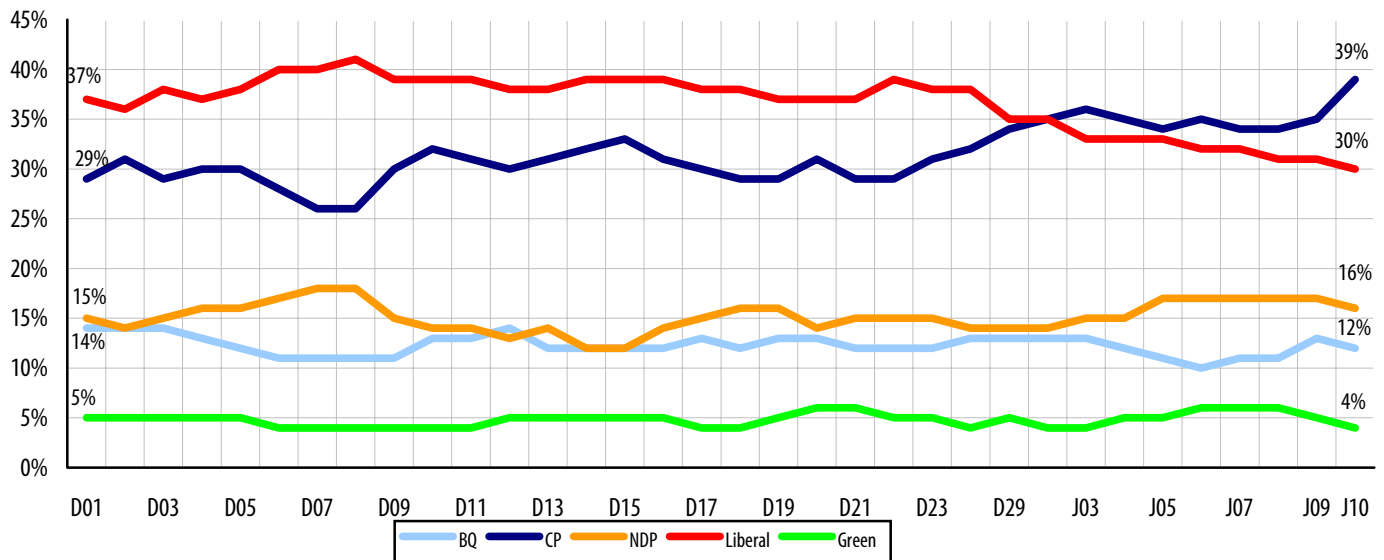# Conservatives Ahead by Nine Points

FIRST RANKED BALLOT (N=1,200 Canadians, 1,028 decided voters)

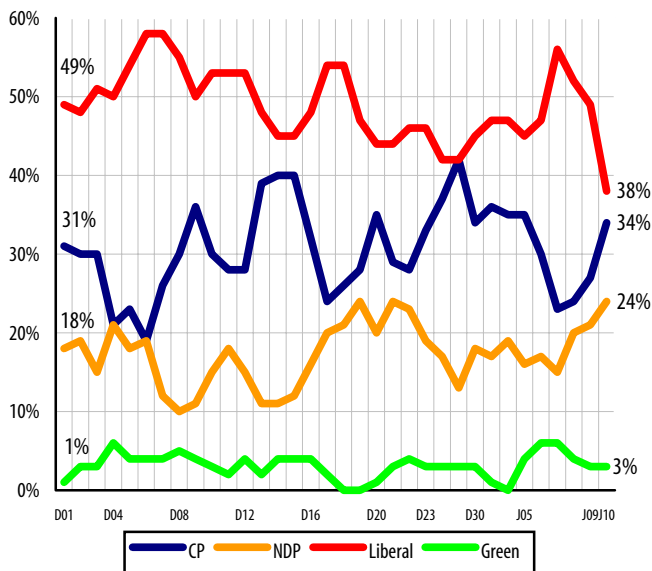## REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10
	%	%	%	%	%	%	%	%	%	%
Conservative	35	39	27	34	16	21	42	44	43	47
Liberal	31	30	49	38	18	18	38	37	29	29
NDP	17	16	21	24	9	8	17	15	22	19
BQ	13	12	-	-	53	50	-	-	-	-
Green	5	4	3	3	4	3	4	4	7	5
Accuracy	±3.1%	±3.1%	±10.1%	±10.1%	±6.4%	±6.5%	±5.7%	±5.6%	±5.2%	±5.2%
Undecided	15	14	16	17	20	20	14	12	13	11

