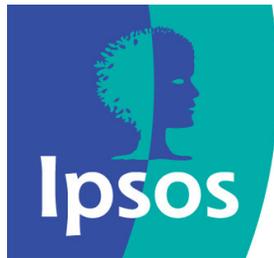


IPSOS REID HITS MARK WITH FINAL NATIONAL POLL RESULTS VERSUS ELECTION OUTCOME

Compared To Actual Results, Final Poll Within A Mere 1.7% Average Per Political Party



Ipsos Reid

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Toronto, ON –Ipsos Reid’s polling team for CanWest News Service/Global News correctly predicted a Conservative minority government for Canada’s January 23rd 2006 national election, and hit the mark with its final poll on the night before the vote. Based on Ipsos Reid poll results, Global National was the first network to call a Conservative government at 7:30 p.m. ET to audiences in the Maritimes.

The compared results are as follows:

	Projected	Actual	Difference
The Conservative Party	38%	36.3%	-1.7%
The Liberals	27%	30.2%	+3.2%
The New Democratic Party	19%	17.5%	-1.5%
Bloc Quebecois	12%	10.5%	-1.5%
Green Party	4%	4.5%	0.5%

As such, the Ipsos Reid final polling results in comparison to the actual results at 12:15 a.m. on January 24th, 2006 and varied by only an average of 1.7% per political party. Polling also correctly identified the turn-out for the election at 63% (actual voter turn-out was 64.9%).

An Internet exit poll for CanWest News Service/Global News involving 35,700 voters across Canada reveals that one in ten (10%) of all voters made up their minds on who to vote for at the ballot box. This was consistent in the province of Ontario with 10% and in the Greater Toronto Area (GTA) at 9%.



An early analysis assessing of the actual seat outcome versus the seat modeling appears to indicate that seats in the Ontario ridings shifted only a slight 4 points in the popular vote – primarily in the 905 telephone exchange -- in the time between the poll released on January 22nd and the close of voting on January 23rd and saved a host of key liberal ridings that staved off a potential increased Conservative plurality. Because of the large footprint of 106 seats in the province of Ontario, a shift of this dimension can affect upwards of 25 electoral seats. In the 2004 election campaign, a similar but not as a dramatic shift took place involving approximately 6.8% of the entire popular vote in Ontario, which at that time delivered a minority government to the Liberals. Clearly, with a reduced shift this time, the Conservatives were the net beneficiaries and have gone on to form a new government.

Ipsos Reid's exclusive seat projection model had a variance of only 7.8% compared to the final outcome--a margin of 24 seats out of 308.

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