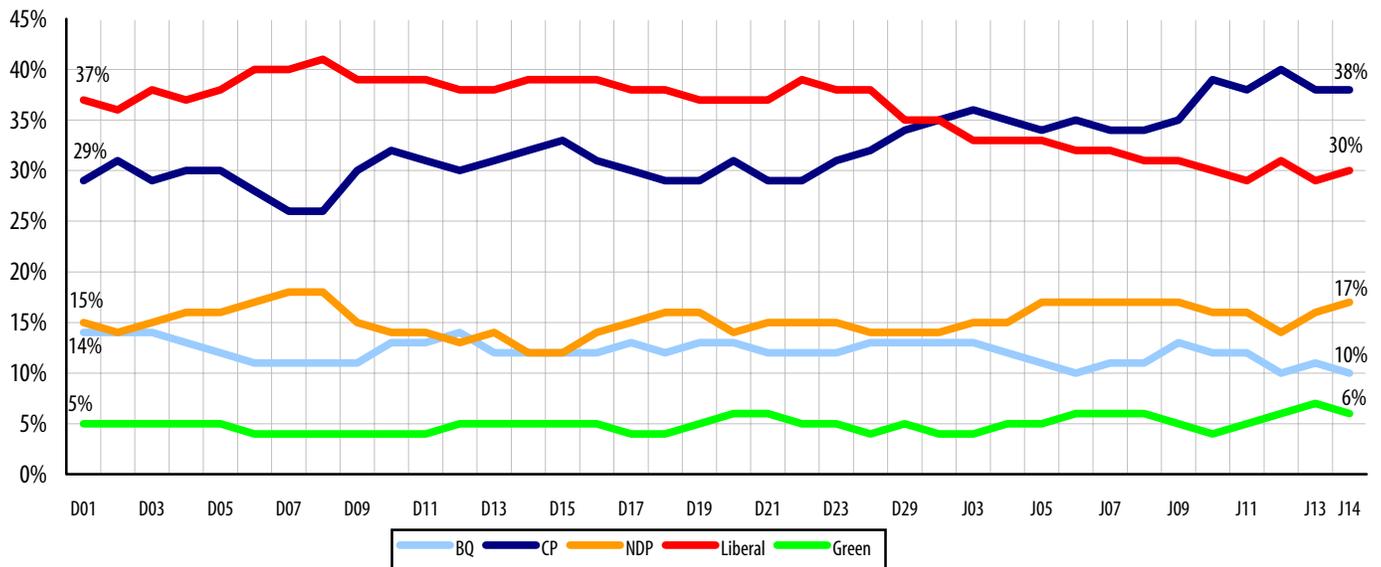# Conservatives Lead by Eight Points

FIRST RANKED BALLOT (N=1,200 Canadians, 1,035 decided voters)

## REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14
	%	%	%	%	%	%	%	%	%	%
Conservative	38	38	40	39	24	24	38	37	45	46
Liberal	29	30	42	37	17	20	33	34	31	31
NDP	16	17	16	22	6	7	21	24	16	14
BQ	11	10	-	-	48	45	-	-	-	-
Green	7	6	3	2	4	4	7	6	8	8
Accuracy	±3.1%	±3.1%	±9.9%	±10.1%	±6.5%	±6.5%	±5.6%	±5.6%	±5.2%	±5.1%
Undecided	14	14	14	18	21	20	11	12	12	11

