

**QUESTION**

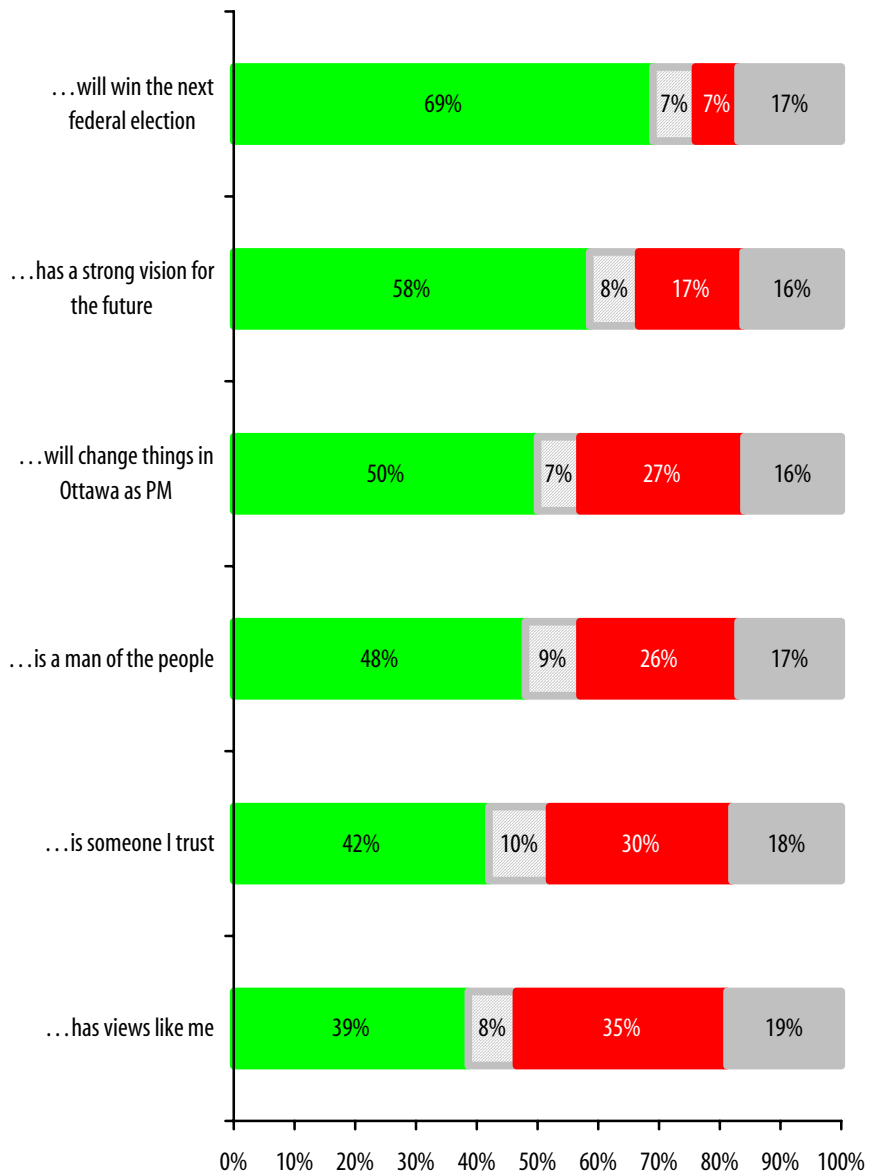
As you may know, Paul Martin, the former federal Liberal Minister of Finance is the leading candidate to replace Prime Minister Jean Chrétien as the next leader of the Liberal Party of Canada and Prime Minister of Canada. I am going to read you a series of statements and I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree....Paul Martin [rotate statements]

- ... has a strong vision for the future
- ... is a man of the people
- ... is someone I trust
- ... will change things in Ottawa as PM
- ... has views like me
- ... will win the next federal election

**COMMENTARY**

Canadians have very high expectations of Paul Martin. They believe he will win the election and that as Prime Minister and that he has a strong vision. Martin is clearly seen as winner with a strong leadership style. The only measure with which Canadians are divided is whether he has views like an average Canadian.

**PAUL MARTIN**



■ Strongly/somewhat agree 
 ■ Neither 
 ■ Strongly/somewhat disagree 
 ■ Unsure

**THE METHODOLOGY**

Between August 24<sup>th</sup> and September 2<sup>nd</sup>, 2003, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results are accurate ± 3.1%, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

**ABOUT SES**

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

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