



Media Release

Liberal Party and Paul Martin Strong Grits Potentially Vulnerable on Performance

Ottawa – February 2, 2004 – A national survey of Canadians released by polling firm SES Canada Research Inc. indicates that the Liberal Party and Paul Martin continue to enjoy strong support but Liberal government performance is considered average by a significant number of Canadians.

Current SES polling among decided voters puts the federal Liberals at 48% (down 1%), the Conservatives at 23%, the NDP at 15% (up 3%), the Bloc Quebecois at 11% (up 1%) and the Green Party at 3%. Twenty-one percent of Canadians were undecided in the most recent wave of SES polling. Since the merger of the Canadian Alliance and the Progressive Conservative the only major party to register an increase in support was the NDP - 3% (but still within the margin of accuracy for the national poll).

One half of Canadians polled (50%) consider Paul Martin the best choice for Prime Minister, with his closest challenger being Stephen Harper at 8% nationally.

Asked to rate the Liberal government led by Paul Martin, 35% described the government as average, 30% very good/good, 13% poor/very poor and 23% of Canadians were undecided.

“Polling indicates that although Paul Martin and the Liberals remain very popular, the ruling Grits may be vulnerable on performance. After more than 10 years in power almost one of every four Canadians cannot form an opinion on their performance,” stated SES President Nikita Nanos.

”The upcoming federal election will see the parties compete to define the ballot question. On the one hand the Liberals will likely focus on Paul Martin and the future, while the opposition Conservatives and New Democrats will likely focus on the Liberal record and Paul Martin’s key role over the past ten years,” noted 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



Media Release

conducted between January 26th to January 29th, 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 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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Media inquiries:

Nikita Nanos, CMRP
President & CEO
SES Canada Research Inc.
100 Sparks Street, Suite 1001
Ottawa, Ontario
(613) 234-4666
nnanos@sesresearch.com

Visit the SES website at www.sesresearch.com

SES Toronto

401-250 Consumers Road,
Toronto, CANADA M2J 4V6
Phone (416) 493- 1965
Fax (416) 493-6403

SES Ottawa

1001-100 Sparks Street,
Ottawa, ON K1P 5B7
Phone (613) 234-4666
Fax (613) 235-1444

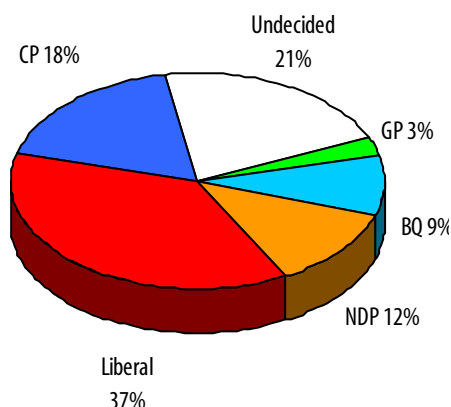
SES Halifax

407-1959 Upper Water Street,
Halifax, CANADA B3J 3N2
Phone (902) 420-9523
Fax (902) 422-2388

SES General Mail

Postal Station A,
Box 5804
Toronto, CANADA M5W 1P2
Toll-free 1 888 737-5505

THE BALLOT (committed & undecided)



COMMENTARY

The federal Liberals currently enjoy a 25 point margin over their nearest competitor, the newly formed Conservative Party (CP).

Polling indicates that support for the united Conservative Party is lower than the combined totals of the Canadian Alliance and Progressive Conservative parties.

As the Conservative Party goes through a transition phase leading up to the selection of a leader and the development of a national platform, it is expected that voter support will remain stable or marginally decline.

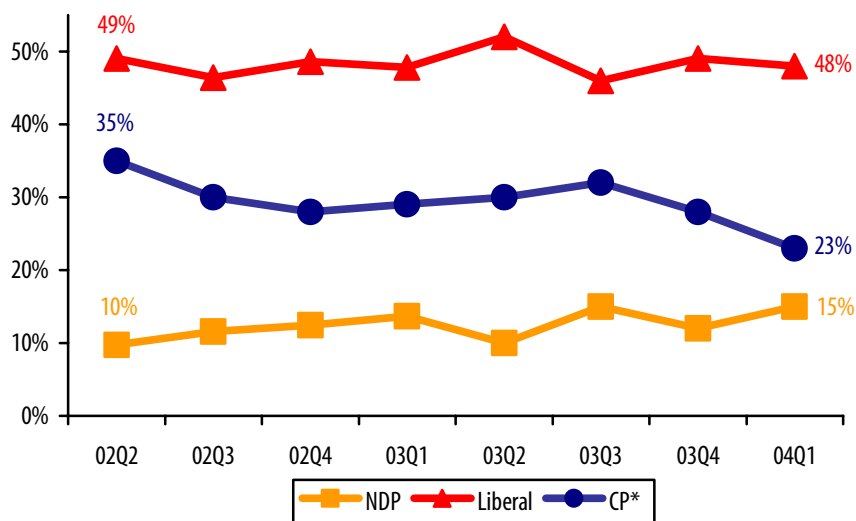
The selection of the new leader will be the first indicator to voters of the direction and tone of the new party.