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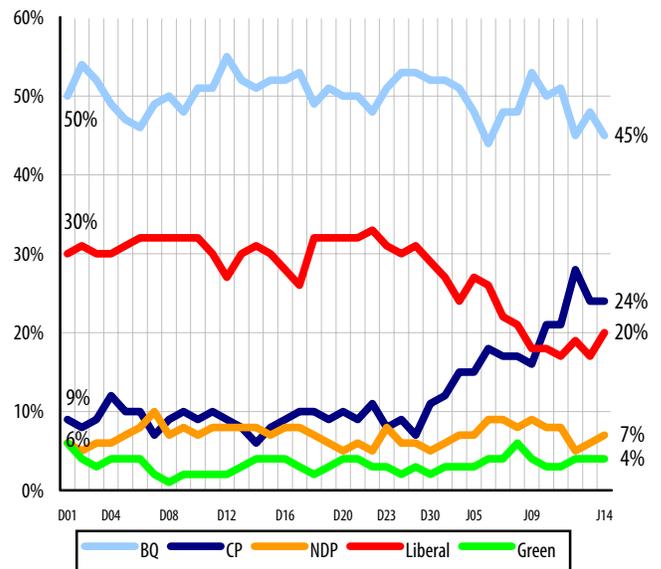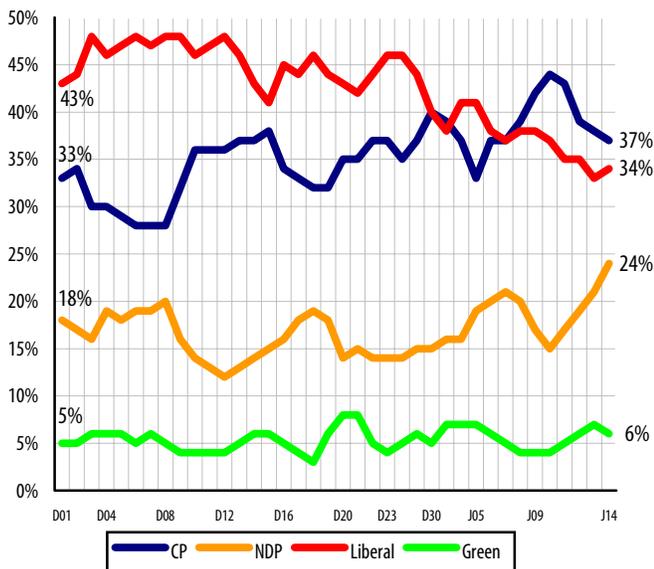
NDP Support Moving up in Ontario

cpac -ses- NIGHTLY TRACKING

ATLANTIC CANADA (Decided Voters, Accuracy ±10)

Legend: CP | NDP | Liberal | Green
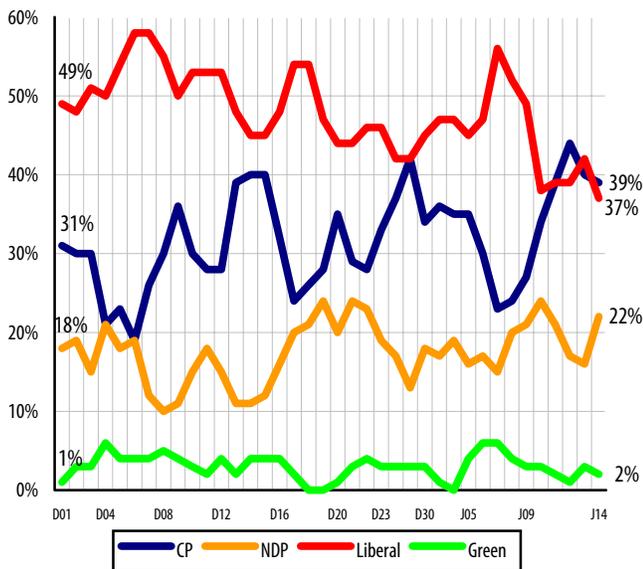
QUEBEC (Decided Voters, Accuracy ±6)

Legend: BQ | CP | NDP | Liberal | Green

ONTARIO (Decided Voters, Accuracy ±6)

Legend: CP | NDP | Liberal | Green

WESTERN CANADA (Decided Voters, Accuracy ±5)

