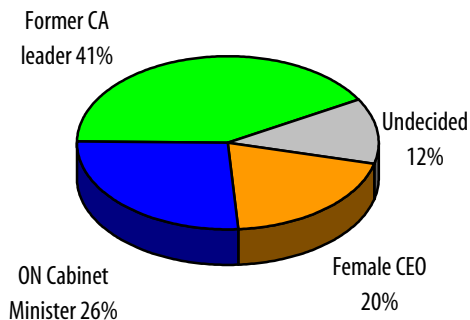


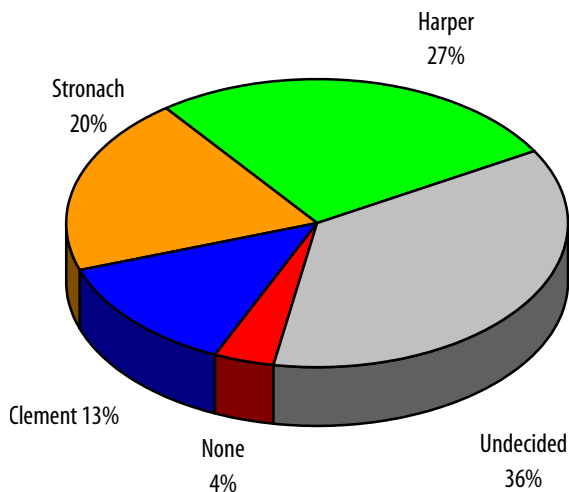
LEADER PROFILE – FIRST RANKED PREFERENCE

- ⊕ *A female candidate who is the successful chief executive office of one of Canada's largest companies, who has never been elected to office, who does not speak French.*
- ⊕ *A male candidate who is a former Ontario provincial cabinet minister and very active in politics in Ontario who speaks both French and English.*
- ⊕ *A male candidate from Western Canada who was the leader of the Canadian Alliance and the former President of the National Citizens Coalition who speaks both French and English.*



PREFERRED LEADER

QUESTION: ... Of these three individuals who would you prefer to be the next leader of the Conservative Party of Canada? [READ AND ROTATE]



Target Groups (+/- index score)

	Harper	Clement	Stronach	Unsure	None
Atlantic	+3	-2	+4	-5	0
Quebec	-7	-1	-1	+5	+4
Ontario	-3	+8	-1	-1	-2
West	+7	-5	+1	-3	0
Men	+2	+1	+1	-3	0
Women	-2	0	-1	+3	0
18 to 29	-3	+5	-4	+2	0
30 to 39	-4	-3	+5	+4	-3
40 to 49	0	0	+3	-4	0
50 to 59	-5	-1	0	+4	+3
60 plus	+13	0	-5	-9	+1

COMMENTARY

Regardless of how the ballot question is introduced, Stephen Harper is the front runner in the race to become the leader of the Conservative Party of Canada.

Two methods were used to measure support. In both scenarios Stephen Harper was ranked the number one choice by Canadians. Results testing ballot support by candidate name put Belinda Stronach second, while testing ballot support by candidate profile put Tony Clement second.

Readers should note that the poll was conducted among Canadian voters and not Conservative Party members. It reflects the preferences of Canadians.

THE METHODOLOGY

Between January 26th and January 29th, 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 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