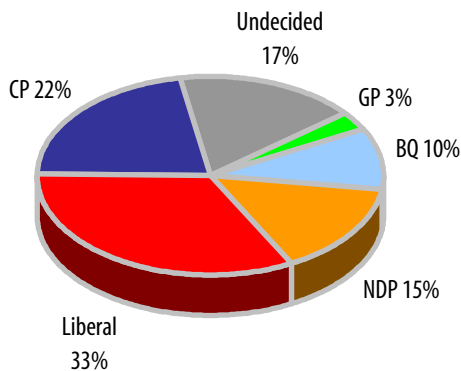


THE BALLOT
(committed & undecided)



COMMENTARY

The federal Liberals have dropped 8 points since February, while the Conservative Party (CP) and NDP have gained (4 and 2 points respectively).

It seems that the confession of NDP MP Svend Robinson has not affected NDP support, particularly in British Columbia, while the Bloc has surpassed the Liberals in Quebec.

Although the Conservatives have increased their support over the past 90 days, the support is still lower than the combined CA/PC support measured two years ago in the second quarter of 2002 (Conservative Party 2004Q2 – 27%, CA/PC Parties Combined 2002Q2 – 35%).

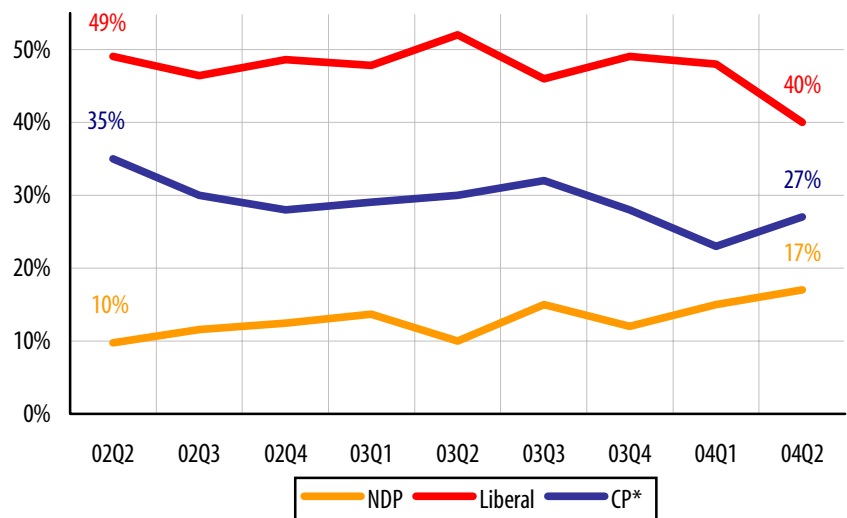
Polling also indicates that the Green Party has increased its support in both BC (8%) and Ontario (7%).

THE METHODOLOGY

Between April 20th and April 25th, 2004, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. 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 poll was registered with the Canadian Survey Research Council of which SES is a member.

LONGITUDINAL BALLOT TRACKING (committed only)



* CP – Combined CA/PC support from 2002Q2 to 2003Q4.

Target Groups (+/- index score)

	LIB	CP	NDP	BQ	Und
Atlantic	+13	+12	+4	-10	-17
Quebec	-3	-14	-8	+30	-4
Ontario	+7	-1	-3	-10	+4
West	-8	+8	+6	-10	+5
Men	-1	+3	-4	+3	-1
Women	+1	-2	+3	-3	+1
18 to 29	+5	-10	+2	+2	-2
30 to 39	-2	+8	-5	0	-1
40 to 49	-4	-1	0	+2	+2
50 to 59	+3	+1	+1	-3	-4
60 plus	-2	+1	0	-2	+4

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +13 score for the Liberals in Atlantic Canada would indicate that their support is 13% higher in Atlantic Canada than the national average. Considering the sample size of 1,000 voters, readers should focus on scores of +/-5 or greater.

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 150-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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