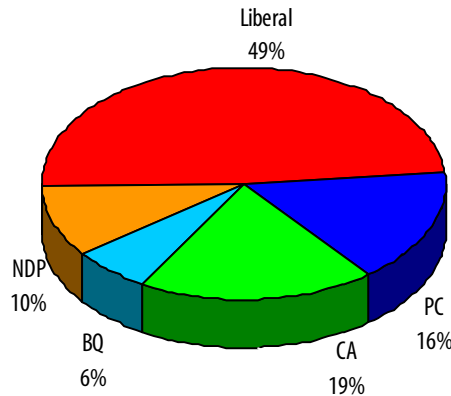


### THE BALLOT (committed voters only)

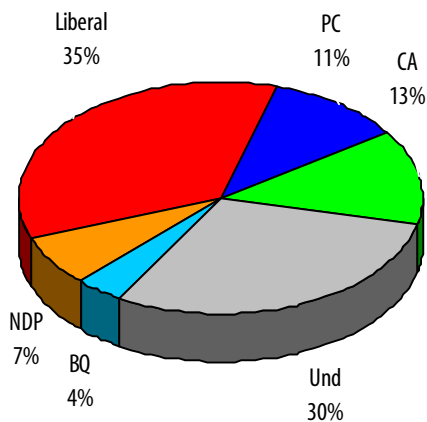


### Decided (%) Apr-02 2000\* 1997\*

Party	Change	Apr-02 2000*	2000*	1997*
Liberal	▲	49.0	40.8	38.5
CA	▼	19.0	25.5	19.4
PC	▲	16.1	12.2	18.8
NDP	▲	9.7	8.5	11.0
BQ	▼	6.3	10.7	10.7

\* Federal Election

### THE BALLOT (all)



### THE METHODOLOGY

Between April 20<sup>th</sup> and April 24<sup>th</sup>, 2002, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters. 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.

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

Target Groups	LIB	CA	PC	NDP	BQ	Und
Atlantic	+6	-1	+3	-2	-4	-2
Quebec	+3	-10	-5	-6	+13	+5
Ontario	+7	+2	+2	-2	-4	-4
West	-11	+7	+2	+6	-4	-1
Men	+1	-1	+3	0	+2	-4
Women	-2	+2	-2	0	-1	+3
18 to 29	-2	+1	-3	+1	+1	+2
30 to 39	+2	0	+1	-2	+2	-2
40 to 49	+2	-3	+1	0	+1	-1
50 to 59	0	+2	0	+2	-1	-2
60 plus	-5	+3	+3	0	-1	+1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +13 score for the BQ in Quebec would indicate that their support is 13% higher in Quebec than their national average. Considering the sample size of 1,000 voters, readers should focus on score of +/-5 or greater.

### COMMENTARY

A review of the SES polling data would indicate that the Liberals currently have a comfortable lead over the opposition parties. Liberal support exceeds that registered in the last federal election by nine percentage points.

Apart from the Liberals, the PCs and the NDP are the only two other parties to realize an increase in support compared to the 2000 Federal Election. Support for the Canadian Alliance (CA) at the time of the survey was lower than their 2000 election results and comparable to their support in 1997.

Generally, the Liberals do not perform as well in the West as they do in the rest of Canada and the CA support in Quebec is below their national average.

Currently, almost three of every ten eligible voters are undecided. This level of undecided could be a result of a general indifference with the federal political scene and the performance of the Liberal government. For example, SES polling data indicates that only 30% of Canadians would describe the performance of the federal Liberal government as very/somewhat good.

### 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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