Legend: CP | NDP | Liberal | Green
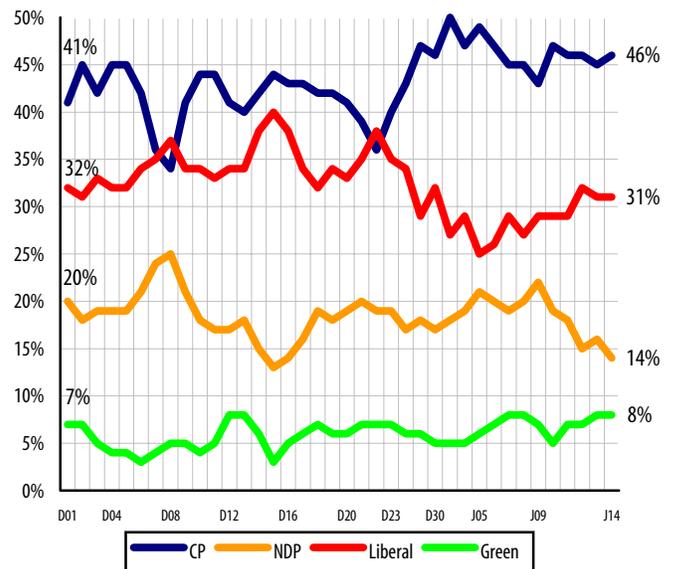
Performance Index: Harper Ahead by 19 Points

cpac -ses- NIGHTLY TRACKING
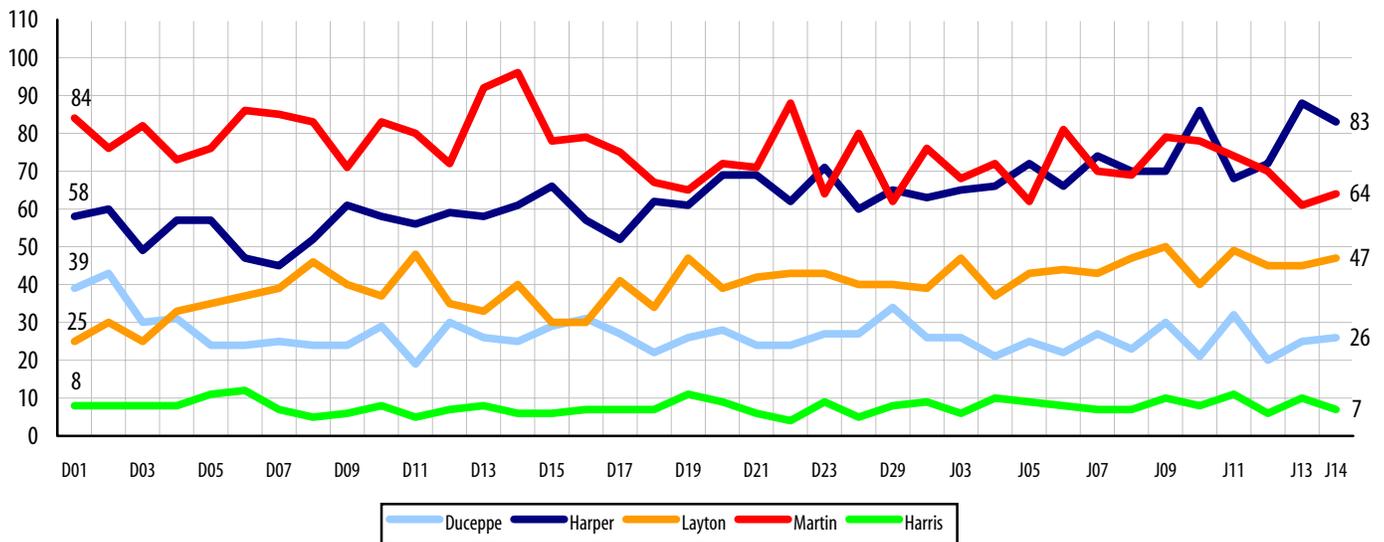
LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14
	%	%	%	%	%	%		
Paul Martin	16	17	23	25	22	22	61	64
Stephen Harper	28	26	28	27	32	30	88	83
Gilles Duceppe	11	12	11	8	3	6	25	26
Jack Layton	18	18	12	13	15	16	45	47
Jim Harris	3	3	3	2	4	2	10	7
None of them	14	12	9	7	10	6	33	25
Undecided	10	12	14	18	15	17	39	47
Accuracy	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%	±5.0%		

