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May 11, 2005

AdScam: Almost One in Two Canadians Believe Martin Not Involved

SES NationState Survey 2005Q2

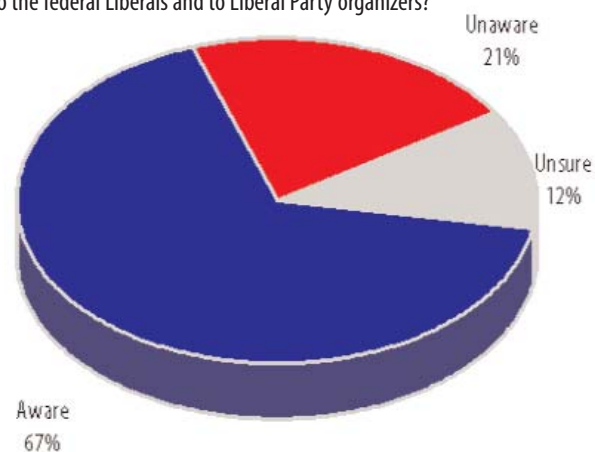
The survey was based on a random telephone sample of 1,000 Canadians, 18 years of age and older and was conducted between April 30th and May 4th, 2005. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace. The survey was registered with the Marketing Research and Intelligence Association of which SES Research is a member.

About SES

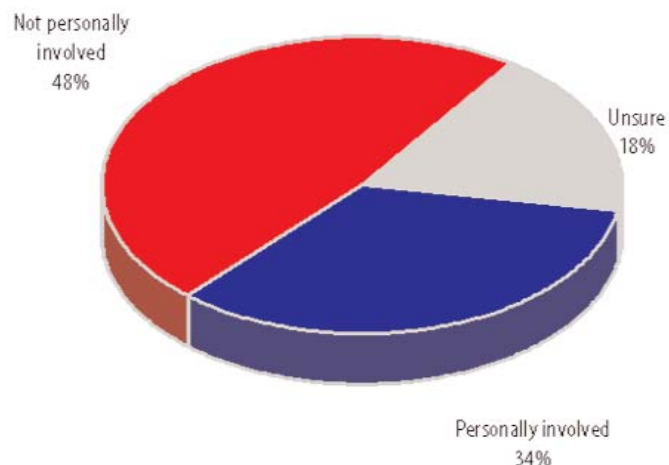
Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

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

When Paul Martin was the Minister of Finance, do you think that he was aware or unaware that government sponsorship money was allegedly directed to advertising agencies and firms closely linked to the federal Liberals and to Liberal Party organizers?



Do you think that Prime Minister Paul Martin was personally involved or not involved in any of the alleged behaviour discussed in the Gomery Inquiry?





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AdScam: A Few Bad "Liberal" Apples; Unwanted Election