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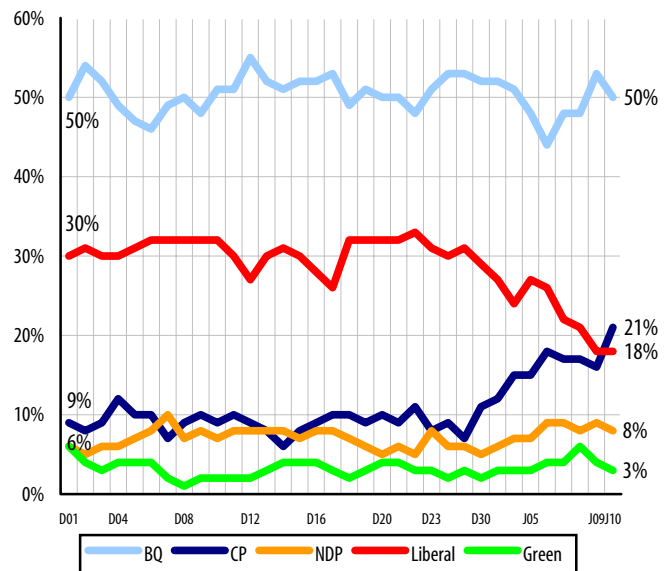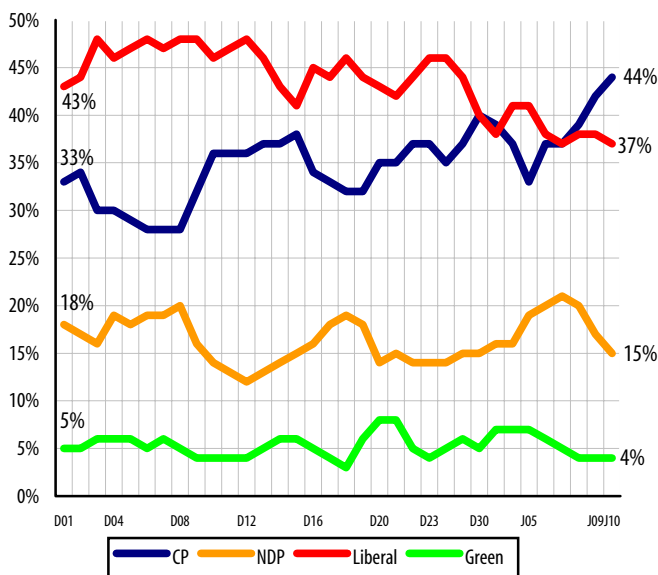
Conservatives Take Seven Point Lead in Ontario

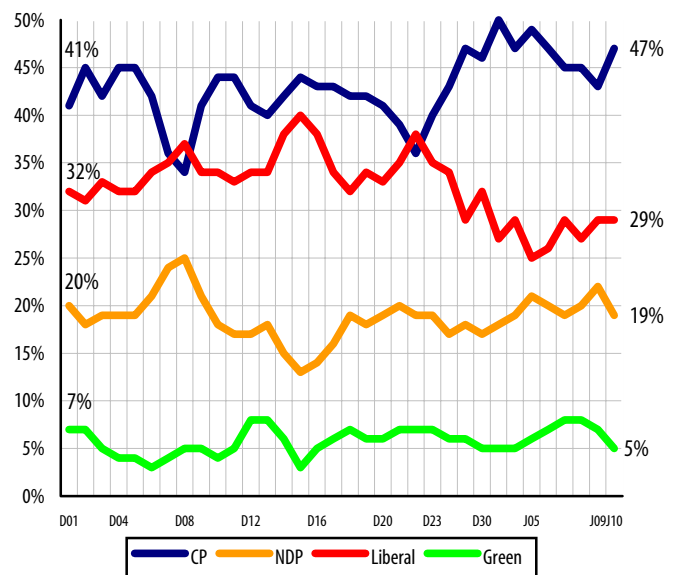## ATLANTIC CANADA (Decided Voters, Accuracy ±10)

QUEBEC (Decided Voters, Accuracy ±6)

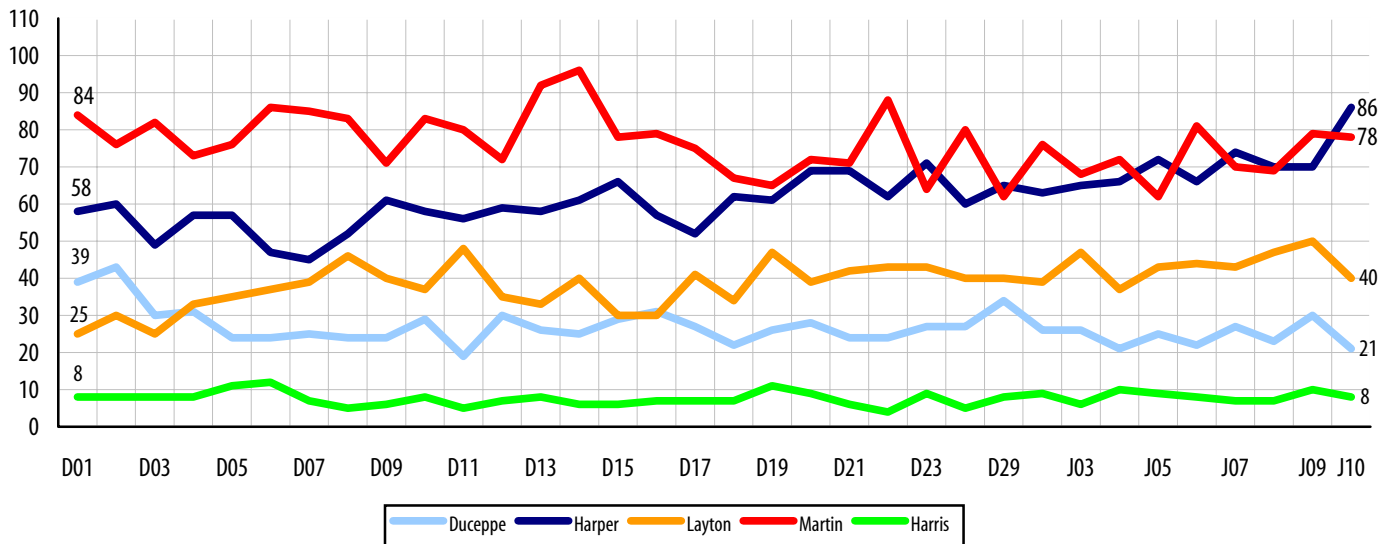
ONTARIO (Decided Voters, Accuracy ±6)

