Liberals Lead by Nine Points
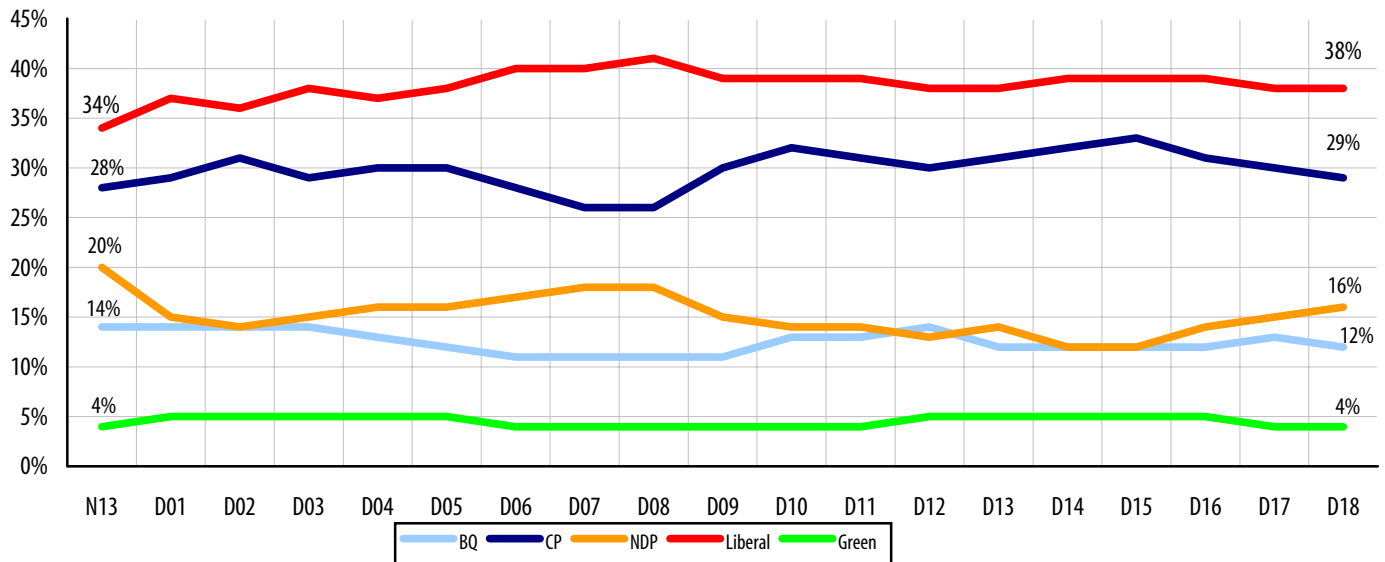
FIRST RANKED BALLOT (N=1,200 Canadians, 970 decided voters)

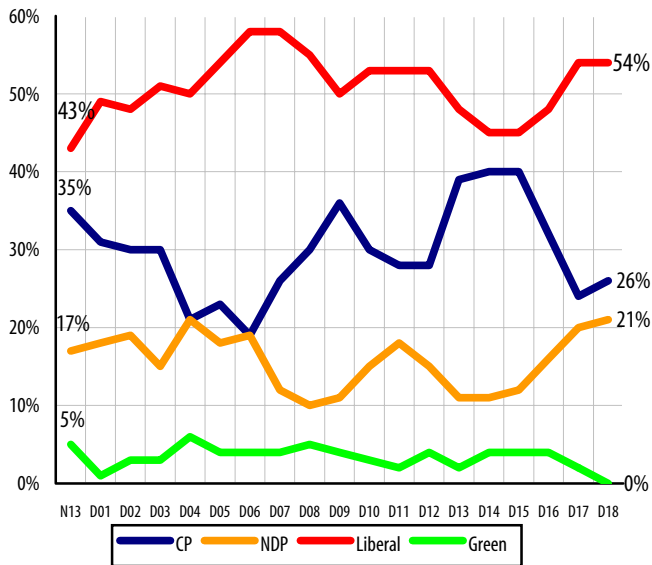## REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18
	%	%	%	%	%	%	%	%	%	%
Liberal	38	38	54	54	26	32	44	46	34	32
Conservative	30	29	24	26	10	10	33	32	43	42
NDP	15	16	20	21	8	7	18	19	16	19
BQ	13	12	-	-	53	49	-	-	-	-
Green	4	4	2	-	3	2	4	3	6	7
Accuracy	±3.2%	±3.2%	±10.0%	±10.2%	±6.6%	±6.4%	±5.8%	±5.9%	±5.4%	±5.4%
Undecided	19	19	17	20	22	18	18	21	18	17

