



Media Release

Liberals Dominate – Opposition Parties Statistically Tied Canadians Want PM Resignation in November 2003

Ottawa – February 24, 2003 - A national survey of Canadians released by polling firm SES Canada Research Inc. and the Sun Media Group indicates that the federal Liberals continue to enjoy a 30 point lead over their nearest rival. The poll, conducted before the recent federal budget, indicates the three national opposition parties remain in a statistical tie with none being able to break away from the pack. The same poll asked Canadians when they thought Chrétien should resign as Prime Minister. A clear majority (56%) believe he should resign in November 2003 once a new Liberal Party leader is chosen.

Current SES polling among decided voters puts the federal Liberals at 48% (down 1%), the Progressive Conservatives (PCs) at 16% (no change), the NDP at 14% (up 1%), the Canadian Alliance (CA) at 13% (up 1%) and the Bloc Québécois at 7% (no change). Support for other parties came in at 2% and 20% of Canadians were undecided.

“With a 30 point lead, the federal Liberals’ primary preoccupation should be having a smooth leadership process,” stated Nikita Nanos, President of polling firm SES Canada Research Inc. “At this point, the federal Liberals need only worry that they defeat themselves through a negative or controversial leadership selection process.”

The Liberals lead in all regions of the country. The PCs are second in Atlantic Canada and Ontario, the CA is second in the West and the BQ is second in Quebec. Over the past year the NDP have managed to increase its support nationally from 10% to 14%. Support for the PCs and BQ has remained steady while the Canadian Alliance has dropped from 19% to 13%.

In the same poll, 56% of Canadians believed that Jean Chrétien should step down as Prime Minister in November 2003 after a Liberal Party leadership convention. Thirty-four per cent said Chrétien should stay on until February 2004 and another 10% were unsure. Interestingly, although all age groups favoured the earlier resignation date, Canadians under 30 were the group most likely to favour February 2004 resignation (Canada – 34%, under 30 – 46%). This contrasts to Canadian over 60 who were the most



Media Release

likely to favour a resignation once a new Liberal Party leader was selected (Canada – 56%, 60 and over – 69%).

“A generational gap clearly exists on this issue with young Canadians more willing to support a February 2004 resignation while Canadians over 60 wanting an earlier Chrétien exit,” 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. 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.

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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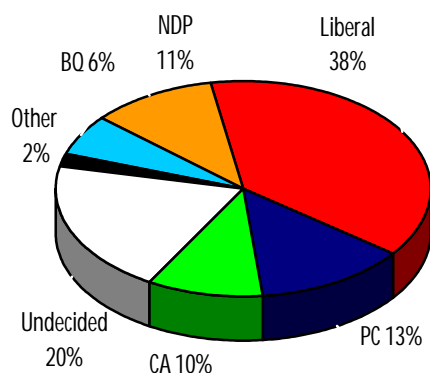
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THE BALLOT (committed & undecided)



Decided (%) Feb-03 Oct-02 Jul-02

Liberal	▼ 47.8	48.6	46.4
CA	▲ 12.9	12.0	17.8
PC	▲ 16.4	16.2	12.1
NDP	▲ 13.7	12.5	11.6
BQ	▲ 7.3	6.6	8.2

COMMENTARY

Over the past year, the governing Liberals have been able to maintain a 30 point margin on their nearest opposition challenger. Factoring the margin of accuracy of the national poll, the Progressive Conservative, New Democrat and Canadian Alliance parties are in a virtual tie.

The NDP have realized some improvement in support over time but CA support has declined. Although the PC leadership process has begun, it has had no impact on PC support.