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.

Canadian Federal Politics – The Ballot

LONGITUDINAL BALLOT TRACKING (committed only)



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

Target Groups (+/- index score)

	LIB	CP	NDP	BQ	Und
Atlantic	+11	+10	-5	-9	-6
Quebec	+4	-15	-6	+26	-8
Ontario	+2	+1	+1	-9	+5
West	-6	+6	+5	-9	+4
Men	+4	+1	-2	0	-2
Women	-3	-1	+2	+1	+3
18 to 29	+1	-8	-1	0	+8
30 to 39	-1	+5	+2	+1	-6
40 to 49	0	+3	-1	+1	-5
50 to 59	-1	-6	+5	-1	+6
60 plus	+4	+5	-5	-3	+1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +11 score for the Liberals in Atlantic Canada would indicate that their support is 11% 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 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.

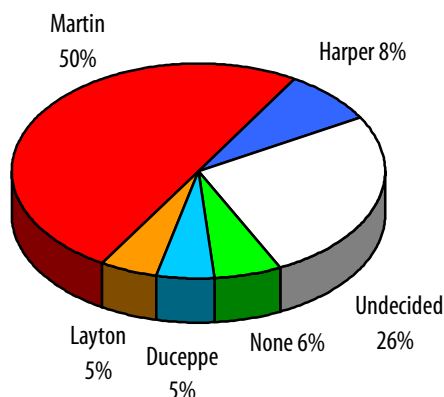
For more information on our full range of services please visit our website

www.sesresearch.com or contact:

Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com

BEST PM

QUESTION: *Of the following individuals, who do you think would make the best Prime Minister? [READ AND ROTATE]*



COMMENTARY

Although Paul Martin personally is very popular and the clear choice as Prime Minister, a significant number of voters consider the government performance as average (35%) or cannot form an opinion (26%).

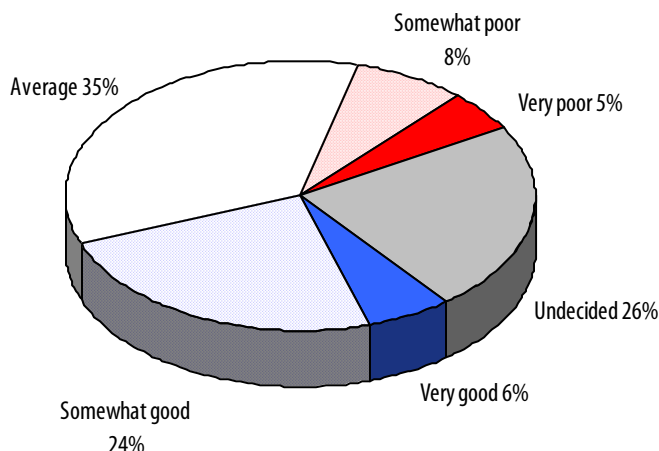
The fact that at the time of the Chretien resignation a series of key national issues remained unresolved or uncertain (same-sex marriage, decriminalization of marijuana, Canada-US relations) may lead to Liberal vulnerability on its performance and accomplishments.

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GOVERNMENT PERFORMANCE

QUESTION: *Would you describe the performance of the current Federal Liberal Government led by Prime Minister Paul Martin as very good, somewhat good, average, somewhat poor or very poor?*



Target Groups

(+/- index score)	VG	SG	Aver.	SP	VP
Atlantic	+1	+12	-7	+1	-3
Quebec	+4	-2	-1	0	+1
Ontario	-1	-2	+4	0	-1
West	-3	0	-1	0	0
Men	-1	+1	-2	+1	-1
Women	+1	-1	+1	0	0
18 to 29	-2	+3	+3	+1	-2
30 to 39	-2	+1	-2	+1	0
40 to 49	-1	0	+4	+1	+1
50 to 59	+2	-1	+2	-2	-1
60 plus	+5	-3	-8	-1	-1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +12 SG score for the Liberals in Atlantic Canada would indicate that 12% more Atlantic Canadians think the Liberals have done a somewhat good job compared to the national average. Considering the sample size of 1,000 voters, readers should focus on scores of +/-5 or greater.

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Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com