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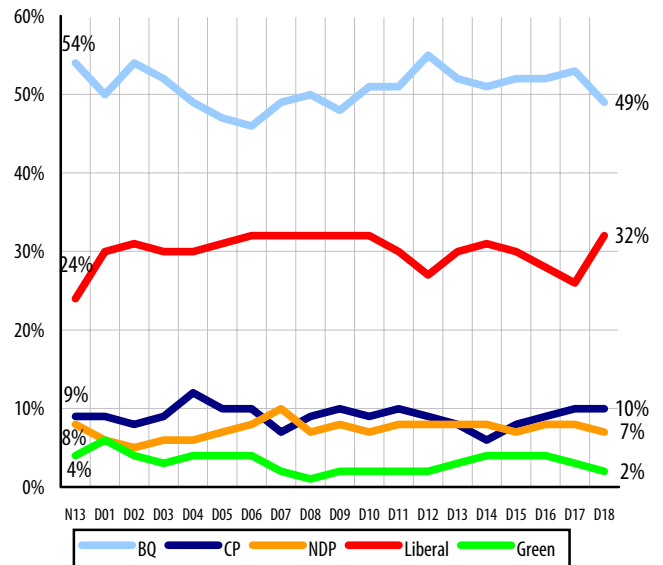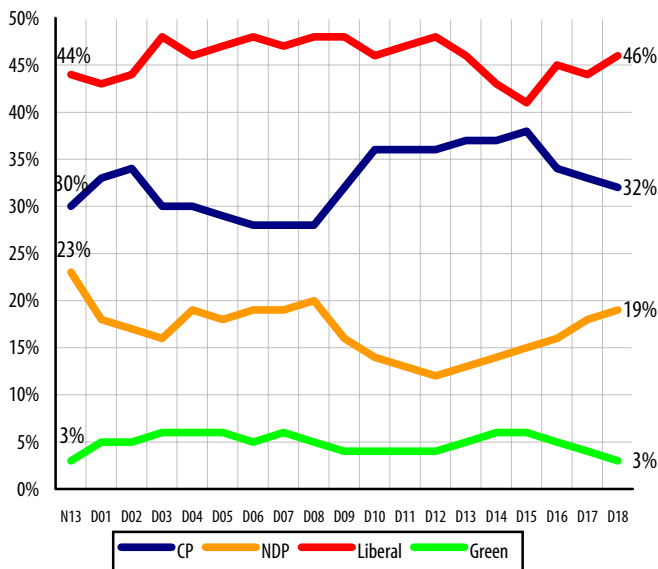
Upward Pressure on NDP Support Outside of Quebec

cpac -ses- NIGHTLY TRACKING

ATLANTIC CANADA (Decided Voters, Accuracy ±10)
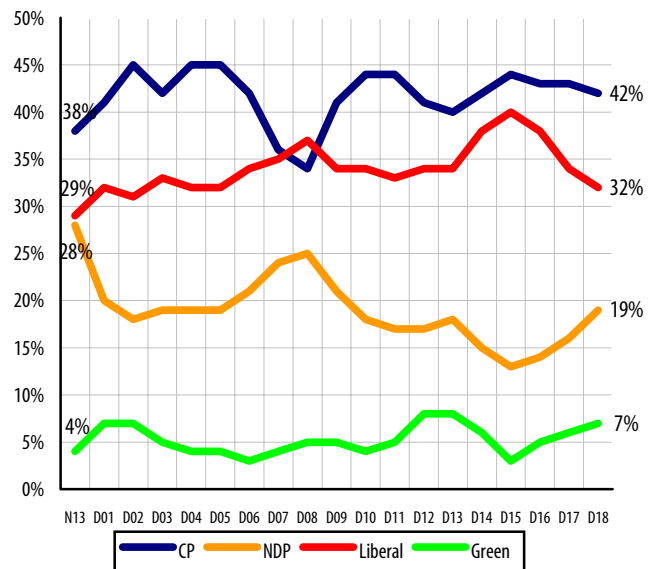

