



# Media Release

## Federal Grits Still Ride High NDP Pick-up Something to Watch

Ottawa – September 13, 2003 – A national survey of Canadians released by polling firm SES Canada Research Inc. indicates that the federal Liberals still have a commanding lead over all opposition parties but that the NDP made a small but noticeable improvement in support.

Current SES polling among decided voters puts the federal Liberals at 46% (down 6%), the Progressive Conservatives (PCs) at 19% (up 1%), the NDP at 15% (up 5%), the Canadian Alliance (CA) at 13% (up 1%) and the Bloc Quebecois at 8% (up 1%). Twenty percent of Canadians were undecided in the most recent wave of SES polling.

“In our current wave of longitudinal tracking the Liberals dropped six points and the NDP picked up five points,” stated Nikita Nanos, President of polling firm SES Canada Research Inc.

According to Nanos, “A number of factors could be at play including Jack Layton’s appeal to New Democratically minded voters who have been parking with the Liberals. His positions on the Iraq War and same-sex marriage send a message that he is clearly staking out his position on Canada’s left. Another factor may be the imminent selection of Paul Martin as the next leader of the Liberal Party of Canada. Left-wing Liberals will be closely watching the direction Paul Martin takes the Liberal Party.”

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 24<sup>th</sup> and September 2<sup>nd</sup>, 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.



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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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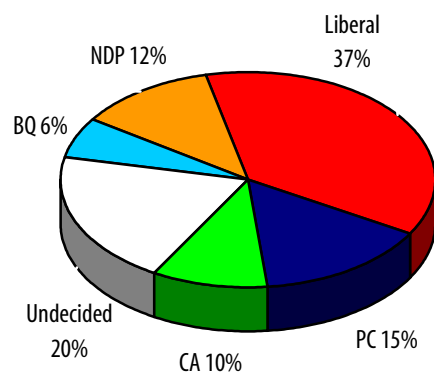
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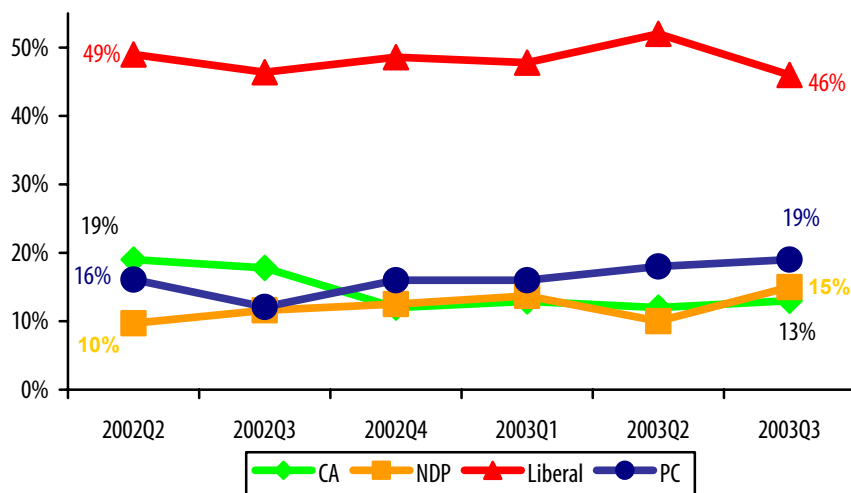
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### THE BALLOT (committed & undecided)



### LONGITUDINAL BALLOT TRACKING (committed only)



### COMMENTARY

The Liberal's continue to enjoy a comfortable 25 30 point margin over their nearest challenger. Of note is the fact that Liberal support has declined 6 points in the past 90 days and that NDP support has risen 5 points over the same period. Jack Layton's position on the Iraq War and same-sex marriage may be appealing to left wing Liberals.

Support for both the Canadian Alliance and the Progressive Conservatives remains relatively consistent over the past 90 days with both parties registering a one point increase in support.

#### Target Groups (+/- index score)

	LIB	CA	PC	NDP	BQ	Und
Atlantic	0	-9	+20	+5	-6	-11
Quebec	+5	-9	-10	-10	+19	+5
Ontario	+8	-3	+2	0	-6	-1
West	-11	+12	-1	+5	-6	+1
Men	+1	+1	0	-2	+1	0
Women	-1	0	0	+1	0	+1
18 to 29	-1	-4	-6	+3	+2	+6
30 to 39	+5	0	+1	+1	-1	-4
40 to 49	0	+4	-1	-2	+2	-3
50 to 59	-3	-1	+6	-2	-1	+1
60 plus	-2	-1	+1	-1	-1	+1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +20 score for the PCs in Atlantic Canada would indicate that their support is 20% 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.

### THE METHODOLOGY

Between August 24<sup>th</sup> and September 2<sup>nd</sup>, 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.

### 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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