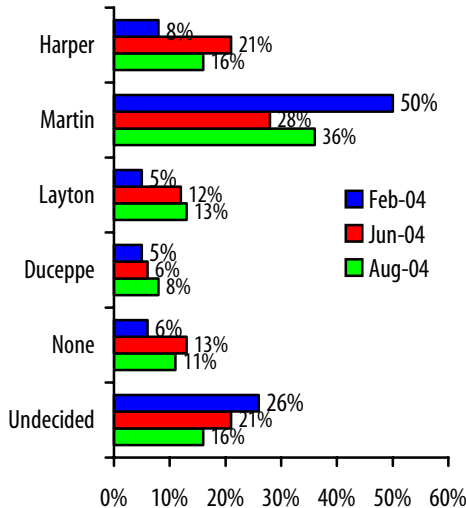


**BEST PM**

**QUESTION:** *Of the following individuals, who do you think would make the best Prime Minister? [READ AND ROTATE]*



**COMMENTARY**

Although during the election campaign, Paul Martin's lead as best Prime Minister was reduced to 7 points, since the election he has increased his lead to 20 points. The three data points above represent the wave when Paul Martin became PM, the poll completed the week before the federal election and the current wave of research.

Polling also indicates that Stephen Harper is the only federal leader to have his best Prime Minister numbers drop since the election.

On the whole, Canadians still view the performance of the federal Liberal government as average but the percentage with a negative opinion has dropped since 2004Q2.

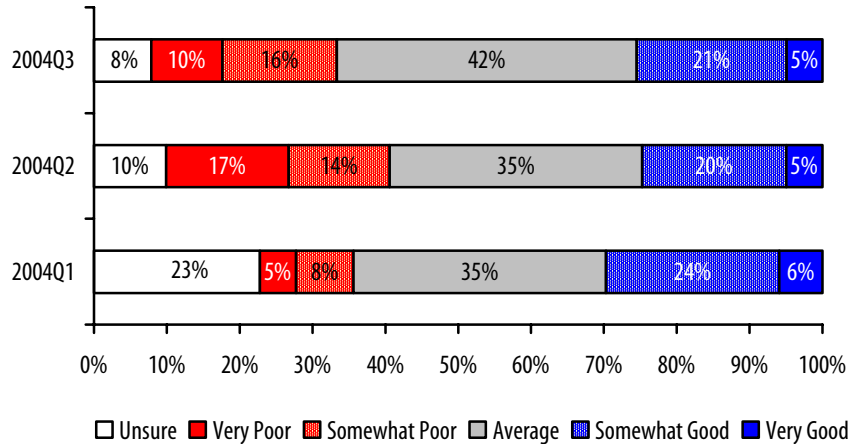
**THE METHODOLOGY**

Between August 5<sup>th</sup> and August 11<sup>th</sup>, 2004, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results of the survey are accurate  $\pm 3.1\%$ , 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

The poll was registered with the Canadian Survey Research Council of which SES is a member.

**GOVERNMENT PERFORMANCE**

**QUESTION:** *Would you describe the performance of the current Federal Liberal Government led by Prime Minister Paul Martin as very good, somewhat good, average, somewhat poor or very poor?*



**Target Groups**

(+/- index score)	VG	SG	Aver.	SP	VP
Atlantic	+1	-2	+2	0	-2
Quebec	+1	-1	-2	-1	+4
Ontario	0	+1	0	-2	-1
West	-2	-1	0	+1	-1
Men	+1	-2	-1	0	0
Women	-2	+1	0	-1	+1
18 to 29	-2	+3	+3	-1	-2
30 to 39	-2	-2	+4	+1	-2
40 to 49	+1	-5	-3	+4	+2
50 to 59	0	+1	-3	+1	+2
60 plus	+1	0	-2	-6	+1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +3 SG score for the Liberals among 18 to 29 year olds would indicate that 3% more 19 to 29 year olds think the Liberals have done a somewhat good job compared to the national average. Considering the sample size of 1,000 voters, readers should focus on scores of +/-5 or greater.

**ABOUT SES**

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. In order to maximize turn-around time and increase efficiency, SES has a 168-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website

[www.sesresearch.com](http://www.sesresearch.com) or contact:

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