SES NationState Survey 2005Q2

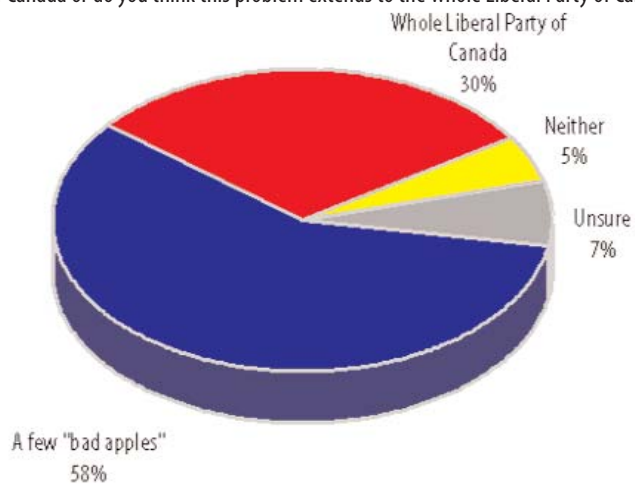
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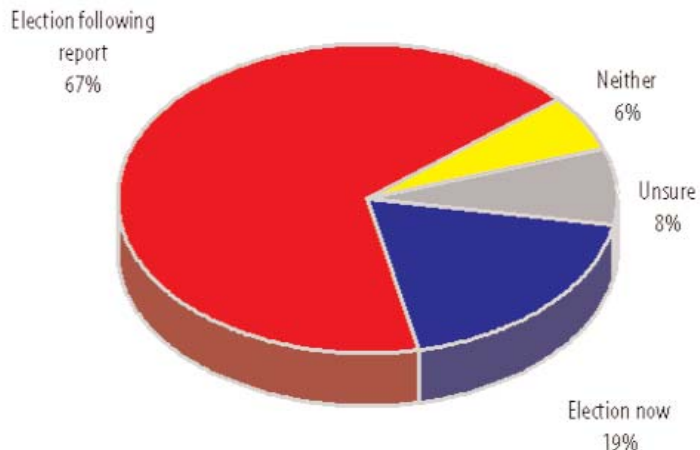
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Do you think the recent allegations of money being directed to federal Liberals is about a few "bad apples" in the Liberal Party of Canada or do you think this problem extends to the whole Liberal Party of Canada?



Thinking about the timing of the next federal election, do you believe that the testimony heard at the Gomery Commission to date warrants an election call, or do you believe that an election should be held following Justice Gomery's final report?





STAT SHEET - SES NATIONSTATE POLL

When Paul Martin was the Minister of Finance, do you think that he was aware or unaware that government sponsorship money was allegedly directed to advertising agencies and firms closely linked to the federal Liberals and to Liberal Party organizers?

		Total	Aware	Unaware	Unsure
		Interviews	Percentage	Percentage	Percentage
Region	Canada	1000	67.4	20.7	11.9
	Atlantic	100	56.0	31.0	13.0
	Quebec	250	76.4	16.0	7.6
	Ontario	300	66.7	21.7	11.7
	West	350	64.9	20.3	14.9
Vote profile	Liberal	317	53.3	32.5	14.2
	Conservative	259	82.2	8.9	8.9
	NDP	157	70.1	19.7	10.2
	Bloc	107	85.0	12.1	2.8
	Green	38	68.4	18.4	13.2
	Undecided	122	53.3	24.6	22.1



STAT SHEET - SES NATIONSTATE POLL

Do you think that Prime Minister Paul Martin was personally involved or not involved in any of the alleged behaviour discussed by the Gomery Inquiry?

		Total	Personally involved	Not personally involved	Unsure
		Interviews	Percentage	Percentage	Percentage
Region	Canada	1000	33.9	48.1	18.0
	Atlantic	100	21.0	57.0	22.0
	Quebec	250	42.4	42.8	14.8
	Ontario	300	32.0	50.0	18.0
	West	350	33.1	47.7	19.1
Vote profile	Liberal	317	21.1	62.5	16.4
	Conservative	259	43.2	41.3	15.4
	NDP	157	34.4	49.7	15.9
	Bloc	107	45.8	44.9	9.3
	Green	38	34.2	39.5	26.3
	Undecided	122	36.1	28.7	35.2



STAT SHEET - SES NATIONSTATE POLL

Do you think the recent allegations of money being directed to federal Liberals is about a few "bad apples" in the Liberal Party of Canada or do you think this problem extends to the whole federal Liberal party of Canada?

		Total	A few "bad apples"	Whole Liberal Party of Canada	Neither	Unsure
		Interviews	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	57.8	29.8	5.3	7.1
	Atlantic	100	73.0	18.0	4.0	5.0
	Quebec	250	46.0	42.0	4.0	8.0
	Ontario	300	62.3	26.7	6.7	4.3
	West	350	58.0	27.1	5.4	9.4
Vote profile	Liberal	317	74.1	12.9	6.6	6.3
	Conservative	259	48.6	40.2	4.6	6.6
	NDP	157	59.9	30.6	3.8	5.7
	Bloc	107	42.1	51.4	3.7	2.8
	Green	38	55.3	31.6	7.9	5.3
	Undecided	122	46.7	31.1	5.7	16.4



STAT SHEET - SES NATIONSTATE POLL

Thinking about the timing of the next federal election, do you believe that the testimony heard at the Gomery Commission to date warrants an election call, or do you believe that an election should be held following Justice Gomery's final report?

