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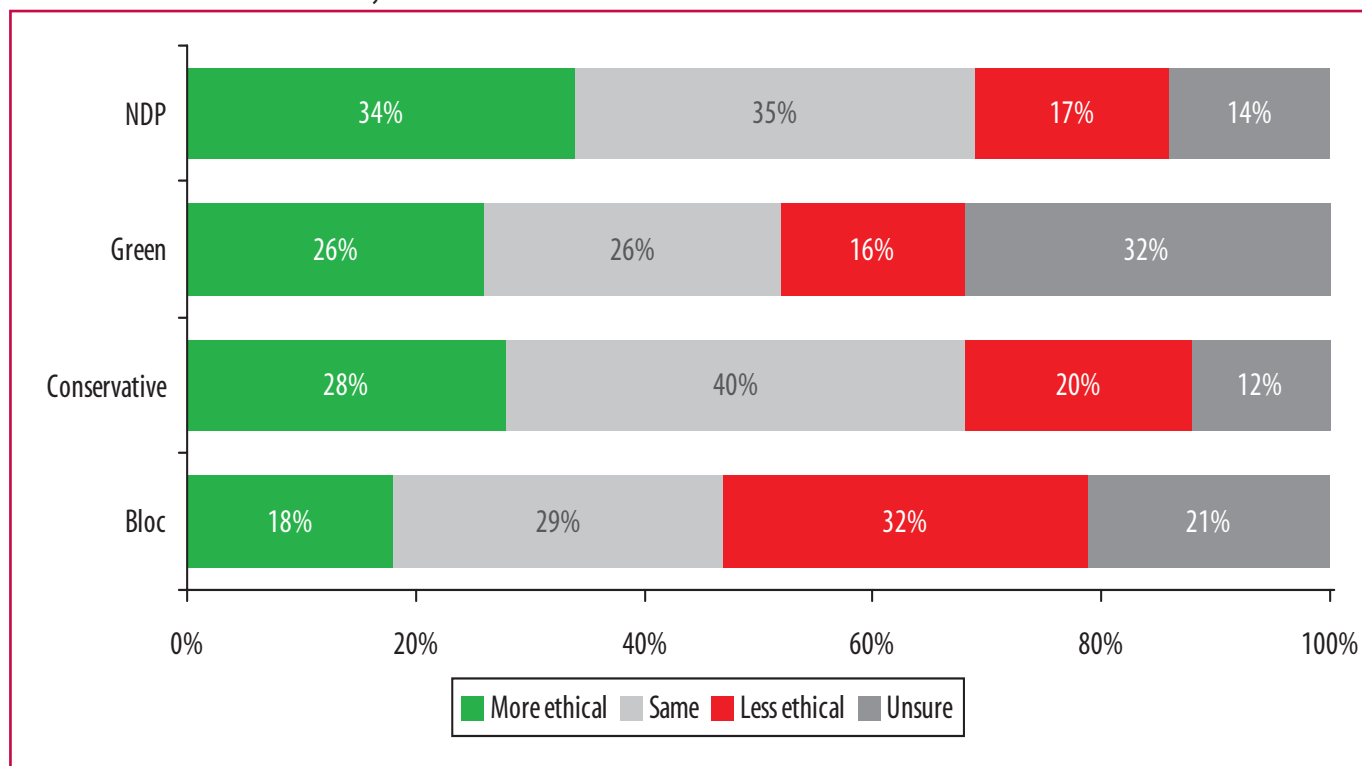
May 16, 2005

Federal NDP Considered Comparatively Most Ethical

SES NationState Survey 2005Q2

The survey was based on a random telephone sample comprised of completed interviews with 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.

Question - I'm going to read you a list of federal political parties and I would like you to tell me whether you believe that the party is more ethical, the same or less ethical than the Liberal Party of Canada.



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





STAT SHEET - SES/SUN MEDIA POLL – VIEWS ON PARTY ETHICS

I'm going to read you a list of federal political parties and I would like you to tell me whether you believe that the party is more ethical, the same or less ethical than the Liberal Party of Canada. The Conservative Party of Canada

The Conservatives have a net positive ethics score of +8.5 nationally compared to the Liberals. The Conservatives do well on ethics in the West but poorly in Atlantic Canada (even factoring the small sample).