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Best PM: Harper Widens Advantage to Eight Points

BEST PRIME MINISTER (N=1,200 Canadians)
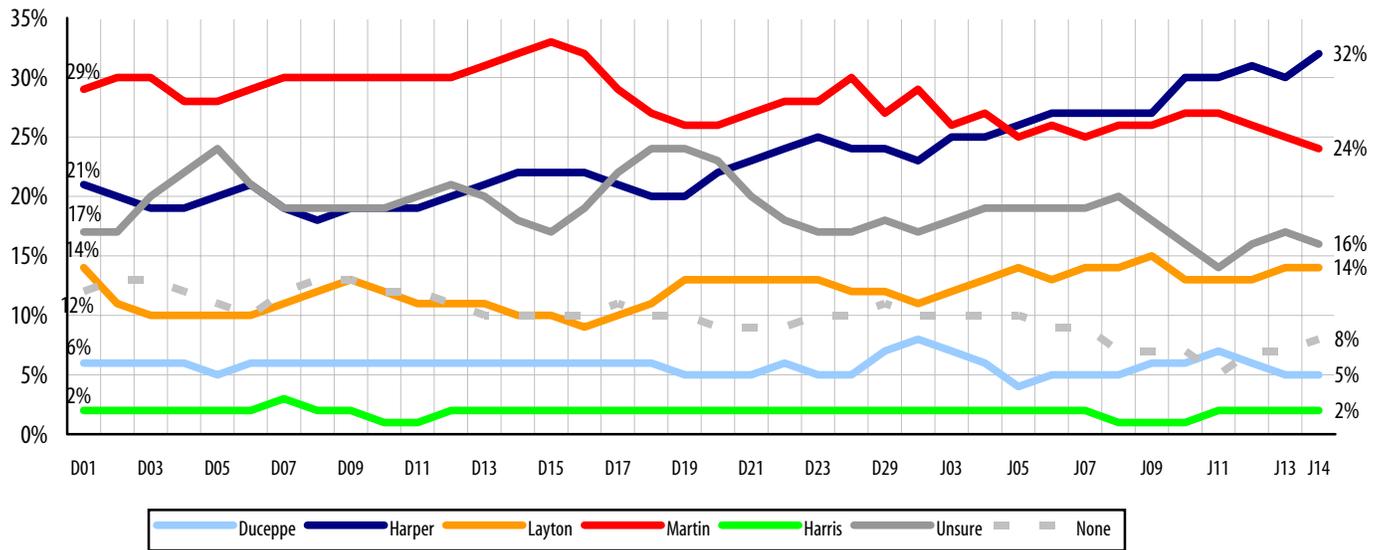
REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14	Jan 13	Jan 14
	%	%	%	%	%	%	%	%	%	%
Harper	30	32	20	24	28	31	27	26	37	39
Martin	25	24	29	28	16	17	31	27	25	24
Duceppe	5	5	2	-	16	13	1	2	2	3
Layton	14	14	14	13	9	10	19	20	13	12
Harris	2	2	3	2	1	-	3	2	2	2
None	7	8	5	7	12	11	6	7	6	8
Undecided	17	16	27	27	18	17	14	16	15	13
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 $\pm$2.9%, 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.

Media inquiries should be directed to:
Nikita James Nanos
President and CEO
SES Research
nnanos@sesresearch.com
(613) 234-4666 ext. 237