25	24	22	72	62
Stephen Harper	21	24	22	22	23	26	66	72
Gilles Duceppe	9	12	8	10	4	3	21	25
Jack Layton	15	17	10	11	12	15	37	43
Jim Harris	3	3	2	2	5	4	10	9
None of them	16	15	10	15	8	11	34	41
Undecided	17	14	18	16	24	19	59	49
Accuracy	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%		

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Harper and Martin Neck-and-Neck as Best PM

BEST PRIME MINISTER (N=1,200 Canadians)

REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5	Jan 4	Jan 5
	%	%	%	%	%	%	%	%	%	%
Martin	27	25	38	37	20	20	32	30	24	22
Harper	25	26	17	18	17	20	24	26	33	33
Duceppe	6	4	1	1	20	15	1	1	1	1
Layton	13	14	15	13	12	11	13	14	13	15
Harris	2	2	-	2	1	1	3	3	3	3
None	10	10	7	9	11	11	10	10	9	10
Undecided	19	19	22	20	19	22	18	18	18	16
Accuracy	± 2.9%	± 2.9%	± 9.2%	± 9.2%	± 5.8%	± 5.8%	± 5.3%	± 5.3%	± 4.9%	± 4.9%

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METHODOLOGY

CPAC Questions

1. If a FEDERAL election were held today, could you please rank your top two current <u>local</u> 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.

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