



Media Release

Conservative Support Dips Liberals Gain in Atlantic Canada, the West and Ontario but Drop in Quebec

Ottawa – August 22, 2004 – A national SES survey of Canadians completed last night by polling firm SES Canada Research Inc. indicates that Conservative support has dipped since the general election held at the end of June.

Current SES polling among decided voters puts the federal Liberals at 38% (up 1% from Election Day), the Conservatives at 26% (down 4%), the NDP at 17% (up 1%), the Bloc Quebecois at 14% (up 2%) and the Green Party at 5% (up 1%). Fourteen percent of Canadians were undecided in the most recent wave of SES polling.

“Our polling indicates that the negative movement in Conservative support heading into voting day has continued causing a four point drop in support since that time,” explained Nik Nanos, SES Research President and CEO. “This trend was particularly true in Atlantic Canada and Ontario.”

Regionally, the Liberals continue to dominate in Atlantic Canada and Ontario. Current polling puts the Liberals at 51% in Atlantic Canada and 49% in Ontario among decided voters. However, Quebec continues to be an Achilles heel for Paul Martin and the Liberals, as the Bloc Quebecois continues to hold a commanding lead at 53% of decided voters compared to 28% for the Liberals.

“The two key battlegrounds of Ontario and Quebec continue to be a mixed bag. The Liberals gained four points in Ontario, however they have lost six points in Quebec since the federal election,” said Nanos.

SES’s National Omnibus Survey is conducted every three months. It is based on a random telephone sample of 1,000 Canadians, 18 years of age and older and was conducted between August 5th and August 11th, 2004. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20. Within the larger sample sub-groups may have a wider margin of accuracy. Validation of the demographic profile of respondents indicates that the poll is a fair representation of



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the Canadian populace. The survey was registered with the Canadian Survey Research Council of which SES is a member.

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

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com> in the on-line polling library.

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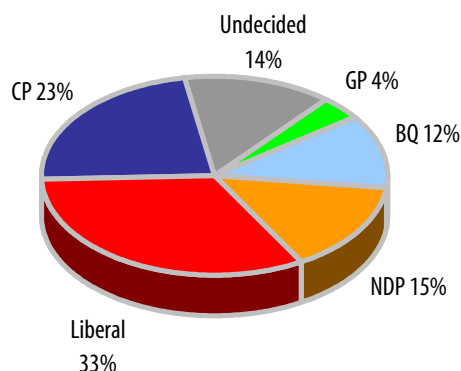
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THE BALLOT (committed & undecided)



COMMENTARY

The federal Conservatives have dropped four points since Election Day, while the Liberals and the NDP had only a nominal change to their support nationally.

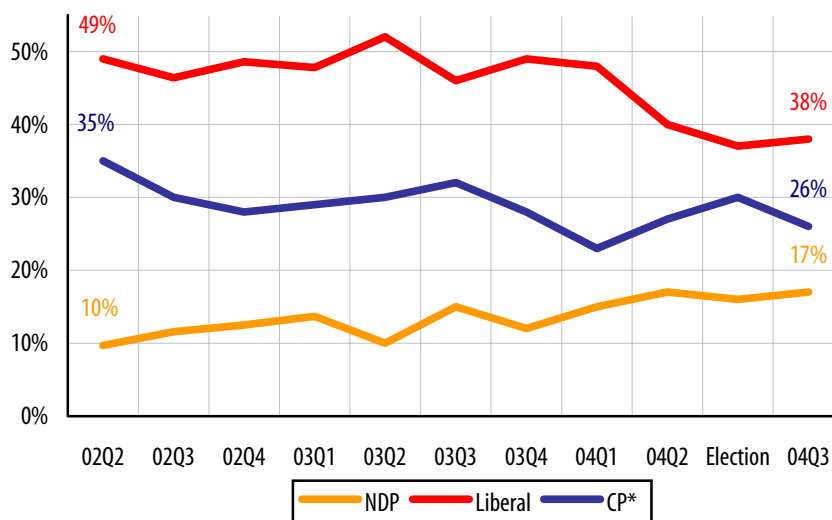
One should not think that although the Liberals did have gains in Atlantic Canada, the West and Ontario, these were offset by a loss of support in Quebec.

THE METHODOLOGY

Between August 5th and August 11th, 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 | +10 | -1 | +3 | -12 | +1 |
| Quebec | -8 | -16 | -9 | +35 | -3 |
| Ontario | +7 | -1 | +1 | -12 | +5 |
| West | -4 | +12 | +4 | -12 | -1 |
| Men | -1 | +1 | -1 | 0 | +1 |
| Women | 0 | -2 | 0 | 0 | 0 |
| 18 to 29 | -5 | -1 | +10 | -1 | -5 |
| 30 to 39 | -2 | 0 | -4 | 0 | +4 |
| 40 to 49 | -7 | +3 | +1 | +4 | -2 |
| 50 to 59 | +9 | 0 | -9 | 0 | -1 |
| 60 plus | +5 | -4 | -1 | -4 | +5 |

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +10 score for the Liberals in Atlantic Canada would indicate that their support is 10% 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 168-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:

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