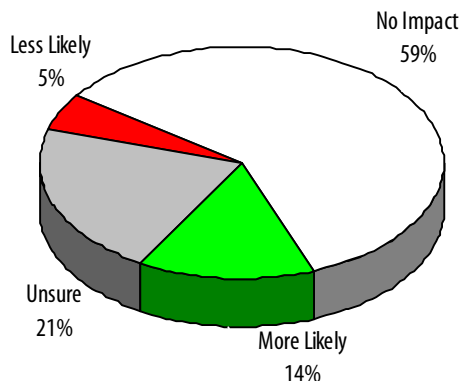


POTENTIAL HARPER IMPACT ON CA VOTE



Harper/New Leader Impact on CA All Canadians

Maximum Net Gain/Loss (%)	(%)
More likely to vote CA	14.1
Less likely to vote CA	5.1
Maximum Net Gain/Loss	+9.0
(N=1,000)	

Harper/New Leader Impact on CA Undecided Voters Only

Maximum Net Gain/Loss (%)	(%)
More likely to vote CA	7.4
Less likely to vote CA	5.7
Maximum Net Gain/Loss	+1.7
(N=296)	

THE METHODOLOGY

Between April 20th and April 24th, 2002, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters. Aggregate results of the survey 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.

THE QUESTION

As you may know, the Canadian Alliance has just selected Stephen Harper as their new leader. Regardless of how you vote locally, will this change in leadership mean that you will be more likely to vote for the Canadian Alliance, less likely to vote for the Canadian Alliance or will the change in leadership have no impact.

Target Groups (+/- index score)	More Likely	Less Likely	No Impact	Undecided
Atlantic	-5	-3	+16	-7
Quebec	-6	+1	+15	-9
Ontario	+4	+1	-3	0
West	+3	0	-11	+9
Men	+4	0	+1	-4
Women	-3	0	0	+4
18 to 29	-1	-1	+4	-2
30 to 39	-2	+1	+4	-2
40 to 49	-1	-2	0	+5
50 to 59	+2	0	-1	0
60 plus	+4	+3	-6	+1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +16 score noted above in the Atlantic would indicate that Atlantic Canadians are 16% more likely to say there will be no impact on their support compared to the national average. Considering the sample size of 1,000 voters, readers should focus on scores greater than +/-5.

COMMENTARY

The maximum net positive impact of Stephen Harper on CA support is 9% at this time. The likelihood of undecided voters considering the CA as a result of the change in leadership is even lower than the Canadian average. Factoring the margin of accuracy of the survey, one could point to a no growth scenario among undecided voters for the CA currently.

The CA leadership process was clearly a missed opportunity to renew the perceptions of the Canadian Alliance through their new leader. Harper's performance in the House of Commons, therefore, will be even more critical. A poor performance could lead to CA support stalling for the immediate future.

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.

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www.sesresearch.com or contact:

Mr. Nikita Nanos at (613) 234-4666 ext.400 or nnanos@sesresearch.com