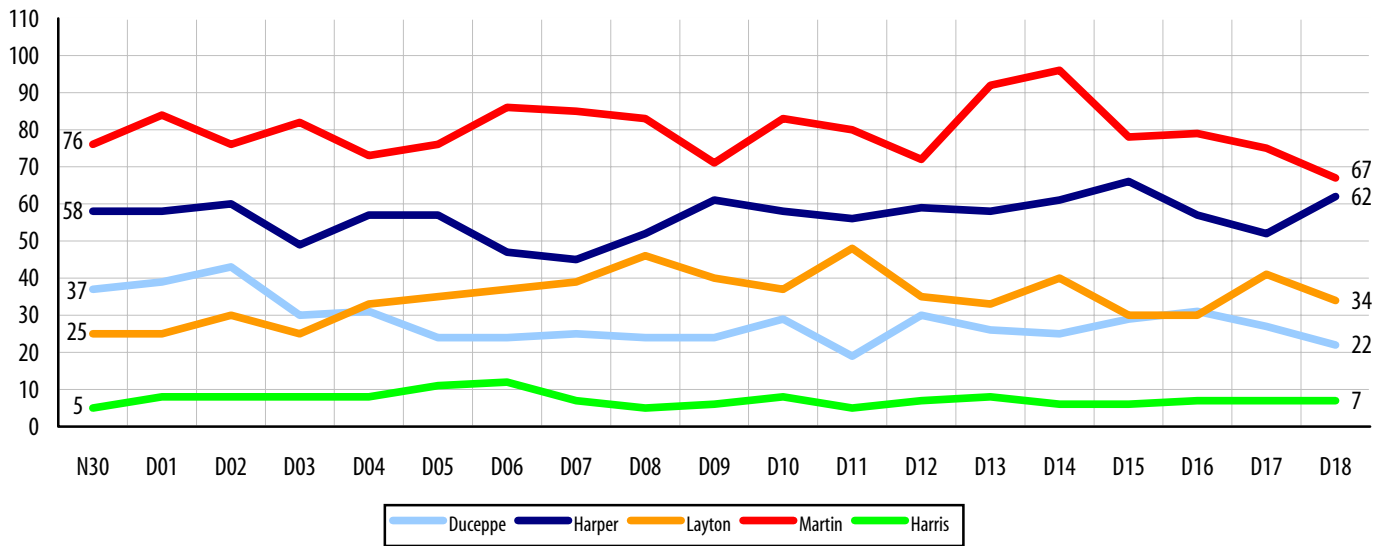## QUEBEC (Decided Voters, Accuracy ±6)

ONTARIO (Decided Voters, Accuracy ±6)

WESTERN CANADA (Decided Voters, Accuracy ±5)

