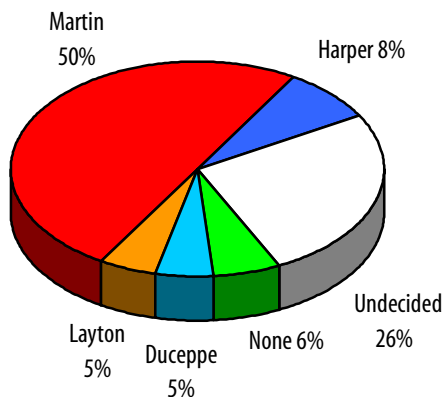


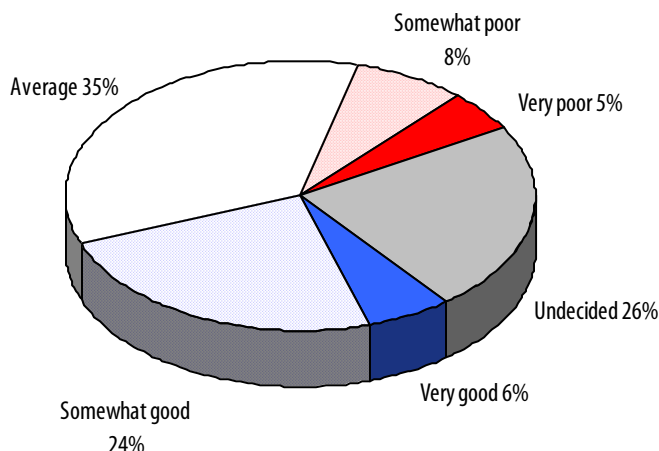
BEST PM

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



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?*



COMMENTARY

Although Paul Martin personally is very popular and the clear choice as Prime Minister, a significant number of voters consider the government performance as average (35%) or cannot form an opinion (26%).

The fact that at the time of the Chretien resignation a series of key national issues remained unresolved or uncertain (same-sex marriage, decriminalization of marijuana, Canada-US relations) may lead to Liberal vulnerability on its performance and accomplishments.

Target Groups

(+/- index score)	VG	SG	Aver.	SP	VP
Atlantic	+1	+12	-7	+1	-3
Quebec	+4	-2	-1	0	+1
Ontario	-1	-2	+4	0	-1
West	-3	0	-1	0	0
Men	-1	+1	-2	+1	-1
Women	+1	-1	+1	0	0
18 to 29	-2	+3	+3	+1	-2
30 to 39	-2	+1	-2	+1	0
40 to 49	-1	0	+4	+1	+1
50 to 59	+2	-1	+2	-2	-1
60 plus	+5	-3	-8	-1	-1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +12 SG score for the Liberals in Atlantic Canada would indicate that 12% more Atlantic Canadians 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.

THE METHODOLOGY

Between January 26th and January 29th, 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 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. In order to maximize turn-around time and increase efficiency, SES has a 110-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.

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