



Media Release

Harper Preferred Leadership Candidate One Third of Canadians Still Unsure

Ottawa – February 5, 2004 – A national survey of Canadians released by polling firm SES Canada Research Inc. indicates that Stephen Harper leads both Belinda Stronach and Tony Clement as the preferred candidate to lead the new Conservative Party of Canada. SES tested the support of the candidates by two means. First, it measured support based on their respective candidate profile (without names). Then support was measured prompting Canadians with the names of the respective candidates. In both cases Stephen Harper was the first ranked preference. Profile testing without names allows one to minimize bias resulting from differing levels of name recognition

Question – Profile Testing without Name

As you may know the Conservative Party is having a leadership race. I am going to read a description of three different candidate profiles and I like you to rank them from one to three with “1” being your first preference, “2” your second preference and “3” your third preference, [rotate descriptions]

Ranked First

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..... 41%

A male candidate who was a former Ontario provincial cabinet minister and very active in politics in Ontario who speaks both French and English..... 26%

A female candidate who was the successful chief executive officer of one of Canada’s largest companies, who have never been elected to office who does not speak French. 20%

Unsure..... 12%

As you may know, [rotate] Tony Clement, Stephen Harper and Belinda Stronach are candidates to be the next leader of the united Conservative Party of Canada. Of these three individuals who would you prefer to be the next leader of the Conservative Party of Canada.

Harper..... 27%
Stronach..... 20%
Clement..... 13%
None..... 4%
Unsure..... 36%



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Polling indicates that on the ballot question with the candidate names, Stronach ranks as the second choice (20%) ahead of Clement (13%). However, testing on the candidate profiles without names indicates that Clement would be the second choice among Canadians (Clement 26%, Stronach 20%).

“Polling indicates that support for Tony Clement could ramp up if he could increase his profile,” according to SES President Nikita Nanos. “In either scenario, however, Harper is currently the first choice among Canadians. The fact that more than one of every three Canadians (36%) are unsure is indicative of the fact that the leadership process is still at an early phase and many opinions of the contender are unformed.”

Readers should note that SES polled eligible voters across Canada and the survey should not be considered an indicator of the opinions of members of the Conservative Party of Canada but of Canadians at large. 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 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.

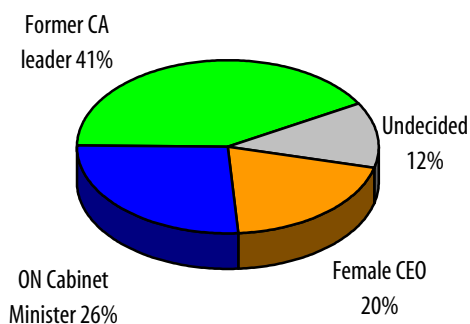
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Media inquiries:

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

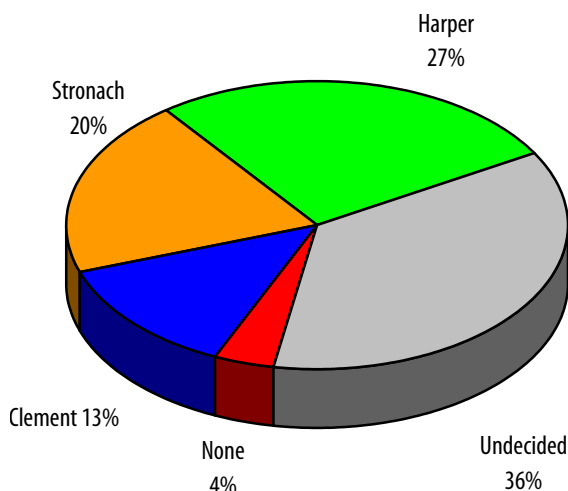
LEADER PROFILE – FIRST RANKED PREFERENCE

- ⊕ *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