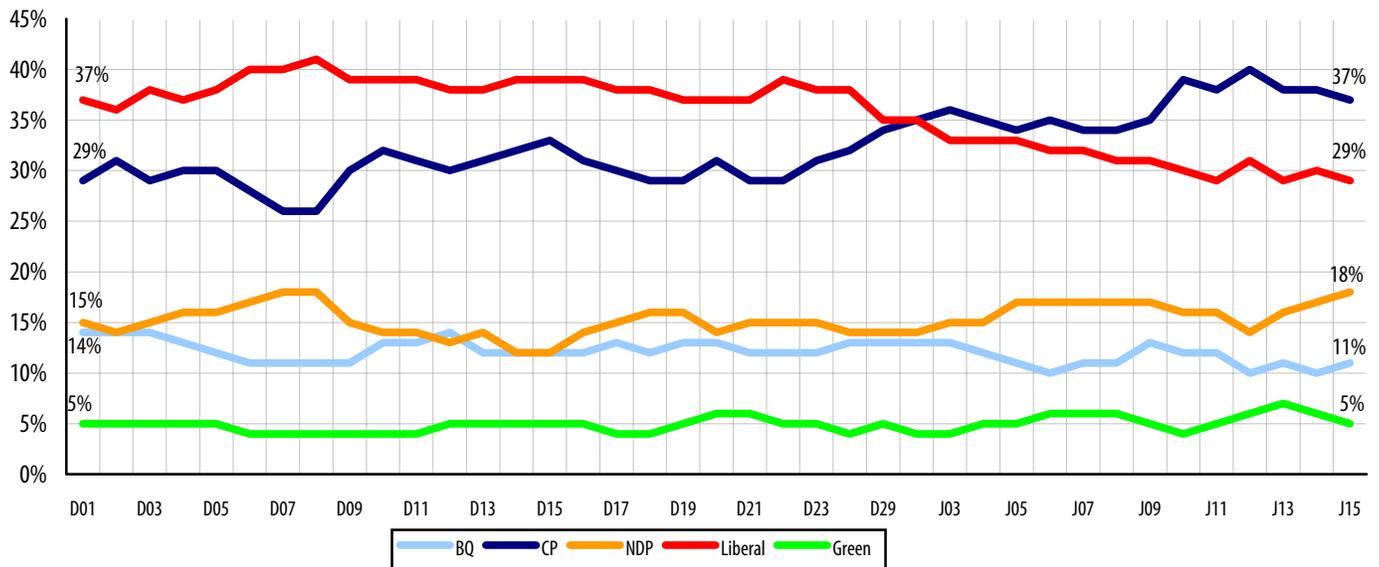


Conservatives Ahead by Eight; NDP Moving Up



FIRST RANKED BALLOT (N=1,200 Canadians, 1,038 decided voters)



REGIONAL BALLOTS

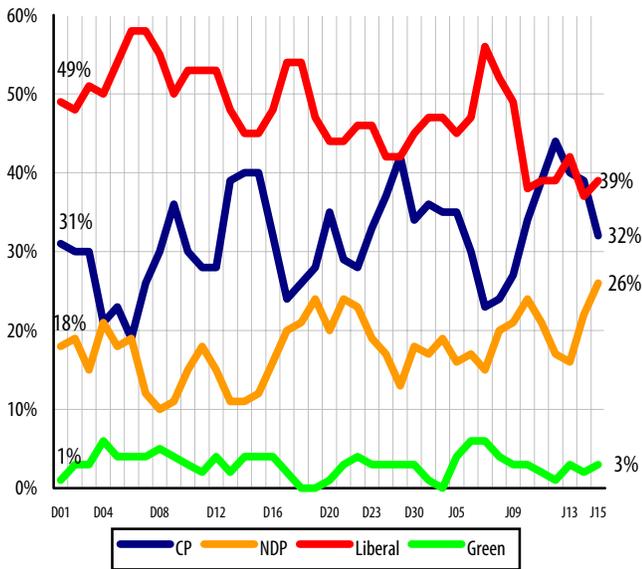
	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15
	%	%	%	%	%	%	%	%	%	%
Conservative	38	37	39	32	24	22	37	38	46	47
Liberal	30	29	37	39	20	19	34	34	31	28
NDP	17	18	22	26	7	9	24	23	14	18
BQ	10	11	-	-	45	48	-	-	-	-
Green	6	5	2	3	4	3	6	5	8	7
Accuracy	± 3.1%	± 3.1%	± 10.1%	± 9.9%	± 6.5%	± 6.4%	± 5.6%	± 5.7%	± 5.1%	± 5.1%
Undecided	14	14	18	14	20	20	12	13	11	10

