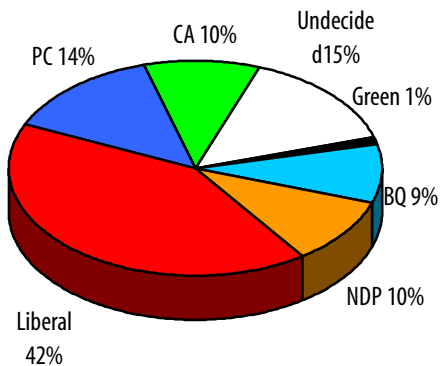


Canadian Federal Politics – The Ballot

THE BALLOT (committed & undecided)



COMMENTARY

If an election were held the first week of November 2003, the Liberals would enjoy a 33 point lead over their nearest challenger. Over the past 90 days the federal Liberals have been able to increase support from 46% to 49%.

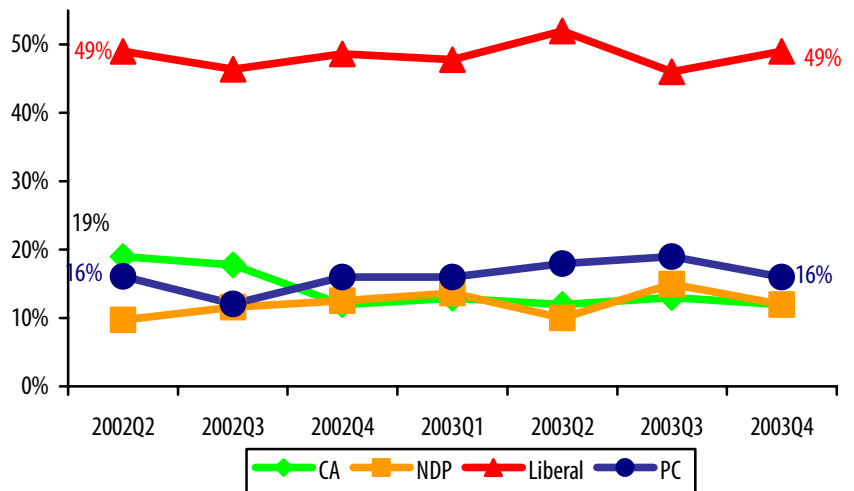
Paul Martin will inherit a Liberal Party which dominates the Canadian political landscape.

Testing of a series of ballot scenarios for the potential united Conservative Party indicates that at the time of the poll neither Harper, MacKay or Lord could unseat Paul Martin.

Canadian Alliance Leader Stephen Harper is able to post a marginally higher level of support compared to both PC Leader Peter MacKay or New Brunswick Premier Bernard Lord.

LONGITUDINAL BALLOT TRACKING (committed only)

Question: If a federal election was held today and [rotate] Paul Martin was the Leader of the Liberal Party, Stephen Harper the Leader of the Canadian Alliance, Gilles Duceppe the Leader of the Bloc Quebecois, Peter MacKay the Leader of the PC Party and Jack Layton the Leader of the NDP which party would you vote for?



Ballot Scenarios	Current	Harper CP Leader	MacKay CP Leader	Lord CP Leader
Liberal/Martin	49%	55%	59%	58%
PC/MacKay	16%	---	---	---
CA/Harper	12%	---	---	---
Conservative Party (CP)	---	25%	21%	21%
NDP/Layton	12%	12%	12%	12%
BQ/Duceppe	10%	8%	9%	9%
Undecided	15%	16%	20%	21%

THE METHODOLOGY

Between November 5th and November 9th, 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.

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:
Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com