



Media Release

US Unilateralism Rejected - Bush Campaign Ineffective Canadians prefer peacekeeping over combat

Ottawa, February 20, 2003 - A national survey released by polling firm SES Canada Research Inc. and the Sun Media Group indicates that the Bush information campaign against Iraq has had virtually no impact on the opinions of Canadians. Canadians were asked their opinions on the issue of war with Iraq in both November 2002 and February 2003. In both waves of research 66% of respondents believed that Canada should not support the US without the approval of the United Nations (UN) in any military action against Iraq. Currently, 26% of Canadians would support Canadian involvement in a US-led unilateral action against Iraq (up 2%) and 8% of respondents were unsure (down 2%). Factoring the margin of accuracy, Canadian opinions remain unchanged.

A national telephone poll completed by SES Canada Research Inc. asked 1,000 Canadians the following question:

Some people think that [ROTATE OPTIONS] Canada should support the United States if it decides to unilaterally invade Iraq to topple Saddam Hussein because the US is our ally. Others think that we should not support our US ally without the approval of the United Nations. Which of these two opinions best reflects your view?

“The polling results must be disappointing to the Bush administration. They point to the fact that the US efforts in the media and at the United Nations have had no impact.

Canadians do not want their government to support a US unilateral action against Iraq,” noted Nikita Nanos, the President of polling firm SES Canada Research. “With two of every three voters on side nationally, Canadians clearly want any military action to function under the aegis of the United Nations.”

Canadians were also asked the following question about their general views on the role of Canada’s military overseas.

There has been considerable debate about the future role of Canada's military overseas. Some people think that [ROTATE] Canada should engage in peacekeeping missions only, other people think that Canada should engage in both peacekeeping missions and combat assignments. Which of these two opinions, if either, best reflects your view?



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One of every two Canadians (52%) would prefer that the military exclusively engage in peacekeeping for any overseas assignments. Another 40% of Canadians supported the military engaging in both peacekeeping and combat assignments while 8% were unsure. Voters in Quebec were the most likely to oppose US unilateralism (72%) and also to support an exclusively peacekeeping role for the military (62%). “Canadian perceptions on the role of the military and US unilateralism are consistent with a self image of being a peacekeeper,” stated Nikita 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 February 2nd and February 11th, 2003. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20. The margin of accuracy for sub-populations may be wider. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace.

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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Canada - US & Iraq - Canadian Military

Commentary

Polling data would indicate that the US information campaign on Iraq has had no impact on the opinions of Canadians over the past 90 days.

Two of every three Canadians remain opposed to Canadian participation in any unilateral US action against Iraq.

Factoring the margin of accuracy for the poll, Quebecers were the Canadians most likely to prefer UN approval.

2003Q1	UN only	Unsure	US Unilateral
All (1,000)	66	8	26
West (350)	63	13	25
Ontario (300)	69	5	26
Quebec (250)	72	6	22
Atlantic (100)	58	7	35

Commentary

A majority of Canadians would prefer that Canada's role remain as a peacekeeper only. Consistent with the findings on the potential Iraq conflict, Quebecers were the most likely to prefer that Canada's military engage in peacekeeping only. Ontarians and Atlantic Canadians were more likely to support a combination of peacekeeping and combat roles.

2003Q1	Peace-keeping	Unsure	Peace-k & Combat
All (1,000)	52	8	40
West (350)	53	8	39
Ontario (300)	47	6	46
Quebec (250)	62	8	30
Atlantic (100)	36	10	54

THE METHODOLOGY

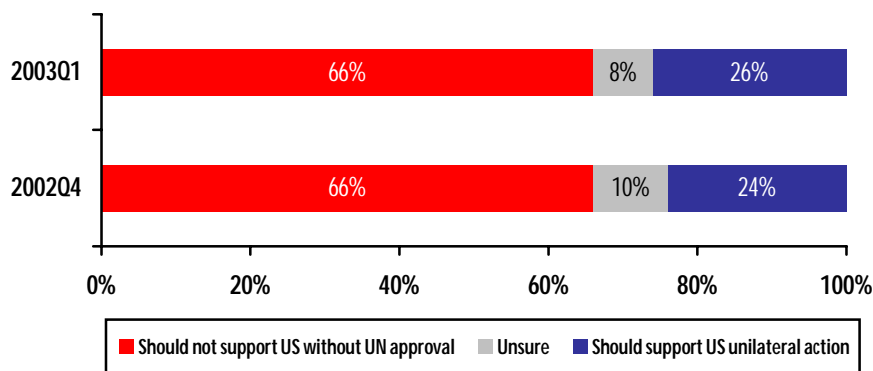
Between February 2nd and February 11th, 2003, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results of the survey are accurate \pm 3.1%, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

THE QUESTION - US Action in Iraq

Some people think that [ROTATE OPTIONS] Canada should support the United States if it decides to unilaterally invade Iraq to topple Saddam Hussein because the US is our ally. Others think that we should not support our US ally without the approval of the United Nations. Which of these two opinions best reflects your view?

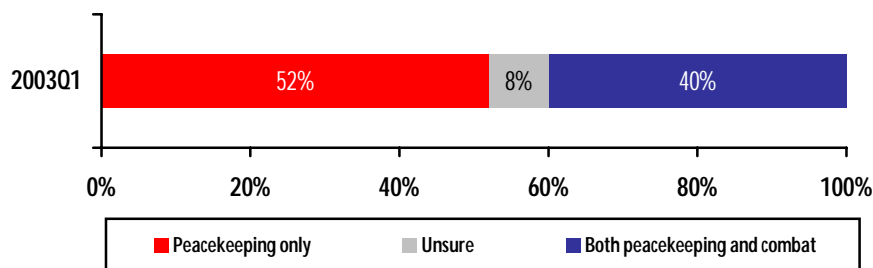
US Action in Iraq (N=1,000)



THE QUESTION - Canadian Military

There has been considerable debate about the future role of Canada's military overseas. Some people think that [rotate] Canada should engage in peacekeeping missions only, other people think that Canada should engage in both peacekeeping missions and combat assignments. Which of these two opinions, if either, best reflects your view?

Canada's Military Role Overseas (N=1,000)



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.400 or nnanos@sesresearch.com