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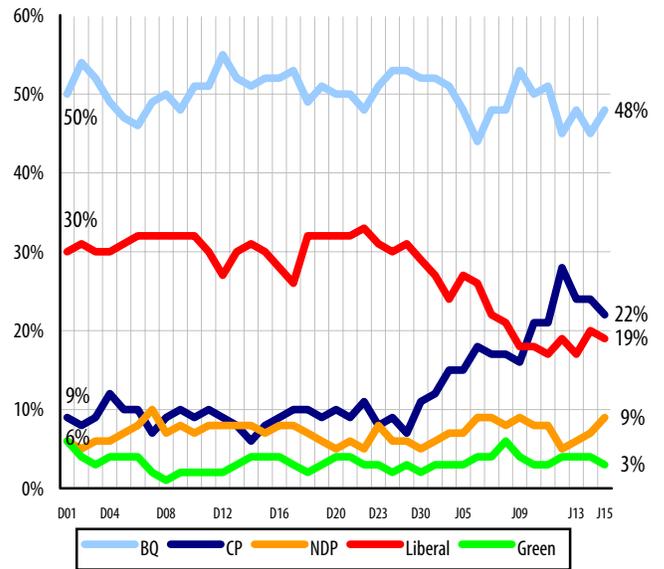
NDP Trending up in Regions



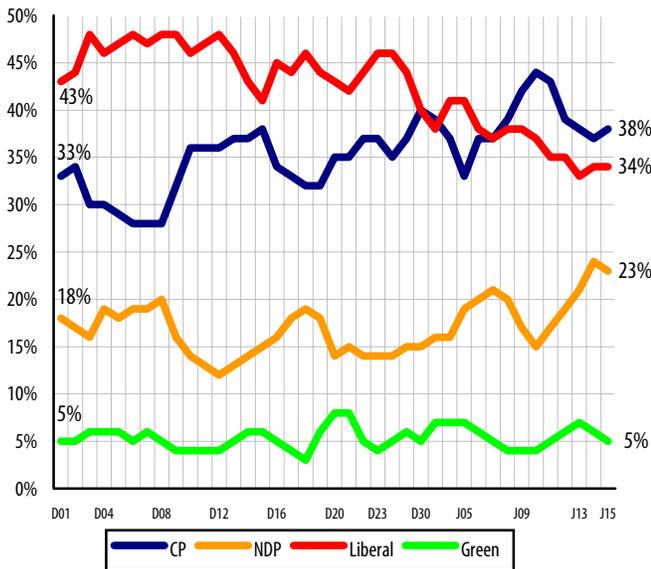
ATLANTIC CANADA (Decided Voters, Accuracy ±10)



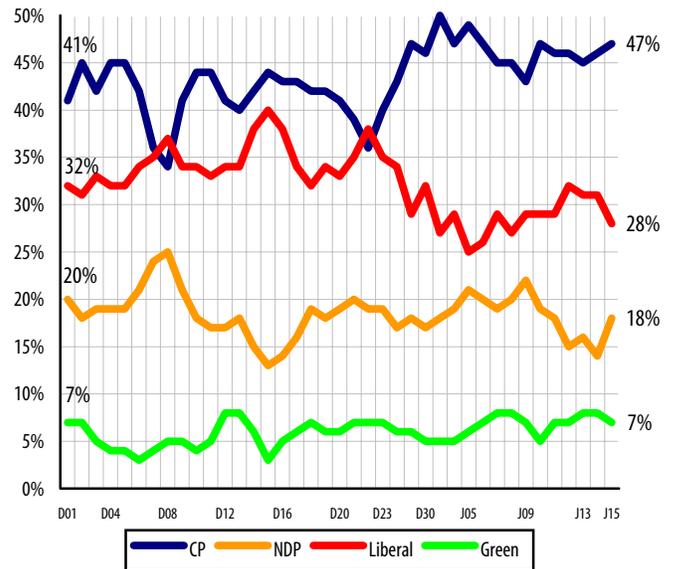
QUEBEC (Decided Voters, Accuracy ±6)



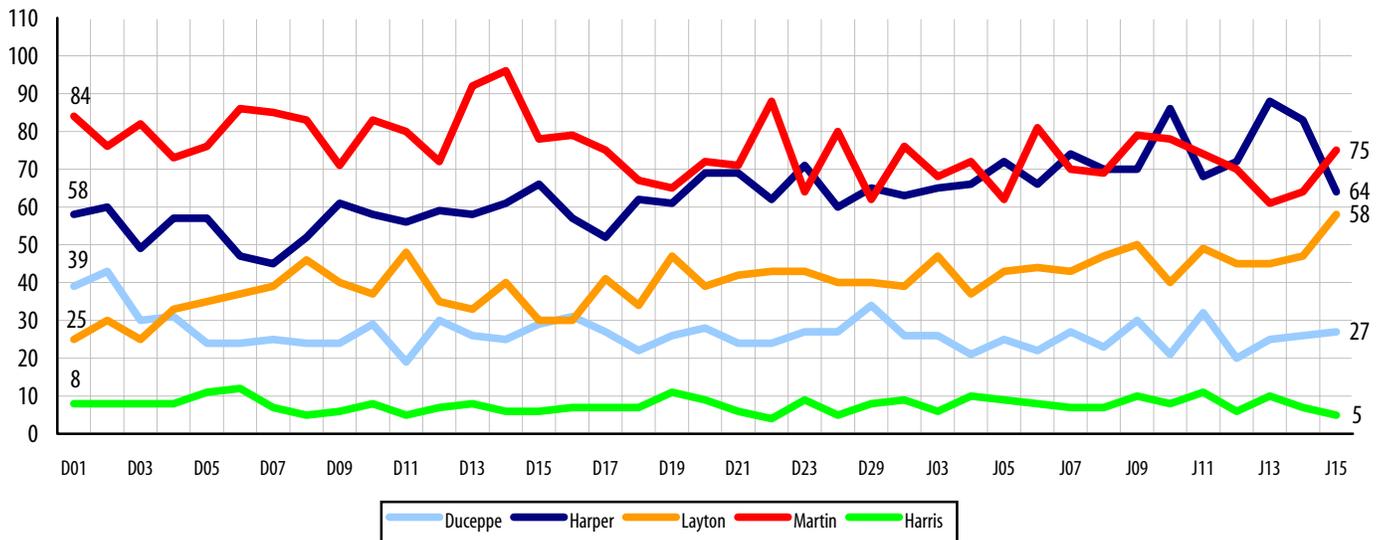
ONTARIO (Decided Voters, Accuracy ±6)