		Total	Election now	Following report	Neither	Unsure
		Interviews	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	19.2	66.5	6.2	8.1
	Atlantic	100	10.0	75.0	13.0	2.0
	Quebec	250	17.6	70.8	6.0	5.6
	Ontario	300	19.0	71.3	4.3	5.3
	West	350	23.1	56.9	6.0	14.0
Vote profile	Liberal	317	10.1	77.3	7.3	5.4
	Conservative	259	38.2	51.4	5.4	5.0
	NDP	157	8.3	78.3	5.1	8.3
	Bloc	107	26.2	65.4	5.6	2.8
	Green	38	18.4	76.3	.0	5.3
	Undecided	122	10.7	53.3	9.0	27.0



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SES Research at a Glance

Executives like you turn to SES for strategic research, executive counsel and innovative solutions. Why? Because charting the right course will make the difference between leading the course or being surpassed.

Boutique Service with High Powered Capability

Established in 1987, SES Research is a full service market and public opinion research firm.

A senior expert is assigned to all projects ready to respond to your needs and to provide strategic counsel. We are not a bureaucracy with multiple layers. Indeed, the firm's president, Mr. Nikita Nanos, plays a role in many assignments.

Mr. Nanos is the National President-elect of the Marketing Research and Intelligence Association, Canada's governing body for marketing and public opinion research. He is the Publisher of the Canadian Journal of Marketing Research and the Editor-in-Chief of *Vue*, the monthly magazine of Canada's research industry.

National Scope with a Proven Track Record

SES' Quarterly National Omnibus Survey keeps the pulse of the nation on critical political and public policy issues. The firm's polling data has appeared in all of Canada's major print and electronic media outlets including the CBC, CTV, The Globe and Mail, The National Post and The Sun newspaper outlets.

The firm's senior consultants are regularly called upon to provide analysis and advice on major polling trends. For more information visit our website at www.sesresearch.com and review the "in the news" media material.

SES at the Forefront

"Some opinion polling firms can count themselves as victors in this election. One of them, SES Research has broken out of the pack and has put out a daily tracking poll that has many tongues wagging in Ottawa." (CBC Businessworld)

"In terms of direction they (SES) have been dead-on." (Keith Boag, CBC News)

Sample Assignments

A quick scan of our sample of assignments reveals that SES clients benefit from our breadth of experience and talent.

- ◆ **CPAC** – SES is the official pollster for Canada's Political Channel. For the 2004 Federal Election, SES launched a publicly available nightly tracking program, the first of its kind in Canadian election history.
- ◆ **National Retail** – SES has provided research and advice on challenges ranging from tracking market dynamics across Canada through to evaluating the impact of logo changes.
- ◆ **Advocacy Groups** – SES has conducted numerous national polling and focus group initiatives on Canadians perceptions on wide ranging policy and legislative issues.
- ◆ **Industry Associations** – SES has completed numerous polling initiatives on behalf of Canada's leading business associations
- ◆ **Employee Evaluation** – SES was retained to design and implement a national research initiative which monitors employee knowledge and practices through the use of mystery shoppers.
- ◆ **Professional Associations** – SES conducted a national online membership survey for one of Canada's leading professional associations.
- ◆ **Legal Issues** – SES has completed a number of assignments which range from conducting survey research through to providing expert witness services for litigations before the courts.
- ◆ **Elite Consultations** – SES has completed a number of elite consultations among legislators, senior bureaucrats and business executives.

SES Canada Research Inc.

Website:

North American Toll-Free :

Ottawa:

<http://www.sesresearch.com>

1.888.SES.5505

613.234.4666