		Total	More ethical than Libs	Same	Less ethical than Libs	Unsure
		Interviews	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	28.1	39.9	19.6	12.4
	Atlantic	100	12.0	52.0	26.0	10.0
	Quebec	250	17.6	44.8	17.6	20.0
	Ontario	300	32.0	36.0	25.3	6.7
	West	350	36.9	36.3	14.3	12.6
Vote profile	Liberal	317	13.6	47.9	29.7	8.8
	Conservative	259	66.0	24.3	1.9	7.7
	NDP	157	12.7	49.0	28.7	9.6
	Bloc	107	19.6	41.1	17.8	21.5
	Green	38	26.3	44.7	23.7	5.3
	Undecided	122	13.1	37.7	19.7	29.5

The New Democratic Party of Canada

The New Democrats had the highest ethics score of any party compared to the Liberals – net positive score of +17.9. Their positive scores cut across all regions and even cut across the supporters of other parties.

		Total	More ethical than Libs	Same	Less ethical than Libs	Unsure
		Interviews	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	34.4	35.2	16.5	13.9
	Atlantic	100	29.0	43.0	13.0	15.0
	Quebec	250	32.4	32.0	16.0	19.6
	Ontario	300	38.0	35.3	17.7	9.0
	West	350	34.3	35.1	16.9	13.7
Vote profile	Liberal	317	25.9	43.5	18.3	12.3
	Conservative	259	32.8	39.0	18.9	9.3
	NDP	157	61.1	27.4	3.8	7.6
	Bloc	107	30.8	32.7	15.9	20.6
	Green	38	52.6	18.4	15.8	13.2
	Undecided	122	23.0	23.0	23.8	30.3

1,000 Canadians, $\pm 3.1\%$ 19 times out of 20, April 30th to May 4th, 2005

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www.sesresearch.com - Page 1



STAT SHEET - SES/SUN MEDIA POLL – VIEWS ON PARTY ETHICS

With the exception of Quebec, Canadians are more likely to think that the BQ is less ethical than the federal Liberals. (-13.7). However, in Quebec the BQ is more likely to be considered more ethical than the Liberals (+18.4)

		The Bloc Quebecois				
		Total	More ethical than Libs	Same	Less ethical than Libs	Unsure
		Interviews	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	18.2	28.9	31.9	21.0
	Atlantic	100	6.0	29.0	44.0	21.0
	Quebec	250	37.2	28.4	18.8	15.6
	Ontario	300	12.0	31.3	40.0	16.7
	West	350	13.4	27.1	30.9	28.6
Vote profile	Liberal	317	7.9	34.7	41.6	15.8
	Conservative	259	18.5	23.6	36.3	21.6
	NDP	157	17.8	31.2	21.7	29.3
	Bloc	107	52.3	29.0	4.7	14.0
	Green	38	26.3	15.8	36.8	21.1
	Undecided	122	12.3	26.2	32.8	28.7

Nationally the Green Party has an ethics score marginally better than the Conservatives (+10.1). Many Canadians are unsure (31.7%) on the ethics of the Green Party. The Green Party net positive ethics score was highest in Western Canada

		The Green Party of Canada				
		Total	More ethical than Libs	Same	Less ethical than Libs	Unsure
		Interviews	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	26.3	25.8	16.2	31.7
	Atlantic	100	15.0	26.0	27.0	32.0
	Quebec	250	22.4	22.0	17.2	38.4
	Ontario	300	27.7	29.3	17.0	26.0
	West	350	31.1	25.4	11.7	31.7
Vote profile	Liberal	317	15.1	35.6	20.8	28.4
	Conservative	259	31.3	20.5	15.8	32.4
	NDP	157	41.4	24.8	10.8	22.9
	Bloc	107	21.5	22.4	12.1	43.9
	Green	38	76.3	10.5	.0	13.2
	Undecided	122	13.9	20.5	20.5	45.1