

## Tories Slide on First Night of New Liberal Ad



### ELECTION TRACKING

#### Questions

If a FEDERAL election were held today, could you please rank your top two current local voting preferences.

Some people think that the Liberals have done a good job running the country and that Paul Martin would be a strong Prime Minister. Others think that the Liberals have been in power too long and that it's time for a change. Which of these two opinions best reflects your views?

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

The daily tracking figures are based on a three day rolling sample comprised of 600 interviews. A national random telephone survey is conducted nightly by SES Research throughout the campaign. Each evening 200 voters are interviewed. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of accuracy for the rolling sample of 600 voters is  $\pm 4.1\%$ , 19 times out of 20. The research was registered with the Canadian Survey Research council of which SES is a member.

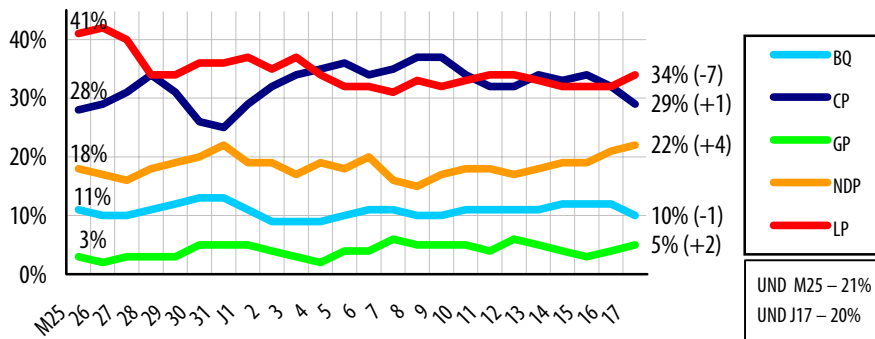
M25 on the charts reflect the findings of a national SES poll completed on May 25, 2004. Percentages may not add up to 100 due to rounding.

#### About SES

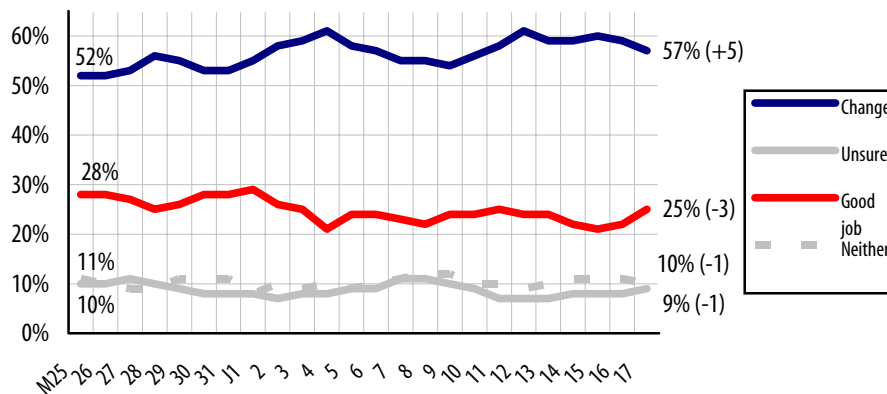
Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website [www.sesresearch.com](http://www.sesresearch.com). Media inquiries should be directed to:

Mr. Nikita Nanos at (613) 234-4666 ext.237 or [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

#### BALLOT (rank 1 - decided only)



#### APPETITE FOR CHANGE



#### BEST PRIME MINISTER