WESTERN CANADA (Decided Voters, Accuracy ±5)



Performance Index: Martin and Layton up



LEADERSHIP INDICATORS

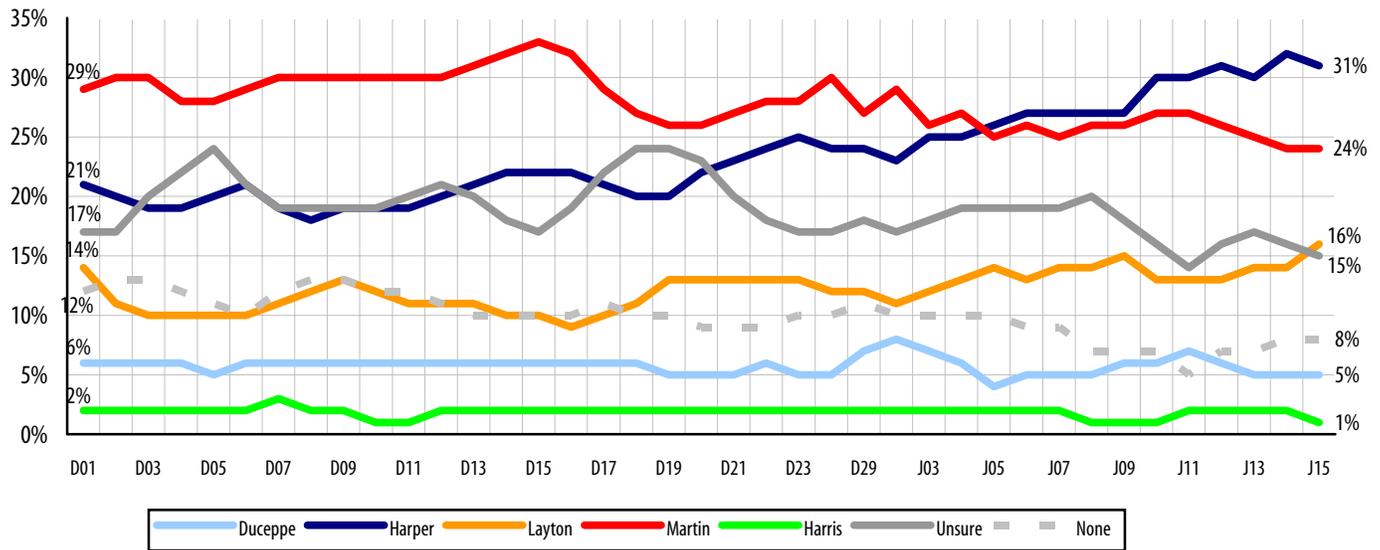
	Trust		Competence		Vision for Canada		Leadership Index Score	
	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15
	%	%	%	%	%	%		
Paul Martin	17	19	25	28	22	28	64	75
Stephen Harper	26	20	27	22	30	22	83	64
Gilles Duceppe	12	11	8	10	6	6	26	27
Jack Layton	18	22	13	16	16	20	47	58
Jim Harris	3	2	2	1	2	2	7	5
None of them	12	17	7	10	6	9	25	36
Undecided	12	10	18	15	17	13	47	38
Accuracy	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%		

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Best PM: Harper Leads by Seven Points



BEST PRIME MINISTER (N=1,200 Canadians)



REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15	Jan 14	Jan 15
	%	%	%	%	%	%	%	%	%	%
Harper	32	31	24	22	31	27	26	28	39	38
Martin	24	24	28	26	17	18	27	29	24	24
Duceppe	5	5	-	-	13	14	2	2	3	4
Layton	14	16	13	23	10	12	20	18	12	14
Harris	2	1	2	1	-	1	2	1	2	2
None	8	8	7	6	11	10	7	8	8	9
Undecided	16	15	27	23	17	18	16	15	13	10
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.

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