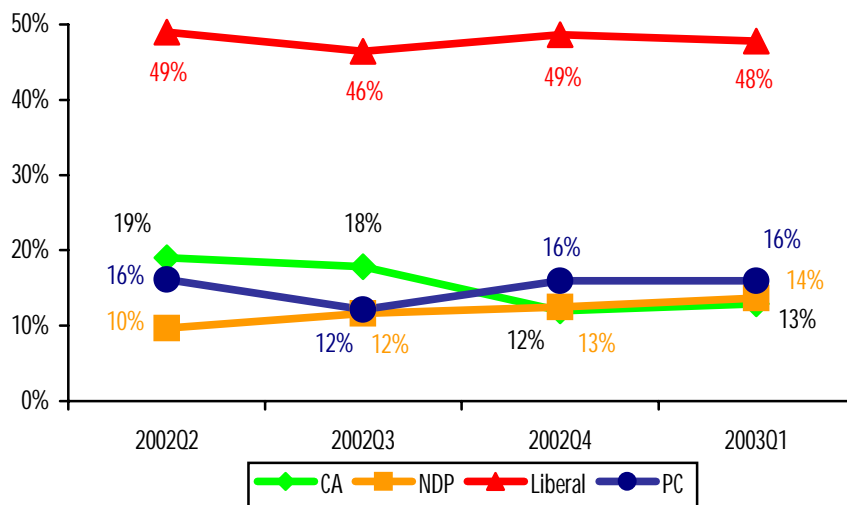
The Liberals lead in all regions. The PCs are in second in Atlantic Canada and Ontario, the Bloc second in Quebec and the Canadian Alliance second in the West.

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 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)



Target Groups (+/- index score)

	LIB	CA	PC	NDP	BQ	Und
Atlantic	+8	-10	+12	+1	-6	-3
Quebec	-1	-8	-3	-5	+18	0
Ontario	+11	-1	-1	-3	-6	+1
West	-10	+11	0	+5	-6	-1
Men	0	+3	+2	-2	0	-3
Women	0	-2	-2	+2	0	+3
18 to 29	+2	-5	-2	0	+1	+4
30 to 39	+5	-1	-4	+1	+2	-1
40 to 49	-4	+1	+8	-1	-1	-2
50 to 59	-1	-1	-1	+3	+1	0
60 plus	0	+8	+1	-3	-3	-2

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +12 score for the Liberals in Atlantic Canada would indicate that their support is 12% higher in Atlantic Canada than the national average. Considering the sample size of 1,000 voters, readers should focus on score 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.

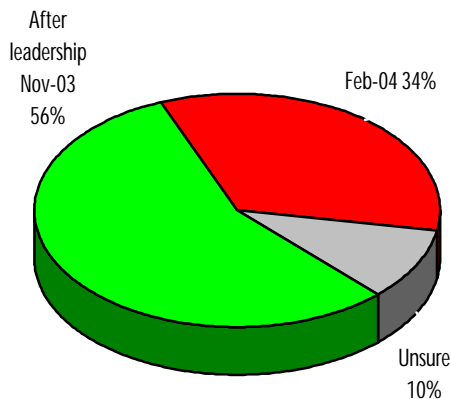
For more information on our full range of services please visit our website

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Canada – Timing of PM Resignation

■ Timing of PM Resignation (N=1,000)



■ COMMENTARY

Overall, more than one of every two Canadians (56%) would prefer that Prime Minister Jean Chrétien resign immediately following the Liberal Leadership Convention in November 2003.

Even a majority of committed Liberal voters (52%) would support a November resignation while 42% would accept a February 2004 resignation. Canadian Alliance and BQ supporters were the voters most likely to support a November resignation.

An interesting trend also occurs along age groups. Canadians under 30 were more likely to accept a February 2004 resignation while Canadians over 60 were the most likely to prefer the earlier resignation.

■ 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

As you may know, Jean Chrétien announced plans to retire in February 2004 three months after the Liberals select a new party leader in November 2003. Should Jean Chrétien [rotate] remain as Prime Minister until February 2004 as he prefers or should he resign in November 2003 once a new Liberal party leader is chosen?

Target Groups (+/- index score)	After convention November 2003	February 2004	Unsure
Atlantic	+2	-6	+4
Quebec	+2	-2	0
Ontario	-5	+8	-3
West	+1	-4	+2
Men	+4	-4	0
Women	-5	+4	+1
18 to 29	-12	+12	+1
30 to 39	-3	-1	+5
40 to 49	+3	-2	-1
50 to 59	0	0	+1
60 plus	+13	-9	-4
Liberal voters	-4	+8	-4
CA voters	+18	-15	-3
PC voters	+4	-3	-1
NDP voters	+7	-7	0
BQ voters	+12	-3	-8
Undecided	-14	-2	+16

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +13 score noted above among voters over 60 indicates that they are 13 per cent more likely to support having the Prime Minister resign after the leadership compared to the average Canadian voter. Readers should focus on scores greater than +/-5.

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