WESTERN CANADA (Decided Voters, Accuracy ±5)

Harper Gets Debate Performance Bounce

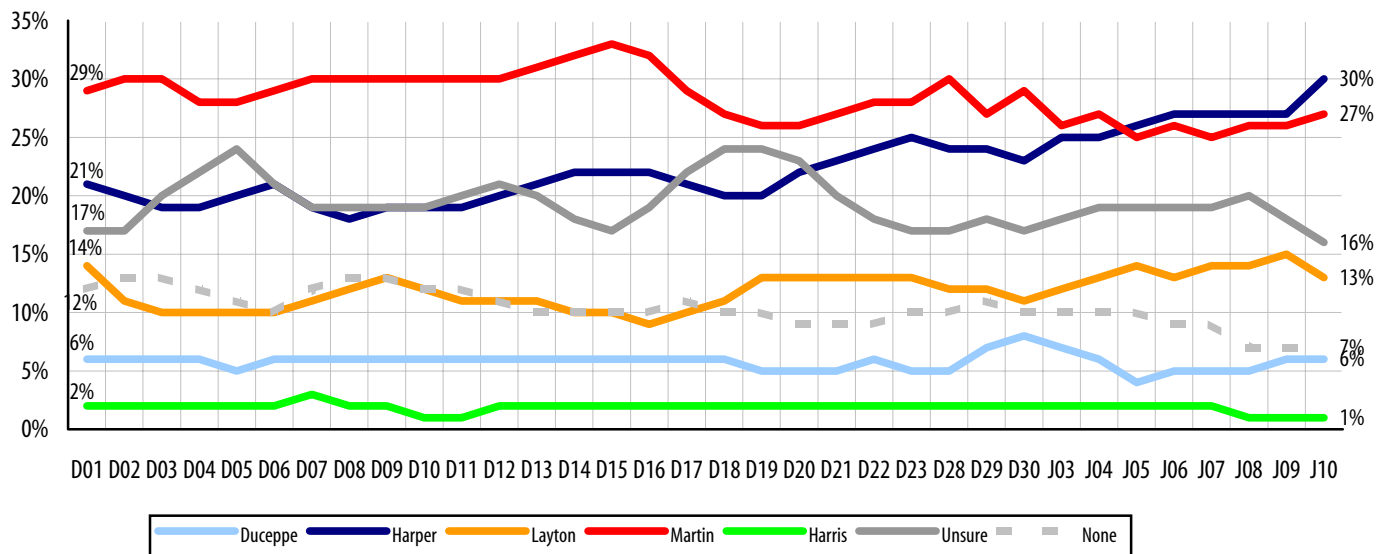**cpac -SES- NIGHTLY TRACKING**

LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10
	%	%	%	%	%	%		
Paul Martin	21	21	31	30	27	27	79	78
Stephen Harper	21	26	23	28	26	32	70	86
Gilles Duceppe	12	9	11	7	7	5	30	21
Jack Layton	21	18	13	11	16	11	50	40
Jim Harris	3	3	3	2	4	3	10	8
None of them	12	13	7	8	6	8	25	29
Undecided	11	10	13	14	14	15	38	39
Accuracy	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%		

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Best PM: Harper Edges Out Martin

BEST PRIME MINISTER (N=1,200 Canadians)

Legend: Duceppe | Harper | Layton | Martin | Harris | Unsure | None

REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10	Jan 9	Jan 10
	%	%	%	%	%	%	%	%	%	%
Martin	26	27	36	31	16	16	35	38	24	24
Harper	27	30	21	25	25	26	25	26	32	37
Duceppe	6	6	1	2	18	19	2	2	2	2
Layton	15	13	14	15	13	10	13	13	17	16
Harris	1	1	-	-	1	1	2	2	1	2
None	7	7	3	4	10	11	7	7	6	4
Undecided	18	16	25	23	17	18	17	12	18	15
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 <u>local</u> 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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