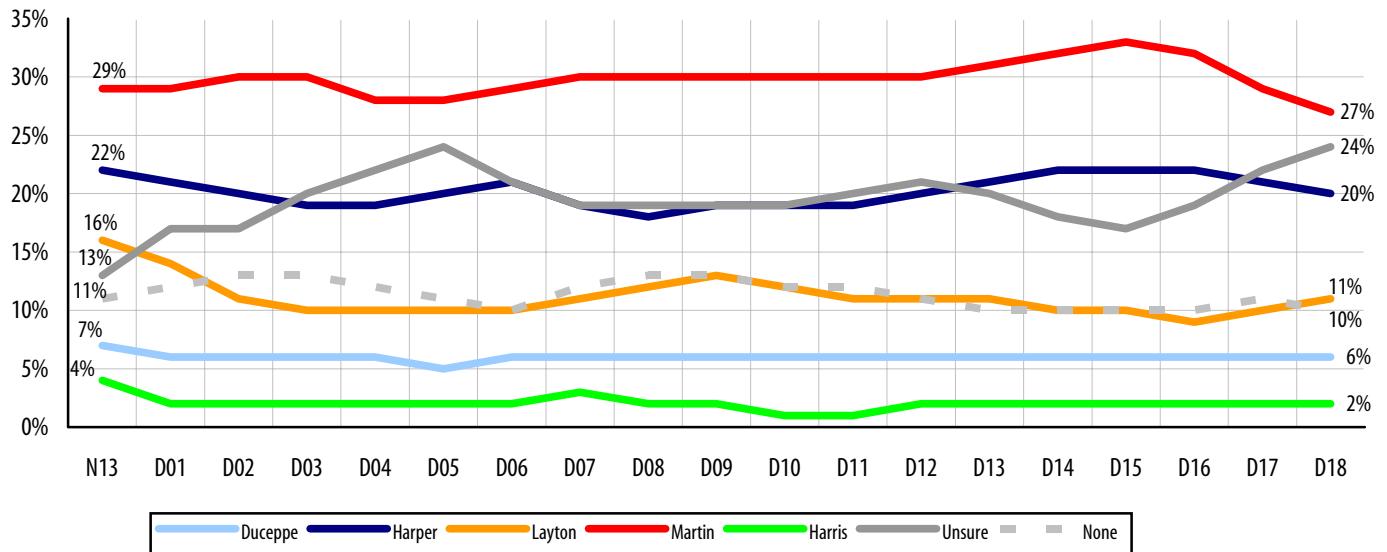# Leadership Index: Gap between Martin and Harper Closes

LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18
	%	%	%	%	%	%		
Paul Martin	17	17	31	29	27	21	75	67
Stephen Harper	16	19	16	19	20	24	52	62
Gilles Duceppe	10	9	11	10	6	3	27	22
Jack Layton	20	17	9	7	12	10	41	34
Jim Harris	3	3	1	1	3	3	7	7
None of them	17	16	12	12	11	12	40	40
Undecided	18	18	20	22	21	27	59	67
Accuracy	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%		

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Best PM: Unsure Hits 24% Post Debate

BEST PRIME MINISTER (N=1,200 Canadians)

REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18	Dec 17	Dec 18
	%	%	%	%	%	%	%	%	%	%
Martin	29	27	44	40	22	23	23	22	35	29
Harper	21	20	13	12	10	9	27	27	25	26
Duceppe	6	6	2	1	24	21	1	1	1	1
Layton	10	11	13	17	12	14	12	11	7	8
Harris	2	2	1	1	1	1	3	3	1	2
None	11	10	11	11	14	11	13	12	6	6
Undecided	22	24	17	20	17	21	22	25	26	27
Accuracy	± 2.9%	± 2.9%	± 9.2%	± 9.2%	± 5.8%	± 5.8%	± 5.3%	± 5.3%	± 4.9%	± 4.9%

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METHODOLOGY

CPAC Questions

1. If a FEDERAL election were held today, could you please rank your top two current local voting preferences? (First ranked reported)
2. Are you currently leaning towards any particular FEDERAL party, and if you are, which party would that be?

Currently (rotate), Paul Martin is the leader of the federal Liberal Party, Stephen Harper is the leader of the Conservative Party of Canada, Jack Layton is the leader of the federal NDP, Gilles Duceppe is leader of the Bloc Quebecois and Jim Harris is leader of the federal Green Party.
3. Which of the federal leaders would you best describe as the most trustworthy leader?
4. Which of the federal leaders would you best describe as the most competent leader?
5. Which of the federal leaders would you best describe as the leader with the best vision for Canada?
6. Based on what you know about the federal party leaders and their performance during the election campaign up until today, who do you think would make the best Prime Minister?

Methodology

A national random telephone survey is conducted nightly by SES Research throughout the campaign. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of accuracy is $\pm2.9\%$, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2001 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which SES is a member.

Leadership Index Score Methodology

Every day, SES will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trustworthy, competence, vision). For example, on November 30th (N30), Jim Harris received a Leadership Index Score of 5 because 2% of Canadians identified Jim Harris as the most trustworthy leader, 1% said he was the most competent and 2% said he had the best vision for Canada.

The Leadership Index Score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by SES, the leadership index score will not be based on a three-day rolling sample. It will be reported from results the evening before. This will allow SES to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

About SES

Established in 1987, SES Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.sesresearch.com.

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